

# ROSETTA

Reducing food waste due to marketing standards through alternative market access

From Farm  
to Fork,  
we link the  
sustainable  
way

**D6.2 Dissemination & Communication Plan – First Update**

White Research (WR)

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## Abbreviations

CA	Consortium Agreement
CoP	Community of Practice
D&C	Dissemination & Communication
DCP	Dissemination and Communication Plan
EC	European Commission
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
GA4	Google Analytics 4
HEU	Horizon Europe
KPIs	Key Performance Indicators
M	Month
NGO	Non-Governmental Organisation
SMAs	Social Media Accounts
WP	Work Package
WR	White Research

## Executive Summary *(Updated)*

This report presents the updated version of the Dissemination and Communication Plan (DCP) for the Horizon Europe **ROSETTA** project. The DCP functions as the strategic and operational backbone guiding all communication and dissemination activities carried out by the consortium. It aims to ensure that ROSETTA's results, tools, and messages are effectively conveyed to diverse stakeholder groups, maximising visibility, outreach, and long-term impact.

The plan outlines the project's overarching dissemination and communication strategy, provides an updated overview of the channels and tools used, and establishes a clear monitoring and reporting framework. It places strong emphasis on the proactive involvement of the entire consortium, encouraging each partner to contribute to the visibility and success of ROSETTA's communication efforts.

This revised version reflects the project's **progress at mid-term (M18)**, integrates new activities, and includes refined approaches to stakeholder engagement, digital outreach, visual identity, and content development.

The report is structured as follows:

- **Chapter 1** introduces the purpose and scope of the DCP.
- **Chapter 2** briefly presents the ROSETTA project's context and objectives.
- **Chapter 3** details the communication and dissemination strategy, along with the updated objectives of the DCP.
- **Chapter 4** identifies the project's key audiences and outlines tailored messages for each stakeholder group.
- **Chapter 5** introduces the ROSETTA visual and promotional toolbox, including updates on branding elements such as the logo, leaflet, social banners, and infographic assets.
- **Chapter 6** covers the full spectrum of ROSETTA's communication channels, including updates on the project website, social media platforms (LinkedIn, Facebook, X, YouTube, BlueSky), the "Roots to Resilience" campaign, newsletter releases, publications, and promotional video dissemination.
- **Chapter 7** clarifies roles and responsibilities for D&C within the consortium, led by White Research (WR) as the Dissemination and Communication Manager.
- **Chapter 8** focuses on coordination with relevant EU-funded projects, networks, and initiatives, presenting mechanisms for establishing joint activities and amplifying impact through synergies.
- **Chapter 9** introduces an enhanced monitoring and evaluation framework, providing detailed analytics across digital platforms, events, stakeholder engagement, and outreach tools. Progress against Key Performance Indicators (KPIs) is also presented.
- **Chapter 10** summarises the four implementation phases of dissemination activities and their corresponding timelines.

The annexes provide essential supporting materials such as reporting templates, press releases, D&C guidelines, event forms, and a list of relevant projects for future collaboration.

As a living document, the DCP will continue to evolve throughout the lifetime of ROSETTA. All partners are expected to actively contribute to its implementation. White Research will continue to coordinate and support these efforts, ensuring coherence, adaptability, and alignment with project developments. A final updated version of this strategy is foreseen for **M36**.

**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 considering 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 R-MAP, G.A: 101132497). 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 *(Updated)*

Effectively disseminating the vision and outcomes of Project ROSETTA is integral to ensuring its successful implementation. This document outlines the updated Dissemination and Communication Plan (DCP) for ROSETTA, serving as a strategic roadmap 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 visibility and 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 emphasising the role of the consortium in these efforts, Project ROSETTA aims to engage diverse stakeholders and maximize the impact of its outcomes.

**Table 1: Key Elements of the Dissemination & Communication Plan**

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 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 efforts, 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, accompanied by guidelines, templates and Annexes, is a living document and will undergo regular updates to align with the project's progress. Lessons learned during project implementation have been taken into account in this version (M18), helping to refine and enhance the strategy. The final version of the D&C strategy will be delivered by M36, supporting the sustainability of ROSETTA's outcomes and the long-term visibility of its results.

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, 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, the 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 this 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 to support the establishment, operation, and monitoring of the food waste interventions and local networks. 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 marketing standards objectives including product quality assurance, labelling, marketability and compliance with health and safety standards. 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 applied use cases, 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 recommendations 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 the 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 outlines the overall dissemination and communication (D&C) strategy of the project with respect to the promotion of its results and outreach activities. The strategy has been carefully designed and tailored to the project's approach, aiming to maximise impact, transfer knowledge and communicate the results to targeted stakeholders, while also raising awareness of the project's concept among broader audiences.

This strategy establishes clear guidelines for all dissemination activities carried out throughout the project, including all operational dissemination elements. These elements are illustrated in the figure below:



Figure 1: ROSETTA D&C Strategy

This section provides an overview of the D&C strategy and outlines the structure of the DCP. The first sub-section presents the **objectives of the DCP**, which are used to monitor the successful implementation of the strategy. The second sub-section defines the **target audience** for ROSETTA's dissemination efforts. The third sub-section presents the **key messages** for each stakeholder group, along with the **project's vision and core assets**.

A dedicated sub-section of the strategy focuses on **the tools, channels and means** used to reach stakeholders. This is followed by sub-sections outlining the roles and responsibilities of consortium members, as well as the timeline for D&C activities to ensure smooth and effective implementation.

Throughout the first period of the project, special attention has been placed on collaborating with other relevant projects, initiatives and networks at national and EU level. Based on the work carried out under Task 6.3, this document also presents the current state of **clustering and cooperation activities** and the approach for establishing synergies with selected initiatives.

Lastly, the final sub-section introduces the framework for assessing the effectiveness of the strategy, along with a timeline for all planned dissemination and communication actions.

To ensure effective communication of ROSETTA's outcomes, **the DCP acts as a reference document for all partners, detailing the tools and actions necessary to engage stakeholders.** It is not a static plan but rather a dynamic and flexible strategy, revised where needed in response to lessons learned during the project's implementation.

## 3.2 Objectives of the DCP

ROSETTA's D&C strategy defines a set of practical and measurable objectives to guide and assess the implementation of dissemination and communication activities. These objectives answer the question of **why** the DCP is necessary and form the foundation for strategic execution. The objectives of the DCP are as follows:

- 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 realise these objectives, the D&C strategy has been implemented through a practical action plan targeting diverse audiences and providing adaptable tools and methods. The strategy includes a clearly defined methodology for determining what should be disseminated (vision, news, results), to whom (stakeholders, audience groups), how (channels, tools), and when (timeline and milestones).

The key steps in the implementation of ROSETTA's D&C activities include:

- Establishing clear project objectives and identifying suitable channels and tools for promotion.
- Defining key messages and core assets of the project.
- Matching communication channels to target audiences and selecting appropriate methods for engagement.
- Assigning roles and responsibilities to ensure partner participation and effective coordination.
- Monitoring key dissemination KPIs and refining approaches as needed.
- Ensuring alignment between D&C actions and the overall project timeline.

## 4. Target Audience and Key messages

### 4.1 Target Audience Analysis

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

The main stakeholder groups targeted over the project's duration are illustrated in the figure below. Based on the relevance of their field of action, these groups have been considered the most appropriate for ROSETTA. As shown, they represent a diverse range of roles, as well as distinct interactions within the agri-food sector:

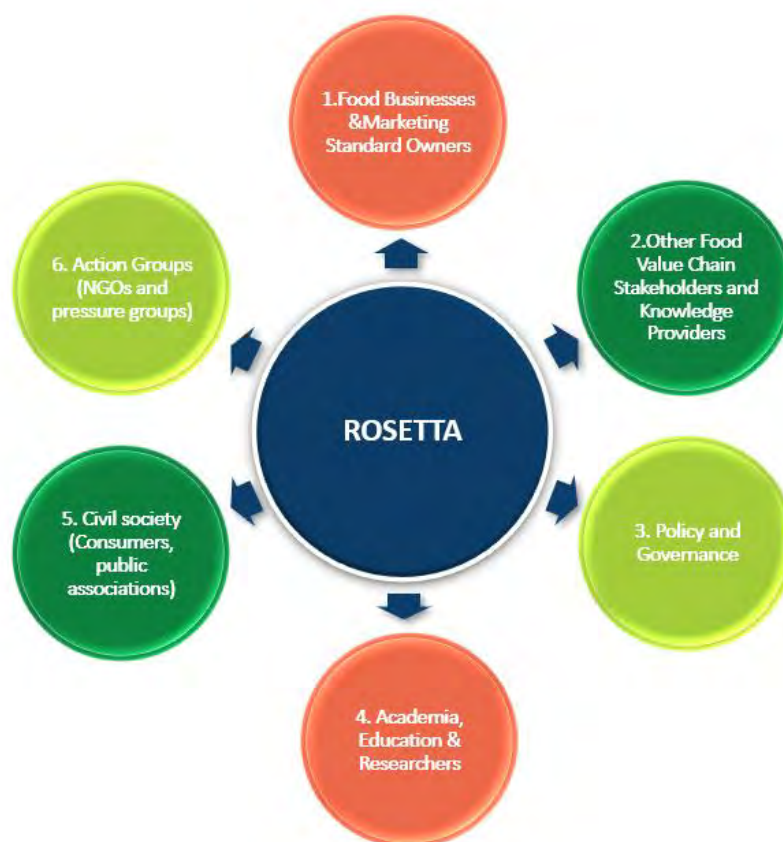


Figure 2: ROSETTA Target Audiences

ROSETTA has aimed 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)

To fine-tune engagement efforts throughout the project, ROSETTA has applied a Stakeholder Classification Model to further refine and prioritise communication approaches. Each stakeholder group has been categorised based on the following parameters:

- The extent of the stakeholder’s power/authority
- Their interest in the project’s outcomes
- Their level of active involvement in ROSETTA activities
- Their influence over project planning and/or policy adoption

This model has allowed the project to tailor its key messages and select the most suitable communication tools and channels for each stakeholder group. The following figure visualises the stakeholder engagement approach based on these parameters:

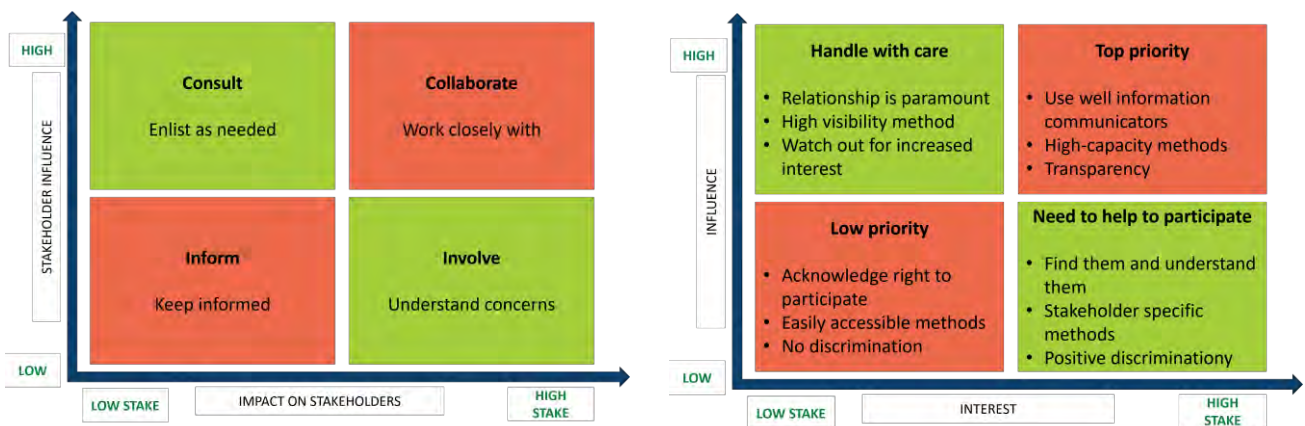


Figure 3: ROSETTA Stakeholder Mapping & Stakeholder Engagement

To support implementation, the D&C strategy has organised these groups into broader ROSETTA stakeholder categories. A more detailed breakdown of each audience segment, along with tailored examples, is presented in the next table:

**Table 2: ROSETTA Target Group Analysis**

Target group	Short Description	Sub-Categories	Examples
<b>Food Businesses &amp; Marketing Standards Owners</b>	Key contributors to the shaping of the food industry practices and influencing of business strategies.	Producers Processors Manufacturers Wholesalers Retailers Food Services	Organic Valley Nestle Barilla Carrefour Lidl Autogrill Aria Foods
<b>Other Food Value Chain Stakeholders and knowledge providers</b>	Dynamic network providing strategic guidance, connections and cutting-edge technologies, advancing sustainability in the food chain	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
<b>Policy and Governance</b>	Policy makers and government entities that are involved in shaping and implementing policies related to food sustainability.	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
<b>Academia, Education &amp; Research</b>	Collaborative network of scientists engaged in research spanning food waste, food sustainability, and environmental impact	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
<b>Civil Society</b>	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	Consumers Public associations	<a href="#">EU Food Policy Coalition</a> Civil Society Organisations Individuals
<b>Action Groups</b>	Dynamic teams committed to implementing practical initiatives that drive positive change in food sustainability	NGOs and pressure groups	European Food Information Council (EUFIC), Belgium World Wildlife Fund (WWF) Food Tank Slow Food International ZWE: Zero Waste Europe Boroume

## 4.2 ROSETTA Key Messages

An essential element in crafting an effective Dissemination and Communication (D&C) strategy has been the clear definition of the content communicated to various stakeholders. In the preceding section, we outlined the main stakeholder groups engaged by the project. Given their diverse backgrounds, interests and requirements, it has remained crucial to tailor distinct messages for each audience.

These messages have continued to evolve throughout the project’s implementation, informed by the activities conducted, data collected, and engagement outcomes. This adaptive approach has ensured that communications remain relevant, targeted and aligned with stakeholder needs.

In addition, ROSETTA has actively leveraged the networks and communication channels of its consortium partners to broaden outreach and amplify its messages across multiple sectors and regions.

The table below summarises the stakeholder groups, their overarching needs, and examples of the core messages addressed to each. It should be noted that these messages have been refined as the project has progressed and will continue to do so until project completion.

**Table 3: ROSETTA Key Messages**

Target	Needs	Messages
<p><b>Food Businesses and marketing standards owners</b></p>	<p>To align businesses with sustainable practices to meet the growing consumer demand for eco- friendly products.</p> <p>To earn higher profits; Implementing waste reduction strategies, not only meets with sustainability goals but also contributes to cost saving.</p> <p>To reduce waste.</p> <p>To adapt to marketing trends, embracing the ones that focus on sustainability and consumers who prioritize environmentally friendly products.</p> <p>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.</p> <p>To explore innovative ways to turn food waste into valuable resources, creating new revenue streams and enhancing the overall sustainability profile of the business.</p>	<p>Discover actionable insights through our research to effectively prevent waste, improve operational efficiency, and enhance the overall profitability of the business.</p> <p>Embrace sustainable solutions for eco-friendly practices.</p> <p>Explore new market opportunities for increased revenue.</p> <p>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.</p> <p>Adopt waste reduction practices and private standards.</p> <p>Transform food waste into valuable resources, creating new revenue streams and enhancing the business’s overall sustainability profile for increased profitability.</p>

Target	Needs	Messages
<p><b>Other Food Value Chain Stakeholders and knowledge providers</b></p>	<p>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.</p> <p>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.</p>	<p>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.</p> <p>Diversify services and products with innovative solutions and position the business as a pioneer in delivering forward-thinking and sustainable offerings to clients.</p> <p>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.</p>
<p><b>Policy and Governance</b></p>	<p>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.</p> <p>To address waste challenges to enhance environmental sustainability. The goal is to find effective solutions that reduce the impact of waste on ecosystems, public health and resource management.</p> <p>To redesign standards and shape forward-thinking policies that align with the evolving landscape of sustainability.</p>	<p>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.</p> <p>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.</p> <p>Contribute to the creation of standards that align with environmental and societal well-being.</p> <p>Address waste challenges through informed and evidence-based policy decisions.</p>

Target	Needs	Messages
<b>Academia, Education/Research</b>	<p>Engage with cutting-edge research and developments in food and marketing standards to stay at the forefront of academic inquiry and industry relevance.</p> <p>Foster interdisciplinary collaborations between academia and industry, creating synergies that drive impactful research with practical applications.</p> <p>To ensure that research outcomes are effectively communicated, recognized, and applied to contribute to the advancement of knowledge and practical solutions</p>	<p>Actively participate in knowledge exchange by sharing valuable datasets and practical insights related to waste management and evolving standards.</p> <p>Encourage collaborative efforts that translate research findings into practical applications, driving advancements in the field of food waste reduction.</p> <p>Actively seek opportunities for advancing research and ensuring the recognition and practical implementation of research results in the domain of food waste reduction.</p>
<b>Civil Society</b>	<p>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.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>Collect and disseminate real-world examples and evidence showcasing the impact of marketing standards on food waste.</p>
<b>Action Groups</b>	<p>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.</p> <p>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.</p>	<p>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.</p> <p>Support and push for initiatives that contribute to food sustainability, emphasizing the importance of collective efforts in creating lasting positive change.</p>

*The goal of these tailored messages has been twofold: to promote engagement with the project and to support the uptake of ROSETTA's solutions and findings among stakeholders across Europe's agri-food value chain*

## 5. ROSETTA Toolbox *(Updated)*

ROSETTA's DCP has strategically employed a range of tools and channels to ensure the broad reach of its activities and outcomes. By utilising diverse communication methods, the project has aimed to maximise visibility and awareness, contributing significantly to the promotion of sustainable practices for reducing food waste.

The choice of tools and channels has been based on the nature of the target audiences, the type of message to be conveyed, and the expected level of engagement. The following table provides an overview of the tools and channels that have been used or are planned, reflecting how the D&C strategy has been implemented in practice.

This multi-channel approach has ensured adaptability and accessibility, supporting the effective dissemination of project findings and encouraging interaction with stakeholders at local, national, and EU levels.

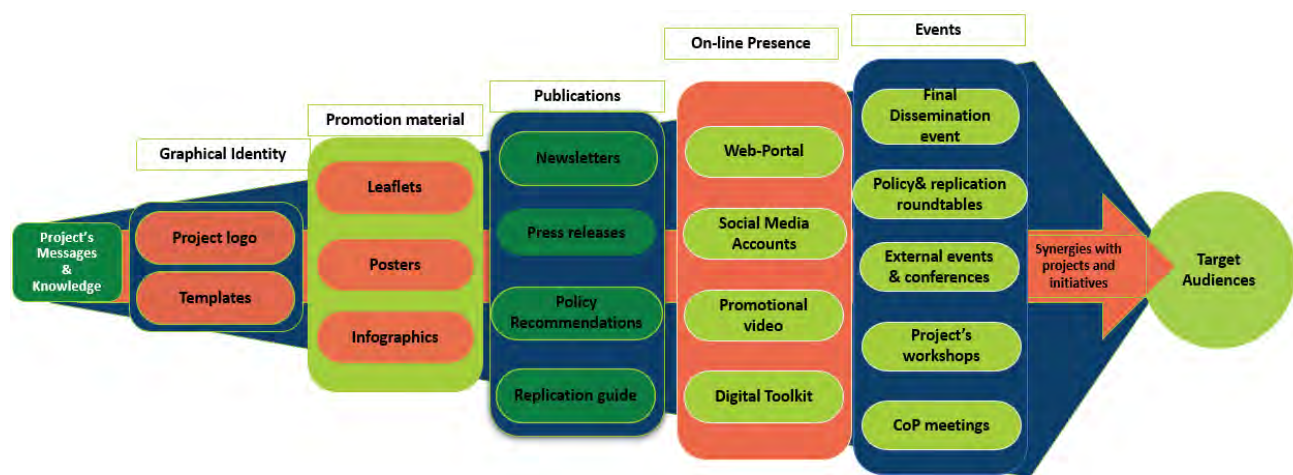


Figure 4: ROSETTA Communication Activities

### The ROSETTA promotional material and brand identity includes:

- Project's logo and visual identity
- Trifold leaflet
- Poster
- Presentation and Deliverable template
- Letterheads
- Infographics
- Promotional video
- Ad hoc promotional material (tailored to the project's activities and needs – if required)

Specific tools and channels have been used to communicate and disseminate the project’s activities and outcomes to the identified target groups. These are summarised below:

**Table 4: ROSETTA Tools and Channels per Target Group**

Target Groups	Tools and Channels
<b>Food Businesses and marketing standards owners</b>	Social Media Accounts (SMAs), web portal, digital toolkit, promotional material, Community of Practice (CoP), project events, external events, synergies with other projects, personal contacts to relevant organizations.
<b>Other Food Value Chain Stakeholders and knowledge providers</b>	SMAs, web portal, digital toolkit, promotional material, CoP, project events, external events, synergies with other projects, personal contacts to relevant organizations.
<b>Policy and Governance</b>	Project events, external events, workshops, SMAs, CoP, leaflet, poster, project’s reports, personal contacts
<b>Academia, Education &amp; Researchers</b>	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
<b>Civil Society</b>	External events, SMAs, newsletter, promotional video, leaflet, poster, web portal, project partner’s websites
<b>Action Groups</b>	External events, SMAs, web-portal, Newsletter, project’s reports, synergies with other projects, leaflet, poster, digital toolkit

## 5.1 Logo and Visual Identity *(Updated)*

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. This includes leaflets, posters, infographics, newsletters, deliverables, social media visuals, the web portal, publications and materials for internal and external events. All these elements contribute to a unified and recognisable communication style across all dissemination and communication 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 presents the final version of the project logo:



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:






				
RGB: 14 / 53 / 105 HEX: # 0E385A CMYK: 105 / 75 / 30 / 25	RGB: 14 / 129 / 65 HEX: # 0E8141 CMYK: 85 / 20 / 30 / 0	RGB: 154 / 205 / 159 HEX: # AACD3B CMYK: 45 / 0 / 30 / 0	RGB: 235 / 105 / 75 HEX: # E5694B CMYK: 0 / 70 / 70 / 0	RGB: 241 / 248 / 255 HEX: # F1F8F8 CMYK: 7 / 0 / 4 / 0

Figure 6: ROSETTA Colour ID

The ROSETTA logo must be clearly displayed on all the communication material produced in the framework of the project on all communication materials produced within the framework of the project, including presentations, deliverables and digital content. Similarly, the EU funding should be properly acknowledged, and the EU emblem must be prominently included in accordance with Horizon Europe communication guidelines.



Figure 7: EU Emblem

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

## 5.2 Promotional Material *(Updated)*

The promotional material for ROSETTA was developed during the early stages of the project and continues to support its outreach activities. WR was responsible for the graphic design and the content, while the consortium partners offered feedback throughout the development process. The material is freely available to the public through the project's website (online for download) and the partners have been printing it as needed for dissemination at events.

The material has been actively used during physical activities (including external and project-organised events) to attract and engage relevant stakeholders and give more information on the project's mission and objectives.

As an update, to reflect the project's expanded digital outreach, the **BlueSky** logo has been added to all promotional materials, aligning with ROSETTA's presence on this emerging platform and ensuring consistency across visual assets.

### 5.2.1 Leaflet and Poster *(Updated)*

Leaflets and posters continue to be key tools in the effective implementation of ROSETTA's dissemination and communication activities. Their design not only highlights the project's key content and goals but also reflects the consistent visual identity established for the project.

A trifold leaflet and a poster were developed early in the project to support dissemination at physical events, stakeholder meetings and public engagement activities. These materials are also available for download on the project's website, ensuring accessibility and extended outreach.

The leaflet presents ROSETTA's aim, vision and expected impact, alongside a summary of the target stakeholder groups who benefit from its outcomes. The poster takes a more visual approach, using strong graphical elements to grab attention and deliver key project highlights briefly. Both formats have been widely distributed at conferences and stakeholder events and will be updated in subsequent versions of the Dissemination and Communication Plan as needed.

Each product includes the logos and contact information of all project partners, the ROSETTA website and SMAs, and the required acknowledgement of EU funding under the Horizon Europe programme.

Together, the leaflet and poster support ROSETTA's efforts to raise awareness, engage target groups, and promote a shared understanding of the project's mission across diverse audiences.



Figure 8: ROSETTA Leaflet exterior part (Updated)



Figure 9: ROSETTA Leaflet interior part



Figure 10: ROSETTA Poster (Updated)

### 5.2.2 Presentation and Report 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 11. ROSETTA PowerPoint Template



Figure 12. ROSETTA Deliverable Template & Letterhead

### 5.2.3 Infographic

The ROSETTA infographic serves as a visually engaging communication tool designed to highlight key aspects of the project in a concise and accessible format. It presents a clear overview of the project’s aims, expected impact, and pilot cases, offering stakeholders a quick yet comprehensive understanding of ROSETTA’s scope and relevance.

By combining graphics with essential facts and figures, the infographic illustrates the project’s research focus, innovative solutions and potential benefits across the food value chain. It is particularly useful for engaging non-specialist audiences and encouraging further interest in ROSETTA’s goals and activities.



Figure 13: ROSETTA Infographic

This visual asset is prominently displayed on the project website and regularly shared across social media channels, ensuring wide accessibility and supporting the project's broader outreach and engagement strategy.

### 5.2.4 Social Banner (New)

As part of ROSETTA's ongoing effort to maintain a cohesive and professional visual identity across all digital platforms, a new series of social media banners has been developed and rolled out in **M18**. These banners are designed to reflect the project's updated branding, support campaign consistency, and improve visual engagement across platforms.

The banners follow ROSETTA's established visual guidelines and incorporate key graphic elements, including the project logo, the Horizon Europe emblem, and icons relevant to the project's themes. They have been optimised for different formats (header, profile, post visuals) and are currently in use on the project's LinkedIn and BlueSky accounts.

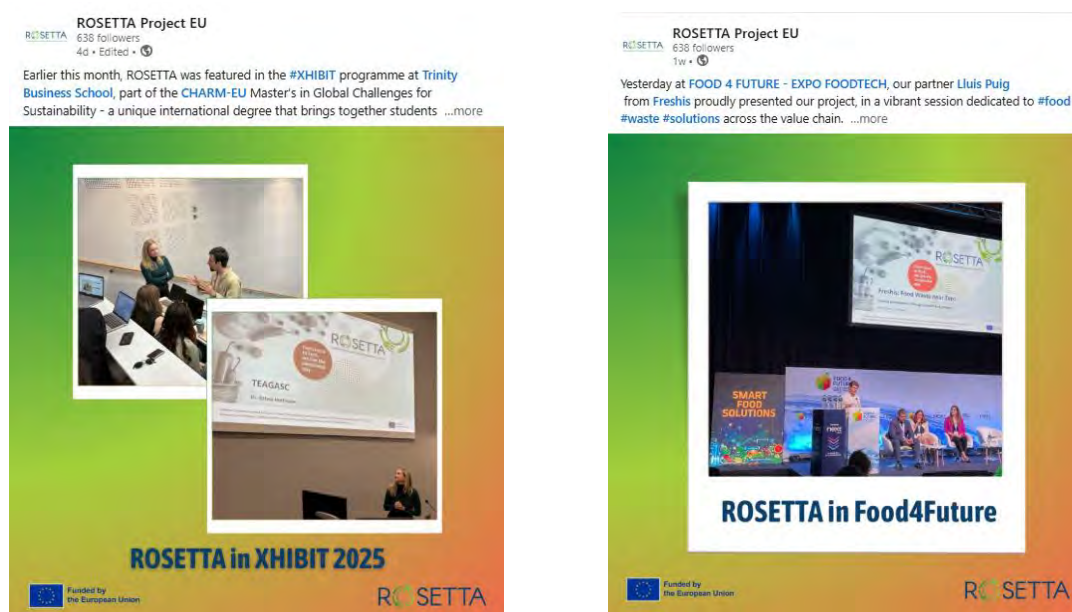


Figure 14: ROSETTA Social Media Banners Examples

### 5.2.5 Online Meeting Banner (New)

A branded online meeting background has been developed to ensure visual consistency and professional representation of the ROSETTA project during virtual meetings, webinars, and conferences. The background features the project logo, Horizon Europe and partner branding, and a clean layout aligned with ROSETTA's visual identity. It is available to all consortium members and is used across key online engagements to enhance recognition and project visibility.



Figure 15: ROSETTA Online Background

## 6. ROSETTA Channels *(Updated)*

### The ROSETTA online presence includes:

- Website
- Digital Toolkit
- Bi-annual Newsletter
- Facebook page
- X account
- LinkedIn profile
- YouTube channel
- Bluesky account (New)

### 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.).

### 6.1 Digital Channels

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 has developed:

### 6.1.1 ROSETTA's website (New)

The [ROSETTA website](#), launched in **M4**, plays a central role in the project's dissemination and communication strategy. Designed as the project's primary digital hub, it provides a central platform for public engagement, stakeholder communication, and access to project outputs.

The website ensures user-friendly navigation, offering structured and accessible content for a diverse audience, including researchers, policymakers, industry actors, civil society representatives, and the general public. It communicates ROSETTA's vision, objectives, methodology, consortium partners, and pilot case studies in a clear and engaging way.

Key features of the website include:

- Overview of the project: presenting its concept, goals and key activities.
- Pilot case summaries: providing an introduction to the five national pilot studies and their thematic focus.
- Deliverables and results: public outputs, reports, and dissemination materials available for free download.
- News and updates: regular posts featuring project milestones, sector news, and event participation.
- Media centre: hosting visual material such as the promotional video, posters, infographics, and newsletters.
- Dedicated section for the Digital Toolkit: as a key asset of the project, a dedicated tab has been created to ensure direct access to the toolkit and its components.
- Community of Practice: a space introducing the CoP initiative and offering stakeholders the opportunity to join.

The ROSETTA website is managed by WR, in collaboration with the web development team, and is regularly updated with relevant news and content from across the consortium. It is also fully responsive, optimised for mobile and tablet use, and developed in accordance with accessibility standards and GDPR compliance.

*As the project evolves, the website will continue to serve as a dynamic and evolving platform, supporting communication, stakeholder engagement and the long-term visibility of ROSETTA's outcomes.*

#### 6.1.1.1 Website Mapping

The ROSETTA website site mapping is designed to ensure effective navigation and access to all relevant information. The sitemap outlines the structure of the website, encompassing key sections such as the homepage, about, regions, latest news, events, and resources. This structured overview is intended to facilitate ease of use for all visitors, including stakeholders, researchers, and the general public, by providing a clear guide to the website's content. Nonetheless, the website's structure and design used during the project's lifetime might be modified to be adapted to new needs and progress within the project.

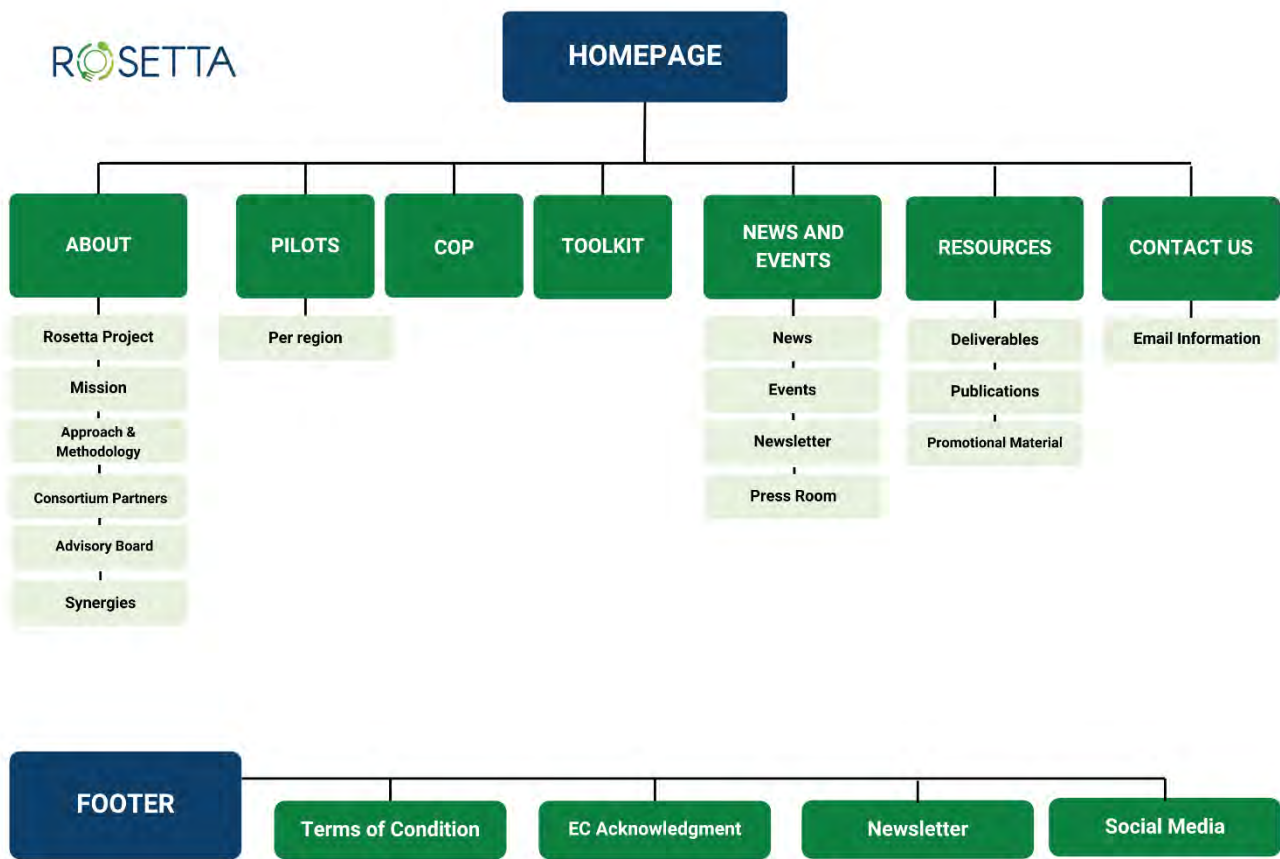


Figure 16: ROSETTA Website Site-Mapping

### 6.1.1.2 Navigation panel

The ROSETTA website is designed with a user-centric navigation panel, facilitating easy access to comprehensive information about the project's objectives, activities, and resources. Below is a breakdown of each main section with the homepage explained in detail.



Figure 17: ROSETTA Website Panel

**About Us:** Offers detailed insights into the project's foundation, including:

- **ROSETTA Project:** Explains the project's approach to addressing food waste.
- **Mission:** Outlines ROSETTA's commitment to sustainable food systems.
- **Approach & Methodology:** Describes the methods employed in research and implementation.
- **Consortium Partners:** Introduces the consortium members.
- **Advisory Board:** Presents the experts guiding the project's direction.

- **Synergies:** Lists relative initiatives connected to ROSETTA's objective

**Pilots:** Details the pilot projects undertaken to test and demonstrate ROSETTA's strategies in real-world settings.

**Community of Practice (COP):** Engages stakeholders and the public, fostering collaboration and knowledge exchange within the ROSETTA network.



Figure 18: ROSETTA COP Website Screenshot

**Digital Toolkit:** Provides access to tools and resources developed to support stakeholders in implementing ROSETTA's methodologies.

Welcome to ROSETTA's Digital Toolkit – your go-to resource for transforming the landscape of food waste linked to marketing standards! Dive into a rich collection of tools and solutions crafted to empower stakeholders across the food value chain. Discover how we're reshaping the narrative on food waste through collaboration, data sharing, and innovative approaches.

Below you will find:

- ✓ **Assessment Reports and Data Repository:** Explore the impact of food marketing standards along the supply chain on the environmental, social and economic pillars of sustainability. Our repository aggregates assessment reports, data, and knowledge-exchange materials from various commodities and standard types. Access factsheets, publications, replication guidelines, and policy recommendations to make informed decisions.
- ✓ **Catalogue of Good Practices/Solutions:** Discover alternative marketing channels and models for foods falling outside standard criteria but safe to eat. Our catalog provides a searchable, comparative platform for cross-case assessments. Explore implementation and impact parameters, paving the way for replication and transferability.
- ✓ **Open Innovation Platform:** Join the conversation on our Open Innovation Platform. Engage with stakeholders asynchronously, exchange good practices, cultivate novel ideas, and build connections. This dynamic space serves as an online hub for stakeholder involvement, fostering collaboration in our research activities.

Repository

Catalogue

OIP

**Figure 19: ROSETTA Digital Toolkit Website Screenshot**

**News & Events:** Keeps visitors informed about the latest developments, including:

- **News:** Updates on project milestones and relevant industry news.
- **Events:** Information on upcoming and past events related to ROSETTA.
- **Press Room:** Media resources and press releases for public dissemination

**Resources:** A repository of materials and publications, including:

- **Deliverables:** Official reports and outputs from the project.
- **Publications:** Academic and industry articles related to ROSETTA's work.

- **Newsletter:** Periodic updates and news about the project's progress.
- **Promotional Material:** Visual and informational content for dissemination

**Contact Us:** Provides contact information for inquiries and further engagement with the ROSETTA team

### 6.1.1.3 Homepage

The homepage of the project website serves as the central hub for visitors, providing them with an immediate overview of the project's vision, objectives, and latest updates. It is designed to be engaging, informative, and user-friendly, featuring the following key elements:

- **Project Mission and Vision:** A concise introduction to ROSETTA's ambition to revolutionise food loss and waste prevention across Europe. The homepage outlines the project's commitment to sustainability, systemic change, and smart distribution, aligned with the EU's Green Deal and Farm to Fork strategy.
- **ROSETTA's Research Areas:** A dedicated section outlines the project's key research domains, from food redistribution and logistics to consumer behaviour and food marketing standards. This helps visitors understand the interdisciplinary scope of ROSETTA's work and how each area contributes to its overarching goals.
- **News and Events Highlights:** The homepage features a dynamic feed with the latest news articles, updates, and event announcements. This section ensures ongoing engagement with the project's progress and invites stakeholders to participate in ROSETTA's journey through workshops, webinars, and public events.
- **Promotional Video:** The homepage includes ROSETTA's introductory video, offering a quick and visually engaging summary of the project's aims, Living Labs, and expected impact. The video serves as an accessible entry point for newcomers and a powerful tool for wider dissemination.

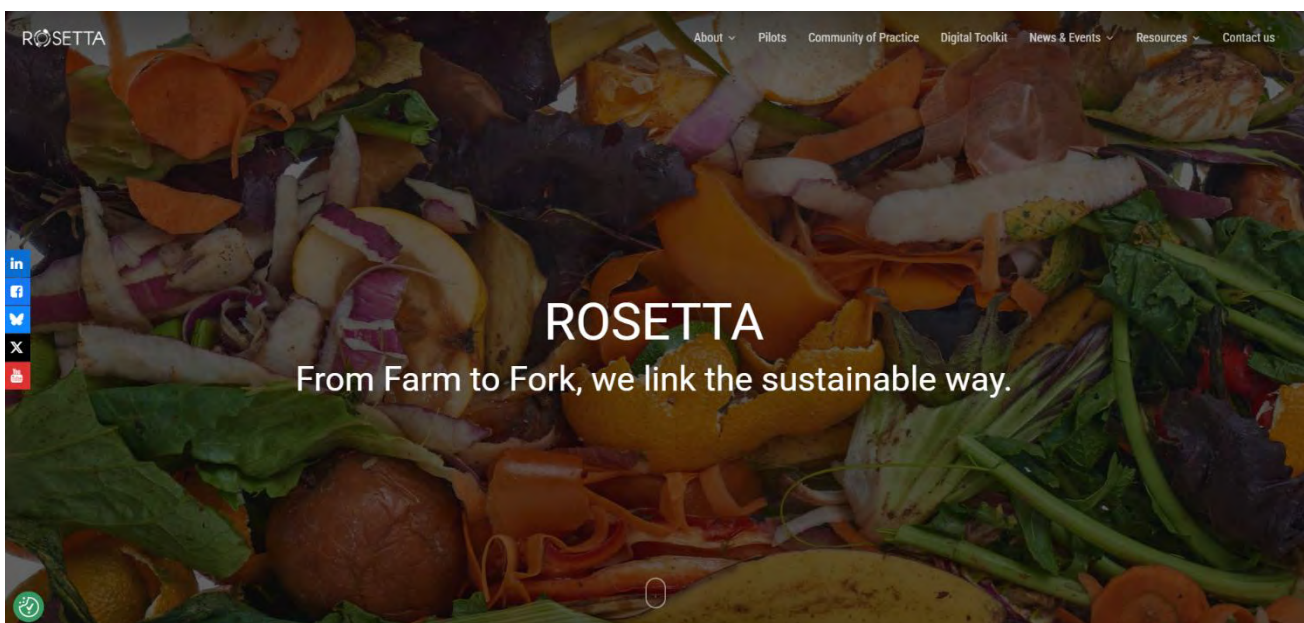


Figure 20: ROSETTA Website Homepage

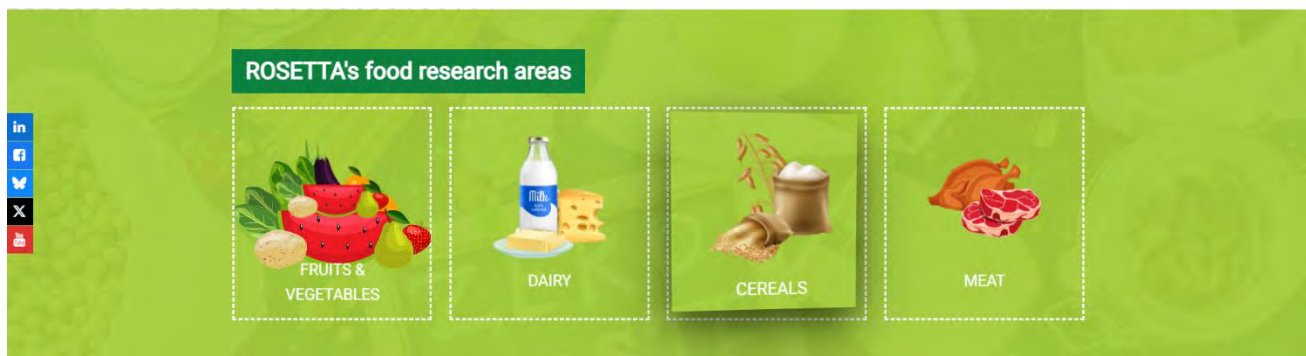


Figure 21: ROSETTA Website - Research Areas



Figure 22: ROSETTA Website - Promotional Video

#### 6.1.1.4 Footer

The footer of the ROSETTA website appears consistently across all pages and serves as a central hub for quick access to essential information. It includes:

- **Project Identity:** A short sentence summarising the ROSETTA project's aim, ensuring that the project's purpose is immediately visible even at the bottom of the page.
- **EU Funding Acknowledgement:** A visible statement acknowledging that the project has received funding from the European Union's Horizon Europe research and innovation programme, alongside the official EU emblem. This ensures compliance with EU visibility guidelines.
- **Contact Information:** Basic contact details and a link to the contact page are provided, making it easy for users to get in touch with the project team.
- **Social Media Icons:** Icons with direct links to ROSETTA's active social media channels, including LinkedIn and BlueSky, allowing users to follow project updates and engage with its online community.

### 6.1.2 Social Media Accounts *(Updated)*

Social media continues to play a central role in ROSETTA's dissemination and communication efforts. These platforms enable real-time engagement with diverse audiences, support the promotion of project activities and contribute to building an online community around ROSETTA's mission. In addition, social media is instrumental in directing traffic to the ROSETTA website by sharing project updates, highlights and relevant sector news.

By **M1** (January 2024), the project had launched official accounts on [Facebook](#), [LinkedIn](#), [Twitter](#) and [YouTube](#), each selected for its ability to target different stakeholder groups. These channels serve complementary roles in amplifying ROSETTA's outreach and increasing the visibility of its work across Europe and beyond.

All accounts are managed by **WR**, in coordination with the consortium. Content is planned according to the project's editorial calendar and disseminated regularly to ensure consistent engagement and awareness around the project's progress, events and outcomes. Contributions and amplification from **consortium partners** are strongly encouraged to broaden the project's reach.

In **M15** (March 2025), ROSETTA joined [Bluesky](#), following along the evolving digital communication landscape. Bluesky offers a decentralised and user-focused environment that aligns with broader trends in digital communication. Its addition strengthens the project's presence in the online sphere and supports the European Commission's drive for transparency, inclusivity and openness.

To further support ROSETTA's outreach, partners are encouraged to:

- **Become followers** of the official accounts and engage with content regularly.
- **Promote ROSETTA's channels** within their networks.
- **Suggest connections** and relevant profiles the project should engage with.
- **Share related content**, sector news or updates aligned with ROSETTA's goals.
- **Repost ROSETTA content** via their organisational channels to enhance visibility.

A table summarising the purpose and audience for each channel is provided in the following section:

**Table 5: The target audiences addressed by each social media channel.**

SMA	Target Audience	Objectives
<b>Facebook</b>	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	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
<b>X</b>	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	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
<b>LinkedIn</b>	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	Foster professional discussions and engagement on shared interests Involve large corporations, startups, and innovation intermediaries. Promote the project through an institutional approach.
<b>YouTube</b>	Food businesses and marketing standard owners Other food value chain stakeholders and knowledge providers Researchers/Academia Policy makers NGOs Civil society	Enhance project promotion through audio-visual content. Bring viewers closer to the objectives and impact of ROSETTA. Contribute to broader awareness through visual mediums.

SMA	Target Audience	Objectives
Bluesky	<ul style="list-style-type: none"> <li>Policy makers and public institutions</li> <li>Civil society actors and NGOs</li> <li>Researchers and sustainability-focused professionals</li> <li>Digital advocacy and food justice communities</li> </ul>	<ul style="list-style-type: none"> <li>Expand ROSETTA’s presence within decentralised and dialogue-oriented networks</li> <li>Share insights in a transparency-focused space</li> <li>Reach new audiences and early adopters in the open web ecosystem</li> </ul>

### 6.1.2.1 Facebook (Updated)

ROSETTA’s Facebook page, launched in M1 (January 2024), serves as a key platform for engaging with the broader community and raising awareness of the project’s goals and activities. It is regularly updated with curated content that includes project news, milestone achievements, participation in events, as well as promotional materials and sector-relevant developments related to food waste and marketing standards. Posts are published in a variety of formats—visuals, text and video—ensuring consistency in tone and visual identity in line with the project's branding. The page also acts as a gateway to direct audiences toward the ROSETTA website and other digital resources.

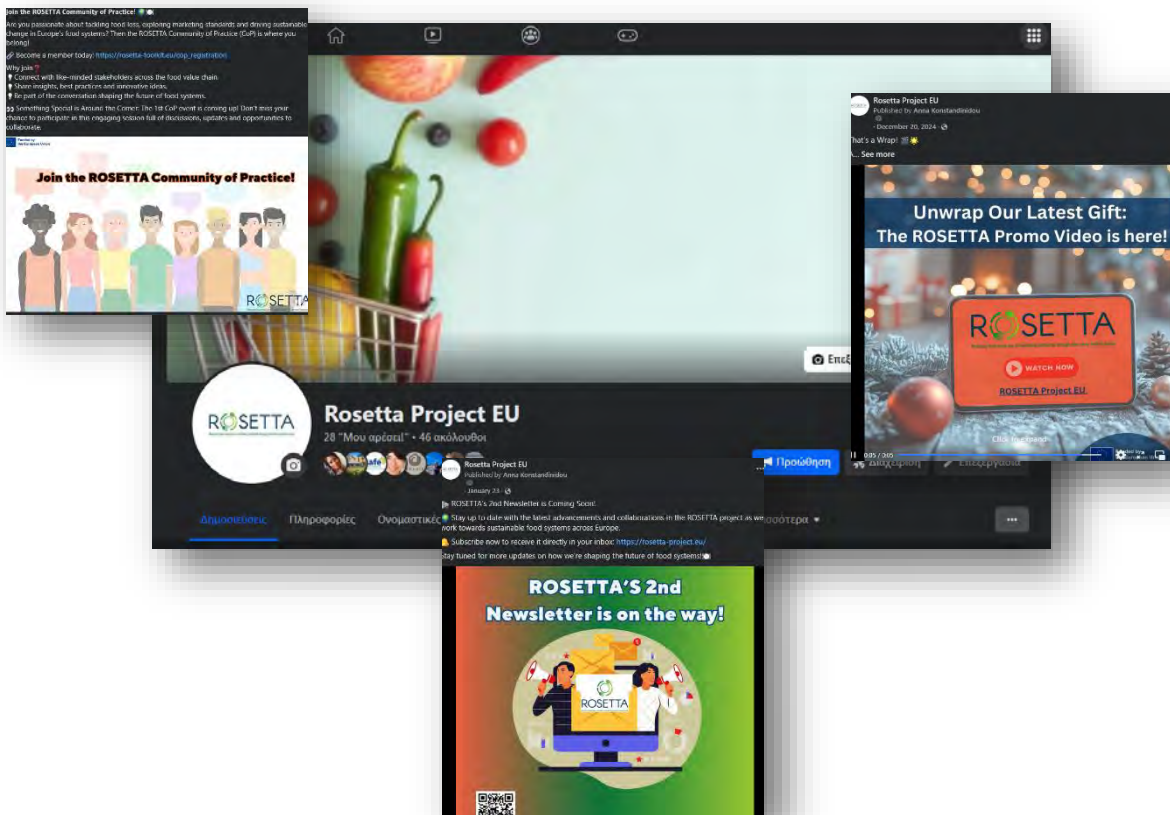


Figure 23: ROSETTA Facebook Examples

6.1.2.2 LinkedIn (Updated)

The LinkedIn platform was chosen to reach a more professional audience, with the profile established in M1 ROSETTA partners have been 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 performance.



Figure 24: ROSETTA LinkedIn Examples

ROSETTA’s LinkedIn page, launched in M1, serves as a key platform for professional engagement and knowledge exchange within the food sustainability and waste reduction community. The page is regularly updated with project developments, key milestones, participation in events, promotional materials, and curated sector news. Content is designed to maintain a consistent visual identity and professional tone aligned with the project’s values.

### 6.1.2.3 X (Updated)

The ROSETTA X account (formerly Twitter) was established in the early months of the project to complement its broader communication strategy and ensure a presence across all key social media platforms. While it is not the project's primary outreach channel, it serves as an additional tool to share updates, promote relevant news, and monitor discussions within the food systems and sustainability landscape. Activity on the platform has remained selective, focusing on amplifying key messages and engaging with related EU projects and stakeholders. The account plays a supportive role alongside ROSETTA's main social media channels—LinkedIn and Facebook—offering further visibility and connection opportunities across the digital space.

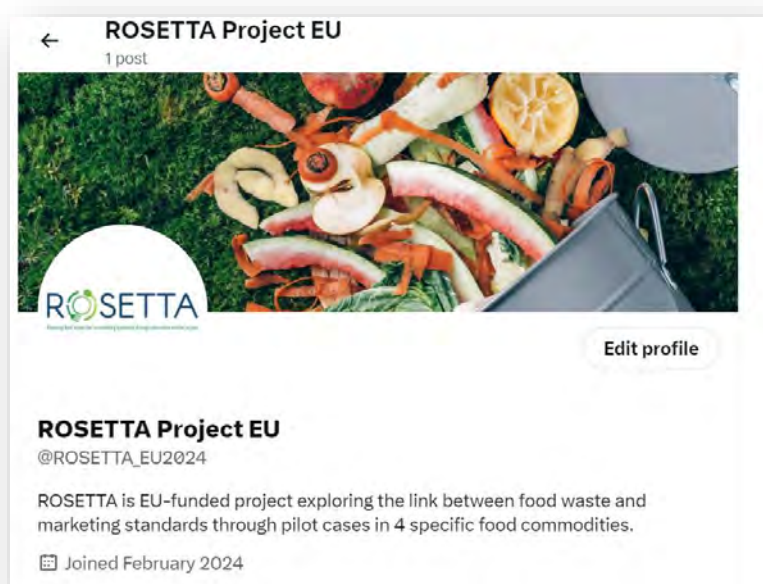


Figure 25: ROSETTA X Account

### 6.1.2.4 YouTube (Updated)

The ROSETTA YouTube channel enhances the project's visibility through engaging, video-based communication. The first promotional video, launched in M12, introduces the project's core mission—assessing the impact of marketing standards on food waste—and raises awareness among a wider audience through accessible storytelling.

The video has been shared across all ROSETTA social media channels and embedded on the project website to maximise reach. The channel is dedicated to presenting key activities and results, providing visual content that complements ROSETTA's broader dissemination efforts. It also serves as a space to engage with other EU-funded initiatives and contribute to a wider online dialogue around sustainable food systems.



Figure 26: ROSETTA YouTube Channel

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

### 6.1.2.5 Bluesky (New)

Bluesky was added to ROSETTA’s social media presence in **M15** (March 2025), in line with the project’s commitment to adapt to emerging digital platforms and foster inclusive, transparent communication. Although still growing, the channel is used to cross-promote core updates, share project highlights and engage new audiences interested in food waste reduction, sustainability and EU policy developments. Its decentralised and community-oriented structure supports ROSETTA’s outreach objectives by diversifying engagement channels and extending the project’s visibility within the evolving social media landscape.



Figure 27: ROSETTA Bluesky Account

### 6.1.2.6 ROSETTA's Community of Practice Campaign: "Roots to Resilience" (New)

As part of ROSETTA's broader engagement and outreach strategy, the **Roots to Resilience** campaign was launched to highlight the perspectives and contributions of members from the project's Community of Practice (CoP). This initiative serves both to showcase the project and to amplify voices from across the food value chain who are actively working towards more sustainable food systems.

Through a series of interview-based articles and visually consistent social media graphics, the campaign introduces key CoP members, showcasing their insights on topics such as consumer behaviour, sustainable marketing practices, profitability in food production and the role of innovation and digital tools in reducing food waste.

Each edition features a dedicated social media post accompanied by a quote graphic, linking to a full-length article hosted on the project website. These are disseminated via ROSETTA's social media channels, with the aim of driving traffic to the website and fostering engagement around project themes.

The Roots to Resilience campaign enhances the visibility of the CoP, fosters cross-sector dialogue and demonstrates how diverse actors—from academics and farmers to policy experts and civil society—contribute to tackling food loss and promoting sustainable practices. It also positions ROSETTA as an inclusive, stakeholder-driven initiative aligned with real-world needs and voices.



Figure 28: ROSETTA COP Campaign Examples

### 6.1.3 Promotional Video (Updated)

As part of ROSETTA's DCP, a professional [promotional video](#) has been developed to enhance the project's visibility and attract broader public engagement. The video introduces ROSETTA's objectives, vision, and thematic focus—specifically its work on assessing the impact of marketing standards on food waste and promoting sustainable food systems.

The video was produced and launched in **M12** (December 2024) and serves as a compelling visual introduction to the project. Designed to be concise and accessible, the video delivers ROSETTA's key messages through a combination of dynamic visuals, narration, and clear storytelling, ensuring that both expert and non-expert audiences can engage with the project's mission.

The production process followed a collaborative approach. WR, in coordination with the video production team, developed the initial script and storyboard, which were reviewed by partners to ensure alignment with the project's communication goals. The final animated video reflects the consortium's joint input and commitment to high-quality outreach materials.

The promotional video has been disseminated through the project's website, YouTube channel, and social media platforms (LinkedIn, Facebook, Bluesky), where it continues to be used as a versatile tool for engaging stakeholders and informing the public.

The video is also promoted through the networks of ROSETTA partners, contributing to increased visibility and reinforcing the project's presence at external events, policy dialogues, and public-facing activities.

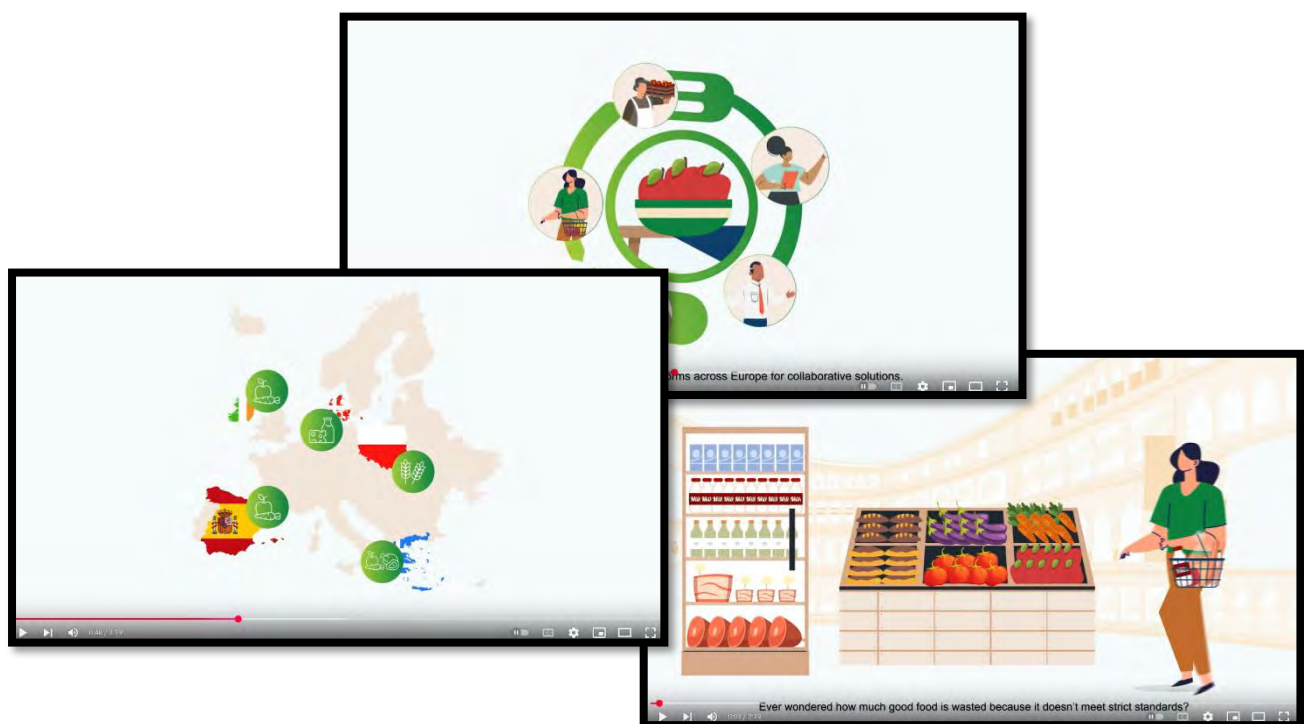


Figure 29: ROSETTA Promotional Video Examples

#### 6.1.4 Newsletter *(Updated)*

As part of ROSETTA's multi-channel communication strategy, a bi-annual newsletter has been established to maintain regular engagement with the project's broader community. The newsletter is designed to reach a wide audience, including stakeholders who may not actively follow social media or visit the project website frequently. It offers a concise and accessible overview of project developments, upcoming activities, and sector-related updates.

The newsletter is created and distributed using Mailchimp, managed by White Research, with contributions coordinated across the consortium. Before each edition, partners are invited to submit relevant updates from their work packages and activities, as well as to review and provide feedback on the newsletter's content.

While each issue is shaped by the current project timeline, newsletters typically include:

- Introduction: A short overview of ROSETTA and spotlight features from selected partners.

- Project Highlights: Recent achievements, key deliverables, and milestone progress.
- Ongoing Activities: Updates from ongoing tasks and pilots.
- What’s Next: Forthcoming events, outputs, and engagement opportunities.
- Synergies: News from cooperation with sister projects and related EU initiatives.
- Food Sector Updates: News and trends in food waste, marketing standards, and sustainable food systems.

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

To date, **two (2) newsletters** have been published and distributed via Mailchimp to the project’s subscribers. All issues are also uploaded to the dedicated newsletter section of the ROSETTA website, where visitors can access archived editions or sign up to receive future updates. Fully compliant with GDPR, the subscription process is consent-based, and recipients may opt out at any time. The newsletter is an important tool within ROSETTA’s outreach strategy, supporting continuous stakeholder communication and visibility of the project’s progress. Below are snapshots from the first two editions of the ROSETTA newsletter, showcasing the layout, visual identity and thematic structure used to communicate project updates to the wider community:

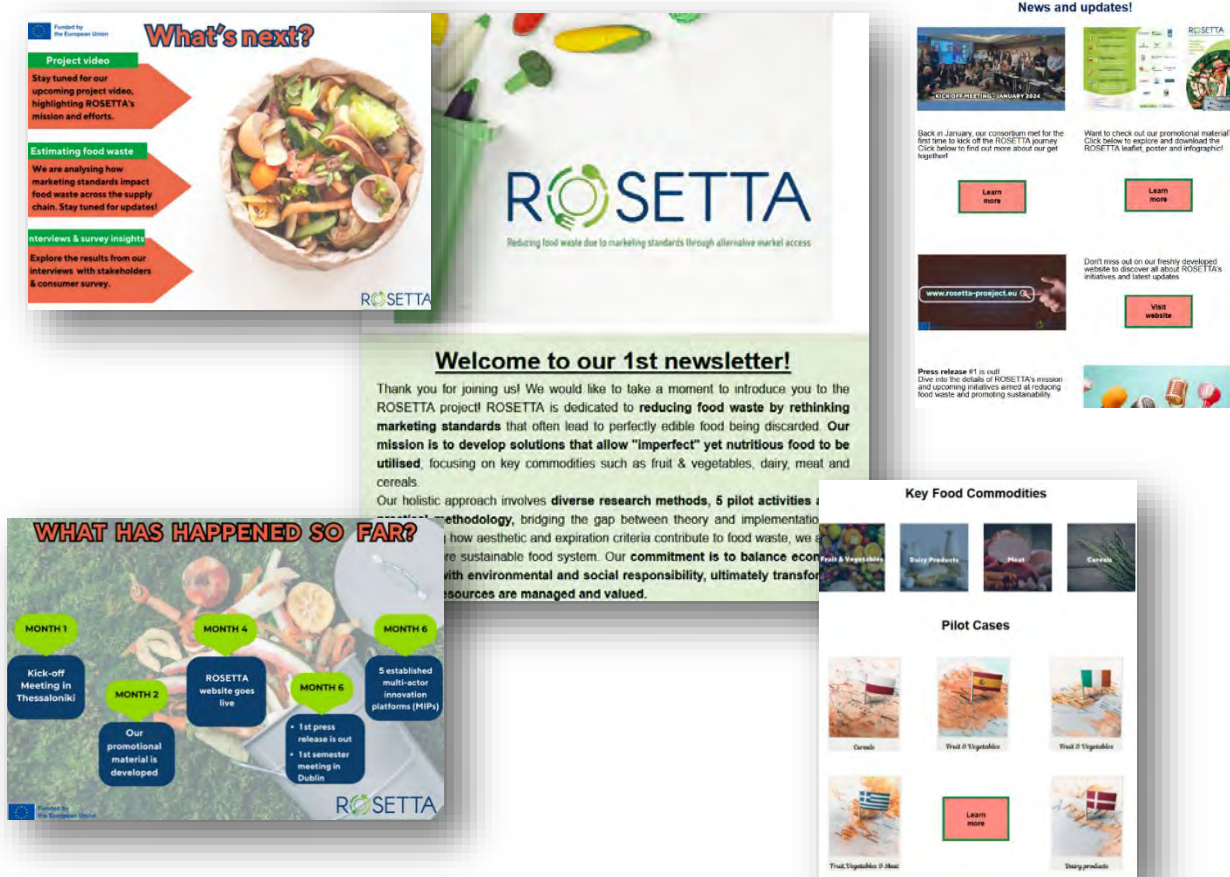


Figure 31: ROSETTA 1st Newsletter Screenshots



Figure 32: ROSETTA 2nd Newsletter Screenshots

## 6.2 Publications (Updated)

### 6.2.1 Scientific publications (Updated)

Scientific publications will serve as crucial channels for sharing ROSETTA's results with academic, research, and industrial communities. Although no publications have been released as of **M18**, academic partners are expected to actively contribute to the development of peer-reviewed articles over the course of the project. These publications aim to create a lasting impact, empowering researchers and stakeholders to build on ROSETTA's findings. An indicative list of relevant scientific journals is provided below to guide future dissemination efforts:

Table 6: ROSETTA Indicative Journals

Journal	Impact Factor
Sustainable Production and Consumption	8.921
Ecological Economics	6.536
Food Policy	6.08

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

### 6.2.2 Non-scientific publications *(Updated)*

Throughout the ROSETTA project, all partners are encouraged to produce non-scientific publications, such as press releases, news articles and contributions to media outlets, to enhance visibility and ensure wide public outreach. These materials aim to communicate the project's progress, milestones and impact to audiences beyond the academic and research communities

So far, **two press releases** have been issued:

- Kick-Off Press Release:** Announced the official launch of ROSETTA and introduced its vision, objectives and scope. In addition to broad dissemination by partners, it was also published on [WITNews](#) and shared through the [EU Food Loss and Waste Prevention Hub](#), where ROSETTA is listed as an official initiative.

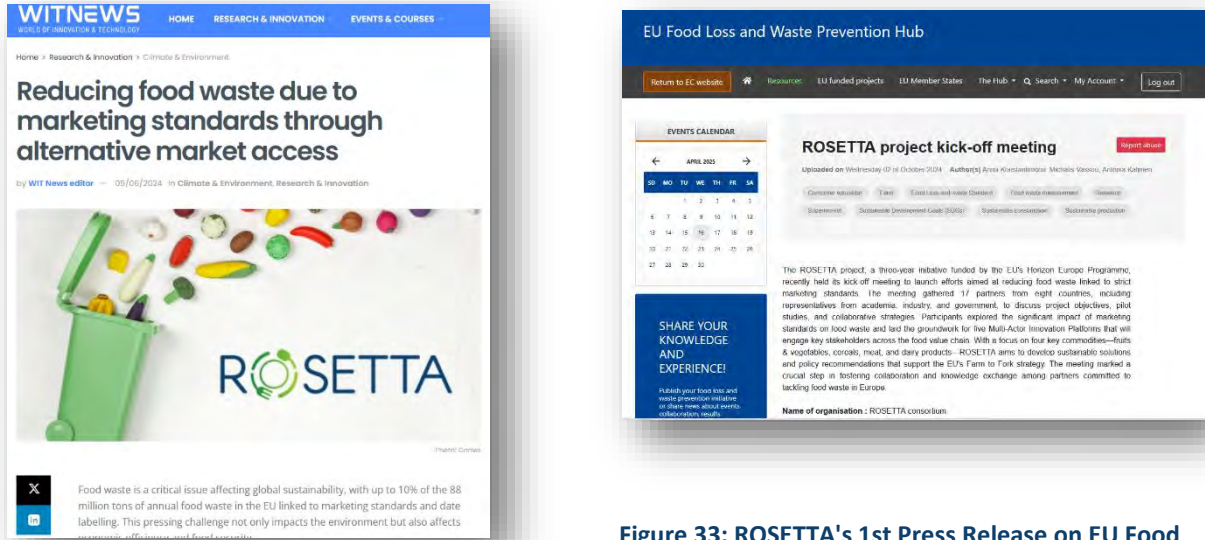


Figure 33: ROSETTA's 1st Press Release on EU Food Loss and Waste Prevention Hub Screenshot

Figure 34: ROSETTA 1st Press Release on WIT News Website Screenshot

- 1st Community of Practice (CoP) Event Press Release:** Highlighted the outcomes of ROSETTA's first CoP meeting, capturing insights from stakeholders across the food system and reinforcing the project's stakeholder-driven approach. It was also distributed via the EU Food Loss and Waste Prevention Hub, amplifying its reach among European networks focused on food waste.

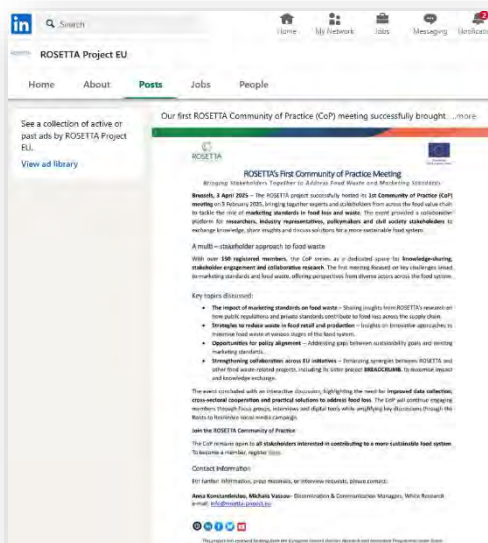


Figure 35: ROSETTA's 2nd Press Release on the project's LinkedIn channel Screenshot

Additionally, ROSETTA was featured in the [2023 Annual Report of the Food Saving Alliance](#), which provided visibility within a wider community of practice and demonstrated alignment with broader EU sustainability and food loss prevention efforts.



Figure 36: ROSETTA's part in 2023 Annual Report of the Food Saving Alliance Screenshot

Lastly, the two press releases issued to date can be found in the Annex V, while a record of all non-scientific publications and dissemination actions is maintained using the Dissemination Reporting Template (Annex IV), ensuring proper tracking and reporting in line with project objectives.

## 6.3 Events (Updated)

### 6.3.1 Internal events (Updated)

In the frame of ROSETTA, a number of events are planned to support the project’s objectives and promote its outcomes. These events are defined in the Grant Agreement and form an integral part of the project’s overall strategy. Specifically, the following types of events are scheduled throughout the project’s duration:

**Table 7: ROSETTA Internal Events Breakdown**

Event	WP, Task, Responsible partner	Short description	Date (estimation)
<b>5 Co-creation workshops</b>	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.	<b>M10-M18</b> <i>Completed</i>
<b>1 International Policy roundtable</b>	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.	<b>M16-M33</b>
<b>5 Regional Policy Roundtables</b>	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.	<b>M16-M33</b>
<b>1 International Replication roundtable</b>	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).	<b>M25-M33</b>
<b>5 Regional Replication Roundtables</b>	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.	<b>M25-M33</b>

Event	WP, Task, Responsible partner	Short description	Date (estimation)
<b>1</b> <b>International networking event</b>	WP5, T5.4, PEDAL	Aims to foster knowledge exchange, collective learning, sharing experiences and ongoing dialogue	<b>M25-M36</b>
<b>5 local mutual learning workshops</b>	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).	<b>M25-M36</b>
<b>5 demonstration missions</b>	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)	<b>M25-M36</b>
<b>Annual CoP meetings</b>	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.	<b>M1-M36</b>
<b>Final conference</b>	WP7, T:7.1, AUA	Final Conference combined with a project meeting	<b>M36</b>

### 6.3.1.1 ROSETTA Co-creation Workshops

As part of ROSETTA's multi-actor approach, **co-creation workshops** were held in each of the five pilot countries — **Denmark, Greece, Ireland, Poland and Spain** — led by the respective use case partners. These workshops brought **together local stakeholders**, including food businesses and marketing standard owners, to explore food waste reduction strategies and provide feedback on practical needs and expectations. Designed to encourage collaborative input, the sessions marked an important starting point for **developing tailored solutions** adapted to each pilot context. The table below provides an overview of these workshops.

**Table 8: ROSETTA Co-creation Workshops Breakdown**

Country	Date	Location	Partner	Participants	Stakeholder Types	Key Objectives & Outcomes
Denmark	27 March 2025	Online	FBCD	11 (2 team members)	SMEs, dairy sector reps, retailers, wholesalers, consumers	Collected feedback on business models and trade-offs for the Danish use case; validated sustainability trade-offs; strengthened ownership and commitment among stakeholders. Key inputs led to adjustments in the ordering process and consumer communication strategies.
Greece	20 March 2025	Physical	CHALKIADAKIS in collaboration with Q-PLAN	24 (5 team members)	Food retailers & employees, food service operators, academics, technology providers, charitable organisations	Participants evaluated 14 good practices, co-defined and adjusted 3 marketing models, and validated their sustainability trade-offs. Strong engagement led to context-specific adaptations of the models, ensuring alignment with local implementation needs and stakeholder expectations. Workshop objectives were fully met.
Ireland	25 March 2025	Physical	TEAGASC	13 (3 team members)	Food bank, policymakers, consumers, processors, advisors, producers, knowledge providers	Evaluated interventions and good practices; co-defined and assessed marketing models and their sustainability trade-offs. Discussions also explored product development using imperfect produce and the importance of pricing, education, and public outreach. Participants were engaged and shared practical insights.

Poland	19 March 2025	Physical	UNIMOS & MOCHNIK	17(3 team members)	Food businesses, retailers, marketing and sustainability experts, consumer organisations, project partners, food systems actors	Evaluated food waste interventions, co-defined and selected alternative marketing models, and validated related trade-offs. High engagement from expert participants fostered practical, context-specific insights. Despite time constraints, the event successfully built momentum for local collaboration and confirmed the relevance of marketing standards in food waste prevention. Trade-off assessments will inform pilot adaptations.
Spain	15 April 2025	Online	FRESHIS	14 (3 team members)	-	Participants evaluated good practices tackling food waste, co-designed alternative marketing models and validated sustainability trade-offs.



Figure 37: ROSETTA Co-creation Workshops Photos

### 6.3.1.2 ROSETTA 1<sup>st</sup> Community of Practice Meeting

The first ROSETTA Community of Practice (CoP) meeting was held online in February 2025, bringing together **45 stakeholders** from across the food sector to discuss the role of marketing standards in driving food waste. Participants engaged in focused discussions on public and private standards, business practices and policy alignment, supported by insights from ROSETTA partners and the sister project BREADCRUMB. The event marked the launch of an open, multi-actor dialogue and reinforced the CoP’s role as a key space for knowledge exchange and stakeholder collaboration in the fight against food loss.



Figure 38: ROSETTA COP Meeting Agenda



Figure 39: ROSETTA COP Photo

### 6.3.2 External events *(Updated)*

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.
- Share insights from pilots and stakeholder engagement activities.
- 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.

So far, the ROSETTA project participated in the following external events and conferences:

**Table 9: ROSETTA External Events Breakdown**

#	Title	Type	Partner	Date	ROSETTA Role
1	Second Policy Roundtable on Recommendations for Food Waste Prevention and Reduction - FOODRUS	Roundtable	Q-PLAN	M1	Participation in discussion with reference to ROSETTA
2	Green Forward Event: Food Consuming Practices and Food Waste Management	Event	Q-PLAN	M3	Participation in discussion with stakeholders relevant to ROSETTA
3	From R&D to Commercialisation: Challenges and Strategies for Food Loss and Waste Innovative Technologies	Workshop	Q-PLAN	M3	Participation in discussion with reference to ROSETTA

4	International Conference on Energy, Sustainability and Climate Crisis (ESCC 2024)	Conference	TUC	M8	Presentation of the paper "Optimal Product Line Re-Design for Reducing Food Wasted Due to Marketing Standards"
5	3rd Forum for Food Waste Prevention, LIFE-IP CEI-Greece and the Circular Economy in Greece	Forum	CHALK	M6	Presentation
6	Reducing Food Waste in Retail: Balancing Profit and Sustainability	Workshop	Q-PLAN	M10	Presentation
7	Reducing Food Waste in Retail: Balancing Profit and Sustainability (SISTERS Annual Webinar)	Webinar	Q-PLAN	M10	Presentation
8	From Innovation to Market: Commercialising Food Loss Waste Solutions in EU Projects	Workshop	Q-PLAN & CBS	M9	Participation in discussion with reference to ROSETTA
9	SISTERS Working Group	Working Group Meeting	Q-PLAN	M9	Presentation
10	Επιχειρηματικές πρακτικές για βιώσιμη ανάπτυξη	Business Event	CHALK	M9	Presentation
11	Hypothesis Development: Relationship Between Food Marketing Standards and Food Waste (BREADCRUMB Session)	Interest Group Session	Q-PLAN	M11	Participation in discussion with reference to ROSETTA
12	Circular Economy and Bio-Economy: Relation to CO2 Emission Reduction Agreement Goals (KAEM)	Workshop	DRAXIS	M13	Presentation
13	Food Waste in the Primary Sector: Impact, Challenges and Proposed Solutions (BOROUME)	Workshop	Q-PLAN	M14	Participation in discussion with reference to ROSETTA
14	The hybrid debate "A Recipe for Preventing Food Waste", EP Liaison Office in Poland	Debate	UNIMOS	M16	Presentation
15	What can an ugly carrot teach us about sustainability? (TRINITY College)	Workshop	TEAGASC	M17	Presentation

16	Hack the food – The event! Innovation and Sustainability for the Food Chain.	Conference	CBS	M17	Short presentation of the ROSETTA project during the intro plenary session.
17	EU Platform on Food Losses and Food Waste	Conference	ECF	M18	Participation in discussion with reference to ROSETTA

A total of **341 participants** have attended these external events, reflecting ROSETTA’s growing presence and relevance across diverse stakeholder communities. These interactions have contributed to raising awareness, fostering synergies, and amplifying the project’s impact across Europe.

In addition to the above-mentioned participation, the following is an indicative list of relevant conferences and events that partners are encouraged to consider for future outreach and dissemination activities:

**Table 10: ROSETTA External Events and Conferences (indicative)**

Conference	Short description	Link
<b>Annual world food innovate summit</b>	Bridging the leading experts of the food industry to share their best practices, regulations and techniques.	<a href="#">link</a>
<b>RETASTE: Rethink Food Waste</b>	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	<a href="#">link</a>
<b>European Food Forum</b>	Aims to promote dialogue on sustainable food systems among policymakers, food actors, civil society organisations, research and academia, and other public institutions	<a href="#">link</a>
<b>European Marketing Academy Conference</b>	Universities and scientific institutes all over the Europe, are presented in the Annual Conference, in order to present and discuss research projects and development.	<a href="#">link</a>

Conference	Short description	Link
<b>European Bio Economy Venture Forum</b>	Offers a unique platform for stakeholders to exchange knowledge and build long lasting business cooperation.	<a href="#">link</a>
<b>FoodSIVI</b>	FoodSIVI convenes events to connect research and datasets on economic costs of impacts to the economic actors that can internalise costs to markets.	<a href="#">link</a>
<b>Regenerative Agriculture and Food Systems Summit</b>	Aims to facilitate and accelerate adoption and provide insights to inform corporate strategies to effectively achieve sustainability goals.	<a href="#">link</a>
<b>Food 4 Future</b>	Reunites the latest industrial solutions on food tech and trends that are driving the transformation of the food industry.	<a href="#">link</a>
<b>European Food Summit</b>	It focuses on the importance of a sustainable attitude to food and the purpose of sustainable habits.	<a href="#">link</a>

## 7. Roles and Responsibilities

In the ROSETTA project, each consortium member has played and continues to 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 have directly influenced the project's development, including activities, outcomes and overall progress, which have been 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 have been 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 have been allocated to determine who will execute the DCP. The dissemination and communication strategy's implementation remains a collective effort among all consortium partners. The dissemination and communication manager (WR) continues to oversee 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 are required to 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 11: ROSETTA Partner's Responsibilities**

Activity	Partner's responsibility
<b>Online</b>	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.
<b>Offline</b>	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.
<b>Reporting</b>	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

## 8. 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 updated version of the clustering and cooperation plan and activities, with the objective of establishing, maintaining and monitoring two-way communication pathways, and conducting 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 achieve the above objectives, a series of strategic steps have been defined, which are continuously updated and followed, 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 and implementation of synergies.
- Cooperation for implementation of joint actions.

### 8.1 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. The identification (mapping) 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 initially 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).

The screening process concluded to an initial list of 17 projects and initiatives of higher priority in terms of scope, duration, geographical coverage, existing contacts and available information. This list was initially presented in D6.1. Given that communication with certain projects and initiatives initially identified in D6.1 did not lead to further collaboration, while new projects and initiatives have since been identified and engaged, the initial list has been updated in this deliverable by removing and adding entries as appropriate.

In addition, the Annex VI of D6.2 presented the 36 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.

During the project's implementation, whenever new projects, initiatives, or networks are identified by the partners – through their extensive collaborations and networks – as potentially relevant to ROSETTA project, they are assessed, and if deemed useful, certain strategic steps from the defined series are applied accordingly.

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

With the mediation of the Project Officer, communication pathways had initially 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 (1<sup>st</sup> January 2024 – 31<sup>st</sup> 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.

As it was foreseen, the communication between the two “sister” projects was intensified in the months since the projects' kick-off, by organising regular meetings online to share information, identify cooperation opportunities and joint actions, and follow-up on the clustering steps to be taken.

The first online meeting between the two projects took place on May 23<sup>rd</sup>, 2024. 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 was prepared by the corresponding project coordinator. Based on the

exchanged information, each “sister” project gave feedback regarding tasks for which they see synergies and opportunities for collaboration, focused on those that each project can benefit from and/ or provide input to, to avoid overlapping or duplication of efforts.

The second online meeting between the two projects took place on October 24<sup>th</sup>, 2024, to share approaches and progress of both projects, discuss challenges, next steps and potential approach for future synergies.

In addition, communication pathways have already 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 8.3.

### 8.3 Identification and implementation of 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 was prepared by the corresponding project coordinator. Based on the exchanged information, each “sister” project gave feedback regarding tasks for which they saw 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 were sought with a number of other projects, initiatives or networks, based on priorities identified during the mapping and screening exercise (Section 8.1) and the actual implementation of the project’s activities, at either European or local level, as shown on the following Table.

As part of synergy activities, many joint dissemination activities took place with BREADCRUMB and SISTERS projects, described in detail in the next section 8.4.

**Table 12: List of indicative synergies**

No	Acronym	Description	Updating the progress towards seeking and achieving synergies*
1	<a href="#"><u>BREADCRUMB</u></a>	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.  Regular communication has been established between the two projects resulting in several joint activities, as described in section 8.4)
2	<a href="#"><u>CLEVERFOOD / FOOD2030 collaboration network</u></a>	Established by the CLEVERFOOD project, the FOOD 2030 Project Collaboration Network is bringing together key European, national and regional projects that share a	Contacts with FOOD2030 network exists from previous projects (agroBRIDGES, BEATLES, SISTERS) and communication about ROSETTA project has also been established. The main communication pathway with the

No	Acronym	Description	Updating the progress towards seeking and achieving synergies*
		<p>similar vision of shifting the food system to become more fair, healthy and sustainable.</p>	<p>FOOD2030 network projects is through the FOOD 2030 Networks Group on the Sustainable Food Systems Network online platform through which the project has been introduced to FOOD2030 Network Group members.</p>
3	<b><u>BEACON</u></b>	<p>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.</p>	<p>Initial contact established to include the leader of the BEACON project as member of ROSETTA's Advisory Board.</p>
4	<b><u>BOROUME</u></b>	<p>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 "<b><u>EU Platform on Food Losses and Waste</u></b>".</p>	<p>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 was established by Q-PLAN in collaboration with DRAXIS for including a member in ROSETTA's Advisory Board. Further synergies have also been sought at local level, mainly for including them in the Multi-actor Innovation Platform in Greece.</p>
5	<b><u>FOODRUS CCN</u></b>	<p>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.</p>	<p>Q-PLAN expressed the interest and was accepted to participate in FOODRUS CCN and its joint activities as coordinator of the ROSETTA project; Q-PLAN participated in their Second Policy Roundtable on recommendations for food waste prevention and reduction, held online on 23/1/2024. If activities of the network continue after the project's completion, ROSETTA will be involved. Knowledge generated by this project has already been considered and will be further considered in the research activities of ROSETTA.</p>

No	Acronym	Description	Updating the progress towards seeking and achieving synergies*
6	<a href="#"><u>SISTERS</u></a>	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.	Contact with SISTERS coordinator exists through our partner SAFE and communication about ROSETTA project has been established to identify synergies and implement joint activities, as described in Section 8.4.
7	<a href="#"><u>LOWINFOOD</u></a>	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 were established through synergies with previous project (agroBRIDGES), receiving their newsletters, and further communication has been 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. Knowledge generated by this project has already been considered and will be further considered in the research activities of ROSETTA.
8	<a href="#"><u>ZeroW</u></a>	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.	Through synergies with previous project, contacts were established with the coordinator of the ZeroFLW Business Ecosystem Group, an integral part of the ZeroW project, resulting in specific collaboration activities, as described in Section 8.4.
9	<a href="#"><u>Food Waste Recovery Group</u></a>	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. Initial contact has been established with the manager of this Group who showed interest in ROSETTA and in exploring synergies and opportunities for collaboration.
10	<a href="#"><u>Co-Centre for Sustainable and Resilient Food Systems</u></a>	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.
11	<a href="#"><u>BiOrbic 2</u></a>	Bioeconomy SFI Research Centre is Ireland's national bioeconomy	Synergies will be sought by TEAGASC at local level, mainly in relation to the local Multi-

No	Acronym	Description	Updating the progress towards seeking and achieving synergies*
		research centre, established to promote and develop Ireland's bioeconomy through excellent research and innovation.	actor Innovation Platform activities of the project and corresponding research.
12	<a href="#"><u>Food Bank of Greece / Crete subsidiary</u></a>	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 has been taken into consideration by CHALK, in collaboration with Q-PLAN, when establishing the local Multi-actor Innovation Platform (MIP) and the corresponding use case in Greece. A representative of the local Food Bank has become member of the Greek MIP and was interviewed as part of the research activities of the project.
13	<a href="#"><u>Social Plate</u></a>	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.	<p>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.</p> <p>A representative of the Social Plate initiative was involved in the ROSETTA project's research interviews, contributing to the description of the initiative as a good practice.</p>
14	<a href="#"><u>THEROS project / EU Cluster for Food Traceability and Trust</u></a>	<p>THEROS aims to deploy an integrated, scalable toolbox that enhances the verification and authenticity of organic and geographical indication (GI) food products by leveraging innovative technologies and diverse data sources. The project supports a more sustainable, safe, and trustworthy EU food system through a multi-actor, data-driven approach.</p> <p>The cluster, initiated by the <a href="#"><u>THEROS EU project</u></a> along with</p>	<p>In April 2025, ROSETTA was invited, through the project coordinator, and accepted to join the <a href="#"><u>EU Cluster for Food Traceability and Trust</u></a>, on behalf of <a href="#"><u>THEROS EU project</u></a>, following a recommendation from the CUES project that is also member of this cluster.</p> <p>Future potential synergies with the projects of this cluster, from the ROSETTA side, could be to a) invite them, in collaboration with WR, to join the ROSETTA Community of Practice (CoP), b) encourage them to share, using the CoP forum of the Open Innovation Platform of the <a href="#"><u>ROSETTA digital toolkit</u></a>, any</p>

No	Acronym	Description	Updating the progress towards seeking and achieving synergies*
		<p>two other projects (ALLIANCE, and WATSON), addresses critical challenges in food safety, traceability, and fraud prevention. Since then, the cluster has expanded to include five additional projects dedicated to enhancing food traceability, safety, and consumer trust across the European Union – FishEUtrust, SEA2SEE, CUES, TEALHELIX, TITAN, and FOODGUARD.</p>	<p>information about their project, that may be of interest to the ROSETTA CoP members, such as future events, interesting results etc., and c) invite them to participate in the annual meetings of the ROSETTA CoP, even as speakers depending on the meeting theme and their interest.</p> <p>On June 10th, 2025 the Coordinator (Q-PLAN) participated in the 6th <a href="#">EU Cluster for Food Traceability and Trust</a> meeting. ROSETTA was presented to the other Cluster Members and invited experts of other projects to register in the CoP.</p>
15	<b>CUES project</b>	<p><a href="#">CUES project</a> addresses the urgent need for a more sustainable food system that benefits the environment, society, and the economy. The project aims to foster a Triple Change in the food system concerning culture, food value chain, and policy.</p>	<p>Both ROSETTA and CUES project participate in EU Cluster for Food Traceability and Trust.</p> <p>The future potential synergies with the projects of this cluster, from the ROSETTA side, were mentioned above (see entry 14).</p> <p>Following communication, ROSETTA is included in the list of relevant projects on CUES website.</p>
16	<b>FOLOU</b>	<p><a href="#">FOLOU</a> addresses food loss at the primary production stage, impacting the environment and food security. It focuses on understanding the causes of food loss, developing measurement tools, training stakeholders and sharing best practices.</p>	<p>Following communication with WR, this project is included in the list of relevant projects on ROSETTA website and vice versa.</p>
17	<b>Excel4Pro</b>	<p>Excel4Pro addresses challenges and leverages opportunities arising from the increasing demand for plant-based diets. This demand is fuelled by population growth. The project strengthens three regional hubs in Turkey, Greece, and Ukraine and focuses on creating a single, interconnected cross-</p>	<p>The two projects were introduced to each other via a dedicated online meeting on June 5th, 2025, involving Q-PLAN (Clustering Task Leader) and the Dissemination Manager of Excel4Pro, White Research. Both projects are driving transformative change in the agri-food sector. During the discussion seeking synergies, arose the opportunity of ROSETTA to contribute by disseminating Excel4Pro</p>

No	Acronym	Description	Updating the progress towards seeking and achieving synergies*
		border Excellence Hub, leveraging the strategic location and scale of protein-rich crop production in these countries. Excel4Pro will launch its official website soon.	<p>open calls to fund ideas on new plant-based protein products. ROSETTA invited Excel4Pro experts to register in CoP to exchange knowledge.</p> <p>In the medium term, ROSETTA can investigate whether plant-based proteins can be produced by the waste of fruits and vegetables commodity, to create new products. If this is feasible, then the 2 projects can transform food waste into valuable resources, creating new revenue streams and enhancing the business's overall sustainability profile for increased profitability.</p>
18	<b>CHARM-EU Master's in Global Challenges for Sustainability programme</b>	CHARM-EU is an international programme designed to help students develop critical skills to address global sustainability challenges across sectors such as food, healthcare, and water. The programme is supported by five European universities, and students are required to study in at least two countries during their degree.	TEAGASC established contact with the Trinity College Dublin, specifically the Trinity Business School, to engage in the CHARM-EU. TEAGASC worked closely with a group of CHARM-EU students, engaging in a dialogue about food waste resulting from marketing standards in Ireland. Also, during a two-week learning programme at Trinity Business School, a lecture about the ROSETTA project was delivered (13/05/2025) for all CHARM-EU students.

Since the initial creation of the above table, it has been continuously updated during the implementation of the ROSETTA's actions, both by tracking progress toward seeking and achieving synergies, and by revising the list of relevant projects, initiatives, or networks of mutual interest identified at later stages of the project, whenever needed.

After a closer examination of the project's objectives, we decided not to pursue further collaboration with certain initially identified initiatives and instead focused on more recent or more relevant ones. Therefore, the following projects or initiatives, with which no further communication took place, have been removed from the initial list: SCAR Food Systems Working Group; Visionary; InCommOn – Innovative Communities Onwards; ECR Community / Hellas.

Communication and information sharing with the identified projects, initiatives and networks is an ongoing process and is being done via email, whenever opportunity for collaboration arises, based on the foreseen actions presented in section 8.4.

In particular, representatives of the certain projects and initiatives – SISTERS, LOWINFOOD, ZeroW, FOODRUS CCN, BOROUME, Food Waste Recovery Group, etc. – have been invited to ROSETTA's Community of Practice (CoP) established in Task 6.2.

The rest of the initially identified projects, initiatives or networks that are considered of lower priority remain on the list presented in Annex V of D6.2, 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 are considered for contact by Q-PLAN, whereas the initiatives with local character are considered for contact by the corresponding partners mentioned on the table of Annex V of D6.2, and those of lower priority are considered for contact by the partner that proposed them on an ad-hoc basis.

## 8.4 Cooperation for implementation of joint actions

As already mentioned in section 8.3, a process was 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 was (or will be) sought, includes:

- Engagement in activities required by ROSETTA during the whole duration of the project when necessary.
- 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 was and will be sought not only with BREADCRUMB but also with the other projects, initiatives and networks mentioned on the above Table 12 taking 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.

Certain synergy activities are briefly outlined below, complementing the content and providing further progress updates towards fostering and achieving synergies, as recorded in the table of section 8.3. In particular, the following synergy activities have been implemented until now with BREADCRUMB and other synergy projects and initiatives:

### With BREADCRUMB

- Usually, online meetings with BREADCRUMB (sister project) take place every 3 or 4 months to discuss any future activities. Collaboration has taken place in several forms.
- Participation of two ROSETTA consortium partners (FRESHIS and ECF) in the FRUIT ATTRACTION event in Madrid, including a roundtable organised by the BREADCRUMB project on 09/10/2024 during which ROSETTA's approach was presented with Q&A discussion.
- Invitation and participation of Chantal den Broeder from VLTN (partner of sister project [BREADCRUMB](#)) as speaker in the 1<sup>st</sup> meeting of the ROSETTA Community of Practice (CoP) that took place online on 5<sup>th</sup> February 2025. [Her presentation is available here.](#)
- ROSETTA consortium members were invited to and joined BREADCRUMB Food Marketing Standards Interest Group (BFMSIG).
  - Participation in the kick-off meeting of BREADCRUMB Food Marketing Standards Interest Group (BFMSIG), organised online on 28/5/2024, and
  - Participation in session 2 of BFMSIG on "Hypothesis development: relationship between food marketing standards and food waste", organised online on 18/11/2024.
- Participation in the BFMSIG meeting, to discuss preliminary project results, including work on the hypotheses concerning the relationship between food marketing standards and food waste as well as insights from the case studies, organised online on 04/06/2025.
- Joint participation in a policy session discussion with the project & policy officers from REA and DG SANTE on 17/06/2025.

### With SISTERS

- ROSETTA approach was presented in 2 online events, organised by the SISTERS project, one internal SISTERS Working Group that took place on 27/09/2024, and one external webinar on food waste in retail that took place on 17/10/2024.

### With ZeroFLW

- As existing member of the ZeroFLW Business Ecosystem Group, Q-PLAN introduced the ROSETTA project and participated in their Public Panel Discussion on Commercialisation of Innovative Food Loss and Waste (FLW) Technologies, held online on 27/3/2024. Q-PLAN also participated in their workshop "From Innovation to Market: Commercialising Food Loss Waste Solutions in EU Projects", organised online on 5/9/2024. Further communication will be established for ROSETTA to exchange information and views on possible synergies.

### With the EU Cluster for Food Traceability and Trust

- Participation in the 6<sup>th</sup> meeting of the Cluster, on 10<sup>th</sup> of June 2025, along with two other new project initiatives: Infoodmation and DRG4FOOD. The ROSETTA project was presented by Q-PLAN at this meeting, which addressed also collaboration topics such logo, common activities, webinar organization, homogenous reporting, MoU creation, and standardisation activities.
- Q-PLAN attended the interactive webinar that was shared by a representative of the cluster: the "Seafood Traceability New Legal Framework Webinar", organized by the [SEA2SEE project](#).

**With multiple initiatives**

Certain activities involving more than one project simultaneously are briefly outlined below:

- A joint social media campaign was launched in September 2024 between SISTERS, ROSETTA, BREADCRUMB and FOLOU, also combining efforts in producing a [blog article](#) under the coordination of the SISTERS project, on how synergies between various EU initiatives can raise awareness and combat food losses and waste at the agricultural level.
- Participation of Lluís Puig from FRESHIS (ROSETTA partner) in the Food4Future event on “Zero Waste: obligations and opportunities in the food chain”, held on 13<sup>th</sup> May 2025 in Bilbao (Spain), coordinated by [BREADCRUMB](#) with the joint participation of [CHORIZO](#), ROSETTA and [ZeroW](#) projects. FRESHIS presentation was on “ROSETTA: Reducing food waste in the distribution chain”.

**In conclusion, it is considered that the cooperation actions with other projects, initiatives or networks contributes 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.

## 9. Monitoring, Evaluation and Reporting Framework (Updated)

### 9.1 Monitoring and Evaluation Approach (Updated)

This chapter outlines the progress made in implementing ROSETTA's D&C strategy up to **M18**. It details the tools, channels, and indicators used to track communication effectiveness, evaluate partner engagement, and guide continuous improvement as the project progresses.

Effective monitoring mechanisms are essential to ensuring that the D&C strategy is implemented efficiently and aligned with the objectives outlined in the DCP), particularly its roadmap for stakeholder engagement. From the outset of the project, a structured monitoring process has been in place to identify gaps, respond to emerging challenges, address specific stakeholder needs, and surface good practices for broader use.

The DCP, as a living strategic document, has been — and will continue to be — adapted based on these monitoring insights to maximise the reach and relevance of ROSETTA's results among target audiences.

To measure performance, a set of **Key Performance Indicators (KPIs)** was established and is regularly reviewed. These indicators serve as benchmarks for assessing both the reach and the impact of the D&C activities and allow for the adjustment of targets as the project evolves. The dissemination leader (WR), with active support from the consortium, oversees the monitoring of both quantitative and qualitative metrics across reporting periods.

- **Quantitative monitoring** includes indicators such as website traffic, social media engagement, newsletter metrics, press visibility, and participation in external events.
- **Qualitative monitoring** captures feedback from key stakeholders during and after major events, workshops, and campaigns, helping assess perceptions, engagement quality, and communication relevance.

This dual-pronged approach enables a well-rounded assessment of the D&C strategy and ensures that necessary improvements can be made in a timely and evidence-based manner.

### 9.2 Reporting Templates and Framework

Keeping track of the dissemination, communication, and engagement activities carried out by all partners has remained fundamental to the successful implementation of the project. As such, regular reporting and documentation are essential components of the DCP roadmap. Throughout the project's duration, all consortium partners are required to report their dissemination and communication activities on a monthly basis by completing the template shared by WR (available online in the project's repository). Every six months (M6, M12, M18, M24, M30, M36), WR consolidates the reported actions to develop the semestrial technical report for WP6.

To keep track of the activities performed by the consortium partners, three documents have been designed and shared in the Annex with the following table outlining these documents.

**Table 13: ROSETTA Templates and Tools**

Annex	Dissemination Tool	Coverage	When
<b>Annex II</b>	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
<b>Annex III</b>	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)
<b>Annex IV</b>	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.

### 9.3 Digital Analytics and Monitoring Tools

To support continuous performance evaluation, ROSETTA employs a set of analytics tools that provide real-time data and trends across its digital channels.

- **Google Analytics 4 (GA4)** tracks user interaction with the ROSETTA website, offering metrics on page views, session duration, bounce rates, geographical reach, and traffic sources. These insights inform content planning, structural adjustments, and search engine optimisation efforts.
- **Metricool** functions as the primary tool for social media performance monitoring and content scheduling. It provides an integrated dashboard with metrics on impressions, engagement (likes, shares, comments), reach, follower growth, and audience profiles across platforms. It also supports calendar-based scheduling to streamline campaign rollouts.

Together, these tools allow the D&C team to maintain an agile, data-driven communication strategy, adapting content and tactics in line with audience behaviour and engagement patterns. This ensures that the project remains on track to meet its visibility, awareness, and stakeholder engagement objectives.

## 9.4 Monitoring Activities to Date *(New)*

As of **M18**, ROSETTA has maintained a structured approach to track and document the performance of its dissemination and communication activities. The table below presents the **KPIs** defined for the project, alongside their target values by the end of the project (M36). These KPIs serve as a benchmark for assessing progress and shaping the communication strategy for the next implementation phase.

**Table 14: ROSETTA Key Performance Indicators**

KPIs	M18	Target
Unique visits to the project website	3406	>15,000
Followers on social media	826	>1,000
Promotional Video Views	577	>500
Number of e-newsletter issues	2	6
Number of press releases	2	>6
Infographics / Factsheets produced	1	>5
Promotional material distributed	104	>400
External events/conferences attended	16	15
Articles in local press and/or industry magazines	n/a	>5
Scientific publications submitted	n/a	> 8
Stakeholders reached	9,021 <sup>1</sup>	>10,000
Stakeholders engaged	4,519 <sup>2</sup>	>600

This table provides a snapshot of the project's visibility and engagement levels to date. While several activities are ongoing and targets will be reached in later phases, the early figures confirm strong foundational progress and an active presence across communication channels. Adjustments will continue to be made based on this evolving dataset to ensure strategic alignment and audience relevance.

<sup>1</sup> **Reaching stakeholders** is about exposure or raising awareness: SM followers, Newsletter subscribers, MIP and CoP members, Website unique visits, Promotional video views, Survey participants, participants in external events

<sup>2</sup> **Engaging stakeholders** involves active participation or interaction with the project: MIP, CoP event participants, survey participants, SM followers

### 9.4.1 Website Analysis

As of M18, the ROSETTA project website ([www.rosetta-project.eu](http://www.rosetta-project.eu)) has recorded a total of **3,406 unique users**. This figure provides a solid foundation for the first phase of the D&C strategy, reflecting early visibility driven by social media announcements, partner dissemination, and organic search traffic.

This total accounts for approximately **23% of the project’s overall target** of over **15,000 unique users by M36**. While this is a reasonable start, the data indicates that **more targeted and sustained promotional efforts** will be necessary in the second half of the project to expand reach and engage a broader range of stakeholders.

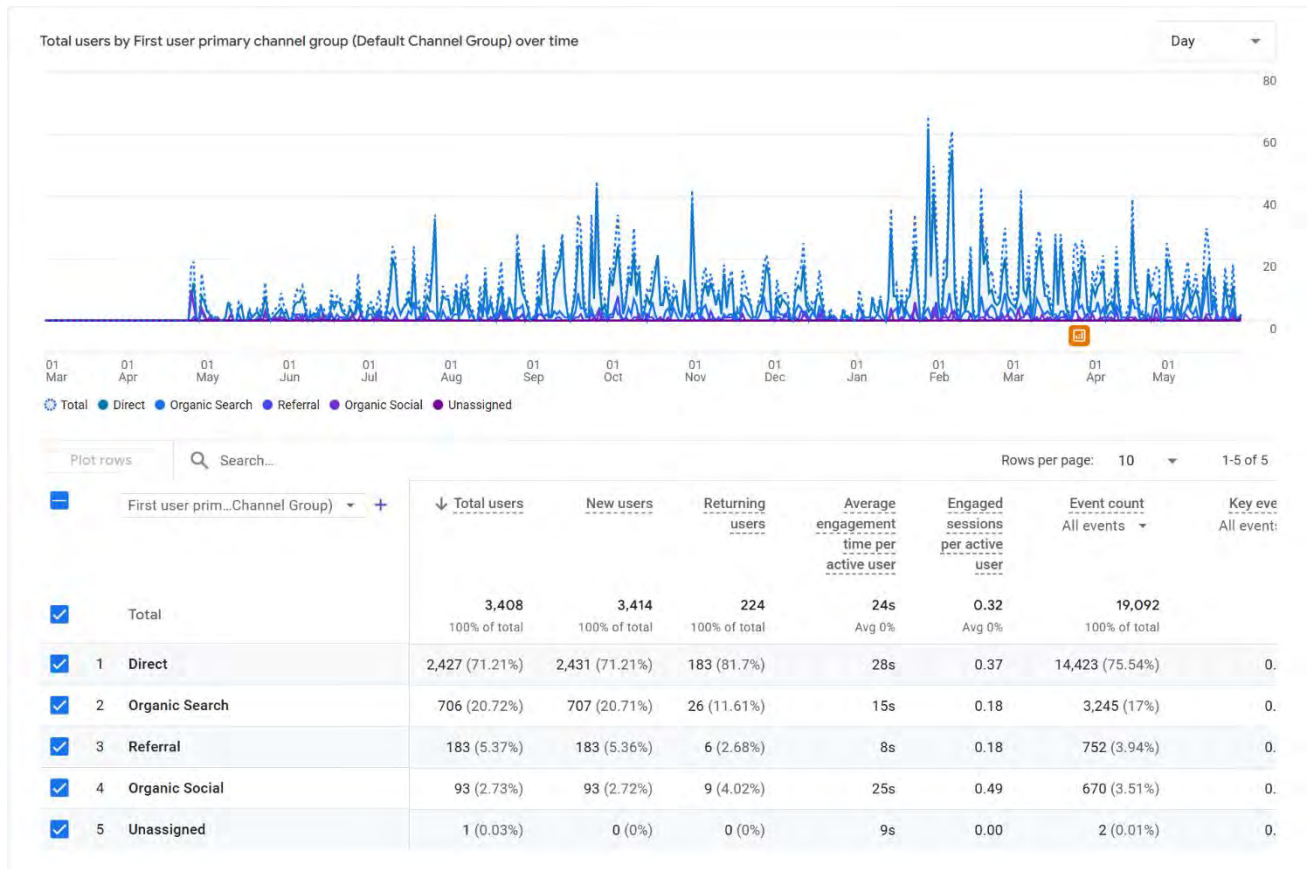


Figure 40: ROSETTA Website GA4 User Analytics

GA4 data confirms that most users access the website either **directly** or via **organic search**, suggesting that dissemination activities—such as email newsletters, social media promotion, and partner referrals—are effectively driving traffic. The majority of visitors enter through the **homepage**, followed by the **project overview, news, and events** pages. This pattern highlights a strong interest in general project information and recent updates. In contrast, more strategic sections such as **Publications, Stakeholder Engagement Tools, and the Community of Practice** attract comparatively lower traffic, indicating the need for greater visibility and promotional support.

To boost user growth and engagement in the coming months, the following actions are recommended:

- **Enhance content frequency and freshness:** Publish regular updates, event summaries, and blog-style news articles to improve SEO performance and encourage return visits.

- **Launch targeted social media campaigns:** Coordinate short, thematic campaigns around key outputs, using strong visuals and consistent hashtags to drive traffic to specific landing pages.
- **Strengthen partner amplification:** Mobilise consortium members to regularly share website content through their own institutional channels and newsletters.
- **Add internal calls to action:** Introduce visible newsletter sign-up prompts and featured links to new content on the homepage to convert first-time visitors into regular followers.

Looking ahead, the website will continue to serve as the central repository for project updates, stakeholder tools, and public-facing results. As ROSETTA transitions into a more output-driven phase, the website will be strategically used to host downloadable resources, promote key milestones, and serve as an access point for the digital toolkit and Community of Practice. Additional improvements in user navigation, visual storytelling, and accessibility will be considered to ensure the platform remains user-friendly, inclusive, and aligned with the communication needs of both expert and non-expert audiences.

### 9.4.2 Social Media and Online Engagement Analysis

As of M18, ROSETTA maintains an active presence on five key social media platforms: **LinkedIn**, **X (formerly Twitter)**, **Facebook**, **BlueSky**, and **YouTube**. Combined, these channels have attracted a total of **826 followers**, marking steady progress toward the project's overall KPI of **1,000 followers by M36**. This figure represents approximately **82.6% of the target**, indicating that ROSETTA is well on track to achieve its social media engagement goals.

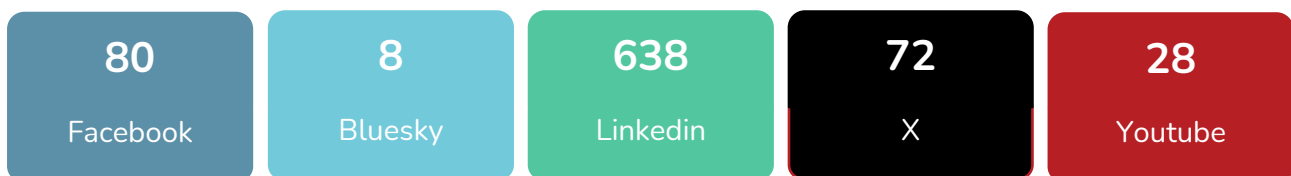


Figure 41: ROSSETA SMA Followers Breakdown

So far, growth has been organic and driven primarily by the regular sharing of project updates, partner activity, event announcements, and promotional campaigns. **LinkedIn** remains the strongest performing channel in terms of reach and engagement reflecting the project's professional and policy-oriented focus, while **X** and **Facebook** are used for cross-promotion and outreach to broader stakeholder groups. **BlueSky** represents an emerging channel for engagement with decentralised and niche communities, and **YouTube** supports the visual storytelling component of the project by hosting the project's promotional video.

The project's social media branding has been strengthened with the rollout of new **branded banners** optimised for all platforms, which now include the **BlueSky logo** to reflect the expanded outreach landscape. Posts have been consistent in tone and style, contributing to a professional and recognisable project identity across platforms.

To maintain momentum and reach the follower KPI by M36, the following actions are recommended:

- **Retain posting frequency**, especially around key milestones, tools, and project deliverables
- **Encourage greater partner amplification** through tagging, sharing, and multilingual reposting where relevant

- **Promote social media channels more prominently** in all project communications, including the website, newsletter, events, and press releases

Social media will remain a critical pillar of ROSETTA’s communication strategy, enabling timely and accessible dissemination of project outcomes while fostering engagement with a growing community of stakeholders. As the project enters a more results-driven phase, its online platforms will serve not only as channels for outreach, but also as spaces for dialogue, visibility, and the amplification of impact.

### 9.4.2.1 Facebook

As of M18, the ROSETTA Facebook page has published **47 posts**, reaching a total of **80 followers** and receiving **24 page likes**. These activities have generated **3,367 impressions** and **745 page visits**.



Figure 42: ROSETTA Facebook Status

While the follower base remains modest compared to other platforms, Facebook has proven useful for reaching broader, non-specialist audiences. Posts have primarily focused on project updates, event announcements, and relevant news in the areas of food policy and sustainability. The platform also supports cross-promotion of the ROSETTA website and digital tools, contributing to overall traffic generation.

To increase impact, future efforts will focus on enhancing the variety of content, experimenting with visuals and storytelling formats, and leveraging Facebook’s potential to connect with community-focused initiatives and thematic networks.

### 9.4.2.2 LinkedIn

As of M18, the ROSETTA LinkedIn page has published **61 posts** and built a network of **638 followers**. These posts have generated **4,911 impressions** and **5,193 interactions**, making LinkedIn the project’s most active and high-performing social media channel to date.

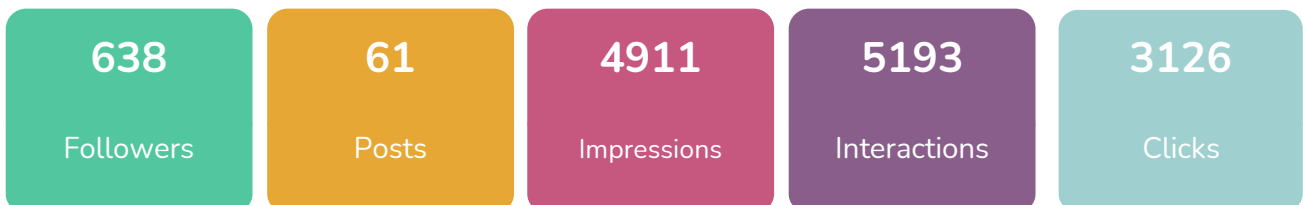


Figure 43: ROSETTA LinkedIn Status

Content shared on the platform includes project milestones, partner activities, event participation, and key deliverables. The high interaction rate suggests strong engagement from a professional audience, including

researchers, policy actors, and other Horizon Europe stakeholders. LinkedIn has also played a key role in driving traffic to the project website and amplifying visibility across the consortium.

Moving forward, LinkedIn will remain the primary platform for professional outreach, with an emphasis on regular updates, partner tagging, and the use of visuals and thematic hashtags to further increase reach and stakeholder engagement.



**Figure 44: ROSETTA LinkedIn Community Growth**

### 9.4.2.3 X

As of M18, the ROSETTA X account has reached **72 followers**. Over the previous months, it experienced a **drop in followers**, attributed to wider platform-level policy changes and shifting user behaviour following governance changes under its new owner. While the platform was used in the early stages of the project to share updates and amplify Horizon Europe visibility, activity on X has since been significantly reduced.

This decision is based on two main factors:

- First, **analytics access on X has become a paid feature**, limiting the project's ability to monitor and evaluate performance through standard, cost-free tools like Metricool or native analytics.
- Second, the platform's **ongoing policy and governance changes**, including the amplification of political extremism and misinformation, have prompted reputational concerns across the EU research and institutional communication space.

In light of these developments, ROSETTA has chosen to **limit its presence on X** in favour of investing efforts in more reliable and professionally aligned platforms, such as **LinkedIn** and **BlueSky**. The account remains active for visibility purposes but will no longer be a priority communication channel unless conditions improve.

### 9.4.2.4 BlueSky

As of M18, the ROSETTA BlueSky account has gained **8 followers**. BlueSky was adopted as part of the project's forward-looking communication strategy, aiming to explore alternative and decentralised platforms that promote open, community-driven dialogue.

While still in the early stages of growth, both for the platform and ROSETTA's presence on it, BlueSky represents an opportunity to engage with digitally active audiences who value transparency and emerging models of online interaction. Content shared to date includes project updates, milestones, and cross-posted material from other channels.

Given its niche user base and limited reach at this stage, BlueSky is currently used for **experimental outreach** and **brand visibility**, rather than as a core engagement channel. However, its inclusion in ROSETTA's social media mix reflects the project's openness to innovation and evolving digital communication spaces. Future engagement will be scaled based on audience growth and relevance to the project's stakeholder landscape.

### 9.4.2.5 YouTube

YouTube hosts the ROSETTA promotional video and will serve as the main platform for audiovisual content. While current engagement is expected to be limited with **28 Followers**, its strategic value will increase as more videos are produced and integrated into campaigns.

### 9.4.1 Promotional Video Analysis

ROSETTA's promotional video was produced to introduce the project's mission, key objectives, and relevance within the context of EU research on food systems and sustainability. The video is hosted on **YouTube**, embedded on the project website, and shared across all social media channels.

As of M18, the video has received **577 views, above of the target of 500 views**. While initial traction has been positive, additional efforts will be needed to increase reach and visibility.

**To proactively increase video viewership, the following measures will be implemented:**

- Re-share the promotional video regularly across ROSETTA's social media platforms.
- Embed the video in upcoming project newsletters.
- Feature the video during online events, webinars, and stakeholder presentations.
- Encourage consortium partners to promote the video via their institutional websites and communication channels.
- Create short teaser clips or quote cards to generate interest and link to the full video.

As the project enters a more results-driven phase, the promotional video will continue to play a key role in communicating ROSETTA's core values and impact in a clear and accessible way. It will be strategically used to support stakeholder engagement, event visibility, and thematic campaigns. By combining consistent promotion with new, complementary audiovisual materials, ROSETTA aims to maximise its reach and ensure its messaging resonates with both expert and non-expert audiences across Europe and beyond.

### 9.4.2 Newsletter Outreach Analysis

As of M18, ROSETTA has published **2 out of 6 planned newsletters**, in line with the project's KPI to issue biannual updates throughout its duration. The newsletter serves as a central tool for sharing project news, milestones, event updates, and featured content with stakeholders and the wider public.

The mailing list currently includes **187 subscribers**, comprising consortium partners, stakeholders from related projects and initiatives, and individuals interested in food systems and sustainability. Subscriptions are collected through the ROSETTA website and partner channels, with GDPR compliance ensured via opt-in consent mechanisms.

Each issue has included:

- Highlights of key project activities and results
- Event announcements and recaps
- Partner spotlights and interviews
- Links to the latest publications and resources

Initial engagement rates have been positive, though there is still room to expand the subscriber base and increase open and click-through rates in future issues.

**To strengthen newsletter impact, the following steps are planned:**

- Promote sign-ups more prominently on the website and via social media
- Include teaser content in social posts to drive interest toward upcoming issues
- Encourage partners to forward newsletters within their networks
- Experiment with layout improvements and visual content to increase engagement

As ROSETTA progresses into a more results-oriented phase, the newsletter will play an increasingly important role in maintaining stakeholder engagement and sustaining interest in the project's outcomes. With each new issue, the focus will shift toward showcasing tangible results, promoting resources such as the digital toolkit, and fostering connections within the Community of Practice.

### 9.4.3 Press Releases, Infographics and Promotional Material Status

This section summarises progress made in the production and distribution of visual and promotional communication materials, in line with ROSETTA's outreach objectives.

#### Press Releases

As of M18, ROSETTA has issued **2 out of 6 planned press releases**, aligned with the expected frequency for the first half of the project. These releases were shared via external platforms to announce the project's launch and early milestones, contributing to broader visibility across the Horizon Europe landscape (both press releases are included in the Annex).

Further press releases are planned around key deliverables, stakeholder engagements, and results dissemination, with an emphasis on expanding reach to thematic and regional media outlets.

#### Infographics

To date, **1 out of 5 planned infographics** has been produced, presenting a visual overview of ROSETTA's pilot cases and their activities. The infographic has been used across digital channels to simplify complex information and enhance accessibility.

Additional infographics will be developed and will focus on the activities of ROSETTA's pilot cases, and other project outcomes. These materials will support communication with non-expert audiences and policy stakeholders.

**Promotional Materials**

As of **M18**, ROSETTA has distributed **104 promotional materials** out of the target of 400 — representing **26% of the overall goal**. These materials include **leaflets, posters, and infographics**, and have been shared during partner-hosted events, international conferences, and through both physical and digital outreach efforts.

To ensure consistent visibility across platforms, **all materials have been updated to include the BlueSky logo**, following its integration into the project’s social media mix. This guarantees visual alignment between print and digital assets.

To further amplify visibility, a **targeted social media promotional campaign will be launched** in the coming months. Designed for platforms such as LinkedIn and BlueSky, this campaign will use adapted visual content to raise awareness of ROSETTA’s mission, pilot activities, and policy relevance. In addition, partners will be instructed to use and distribute the promotional materials during events and stakeholder engagements initiatives.

**9.4.4 Events**

As of **M18**, ROSETTA has successfully **reached and exceeded** its KPI target for external events participation, with **17 events** against a **target of 15**.

This reflects strong engagement in external dissemination activities, reinforcing the project’s visibility and collaborative momentum. For more information you can see the External Events section, Tables 9 and 10.



**Figure 45: ROSETTA External Events Photos**

### 9.4.5 Publications

As of M18, no articles have been published in local press or industry magazines, and no scientific publications have been produced to date. For the first target, dissemination activities related to the pilot cases are planned for the second period of the project, with the aim of engaging local media and increasing regional visibility.

Regarding the scientific publications, it is expected that as more results become available in the second period, the potential for producing peer-reviewed publications will increase, supporting progress towards meeting the respective KPI.

### 9.4.6 Stakeholder Reached

As of **M18**, ROSETTA has reached a total of **9,021 stakeholders**, representing **90.2%** of the overall target of 10,000. This figure reflects strong progress in stakeholder engagement at the mid-point of the project.

Engagement has been achieved through a multi-channel approach, including physical and online events, digital presence, newsletters, and social media presence. Notably, high-impact participation in the project's survey has contributed significantly to this number.

Also, a large proportion of stakeholder reached has been concentrated in countries hosting pilot activities, where interest in local implementation and policy relevance has drawn strong participation. Additionally, the project's visibility on platforms such as LinkedIn and the recent integration of BlueSky have supported steady online growth.

The high percentage of progress by M18 suggests that the stakeholder outreach strategy is effective and well-aligned with the project's objectives. As the project enters its second half, continued engagement through upcoming events, co-creation activities, and policy forums is expected to surpass the final target.

### 9.4.7 Stakeholder Engaged

As of **M18**, ROSETTA has engaged a total of **4,519 stakeholders**, exceeding the original target of 600.

This substantial achievement highlights the project's success in fostering active, two-way collaboration across its pilot regions and thematic areas. Stakeholder engagement has taken place through a variety of channels, including workshops, surveys, co-creation sessions, and direct involvement in pilot activities.

## 10. Timeline and Implementation Phases



Figure 46. Summary of ROSETTA's dissemination and communication timeline

**Early in the project (M1-M6):** In the initial stages of ROSETTA, the focus was placed on crafting an effective Dissemination & Communication (D&C) strategy. During this phase, target stakeholder groups were identified, and key project messages were outlined. Metrics for monitoring D&C success were selected, and consortium partners were briefed on their roles and contributions.

The primary goal in these early months was to promote widespread awareness of the project. Within the first six months, the project's logo and visual identity were designed. The official website was launched alongside the initiation of social media accounts. Essential dissemination materials, including leaflets, posters, templates and infographics, were produced in collaboration with professional graphic designers. While the initial focus was on general promotion, the promotional package has gradually been enriched with early results and success stories to better communicate ROSETTA's tangible benefits.

By the end of this period, all project tools and communication channels were operational. Initial synergies with other relevant projects and initiatives were also established. Notably, these early efforts laid the foundation for building a strong Community of Practice, setting the stage for deeper collaboration and long-term engagement.

**During the project (M7-M25):** This period has been marked by the implementation of continuous and meaningful engagement among project partners and key stakeholders. A vibrant online community has been cultivated through active social media activities, contributing to the project's visibility and helping drive discussions on sustainable food systems and food waste reduction.

So far, synergies have been initiated and strengthened with other EU-funded projects and initiatives working in food sustainability, food loss estimation and marketing model innovation. Major dissemination actions carried out include the launch of the **Roots to Resilience** campaign, the first **Community of Practice meeting** and the organisation and participation in several external conferences and events relevant to ROSETTA's mission.

The project website and social media channels continue to be regularly updated with project milestones, news from the sector and outreach materials. Two project newsletters have already been published, reaching a growing base of stakeholders.

In the remaining months of this phase, the focus will be on continuing co-creation workshops within the pilot Multi-Actor Innovation Platforms (MIPs), reinforcing synergies with sister projects like BREADCRUMB, and preparing for upcoming policy and replication-focused roundtables. These efforts will support the translation of early findings into actionable insights and real-world impact.

**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 15: ROSETTA D&C Timeline**

Phase	Objectives	Dissemination tools to be used
<b>1<sup>ST</sup> Phase (M1-M6)</b>	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"> <li>- Contact other projects, initiatives and networks</li> <li>- Participation in external events</li> </ul>
<b>2<sup>nd</sup> Phase (M7-M25)</b>	1. Widely disseminate and communicate the project's concept and progress	<ul style="list-style-type: none"> <li>- Project's logo</li> </ul>
	2. Establish continuous interaction channels with partners and stakeholders	<ul style="list-style-type: none"> <li>- Project's infographic</li> <li>- Project's website</li> </ul>
	3. Forge synergies with projects, initiatives and networks aligned with food sustainability and waste reduction	<ul style="list-style-type: none"> <li>- Project's SMAs</li> </ul>
	4. Build an active community to exchange knowledge and updates on the project and the sector.	<ul style="list-style-type: none"> <li>- Project's poster, leaflet, presentation and report templates, Letterheads</li> </ul>
	5. Cultivate and sustain a vibrant community through SMAs	<ul style="list-style-type: none"> <li>- Project press release and publications - Project's Newsletter</li> </ul>
	6. Plan and execute co-creation workshops	<ul style="list-style-type: none"> <li>- CoP</li> <li>- Project's video</li> </ul>
	7. Promote the adoption of effective and robust practices for reducing food waste due to marketing standards, fostering sustainability throughout the food value chain.	<ul style="list-style-type: none"> <li>- Project's internal events and workshops</li> <li>- Project's synergies with other relevant projects, initiatives and networks</li> </ul>
	8. Prepare for policy and replication roundtables, networking, and mutual learning events	<ul style="list-style-type: none"> <li>- Participation in external events and conferences</li> </ul>
<b>3<sup>rd</sup> Phase (M26-M36)</b>		<ul style="list-style-type: none"> <li>- Project's logo</li> <li>- Project's website</li> <li>- Project's SMAs</li> <li>- Project's poster, leaflet, presentation and report templates, Letterheads</li> </ul>
	1. Disseminate tangible results and impactful outcomes	<ul style="list-style-type: none"> <li>- Project press release and publications</li> </ul>
	2. Formulate key recommendations for potential outcomes of ROSETTA	<ul style="list-style-type: none"> <li>- Project's Newsletter</li> </ul>
	3. Engage the CoP established in the 2nd phase	<ul style="list-style-type: none"> <li>- CoP</li> </ul>
4. Policy and replication roundtables, networking, and mutual learning events	<ul style="list-style-type: none"> <li>- Project's video</li> </ul>	
		<ul style="list-style-type: none"> <li>- Project's final dissemination event</li> <li>- Project's synergies with other relevant projects, initiatives and networks</li> <li>- Participation in external events and conferences</li> </ul>

Phase	Objectives	Dissemination tools to be used
<b>4<sup>th</sup> Phase- Beyond the project</b>	<ol style="list-style-type: none"><li>1. Continue promoting the project's vision and results</li><li>2. Ensure project's outcomes reach relevant stakeholders</li><li>3. Disseminate project's legacy through relevant publications</li></ol>	<ul style="list-style-type: none"><li>- Consortium partners' networks and means of communications</li><li>- Engaged stakeholders and contacts of the CoP</li></ul>

## Conclusion *(Updated)*

At the halfway mark of the project, the ROSETTA DCP has demonstrated strong performance, laying a solid foundation for increased visibility, engagement, and impact in the months ahead. Built on a structured, multi-channel approach, the DCP has guided communication efforts that are both strategic and responsive to stakeholder needs across Europe.

As of **M18**, the project has achieved **notable success in stakeholder interaction**, with **9,021 stakeholders reached** (90.2% of target) and **4,519 stakeholders actively engaged** (over **750%** of target). These figures highlight ROSETTA's strength in mobilising multi-actor participation—particularly within its Living Labs and pilot areas—through co-creation workshops, surveys, and interviews.

In terms of visibility and outreach, ROSETTA is progressing steadily:

- The project website has recorded **3,406 unique visits**, and
- Social media channels have attracted **826 followers**, nearing the target of 1,000.
- The **promotional video** has already surpassed expectations, with **577 views** against a target of 500.

While certain outputs such as the number of **e-newsletter issues** (2 of 6), **press releases** (2 of >6), and **infographics/factsheets** (1 of >5) remain in early phases, they are planned for gradual rollout in alignment with upcoming project milestones and policy engagement activities.

Notably, **104 promotional materials** have been distributed (26% of the 400 target), and all have been updated to include the BlueSky logo, reinforcing the project's cross-platform brand consistency. A **dedicated social media promotional campaign** will soon be launched to amplify online reach further and support the dissemination of future materials to make sure that the project will pass the mark of the M36 target.

In addition, ROSETTA has already attended **17 external events**, exceeding its target of 15, and has positioned itself well for more high-impact participation in the months ahead. Although outputs such as **press coverage** and **scientific publications** are still underway, the project has established the necessary momentum and outreach channels to meet or surpass these targets in its second phase.

In summary, ROSETTA's dissemination and communication activities are on track and, in many areas, already outperform expectations. The combination of strong stakeholder engagement, steady digital growth, and proactive dissemination actions underscores the relevance and resonance of the project's objectives. As ROSETTA moves forward, the DCP will continue to serve as a dynamic tool to consolidate achievements, expand visibility, and support the long-term uptake of project results.

## Annexes

### 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](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
BlueSky	@@rosettaprojecteu.bsky.social
YouTube	ROSETTA Project EU

## Annex II – Events’ reporting template

### Event’s Aggregate Data

<b>Title</b>	
<b>Date</b>	
<b>Venue</b>	
<b>Organisers</b>	
<b>Audience (number and type)</b>	
<b>Duration</b>	

### 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

## 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 47. External conferences and events identification template

## Annex IV – Press Releases (New)



### ROSETTA Project 1<sup>st</sup> Press Release- Kick Off Meeting

Reducing food waste due to marketing standards through alternative market access

Thessaloniki, 24 May 2024

Food waste is a critical issue affecting global sustainability, with up to 10% of the 88 million tons of annual food waste in the EU linked to marketing standards and date labelling. This pressing challenge not only impacts the environment but also affects economic efficiency and food security.

Introducing the ROSETTA project, an innovative initiative funded by the Horizon Europe Programme (HEU), which officially commenced in January in Thessaloniki, Greece. With a budget of approximately five million euros and a duration of thirty-six (36) months, ROSETTA aims to revolutionize food marketing standards and significantly reduce food waste.

Specifically, ROSETTA focuses on:

- Assessing the impact of current food marketing standards on food waste through comprehensive research, surveys, data analysis and stakeholder consultations.
- Developing innovative solutions and testing new marketing standards and practices through five pilot cases across different regions in Europe, focusing on key food research areas: fruit and vegetables, dairy, cereals, and meat.
- Engaging stakeholders by establishing a Community of Practice (CoP) to facilitate collaboration and knowledge exchange.
- Providing evidence-based policy recommendations to support the adoption of new marketing standards that prioritize sustainability.

The project will examine four key food commodities: fruit and vegetables, dairy, meat and cereals.



## Background

The importance of ROSETTA's mission is underscored by the European Union's commitment to reducing food waste as part of its broader sustainability and environmental goals. Marketing standards play a crucial role in the food supply chain by ensuring products meet consumer expectations and facilitating trade. However, these standards also contribute to food waste, particularly through cosmetic specifications and date labelling. Suboptimal products, which deviate from cosmetic or peripheral aspects but not from intrinsic quality or safety, are frequently discarded due to consumer perceptions of lower quality. The retail sector significantly shapes and reinforces these consumer behaviours, further complicating the issue.

ROSETTA aims to provide new insights into the establishment of marketing standards and their contribution to food waste. By employing a mixed-methods research approach, the project will explore the motivations and criteria behind private marketing standards, examine consumer expectations, and assess the true impact of these standards on food waste. Additionally, ROSETTA will develop innovative

estimation models to quantify food waste generated by marketing standards and identify trade-offs between food waste reduction and other sustainability objectives.

ROSETTA aligns with EU's policy framework, contributing to the European Green Deal and the Farm to Fork Strategy, which emphasize sustainable food systems and reducing environmental impact.

## Consortium Partners

The project brings together a diverse group of leading institutions and organisations, each contributing unique expertise and resources towards our shared goal of revolutionizing food marketing standards. Specifically, the consortium comprises seventeen (17) partners from seven (7) different EU Member States and EU Neighbourhood countries. Q-Plan International leads the project as the coordinator, collaborating with Teagasc- Agricultural and Food Development Authority, Copenhagen Business School, Geoponiko Panepistimion Athinon, White Research SRL, Pedal Consulting Sro, Polytechnio Kritis, Universitat Wien, Draxis Environmental SA, Fruitevegetables Europe, FBCD AS, Fundaja Unimos, Chalkiadiakis AE, Mochnik Jerzy Michal, Freshis Agritech SL, Safe Food Advocacy Europe and Naturmaelk AMBA.

## Quote

Eirini Efthymiadou,  
Project Coordinator

*"Food waste isn't just about what's left on our plates; it's also about what never makes it to our plates due to strict marketing standards. Projects like ROSETTA aim to change that, making food systems more efficient and sustainable."*



#### For more information

Please visit the ROSETTA [website](#)

Follow ROSETTA on [LinkedIn](#), [Facebook](#), [X](#) and [Youtube](#)

#### Contact Information

Q-Plan International - Project Coordinator

Dr. Eirini Efthymiadou

Evangelos Genitsaris

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For further information, press materials or interview requests, please contact the White Research Dissemination & Communication Managers Team:

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*This project has received funding from the European Union's Horizon Research and Innovative Programme under Grant Agreement No 101136427.*



## ROSETTA's First Community of Practice Meeting

*Bringing Stakeholders Together to Address Food Waste and Marketing Standards*

Brussels, 3 April 2025 – The ROSETTA project successfully hosted its 1st Community of Practice (CoP) meeting on 5 February 2025, bringing together experts and stakeholders from across the food value chain to tackle the role of marketing standards in food loss and waste. The event provided a collaborative platform for researchers, industry representatives, policymakers and civil society stakeholders to exchange knowledge, share insights and discuss solutions for a more sustainable food system.

### A multi – stakeholder approach to food waste

With over 150 registered members, the CoP serves as a dedicated space for knowledge-sharing, stakeholder engagement and collaborative research. The first meeting focused on key challenges linked to marketing standards and food waste, offering perspectives from diverse actors across the food system.

### Key topics discussed:

- **The impact of marketing standards on food waste** – Sharing insights from ROSETTA's research on how public regulations and private standards contribute to food loss across the supply chain.
- **Strategies to reduce waste in food retail and production** – Insights on innovative approaches to minimise food waste at various stages of the food system.
- **Opportunities for policy alignment** – Addressing gaps between sustainability goals and existing marketing standards.
- **Strengthening collaboration across EU initiatives** – Enhancing synergies between ROSETTA and other food waste-related projects, including its sister project **BREADCRUMB**, to maximise impact and knowledge exchange.

The event concluded with an interactive discussion, highlighting the need for **improved data collection, cross-sectoral cooperation and practical solutions to address food loss**. The CoP will continue engaging members through focus groups, interviews and digital tools while amplifying key discussions through the Roots to Resilience social media campaign.

### Join the ROSETTA Community of Practice

The CoP remains open to all stakeholders interested in contributing to a more sustainable food system. To become a member, register [here](#).

### Contact information

For further information, press materials, or interview requests, please contact:

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e-mail: [info@rosetta-project.eu](mailto:info@rosetta-project.eu)



*This project has received funding from the European Union's Horizon Research and Innovative Programme under Grant Agreement No 101136427.*

## Annex V – 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.

Basic info				Activity details																	Material used		Other				
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)	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 organization's involvement (e.g. organizer, facilitator, interviewer, speaker, disseminator, etc.)	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 applicable)	Significant contacts made (e.g. experts, journalists, organizations, etc. who contacted you in result)
1 (Example)	WR	Example 21/02/2024	Spain	Writer of an article that was translated in 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	200	200	Spain	ROSETTA leaflet	N/A	The online newspaper is one of the most read websites in Italy.	N/A
2 (Example)	CBS	Example 11/07/2024	Greece	Participation to a conference organized by Organization X in the thematic area of restaurant food waste. We participated as a disseminator (poster) in a dedicated booth and poster were also used during the event. Moreover, important contacts were made with relevant stakeholders.	Organization of a conference	Physical	"Title of Conference"	NO	Organiser	UNIVE	5	5	3	30	35	1	1	10	5	0	60	20	Spain (ES), Greece (GR), Italy (I)	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 48. Template for the monitoring of the dissemination and communication activities

## Annex VI – 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.	<a href="https://cordis.europa.eu/project/id/101136701">https://cordis.europa.eu/project/id/101136701</a>	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.	<a href="https://food2030.eu/">https://food2030.eu/</a>	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	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.	<a href="https://beaconproject.dk/">https://beaconproject.dk/</a>	Novo Nordisk Foundation	National / City	Sustainable food, circular food, behavioural change
4	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)	<a href="https://www.boroume.gr/en">https://www.boroume.gr/en</a>	National (Greek)	Greece	Non-profit organization
5	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.	<a href="https://www.foodrus.eu/">https://www.foodrus.eu/</a>	Horizon 2020 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
6	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.	<a href="https://sistersproject.eu/">https://sistersproject.eu/</a>	Horizon 2020	European	Agri-food value chain
7	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,	<a href="https://lowinfood.eu/">https://lowinfood.eu/</a>	Horizon 2020	European	Agri-food value chain
8	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.	<a href="https://www.zerow-project.eu/zerow">https://www.zerow-project.eu/zerow</a>	Horizon 2020	EU	Academia, consumers, policy makers

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
9	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.	<a href="https://www.linkedin.com/company/foodwasterecoverygroup/">https://www.linkedin.com/company/foodwasterecoverygroup/</a>	Association	European	Research, industry
10	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)	<a href="https://www.ucd.ie/newsandopinion/news/2023/november/29/ucdpartnersonnew315mfoodsustainabilityco-centre/">https://www.ucd.ie/newsandopinion/news/2023/november/29/ucdpartnersonnew315mfoodsustainabilityco-centre/</a>		Ireland and UK	Researchers, industry
11	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.	<a href="https://biorbic.com/">https://biorbic.com/</a>	Large research centre, co-funded by industry	Ireland and UK	Researchers, industry
12	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.	<a href="https://www.ecr-community.org/">https://www.ecr-community.org/</a>	Cooperation between Chalkiadakis SA and Organization for Efficient Consumer Response (ECR)	Greece	Retailers, consumers

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
13	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).	<a href="https://xalkiadakis.gr/article/nea-trapeza-trofimon-kritis">https://xalkiadakis.gr/article/nea-trapeza-trofimon-kritis</a>	Cooperation between Food Bank of Greece and Chalkiadakis SA	Crete, Greece	Solidarity Institutions, retailers, food companies, people in need
14	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.	<a href="https://www.socialplate.eu/en">https://www.socialplate.eu/en</a>	INTERREG Greece-Bulgaria	Regional	Wholesale of fruit & vegetables, social kitchens
15	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.	<a href="https://bio-boost.eu">https://bio-boost.eu</a>	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
16	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>	<a href="https://www.scaleup-bioeconomy.eu/">https://www.scaleup-bioeconomy.eu/</a>	Horizon Europe	European	Agrifood value chain and regional governance
17	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>	<a href="https://www.linkedin.com/company/aurora-agrifood/">https://www.linkedin.com/company/aurora-agrifood/</a>	COSME - ESCP 4x	European	Agri-food value chain
18	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>	<a href="https://xalkiadakis.gr/article/nea-elmepe-sm-xalkiadakis-zootrofes">https://xalkiadakis.gr/article/nea-elmepe-sm-xalkiadakis-zootrofes</a>	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
19	CHALK	“Nothing gets wasted”- Decomposing - composting vegetables and fruits from our grocery stores	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.	<a href="https://www.ecr-community.org/a-global-review-of-circular-economy-case-studies-from-the-retail-cpg-sector/">https://www.ecr-community.org/a-global-review-of-circular-economy-case-studies-from-the-retail-cpg-sector/</a>	BEATLE - Cooperation between Chalkiadakis SA and Academic Laboratory for Natural Resource Development, HMU	Crete, Greece	Agri-food value chain
20	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>	<a href="https://mgmt.au.dk/plantpro">https://mgmt.au.dk/plantpro</a>	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
21	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	<a href="https://co-fresh.eu/">https://co-fresh.eu/</a>	HORIZON 2020	European	Agri-food value chain
22	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
23	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
24	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.	<a href="https://www.foodcost-project.eu/">https://www.foodcost-project.eu/</a>	Horizon Europe	European/ Global	Farmers and fishermen, Food business operators and financial institutions; Education and research; Civil society (NGOs and consumer organisations); Policymakers
25	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.	<a href="https://beatles-project.eu/">https://beatles-project.eu/</a>	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
26	Q-PLAN, UNI, TEAGASC	agroBRIDGES	<p>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.</p>	<a href="https://www.linkedin.com/company/agrobridges/">https://www.linkedin.com/company/agrobridges/</a> <a href="https://agrobridges-toolbox.eu">https://agrobridges-toolbox.eu</a>	H2020-RUR-05	European	Agri-food value chain
27	WR	SUSTCERT4BIOBASED	<p>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.</p>	<a href="https://sustcert4biobased.eu/">https://sustcert4biobased.eu/</a>	HORIZON-CSA	European	Researchers, Industry

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
28	WR	aWHISH	The project aspires to develop an automated solution to monitor and improve the welfare of meat-producing livestock across Europe	<a href="https://www.awish-project.eu/">https://www.awish-project.eu/</a>	HORIZON	European	Agri-food value chain
29	WR, DRAXIS	WaysTUP!	Value chains for disruptive transformation of urban biowaste into biobased products in the city context.	<a href="https://waystup.eu/">https://waystup.eu/</a>	HORIZON 2020	European	Researchers, citizens, business value chain
30	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.	<a href="https://mainstreambio-project.eu/about-mainstreambio/our-approach/">https://mainstreambio-project.eu/about-mainstreambio/our-approach/</a>	HORIZON-CSA	European	Researchers, policymakers, business owners
31	WR, DRAXIS	FoodSHIFT2030	The project focuses on supporting innovation towards a fast transition of the European food system by 2030.	<a href="https://foodshift2030.eu/">https://foodshift2030.eu/</a>	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
32	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.	<a href="https://cordis.europa.eu/project/id/101059849">https://cordis.europa.eu/project/id/101059849</a>	HORIZON	European	Researchers, industry, agri-food chain, citizens
33	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.	<a href="https://cordis.europa.eu/project/id/101112708">https://cordis.europa.eu/project/id/101112708</a>	HORIZON	European	Research, industry
34	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.	<a href="https://cordis.europa.eu/project/id/190155254">https://cordis.europa.eu/project/id/190155254</a>	HORIZON	European	Industry, hospitality sector

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
35	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.	<a href="https://cordis.europa.eu/project/id/101060014">https://cordis.europa.eu/project/id/101060014</a>	HORIZON	European	Research, policy-makers, citizens
36	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.	<a href="https://cordis.europa.eu/project/id/101084222">https://cordis.europa.eu/project/id/101084222</a>	HORIZON	European	Research, industry

# ROSETTA

Reducing food waste due to marketing standards through alternative market access

GA 101136427

## Partners



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