

# ROSETTA

Reducing food waste due to marketing standards through alternative market access

From Farm  
to Fork,  
we link the  
sustainable  
way

## D6.3 Establishment of Community of Practice

White Research

13/12/2024



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## Abbreviations

**Table 1: Abbreviations**

<b>CoP</b>	Community of Practice
<b>MIPs</b>	Multi-actor Innovation Platforms
<b>SMA</b>	Social media accounts
<b>NGOs</b>	Non-Governmental Organizations

## Executive Summary

One of the main assets of the ROSETTA project is to develop an active community of people with expertise and interest in food waste and marketing standards. This community will not only be supportive throughout the duration of the project but will also help us to validate our results by leveraging their expertise. In addition, the community will facilitate the knowledge exchange since new trends and findings will be shared, and new connections between the members can be established.

The ROSETTA project has developed an easy online registration form (accessible through the [project's toolkit](#)), and already more than **147 participants** have registered. Different clusters in line with the project's main food commodities have been developed to initiate discussions around these topics. A recruitment strategy has been put in place early on to attract stakeholders from the consortium network, synergy projects, and through open calls in our SMAs, since high interest was noticed through ROSETTA's social media. A plan of several activities where the CoP may take place has already been drafted, and many members have already participated in activities including research interviews and focus groups. Annual online meetings will be held to gather all CoP members, present the project's progress, and discuss new trends in the sector.

### ***The report is structured as follows:***

**Chapter 1:** This section presents what the community of practice is and outlines its main objectives.

**Chapter 2:** This chapter includes the methodology followed to establish the community of practice.

**Chapter 3:** This section presents the online registration process.

**Chapter 4:** This chapter describes the methodology used for the recruitment of members and the dissemination of the community.

**Chapter 5:** This chapter presents the composition of the community and more specifically the gender, country, and type of stakeholder.

**Chapter 6:** The structure and governance of the community is further described.

**Chapter 7:** This section includes an indicative list of actions where the CoP could participate throughout the project.

**Chapter 8:** The activities where the CoP has already participated are described in this section.

**Chapter 9:** Conclusions

### ***Annexes***

- **[Annex I](#), [Annex II](#), [Annex III](#), [Annex IV](#):** These annexes present the documents that are used for the online registration for the CoP.
- **[Annex V](#):** This Annex includes the guidelines document shared by WR with the consortium.
- **[Annex VI](#):** An indicative invitation letter used by the consortium to invite people from their network to join the community of practice.

# 1. Introduction

## What is the Community of Practice:

The ROSETTA Community of Practice (CoP) is a network that connects stakeholders from across the food value chain to support international networking and dialogue. This community is dedicated to supporting knowledge exchange and monitoring progress in addressing the challenges by food marketing standards and their impact on food waste. Through their active participation in meetings, workshops, and events, annual online gatherings, articles and presentations, the members will play an essential role in sharing their knowledge and promoting the project's results and vision. The participation is voluntary and ensures that all members can freely choose their level of involvement.

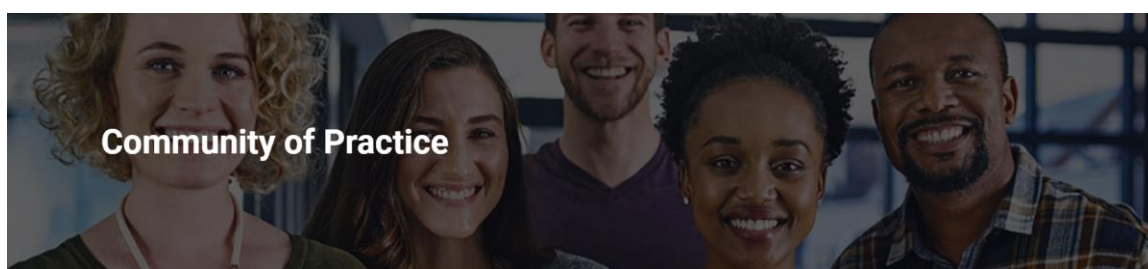


Figure 1. Community of Practice ROSETTA website

## The Objectives:

Below are the main objectives behind establishing our Community of Practice:

- Engage community members to exploit their expertise and experiences and secure the quality of the project results by providing targeted ad hoc input.
- Disseminate and promote the project's results, including deliverables and promotional materials to maximise impact.
- Support the post-project's exploitation of results.
- Facilitate learning by exchanging good practices, lessons learned, and new trends.
- Support collaboration and networking by facilitating members to communicate through the forum and the dedicated meetings.
- Create a platform to brainstorm, share ideas and eventually promote innovation.
- Advocate for the community by engaging with policymakers and industry stakeholders.
- Promote diversity within the community by welcoming members from diverse backgrounds.

## 2. Setting-up the community of practice

### 2.1 Methodology and templates

Early in the project, WR initiated the strategy for establishing the ROSETTA's Community of Practice. Several templates were circulated to decide on the community's structure and recruitment strategy.



Figure 2. Methodology followed to setup the CoP

Below are the shared templates and materials along with brief explanations:

• **Identification of stakeholder groups:** This template identifies the stakeholder groups participating in the CoP, their importance to the project, and potential activities for their participation.

ROSETTA - Stakeholder groups for the CoP (Community of Practice)_identification				
	<i>Note: the lists are used as a starting point and are not exhaustive. You are invited to add sub-groups that fit your needs.</i>	<i>Notes and comments. Why do you think these sub-groups will be useful to be part of our CoP. You are invited to add any other notes and comments</i>	<i>Note: Please rate the INFLUENCE and IMPACT of the stakeholder sub-groups using the following scale: L (low), M (medium), H (high). You are invited to suggest</i>	
Group	Sub-group	Notes	Influence	Impact
Food Business and Marketing Standards Owners	Producers	Producers play a key role in implementing marketing standards and certifications in their production processes. They provide valuable insights into challenges and opportunities.	H	H
	Processors	Processors play a critical role in mitigating food waste by finding innovative ways to utilize suboptimal foods that don't meet marketing standards. Collaboration can lead to more efficient processing methods. Manufacturers transform raw materials into finished goods and can influence marketing standards at various stages of production	H	M
	Manufacturers	Wholesalers can work with producers and retailers to redistribute suboptimal foods and reduce waste in the supply chain, thereby positively impacting food waste reduction efforts.	M	M
	Wholesalers	Retailers have a significant influence on consumer behavior and can reduce food waste by educating consumers about the	H	H
	Retailers		H	H

Figure 3. Identification of stakeholder groups

- Thematic clusters identification:** This template identifies the main clusters of the community around the project’s topics and defines the cluster leaders.
- Community of practice guidelines:** A document outlining the role, function, and methodology of the CoP. It was circulated to the consortium to clarify the community’s role and objectives ([Annex V](#)).
- CoP candidate identification and monitoring:** This template is used by the consortium to list potential CoP members. It also tracks the number of members reached.

Partner	No	Brief information/ position	CoP group	Type of stakeholder	Gender	Country	Reached
Example		<Accomplished academic in the field of sustainability, specializing in food waste management .Renowned for groundbreaking research, insightful publications, and impactful contributions to sustainable food systems>	Academia-Education/Research	Scientific Community (Higher Education, Research)	Female	Germany	WR
Q-PLAN	1						
	2						
	3						
	4						
	5						
	1						

Figure 4. Identification and monitoring of CoP members

- Invitation letter:** An indicative letter template for the consortium to use when inviting CoP members.

### 3. Registration process

An online registration process ([can be found here](#)) has been developed to make engagement as easy as possible. Past experience has shown that the online registration is more effective to attract more members. Following thorough internal discussions, the online registration procedures for the Community of Practice (CoP) and Multi-actor Innovation Platforms (MIPs) were



Figure 5. CoP registration form

designed to align and ensure easy user access (more information about the MIPs establishment can be found in the deliverable titled “D1.1: Multi-actor Innovation Platforms (MIPs)”). It was decided that these registration processes will be implemented through the project’s digital toolkit. The registration for the CoP is very simple and can be completed in three steps:

- **Declare Acceptance of Terms and Conditions:** Users read and agree to the Declaration of Acceptance, Terms of Reference, and Privacy Policy.
- **Accept the Consent Form:** Users review and accept the informed consent documents to participate in the community.
- **Provide basic details:** Users enter essential information such as name, email, country, type of stakeholder, and set up a password. After completing these steps, the user’s account is created, allowing access to the restricted areas of the Digital Toolkit.

After registration, the consent forms and personal details are sent to the CoP manager (WR). These details are maintained according to GDPR regulations. The CoP manager tracks member participation and contacts them to engage them in project activities. The cluster leaders are also informed.

#### ***The Registration documents:***

The registration documents follow the methodology outlined in the project’s Data Management Plan. These documents include:

- **Declaration of Acceptance:** Outlines the terms that members need to accept ([Annex I](#)).
- **Terms of Reference:** Provides detailed information about the community, its activities, responsibilities, and governance ([Annex II](#)).
- **Informed Consent Document:** Contains project details, participant requirements, data usage and sharing policies, and instructions for withdrawing consent ([Annex III](#)).

**Declaration of Acceptance**

I certify that I have read and agree to abide by the ROSETTA Community of Practice [Terms of Reference](#).

I pledge that I will participate in the ROSETTA Community of Practice in my individual capacity and as such I may not delegate another person to carry out the work or be replaced by any other person without prior written agreement with the ROSETTA consortium.

I certify that no conflict of interests exists that could be considered as prejudicial to my independence in acting as a member of the ROSETTA Community of Practice or if they do arise during the course of the work I will declare them.

I undertake not to divulge any information given in the context of the work of the Community of Practice, unless the ROSETTA consortium agrees to release me from this obligation, and to respect the confidentiality requirements.

I declare to accept entirely and with no reservations my appointment as ROSETTA Community of Practice member as described in the [Terms of Reference](#).

I consent that any input or contribution I provide as a member of the ROSETTA Community of Practice may be used by the ROSETTA consortium for reporting purposes or to support alignment of the services and tools offered by ROSETTA with the needs of final users, unless explicitly provided in confidence.

I consent to the processing of my personal data needed for my participation in the ROSETTA Community of Practice. A detailed description on how ROSETTA handles personal data is presented in the project's [Privacy Policy](#).

**I hereby declare my acceptance:**

Yes \*\*

No

**\*\* Answering YES required to proceed**

Clear Form

**Figure 6. STEP 1\_ Declaration of Acceptance**

**Informed Consent**

I have read the project's [Privacy Policy](#) and the [Informed Consent Document](#) that provides information on how my data collected for the activities of the Community of Practice are used and protected.

**I hereby give my consent to the processing of my personal data needed for \*\*:**

My participation in the Community of Practice and its activities as described in the [Terms of Reference](#).

Yes \*\*

No

My registration to access the Open Innovation Platform of the ROSETTA digital toolkit.

Yes \*\*

No

My participation in future activities of ROSETTA (optional).

Yes

No

Receiving newsletters and messages regarding ROSETTA activities (optional).

Yes

No

**\* Answer required to proceed**

**\*\* Answering YES required to proceed**

Clear Form

**Figure 7. STEP 2\_ Informed Consent**

**Registration**

**Email \***  
Your email

---

**Password \***  
Your password

---

**Name (first and last name) \***  
Your name

---

**Gender \***

Male

Female

Prefer not to say

**Age \***

18-24

25-34

35-44


45-54

55-64

65 and above

Prefer not to say

**Phone number (optional)**

 +93 -

---

**Organisation (if applicable)**  
Your organisation

---

**Position in the organisation (if applicable)**  
Your position

---

**Country \***  
Your country

---

**Address (optional)**  
Your address

---

**Type of agri-food value chain stakeholder \***

Farmer and/or producer

Processor and/or manufacturer

Distributor and/or wholesaler

Retailer

Food service operator

Academic and/or researcher and/or scientist

Other knowledge provider (business and/or innovation advisor, technology provider etc.)

Policy maker and/or regulator

Network and/or hub and/or cluster

Group representing consumers and/or civil society (consumer associations, food banks etc.)

Other (please specify)

---

\* Answer required to proceed

\*\* Answering YES required to proceed

**Figure 8. STEP 3\_ Registration**

## 4. Recruitment of members and dissemination

The successful dissemination and the recruitment of members are essential for the growth and operation of our Community of Practice. To achieve these goals, we have developed a strategy exploiting several recruitment channels:

### *First Channel: Leveraging our networks*

Our consortium partners exploited their networks to attract members. Through personal invitations, they identified stakeholders who are interested in issues related to food waste and marketing standards. This initial pool will expand with individuals identified during our ongoing research tasks.

This first core channel was launched and activated by initially focusing on the regions and countries of the pilot partners where the local use cases are located. Multi-actor Innovation Platforms (MIPs) were established in five countries: Greece, Poland, Denmark, Spain, and Ireland. These platforms consist of individuals representing key stakeholder groups across the whole agri-food supply chain, including farmers and producers; processors and manufacturers; food distributors, wholesalers and retailers; food service operators; academics, researchers and scientists; business and innovation advisors; technology providers; policymakers and regulators; agri-food networks, hubs and clusters; groups representing consumers and/or civil society (consumer associations, food banks, other NGOs etc.). These MIP members are also part of the Community of Practice, connecting local and EU-level project activities. Apart from participating in the ROSETTA Community of Practice (CoP), the mission of MIPs members is also to provide the consortium with relevant information, feedback and insights; participate in the co-development process of the project's innovative solutions; and be actively involved in ROSETTA's dissemination activities to create a multiplier effect in spreading the word on the project's value propositions, knowledge and impact. The overall approach followed for the development of ROSETTA's multi-actor framework was thoroughly described in the deliverable titled "D1.1: Multi-actor Innovation Platforms (MIPs)". The latter also presented the status of the MIPs membership by the end of the first semester of the project.

### *Second Channel: Synergies with other projects and networks*

Throughout the project's duration, we are establishing synergies with other relevant projects and networks. This approach gives us the opportunity to invite members from these networks to join our co.

### *Third Channel: Social media and open call campaigns*

Due to the high interest observed on our social media platforms from the beginning of the project, we launched targeted open call campaigns. These campaigns, launched across our social media channels and our project website, aimed to attract individuals beyond our immediate networks.

### *Fourth Channel: Engagement through project activities and events*

Throughout the project, various activities and events will take place where participants can be then invited and be further engaged in our Community of Practice. These activities will maintain connections and support participation within our community.

Up until the first year of the project, participants have been reached through:

- ✓ The consortium members networks
- ✓ An open call through our social media, website, articles, newsletter
- ✓ Members from our synergies (BREADCRUMB, SISTERS, LOWINFOOD, Zaro, CUES)



Figure 9. CoP open call

## 5. Our community's composition and dynamics

Our aim is to build a community of experts and interested stakeholders around the topic of food waste and marketing standards. During the first year, with the efforts of all consortium partners, an initial pool of experts was secured. Currently, **approximately 147 people** are registered in the Community of Practice (out of which 78 are in parallel members of the local Multi-actor Innovation Platforms).

Below is some information about the synthesis and composition of the community. In the upcoming months and years, the project will continue to seek new members to enrich the Community of Practice and keep track of statistics.

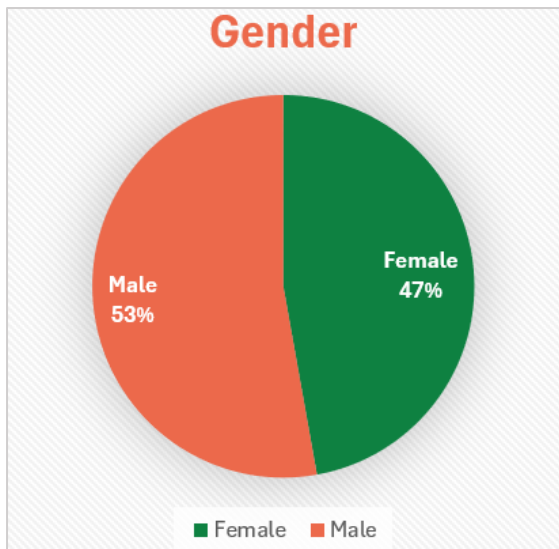


Figure 10. CoP target groups identification

Our ambition is to build a community that engages members across the food value chain with different expertise levels, varying degrees of knowledge, and slightly different areas of interest, aiming to include all these perspectives in our project activities. Since the beginning of the project,

various groups have been identified and invited to participate. These diverse backgrounds will also support us in exploiting our results after the end of the project in different parts of the food supply chain, as well as in different sectors such as industry, academia, and retail.

Below, you can find the initially the current synthesis of the CoP.



**Gender Balance:** The gender distribution in our Community of Practice seems to be quite balanced, with males accounting for 53% of the participants and females 47%. This balance highlights a strong level of inclusivity in our community and equal representation. These numbers showcase a promising initial pool of participants and set a high bar to maintain and even improve the level of gender representation in our community.

Figure 11. CoP gender balance

**Age Distribution:** The age distribution of our Community of Practice members shows a diverse range of participants, with most of the participants concentrated in the 35–44 age group. This group highlights the involvement of many mid-career professionals who have experience and knowledge around the topic. These individuals will definitely have the expertise to contribute to our concept and further leverage the project’s results within their current career paths.

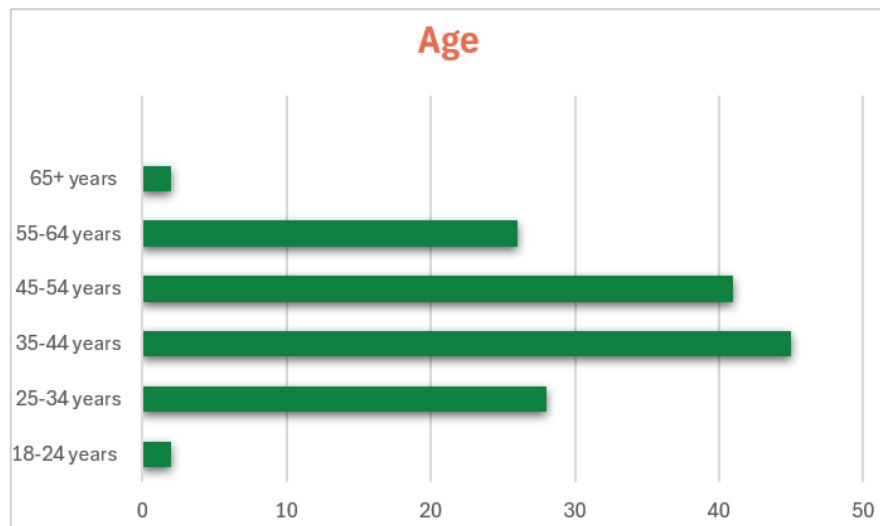


Figure 12. CoP gender distribution

**Country distribution:** The CoP members belong to many different countries, and it is quite expected that many members are from our pilot cases, where our partners also have greater leverage. As the project continues, further dissemination efforts from partners through our

media, as well as through cooperation with other projects, will increase the project's visibility across a wide spectrum of countries.

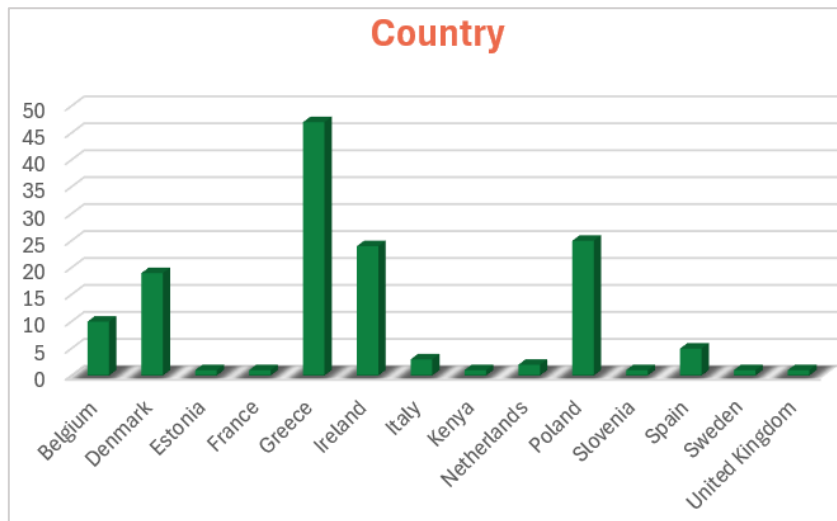


Figure 13. CoP Country distribution

**Type of stakeholders:** It is essential that our CoP members belong to many different categories of stakeholders. This diversity is important to ensure that we capture a wide range of perspectives and opinions in our research activities. It is also evident that academic stakeholders show an increased interest in the project and its research aspects.

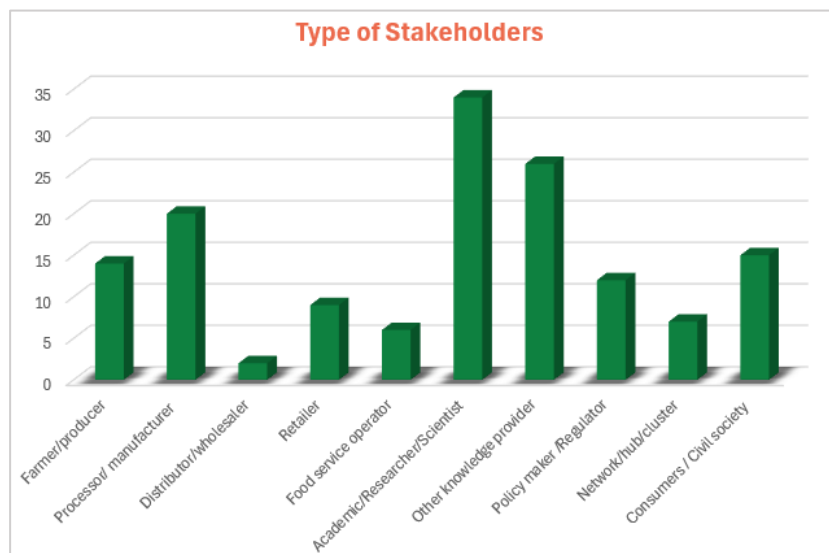


Figure 14. CoP type of stakeholders distribution

## 5.1 Performance monitoring and snapshot of the current ROSETTA MIPs composition

Individuals who are members of MIPs and at the same time participate in the Community of Practice (CoP) act as a **bridge** between the local and the European perspectives and can enable the consortium to develop replicable results across Europe. The ROSETTA digital Open Innovation Platform will be leveraged by the MIPs members, to ensure smooth and effective knowledge exchange within MIPs and between MIPs and other stakeholders at European level through their participation in the ROSETTA Community of Practice (CoP).

In cooperation with the leaders of the other tasks in which MIPs participate, the partner leading the MIPs monitors participation rates in various activities and related KPIs. In order to keep track of the project activities in which members of the MIPs participate, a dedicated methodological tool has been designed and will be employed, namely the Stakeholder Matrix (the structure of which is explicitly described in the “D1.1: Multi-actor Innovation Platforms (MIPs)”). The Stakeholder Matrix serves as a “living” database (updated every 6 months, as well as ad-hoc when necessary), supporting the ongoing monitoring and reporting of MIP members. This enables project partners not only to monitor the results of stakeholder engagement, but also to assess and perform any needed corrective actions in a timely manner to better align them with the project’s objectives and Key Performance Indicators (KPIs).

The status of MIPs is reported at specific intervals through other deliverables that report the outputs of tasks in which MIPs participate, including this report, namely the D6.3 Establishment of Community of Practice (M12), as well as other deliverables, and the periodic reports.

Currently, a total of 78 agri-food value chain actors and related stakeholders have been recruited to the MIPs of the five (5) ROSETTA Use Cases, having accepted the Terms of Reference and signed the Declaration of Acceptance.

The figures in the following table present a snapshot of confirmed members per local MIP and stakeholder category. Based on them, certain conclusions can be drawn below:

- With our multi-actor approach framework in place, our target is to directly engage between 10 to 20 members per MIP, namely 50 to 100 actors in total for all local MIPs. At the time of writing this report, 78 stakeholders confirmed their acceptance to participate in the project’s MIPs.
- The members of MIPs who actively participate in the implementation of ROSETTA project’s consortium (e.g. delegates at project meetings, contact persons, etc.) per country and Stakeholder Category (SC) are as follows: **EL**: SC[4]: -1, SC[7]: -2; **DK**: SC(2) -2, SC(6) – 1, SC(9) - 2; **IE**: SC[6]: -1; **PL**: SC[1]: -2, SC[9]: -3; **ES**: SC[4]: -1
- After excluding these internal members, namely the individuals who participate in the project’s consortium, the external members that were selected for each MIP range from 10 to 20 in the cases of the Greek, Danish, Irish and Polish MIP. The Spanish MIP comprises the only exception. Consequently, the target set for the recommended compositions of the MIPs has already been successfully fulfilled in four out of the five MIPs.

- It is clarified that regarding the minimum threshold per stakeholder category that was set in Deliverable 1.1, this is interpreted as a foreseen need in the form of a recommendation rather than a strict requirement. Therefore, there is no need to engage additional members (if this is not fulfilled) unless it becomes necessary during the project’s implementation.
- Although the participation rates in the Spanish MIP are below the target, the recruitment process is actively ongoing and carefully monitored. Despite this, project activities during the second project semester proceeded as planned, without any disruptions or risks. Many potential Spanish members have already been engaged, particularly in the two series of interviews related to food waste due to the marketing standards and the food waste reduction best practices, although their formal registration is still pending. In the coming semester, efforts will focus on completing the digital registration process. If challenges arise, a contingency plan will be developed and implemented.
- Overall, in terms of gender distribution, while men appear to outnumber women, the representation of women is considered relatively reasonable. This is particularly notable given that certain sectors within the agri-food value chain, such as farming, are traditionally male-dominated.

**Table 2: Registrations per gender for each of the ROSETTA’s Use Cases and in total**

Gender		Greece	Denmark	Ireland	Poland	Spain	Total
[1]	Male	18	11	8	9	3	49
[2]	Female	4	8	8	9		29
[3]	Other						
TOTAL		22	19	16	18	3	78

*The members of MIPs who actively participate in the implementation of ROSETTA project’s consortium (e.g. delegates at project meetings, contact persons, etc.) per country and gender are as follows: EL: male: -2, female: -1; DK: male: -3, female: -2; IE: SC[6]: -1; PL: male: -3, female: -2; ES: male: -1.*

- Overall, the recruitment process for all MIPs is considered as continuously ongoing, responding in particular whenever a withdrawal occurs, or missing expertise is identified.

**Table 3: Registrations per Stakeholder Category for each of the ROSETTA's Use Cases and in total**

Stakeholder Categories (SC)		Min	Max	Greece	Denmark	Ireland	Poland	Spain	Total
[1]	Farmer and/or producer	1	2	4	2	2	2		10
[2]	Food processor and/or manufacturer	2	3	1	2	3	2		8
[3]	Food distributor and/or wholesaler	1	2	1	2	1	2		6
[4]	Food retailer	2	3	6	1		2	1	10
[5]	Food service operator	1	2	1	2		1		4
[6]	Academic and/or Research and/or Scientific institution	1	2	1	2	3	1		7
[7]	Other knowledge provider (business and/or innovation advisor, technology provider etc.)	0	1	5	2	4	1		12
[8]	Policy maker and/or regulator	1	2	1	1	1	2		5
[9]	Agri-food network and/or hub and/or cluster	0	1	0	3		4		7
[10]	Group representing consumers and/or civil society (consumer association, food bank, other NGO etc.)	1	2	2	2	1	1	2	8
[11]	Other					1			1
<b>TOTAL</b>		<b>10</b>	<b>20</b>	<b>22</b>	<b>19</b>	<b>16</b>	<b>18</b>	<b>3</b>	<b>78</b>

The members of MIPs who actively participate in the implementation of ROSETTA project's consortium (e.g. delegates at project meetings, contact persons, etc.) per country and Stakeholder Category (SC) are as follows: EL: SC[4]: -1, SC[7]: -2; DK: SC(2) -2, SC(6) – 1, SC(9) - 2; IE: SC[6]: -1; PL: SC[1]: -2, SC[9]: -3; ES: SC[4]: -1

The MIPs remain open for new members to be appointed whenever necessary and as the project evolves.

## 6. Community's Governance

**Strategy development:** WR is responsible for planning the overall strategy for the Community of Practice. This includes setting goals, defining objectives, and outlining how the community will operate and grow.

**Membership management:** WR keeps track of community members. This involves maintaining a database/list of members, tracking their participation.

**Consortium partners' role:** The consortium partners have specific responsibilities. Their task is to promote the community, identify potential members, and invite them to join. Additionally, partners are expected to engage members in project activities, especially through their own activities or events.

**Cluster management:** The community is divided into smaller clusters based on thematic areas related to the core food commodities of the project. Each cluster has a leader related to the food commodity. These cluster

leaders play a crucial role in engaging their respective cluster members. Their responsibilities include supporting participation, identifying opportunities for engagement within the cluster, and ensuring that cluster activities align

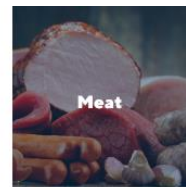


Figure 15. CoP's four clusters

with the overall project goals. Cluster managers are also responsible for initiating and boosting participation in the CoP's forum sections.

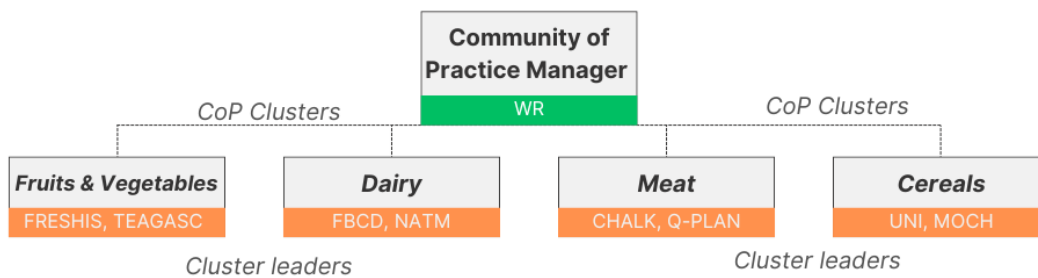


Figure 16. Community's governance

## 7. Community involvement strategy

The participation of CoP members in our project activities will take place on a voluntary basis. A list of different activities identified from the early stages of the project can be found below. This list is indicative, and different actions may also be added or removed during the course of the project.

- **Validation of task results on an ad hoc basis:** CoP members will have the opportunity to validate task results by reviewing deliverables, research outputs, or validating methodologies and policy recommendations. Their expertise ensures the applicability of project outcomes.
- **Participation in workshops and events:** CoP members will be invited to participate in workshops and events organised by the project. During these events the members will have the opportunity to exchange knowledge and ensure networking.
- **Engagement in annual online meetings:** CoP members will have dedicated annual online meetings, for in-depth discussions and knowledge sharing.
- **Support in dissemination activities and results:** CoP members will support the dissemination of project activities and results by leveraging their social media followers and networks.
- **Participation in research interviews:** CoP members will be invited to participate in research interviews, offering valuable insights, and data to support project outcomes (e.g., T1.2, T2.1).
- **Speakers at our events:** CoP members can be invited to speak at our events and workshops. Their experiences will enrich the discussions.
- **Contribution to website content:** CoP members will be invited to provide interviews for dissemination purposes on the project website or contribute articles on specific topics relevant to their expertise.
- **Subscription to project Newsletter:** CoP members will be invited to subscribe to our Newsletter and are encouraged to promote it through their networks. This will help keep the community informed and engaged with project updates.
- **Participation in Digital Toolkit Forum:** CoP members will actively participate in discussions within the project's Digital Toolkit forum, sharing insights, good practices, and challenges.
- **Peer review of project materials:** CoP members will be invited to peer review project materials, such as reports, publications, and educational content. Their feedback will help ensure the quality of these materials.
- **Guidance:** experienced CoP members can offer mentorship and guidance to members or other stakeholders involved in the project.

## 8. Highlights of community events and initiatives

During the first year of the project, and in parallel with the establishment of our initial pool of stakeholders, our first community members have already been actively invited in various activities and upcoming events. Below are some of the key activities in which the Community of Practice has been invited / participated during the first year of the project. In the coming years, we anticipate even greater involvement from the CoP in our research and dissemination activities.

### Organisation of focus groups:

An invitation to participate in ROSETTA’s focus groups was extended to members of the CoP. The focus group for T2.1 took place remotely on October 11th. The session lasted for one hour. Its purpose was to validate results from the literature review and interviews conducted as part of T2.1, incorporating insights from various stakeholders across the value chain.

Focus Group Agenda		
Date: 11 <sup>th</sup> of October 2024, Time: 11:00 AM - 12:00 PM CET		
Mode of Focus Group: MS Teams		
Time	Topic	Participants
15 min	<b>Welcome and introductions</b> - Brief introduction of the moderator and the ROSETTA project. - Overview of the focus group discussion's objectives.  Participant introductions: Name, role and experience with suboptimal foods.	AUA  All participants
40 min	<b>Main Session</b>  <b>Market opportunities for Suboptimal Foods</b> Discuss key market opportunities such as retail channels, online marketplaces, and food service providers.	All participants
	<b>Marketing strategies for Suboptimal Foods</b> Discuss key marketing approaches such as pricing strategies, packaging and labelling, product design, in-store placement and visibility, as well as communication and awareness.	All participants
	<b>Packaging, Inventory Management, and Logistics Innovations</b> Discuss strategies for inventory control, packaging technologies to extend shelf life, and advanced logistics solutions to improve tracking and reduce waste.	All participants
	<b>Food Recovery and Redistribution</b> Discuss strategies such as transforming suboptimal produce into new products, the role of social supermarkets, and food donation.	All participants
	<b>Policy and Regulatory Support</b> Discuss the role of policy in supporting the reduction of food waste and the promotion of suboptimal foods.	All participants
5 min	Closing	

### Interviews under T1.2 and T2.1:

During the last 6 months, members of the Community of Practice have participated in research interviews organised within the framework of Tasks T1.2 and T2.1:

**T1.2 Interviews:** These interviews focused on gathering insights into public and private marketing standards and food waste. Stakeholders across the food value chain were recruited to share how marketing standards affect food waste, providing us with information to understand their direct effects.

**T2.1 Interviews:** Parallel interviews focused on gathering successful practices and good practices in managing suboptimal foods. The insights will help us better design our future pilot interventions.

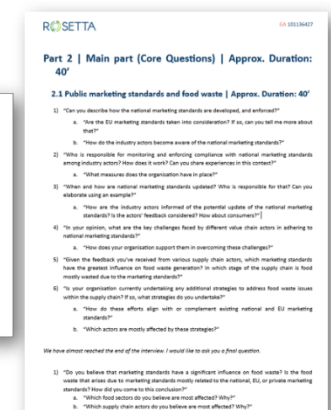
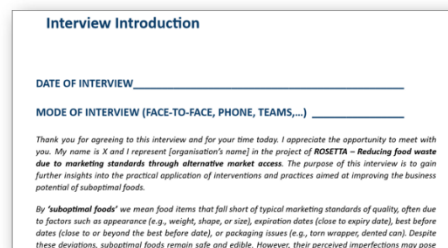


Figure 18. T1.2 & T2.1 Interview guide

### Website interviews:

A series of website interviews was launched during the first year of the project with the aim of increasing visibility. The interviews provide an opportunity for Community of Practice members to share their knowledge and perspectives through our social media platforms and website.

As part of the *Roots to Resilience* series, we are highlighting individuals who are cultivating sustainable change within Europe's food systems. This series showcases engaged professionals and organisations driving local initiatives that contribute to resilient and sustainable food networks.



Figure 19. CoP Roots to Resilience series

### Developing Community's Online Forum:

Inside the ROSETTA Toolkit, Community of Practice members have exclusive access to a dedicated forum using their passwords. The forum allows members to post ideas and opinions through their accounts and interact with other users. Project results and announcements may also be published there, and feedback can be easily provided through online discussions with cluster leaders and other consortium partners. Cluster leaders will be responsible for keeping their cluster discussions active by engaging the audience with interesting topics related to the project or the sector, specifically relevant to the food commodities.

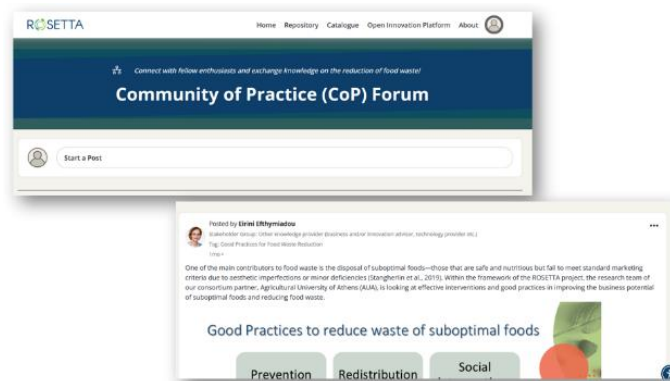


Figure 20. Community of Practice Forum

### Organisation of virtual Community of Practice meeting:

Every year, the Community of Practice members will come together in a virtual gathering aiming to create a space for knowledge sharing, presentation of trends, as well as presenting the progress of the project and asking for feedback. The plan is to organise dedicated meetings aiming to easily engage as many people as possible without consuming a lot of their personal time. In addition, the meetings will take place in English in order to attract an international audience and will be held online in order to increase engagement. An indicative structure of the meetings can be found in Figure 21.

**First Community of Practice meeting:**

Aiming to attract as many participants as possible, the first virtual meeting of the CoP will take place after the Christmas holidays, on February 5, 2025, to ensure we engage the largest audience possible.

During the first meeting, a presentation and further explanation of the role of the CoP will be provided to encourage the pool of participants to engage in various activities. Additionally, our coordinator will offer a more in-depth presentation of the project, while key results from the research activities conducted during the first year of the project (e.g., survey and interview results) will be presented to initiate open discussions among members.

Furthermore, our sister project, BREADCRUMB, will give a brief introduction to the project and present some additional results, aiming to add to the discussions already underway. Finally, our pilot partner, FRESHIS, will share insights from their experiences with marketing standards and food waste, opening up a more hands-on discussion for the CoP members.

Meeting Indicative Structure	
<b>Duration:</b>	1-2 hours
<b>Place:</b>	Online, Teams platform
<b>Agenda:</b>	
<b>Welcome note (10 minutes)</b>	
	<ul style="list-style-type: none"> <li>○ Introduction to the meeting</li> <li>○ Welcoming participants</li> </ul>
<b>Project's overall progress (20 minutes)</b>	
	<ul style="list-style-type: none"> <li>○ Overview of the project's current status</li> <li>○ Key achievements and milestones</li> </ul>
<b>Community spotlight (30 minutes)</b>	
	<ul style="list-style-type: none"> <li>○ Dedicated speaker from the CoP and open discussion (30 minutes)</li> </ul>
<b>In-depth exploration (45 minutes)</b>	
	<ul style="list-style-type: none"> <li>○ In-depth presentation of a specific project result or feedback session</li> <li>○ Discussion on the presented topic</li> </ul>
<b>Wrap-up and action forward (15 minutes)</b>	
	<ul style="list-style-type: none"> <li>○ Summary of key points discussed</li> </ul>

**Figure 21. Indicative Agenda for CoP meetings**

Below is the developed agenda for the first CoP meeting:

MEETING AGENDA	
<p>Wednesday, 5th February 2025, from 11:30 to 13:00 CET.</p>	
<p><b>Attendees:</b> ROSETTA partners, CoP members, BREADCRUMB</p>	
<p><b>Introduction (15 min) - White Research</b></p> <ul style="list-style-type: none"> <li>• Welcome Participants</li> <li>• Overview of the CoP, including expectations and opportunities for involvement</li> </ul>	<p>time 11:30 -11:45</p>
<p><b>Presentation of the Project - Coordinator, Q-Plan</b></p> <ul style="list-style-type: none"> <li>• Overview of the ROSETTA project</li> <li>• Key Achievements and milestones</li> </ul>	<p>time 11:45 - 11:55</p>
<p><b>Project Results from Deliverables 1.2 &amp; 1.3 - WR&amp;UNIVIE</b></p> <p>Major outcomes from the survey\ Interviews</p>	<p>time 11:55 - 12:15</p>
<p><b>Discussion on Food Waste- FRESHIS</b></p>	<p>time 12:15 -12:30</p>
<p><b>BREADCRUMB presentation- Synergy Project goals and overview</b></p>	<p>time 12:30 -12:45</p>
<p><b>Q&amp;A Session</b></p>	<p>time 12:45 -13:00</p>

**Figure 22. First Community of Practice meeting Agenda**

## 9. Conclusions

During the first year of the ROSETTA project, an important progress has been made in establishing and engaging the Community of Practice. With currently over 140 members registered, the CoP has grown into a strong network of experts and stakeholders across the food value chain, committed to address the challenges of food waste and marketing standards.

Among the most important milestones achieved during this period are:

- The extensive and intensive recruitment efforts, through (i) our project's consortium networks, (ii) our synergies with similar projects, and our (iii) launched social media campaigns that have successfully attracted over **147 participants**.
- CoP members **have already been involved in key research activities** such as focus groups and interviews, contributing with valuable insights to our project's outcomes.
- The **online forum for our Community of Practice members has been launched** through the project's digital toolkit. All registered members have access to this space that will support the knowledge sharing, the dissemination of project's results and discussions around the topic.
- The **creation of clusters** aligned with ROSETTA's core food commodities has laid the foundation for more focused discussions and research.
- Preparations are underway for the **first annual gathering of the CoP**, which will provide members with an opportunity to be updated about the project's results, connect, share trends around the sector and contribute to the next stages of the project.

Looking ahead, there are several key priorities that will guide the future development and success of the Community of Practice. The efforts will focus on expanding the CoP by recruiting new members from a variety of sectors, regions, and backgrounds to ensure a variety of perspectives and support project's activities. Furthermore, next year, we will focus on getting members more actively involved in different project activities. Along with the annual online meetings, we will look into more ideas from our original list and invite members to take part in opportunities that match their expertise and interests. The goal is to make the most of everyone's skills to support the project's success. The CoP aspires to become an essential platform for knowledge exchange, creating an environment where ideas and best practices can inspire solutions to address food waste and marketing standards. One essential goal is also the sustainability of CoP's impact post-project to ensure that the results are widely disseminated and can influence policy.

## 10. Annex

### 10.1 Annex I\_ Declaration of Acceptance

#### Registration to ROSETTA Community of Practice

You have been invited to join the **ROSETTA Community of Practice (CoP)** that is set up under the framework of the **EU-funded ROSETTA project**.

The project is establishing Community of Practice to provide a platform where members can interact, receive project updates, and share their knowledge and views on food waste and food marketing standards aspects.

#### Declaration of Acceptance

*(for individuals appointed as members of the ROSETTA Community of Practice (CoP) in their individual capacity)*

I certify that I have read and agree to abide by the ROSETTA Community of Practice [Terms of Reference](#).

I pledge that I will participate in the ROSETTA Community of Practice in my individual capacity and as such I may not delegate another person to carry out the work or be replaced by any other person without prior written agreement with the ROSETTA consortium.

I certify that no conflict of interests exists that could be considered as prejudicial to my independence in acting as a member of the ROSETTA Community of Practice or if they do arise during the course of the work I will declare them.

I undertake not to divulge any information given in the context of the work of the Community of Practice, unless the ROSETTA consortium agrees to release me from this obligation, and to respect the confidentiality requirements.

I declare to accept entirely and with no reservations my appointment as ROSETTA Community of Practice member as described in the [Terms of Reference](#).

I consent that any input or contribution I provide as a member of the ROSETTA Community of Practice may be used by the ROSETTA consortium for reporting purposes or to support alignment of the services and tools offered by ROSETTA with the needs of final users, unless explicitly provided in confidence.

I consent to the processing of my personal data needed for my participation in the ROSETTA Community of Practice. A detailed description on how ROSETTA handles personal data is presented in the project's [Privacy Policy](#).

**I hereby declare my acceptance:**

Yes \*\*

No

## Informed Consent

I have read the project's [Privacy Policy](#) and the [Informed Consent Document](#) that provides information on how my data collected for the activities of the Community of Practice are used and protected.

**I hereby give my consent to the processing of my personal data needed for\***:

My participation in the Community of Practice and its activities as described in the [Terms of Reference](#).

Yes \*\*

No

My registration to access the Open Innovation Platform of the ROSETTA digital toolkit.

Yes \*\*

No

My participation in future activities of ROSETTA (optional).

Yes

No

Receiving newsletters and messages regarding ROSETTA activities (optional).

Yes

No

## Registration

Email \*

---

Password \*

---

Name (first and last name) \*

---

Gender \*

Male

- Female
- Prefer not to say

Age \*

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and above
- Prefer not to say

Phone number (optional)

---

Organisation (if applicable)

---

Position in the organisation (if applicable)

---

Country \*

---

Address (optional)

---

Type of agri-food value chain stakeholder \*

- Farmer and/or producer
- Processor and/or manufacturer
- Distributor and/or wholesaler
- Retailer
- Food service operator
- Academic and/or researcher and/or scientist
- Other knowledge provider (business and/or innovation advisor, technology provider etc.)
- Policy maker and/or regulator
- Network and/or hub and/or cluster
- Group representing consumers and/or civil society (consumer associations, food banks etc.)
- Other (please specify)

## 10.2 Annex II\_ Terms of Reference

### Introduction

You have been invited to the **ROSETTA Community of Practice**. This document outlines the Terms of Reference that will help you understand what this involves before you decide to participate. Please read this document and ask for any clarifications you may require.

#### ROSETTA in a nutshell

ROSETTA is a 3-year Research and Innovation Action running from 1<sup>st</sup> January 2024 to 31<sup>st</sup> December 2026, funded by the European Union under the Horizon Europe Framework Programme for Research and Innovation.

ROSETTA sets out to deliver reliable evidence, produced through transdisciplinary research with the engagement of **multi-actors from the agri-food value chain of selected food commodities** (fruit & vegetables, cereals, dairy and meat). It will a) **estimate food waste generated by the use of marketing standards** along the whole value chain, b) **co-define and validate sustainable solutions** for the valorisation of that waste, and c) **assess trade-offs**.

It is believed that a substantial amount of food waste may be due to marketing standards, yet there is very limited concrete evidence on how much, why it arises and how to address it. There is a need to deepen our understanding and to identify solutions to prevent and reduce food waste along with any trade-offs, by improving the business potential of suboptimal foods. Thus, the current framework of marketing standards of

food commodities at international, EU, national and private level, will be analysed, and the reasons for their establishment will be assessed.

Following this, an operational plan will be developed to deploy **pilot experiments in use cases across five (5) EU countries**, to test **sustainable solutions for alternative market access of suboptimal foods**, including processing and other strategies as well as changes in social practices. Each use case pilot experiment will be led by a private marketing standards owner or a network/cluster in the value chain and will focus on one or more of the four (4) selected food commodities, namely **fruit & vegetables, cereals, dairy and meat**. A comparative analysis of the data collected from both lab and field research, combined with a Life-Cycle Sustainability Assessment (LCSA) study, will validate and optimise the use-case tested solutions, which are **expected to reduce food waste due to marketing standards by 60% – 80%**. The validated and optimised solutions will provide insights for knowledge transfer and identify opportunities for social learning. Insights will be used to develop **replication guidelines** and **policy recommendations**, addressed to food businesses, marketing standards owners, policy makers and regulators, to help revise or design marketing standards and support future policy development, in order to prevent and reduce food waste.

The consortium of ROSETTA brings together a consortium of **17 partners across 8 different countries** (EL, IE, DK, BE, SK, AT, PL, ES). You can find out more information about ROSETTA and the consortium by visiting [www.rosetta-project.eu](http://www.rosetta-project.eu).

## Role and benefits

### Role

The ROSETTA Community of Practice (CoP) serves as a pivotal platform for engaging a diverse array of stakeholders within the food value chain, supporting international networking and dialogue. Its core function is to facilitate robust knowledge exchange and to track progress on challenges associated with the impact of food marketing standards on food waste. This includes exploring effective approaches for resolving these challenges and assessing the feasibility of proposed solutions, policies, and recommendations at both European and national levels.

The CoP members will be invited to meetings and events such as annual online meetings where the main findings of the project will be presented, and they will have the chance to provide feedback based on their expertise. They will also be invited to participate in workshops, mutual learning events and other events that might be organised during the project's lifecycle. Additionally, CoP members might be invited to talk about their expertise (through articles, interviews, presentations/talks etc.) promote the project's activities and results, or participate in future research (e.g interviews, focus groups etc.) and dissemination and communication actions during the ROSETTA project, as well as have access to the Open Innovation Platform through the project's Digital Toolkit. In that way, their participation could contribute to triggering cross-disciplinary dialogue, stimulating interaction with target actors and associations as well as helping build trust among the range of stakeholders. Lastly, they could be subscribed to the ROSETTA newsletter and project partners (and especially thematic cluster leaders) could pool the CoP expertise on an ad-hoc basis according to the needs of the project.

### Benefits

Some of the benefits of participation in the CoP would be to:

- Connect with other individuals and organisations interested in the impact of food marketing standards on food waste
- Participate in the annual online meetings to interact with other participants and discuss various issues from the sector and the project
- Participate in events and workshops organised by the ROSETTA project
- Receive project updates
- Share their knowledge and views on marketing standards and food waste aspects
- Receive the biannual newsletter which will contain interesting news on ROSETTA and more

## Terms of membership and Management

### Terms of membership

Although individual members of the CoP may be selected because of their affiliations with key organisations, they will serve on the CoP in their individual capacity to represent the interests and views of their stakeholder communities. Equally, members of the CoP may not delegate another person to carry out the role expected from them or be replaced by any other person without prior written agreement.

Members of the CoP are appointed for the duration of the project (36 months, from 1 January 2024 to 31 December 2026).

Although active engagement is expected, participation in the CoP activities is entirely voluntary. There will be no adverse consequences if a CoP member decides not to participate or withdraw at any stage. In fact, CoP members may withdraw their participation at any time by informing the ROSETTA Community of Practice Manager (White Research). They may as well request to withdraw their data without giving a reason and without prejudice. Anonymous data already collected will be used because we cannot trace the information back to a specific person, but no further data or input will be collected, nor any other procedure will be carried out in relation to the specific member.

Stakeholders who agree to join the CoP will be requested to sign the ROSETTA Declaration of Acceptance (DoA), according to which they will commit to:

- abide by the ROSETTA CoP Terms of Reference (as presented herein);
- participate in the CoP in their individual capacity and not delegate another person to carry out any expected work without a prior written agreement;
- agree not to divulge any information given in the context of the work of the CoP and respect the confidentiality requirements;
- agree that any input or contribution they provide as members of the CoP may be used by ROSETTA for reporting purposes and/or to align the project's activities and results.

## Management

The Community of Practice is managed by the Community of Practice Manager (White Research). The Community of Practice (CoP) Manager facilitates the interactions between the consortium and the CoP in order to ensure that the members will not be overloaded. The CoP manager is also responsible for arranging the annual CoP meetings. Throughout the project, leaders from the consortium may be appointed to oversee/manage specific thematic clusters relevant to their expertise within the Community of Practice.

## Contact point

Any further information, complaint, or concern about any aspect of your experience as a member of the CoP could be addressed to the ROSETTA Community of Practice Manager (White Research), who oversees the setting up and the management of the CoP, by using the details provided below:

**ROSETTA CoP Manager:** White Research SRL

**Contact Person:** Annie Kalimeri

**Phone:** +32 2 520 00 09

**Email:** [akalimeri@white-research.eu](mailto:akalimeri@white-research.eu)

**Project Website:** [www.rosetta-project.eu](http://www.rosetta-project.eu)

*For more information about the project you can contact the project coordinator:*

**Project Coordinator:** Q-PLAN INTERNATIONAL ADVISORS PC

**Contact person:** Dr. Eirini Efthymiadou

**Phone:** +30 2310 257 277, +30 2310 411 191

**Email:** [efthymiadou@qplan-intl.gr](mailto:efthymiadou@qplan-intl.gr)

## 10.3 Annex III\_ Informed consent document

### INFORMED CONSENT DOCUMENT

#### **Who we are:**

We are "White Research SRL" and we are contacting you in the framework of ROSETTA, a project funded by the European Union under the Horizon EUROPE Framework Programme for Research and Innovation. A detailed description on how ROSETTA handles personal data is presented in the project's Privacy Policy, available on the project's website (<https://rosetta-project.eu/>).

#### **Project:**

**ROSETTA** – Reducing food waste due to marketing standards through alternative market access (GA Number 101136427).

#### **Partner:**

Organisation name: White Research SRL

Address: Avenue de la Toison d'Or 67, 1060, Brussels, Belgium

Phone: +32 2 520 00 09

E-mail: akalimeri@white-research.eu

#### **Responsible persons:**

#	Role	Name	E-mail
1	ROSETTA Project Manager	Annie Kalimeri	<a href="mailto:akalimeri@white-research.eu">akalimeri@white-research.eu</a>

#### **What do we need from you?**

We need you to participate in the ROSETTA Community of Practice (CoP) and the related project activities (events, workshops etc.). This will enable us to collect useful information based on your experience and opinions. This knowledge will be used in the elaboration of the project deliverables, results and outcomes, including among others, the development, pilot testing and validation of selected solutions to reduce and prevent food waste. As member of the ROSETTA Community of Practice you will also register to access the Open Innovation Platform of the ROSETTA digital toolkit. Your name and affiliation, without contact details, will be shown to the other registered users, provided you give your consent.

To effectively carry out the activities of the Community of Practice, we will need to process some personal data of yours:

- Your contact details (full name, email, phone number);
- Some basic demographics (age, gender);
- Your professional information (organisation, job title, field of expertise);

Your education information;  
Your experience and opinion on the subjects that will be discussed during our activities, which may be captured through video and/or voice recording;  
Videos and photos, captured during your participation in our events and activities.

### **Why do we need your data & what will we do with them?**

We need your data to contact you in order to plan and carry out the activities and events of the CoP and to resolve any ambiguities, questions and other issues that may arise after and as a result of the corresponding activities. We also need to record your data to keep track of the activities and their results / outcomes. The project's deliverables that will be derived by these activities will not include your personal data or any other information that could identify you. A detailed description on how we handle personal data is presented in the Privacy Policy that accompanies this Consent Form.

We will share your data with a few other ROSETTA project partners that are also involved in this task (thematic cluster leaders etc.) and also with those partners who participate in the drafting of the relevant deliverables. We are also obliged to grant access to your data to:

- EU officials such as our Project Officer for purposes related to project's evaluation;
- EU agencies and other authorities for project auditing purposes.

We would also be very happy if you gave us your consent to contact you in the future to ask you to participate in other project's activities (e.g. surveys, interviews, project events, etc.) and also to inform you about the project's progress (e.g. by sending you a newsletter or similar messages).

### **How can you withdraw your consent?**

You can withdraw your consent **at any time** by communicating either on the phone or by email with the responsible person listed in the previous page. With regards to informational messages and newsletters, you can always opt out by simply clicking the link "Unsubscribe" or something similar included at the end of all the relevant messages.

## 10.4 Annex IV\_ Privacy Policy

### Privacy Policy

#### 1. **Who we are:**

ROSETTA is a 3-year Research and Innovation Action running from 1<sup>st</sup> January 2024 to 31<sup>st</sup> December 2026, funded by the European Union under the Horizon Europe Framework Programme for Research and Innovation. ROSETTA sets out to deliver reliable evidence, produced through transdisciplinary research with the engagement of use case multi-actors from the agri-food value chain of selected food commodities (fruit & vegetables, cereals, dairy and meat). It aims to a) estimate food waste generated by the use of marketing standards along the whole value chain, b) co-define and validate sustainable solutions for the valorisation of that waste, and c) assess trade-offs. It is believed that a substantial amount of food waste may be due to marketing standards, yet there is very limited concrete evidence on how much, why it arises and how to address it. There is a need to deepen our understanding and to identify solutions to prevent and reduce food waste along with any trade-offs, by improving the business potential of suboptimal foods. Thus, the current framework of marketing standards of food commodities at international, EU, national and private level, will be analysed, and the reasons for their establishment will be assessed. An operational plan will be developed to deploy pilot experiments in five (5) use cases (each one focuses on a specific food commodity or commodities) across five (5) EU countries, to test sustainable solutions for alternative market access of suboptimal foods, including processing and other strategies as well as changes in social practices. Each use case pilot experiment will be led by a private marketing standards owner or a network cluster in the value chain and will focus on one or more of the four (4) selected food commodities, namely fruit & vegetables, cereals, dairy and meat. A comparative analysis of the data collected from both lab and field research, combined with a Life-Cycle Sustainability Assessment (LCSA) study, will validate and optimise the use-case tested solutions, which are expected to reduce food waste due to marketing standards by 60% – 80%. The validated and optimised solutions will provide insights for knowledge transfer and identify opportunities for social learning. Insights will be used to develop replication guidelines and policy recommendations, addressed to food businesses, marketing standards owners, policy makers and regulators, to help revise or design marketing standards and support future policy development, in order to prevent and reduce food waste.

ROSETTA brings together a consortium of 17 partners across 8 different countries (EL, IE, DK, BE, SK, AT, PL, ES). The partners, listed below, process certain types of personal data for the purposes of project implementation. Each partner is responsible for the personal data they collect and process during their activities under the framework of the project:

- Q-PLAN INTERNATIONAL ADVISORS PC, Greece (Coordinator), <https://qplan-intl.gr/>
- TEAGASC - AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY, Ireland, <https://www.teagasc.ie/>
- COPENHAGEN BUSINESS SCHOOL, Denmark, <https://www.cbs.dk/en>
- GEOPONIKO PANEPISTIMION ATHINON, Greece, <https://www2.aua.gr/en>
- WHITE RESEARCH SRL, Belgium, <https://white-research.eu/>
- PEDAL CONSULTING SRO, Slovakia, <https://pedal-consulting.eu/>
- POLYTECHNEIO KRITIS, Greece, <https://www.tuc.gr/en/home>
- UNIVERSITAT WIEN, Austria, <https://mib.univie.ac.at/>
- DRAXIS ENVIRONMENTAL SA, Greece, <https://draxis.gr/>
- FRUITVEGETABLES EUROPE, Belgium, <https://www.eucofel.eu/>
- FBCD AS, Denmark, <https://foodbiocluster.dk/>
- FUNDACJA UNIMOS, Poland, <http://unimosalliance.com/>

- CHALKIADAKIS ANONYMI ETAIREIA TOURISTIKON XENODOCHEIAKON EMPORIKON KAIBIOTECHNIKON EPICHEIRISEON, Greece, <https://www.xalkiadakis.gr/en/home>
- MOCHNIK JERZY MICHAL, Poland, <https://mlynmochnik.pl/>
- FRESHIS AGRITECH SL, Spain, <https://freshis.com/>
- SAFE FOOD ADVOCACY EUROPE, Belgium, <https://www.safefoodadvocacy.eu/>
- NATURMAELK AMBA, Denmark, <https://www.xn--naturmlk-o0a.dk/>

For further information, we can be contacted at: [info@rosetta-project.eu](mailto:info@rosetta-project.eu)

## 2. How we collect your personal data

We collect personal data both directly and indirectly:

**Directly.** We obtain personal data directly from individuals in a variety of ways, including but not limited to the following cases:

- an individual subscribes to our newsletter/s;
- an individual registers to attend meetings and events we host and during attendance at such events;
- we establish cooperative relationships with an individual;
- we provide professional services pursuant to our contract with the European Commission;
- an individual participates in an interview or survey organised by us.

**Indirectly.** We obtain personal data indirectly about individuals from a variety of sources, including:

- our research partners;
- our networks and contacts;
- public and open data sources such as public registers, news articles and internet searches;
- social and professional networking sites (e.g. LinkedIn).

## 3. What types of data we collect?

We only collect the data that are necessary for the smooth implementation of our project. These data fall into the following categories:

- **contact details** (name/ surname, e-mail address, street address, mobile phone number, land line phone number);
- **professional information** (job title, organization, field of expertise);
- **demographics** (e.g. age, gender, nationality);
- **information about what a person knows or believes.**
- **videos and photos** (from people that attend our events).

## 4. Bases of lawful processing

We process personal data on the following legal bases:

Legal obligations - for processing activities required for compliance both with applicable national and European legislation as well as with the specific legal and regulatory framework of the Horizon Europe Framework Programme for Research and Innovation of the European Union.

Consent – for processing activities such as organization of surveys and interviews, completing of questionnaires and dissemination of project's results.

Contractual obligations - for processing activities such as reporting to the European Commission and complying with project's publicity obligations.

## **5. What we do with your personal data**

We process your personal data with the purpose of:

- Conducting research (e.g. interviews, surveys);
- Disseminating our project's results to different types of stakeholder;
- Sending invitations and providing access to guests attending our events and webinars;
- Administering, maintaining, and ensuring the security of our information systems, applications, and websites;
- Processing online requests or queries, including responding to communications from individuals;
- Complying with contractual, legal, and regulatory obligations.

## **6. How we secure your personal data when we process it**

We continuously apply a personal data risk assessment process to identify, analyse, and evaluate the security risks that may threaten your personal data. Based on the results of this risk assessment, we define and apply a set of both technical and organizational measures to mitigate the above security risks, including but not limited to:

- Data Protection Policies to guide our personnel when processing your data;
- Written contracts with organizations that process personal data on our behalf;
- Non-Disclosure Agreements with our personnel;
- Back up process, antimalware protection, access control mechanisms, etc.
- Some of our partners have appointed a Data Protection Officer.

## **7. Do we share personal data with third parties?**

We may occasionally share personal data with trusted third parties to help us deliver efficient and quality services. When we do so, we ensure that recipients are contractually bound to safeguard the data we entrust to them before we share the data. We may engage with several or all the following categories of recipients:

- Parties that support us as we provide our services (e.g., cloud-based software services such as Dropbox, Microsoft Sharepoint, Google);
- Our professional advisers, including lawyers, auditors, and insurers;
- Dissemination services providers (e.g., MailChimp);
- Law enforcement or other government and regulatory agencies or other third parties as required by, and in accordance with applicable law or regulation;
- The European Commission according to our relevant contractual obligations.

## **8. Do we transfer your personal data outside the European Economic Area?**

Some of our partners may use cloud and / or marketing services from reputable providers such as SharePoint, DropBox, MailChimp, Google, etc., situated both inside and outside the EEA. We always check that such providers comply with the relevant GDPR requirements before starting to use their services.

## **9. Do we use cookies?**

Our websites use cookies. Where cookies are used, a statement will be sent to your browser explaining the use of cookies.

Cookies are small text files which are saved on your computer, mobile phone or tablet. They allow the website to remember your actions and preferences (such as login, language, font size and other display preferences) so you don't have to keep re-entering them whenever you come back to the site. You can control and/ or delete cookies as you wish. If you do this, however, you may need to manually adjust your preferences every

time you visit a site. For more information on how to manage cookies, please visit: <http://www.aboutcookies.org/>

We use tools like Google Analytics to better understand how visitors interact with our website. This provides us with important information to enable the site to work better. The information collected is not linked to your personal data. For more information on the cookies set by Google Analytics, please visit: <http://code.google.com/apis/analytics/docs/concepts/gaConceptsCookies.html>

The following cookies are used by Google Analytics:

Name	Typical content	Cookie expires after
_ga	Used to distinguish users	2 years
_gat	Used to throttle request rate	1 minute
_gid	Used to distinguish users	24 hours

We use cookies that identify you when you're logged in, in order to give you the possibility to comment using your profile and also to edit your newsletter preferences. We also use anonymous cookies that tell us where our users come from and what pages they visit. These cookies sometimes collect anonymous statistics about the user (such as gender, age, interests) and the data is stored by the analytics services that we use: Google Analytics, Content Insights and Facebook Analytics. These cookies also gather data about a person's behaviour on our website: what pages they visit, how long they stay on the page, what videos they watch or what files they download. We also use tracking cookies from social networks such as Facebook, X (former Twitter), Youtube and LinkedIn in order to be able to better target our users on these platforms. The data that these platforms collect is anonymised.

## 10. Your rights

You have the following rights regarding our processing of your personal data:

- **Right to withdraw consent** – You can withdraw consent that you have previously given to process your personal data for one or more specified purposes. This will not affect the lawfulness of any processing carried out before you withdraw your consent.
- **Right of access** – You can ask us to verify whether we are processing personal data about you and, if so, to have access to a copy of such data.
- **Right to rectification and erasure** – You can ask us to correct our records if you believe they contain incorrect or incomplete information about you or ask us to erase your personal data after you withdraw your consent to processing or when we no longer need it for the purpose for which it was originally collected.
- **Right to restriction of processing** – You can ask us to temporarily restrict our processing of your personal data if you contest the accuracy of your personal data, prefer to restrict its use rather than having us erase it, or need us to preserve it for you to establish, exercise or defend a legal claim. A temporary restriction may apply while verifying whether we have overriding legitimate grounds to process it. You can ask us to inform you before we lift that temporary processing restriction.
- **Right to data portability** – In some circumstances, where you have provided personal data to us, you can ask us to transmit that personal data (in a structured, commonly used, and machine-readable format) directly to another entity.
- **Right to object** – You can object to our use of your personal data for direct marketing purposes, including profiling or where processing has taken the form of automated decision-making. However,

we may need to keep some minimal information (e.g., e-mail address) to comply with your request to cease marketing to you.

- **Right to make a complaint to your local Data Protection Authority (DPA)** see [https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm) regarding any concerns you may have about our data handling practices.

To ask us to do any of the above, you can contact us by email: [info@rosetta-project.eu](mailto:info@rosetta-project.eu). We will promptly examine your request against the relevant requirements of the laws and regulations governing privacy and personal data protection and we will answer within 30 days after receiving your request at the latest. We will ask you for some kind of identification (e.g. photocopy of your identity card or passport) to avoid non-authorised disclosure of your personal data. If, for reasons of complexity of the request or a multitude of requests, we are unable to respond promptly, we will notify you within 30 days of any delay, which may exceed two months from the expiration of the 30-day deadline in any case.

### **11. How long do we retain personal data?**

We retain personal data to provide our services, stay in contact with you and to comply with applicable laws, regulations, and contractual obligations to which we are subject. Please note that we have an obligation to retain data concerning projects funded by the Horizon Europe Framework Programme for Research and Innovation of the European Union for up to five years after the end of the project (unless further retention is requested by auditors). After the expiry of the retention period, and unless further legitimate grounds for retention arise, we will dispose of personal data in a secure manner.

### **12. Disclaimer of liability for third party websites**

Although our site may contain links to third-party sites, including the sites of the consortium partners, we are not responsible for the privacy practices or content of these sites, and we expressly disclaim any liability for any loss or damage that may be caused by the use of these links. We do not monitor the privacy practices or the content of these sites. If you have any questions about the privacy practices of another site, you should contact the site's responsible personnel. We suggest you read the privacy policy of each website you interact with before allowing the collection and use of your personal data.

We may also provide social media features that allow you to share information on your social networks and interact with ROSETTA on various social media sites. The use of these social media features may result in the collection or sharing of information about you. We recommend that you check the privacy policies and regulations of the social networking sites you interact with, so that you can be sure that you understand what information may be collected, used and disclosed by these sites.

### **13. Revisions of this Privacy Policy**

This Privacy Policy is valid from 29/03/2024 and replaces any other previous notifications that we had issued in the past regarding our personal data management practices. We reserve the right to revise this Policy at any time. The current version will be always uploaded to our website indicating the date of entry into force, so you know when the most recent revision took place. If there are critical changes in this policy or our personal data practices change significantly in the future, we will notify you by posting the changes on our website.

## 10.5 Annex V\_ Guidelines

### What is the “Community of Practice”?

The ROSETTA Community of Practice (CoP) is as a dynamic community, bringing together a diverse range of stakeholders from across the food value chain to support international networking and meaningful dialogue. At its core, the CoP aims to facilitate knowledge exchange and monitor progress on addressing challenges arising from the impact of food marketing standards on food waste.

Members of the CoP will be actively engaged in various meetings and events, including annual online gatherings where key project findings will be unveiled, providing them with an opportunity to offer insights based on their expertise and experience. Moreover, they will be invited to participate in workshops, mutual learning sessions, and other project-related events throughout its lifecycle. Additionally, CoP members may be invited to showcase their expertise through articles, interviews, presentations, or talks to promote the project's initiatives and outcomes. They will also have the chance to participate in future dissemination and communication activities within the ROSETTA project, as well as engage through the dedicated forum in the project's Toolkit.

***Although active engagement is expected, participation in the CoP activities is entirely voluntary. There will be no adverse consequences if a CoP member decides not to participate in different activities or even withdraw at any stage.***

### Community of Practice vs. MIPs

The Community of Practice is an international group of members who are experienced or interested in the project's primary field and aligned with our project's objectives. These individuals may voluntarily participate in various project activities but are not obliged to join every invitation extended to them. All Community of Practice activities will be conducted in English, reflecting the community's broad focus on European and international audiences. The primary objective is to create a community of individuals interested in the topic. While members of the MIPs are welcome to engage with our CoP, CoP members will not have access to MIPs' materials or roles and responsibilities. Overall, the CoP serves as an open, international community of experts and enthusiasts in the field, providing a platform for collaboration and knowledge exchange.

### Community of Practice Objectives

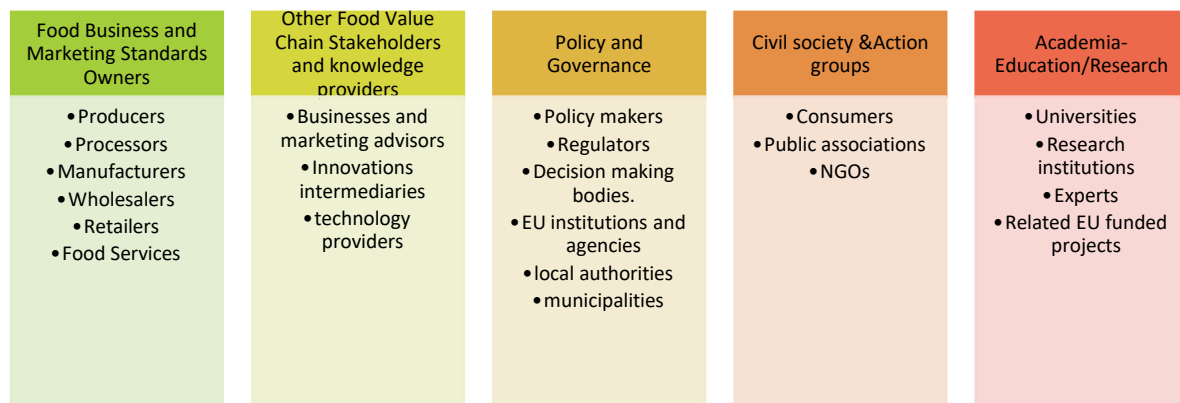
Below are the primary objectives behind establishing our community of practice:

- Support the production of high-quality research outcomes: Engage community members to leverage their expertise and experiences to enhance the quality of research outcomes by providing timely and targeted ad hoc input.
- Disseminate and promote the project's results, including produced deliverables and promotional materials, across a broad spectrum of networks and platforms to maximise visibility and impact.
- Support the post-project's exploitation of results.

- Facilitate continuous learning by encouraging members to exchange best practices, lessons learned, and emerging trends.
- Support collaboration and networking by facilitating members to communicate through the forum and the dedicated meetings.
- Promote innovation by creating a platform for members to brainstorm innovative solutions, share creative ideas, and explore new approaches to address challenges within the field.
- Serve as advocates for the community's interests by engaging with policymakers, industry stakeholders, and the broader public to raise awareness and promote the importance of the field.
- Promote diversity and inclusivity within the community by actively seeking out and welcoming members from diverse backgrounds, perspectives, and experiences.

## Community of Practice stakeholder groups

Aligned with the major groups of the ROSETTA project, the main categories and subcategories of the members of the Community of Practice can be found below. You can find more information and suggest more sub-categories [here](#).



## Preliminary identification of activities

Below is an initial list of activities in which members of the community of practice can participate. This list is dynamic and will be updated throughout the project. You can add new activities in our online template [here](#).

- **Validation of task results on an ad hoc basis:** CoP members will have the opportunity to validate task results by sharing deliverables, research outputs, or validating methodologies and policy recommendations. Their expertise ensures the robustness and applicability of project outcomes.
- **Participation in project's workshops and events:** CoP members will be invited to actively participate in workshops and events organised by the project.
- **Engagement in annual online meetings:** CoP members will have dedicated annual online meetings, providing a platform for in-depth discussions, knowledge sharing, and strategic planning.
- **Support in dissemination activities and results:** CoP members will support the dissemination of project activities and results by leveraging their social media followers and networks.
- **Participation in research interviews:** CoP members will participate in research interviews, offering valuable insights, perspectives, and data to inform project activities and outcomes (e.g T1.2, T2.1)

- **Speakers at our events:** CoP members can be reached in order to be speakers in our events and workshops.
- **Contribution to website content:** CoP members will provide interviews for dissemination purposes on the project website or contribute articles on specific topics relevant to their expertise.
- **Subscription to project Newsletter:** CoP members will be subscribed to our Newsletter and promote it through their networks.
- **Participation in Digital Toolkit Forum:** CoP members will actively participate in discussions within the project's Digital Toolkit (forum), sharing insights, best practices, and challenges.

## Recruitment strategy

In our efforts to attract a diverse pool of stakeholders from various fields and establish a vibrant, inclusive community, we will utilise multiple channels to recruit members for our CoP throughout the project.

### 1. Internal recruitment through consortium networks:

In order to invite the first pool of members we will leverage the extensive networks of our consortium. Each consortium partner is tasked with inviting 5 experts from their networks to join the CoP.

### 2. Invitation to synergies and relevant projects:

In addition to internal recruitment efforts, we will actively reach out to stakeholders involved in synergistic projects and initiatives that align with our mission and objectives. By extending invitations to these stakeholders, we aim to leverage their expertise to enrich our CoP.

### 3. Designing an Open Call for community engagement:

Finally, we will design an open call to attract individuals and organizations outside our immediate network who share an interest in our project's objectives. This open call will be disseminated through our project website, social media platforms, and other relevant channels to reach a wider audience. By opening the community to external participants, we aim to enrich the diversity of perspectives.

## Roles and Responsibilities

Below, you'll find the roles and responsibilities regarding the recruitment of CoP members. Members will be continuously recruited throughout the project's duration. All consortium partners will be responsible for supporting the effort to identify and engage members within the group, with guidance and support from WR. A major effort will be undertaken during the first months of the project to establish the initial pool of members.

### Involvement of the Consortium:

- To kickstart the formation of our Community of Practice (CoP), we rely on the support and engagement of the project's consortium. Each project partner is tasked with extending invitations to 5 potential members for the CoP from their extensive networks. These potential members should possess diverse expertise and insights relevant to our project objectives. Consortium partners will

identify and register these potential members in the online monitoring excel file provided in our online repository [here](#).

- The consortium members will utilise the [invitation letter](#) provided by White Research (WR) to formally invite the identified stakeholders to join the Community of Practice. The registration process will be conducted online (NOT available yet), ensuring efficiency for all invited members. This initial list of members will serve as a foundation for our CoP and will continue to evolve as new members are invited throughout the project duration.

### White Research (WR):

- As a key facilitator, WR will take responsibility for inviting sister groups associated with our project to participate in our Community of Practice. Additionally, WR will launch a dedicated online open call campaign aimed at inviting external stakeholders beyond our consortium's closed network who share an interest in our project objectives.

## Next Steps and Indicative Timeframe

### 1. WR Sends Templates and Guidelines:

The templates and guidelines for the Community of Practice (CoP) to all consortium members can be found online in our [shared folder](#). These resources will guide and monitor the process and will be updated throughout the project.

### 2. Consortium partners populate the monitoring excel:

Consortium partners are requested to populate the shared excel with potential members from their networks that could join the CoP by the 20<sup>th</sup> of May. This effort ensures that a diverse pool of stakeholders is identified and ready for registration once the process starts.

### 3. Early June: Registration process opens:

By early June (to be announced by Draxis and WR), the registration process for the CoP will start online through our Digital Toolkit. The user-friendly platform will support the registration process and facilitate easy access for all invited members.

### 4. Early June: Invitation notifications

In early June, WR will notify consortium partners to share the invitations with the identified stakeholders. This step indicates the official start of the invitation process.

### 5. Mid/late -June: First open call for participation:

Mid/late -June launch of the first open call for participation in the CoP will take place. This call will be disseminated widely through our social media channels and project website to attract additional members beyond our consortium's closed network.

## 10.6 Annex VI\_ Invitation Letter

### *Indicative letter for the CoP*

**Title:** ROSETTA: A new Horizon Europe project on reducing food waste (Join our network)

Dear **XX**,

I hope my e-mail finds you well.

My name is **XX** and I am an **XXX** at **XX (link your organization's website)**. We are contacting you regarding our new Horizon Europe project [ROSETTA](#). The project aims to assess the impact of marketing standards on food waste and propose sustainable solutions for the utilization of the food that does not meet marketing standards but is still safe to be consumed.

Currently, our project is establishing its "[Community of Practice](#)", which will engage a wide range of people to facilitate the networking and the knowledge transfer.

**With this email, we would like to kindly ask whether you would be interested in joining our project's Community of Practice.** You can very easily and quickly get registered online by following this [link](#).

*By being part of our Community of Practice among others you can:*

- Connect with experts, individuals and organisations from the food value chain, and explore potential collaborations with them
- Engage in our annual meetings, and stay updated on the progress of the Rosetta project, while also engaging in discussions about the challenges in food value chain
- Attend our exclusive events and workshops and gain access to invaluable knowledge and networking opportunities
- Contribute to the establishment of a solid and meaningful discussion on the challenges for the sustainability of food value chain and propose solutions to pivotal issues of the sector

We would be excited to have you join us in this mission!

*Our social media (follow us to receive updates on the project and the sector)*

[LinkedIn](#)

[Facebook](#)

[Twitter](#)

[YouTube](#)

Thank you in advance for your time.

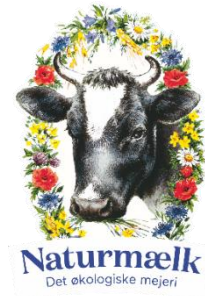
Best regard

# ROSETTA

Reducing food waste due to marketing standards through alternative market access

GA 101136427

## Partners



Visit: [www.rosetta-project.eu](http://www.rosetta-project.eu)  
Contact us: [info@rosetta-project.eu](mailto:info@rosetta-project.eu)  
Follow us: ROSETTA Project EU



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