

ROSETTA

Reducing food waste due to marketing standards through alternative market access

From Farm
to Fork,
we link the
sustainable
way

D1.1 Multi-actor Innovation Platforms (MIPs)

Q-PLAN

28/06/2024



Funded by
the European Union

Project Information

Programme:	Horizon Europe
Topic:	HORIZON-CL6-2023-FARM2FORK-01-14
Type of action:	Horizon - RIA
Project number:	101136427
Start date:	01 January 2024
Duration:	36 months
Coordinator:	Q-PLAN INTERNATIONAL ADVISORS PC

Document Information

Title:	D1.1 Multi-actor Innovation Platforms (MIPs)
Work Package:	1
Task:	1.1
Authors (Organisation):	Evangelos Genitsaris (Q-PLAN), Eirini Efthymiadou (Q-PLAN), Dimitrios Daskalakis (Q-PLAN)
Reviewers:	Maeve Henchion (TEAGASC), George Tsalis (CBS)
Date:	28/06/2024

Dissemination Level

PU:	Public, fully open	X
SEN:	Sensitive, limited under the conditions of the Grant Agreement	

Document History

Version	Date	Changes	Responsible partner
0.1	19/06/2024	Full draft deliverable	Q-PLAN
0.2	21/06/2024	Quality review	TEAGASC
0.3	23/06/2024	Quality review	CBS
0.4	25/06/2024	Final deliverable	Q-PLAN
1.0	28/06/2024	Submission	Q-PLAN

LEGAL NOTICE

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

©ROSETTA Consortium, 2024

Reproduction is authorised provided the source is acknowledged.

Table of Contents

EXECUTIVE SUMMARY	6
1. INTRODUCTION	7
2. OBJECTIVES AND KEY METHODOLOGICAL STEPS	9
3. MULTI-ACTOR INNOVATION PLATFORMS	11
3.1 WHAT ARE MULTI-ACTOR INNOVATION PLATFORMS (MIPs) ALL ABOUT?	11
3.2 WHICH ARE THE ROSETTA MIPs AND WHERE WILL THEY BE SET UP?	11
3.3 WHAT IS THE MISSION OF THE MIPs?	12
3.4 WHO DO WE NEED TO INVITE?	13
3.5 HOW DO WE SELECT MEMBERS FOR OUR MIPs?	19
3.6 WHICH PROJECT ACTIVITIES ARE ASSOCIATED WITH THE MIPs?	19
3.7 HOW DO WE HANDLE RISKS ASSOCIATED WITH THE MIPs?	22
3.8 WHAT ARE THE CRITERIA THAT SHOULD BE USED FOR THEIR SELECTION?	23
3.9 HOW SHOULD WE APPROACH THEIR INVITATION AND ENGAGEMENT?	24
3.9.1 <i>Contact guidelines</i>	24
3.9.2 <i>Guiding principles for engagement</i>	26
3.9.3 <i>Guiding principles for inclusion</i>	31
3.10 RIGHTS AND DUTIES OF MIPs MEMBERS	32
3.11 SNAPSHOT OF CURRENT MIP COMPOSITION	34
3.12 MANAGEMENT AND PERFORMANCE MONITORING	35
3.12.1 <i>Management and roles in the context of the MIPs</i>	35
3.12.2 <i>Performance monitoring and tracking of results</i>	35
4. ACTIVITIES INVOLVING MIPs MEMBERS	37
5. CONCLUSIONS AND WAY FORWARD	38
ANNEXES	39
ANNEX I – MODEL EXAMPLE OF THE TERMS OF REFERENCE FOR MIPs	39
ANNEX II – DIGITAL REGISTRATION FORM WITH THE DECLARATION OF ACCEPTANCE FOR MIPs MEMBERS	42
ANNEX III – BRIEF PROMOTIONAL DOCUMENT FOR THE ENGAGEMENT OF MIPs MEMBERS	45
ANNEX IV – OFFICIAL INVITATION LETTER FROM THE PROJECT COORDINATOR TO PROSPECTIVE MIPs MEMBERS	47
ANNEX V – STAKEHOLDER MATRIX TEMPLATE	48

Table of Figures

Figure 1: Methodology approach applied in Task 1.1 of ROSETTA project towards the establishment of the MIPs and alignment with selected Task 2.4 activities.10

Figure 2: The primary overarching stakeholder categories of the MIPs, along with their respective sub-categories....14

Figure 3: The proposed process for the selection of stakeholders included in the MIP set-up.....19

Figure 4: An indicative list of the key project activities that are linked with the MIPs establishment and operation....20

List of Tables

Table 1: Abbreviations 5

Table 2: Basic information about the ROSETTA Use Cases.11

Table 3: A taxonomy of the local MIP Use Cases and the Community of Practice.....13

Table 4: The stakeholders' groups and their indicative membership for each MIP.15

Table 5: Risks associated with the MIPs and proposed mitigation measures.22

Table 6: Selection criteria and rationale for criteria inclusion23

Table 7: Guidelines for contacting MIP members.....25

Table 8: Main interests, conflicts and engagement principles for key stakeholder groups26

Table 9: Guiding principles for stakeholder inclusion in project activities32

Table 10: Rights and duties of MIPs members32

Table 11: Contacts and Registrations per Stakeholder Category for each of the ROSETTA's Use Cases and in total34

Table 11: Indicative activities for MIP members, including anticipated effort and estimated timeframes.37

Abbreviations

Table 1: Abbreviations

CP	Contingency Plans
CoP	Community of Practice
EU	European Union
GA	Grant Agreement
hrs	Hours
MIP	Multi-actor Innovation Platform
MM	Mitigation Measure
NGO	Non Governmental Organisation
ToR	Terms of Reference

Executive Summary

This document titled “**D1.1: Multi-actor Innovation Platforms (MIPs)**”, has been elaborated as a deliverable of **ROSETTA** describing the approach followed for the development of ROSETTA’s multi-actor framework. The aim of ROSETTA is to understand the role of “marketing standards” in the waste of food and to reduce it through the development of sustainable solutions in collaboration with all stakeholders in the agri-food supply chain, from the farmer to the consumer.

In particular, to produce meaningful and evidence-based results, solutions and practical knowledge, ROSETTA will establish Multi-Actor Innovation Platforms (MIPs) in five (5) different countries, namely Greece, Ireland, Denmark, Spain, and Poland. Multi-actor Innovation Platforms (MIPs) are regional networks of stakeholders coming from across the whole agri-food value 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; policy makers and regulators; agri-food networks, hubs and clusters; groups representing consumers and/or civil society (consumer associations, food banks, other NGOs etc.). They will be engaged in key project activities throughout the project and will be provided with the opportunity to express their interests and perspectives, shaping the formulation, development, and piloting of the ROSETTA sustainable solutions towards food waste reduction due to marketing standards. At the same time, MIPs members who will participate in the Community of Practice (CoP) will act as a bridge between the local and the European perspectives and will enable the consortium to develop replicable results across Europe.

To successfully establish and operate its multi-actor framework, ROSETTA has elaborated a tailored methodology to ensure comparable results from local MIPs that are well-adjusted to local contexts, as well as the seamless integration of their viewpoint and perspective through their voluntary involvement in the activities of the project’s Community of Practice (CoP) that operates at European level. The mission of the MIPs, as well as the expected structure and member contribution, have been defined to set the foundation of our methodology. A common protocol for the identification, and selection of the MIPs members has been set to be used as a guide for consortium partners leading a MIP to efficiently establish these structures. In addition, guidelines for inviting members and managing the inclusion of the members, as well as leveraging interests and managing disagreements/conflicts that may arise during the engagement of the members in the project activities were prepared. The rights and duties of members, their expected role, terms of participation as well as a timeline of their participation in the MIPs have been developed to promote clear communication and to manage expectation among partners and stakeholders. Finally, a management and monitoring framework complemented by easy-to-use management tools has been designed to facilitate the everyday management of the multi-actor structures of the project.

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, over 46 stakeholders have confirmed their acceptance to participate in the project’s MIPs. The recruitment process is well under way, and will be continuously ongoing, responding in particular whenever a withdrawal occurs, or missing expertise is identified. Thus, the multi-actor structures will be open for new members throughout the project’ duration.

1. Introduction

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 that occur therein this process, by improving the business potential of suboptimal foods¹. 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 to identify consumer factors that can play a role in their willingness to purchase such products. 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 field research and Use Case experimentation, 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.

Two types of multi-actor structures are foreseen in the frame of ROSETTA, namely the **Multi-Actor Innovation Platforms (MIPs)** that are networks of local stakeholders, set-up in the five local Use Cases of the project and the Community of Practice (CoP), **which engages** stakeholders from across Europe to contribute to project activities.

Along these lines, a dedicated **protocol for the ROSETTA MIPs** has been elaborated to set out the framework as well as the approach to be followed for setting up and running these local multi-actor structures, ensuring the effective engagement of stakeholders.

The current report presents the protocols for the MIPs and comprises 5 distinct chapters:

¹ “These non-compliant suboptimal foods (SOF) deviate from what is regarded as normal in terms of appearance (e.g., shape, size), in terms of date labelling (e.g., close to the expiration date), and in terms of packaging (e.g., dents), without deviating in quality from optimal foods (de Hooge et al., 2017).”

De Hooge, I. E., Oostindjer, M., Aschemann-Witzel, J., Normann, A., Loose, S. M., & Almlí, V. L. (2017). This apple is too ugly for me!: Consumer preferences for suboptimal food products in the supermarket and at home. *Food Quality and Preference*, 56, 80-92.

- **Chapter 1** provides introductory information about the ROSETTA project and the context in which this report on our multi-actor framework and approach has been elaborated.
- **Chapter 2** describes the objectives of ROSETTA multi-actor approach as well as the key methodological steps pertaining to stakeholder engagement in the activities of ROSETTA.
- **Chapter 3 is the core body of the deliverable** and sets out, among others, the framework of the MIPs, outlining the definition of MIPs, the basic information of the ROSETTA MIPs per Use Case, the mission of MIPs, the approach for members' selection and engagement, the management of risks, the rights and duties of the members, the status of member recruitment, as well as the MIPs management and performance monitoring.
- **Chapter 4** outlines the specific activities in which MIPs members will participate in the frame of the project.
- **Chapter 5** concludes on the next steps in the frame of ROSETTA with respect to the multi-actor structures of the project.

The methodology of ROSETTA for the operational framework of the multi-actor approach builds on know-how, tools and templates that were developed internally by Q-PLAN, as well as on good practices from the literature. As in previous EU-funded projects, tailored modifications to the methodology were implemented for ROSETTA as well, to comply with the GA conditions and the particularities of the project. Along these lines, this deliverable presents the adjusted methodology as it was further developed and applied in the context of ROSETTA, as well as presents the results from its application during the project to date.

Last but not least, the Annexes of this report include the: Terms of Reference of the MIPs (Annex I); the digital registration form with the Declaration of Acceptance used for MIPs members (Annex II); brief promotional document for the engagement of MIPs members (Annex III); official invitation letter from the Project Coordinator to be used by partners while inviting prospective members for the MIPs (Annex IV); and finally the template with the structure of the Stakeholder Matrix which partners will use for monitoring the engagement of stakeholders in the MIPs (Annex V).

2. Objectives and key methodological steps

The **overarching aim** of this report is to describe our approach for the development of ROSETTA multi-actor framework and establish a common protocol that will guide consortium partners through the whole process of identifying, recruiting and engaging relevant actors of the whole agri-food value chain and beyond it, in the activities of the project.

Specific objectives of this report are to:

- Describe the multi-actor structures that will operate in the frame of ROSETTA namely the Multi-Actor Platforms (MIPs), along with their expected structure, mission and the “rights and duties” of members.
- Elaborate guidelines on how partners can approach the selection, contact and engagement of stakeholders to local Use Case MIPs, as well as principles for fostering their inclusiveness.
- Define the main activities in which members of the MIPs will participate along the process of co-developing, testing, validating and fine-tuning the ROSETTA solutions, as well as in the process of knowledge transfer at national and European level.
- Establish a framework and tools for managing and monitoring the operation of the MIPs, with a view to appropriately keeping track and quantifying the results of the project in terms of stakeholder engagement.

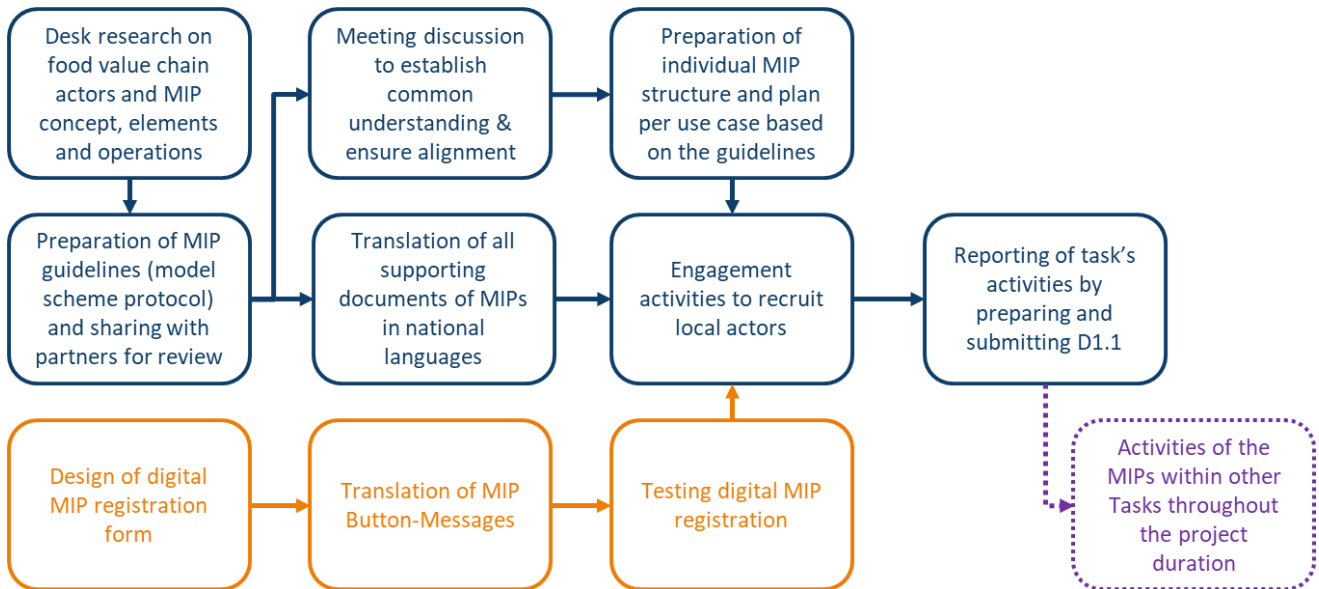
The ROSETTA project aims to actively involve approximately 50-100 unique stakeholders within the agri-food value chain through direct stakeholder engagement and participation in various activities, such as activities related to the analysis of the marketing standards and the good practices, as well as activities at local Use Case level, including co-creation workshops, roundtables, etc. The multi-actor framework of ROSETTA will contribute significantly towards the achievement of this target. More specifically, we aim to include about 10-20 local and national actors per pilot country, who are expected to participate in each Use Case of the project, as well as optionally in the ROSETTA Community of Practice (CoP) at European level. However, CoP will be documented and reported in another project deliverable, in particular D6.3 “Establishment of Community of Practice”.

The following scheme demonstrates the methodological approach applied in Task entitled “Mapping of use case food value chain actors and set up of multi-actor innovation platforms”. Initially, desk research on food value chain actors was conducted, and the MIP concept, elements, and operations were deeply understood. This enabled the preparation of the MIP guidelines by the Task lead (Q-PLAN), namely a model scheme protocol that acts as a living internal document, which was shared with the partners for review. Next, an online meeting was organised with all partners to present the guidelines, receive feedback, and establish a common understanding to ensure alignment between interdependent tasks. In parallel, the translation of all supporting documents for MIPs, prepared within the MIP guidelines, was facilitated. The translation was done by the MIP Leaders in the national languages of the MIPs. The organisation of the meeting enabled the preparation of individual MIP structures and plans per Use Case based on the common guidelines.

In parallel, the activities of this task were aligned with certain activities of Task entitled “Development of a digital toolkit to share assessment data, showcase good practices and facilitate networking”. This was chosen in order to facilitate the enrolment of MIP members through the digital platform. Specifically, the online MIP registration form was designed. Then, the MIP button messages were translated into the national languages. After completing this action, the digital MIP registration was tested by the partners.

Upon completion of the testing, the translation of the supporting documents of MIPs, and the preparation of the individual MIP structures and plans, the engagement activities to recruit local actors were initiated. The whole process described above was reported in the preparation of D1.1. Of course, the activities of MIPs will continue even after the end of this Task within other Tasks throughout the entire duration of the project.

Figure 1: ROSETTA methodological approach for the establishment of MIPs



The figure depicts the methodology approach applied in ROSETTA project towards the establishment of the MIPs (in blue) and the alignment with selected activities of another ROSETTA’s task that is related to the development of the project’s digital platform (in orange).

3. Multi-actor Innovation Platforms

3.1 What are Multi-actor Innovation Platforms (MIPs) all about?

ROSETTA deploys a holistic **multi-actor approach**, engaging and enhancing cooperation for **transdisciplinary research, co-definition and validation** of sustainable solutions with business potential, and estimation of the trade-offs. This multi-actor approach is used from the **beginning** of the project by **setting up** and **mobilising Multi-Actor Innovation Platforms (MIPs)** for **selected food commodities** (fruit & vegetables, cereal grains, dairy, meat) in five (5) Use Cases, to:

- understand and measure food waste generated by marketing standards along the value chain, along with any trade-offs; and
- identify, deploy, and validate co-defined solutions for food waste valorisation for alternative market access with business potential.

Multi-actor Innovation Platforms (MIPs) are **regional networks of stakeholders** including key knowledge and value chain actors across the quadruple helix of the food sector. These stakeholders are coming from across the **whole food value chain**, including farmers and producers; processors and manufacturers; food distributors, wholesalers and retailers; food service operators; along with academics, researchers and scientists; business and innovation advisors; technology providers; policy makers and regulators; agri-food networks, hubs and clusters; groups representing consumers and/or civil society (consumer associations, food banks, other NGOs etc.).

By working together with all key players from the public and private sector in the whole agri-food value chain(s), along with other actors (such as consumers, clusters, knowledge providers, etc.), ROSETTA ensures that they are successfully involved in a **co-creative and transdisciplinary way** in the project activities, to collectively tackle food waste generated by the use of marketing standards along the value chain(s).

3.2 Which are the ROSETTA MIPs and where will they be set up?

Multi-actor Innovation Platforms (MIPs) are established in five (5) selected Use Cases of the agri-food value chain (fruits & vegetables in Ireland, fruit & vegetables in Spain, cereal grains in Poland, dairy in Denmark, fruits & vegetables and meat in Greece). Use case partners (TEAGASC – Ireland, FRESHIS – Spain, UNI and MOCH – Poland, FBCD and NATM – Denmark, CHALK – Greece) are creating the local MIPs, following the guidelines provided by Q-PLAN.

The table below presents the areas and the partner assigned as MIP Leader in each Use Case.

Table 2: Basic information about the ROSETTA Use Cases.

Country	Use Case Leader	Already existing support and collaboration with	Food commodities
Ireland	TEAGASC	Relevant organisations from its network, outside the consortium, that officially confirmed their interest (Bord Bia, Airfield Estate, Fingal LEADER Partnership, SECAD etc.)	 Fruits and vegetables

Country	Use Case Leader	Already existing support and collaboration with	Food commodities
Spain	FRESHIS	Local suppliers	 Fruits and vegetables
Poland	UNI	MOCHNIK (MOCH), and AgroBioCluster that is coordinated by UNIMOS	 Cereal
Denmark	FBCD	NATURMAELK (NATM) and the support of FBCD members and networks	 Dairy
Greece	CHALK	Local authorities and civil organisations (Municipality of Heraklion in Crete, Food Bank in Crete, ECR Hellas) and the support of Q-PLAN	  Fruits and vegetables Meat

It should be noted that the established Use Case MIPs will consist of actors representing stakeholders of the whole agri-food value chains of the corresponding food commodities, and they will not be limited to the already existing support and collaboration with the aforementioned actors.

Each one of the outlined Use Case MIPs is led by the partner that is either the owner of the marketing standards or a network/cluster in the corresponding value chain. The selected MIPs represent the agri-food value chains of the main commodities for which marketing standards may cause the generation of food waste.

3.3 What is the mission of the MIPs?

The MIPs engage key actors in the food value chain of each Use Case: farmers and producers; processors and manufacturers; food distributors, wholesalers and retailers; food service operators; along with academics, researchers and scientists; business and innovation advisors; technology providers; policy makers and regulators; agri-food networks, hubs and clusters; groups representing consumers and/or civil society (consumer associations, food banks, other NGOs etc.). The MIPs enhance cooperation amongst them for transdisciplinary research, co-creation activities and pilot experiments to better identify, test, measure and validate sustainable solutions with business potential, and thus to reduce and prevent food waste generated by the use of marketing standards.

To further support these activities, an accessible digital toolkit (D2.4 & D4.3), integrating three (3) key functionalities (Repository of assessment reports and data, Catalogue of good practices / solutions, Open Innovation Platform) will be developed, to assist in co-creation, knowledge exchange and networking activities between the actors and stakeholders of each MIP and support replication and scale up.

ROSETTA employs a multi-actor approach, realised through Multi-actor Innovation Platforms (MIPs) for various reasons, among others:

- **Identification and analysis of the food marketing standards** applied at EU, international and national level, and of the private food marketing standards and the reasons for their establishment;

- **Validation of innovative marketing models** and channels for market access to suboptimal foods;
- **Co-creation and delivery of validated solutions** for utilising suboptimal but safe food products with increased potential for business and societal benefits;
- **Pilot experimentation in five (5) selected Use Cases** of four (4) different food commodities (fruit & vegetables, cereals, dairy, meat), across five (5) EU countries: focusing on solutions and models that create high-value processed products from foods otherwise wasted; employing social practices to provide safe and nutritious quality food; and assisting consumers in changing their behaviour.

MIPs have the mission to aid the ROSETTA consortium to produce practical knowledge and well-informed decisions, and in turn they will derive benefits from the use of knowledge and approaches created in the frame of ROSETTA. More specifically the **mission of MIP members** is to:

- **Provide the consortium with relevant information, feedback and insights** that will be used to create new knowledge and evidence-based results, bridging the gap between practitioners and researchers.
- **Participate in the co-development process of the project’s innovative solutions**, both (a) physically by participating in discussions, co-creation workshops, roundtables, and other activities, and (b) digitally via the Open Innovation Platform of the ROSETTA digital toolkit, with a focus on producing usable results and facilitating their roll-out and pan-European replication.
- **Participate in the ROSETTA Community of Practice (CoP)**, composed of a diverse group of representatives from different actors across the agri-food value chain with the aim to exchange knowledge and track progress on ongoing challenges related to the impact of food marketing standards on food waste, both during and after the formal completion of the project.
- **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.

MIP members will be actively involved in activities related to the local Use Cases and the Community of Practice (CoP), to the extent of their interest. The following table categorises the local Use Cases and the Community of Practice based on two criteria, the “level of involvement, specialisation and activity”, and the “size of geographical reference area” associated with them.

Table 3: A taxonomy of the local MIP Use Cases and the Community of Practice.

	Local MIP Use Cases	CoP
Level of involvement, specialisation and activity	High	Low
Size of geographical reference area	Small (local)	Large (EU)

3.4 Who do we need to invite?

From the eve of our project, we involved the key knowledge and value chain actors across the quadruple helix of the food sector via our Use Case MIPs. The **quadruple Innovation helix framework** describes interactions

among academia, “industry” (business), governance, and civil society within the knowledge economy², which is applied in our project in the discipline of marketing standards and food waste reduction.

A group of at least 10 stakeholders (10-20) is recruited in the respective MIP for each Use Case. MIPs encompass, among others, key owners of private marketing standards. The figure below illustrates the primary overarching stakeholder categories, along with their respective sub-categories, where applicable, that is planned to participate in each MIP.

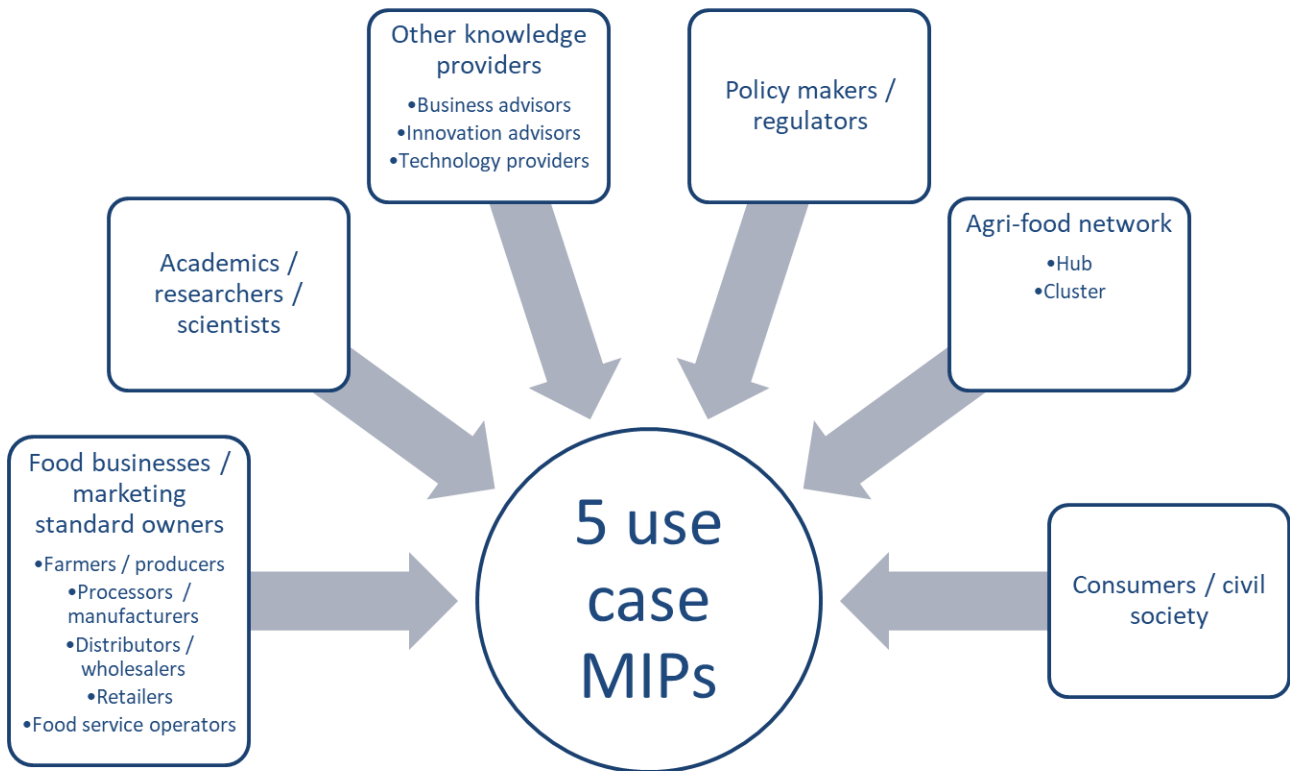









Figure 2: The primary overarching stakeholder categories of the MIPs, along with their respective sub-categories.





The groups of actors that are invited, as well as an indicative structure for each MIP are presented in the following table.

² Carayannis, E., Campbell, D. (2009). 'Mode 3' and 'Quadruple Helix': Toward a 21st century fractal innovation ecosystem. *International Journal of Technology Management (IJTM)*, Vol. 46, No. 3/4, 10.1504/IJTM.2009.023374.

Table 4: The stakeholders' groups and their indicative membership for each MIP.

Stakeholder Groups		Short description	Indicative Membership
<i>Farmers and producers</i>		Farmers or producers are involved in the growing of various agricultural products in relation to the specific food commodities each Use Case focuses on. This target group includes primary producers of the corresponding agricultural sectors, including farmers, growers and representatives of farmers' associations and cooperatives.	1-2
<i>Processors and manufacturers</i>		Processors and manufacturers play a crucial role in the reduction of food waste by implementing efficient production processes, developing innovative products and/or packaging solutions, communicating appropriate messages, and aligning themselves effectively with market demands. Their innovations can minimize waste at various stages of the supply chain, reducing environmental impact, and ensuring that "pristine" products will reach consumers.	2-3
<i>Food distributors and wholesalers</i>		Distributors represent a vital link of the agri-food value chain(s) under consideration, ensuring that goods reach food retailers and food service operators. This group encompasses categories of food distribution such as wholesalers and logistics companies. They can appropriately handle the food marketing standards and their impact, along with trade-offs, and identify and implement food waste reduction solutions with business potential.	1-2
<i>Food retailers</i>		Retailers comprise an important actor of the food value chain, connecting consumers with producers and food manufacturers. Indicatively, this category may include super-markets, small food shops, delicatessen etc. These businesses drive demand and play a crucial role in the definition of their own private marketing standards for the agri-food products. In addition, they comprise the actors of the food value chain who interact directly with consumers and therefore, they can raise awareness on food waste, communicate certain sustainability messages to them, educate them on sustainable consumption practices, and receive their direct feedback.	2-3

Stakeholder Groups		Short description	Indicative Membership
<p>Food service operators</p> 	<p>Food service operators play a crucial role in the food value chain by acting as intermediaries between food producers and consumers. Their primary function is to prepare and serve food to consumers in various settings, including restaurants, cafes, catering services, institutional food service providers (such as schools and hospitals), and other food service establishments. Food service operators can establish their own food marketing standards as part of their business practices. While regulatory bodies and industry associations provide overarching guidelines and regulations, food service operators may choose to implement additional standards to align with their specific brand values, customer preferences, and operational goals. However, they are also in the position to contribute towards reducing food waste by offering flexible menus and value-added processing, collaborating with suppliers, engaging with customers, and educating consumers through creative marketing campaigns.</p>	<p>1-2</p>	
<p>Academics, researchers and scientists</p> 	<p>Research in the food waste domain may produce valuable knowledge on the impact of good practices in agriculture, food processing, marketing, and consumer behaviour. This group includes researchers and experts from academic institutions, such as universities and research centres. In the frame of ROSETTA, interdisciplinary research is performed that extends the food waste reduction research on the role of private marketing standards. Additionally, local actors are engaged in the project's research activities, covering the whole spectrum of perspectives in the agri-food value chain.</p>	<p>1-2</p>	
<p>Business and innovation advisors</p> 	<p>The business and innovation advisors offer tailored guidance and strategic advice to businesses operating along the agri-food value chain. By analysing trends, identifying challenges, and understanding preferences of businesses and consumers, these professionals assist businesses in optimising their operations and marketing standards and developing and running more sustainable solutions and practices. They can also play a valuable role in enhancing informed decision-making and fostering cooperation along the food value chain.</p>	<p>0-1</p>	

Stakeholder Groups	Short description	Indicative Membership
<p>Technology providers</p> 	<p>Technology providers support businesses along the agri-food value chain. Technology providers can gain a deeper understanding of the specific challenges and opportunities faced by businesses enabling them to adjust and tailor the services offered to them, add solutions and relevant technologies in their portfolio, or even be inspired to innovate and develop new ones (including functionalities such as tracking, optimisation, etc.).</p>	<p>0-1</p>
<p>Policy makers and regulators</p> 	<p>Policy makers play an important role in the food value chain as they can design, impose/enforce, implement, and/or fund relevant policies and public/ regulatory marketing standards that aim to reduce food waste along the agri-food value chain. The collection and production of quantifiable evidence on the effectiveness and impact of the innovative solutions and models on marketing standards for reducing food waste is very important to them.</p>	<p>1-2</p>
<p>Agri-food networks, hubs and clusters</p> 	<p>Networks, clusters, and (innovation) hubs are significant for the food value chain as they can contribute, among others, to technology provision, knowledge sharing, promotion of standardisation and/or marketing standards, ethics and codes adoption, diffusion of good practices.</p>	<p>0-1</p>
<p>Groups representing consumers and/or civil society (consumer associations, food banks other NGOs etc.).</p> 	<p>Consumers are a major driving force in the food market as they can significantly influence the waste produced both through consumer demand and choices before purchase, and through their consuming and cooking behaviour after purchase. Civil society groups are pivotal for the food waste reduction as they monitor and assert the compliance with certain environmental, ethical and safety standards of food production and trade, and they can play a key role in consuming behaviour, habits and practices. This group includes associations (e.g., consumer associations), food banks, media representatives and NGOs among others. They will have the chance to build relationships of trust with local food value chain actors and consume suboptimal but still safe to eat food. At the same time, they will be enabled to support ideas for new marketing standards, properly addressing their preferences and needs.</p>	<p>1-2</p>

Key industry players are considered the five (5) subcategories of the **food businesses (who are the marketing standard owners)**. It is important to have at least ten (10) in total in the 5 subcategories of the **food businesses**. This may be partially covered by a network, as well if - for instance - it is an industry association. On the other hand, stakeholders such as business & innovation advisors, or technology providers are only considered as support and the need for them depends on the type of solutions to be developed. For instance, if it is a technological solution, MIPs may need a technology provider. If it's a marketing solution, MIPs may need a business advisor. If it's a solution related to social innovation, MIPs may need an innovation advisor. Hence, the minimum number of each is zero (0), given that MIPs are not obliged to have one if it's not necessary. The same applies for the "Agri-food networks, hubs and clusters"; if the needs are covered by other types, it is not compulsory for each MIP to have one network, hence the minimum number is zero (0).

The number of food retailers is set at 2-3 to allow gathering information from a broader range of initiatives in this domain. Conversely, the role of farmers and producers appears to be less critical, so their number is lower (indicative membership 1-2). Given the need for the EU-level focus group of Task 2.1 to engage one individual from the category of "Business and Innovation Advisors" (indicative membership: 0-1), it is important to ensure that at least one person from this category is recruited in any of the local MIPs (not necessarily in all of them). Ideally, such an advisor should have expertise in the business potential of food waste marketing solutions. Apparently, this kind of experience is desirable for all stakeholders in the agri-food value chain that will be recruited.

3.5 How do we select members for our MIPs?

ROSETTA Use Case Leaders are responsible for the selection of stakeholders included in the MIP set-up within their respective country. A common “framework” process was proposed (Figure 3).

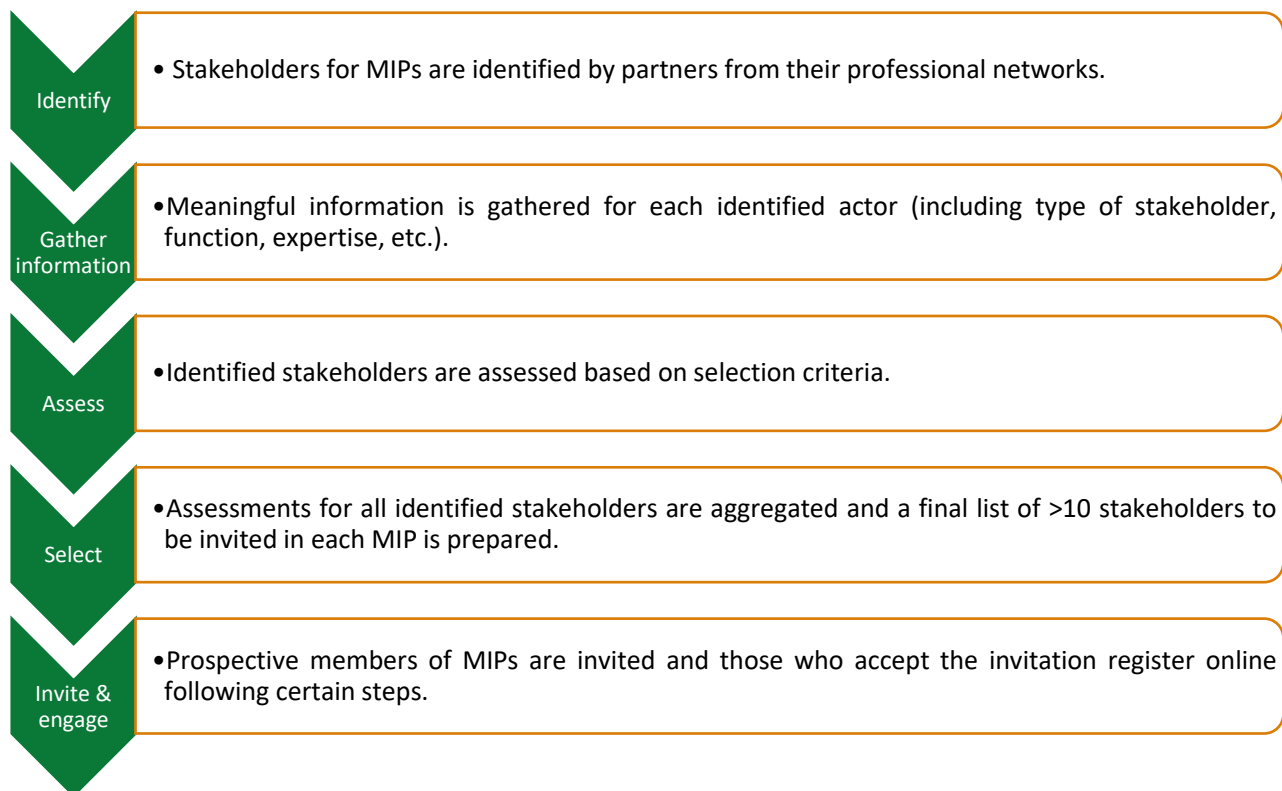


Figure 3: The proposed process for the selection of stakeholders included in the MIP set-up.

The steps of the invitation and registration process are presented in more detail in the last section of the current document entitled “How should we approach their invitation?”.

3.6 Which project activities are associated with the MIPs?

The formulation and deployment of the multi-actor approach, and the establishment of the Community of Practice aims to systematically engage diverse stakeholders as well as experts of the agri-food value chain in project activities to provide support and feedback for the evidence-based development of project outcomes. Each MIP will be involved in the list of corresponding activities shown below in relation to the food commodities that each MIP focuses on.

An indicative list of the key project activities that are linked with the MIPs establishment and operation is presented below. Also, rough indications regarding the anticipated effort and the probable planned time period are provided as a guide, based on current knowledge and information about the needs and requirements of each Use Case. It is important to note that this information is relatively limited at this stage. It is highlighted that members’ participation is voluntary, so there is no contractual commitment regarding the time devoted.

A plan for delegation of responsibilities will be drafted and monitored by the Use Case MIP leaders to assign activities wisely to the members, based on their knowledge, appropriateness, and repeatability/regularity throughout the timeline, to avoid fatigue and ensure the best outcome from them.



Figure 4: An indicative list of the key project activities that are linked with the MIPs establishment and operation.

- **Identification and analysis** of a) the food marketing standards applied at EU, international and national level, and b) the private food marketing standards and the reasons for their establishment. The aim is to analyse both public and private food marketing standards in terms of their possible impact on food waste along the supply chain. These activities will be conducted through desk research and interviews with stakeholders in the food value chain. In addition, an online survey will target consumers, covering the five (5) countries of the MIPs and additional EU countries representing broad geographical regions of Europe. For the MIPs participants, the anticipated effort and time frame is as follow:
 - Anticipated effort: participation in 1-2 interviews: 1-2 hrs (in total)
 - Probable planned time period: Jun 2024 – Sep 2024
- **Identification and analysis of relevant promising interventions and good practices** already in place for improving the business potential of suboptimal foods. This will be based on collecting and analysing existing information (including information from other EU projects), as well as on gathering insights through interviews and focus groups by engaging key players in the food production and supply chain.
 - Anticipated effort: participation in one focus group: 2-3 hrs.
 - Probable planned time period: Jun 2024 – Sep 2024
- **Consideration and co-development of marketing models:** these models will focus on a) preventive measures, b) re-distribution/re-use of suboptimal foods, and c) social practices and interventions. They will be validated by multi-actors of the Use Case pilots and defined in each Use Case as promising solution(s) to be pilot tested.
 - Anticipated effort: participation in one co-creation workshop: 2-3 hrs.
 - Probable planned time period: Dec 2024 – Apr 2025
- **Methodology for the estimation of the food waste generated by the use of food marketing standards:** The challenge of the absence of a standardised methodology will be addressed by building consensus among the **multi-actors of MIPs** in developing a methodology for estimating food waste generated by the use of marketing standards along all stages of the food value chain for each of the four (4) selected food commodities.
 - Anticipated effort: participation in ad hoc physical and/or online interactions (e.g., interview, meeting, etc.) relies upon the task leaders' activity planning, and the members' willingness, interest, and availability. Example: participation in one validation-oriented meeting: 2 hrs

- Probable planned time period: Oct 2024 – Feb 2025
- **Deployment and experimentation in Use Case pilots**, as well as monitoring and validation of the tested solutions: pilot experimentation with the co-defined solutions will take place in real business settings and supply chains, managed by the partners that are MIP leaders in the five (5) Use Case MIPs. The accuracy of the co-developed models will be verified by comparing them with actual data from pilot experiments that will be deployed by the partners of the Use Case MIPs. In this frame, a series of online meetings with the actors of each MIP will be organised on a regular basis to assess progress.
 - Anticipated effort: participation in ad hoc physical and/or online interactions and communication (e.g. teleconferences, meetings, etc.) relies upon Use Case needs, MIP leader's planning, and members' willingness, interest, and availability.
Example: one ex ante (design) meeting, two meetings during pilot for fine-tuning/adjustments, one ex post meeting (evaluation) meeting x 2 hrs per meeting = 8 hrs in total
 - Probable planned time period: Apr 2024 – Jan 2026
- **Facilitation of multi-actors digitally**: development, operation and maintenance of a digital toolkit with multiple purposes, among others sharing assessment data, showcasing good practices and facilitating **networking between multi-actors** in the food value chain. This digital toolkit will include: a) an online repository, b) an online catalogue of identified good practices / solutions, and c) an online Open Innovation Platform for **co-creation and knowledge exchange** between multi-actors in the food value chain. The Open Innovation Platform serves as an open environment for exchanging good practices, nurturing novel ideas and solutions, and making connections and feeding the project activities; this tool will be developed in the early stages of the project to serve as an **online working space for MIPs engagement** and the **project research activities** with the involvement of stakeholders.
 - Anticipated effort: participation in digital interactions and communication (e.g. through messages, posts, etc.) relies upon members' willingness, interest, and availability
 - Probable planned time period: Dec 2024 – Dec 2026
- **Roundtables for policy recommendations**: a regional roundtable will be organised in the five (5) countries of the MIPs, by the Use Case partners with the support of other local partners when needed (TEAGASC, FRESHIS, UNI, MOCH, FBCD, NATM, CHALK, Q-PLAN). The aim of these workshops is to present policy recommendations and receive feedback from stakeholders to refine the recommended policies in line with the needs of the regional actors and to exchange meaningful information.
 - Anticipated effort: participation in one roundtable for policy recommendations: 2-3 hrs
 - Probable planned time period: Jan 2026 – Sep 2026
- **Roundtables for replication guidelines and recommendations**: a regional roundtable will be organised in the five (5) countries of the MIPs by the Use Case partners with the support of other local partners when needed (TEAGASC, FRESHIS, UNI, MOCH, FBCD, NATM, CHALK, Q-PLAN), with the aim of presenting replication guidelines and recommendations, receiving feedback from stakeholders, and further elaborating the final report in the form of a "Replication Guide".
 - Anticipated effort: participation in one roundtable for replication guidelines: 2-3 hrs
 - Probable planned time period: Jan 2026 – Sep 2026
- **Good practice exchange and knowledge transfer**: implementation of mutual learning events with the aim of good practice exchange and knowledge transfer. In particular, local **mutual learning workshops** will be organised in the five (5) countries of the Use Case MIPs, addressed to food businesses, owners of marketing standards and other stakeholders. The workshops will be followed by field visits, organised as

one-day missions (demonstrations), where market actors and stakeholders will be given a **demonstration** of tested solutions for food waste reduction or prevention and the resulting outcomes.

- Anticipated effort: participation in one mutual learning workshop: 2-3 hrs; participation in one field visit: 3-4 hrs
- Probable planned time period: Jan 2026 – Dec 2026

The procedures and criteria that will be used to identify/recruit the participants for the project activities foreseen under each work package will be defined by the respective WP Leaders in consultation with the partners responsible for the ROSETTA MIPs.

The facilitation of the MIPs and the data collected by the partners through the operation of the MIPs will be in line with the Data Management Plan (D8.2). It should be pointed out that all partners are aware of and are committed to the European Code of Conduct for Research Integrity as well as the General Data Protection Regulation (EU 2016/679).

3.7 How do we handle risks associated with the MIPs?

The table below summarises the risks associated, directly or indirectly, with the MIPs and the proposed mitigation measures to be applied if necessary.

Table 5: Risks associated with the MIPs and proposed mitigation measures.

Risks	Proposed Mitigation Measures (MM) and Contingency Plans (CP)
Limited capacity in the set-up and running of Use Case MIPs (Probability: low / Impact: high)	MM: Consortium partners have been selected by demonstrating the necessary expertise and capacities (know-how, financial and human resources, networks, etc.) to establish and run MIPs and their activities. CP: Increase of effort in networking with local key players and stakeholders along the food value chain and engaging them in project activities.
Selected solutions for deployment and validation fail to meet the needs of food value chain stakeholders (Probability: low / Impact: high)	MM: Specific co-creation activities driven by the Use Case MIPs are planned for defining and selecting the solutions, tailored to the needs of the stakeholders represented in each MIP. CP: Additional co-creation effort will be implemented if necessary to (re-)define and select solutions that effectively meet the needs of food value chain stakeholders in practice (e.g. engaging stakeholders in the Open Innovation Platform).
Limited usability of the digital toolkit (Probability: low / Impact: medium)	MM: Consultations with partners and MIPs stakeholders will be employed to identify user requirements for the design of the toolkit and detect needs to optimise its usability. CP: Information on what is needed for improvement of the usability will be requested from food value chain and stakeholders throughout the project to inform the user-driven finetuning of the toolkit.

3.8 What are the criteria that should be used for their selection?

From the eve of our project, we involved the key **knowledge and value chain** actors across the **quadruple helix** of the food sector via our Use Case MIPs. The criteria applied for selecting the members of the MIPs, in line with the mission and expected structure, capture a broad range of dimensions regarding the characteristics of individuals necessary for more meaningful participation in MIPs activities. Along these lines, the following table summarises the selection criteria along with the justification for their inclusion.

Table 6: Selection criteria and rationale for criteria inclusion

No.	Selection criterion	Rationale for criterion inclusion
1	Interest	Individuals with high interest in the food value chain, food waste and food marketing standards, will ensure that they are motivated to participate and help the project produce meaningful results with significant value-added for themselves/their organisations.
2	Availability	Individuals that have the available time required to participate will enable partners to smoothly organise and execute project activities with higher participation rates that will result in higher probability that their targets are achieved.
3	Relevance	The relevance of stakeholders to the project's scope and objectives is necessary to keep activities of the MIPs focused, ensuring that their members can effectively contribute to the production of relevant project outputs.
4	Appropriateness	The consortium will make sure that members selected to participate in the MIPs are appropriate to their scope, thus avoiding conflicts of interest or subjecting them in activities that may cause them unnecessary inconvenience.
5	Representativeness	A balanced representation of perspectives within and across stakeholder groups is key for the MIPs to collect the diverse insights required to inform design, development and fine-tuning, thus addressing diverse needs.
6	Willingness	Motivated individuals willing to contribute their knowledge and experience will promote the success of MIP activities and will be more prone to help disseminate the project's tools and knowledge, facilitating their exploitation and sustainability.
7	Gender	The project outcomes such as approaches, solutions, toolkit to be developed by ROSETTA partners should reflect the interests and needs of all genders.
8	Age	In principle, potential stakeholders should not be overlooked based on age. Considering the age diversity of prospective members can enhance the relevance and practical value of the knowledge and approaches produced by ROSETTA.

It is highlighted, that based on the GA, ROSETTA should account for the gender dimension, whenever relevant and applicable, in the project activities by continuously monitoring gender aspects from the set up till the operation phase of the MIPs.

The following section outlines guidelines for partners to establish and maintain contact with stakeholders as well as principles for fostering inclusion and effective engagement in the MIPs.

3.9 How should we approach their invitation and engagement?

3.9.1 Contact guidelines

This section outlines a set of contact guidelines for the initial and subsequent communications of partners with members of the MIP, to ensure effective collaboration with them during the project.

Participation in the activities of MIPs is entirely voluntary and an appropriate informed consent procedure (in line with the GDPR) is followed, along with procedures for keeping collected data secure. The English templates of the informed consent forms covering relevant voluntary participation and data protection issues, as well as the terms intelligible to participating stakeholders by the partners responsible for running each Multi-actor Innovation Platform, were prepared by Q-PLAN and then were translated by the MIPs Leaders in the national language of the MIPs.

Dedicated communication materials have been prepared to facilitate the contact of partners with prospective MIP members, ensuring that these stakeholders have sufficient information concerning their participation and role in ROSETTA multi-actor structures and their activities.

In particular, the following documents/files have been produced:

- **Terms of Reference (ToR)**, providing meaningful information about ROSETTA and the activities in which members of MIPs are included, as well as their expected contribution and conditions pertaining to their membership. The Terms of Reference are available digitally, using the ROSETTA digital toolkit, to facilitate the MIP actors' engagement process (see Annex I).
- **Declaration of Acceptance**, accompanied by an **Informed Consent form**, to provide evidence that the invited stakeholders agree with the terms and conditions pertaining to their participation in the respective MIP as well as that they are in fact willing to become a member in this multi-actor structure. The Declaration of Acceptance and the Informed Consent form are available digitally, using the ROSETTA digital toolkit, to facilitate the MIP actors' engagement process (see Annex II).
- Brief **promotional document** for the engagement of MIPs members (see Annex III), which provides definitions of the key concepts addressed by the project, in a simple language, and presented the main activities where MIPs members are expected to participate.
- An **official invitation letter from the Project Coordinator** to accompany the initial communication of consortium partners with selected stakeholders (see Annex IV).

The aforementioned material is communicated to MIP members according to a set of guidelines. These guidelines outline the initial contact and subsequent communications between consortium partners and MIP members at various stages of the multi-actor framework operation, presented in the following table.

Table 7: Guidelines for contacting MIP members

Stage	Contact guidelines
Initial contact	<ul style="list-style-type: none"> • Use Case MIP Leaders select the prospective members of each MIP before any other step. <ul style="list-style-type: none"> ○ The steps for the selection process have been already described in more detail in the relevant section of the current document entitled “How do we select the members to invite for our MIPs?”. • After the selection, the initial contact with prospective members of each MIP is carried out by the respective Use Case MIP Leaders • All initial contacts are accompanied by the official invitation letter from the Project Coordinator and the ToR as a first step. If there is interest, the Use Case MIP Leaders then ask them to accept the declaration and the informed consent by following the process online. • In this second contact, the emails cite the corresponding link to the ROSETTA digital toolkit’s registration form. The registration form includes the Declaration of Acceptance and the Informed Consent forms, as well as the Terms of Reference specifying their involvement in the MIP. This must be accepted by the invited stakeholders to complete the registration process. • All forms are provided in the language that is easily understood by the stakeholders, ensuring that they comprehend their rights and duties implied by their participation. • Further communication via e-mail or teleconference is encouraged in order to reply to any questions or provide clarifications. • Stakeholders register online by stating their agreement to the Declaration of Acceptance and the Informed Consent Form. MIP Leaders are notified automatically by the online platform whenever a registration has been completed.
Subsequent communications	<ul style="list-style-type: none"> • Partners managing a MIP should handle/liaise all communications with members of these structures. • MIP Leaders can authorise other consortium partners to contact these persons only if necessary and will be kept informed during the whole communication process. • MIPs members should be properly and timely informed to participate in upcoming project activities (e.g., interviews, surveys, focus groups, events). • MIP Leaders should ensure that no member is overloaded with information about any task at hand. • Prior to contacting members for a specific action, necessary material and briefings should be prepared to inform participants about the scope of the activity and their expected role.

On top of these contact guidelines, guiding principles for engagement and inclusion of stakeholders in MIPs activities have also been elaborated and are presented below.

It is noted that the guidelines about the engagement process comprise a suggested, typical, and effective framework of communicating with people that MIP Leaders generally do not already know. However, they were not designed to be treated as a fixed and strict process protocol. Instead, they can be adjusted, whenever needed, taking into account, for example, an already established contact and/or a phone call communication already made with a stakeholder in another context, etc.

A disclaimer was included in the translations of the Terms of Reference and Privacy Policy. This was placed at the beginning of each document. In particular, it was highlighted that these documents were translated into

national languages of the MIPs from their original language, English, for the convenience of readers within the local context. Due to various English terms and concepts that may lack established translations into other national languages, these terms have been freely translated in some cases to enhance clarity of meaning. Typically, the original English term was provided in brackets in such instances. It is important to note that the official version of this document is the original English version. In the event of differences or inconsistencies between the translated version and the original document, it was clarified that the original version shall prevail.

3.9.2 Guiding principles for engagement

The following table presents an indicative overview of key potential interests and conflicts of key stakeholder groups of ROSETTA that may arise during their engagement in the project along with a set of proposed principles on how to effectively manage their engagement.

Table 8: Main interests, conflicts and engagement principles for key stakeholder groups

Key stakeholder groups	Potential interests, concerns and conflicts that may arise during their engagement	Principles for managing their engagement
<i>Farmers and producers</i>	<ul style="list-style-type: none"> • Interest for clear business benefits stemming from involvement in ROSETTA project activities. • Fear of losing possible competitive advantage in the local market due to disclosure of business information. • Concerns about the financial impact and costs of reducing food waste. • Interest in enabling the access of their suboptimal production in the market by revisiting marketing standards (e.g., cosmetic imperfections). • Interest in collaboration and networking opportunities that could help in addressing logistical challenges related to harvesting, storage, and transport of the suboptimal production. 	<ul style="list-style-type: none"> • Use of simple and straightforward language understood by stakeholders. • Focus on building trust among stakeholder groups and creating a shared vision among them. • Emphasis on demonstrating the benefits of the ROSETTA solutions. • Obtain knowledge on good farming practices and techniques towards food waste reduction. • Engagement in participatory co-creation of solutions and policy recommendations meeting their needs and addressing their concerns.

Key stakeholder groups	Potential interests, concerns and conflicts that may arise during their engagement	Principles for managing their engagement
<i>Processors and manufacturers</i>	<ul style="list-style-type: none"> • Interest in maintaining operational efficiency and product quality and consistency while reducing food waste. • Concerns about displacement or impact on their current product range. • Concerns about the potential costs associated with the implementation of food waste reduction approaches. • Understanding the regulatory framework to ensure alignment of food waste reduction practices and food safety standards. 	<ul style="list-style-type: none"> • Use of simple and straightforward language understood by stakeholders. • Staying updated concerning the existing innovative approaches that reduce food waste. • Promoting a culture of shifting towards sustainability by regularly reviewing applied practices and reporting food waste produced. • Obtain knowledge and understanding to comply with relevant regulations.
<i>Food distributors and wholesalers</i>	<ul style="list-style-type: none"> • Interest in integrating food waste reduction practices in the overall management of their supply chain, logistics and delivery systems and broader sustainability objective. • Concerns about the potential financial and cost implications of adopting food waste reduction approaches. • Willingness to meet the expectations and demands of retailers and consumers. 	<ul style="list-style-type: none"> • Use of simple and straightforward language understood by stakeholders. • Emphasis on business and overall benefits from adopting food waste reduction approaches. • Highlighting potential benefits produced by the ROSETTA solutions for the overall tracking and management of their inventory. • Focus on building trust among various stakeholder groups and creating a shared vision among them, involving their perspective into the planning and decision making.
<i>Food retailers</i>	<ul style="list-style-type: none"> • Ensuring that ROSETTA food waste reduction solutions do not negatively impact the availability and quality of agri-food products. • Challenges about the potential positive or negative impact on their brand reputation and the brand reputation of their suppliers, when applying food waste reduction due to marketing standards. • Concerns about the potential additional operational costs associated with the implementation of new practices. 	<ul style="list-style-type: none"> • Understanding the trade-offs between consumer expectations and agri-food waste reduction goals. • Obtaining knowledge on good practices to reduce food waste due to marketing standards. • Collaboration and networking opportunities that could help in creating an integrated approach towards food waste reduction due to marketing standards.

Key stakeholder groups	Potential interests, concerns and conflicts that may arise during their engagement	Principles for managing their engagement
<p><i>Food service operators</i></p>	<ul style="list-style-type: none"> Ensuring that food waste reduction initiatives associated with marketing standards do not negatively impact service quality. Concerns about the potential financial and cost implications of adopting food waste reduction approaches. Concerns about compromising strict food safety standards and not meeting customer expectations (e.g., for quality, portion sizes, etc.) while trying to reduce food waste due to marketing standards. 	<ul style="list-style-type: none"> Obtaining knowledge on best practices for reducing food waste due to marketing standards, without compromising quality or variety. Understating the cost of discarding suboptimal food. Collaboration and networking opportunities that could help in creating an integrated approach towards food waste reduction due to marketing standards.
<p><i>Academics, researchers and scientists</i></p>	<ul style="list-style-type: none"> Gaining access to relevant knowledge and data from the actors of the agri-food value chain to conduct applied research. Verifying research findings and ensuring that they are effectively applied in practice. Having access to a multi-actor platform that can enable transdisciplinary research and innovation. 	<ul style="list-style-type: none"> Emphasis on scientific contributions of the ROSETTA project in open access journals and knowledge dissemination channels. Emphasis on the orientation of the project's outputs towards providing innovative solutions to agri-food value chain actors. Fostering connections between researchers and industry ensuring applicability of their research initiatives. Benefiting from the transdisciplinary nature of MIPs. Focus on building trust among stakeholder groups and creating a shared vision among them. Providing data and evidence to support the effectiveness of food waste reduction solutions.

Key stakeholder groups	Potential interests, concerns and conflicts that may arise during their engagement	Principles for managing their engagement
<i>Business and innovation advisors</i>	<ul style="list-style-type: none"> • Interest in co-creating innovative solutions that can provide a competitive edge in the market and/or enhance sustainability credentials. • Focus on ensuring the economic, social and environmental viability of the deployed food waste reduction solutions. • Possible conflicts over the ownership of the innovative solutions and their general framework. • Interest in ensuring that ROSETTA solutions comply with existing regulations and standards. 	<ul style="list-style-type: none"> • Open and clear communication about project goals, benefits, and management of the potential intellectual property rights. • Encouraging collaboration, networking and co-creation opportunities with other stakeholders who share similar interests. • Focus on the demonstration of the broader sustainability aspects (profitability, etc.) of the deployed ROSETTA solutions. • Better understanding the requirements for compliance with relevant regulations and standards.
<i>Technology providers</i>	<ul style="list-style-type: none"> • Interest in suggesting, implementing and testing cutting-edge technologies for food waste reduction due to marketing standards. • Interest in spreading the adoption and commercialisation of their own technologies. • Possible conflicts, e.g. regarding the cost bearing of technology implementation, or the timing of sharing of result. • Interest in ensuring that their technologies are compatible with existing processes and standards in the agri-food value chain. 	<ul style="list-style-type: none"> • Determining clear requirements for the technology to ensure alignment with the ROSETTA goals. • Fostering collaboration with other stakeholders and addressing any compatibility challenges. • Consideration of the cost-benefit aspects of the applied solutions to demonstrate the long-term viability of the tested technological solution. • Enabling the gathering of feedback in order to refine and adjust a proposed technology.

Key stakeholder groups	Potential interests, concerns and conflicts that may arise during their engagement	Principles for managing their engagement
<p><i>Policy makers and regulators</i></p>	<ul style="list-style-type: none"> • Potential bureaucratic and relatively slow decision-making processes. • Interest in ensuring that food safety and public health standards are respected. • Focus on ensuring that food waste reduction approaches comply with existing regulations and standards. • Interest in promoting policies that enhance sustainability. • Potential conflicts in compromising the interests and needs of businesses, consumers, and sustainability targets. 	<ul style="list-style-type: none"> • Focus on the need to offer evidence-based policy recommendations pinpointing the impact of the adoption of solutions towards reduce food waste due to marketing standards. • Updating policy makers and regulators by obtaining relevant and evidence-based knowledge on the effectiveness and limitations of the ROSETTA solutions. • Joining the dialogue between policy makers, representatives of the agri-food value chain actors, and other stakeholders to balance conflicting interests and reach compromises for mutual benefit of all parts. • Ensuring that ROSETTA solutions are aligned with current policies. • Co-developing recommendations for any necessary regulatory reforms or changes.
<p><i>Agri-food networks, hubs and clusters</i></p>	<ul style="list-style-type: none"> • Interest in enhancing efficiency and sustainability of the supply chain to reduce food waste due to marketing standards. • Interest in improving market access for the stakeholder members within their network. • Potential conflicts and coordination challenges associated with the multiple actors within their network. 	<ul style="list-style-type: none"> • Use of clear and straightforward language understood by stakeholders. • Emphasis on business and overall benefits for their members and partners from collaborating with producers, farmers and distributors. • Focus on building trust among stakeholder groups within their network and within MIPs, and creating a shared vision among them.

Key stakeholder groups	Potential interests, concerns and conflicts that may arise during their engagement	Principles for managing their engagement
<p><i>Groups representing consumers and/or civil society (consumer associations, food banks other NGOs etc.).</i></p>	<ul style="list-style-type: none"> • Interest in sustainable solutions with respect to supporting the local economy, environment, and society. • Potential conflict with businesses on the trade-off between prioritising business gains vs. benefits for consumers and society. • Interest in food safety, quality and affordable prices, ensuring for instance that any suboptimal food meets safety and quality standards. • Need for easy access to transparent information on suboptimal food products. • Ensuring fair distribution of surplus food; equitable access to food; transparency in efforts of food waste reduction; and accountability of involved parties. • Ensuring continuation of food offers to secure the regularity of the donations to charity. • Concerns about the effectiveness or unintended implications of new practices. Such concerns could hinder change. 	<ul style="list-style-type: none"> • Use of clear and straightforward language understood by stakeholders. • Maintain clear, transparent, and consistent communication channels and approaches. • Ensure representation of these groups in decision making processes. • Emphasis on evidence-based impact of the project on reducing food waste by better managing marketing standards. • Emphasis on economic, societal and environmental benefits stemming from the project's outputs and solutions. • Focus on building trust among stakeholder groups and creating a shared vision among them.

3.9.3 Guiding principles for inclusion

The MIPs protocols introduce specific principles that ensure effective inclusion of the identified diverse stakeholder groups in the different activities of ROSETTA, while also facilitating gender, age and organisation type to the degree possible within the framework of the project.

In particular, we lay out below the principles to be followed by project partners with respect to the **inclusion** of stakeholders in the activities of ROSETTA as well as **gender aspects**.

Table 9: Guiding principles for stakeholder inclusion in project activities

Category	Guiding principles
Inclusion	<ul style="list-style-type: none"> • Ensure participation in project activities from the full range of potentially interested stakeholders spanning across the entire range of the key stakeholder groups identified. • Identify, in a timely manner, any potential barriers to the participation of the interested stakeholders in the activities of the project (such as accessibility, lack of funding, geographic barriers, lack of awareness). • Assess and determine effective means of overcoming potential barriers to participation (such as broad and targeted information sharing via online means and other suitable channels, etc.). • Appropriately take into account the needs, interests and potential conflicts that may arise among the targeted stakeholder groups in the framework of their participation in the activities of the project.
Gender aspects	<ul style="list-style-type: none"> • Provide equal opportunities and access for all genders and age groups to ROSETTA project activities. • Maintain ethical communication standards by respecting the dignity of individuals as well as by eliminating any form of gender-related bias in the communication campaigns of the project. • Engage in constructive discussions with stakeholders participating in project activities on the progress of ROSETTA in implementing its commitment to consider gender balance and gender dimension.

3.10 Rights and duties of MIPs members

The following table summarises the rights and duties of the stakeholders participating in local MIPs, as provided in the respective Terms of Reference and Declaration of Acceptance.

Table 10: Rights and duties of MIPs members

Rights	Duties
<ul style="list-style-type: none"> • MIPs members participate in MIPs voluntarily and have the right to withdraw at any time or refuse participation without facing any adverse consequences. 	<ul style="list-style-type: none"> • MIPs members agree to abide by the Terms of Reference which explain in detail their expected involvement as well as the terms of their membership.
<ul style="list-style-type: none"> • MIPs members have the right to preserve their anonymity during all project activities they will be involved in and in all the reports or publications produced as outcomes of those activities. 	<ul style="list-style-type: none"> • MIPs members participate in their individual capacity and cannot delegate any expected work to another person without prior written agreement from the MIP Leader.
<ul style="list-style-type: none"> • MIPs members have the right to request further processing and storage of their data by the consortium to be ceased without having to justify their request. 	<ul style="list-style-type: none"> • MIPs members ensure that they are involved in project activities in complete independence and there is no conflict of interest affecting their participation.

Rights	Duties
	<ul style="list-style-type: none"><li data-bbox="791 327 1431 439">• MIPs members must not disclose any information provided to them in the frame of ROSETTA activities and fully respect all confidentiality requirements.

3.11 Snapshot of current MIP composition

Currently, a total of 46 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 following figures present a snapshot of contacts made and confirmed members per local MIP and stakeholder category.

Table 11: Contacts and 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	
				CO	RE	CO	RE	CO	RE	CO	RE	CO	RE	CO	RE
[1]	Farmer and/or producer	1	2	5	3	2	2	5	1	2	1	1	-	15	7
[2]	Food processor and/or manufacturer	2	3	2	-	5	1	3	-	2	2	2	-	14	3
[3]	Food distributor and/or wholesaler	1	2	2	1	2	2	2	-	2	-	1	-	9	3
[4]	Food retailer	2	3	2	4	3	1	2	-	2	-	3	-	12	5
[5]	Food service operator	1	2	0	-	3	1	2	-	1	1	0	-	6	2
[6]	Academic and/or Research and/or Scientific institution	1	2	3	1	3	-	2	2	1	1	0	-	9	4
[7]	Other knowledge provider (business and/or innovation advisor, technology provider etc.)	0	1	2	4	1	3	4	3	2	2	0	-	9	12
[8]	Policy maker and/or regulator	1	2	1	-	2	-	1	-	2	-	0	-	6	-
[9]	Agri-food network and/or hub and/or cluster	0	1	0	-	3	3	0	-	1	1	0	-	4	4
[10]	Group representing consumers and/or civil society (consumer association, food bank, other NGO etc.)	1	2	3	2	2	-	0	-	1	1	3	-	9	3
[11]	Other	0	0	0	-	0	-	2	1	4	2	0	-	6	3
TOTAL		10	20	20	15	26	13	23	7	20	11	10	-	99	46

CO: contacted individuals; RE: registered individuals

Members of MIPs who actively participate in the implementation of ROSETTA project (e.g. delegates at project meetings, contact persons, etc.) per country and Stakeholder Category (SC):

Greece: SC[4]: -1, SC[7]: -2 ; Denmark: Denmark: SC(2) -1 SC(9) - 1 ; Ireland: - ; Poland: SC[2]: -1, SC[7]: -1 ; SC[11]; Spain: -

The MIPs will be open for new members throughout ROSETTA project duration. Many prospective members of MIPs have already been contacted and are engaged, while their registration is ongoing and pending.

3.12 Management and performance monitoring

In this section, the management process and various roles in the frame of MIPs are described, as well as the procedure for monitoring the operation of MIPs and tracking progress in relation to project KPIs and targets for stakeholder engagement along with tools designed to facilitate the process.

3.12.1 Management and roles in the context of the MIPs

ROSETTA focuses on five countries and/or regions across Europe, the project Use Cases. In each Use Case a MIP has been established led by a consortium partner, the MIP Leader. In each MIP, the focus is placed on supporting certain solutions focused on the selected food commodities.

The different management roles foreseen under the multi-actor framework of ROSETTA are explained below.

MIP Leaders are responsible for setting-up and managing the Multi-Actor Innovation Platforms in their respective Use Case. The role of MIP Leaders foresees the following: (i) identifying, selecting and recruiting members during the set-up phase of their MIP and along their operation, whenever there is such a need; (ii) undertaking all communications with and providing all necessary information to members about project activities involving MIPs; (iii) organising and carrying out project activities in their Use Case, including interviews, workshops and events among others (more specific information on activities involving MIPs are provided in section 3.6 and Chapter 4); and (iv) collecting feedback and producing technical outputs in the frame of these activities.

The **partner leading the MIPs set-up and monitoring (Q-PLAN)** is responsible to provide guidelines and coordinate the MIP Leaders. The role of the partner leading the MIPs set-up and monitoring is to: (i) shape and form the overall approach applied and prepare all necessary supporting documents in the English language; (ii) provide guidelines and tools to support MIP Leaders in all phases, including the set-up of the MIPs, the operation and the monitoring of their activities, (iii) provide clarifications, guidance and support to MIP Leaders in order to benefit from their interaction with the MIP members and enable and ease the cooperation between the MIP Leaders and the leaders of other project tasks in which MIPs should be activated, whenever this is needed; (iv) monitor the performance of the Multi-Actor framework after its set-up and the planning per local MIP for the interaction with different actors; (v) collaborate with and support the reporting to the Dissemination and Communication Manager with regard to the progress of the results.

3.12.2 Performance monitoring and tracking of results

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. In particular, the Stakeholder Matrix captures the identified stakeholder groups of ROSETTA along with the expected role of each one for the relevant activities foreseen throughout the project with a view to guiding project partners

in the process of selecting the most suitable stakeholder types to engage. It is also designed to keep track, among others, of the stakeholder inclusion, and gender dimension. This will enable project partners to monitor the results of stakeholder engagement, and to assess and perform any needed corrective actions in a timely manner so as to better align them with the project's objectives and Key Performance Indicators (KPIs).

With the above in mind, the Stakeholder Matrix follows a clear and simple structure:

- **Stakeholder groups:** one column of the matrix lists the different stakeholder groups included in the MIPs as identified in this report.
- **Demographics:** certain columns aim at collecting data for quantifying the results of stakeholder engagement with respect to the role of the contact person in the organisation, age and gender.
- **Activities:** certain columns are designed to collect information with respect to the participation of the stakeholder groups in the identified activities of the ROSETTA project.

Annex V provides an illustrative overview of the template to be used by partners responsible for each MIP to elaborate, maintain and update their own version of the Stakeholder Matrix.

In this framework, the monitoring process to be followed is outlined below:

- MIP Leaders will set up their own internal Stakeholder Matrix ensuring the confidentiality of the data included. In this respect, the Stakeholder Matrix will include data about key stakeholder groups and individual stakeholders. These will be classified by organisation name, contact person and contact details.
- The respective partners will send an anonymised Stakeholder Matrix (with only data on organisation type, role of person, gender, age, and activities involvement) to the partner leading the MIPs set-up and monitoring (Q-PLAN) for aggregating the data and updating the aggregated Stakeholder Matrix at least on a semester basis. *Ad hoc* updates are envisaged, if deemed necessary (after the ROSETTA co-creation workshops, etc.).

With the help of the Stakeholder Matrix, the partner leading the MIPs set-up and monitoring (Q-PLAN) will coordinate the management of the MIPs engagement and operation throughout the project and in cooperation with the leaders of the other tasks in which MIPs participate will monitor participation rates in various activities and related KPIs, reporting them in the deliverables that report the outputs of tasks in which MIPs participate and in the periodic reports of the project.

4. Activities involving MIPs members

Stakeholders participating in local MIPs are expected to be involved in several events and research and innovation activities in the frame of ROSETTA. Members of MIPs will contribute to these actions by participating in interviews, online surveys, workshops, focus groups and project events. The following table summarises the provisional set of project activities foreseen for members of the multi-actor structures, as well as the indicative anticipated effort from their end, and the probable timeline for the implementation of these actions.

Table 12: Indicative activities for MIP members, including anticipated effort and estimated timeframes.

Activity	Anticipated effort	Probable planned time period
Identification and analysis of a) the food marketing standards applied at EU, international and national level, and b) the private food marketing standards and the reasons for their establishment.	1-2 interviews: 1-2 hrs.	Jun 2024 – Sep 2024
Identification and analysis of relevant promising interventions and good practices already in place for improving the business potential of suboptimal foods.	one focus group: 2-3 hrs.	Jun 2024 – Sep 2024
Consideration and co-development of marketing models which will focus on a) preventive measures, b) re-distribution/re-use of suboptimal foods, and c) social practices and interventions.	one co-creation workshop: 2-3 hrs	Dec 2024 – Apr 2025
Methodology for the estimation of the food waste generated by the use of food marketing standards.	possible ad hoc physical and/or online interactions (e.g. validation meeting: 2 hrs, etc.)	Oct 2024 – Feb 2025
Deployment and experimentation in Use Case pilots , and monitoring and validation of the tested solutions: pilot experimentation with the co-defined solutions will take place in real business settings and supply chains, managed by the partners that are MIP leaders in the five (5) Use Case MIPs.	ad hoc physical and/or online interactions and communication Example: 1 ex ante (design) meeting, 2 meetings during pilot for fine-tuning/adjustments, 1 ex post (evaluation) meeting x 2 hrs per meeting = 8 hrs in total	Apr 2024 – Jan 2026
Facilitation of multi-actors digitally: development, operation and maintenance of a digital toolkit with multiple purposes, among others sharing assessment data, showcasing good practices and facilitating networking between multi-actors in the food value chain. This digital toolkit will include: a) an online repository, b) an online catalogue of identified good practices / solutions, and c) an online Open Innovation Platform for co-creation and knowledge exchange between multi-actors in the food value chain.	optional participation in digital interactions and communication (e.g. through messages, posts, etc.)	Dec 2024 – Dec 2026
Regional roundtable for policy recommendation	1 roundtable for policy recommendations: 2-3 hrs	Jan 2026 – Sep 2026

Activity	Anticipated effort	Probable planned time period
Regional roundtable for replication guidelines and recommendations	1 roundtable for replication guidelines: 2-3 hrs	Jan 2026 – Sep 2026
Good practice exchange and knowledge transfer: implementation of mutual learning events with the aim of good practice exchange and knowledge transfer.	1 mutual learning workshop: 3 hrs; 1 field visit: 3-4 hrs	Jan 2026 – Dec 2026

As part of the communication strategy, MIP leaders are provided with some online and offline channels to engage with MIP members, depending on the purpose of the interaction. For instance, an online registration form was designed and deployed. In addition, 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).

5. Conclusions and way forward

The present report has outlined a protocol for establishing the ROSETTA multi-actor structures, namely the Multi-Actor Innovation Platforms (MIPs) in five (5) countries of the project across Europe and engaging their members to provide the consortium with feedback and information to produce evidence-based results. Although MIP members can optionally enroll as CoP members, providing an overview of the CoP was not within the scope of this deliverable.

More specifically, in the frame of the MIPs protocol, the definition, the mission and expected structure of MIPs have been defined along with a selection and recruitment process based on carefully selected criteria to be followed by partners during the set-up phase of these structures. Moreover, guidelines and supporting documents have been elaborated for contacting and engaging stakeholders in project activities, as well as principles for ensuring their effective inclusion. Additionally, the rights and duties of members, guidelines for MIPs, along with a list of activities in which the MIPs will be involved have been defined to ensure the smooth operation of MIPs throughout the project.

The Stakeholder Matrix, a dedicated tool to keep track and monitor engagement of MIPs members in project activities has been elaborated. The Stakeholder Matrix will be updated every 6 months (as well as ad hoc when necessary) by each partner leading a MIP. The engagement of MIP members in project activities will be monitored with the help of the Stakeholder Matrix with a view to monitoring and documenting the results of the project in this respect and, if necessary, amend the schedule and means of interaction with MIPs members set out in this protocol.

At the time of writing of this report, over 46 individuals representing various stakeholder categories have confirmed their acceptance to participate in the project's MIPs. The recruitment process is ongoing and the multi-actor structures will be open for new members throughout the course of the project. The operation and management of the multi-actor structures of the project will be monitored during the implementation of all the tasks in which MIPs will be involved. Further results will be embedded within the deliverables that will report the outputs of the tasks in which MIPs participate and in the periodic reports of the project.

ANNEXES

Annex I – Model example of the Terms of Reference for MIPs

Introduction

You have been invited to the **ROSETTA Multi-Actor Innovation Platform (MIP) in <country name>**. 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 1st January 2024 to 31st 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.

Role and benefits

Role

The ROSETTA Multi-Actor Innovation Platforms (MIPs) are set-up and operated to share knowledge, expertise and feedback with the ROSETTA consortium in key implementation stages. The role of MIPs in the context of the project may be summarised as follows:

- **Provide the consortium with relevant information, feedback and insights** that will be used to create new knowledge and evidence-based results, bridging the gap between practitioners and researchers.
- **Participate in the co-development process of the project's innovative solutions**, both physically by participating in discussions, co-creation workshops, roundtables, and other activities, and via the Open Innovation Platform of the ROSETTA digital toolkit, with a focus on producing usable results and facilitating their roll-out and pan-European replication.
- **Participate in the ROSETTA Community of Practice (CoP)**, composed of a diverse group of representatives from different actors across the agri-food value chain with the aim to exchange knowledge and track progress on ongoing challenges related to the impact of food marketing standards on food waste, both during and after the project.
- **Be actively involved in ROSETTA' dissemination activities** to create a multiplier effect in spreading the word on the project's value propositions, knowledge and impact.

To fulfil this role, it is envisaged that during the course of the project, the MIPs will operate through physical and digital means in the following project activities and interact on an ad-hoc basis if necessary:

- **ROSETTA physical activities:** Members of the MIP will be invited to participate in various physical or online activities and events, to discuss, co-design, and validate plans and outcomes.
- **ROSETTA studies, analyses, validation:** Members of the MIP will be invited to provide information, feedback and insights that will be used in the research and innovation activities of the partners.
- **Operation of the Open Innovation Platform of the ROSETTA digital toolkit:** Members of the MIP will be registered to have access and participate in the activities of the Open Innovation Platform of the ROSETTA digital toolkit.

Benefits

The project **provides several benefits** to its MIPs members, such as:

- **Networking opportunities and possibilities for new collaborations** arising from the participation in the project's workshops, events, and Community of Practice (CoP).
- **First-hand access to meaningful insights, knowledge and practical approaches** generated exclusively within the context of the project and its activities.
- Unique opportunity to **align the solutions offered by ROSETTA with the needs of their stakeholders** to ensure that they make the most out of its value propositions.

Terms of membership and Management

Terms of membership

MIPs shall be composed of individuals coming from diverse backgrounds to offer a blend of expertise and perspectives that represent various stakeholder groups from the agri-food value chain, from farmers, growers and producers to retailers and food service operators, as well as researchers, business and innovation advisors and/or technology providers, policy makers and regulators, and others. These individuals will provide ROSETTA with valuable knowledge and feedback to support the implementation of key project activities and studies. Along these lines, at the beginning of the project, 10-20 members will be selected with the possibility to further expand the MIPs in the future to draw from additional expertise and increase the outreach of ROSETTA. New members can be appointed to the MIP when necessary and as the project evolves.

Although members of the MIP may be selected because of their affiliations with key organisations, they serve on the MIP in their **individual capacity** to represent the interests and views of their stakeholder communities. **Members of the MIP may not delegate another person to carry out the role expected from them** or be replaced by any other person without prior written agreement with the ROSETTA consortium. Members of the MIP are appointed for the entire duration of the project (36 months, from 1st January 2024 to 31st December 2026). If due to job changes or attrition, an MIP member loses links to important networks or constituencies, the consortium may decide to fill in this gap by appointing additional members.

The contribution of MIP members is on a **pro bono basis**, apart from the cases in which physical travel is involved and a specific budget for their reimbursement is foreseen in the framework of the project. In such cases, the travel and accommodation expenses of MIP members will be reimbursed by the project. Moreover, participation in the MIP is **entirely voluntary**. There will be no adverse consequences if a MIP member decides not to participate or to withdraw at any stage. In fact, MIP members may withdraw their participation at any time by informing the Use Case Leader (see last Section of the current document). They may also request for their data to be withdrawn without giving a reason and without prejudice. Anonymous data already collected will be used because this information cannot be traced back to a specific person, but no further data or input will be collected, nor any other interaction will be carried out in relation to the specific member.

Management

The MIP of **<country name>** is managed by the corresponding **Use Case MIP Leader** (see Section below) that handles communications and interactions with the MIP, ensuring that MIP members are not overloaded. The Use Case Leader will also ensure that an action plan and all necessary briefings and material will be prepared in advance for each task that require input from the MIP.

Contact point

Any enquiry, complaint or concern about any aspect of your experience as a member of the Multi-Actor Innovation Platform can be addressed to the **Use Case MIP Leader** that oversees the set-up and management of the Multi-Actor Innovation Platform. The contact details of the Use Case MIP Leader and the Project Coordinator are provided below:

Use Case MIP Leader: <name of organisation serving as Use Case MIP Leader>

Contact person: <name of person in charge for the MIP within the organisation>

Phone: <phone number of person in charge for the MIP within the organisation>

Email: <email of person in charge for the MIP within the organisation>

Project Coordinator: Q-PLAN INTERNATIONAL ADVISORS PC

Contact person: Dr. Eirini Efthymiadou

Phone: <phone number of Project Coordinator>

Email: <email of Project Coordinator>

Annex II – Digital registration form with the Declaration of Acceptance for MIPs members

Registration to ROSETTA Multi-actor Innovation Platform

You have been invited to join the **ROSETTA Multi-Actor Platform (MIP)** that is set up in **COUNTRY** under the framework of the **EU-funded ROSETTA project**.

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), that: (a) estimates **food waste generated by the use of marketing standards** along the whole value chain; (b) co-defines and validates **sustainable solutions for the valorisation of that waste**; and (c) **assesses trade-offs**.

In this context, the project is establishing **regional multi-actor structures** for demand-driven innovation, to inform the analysis of the marketing standards, the development of validated and optimised solutions, and the deployment of **pilot experiments in five (5) Use Cases across EU countries**, that enable **alternative market access for suboptimal foods**, including processing and other strategies as well as changes in social practices.

Declaration of Acceptance

(for individuals appointed as members of the ROSETTA Multi-actor Innovation Platform in their individual capacity)

I certify that I have read and agree to abide by the ROSETTA Multi-actor Innovation Platform [Terms of Reference](#).

I pledge that I will participate in the ROSETTA Multi-actor Innovation Platform in **COUNTRY** 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 Multi-actor Innovation Platform 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 Multi-actor Innovation Platform in my country, 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 Multi-actor Innovation Platform member as described in the [Terms of Reference](#).

I consent that any input or contribution I provide as a member of the ROSETTA Multi-actor Innovation Platform 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 Multi-actor Innovation Platform. 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 Multi-actor Innovation Platform are used and protected.

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

My participation in the Multi-actor Innovation Platform of my country 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 the ROSETTA Community of Practice (CoP).

- 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)

Annex III – Brief promotional document for the engagement of MIPs members

ROSETTA Multi-actor Innovation Platform in [COUNTRY]

Food waste refers to the unexplained and unjustified use of food leading to its loss. The loss is linked to a variety of reasons, including, among others, inadequate storage conditions, purchase of unnecessary quantities, poor understanding of the “use by” date, overproduction, discarding of part of the food (e.g. peelings), wastage during processing. In a period of economic uncertainty and environmental challenges, reducing food waste becomes an important issue.

The three-year project **ROSETTA** (Jan. 2024 - Dec. 2026) is funded by the European Union's Horizon EUROPE Programme for Research and Innovation. The aim of ROSETTA is to understand the role of “*marketing standards*” in the waste of “*suboptimal food*” and to reduce it through the development of sustainable solutions in collaboration with all stakeholders in the agri-food supply chain, from the farmer to the consumer.

- *Sub-optimal foods* are foods that, while safe to eat, are not in ideal condition or quality and have not yet reached the stage of disposal.
- *Food marketing standards* are a set of rules, practices and standards that regulate the production, processing, distribution, and sale of food. Marketing standards are imposed by the state, or voluntarily adopted by businesses themselves.

The ROSETTA project is setting up local **Multi-actor Innovation Platforms (MIPs)** in five countries to advise and support the formulation and piloting of sustainable solutions. By participating as a MIP member in [COUNTRY], you become part of a community of people with knowledge and experience working together to reduce food waste based on marketing standards. In addition, you have an essential role in co-formulating solutions, exchanging views and collaborating with other people.

How can you contribute (indicatively)?

Sharing ideas, thoughts, suggestions: your perspective can help us find innovative ways to reduce food waste, for example through your participation in the following actions:

- One to two interviews to tell us your opinion and experience on marketing standards and practices to reduce the sub-optimal food waste, lasting 1 hour each, to be held between May - September 2024.
- One discussion on the validation of the methodology for estimating food waste generated by the use of food marketing standards, lasting 2 hours, to be held between October 2024 and February 2025.
- Participation to exchange views on the ROSETTA project's digital toolkit (Open Innovation Platform), etc. if you so wish based on your time and interests, between December 2024 and December 2026.

Collaboration with stakeholders: working with farmers, retailers, consumers, and other stakeholders to create more efficient and sustainable solutions, for example:

- Participation in 1 co-creation workshop, lasting 2-3 hours, to be held between December 2024 and April 2025.

Pilot experimentation (solution testing): advising and feedback provision from your end on testing in **[COUNTRY]** a new approach or technology related to food waste reduction, for example:

- Participation, in person and/or online, in approximately 4 meetings, lasting 2 hours each, to be held between April 2024 and January 2026, in order to plan the testing/pilot implementation of the solutions, to monitor the progress of the pilot for any adaptation needs and the final report and evaluation of the action.

Promoting good practices: disseminating good practices and guidelines based on marketing standards to reduce food waste, for example by participating in the following events:

- Two roundtables on policy recommendations and replication guidelines related to solutions, each lasting 2-3 hours, to be held between January 2026 and September 2026,
- One mutual learning workshop, lasting 3 hours, and (d) 1 field visit, lasting 3-4 hours, to be held between January 2026 and December 2026.

Participation as a member in MIP is **voluntary, non-profit, and non-binding**. You can withdraw at any time or participate in some but not all activities of it. MIP is coordinated by **[NAME OF PARTNER]** who is participating in the ROSETTA project as a partner.

Annex IV – Official invitation Letter from the Project Coordinator to prospective MIPs members

Subject: Invitation to join the Multi-actor Innovation Platforms of the EU-funded project ROSETTA

Dear Stakeholder,

We would like to invite you to join the ROSETTA Multi-Actor Platform (MIP) that is set up in your country under the framework of the EU-funded ROSETTA project.

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), that: (a) estimates food waste generated by the use of marketing standards along the whole value chain; (b) co-defines and validates sustainable solutions for the valorisation of that waste; and (c) assesses trade-offs.

In this context, the project is establishing regional multi-actor structures to support demand-driven innovation. Participation in these MIPs will inform the analysis of the marketing standards, the development of validated and optimised solutions for food waste, and the deployment of pilot experiments in five (5) use cases across EU countries, that enable alternative market access for suboptimal foods.

We are currently inviting key actors who are actively involved in the agri-food value chain, from farmers, growers and producers to retailers and food service operators, as well as researchers, business and innovation advisors and/or technology providers, policy makers and regulators, consumer representatives and others, to form the Multi-actor Innovation Platforms of the project. You have been identified and selected as an important member of the agri-food value ecosystem within your country and we would be delighted to have you on board!

The Use Case MIP leader in your country will follow up further with you. We look forward to your positive response to this outreach.

Sincerely yours,

Eirini Efthymiadou

Q-PLAN INTERNATIONAL

ROSETTA Coordinator

Annex V – Stakeholder Matrix Template

Internal Stakeholder Matrix Country: Greece										
Contact details										
No	Organisation name	Organisation type	Name of contact person	Role of contact person in the organisation	Address of organisation (optional)	Phone Number of contact person	Email address of contact person	Age of contact person (optional)	Gender of contact person	Comments
1										
2										
3										
4										

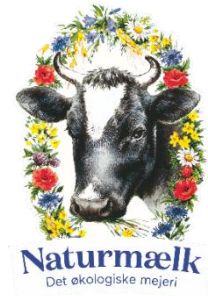
Project activities															
Interviews for food marketing standards (WP1, T1.2)	Feedback for the use case estimation of amounts of food waste (WP1, T1.4)	Focus groups and interviews (WP2, T2.1)	Possibly, support for the co-development of solutions (WP2, T2.2)	Possibly, engagement in the decision analysis process for the trade-offs assessment (WP2, T2.3)	Engagement in the digital toolkit (to share assessment data, showcase good practices and facilitate networking) (WP2, T2.4 / WP4, T4.3)	Possibly, feedback for the design of pilot experiments (WP3, T3.1)	Participation in co-creation workshop per MIP to co-define and select food waste reduction solutions (WP3, T3.2)	Engagement in a series of online meetings with the actors of each use case MIP (WP4, T4.1)	Engagement in the LCSA to provide feedback (WP4, T4.2)	Participation in a regional roundtable for policy recommendations (WP5, T5.1)	Participation in a regional roundtable for replication guidelines (WP5, T5.2)	Participation in a regional mutual learning event (WP5, T5.4)	Participation in a regional demonstration mission (WP5, T5.4)	Support in dissemination and communication activities (WP6, T6.1 / WP7, T7.1)	Participation in the Community of Practice (WP6, T6.2 / WP7, T7.2)
1-2 hrs	ad hoc meeting 2 hrs	2-3 hrs	tbd/ 2-3 hrs	tbd/ 2-3 hrs	ad hoc	2-3 hrs	2-3 hrs	8 hrs (4 meet x 2hrs)	tbd/ 2-3 hrs	2-3 hrs	2-3 hrs	2-3 hrs	3-4 hrs	ad hoc,	ad hoc
Jun 2024 – Sep 2024	Oct 2024 – Feb 2025	Jun 2024 – Sep 2024	Oct 2024 – Apr 2025	Oct 2024 – May 2025	Dec 2024 – Dec 2026	Sep 2024 – Jun 2025	Dec 2024 – Apr 2025	Apr 2024 – Jan 2026	Jun 2025 – Feb 2026	Jan 2026 – Sep 2026	Jan 2026 – Sep 2026	Jan 2026 – Dec 2026	Jan 2026 – Dec 2026	May 2024 – Dec 2026	May 2024 – Dec 2026

ROSETTA

Reducing food waste due to marketing standards through alternative market access

GA 101136427

Partners



Visit: www.rosetta-project.eu

Contact us: <mailto:info@rosetta-project.eu>

Follow us: ROSETTA Project EU



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

