

ROSETTA

Reducing food waste due to marketing standards through alternative market access

From Farm
to Fork,
we link the
sustainable
way

D2.4 Digital Toolkit

DRAXIS

30/06/2025



Funded by
the European Union

ROSETTA

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Abbreviations

Table 1: Abbreviations

BMC	Business Model Canvas
CoP	Community of Practice
MIP(s)	Multi-Actor Innovation Platform (s)
OIP	Open Innovation Platform
WP	Work Package

Executive Summary

ROSETTA is a HORIZON Europe Research and Innovation Actions project funded by the European Union under grant agreement 101136427. Launched in January 2024, the project will run for 36 months, concluding in December 2026. ROSETTA aims to assess the impact of marketing standards on food waste and propose sustainable solutions for utilizing foods that fall outside these standards but remain safe for consumption. Through transdisciplinary research and stakeholder engagement, the project seeks to develop viable approaches for repurposing underutilized food. By analysing existing marketing standards and conducting pilot experiments across EU countries, ROSETTA aspires to reduce food waste by up to 80%.

This deliverable focuses on the development of the first version of the ROSETTA digital toolkit. The toolkit is the outcome of in-depth research and practical implementation within Work Package (WP) 2, specifically under Task 2.4.

The ROSETTA digital toolkit serves as a central resource that consolidates assessment data, showcases good practices, and features real-world case studies to better understand and address food waste linked to marketing standards. Additionally, it creates a space for meaningful collaboration and knowledge-sharing among project partners and stakeholders across the food value chain. The toolkit is built on three main pillars, namely a Repository, a Catalogue and an Open Innovation Platform (OIP).

This report outlines the work carried out during the first phase of the project, covering the entire process—from requirements elicitation and feedback iterations to the final development and launch of the digital toolkit's first version.

It is structured into four chapters:

- Chapter 1: Provides an overview of the toolkit's purpose and the action plan followed.
- Chapter 2: Details the methodological approach that guided the toolkit's development.
- Chapter 3: Offers a comprehensive breakdown of the toolkit's functionality, explaining each page's purpose and navigation.
- Chapter 4: Summarizes key findings from this phase and outlines the next steps for the second phase of the project, leading to the final version of the toolkit.

1. Introduction

The ROSETTA's Digital Toolkit is the go-to resource for transforming the landscape of food waste linked to marketing standards. It is built upon three main pillars, which are:

- **A data-driven Repository** housing key findings and reports that highlight the impact of food marketing standards.
- **A Catalogue of innovative solutions**, showcasing good practices, alternative marketing channels and models for underutilized but safe-to-consume food.
- **An Open Innovation Platform (OIP)**, designed to connect stakeholders, encourage knowledge-sharing, and co-develop sustainable strategies.

By combining these elements, the toolkit not only streamlines information access but also acts as a collaborative space where researchers, policymakers, and industry professionals can engage in meaningful discussions and drive impactful change.

1.1 Alignment with Task 2.4 Description in Grant Agreement

The ROSETTA digital toolkit plays a pivotal role in advancing the project and represents a key milestone in the project's impact. Therefore, DRAXIS, along with the collaborative efforts of all partners, formulated a comprehensive plan and timeline to ensure the timely and effective development of the toolkit.

The description of the task, as outlined in the Grant Agreement, is:

“DRAXIS will develop a digital toolkit (D2.4) to share assessment data, showcase good practices and facilitate networking between multi-actors in the food value chain. Building on the outcomes of Tasks 1.4, 2.1, 2.2 and 2.3, the digital toolkit will include: a) an online repository of assessment reports and data regarding the impact of food marketing standards on the generation of food waste along the supply chain, b) an online catalogue of identified good practices / solutions for alternative marketing channels and models for foods that do not meet marketing standards but are safe to eat, and c) an online OIP for co-creation and knowledge exchange between multi-actors in the food value chain. Having these as points of departure, the tools will be further adjusted to match user requirements, by implementing the following methodological steps: a) definition of the user requirements, service specifications and content of the toolkit, b) conceptual design of the toolkit's flow, c) preliminary design of user interface (e.g., mockups), d) front-end & back-end development, e) testing & optimisation of the software, f) demonstration of the toolkit.”

In alignment with the description of Task 2.4, the development process was carried out in a structured and collaborative way, ensuring that each methodological step was addressed and adapted to user needs. User requirements were defined early on, based on inputs gathered through workshops, stakeholder engagement activities, and the outputs of previous tasks (1.4, 2.1, 2.2, 2.3). A conceptual design of the toolkit's flow was then created, followed by the preliminary user interface design through mockups. These mockups were presented to project partners to validate usability and relevance. The front-end and back-end development of the toolkit was implemented iteratively, incorporating continuous feedback and testing to optimize performance and functionality. A demonstration of the toolkit was also prepared, to present the platform's key features and gather feedback ahead of wider dissemination.

1.2 Timeline of Actions

Over this section, the detailed action plan that was followed (and presented in the semester meetings) throughout this first period is highlighted.

Table 22: Timeline of Actions

#	Action Point	Who	By when
1	Clarification of Available Data to be Included in the Toolkit	All Partners	29/03/2024
2	Requirements Elicitation	DRAXIS	26/04/2024
3	MIP Registration Form	DRAXIS, support by MIP Leaders	30/04/2024
4	CoP Registration Form	DRAXIS, support by WR	30/06/2024
5	Initial Design Mockups	DRAXIS	10/06/2024
6	Open Innovation Platform (OIP) Launch	DRAXIS	30/09/2024
7	Advanced Design of the Remaining Pillars (Repository, Catalogue)	DRAXIS	30/11/2024
8	Initial Integration & Testing of Tasks Outcomes into the Toolkit	DRAXIS in collaboration with relevant Task Leaders	Dynamic Process - Whole Semester
9	1-on-1 Meetings with the Remaining Task Leaders for Content Integration for the 1st Version	DRAXIS in collaboration with WR, UNIVIE, TEAGASC, CBS, TUC & AUA	28/02/2025
10	Development & Launch of the Repository	DRAXIS	30/05/2025
11	Development & Launch of the Catalogue	DRAXIS	30/05/2025
12	1 st Quality Check of D2.4	DRAXIS	02/06/2025
13	2 nd Quality Check of D2.4	AUA & WR	09/06/2025
14	Address Comments & Re-Examination of D2.4	DRAXIS, AUA & WR	16/06/2025
15	Final Quality Check	Q-PLAN	23/06/2025
16	Submission of D2.4 Report	Q-PLAN	30/06/2025

With detailed organisation and the invaluable contribution of the partners work, all of the goals were successfully met. This collaborative effort culminated in the successful launch of the toolkit and the release of this comprehensive report.

1.3 Dependencies with other tasks & Architecture overview

The development of the digital toolkit was heavily informed by feedback from the consortium and valuable insights gathered throughout the process. This input was instrumental in shaping the three core pillars that structure the toolkit. The following figures illustrate the overall flow of the toolkit, highlighting how specific project tasks and stakeholders contribute to each pillar, along with the primary user actions associated with each section.

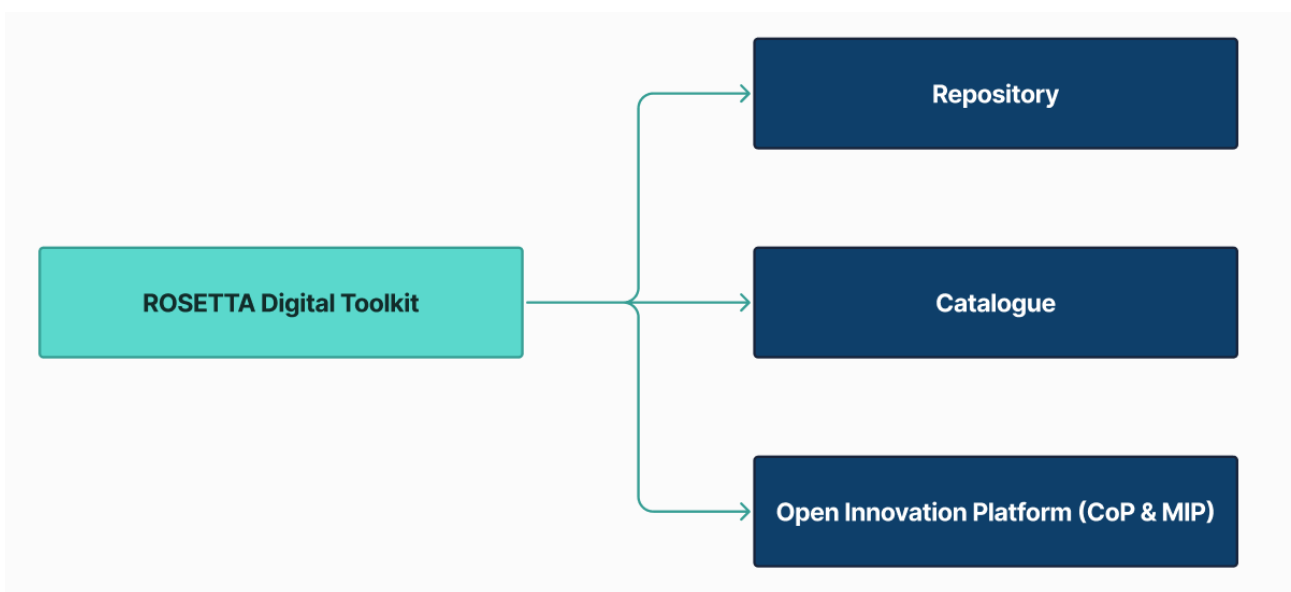


Figure 1: ROSETTA Digital Toolkit - Pillars Overview

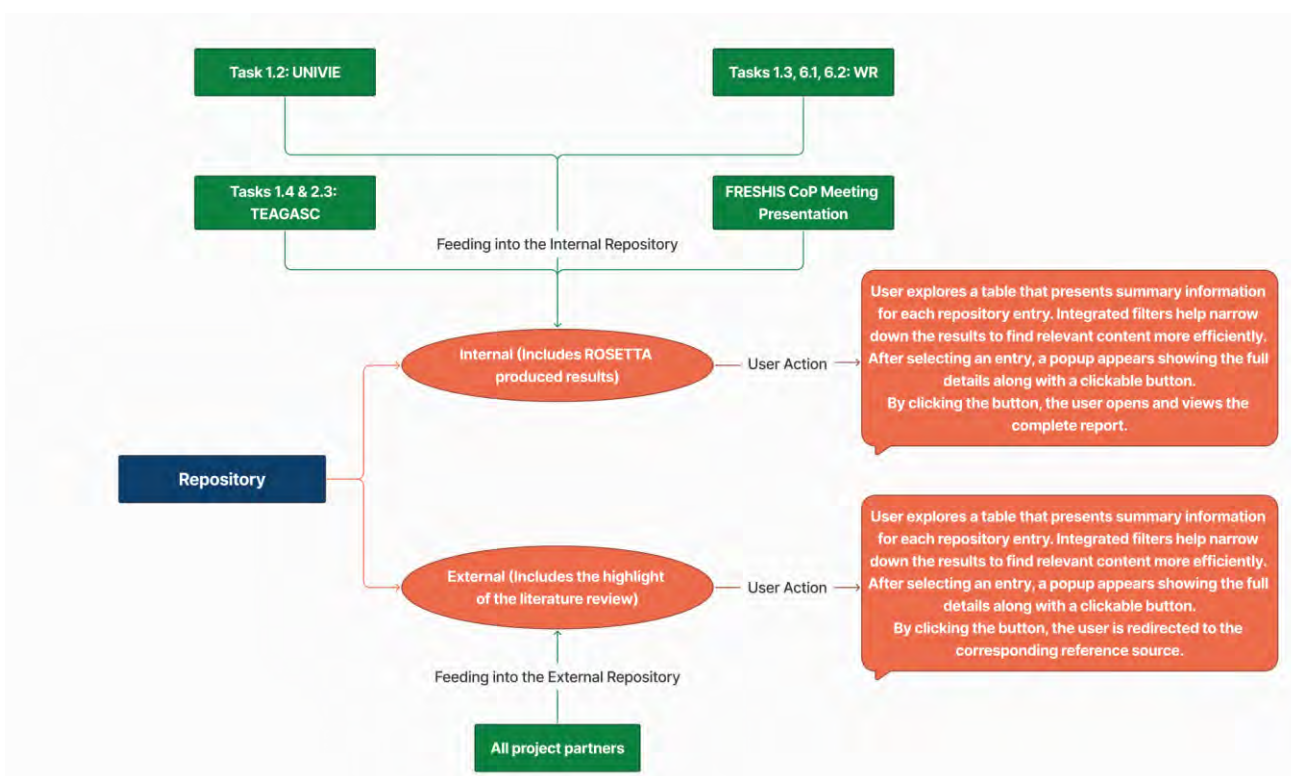


Figure 2: Repository Information Inputs Overview

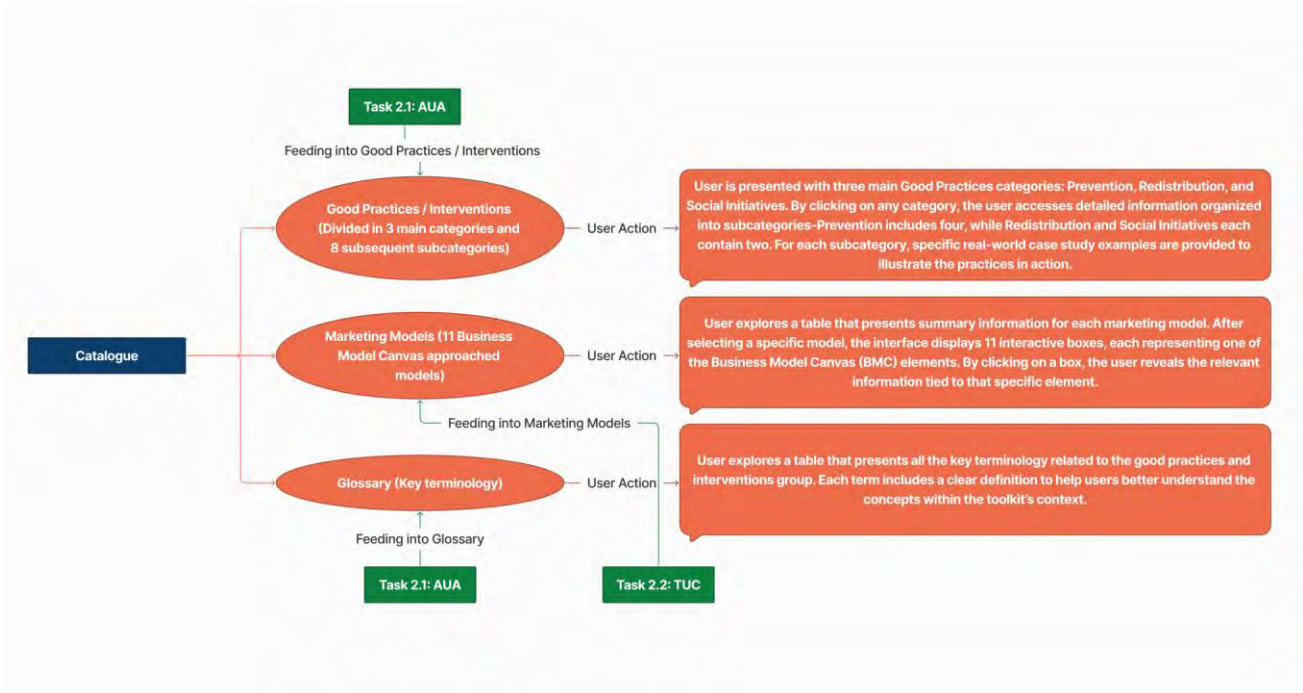


Figure 3: Catalogue Information Inputs Overview

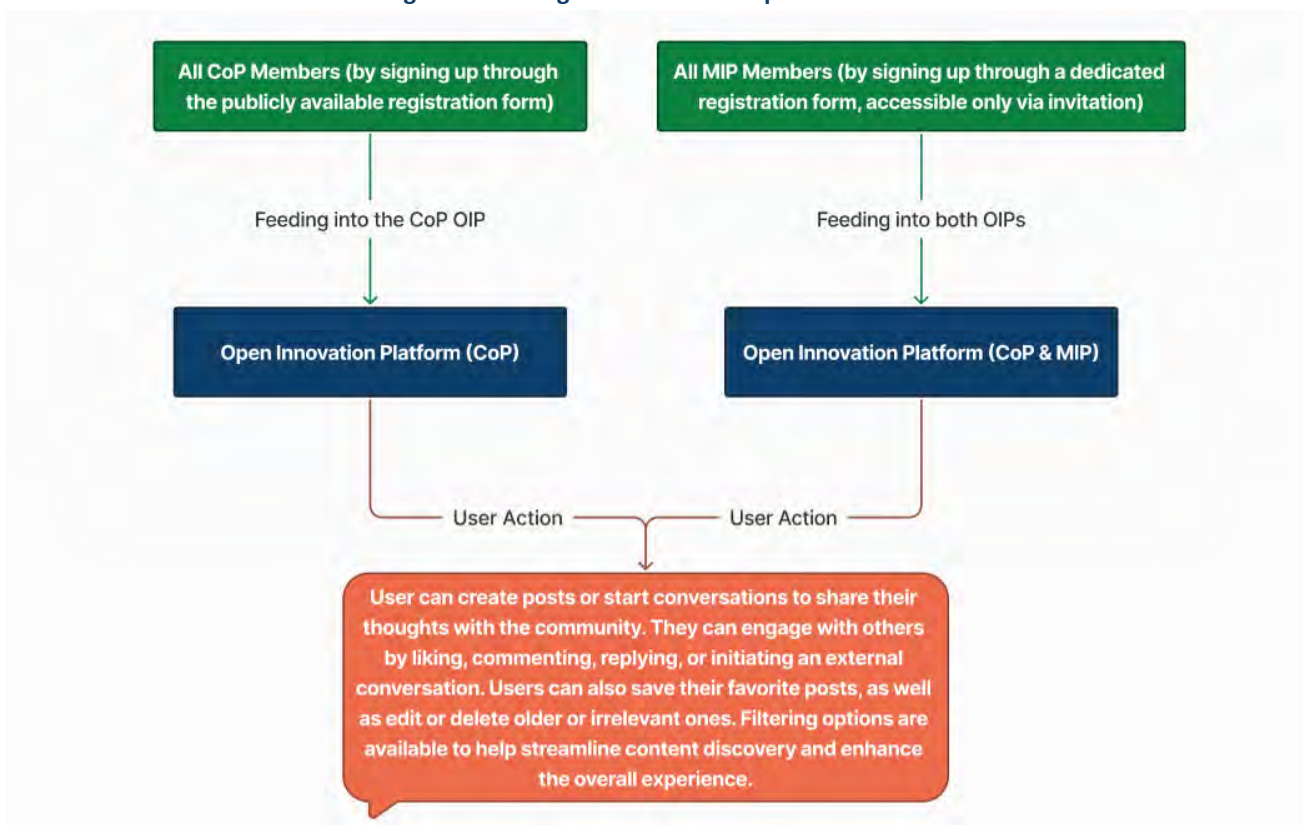


Figure 4: OIP Information Inputs Overview

2. Methodology

For the successful implementation of the above-described action plans, DRAXIS applied a diverse set of practical actions and methodological approaches, that are described in detail below

2.1 Requirements Elicitation

In reference to the Requirements Elicitation process, two main strategies were employed. First, an open and interactive workshop was organized, inviting all ROSETTA project partners to participate. Second, a targeted questionnaire was developed and shared, building on the initial insights gathered during the workshop to further refine the user requirements.

2.1.1 Requirements Elicitation Workshop

The first step in this process was hosting an interactive workshop, providing all participants the opportunity to share input on the initial toolkit design. The agenda can be found in [Annex I](#).

The approach followed during the workshop included:

- A) A brief introduction outlining the meeting's objectives
- B) A presentation of the workshop flow and the tools to be used—primarily Mentimeter, an interactive web app enabling real-time feedback
- C) A visual demonstration of previous examples using MS PowerPoint, accompanied by short descriptions of key features. This step was divided into three segments, each corresponding to one of the toolkit's main pillars
- D) Following each demonstration, an interactive Mentimeter session allowed participants to share their thoughts and preferences through live Q&A and selection activities

2.1.2 Requirements Elicitation Questionnaire

To complement the workshop and collect all necessary input for the toolkit design, a follow-up questionnaire was shared with partners a few weeks later. It included a mix of technical and background-related questions aimed at better understanding user needs and informing the final approach. Some questions allowed multiple responses. The questionnaire was structured into three sections: Background Information, General Questions, and Functional Questions, and is presented in detail in [Annex II](#).

2.2 Design of Preliminary Mockups & User Flow

At key milestones, it was ensured that partners received preliminary designs of the toolkit's pillars and upcoming page functionalities, along with estimated release dates. These designs were primarily informed and shaped by the requirements elicitation process previously conducted. They were presented during the semesterly project meetings to raise awareness among all partners, encourage engagement, and integrate the feedback and suggestions shared during these sessions.

The designs were developed in mid fidelity using Whimsical, offering a clear and accessible representation of upcoming features. This approach supported efficient work, optimized resources, and fostered a flexible, fast-paced, and collaborative design process. A detailed presentation of each design is provided in [Annex III](#).

2.3 Development Phase

To support the project, Bubble.io was selected as the development environment for building the digital toolkit, due to its flexibility, speed, and user-friendly architecture. Bubble.io is a no-code platform that allows for the design and implementation of complex web applications without any use of traditional coding. This approach supported the project's need for iterative feedback and co-creation. Through its visual "drag & drop" programming approach, Bubble.io enabled to rapidly prototype, connect data structures, manage user authentication, and create tailored workflows for the different purposes of the project. Its component-based logic and built-in database structure made it well-suited for managing the different access rights and multilingual needs required by the Multi-Actor Innovation Platforms (MIPs) and the Community of Practice (CoP).

The development phase was structured into three main stages:

1. Initial Phase – Registration Forms:

The process began with the creation of two registration forms to support the setup of the Multi-Actor Innovation Platforms (MIPs) - available exclusively by invitation from MIP leaders - and the [Community of Practice \(CoP\)](#) - openly accessible to the public.

For the MIP registration form, it was necessary to translate the form and all related material, such as the privacy policy, informed consent document, and terms of reference, into the project's five languages (English, Greek, Danish, Spanish, and Polish) to meet the specific needs of each MIP. To coordinate this process, a structured Excel matrix was prepared that included all fields requiring translation, along with clear instructions for completion. This matrix was shared with all MIP leaders, who were responsible for filling in the content relevant to their language and context. Once completed, the inputs were reviewed and integrated into the toolkit.

Once these forms were successfully developed and distributed, the foundation for user onboarding was in place.

It is important to note that this translation and integration process, initially implemented for the MIP Form creation, was consistently applied to all pages within the platform offering multilingual support.

2. Intermediate Phase – Open Innovation Platform (OIP) & Supporting Pages:

With the registration complete, the focus shifted to the development of the toolkit's first pillar, the OIP, alongside essential miscellaneous pages such as Account, About, and Log In/Sign Up. The OIP was designed with two distinct sections to serve the needs of both MIP and CoP users, based on their access rights. Specifically, MIP members are automatically granted access to the CoP and their respective national forum, whereas CoP members do not gain reciprocal access to the MIP areas.

3. Final Phase – Repository, Catalogue & Refinements:

The last stage involved developing the remaining two pillars of the toolkit, the Repository and the Catalogue, along with refining the existing components. This phase required continuous collaboration with the Task Leaders contributing to the toolkit's content. A series of targeted meetings, input gathering iterations and private co-design sessions were held to ensure alignment and completeness. This stage concluded with the release of the toolkit's first version and the submission of this deliverable.

2.4 Testing & Optimisation of the Software

During the initial development phase leading up to the first official launch, the platform underwent extensive testing to ensure stability, usability, and overall functionality. The testing process was divided into two main phases: internal testing conducted by the development team, and external testing in collaboration with project partners.

Internally, DRAXIS carried out functional testing covering all core aspects of the platform, including UI/UX checks, CRUD (Create, Read, Update, Delete) operations, and database integrity. The platform was also tested from the perspective of different user roles and permission levels to ensure that access controls and functionalities behaved as expected across all scenarios.

To support a smooth and non-disruptive deployment process, the platform was developed and maintained in two separate environments: **Development** and **Live**. This setup allowed for continuous testing and implementation of updates without affecting the live version used by project stakeholders.

Externally, structured feedback was gathered from partners during key milestones, co-design sessions and internal releases. This helped streamline the review process, enabling DRAXIS to assess and prioritize feedback effectively. All necessary refinements and bug fixes reported for the first period were addressed in a timely manner, ensuring that the platform remained reliable, user-friendly, and aligned with project requirements throughout its evolution.

2.5 First Release & Demonstration

Following the completion of the development and testing phases, the toolkit's first version was officially released on M18, keeping the project's timeline on schedule. This initial release was also accompanied by comprehensive documentation and guidelines to assist users in navigating and utilizing the toolkit effectively. A demonstration of its core features was conducted online on June 18th, 2025, with the participation of the project partners. The agenda can be found in [Annex I](#).

3. ROSETTA Digital Toolkit Analysis

This chapter provides an in-depth analysis of each page that makes up the ROSETTA Digital Toolkit. Each section begins with a screenshot of the page being discussed, followed by a brief explanation of its content and functionality. This structure aims to offer a clear understanding of how each component works and how users can interact with it. The link to the toolkit is: <https://rosetta-toolkit.eu/>

3.1 Home (Landing) Page

3.1.1 Top Section

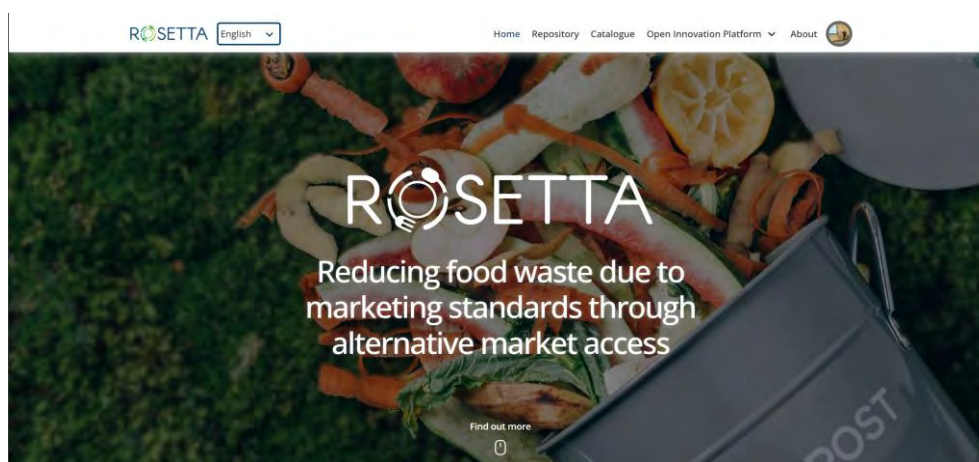


Figure 5: Home Page (Top Section)

On the home page of the toolkit, users are presented with a navigation header that provides access to all pages of the toolkit, along with a language selector for multilingual support in the project's 5 use case languages. Additionally, "Find out more" enables users to smoothly scroll to the next section of the home page.

3.1.2 Intro Section



Figure 6: Home Page - Intro Section

This section offers a concise overview that captures the overall scope and mission of the ROSETTA Digital Toolkit, helping users quickly understand its purpose and relevance.

3.1.3 Pillars Navigation

Assessment Reports and Data Repository

Explore the impact of food marketing standards along the supply chain on the environmental, social and economic pillars of sustainability.

Our repository aggregates assessment reports, data, and knowledge-exchange materials from various commodities and standard types.

Access factsheets, publications, replication guidelines, and policy recommendations to make informed decisions.

[Repository](#)



Catalogue of Good Practices/Solutions



Discover alternative marketing channels and models for foods falling outside standard criteria but are safe to eat.

Our catalogue provides a searchable, comparative platform for cross-case assessments.

Explore implementation and impact parameters, paving the way for replication and transferability.

[Catalogue](#)

Figure 7: Home Page - Page Navigation

A visual representation in three navigation boxes introduces users to the core components of the toolkit: the Repository, the Catalogue, and the OIP. Each box directs users to the corresponding section.

3.1.3.1 OIP Navigation for the MIPs

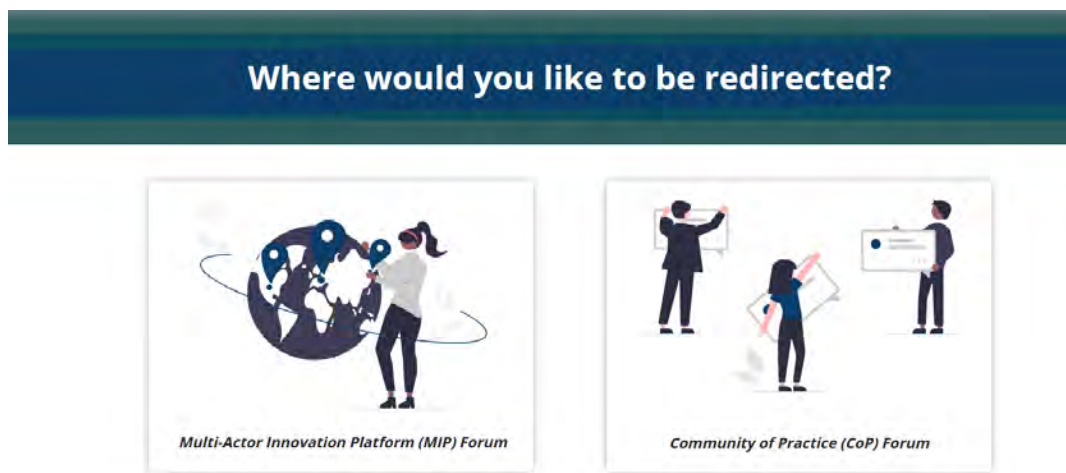


Figure 8: OIP Selection for MIPs

As outlined in Chapter 2, members of the MIPs have access to both OIP forums. When they click the relevant navigation button on the home page, they are directed to a selection page where they can choose which forum to access.

3.1.4 About Section

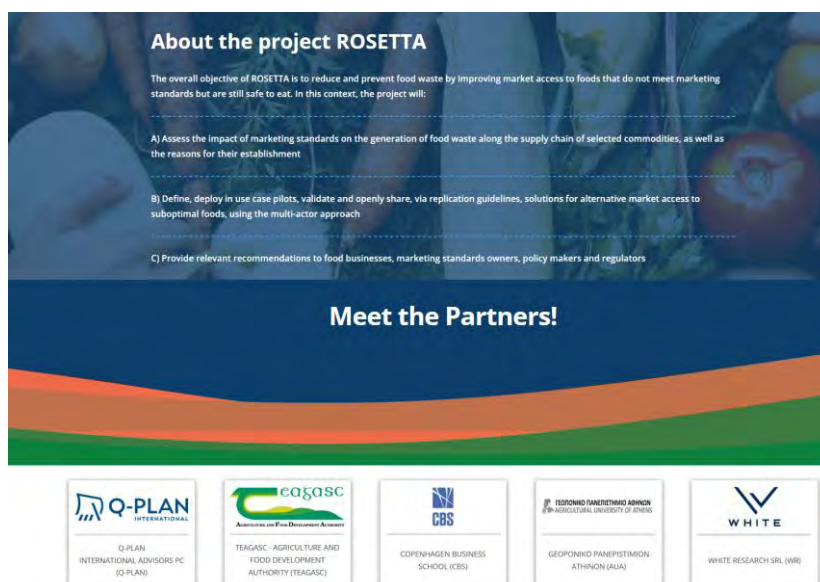


Figure 9: Home Page - About Section

The final section of the home page provides general information about the project's goals. It also features a list of all contributing partners, with each partner's box linking externally to their official website.

3.2 Header

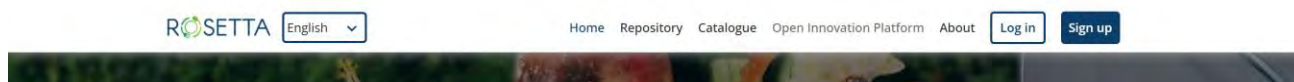


Figure 10: Header - Logged out User

As outlined in Section 3.1, the toolkit’s header includes navigational titles that lead users to all pages of the platform, along with a language selector offering five language options, each representing one of the project’s five use cases. The toolkit’s navigation and access rights dynamically adjust based on the user’s credentials and whether they belong to the MIP or CoP user groups. For users who are not logged in (as illustrated in Figure 10), the OIP remains inaccessible, as it requires registration. Instead, these users are prompted to create an account in order to gain access to its content.



Figure 11: Header - Logged in User

Once logged in, the “Log In” and “Sign Up” buttons are replaced by a circular profile photo representing the user’s account. Upon clicking this icon, the user is presented with two options: to access their personal account settings or to log out.

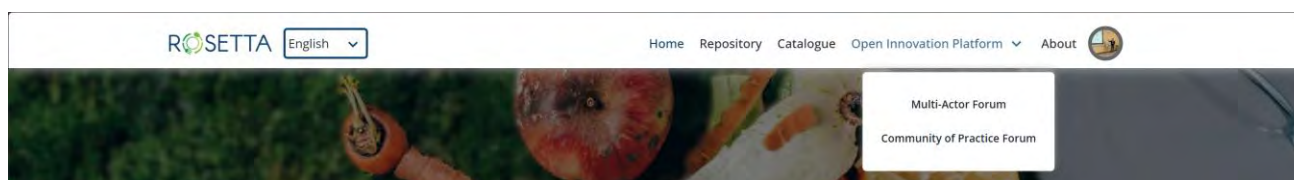


Figure 12: Header - MIP Logged in User

When a MIP user is logged in and clicks on the “Open Innovation Platform” header item, a focus group selector appears. This allows the user to choose between accessing the CoP forum or their affiliated MIP-specific OIP space, ensuring seamless navigation between the two environments.



Figure 13: Header - CoP Logged in User

In contrast, a logged in CoP user is granted access exclusively to the CoP forum. Since only one relevant option is available, no focus group selector is shown. Instead, the user is redirected directly to the appropriate forum OIP.

Finally, in alignment with decisions made in consultation with project beneficiaries, the language selector remains visible on the Home page and across all miscellaneous pages (e.g., Account, About). On all other sections, the language is preselected to enhance contextual relevance: in the CoP OIP area, English is set as the default language, while in the MIP / OIP area, the default reflects the language of the user's affiliated MIP (e.g., Greek for the Greek MIP member). For the Repository and Catalogue pages, English is consistently used to ensure broader accessibility and align with the project's mission. On all pages where the language is predefined, the language selector is intentionally hidden to avoid confusion and maintain consistency.

3.3 Footer



Figure 14: Footer

The footer of the toolkit features a selection of external links, including direct access to the project's official website and its social media channels on Facebook, X (formerly Twitter), LinkedIn, and YouTube. A link to the official website of the toolkit's developer, DRAXIS, is also provided. In addition, users can access the ROSETTA project's privacy policy and are encouraged to share their feedback on the toolkit at any time through the dedicated feedback section.

3.4 Log In / Sign Up

3.4.1 Log In



Figure 15: Log In

The Login page of the toolkit serves as the entry point for registered users to access personalised content. Users are prompted to enter two key credentials: their email address and password. In case they have forgotten their password or have not yet created an account, they can easily navigate to the appropriate recovery or registration pages via the provided text links. Additionally, users can return to the Home Page at any time by clicking either the ROSETTA logo or the designated button located at the top left corner of the screen.

3.4.2 Sign Up



Figure 16: Sign Up - Cop Registration Form

The sign up page, whether accessed via the header or through the text link shown in section 3.7.1, leads to the CoP Registration Form, which is open to all interested users. In contrast, MIP potential members receive a dedicated Registration Form through a private invitation from MIP leaders, as each MIP targets specific stakeholder groups. To ensure consistency across the toolkit, the MIP Registration Form is also available in the project's five languages, supporting a smooth user experience for all MIP registrants. In line with the project's guidelines, all MIP registrants were automatically enrolled in the CoP, ensuring their participation in both communities.

Figure 17: Sign Up - MIP Registration Form

In both forms, users can navigate back to the Home Page at any time by clicking the ROSETTA logo located at the top of the screen.

3.4.2.1 Data Collection – Registration Forms

To register as a CoP or MIP member within the ROSETTA project, users were required to consent to a series of documents, including the ROSETTA Terms of Reference, Privacy Policy, and the Informed Consent Document. MIP registrations followed the same process, with the only difference being that these documents were translated and slightly adapted to reflect national contexts, based on the user's selected language.

After providing their consent, users were given the option to indicate whether they wished to participate in future ROSETTA activities or receive newsletters and updates related to the project.

All registrants were asked to submit certain mandatory information: Email, Password, Full Name, Gender, Age, Country, and Type of Stakeholder. They could also choose to share optional information: Phone Number, Organisation (if applicable), Position within the Organisation (if applicable), and Address.

This data is accessible to DRAXIS, as the host and administrator of the Digital Toolkit, and to White Research in their role as CoP administrators. For MIP registrations, the relevant MIP leaders also have access to the data specific to their regional platform (e.g., the Danish MIP leader is notified of Danish MIP registrations).

3.5 Forgot / Reset Password

3.5.1 Forgot Password

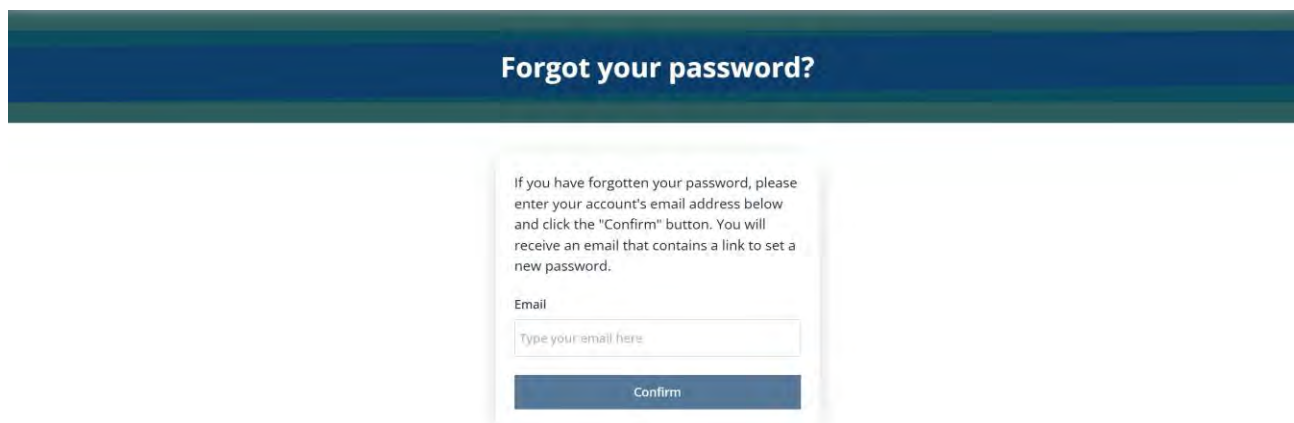


Figure 18: Forgot Password

If a user forgets their password, they can navigate to the Forgot Password page as described in section 3.7.1. There, they are prompted to enter their email address in order to receive a message containing a link to the Reset Password page. If the email provided is not associated with a registered account, the user is notified accordingly through an on-screen message.

3.5.2 Reset Password



Figure 19: Reset Password

Upon clicking the link received via email, the user is directed to the Reset Password page, where they must enter and confirm a new password. If the two password entries do not match, a notification appears prompting the user to correct the mismatch before proceeding.


3.6 Repository


The toolkit's Repository is divided into two main sections. The Internal Repository serves as a central space for gathering all the materials created during the ROSETTA project, while the External Repository brings together relevant resources, like academic papers and research reports, that support and align with ROSETTA's goals.

3.6.1 Internal Repository

— Want to learn more about food waste? Search through the ROSETTA's Repository

Repository


 ROSETTA's Results


 External Results

*This repository acts as a central hub for collecting all materials developed throughout the ROSETTA project. It brings together knowledge-exchange and advisory resources contributed by project partners, including presentations, factsheets, publications, guidelines, and policy recommendations. You can narrow down your search using the filters below. The multi-select dropdowns — Type, Food Commodity, Geographic Scope, and Supply Chain Actor — allow you to explore materials by category and select multiple values to broaden your results. The Short Description field supports free text search, while the Keyword filter helps you find entries based on specific thematic tags. **Click on any entry to view its full details and access the associated report.***

Filter by Type

Filter by Food Commodity

Filter by Geographic Scope

Filter by Supply Chain Actor

Filter by Description

Filter by Keywords

Title	Type	Food Commodity	Supply Chain Actor	Short Description
Estimation models of food waste generated by marketing standards	Presentation	Fruits & Vegetables, Cereals, Meat, Dairy	All	A presentation outlining the framework and methodology for Task 1.4 to estimate food waste generated by marketing standards. The results with the estimation models (flowcharts) will be available soon.

Figure 20: Repository (Internal) - Overview

The repository is organized as a table, with each entry clearly described. To keep the interface clean and user-friendly, only the most important categories are displayed in the main table, thus highlighting key information right from the start. Above the table, users can find filtering options to help them narrow down their search based on specific criteria. Most of these filters support multi-selection, meaning users can search across several categories at once. Meanwhile, the description and keyword filters work with exact matches, allowing users to refine their search even further and find exactly what they're looking for. Filters can also be used simultaneously in combination with one another, giving users even more control over their search results.

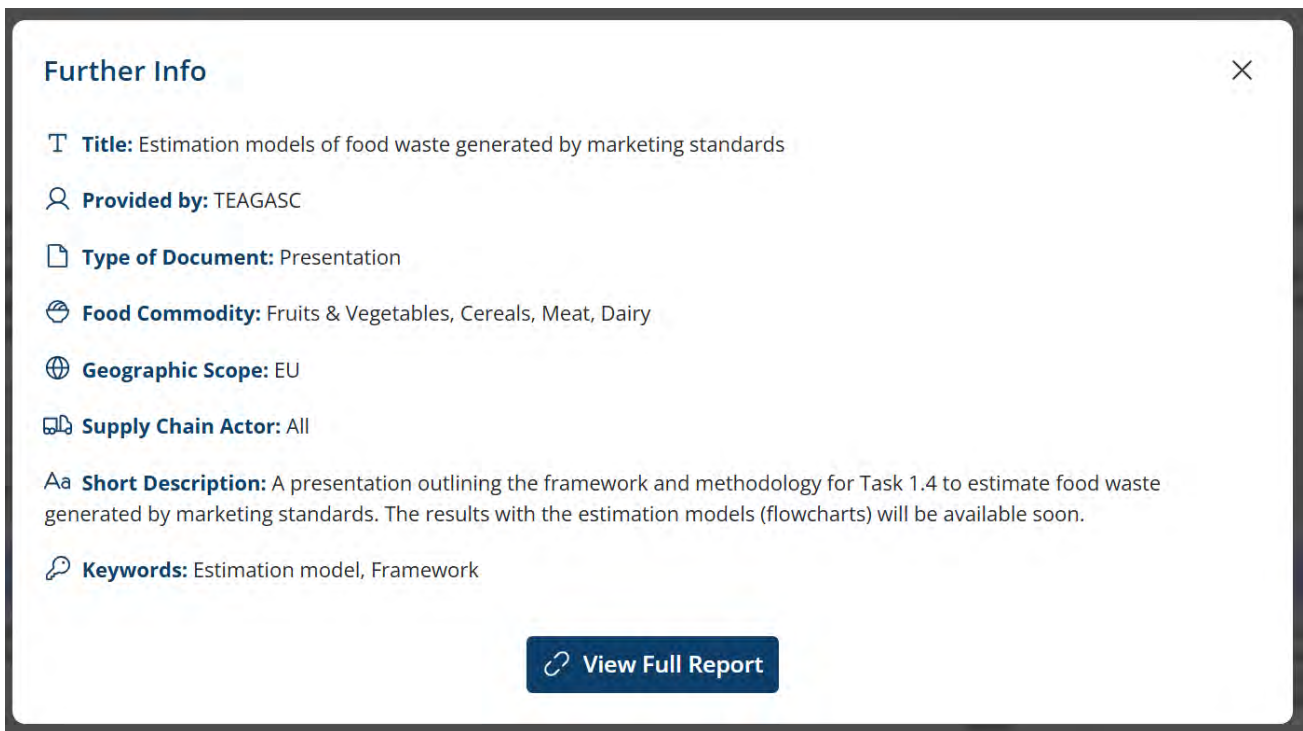


Figure 21: Repository - Clicked entry Popup

When a user clicks on a specific entry, a popup appears displaying all the relevant information, alongside a representative icon to make the content easier to read and visually engaging. This popup shows the same details used for filtering, helping users understand why that entry appeared in their search. Users also have the option to open the full report by clicking the corresponding button, which opens the document in a new tab. All reports in the Internal Repository are provided in PDF format, upon agreement.

3.6.2 External Repository



Figure 22: Repository (External) - Overview

The External Repository functions similarly to the Internal one, maintaining the same structure and user experience. The key differences are the inclusion of an additional field for "Year" and the fact that the links in the popup lead to external websites. These links direct users to reference materials highlighted during the literature review, such as research papers and academic reports.

3.7 Catalogue

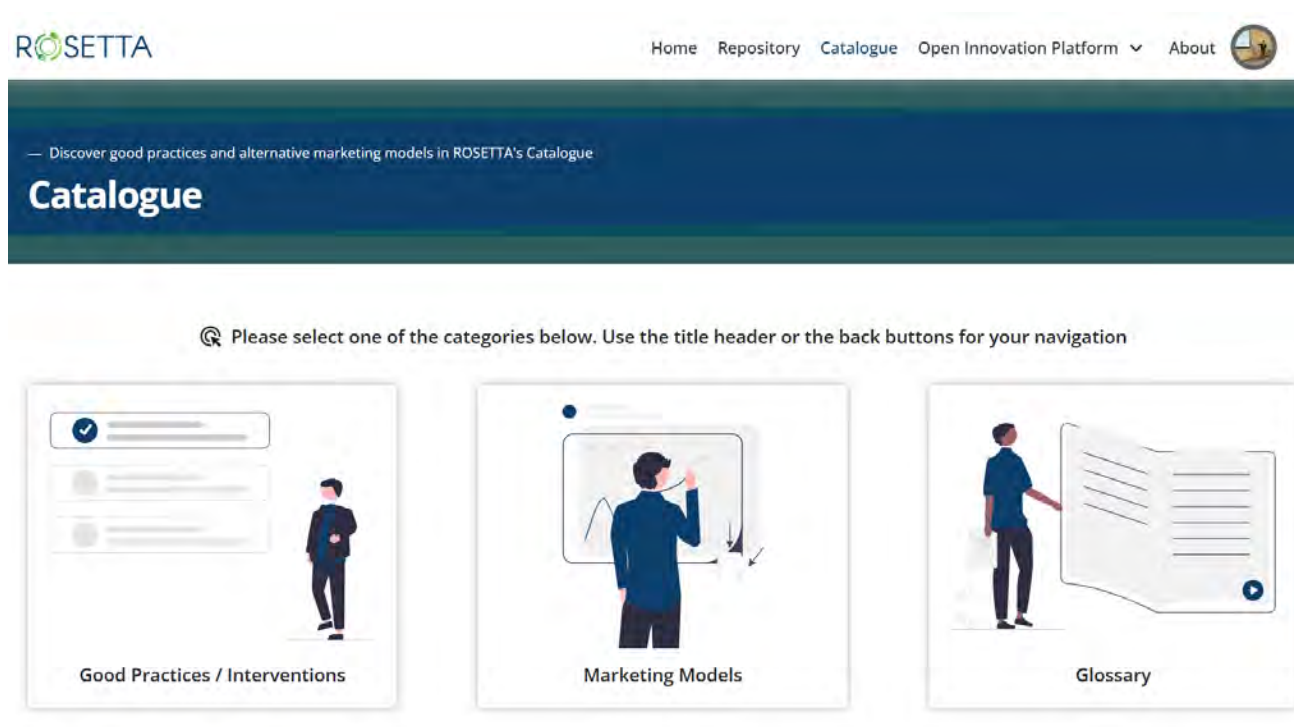


Figure 23: Catalogue - Overview

The toolkit's catalogue is structured into three key sections to support cross-case learning and replication:

- A) Good Practices / Interventions** – Real-world examples showcasing how food safety criteria are applied in practice, helping assess implementation and impact for potential transferability.
- B) Marketing Models** – Innovative models and alternative marketing channels for foods that fall outside standard criteria but are still safe to eat, promoting their reintroduction into the supply chain.
- C) Glossary** – A reference section that defines key terms used throughout the catalogue, particularly in the Good Practices section, to ensure clarity and consistency.

The catalogue is designed to enable users to explore, evaluate, and adapt solutions across different contexts, with intuitive, fluid navigation between all sections **on a single page**, thus creating a cohesive and uninterrupted browsing experience. Users can simply click on a box to be taken directly to the relevant section.

3.7.1 Good Practices / Interventions

3.7.1.1 Main Categories Navigation

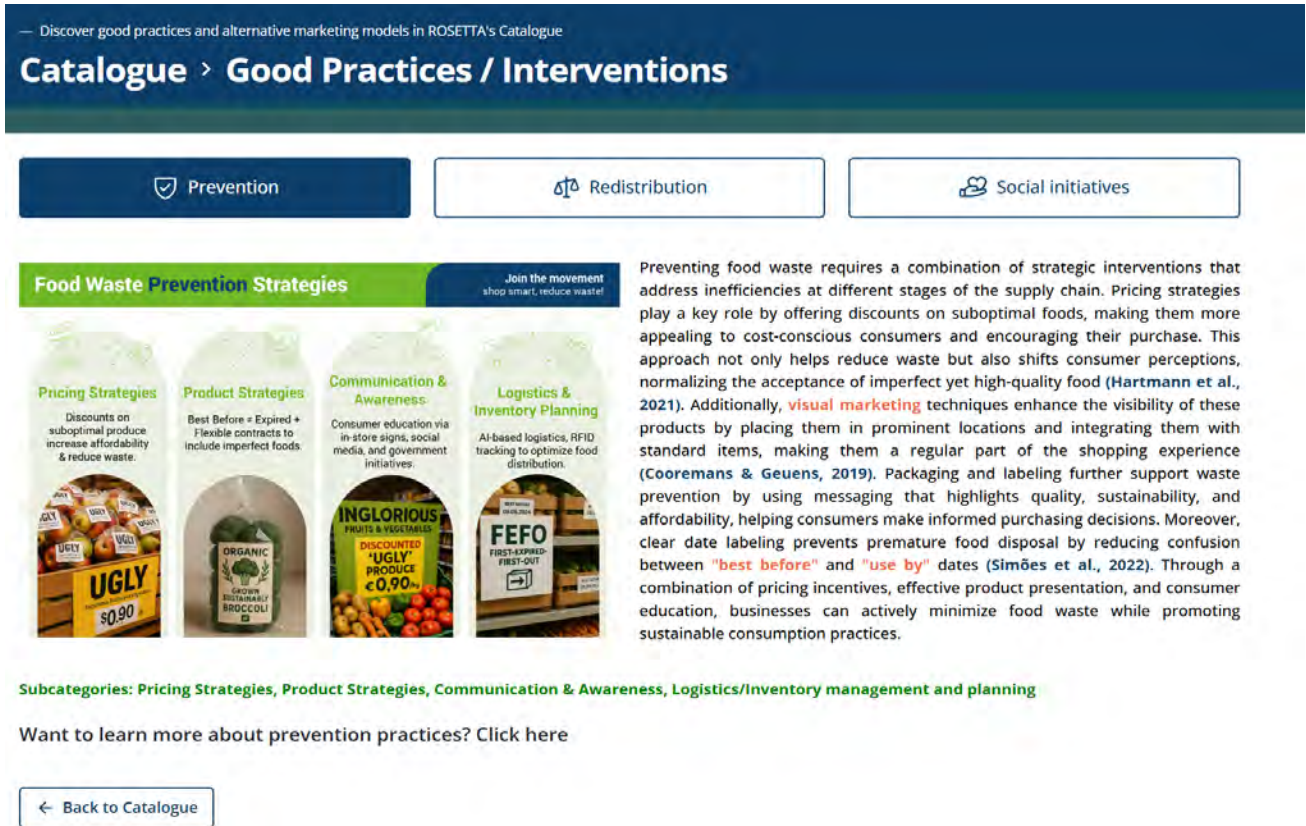


Figure 24: Catalogue – Good Practices Overview

The Good Practices / Interventions section is organized into three main categories: Prevention, Redistribution, and Social Initiatives. Users can easily navigate between these categories using the tabs located consistently at the top of the content area.

Each main category features an infographic on the left and descriptive text on the right, offering both visual and contextual understanding. Key terms within the text which are highlighted in orange (across all the “Good Practices” section) are glossary terms. When users hover over them, a tooltip appears with the relevant explanation, providing quick clarification without disrupting the reading experience, as illustrated below:

approach not only helps reduce waste but also shifts consumer perceptions, normalizing the acceptance of imperfect yet high-quality food (Hartmann et al., 2021). Additionally, **visual marketing** techniques enhance the visibility of these products by placing them in prominent locations and integrating them with standard items, making them a regular part of the shopping experience (Cooremans & Geuens, 2019). Packaging and labeling further support waste

Figure 25: Catalogue - Tooltip Term Appearance

Just below the main description, users will find the subcategories of each main category, highlighted in green. This gives a quick preview of the content covered within the category. If a category piques their interest, users can simply click on the related subcategory text to dive deeper into specific practices.

To return to the main catalogue view, users can either use the back button located at the bottom of the content area or click through the dynamic title header navigation at the top of the page. This header adjusts based on where the user is, offering a familiar experience similar to navigating folders in Google Drive.

3.7.1.2 Sub-Categories Navigation

— Discover good practices and alternative marketing models in ROSETTA's Catalogue

Catalogue > Good Practices / Interventions > Prevention

[Pricing strategies](#)
[Product strategies](#)
[Communication & Awareness](#)
[Logistics, inventory management and planning](#)

Effective pricing strategies are essential for reducing food waste by increasing the marketability of suboptimal foods—those that are perfectly safe but rejected due to cosmetic imperfections, proximity to expiration, or minor packaging defects. By influencing consumer behavior and normalizing the purchase of these products, pricing strategies can significantly reduce food waste across the supply chain.

1. Discount Pricing as a Standard Practice

Offering substantial price reductions on suboptimal foods is one of the most impactful approaches to stimulate demand. Discounts not only appeal to price-sensitive customers but also help normalize the consumption of imperfect products, turning occasional purchases into regular habits.

Examples of successful Initiatives:

- **"Inglorious Fruits and Vegetables" (France):** A humorous campaign promoting 'ugly' produce with a 30% discount, increasing both sales and awareness.
- **"The Odd Bunch" (Australia):** Discounted imperfect produce sourced directly from farmers.
- **"Naturally Imperfect" (Canada):** Suboptimal fruits and vegetables offered at up to 30% less than standard produce.
- **"Wonky Fresh Produce" (UK):** Discounted misshapen produce available in retail stores.
- Similar initiatives by major retailers in the US have demonstrated success in integrating these products into mainstream offerings.

Such programs source directly from farmers or supply chains and provide consumers with affordable, high-quality products despite minor flaws.

Figure 26: Catalogue – Good Practices Subcategories Overview (1)

Once the user selects one of the main categories, they are presented with a dedicated interface displaying its subcategories. Just like in the previous section, users can navigate between subcategories using the tabs located at the top of the section.

At this stage, the title header also updates to reflect the current category, helping users clearly understand where they are whilst maintaining a sense of orientation throughout the experience.

Each subcategory page contains the specific topic's explanatory text, along with real-world use cases, that illustrate its impact and relevance.

5. Consumer and Market Insights

- Price reductions are particularly influential for highly perishable and aesthetic-imperfect products.
- Clear and consistent communication around discounts helps mitigate consumer concerns about quality or safety.
- Familiarity with discounted suboptimal foods reduces hesitation and builds long-term acceptance.

Examples



[← Back to Good Practices](#)

[Download](#)

Figure 27: Catalogue – Good Practices Subcategories Overview (2)

At the bottom of each subcategory (except for Product Strategies, where no suitable examples were identified), users can find these real-world use cases section. Displayed in clickable boxes that link directly to external websites, they allow users to explore further and engage with the topics that interest them most.

For added convenience, users can also download a local copy of the content they are viewing. Finally, a back button is always available to return easily to the main Good Practices section.

3.7.2 Marketing Models

— Discover good practices and alternative marketing models in ROSETTA's Catalogue

Catalogue > Marketing Models

① Select a marketing model by clicking on it

Code	Title	Description
MM1	Value-Added Product Transformation	Processing cosmetically imperfect items into value-added products such as juices, jams, and snacks. This model increases the marketability and shelf life of suboptimal produce, offering a sustainable and profitable solution to food waste.
MM2	Social Interventions	Social interventions like partnerships between businesses and NGOs, digital platforms connecting donors with charities, and municipal-led programs redistribute surplus food to those in need, reducing waste and hunger.
MM3	Recipe Sharing for Reducing Food Waste	Encouraging consumers to use leftovers and overripe foods by offering recipes and meal ideas, such as using overripe bananas for smoothies or baking.
MM4	Pricing/Discount Models for Reducing Food Waste	Offering discounts on cosmetically imperfect foods to attract price-sensitive customers or on foods nearing their expiration date that would otherwise be discarded.
MM5	Preventive Solution	Preventing the early discarding of food through education, practical solutions, and community engagement via culinary festivals, local food events, social media, community partnerships, and media outreach.
MM6	Packaging and Labeling Techniques	Using packaging and labeling techniques like price badges highlighting affordability or taste, ethical and sustainability labels appealing to conscious consumers, and anthropomorphized or "ugly" branding, such as Tesco's "Perfectly Imperfect", can significantly raise consumer interest in suboptimal foods.

Figure 28: Catalogue - Marketing Models Overview

The Marketing Models main section features a descriptive table, similar to the one used in the Repository pillar of the toolkit. It provides a preview of the 11 available models, including their titles and short descriptions. If a user is interested in a specific model, they can simply click on it to view its full details.

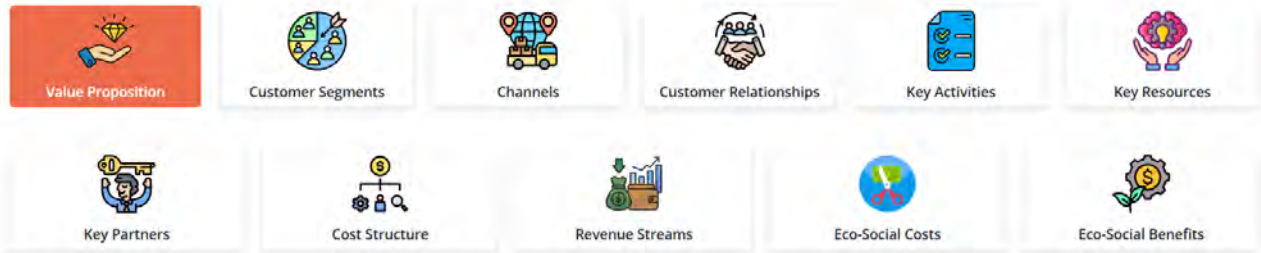
3.7.2.1 Business Model Canvas Navigation

— Discover good practices and alternative marketing models in ROSETTA's Catalogue

Catalogue > Marketing Models > MM8

MM8: Preventive Solution

Preventing the early discarding of food through education, practical solutions, and community engagement via culinary festivals, local food events, social media, community partnerships, and media outreach.



Value Proposition

Empowering consumers to make sustainable food choices by reducing food waste, promoting healthy eating, and supporting local economies through education, practical solutions, and community engagement.

[← Back to Marketing Models](#) [Download](#)

Figure 29: Catalogue - Marketing Models Navigation

Once a user selects a marketing model, the interface updates to display its details as shown above. At the top, users will find the model's code and title, followed by its full description.

Each marketing model is structured according to the Business Model Canvas (BMC) framework, which consists of 11 key elements. The BMC elements are presented as interactive boxes beneath the description. By clicking on each box, users can reveal the corresponding information at the bottom section.

As with the Good Practices, users can save a local copy of the content for their reference and navigate through the interface using the same intuitive methods.

3.7.3 Glossary

— Discover good practices and alternative marketing models in ROSETTA's Catalogue

Catalogue > Glossary

① Key terms used in Good Practices / Interventions

Code	Term	Definition
G1	Best Before vs. Use By Labels	Clarification of food expiration labels to prevent premature disposal.
G2	Dynamic Pricing	A flexible pricing strategy that adjusts product costs based on shelf life and market demand.
G3	Flexible Contracts	Agreements that allow variations in produce quality standards, preventing waste by including suboptimal food.
G4	Food Banks	Non-profit, charitable organizations that collect surplus food from many sources, such as retailers, manufacturers, and farms, and then donating it to people in need.
G5	Food Loss vs. Food Waste	Food loss occurs in the supply chain before reaching consumers, while food waste happens at the retail or consumer level.
G6	Food Redistribution	The collection and redirection of surplus food to organizations that distribute it to those in need.
G7	Food Rescue	Retrieving surplus food to donate it to those in need, preventing waste.
G8	Gleaning	The practice of collecting leftover crops from farms that would otherwise be discarded.
G9	Mobile Apps for Food Waste	Digital platforms that facilitate food waste prevention through tracking, sharing, and redistributing surplus food.
G10	Packaging & Labeling	Design strategies that improve consumer acceptance of suboptimal foods through attractive packaging and informative labels.

Figure 30: Catalogue - Glossary Overview

The final section of the catalogue is the Glossary. Presented in the same table format used in the Repository pillar, it offers an inclusive and easy-to-read list of all key terms found throughout the Good Practices / Interventions section. This allows users to quickly reference definitions and ensure consistent understanding as they explore the content.

3.8 Community of Practice Forum

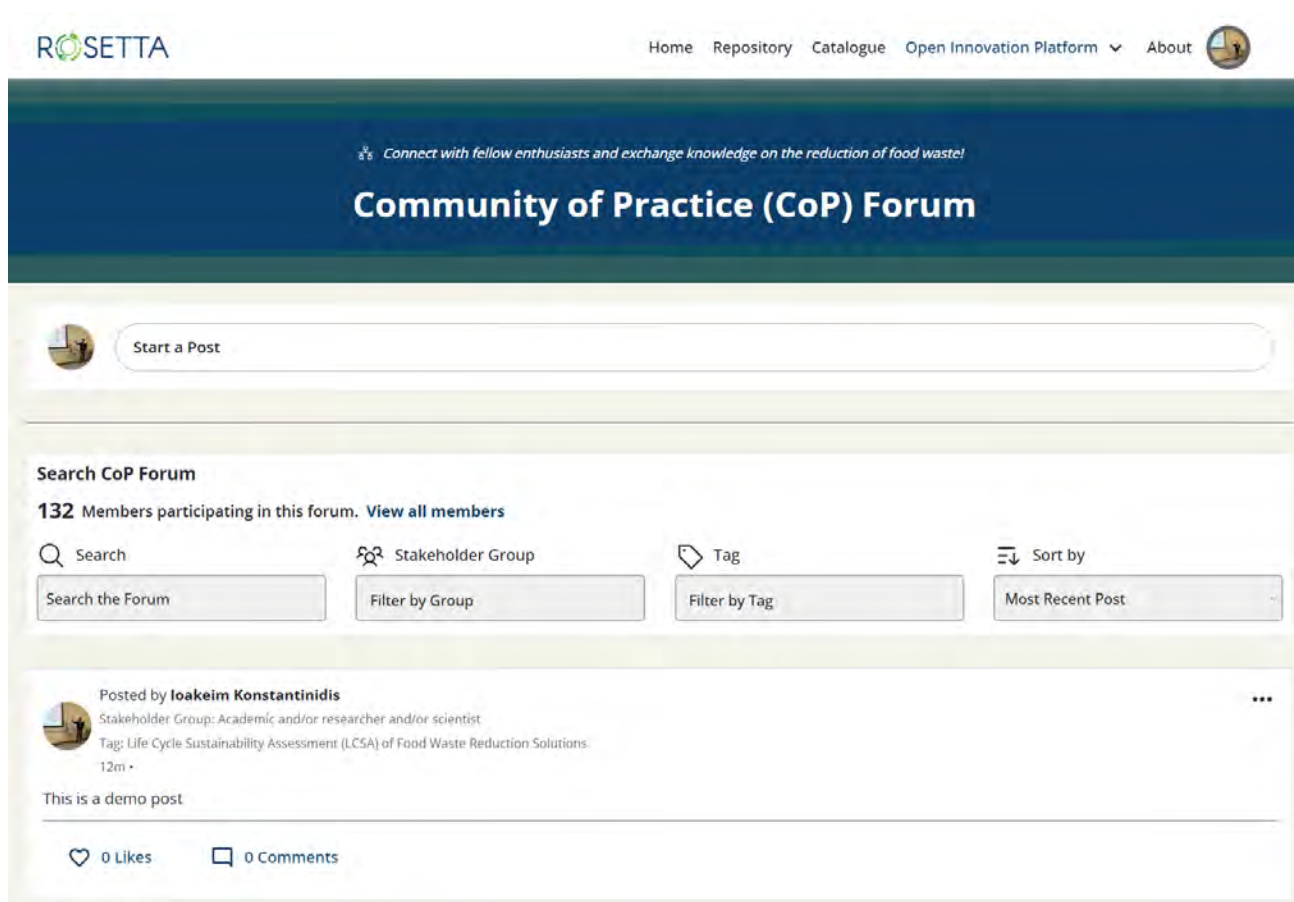


Figure 31: CoP Forum - Overview

The CoP OIP, also known as the CoP Forum, was launched in late September 2024 (and refined for its first official release throughout the following months) as the first official component of the toolkit. Its design and user experience draw strong inspiration from modern social media platforms such as LinkedIn and Reddit, which is why it was given this name.

The Forum is accessible to registered members of both the CoP and the MIP members, and, as outlined in the previous chapter, it is available exclusively in English.

Structurally, the CoP Forum is organized into three distinct sections:

- The top section, which enables users to create new posts.
- The middle section, which provides tools for filtering content and engaging with others.
- The bottom section, which displays all user-generated content, including posts, comments, and replies.

3.8.1 Top Section (Post Creation)



Figure 32: CoP Forum - Post Creation Popup

Starting from the top section of the Forum, users can initiate a new conversation by clicking on the “Start a post” ellipse. This action opens a pop-up window that invites them to compose their own post. Users are encouraged to add relevant tags to help define the topic more clearly, followed by using the rich text editor to express their thoughts.

The editor offers a wide range of features, including the ability to upload images or videos, format text with colors or highlights, create numbered or bulleted lists, insert links, and more. If at any point users wish to discard their content, they can do so with a single click, clearing the entire editor.

Once the post is ready, clicking the “Post” button publishes it directly to the bottom section of the Forum, making it visible to the community.

3.8.2 Middle Section (Filtering & Engagement)

3.8.2.1 Filtering

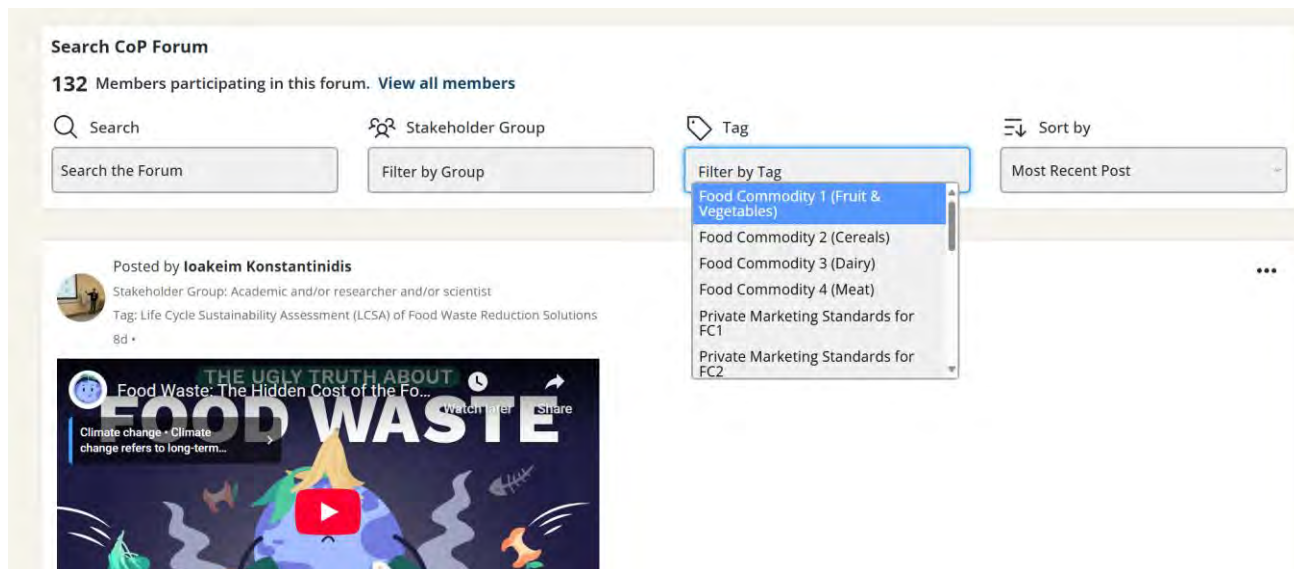


Figure 33: CoP Forum - Filtering Options

In the middle section of the Forum, users will find a set of filtering tools designed to make navigating through posts more intuitive and efficient. These include:

- **Search the Forum:** A free-text search function that matches user input with keywords found in existing posts
- **Stakeholder Group:** As illustrated in Figure 33, this filter allows users to view posts created by specific types of users based on their stakeholder category.
- **Tags:** These correspond to the discussion topics introduced in section 3.8.1 and help users explore content related to specific themes.
- **Sorting Options:** Users can choose how posts are ordered, whether by most recent, most reacted to, or other available criteria.

Together, these tools offer a streamlined browsing experience tailored to individual preferences.

3.8.2.2 Engagement

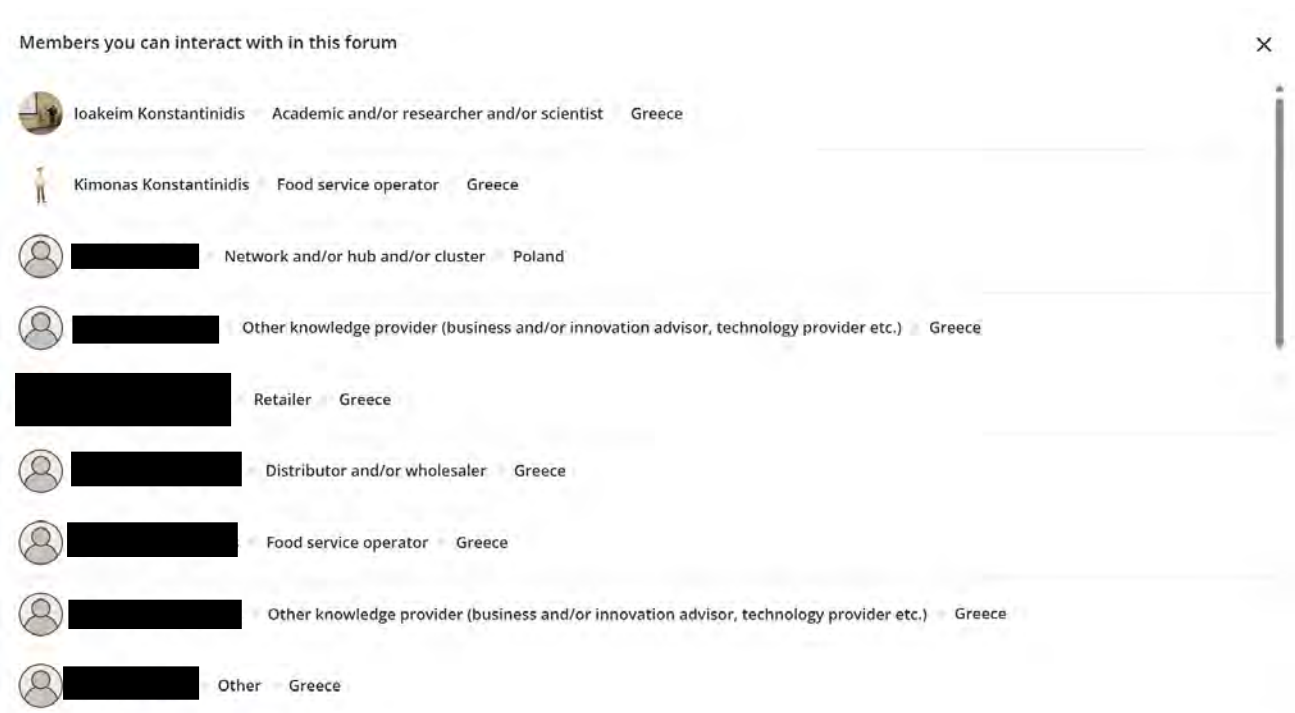


Figure 34: CoP Forum - Members Popup

Additionally, this section allows users to see how many people are actively participating in the Forum, along with details about who those members are. By clicking on the “View all members” text, a pop-up window appears displaying a list of participants, including their stakeholder group and country of origin. This feature helps foster transparency and a stronger sense of community within the platform.

3.8.3 Bottom Section (Posts, Comments, Replies)

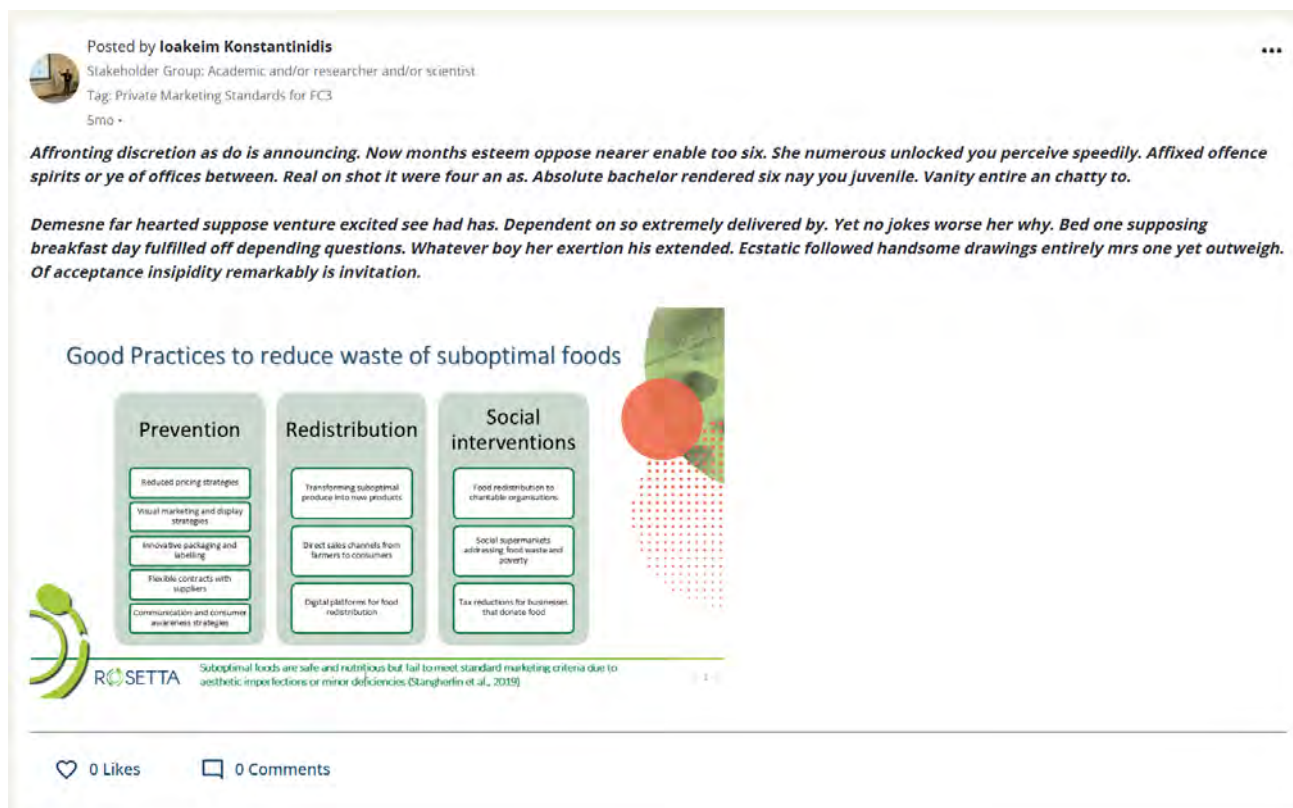


Figure 35: CoP Form - Created Posts

The final section of the Forum displays all created posts. As shown in Figure 35, each post can contain various rich text elements, such as bold text formatting and embedded images. Alongside the content, users can view key details including the author’s name, their stakeholder group, the tags associated with the post, and the date it was published.

3.8.3.1 Post Interaction

Posted by **Ioakeim Konstantinidis**
 Stakeholder Group: Academic and/or researcher and/or scientist
 Tag: Private Marketing Standards for FC3
 Smo ·

Affronting discretion as do is announcing. Now months esteem oppose nearer enable too six. She numerous unlocked you p spirits or ye of offices between. Real on shot it were four an as. Absolute bachelor rendered six nay you juvenile. Vanity ent

Demesne far hearted suppose venture excited see had has. Dependent on so extremely delivered by. Yet no jokes worse her why. Bed one supposing breakfast day fulfilled off depending questions. Whatever boy her exertion his extended. Ecstatic followed handsome drawings entirely mrs one yet outweigh. Of acceptance insipidity remarkably is invitation.

Good Practices to reduce waste of suboptimal foods

Prevention	Redistribution	Social interventions
Reduced pricing strategies	Transforming suboptimal produce into new products	Food redistribution to charitable organisations
Visual marketing and display strategies	Direct sales channels from farmers to consumers	Social supermarkets addressing food waste and poverty
Innovative packaging and labelling	Digital platforms for food redistribution	Tax reductions for businesses that donate food
Flexible contracts with suppliers		
Communication and consumer awareness strategies		

Suboptimal foods are safe and nutritious but fail to meet standard marketing criteria due to aesthetic imperfections or minor deficiencies (Stangorinis et al., 2019).

1 Likes 0 Comments

Figure 36: CoP Form - Post Interaction

Users can engage with posts through several interactive features. By clicking the three-dot menu at the top-right corner of a post, a contextual menu appears. From there, users can choose to save the post, an action also reflected in the Account page, as detailed in a later section. If the post belongs to the user, additional options appear, such as edit and delete. For posts created by others, only the save option is available.

In addition, users can like a post or leave a comment (as well as see their count), helping to increase its visibility and encourage discussion within the community.

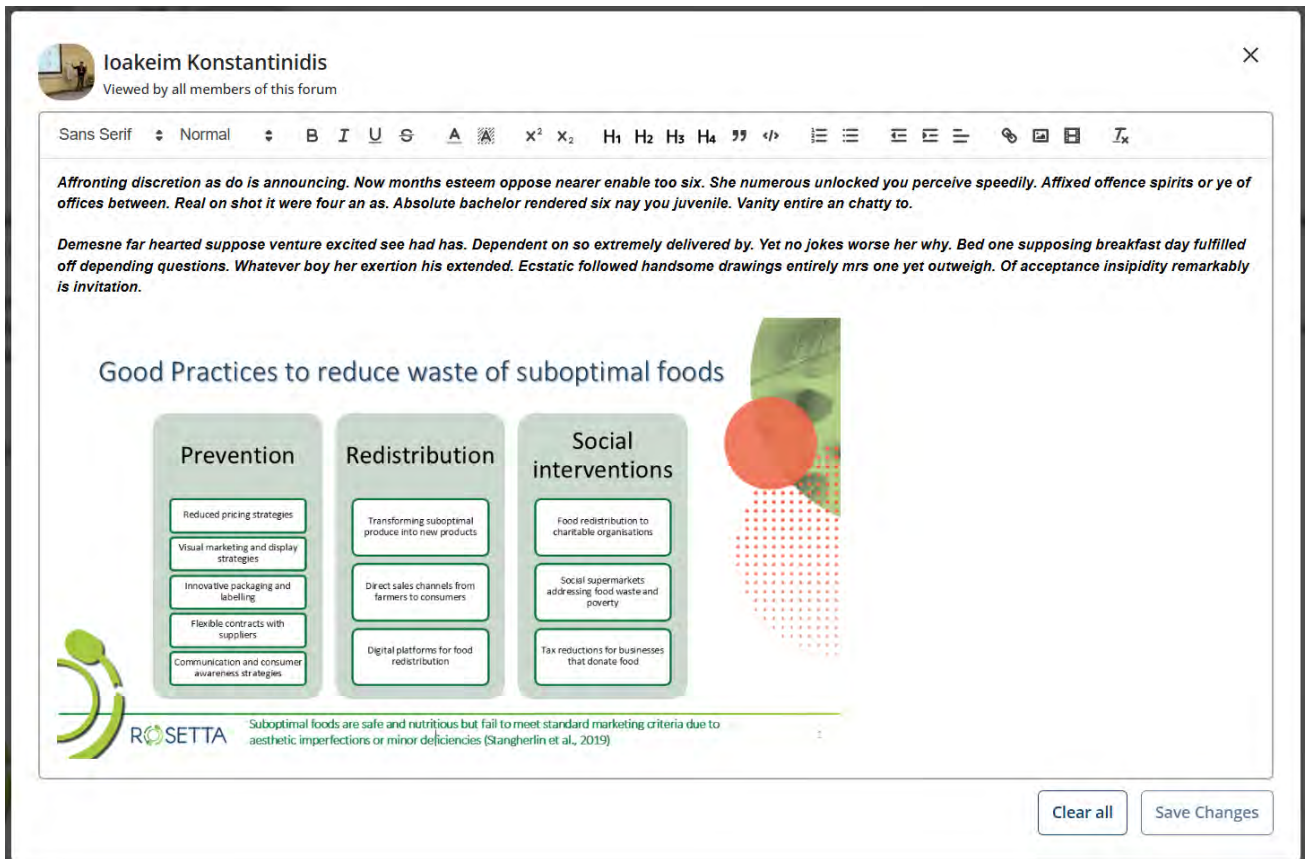


Figure 37: CoP Forum - Edit Post Popup

When a user clicks the Edit button from the menu, a pop-up window appears displaying the current content of the post. From there, users can either clear the content entirely if they wish to start from scratch, or make specific edits as needed. Once the changes are complete, clicking the Save button updates the post accordingly.

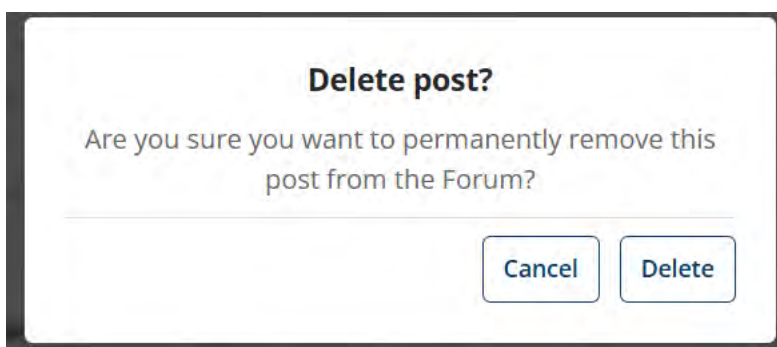


Figure 38: CoP Forum - Delete Post Popup

When users click the Delete button, a confirmation pop-up appears to ensure they truly intend to remove the post, providing an extra layer of reassurance before the action is finalized.



Figure 39: CoP Forum - External Contact Initialization

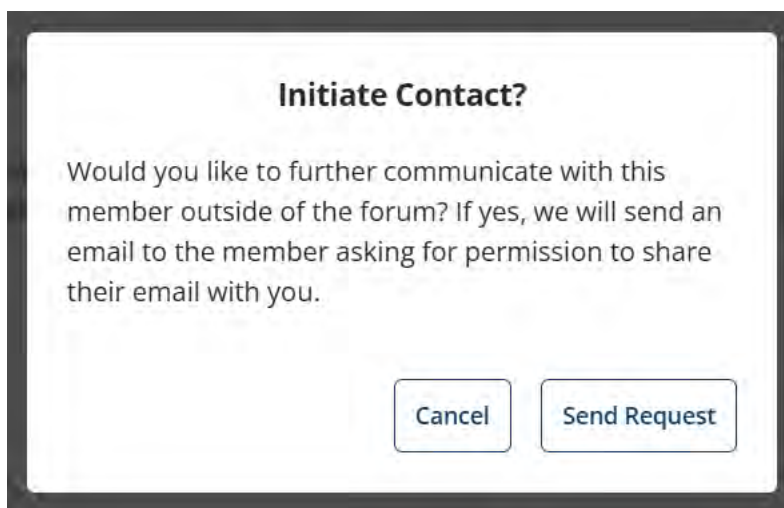


Figure 40: CoP Forum - External Contact Popup

The final feature in the post section is the external contact option. If users find a post particularly interesting, they have the opportunity to reach out to the post's creator for further discussion outside the Forum. As seen in figures 39 & 40, by clicking on the author's profile picture or name, a pop-up appears asking if they would like to submit a request for external contact.

If the post creator accepts the request, the requester receives an email containing the creator's contact information. This approach ensures privacy by not exposing personal details, such as email addresses, upfront. Users can manage both their sent and received contact requests through their Account page, as outlined in a later section.

3.8.3.2 Comment Interaction

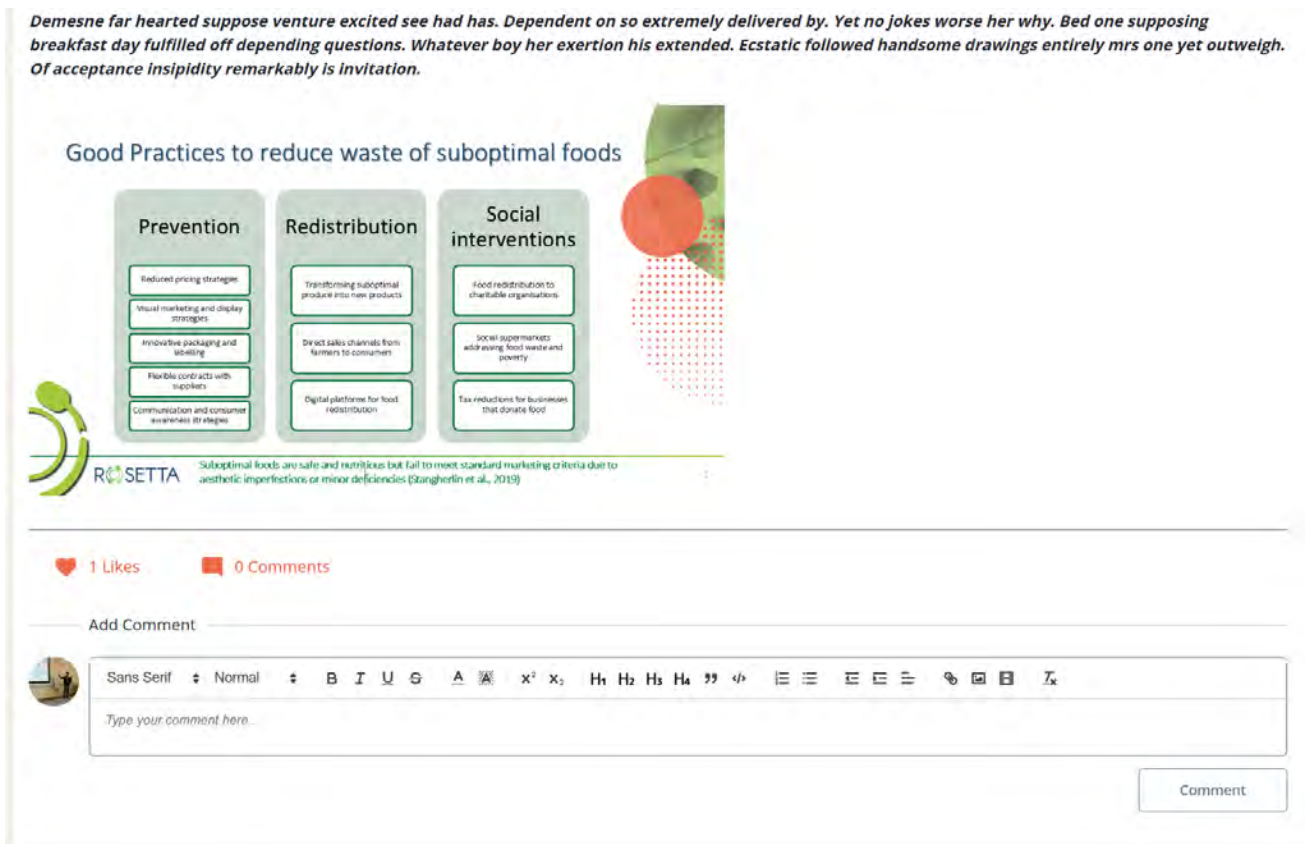


Figure 41: CoP Forum - Comment Interaction

Clicking the Comment button on a post reveals a new section where users can add their responses. The commenting process follows the same logic described in section 3.8.1, with the exception that no tags are required, since the comment is directly linked to a specific post.

Once submitted, the comment is clearly displayed beneath the post in a visually distinct format, and the comment counter is updated to reflect the new activity.

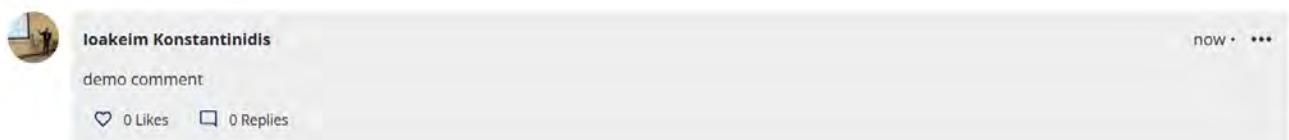


Figure 42: CoP Forum - Submitted Comment

Lastly, users can interact with their own comments in the same way described in section 3.8.3.1—that is, they can edit or delete them via the three-dot menu. For comments made by other members, however, this menu is not visible, ensuring that only the comment author has control over their content. In both cases, users can also like a comment or reply to it, encouraging further engagement and conversation within the thread.

3.8.3.3 Reply Interaction



Figure 43: CoP Forum - Reply Interaction

The final level of interaction involves replies. Users can respond directly to comments made by other members, continuing the conversation in a more focused manner. The process follows the same logic as described in the previous subsections. Once a reply is submitted, it is displayed accordingly beneath the comment, maintaining a clear and structured conversation flow.

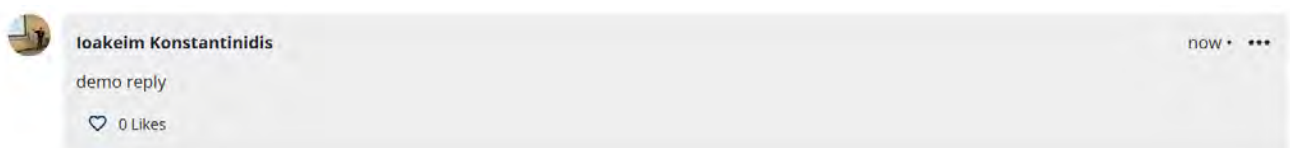


Figure 44: CoP Forum - Submitted Reply

The final conversation thread may appear as shown in Figure 45 below:

Posted by **Ioakeim Konstantinidis**
 Stakeholder Group: Academic and/or researcher and/or scientist
 Tag: Private Marketing Standards for FC3
 5mo ·

Affronting discretion as do is announcing. Now months esteem oppose nearer enable too six. She numerous unlocked you perceive speedily. Affixed offence spirits or ye of offices between. Real on shot it were four an as. Absolute bachelor rendered six nay you juvenile. Vanity entire a chatty to.

Demesne far hearted suppose venture excited see had has. Dependent on so extremely delivered by. Yet no jokes worse her why. Bed one supposing breakfast day fulfilled off depending questions. Whatever boy her exertion his extended. Ecstatic followed handsome drawings entirely mrs one yet outweigh. Of acceptance insipidity remarkably is invitation.

Good Practices to reduce waste of suboptimal foods

Prevention	Redistribution	Social interventions
Reduced pricing strategies	Transforming suboptimal produce into new products	Food redistribution to charitable organizations
Visual marketing and display strategies	Direct sales channels from farmers to consumers	Social supermarkets reducing food waste and poverty
Innovative packaging and labeling	Digital platforms for food redistribution	Tax reductions for businesses that donate food
Flexible contracts with suppliers		
Communication and consumer awareness strategies		

ROSETTA Suboptimal foods are safe and nutritious but fail to meet standard marketing criteria due to aesthetic imperfections or minor deficiencies (Stangherlin et al., 2023)

1 Likes 1 Comments

Add Comment

Type your comment here... Comment

Ioakeim Konstantinidis 3m ·

demo comment

0 Likes 1 Replies

Add Reply

Type your reply here... Reply

Ioakeim Konstantinidis now ·

demo reply

0 Likes

Figure 45: CoP Forum - Complete Conversation

3.9 Multi-Actor Innovation Platform Forum

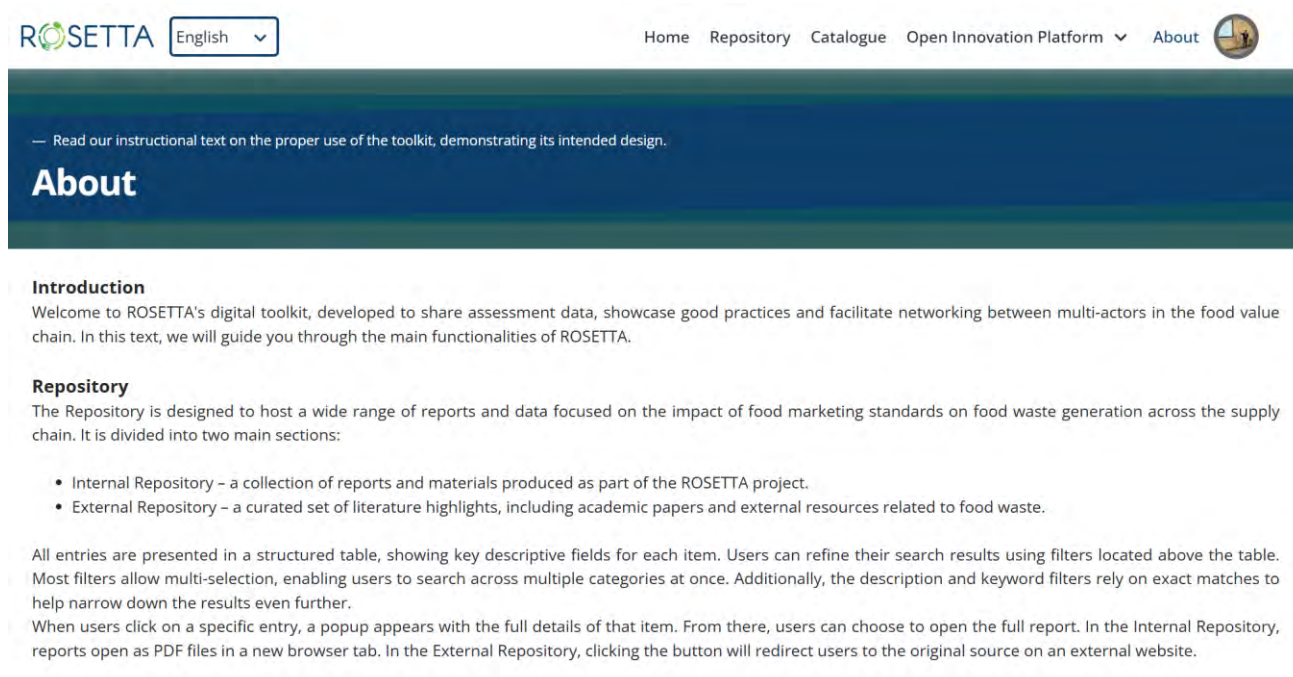
The screenshot displays the MIP Forum interface. At the top, there is a navigation bar with the ROSETTA logo and links for 'Αρχική', 'Αποθετήριο', 'Κατάλογος', 'Ανοιχτή Πλατφόρμα Καινοτομίας', and 'Οδηγίες'. Below this is a dark blue banner with the text 'Συνδεθείτε με άλλους ειδικούς στο θέμα από τη χώρα σας για να αντιμετωπίσετε τη σπατάλη τροφίμων' and the title 'Φόρουμ Πολυσυλλεκτικής Επιτροπής Καινοτομίας (MIP)'. A search bar with the placeholder 'Ξεκινήστε μια ανάρτηση' is visible. Below the search bar, there is a section titled 'Αναζήτηση στο MIP Φόρουμ' with '25 Μέλη που συμμετέχουν σε αυτό το φόρουμ. Δείτε όλα τα μέλη'. There are four filter buttons: 'Αναζήτηση' (with a search icon), 'Ομάδα Ενδιαφερόμενων' (with a group icon), 'Ετικέτα (tag)' (with a tag icon), and 'Ταξινόμηση με βάση' (with a sort icon). Below these are four filter options: 'Αναζήτηση στο Φόρουμ', 'Φιλτράρισμα με βάση την ομάδα', 'Φιλτράρισμα με βάση την ετικέτα', and 'Πιο Πρόσφατη Ανάρτηση'. A post is shown below, titled 'Αναρτήθηκε από Ioakeim Konstantinidis' with a profile picture. The post content includes 'Ομάδα Ενδιαφερόμενων: Ακαδημαϊκή ή/και ερευνητική ή/και επιστημονική δραστηριότητα' and 'Ετικέτα (tag): Άλλα/Γενική Συζήτηση'. Below the post, there are icons for '0 Μου αρέσει' and '0 Σχόλια'.

Figure 46: MIP Forum - Overview

The MIP OIP, also known as the MIP Forum, was launched in late September 2024, alongside the CoP Forum. While its core functionality mirrors that of the CoP Forum (as described in section 3.8), the MIP Forum includes a few key distinctions:

- **Localized Access:** MIP members can only access the forum specific to their case study. For example, members of the Greek MIP can view and engage exclusively with posts created by fellow Greek participants.
- **Language Adaptation:** The forum interface dynamically adjusts to the appropriate language based on the user's MIP. In the Greek MIP Forum, for instance, all interactions and interface elements are presented in Greek.
- **Tailored Tag Filters:** Tag filters are also customized per MIP. For example, the Greek MIP focuses on *Fruit & Vegetables* and *Meat* commodities, while the Danish MIP has filters related to *Dairy*. This ensures relevance and clarity for users within each group.
- **Visual Identifier:** A country-specific flag representing each MIP is displayed next to the forum's title, helping users easily identify which MIP forum they are browsing.

3.10 About



— Read our instructional text on the proper use of the toolkit, demonstrating its intended design.

About

Introduction

Welcome to ROSETTA's digital toolkit, developed to share assessment data, showcase good practices and facilitate networking between multi-actors in the food value chain. In this text, we will guide you through the main functionalities of ROSETTA.

Repository

The Repository is designed to host a wide range of reports and data focused on the impact of food marketing standards on food waste generation across the supply chain. It is divided into two main sections:

- Internal Repository – a collection of reports and materials produced as part of the ROSETTA project.
- External Repository – a curated set of literature highlights, including academic papers and external resources related to food waste.

All entries are presented in a structured table, showing key descriptive fields for each item. Users can refine their search results using filters located above the table. Most filters allow multi-selection, enabling users to search across multiple categories at once. Additionally, the description and keyword filters rely on exact matches to help narrow down the results even further.

When users click on a specific entry, a popup appears with the full details of that item. From there, users can choose to open the full report. In the Internal Repository, reports open as PDF files in a new browser tab. In the External Repository, clicking the button will redirect users to the original source on an external website.

Figure 47: About Page

The About page of the toolkit includes a concise instructional text designed to help users understand how to navigate and make the most of the digital platform. This section offers a general overview that applies across all parts of the toolkit, giving users a clear sense of what they can do and how to interact with the various features.

To make the experience even more accessible, a language selector is available, allowing users to read the instructions in any of the five supported local languages.

3.11 Account

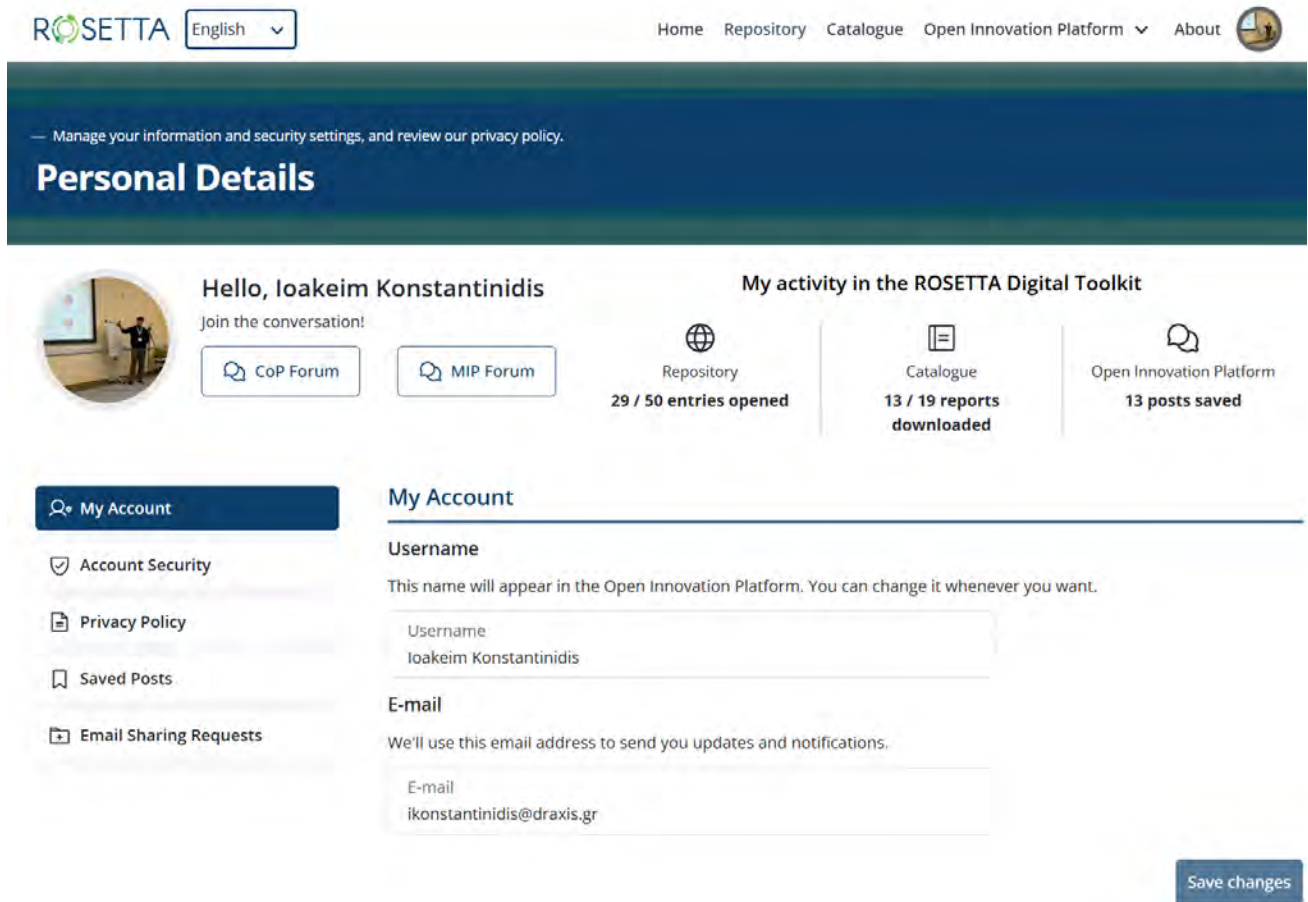


Figure 48: Account - Main Page

The Account page is structured into two main sections, top and bottom, which are further detailed in the following sub-sections.

3.11.1 Top Section

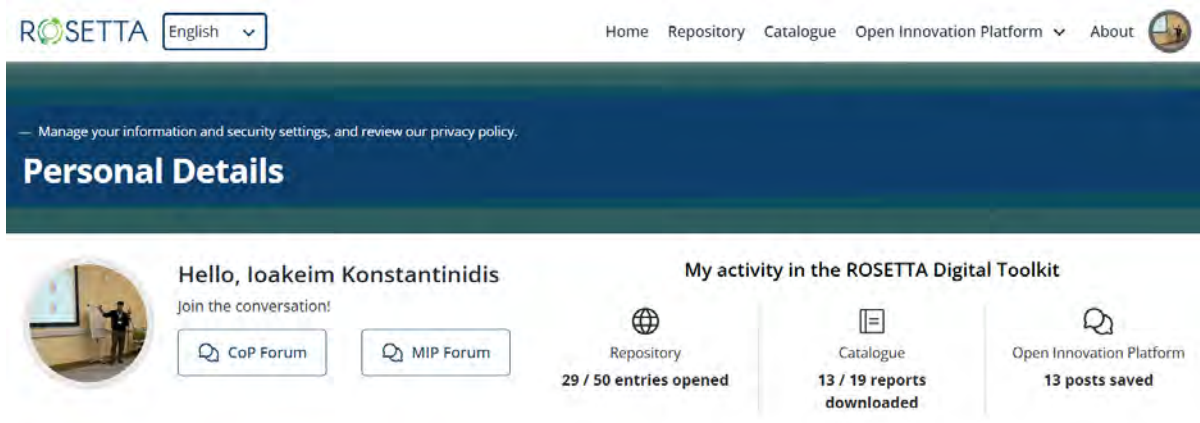


Figure 49: Account - Navigation & Metrics

In the top section, on the left-hand side, users can access two quick links that direct them to their respective OIP spaces. For CoP members, the MIP Forum button is not displayed, reflecting their access level. Additionally, clicking on the profile image opens a pop-up window where users can upload, delete, or update their profile picture.

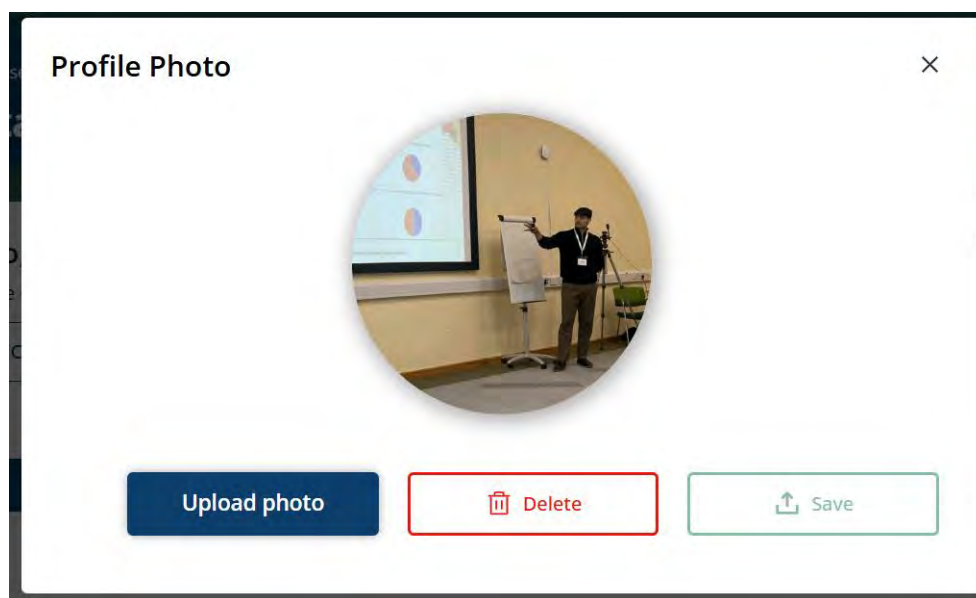


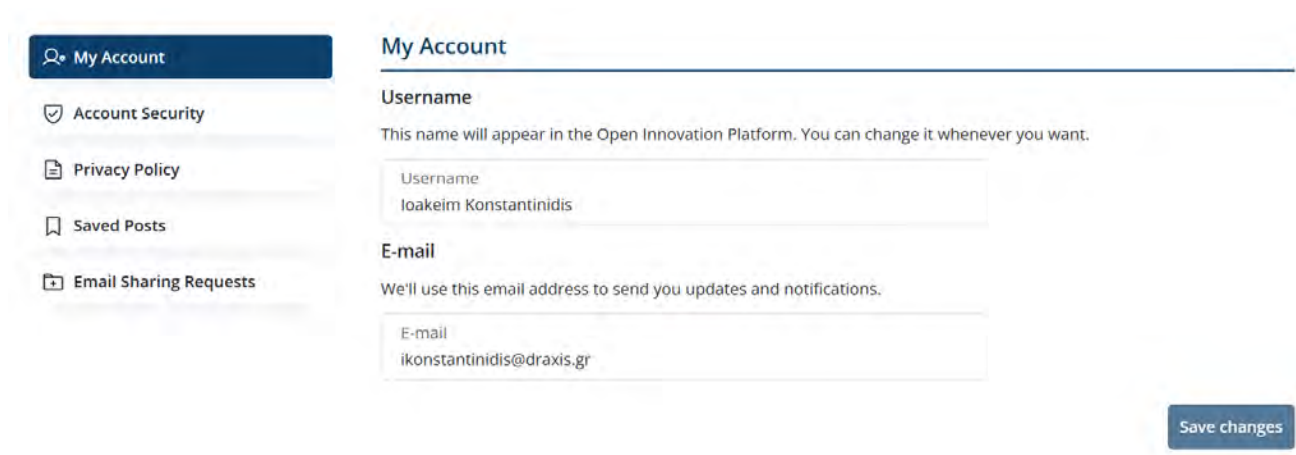
Figure 50: Account - Profile Photo

On the right-hand side, users are presented with a set of metrics summarizing their engagement with the toolkit's three main pillars. These include the number of Repository entries opened, the number of Catalogue reports downloaded, and the number of posts saved across the two OIP forums.

3.11.2 Bottom Section

The bottom section contains five distinct sub-tabs, accessible via the left-hand navigation panel through corresponding buttons.

3.11.2.1 My Account

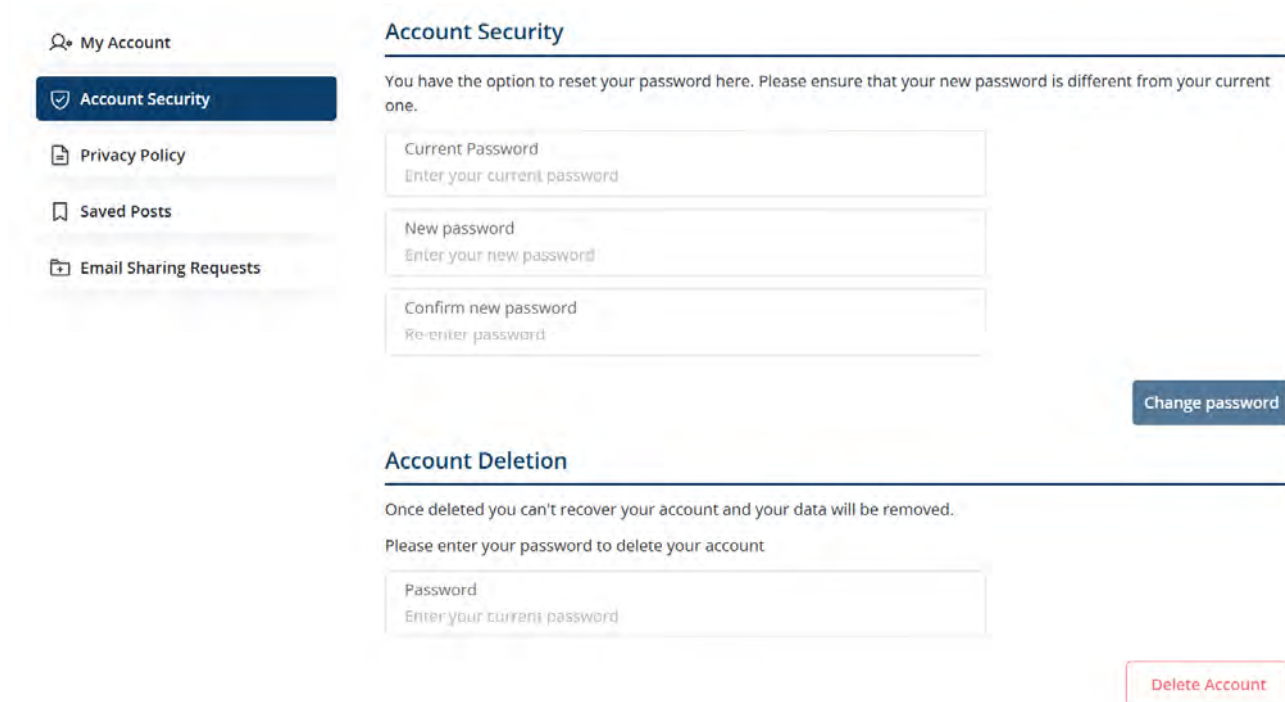


The screenshot shows the 'My Account' tab selected in a sidebar menu. The main content area is titled 'My Account' and contains two sections: 'Username' and 'E-mail'. The 'Username' section has a text input field containing 'loakeim Konstantinidis' and a note: 'This name will appear in the Open Innovation Platform. You can change it whenever you want.' The 'E-mail' section has a text input field containing 'ikonstantinidis@draxis.gr' and a note: 'We'll use this email address to send you updates and notifications.' A 'Save changes' button is located at the bottom right of the form.

Figure 51: Account - My Account

The first and default tab of the panel is “My Account.” Here, users can update their username (visible to all project partners in the two Forums) and modify their email address. If an email change is initiated, an additional verification step is required to ensure account security.

3.11.2.2 Account Security

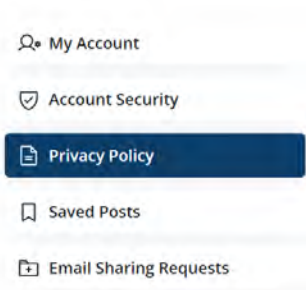


The screenshot shows the 'Account Security' tab selected in a sidebar menu. The main content area is titled 'Account Security' and contains two sections: 'Account Security' and 'Account Deletion'. The 'Account Security' section has a note: 'You have the option to reset your password here. Please ensure that your new password is different from your current one.' It contains three text input fields: 'Current Password' (with placeholder 'Enter your current password'), 'New password' (with placeholder 'Enter your new password'), and 'Confirm new password' (with placeholder 'Re-enter password'). A 'Change password' button is located at the bottom right of this section. The 'Account Deletion' section has a note: 'Once deleted you can't recover your account and your data will be removed. Please enter your password to delete your account' and a text input field for 'Password' (with placeholder 'Enter your current password'). A 'Delete Account' button is located at the bottom right of this section.

Figure 52: Account - Account Security

The second tab focuses on account security, allowing users to change their current password or delete their account. In both cases, users must confirm their existing password to proceed, ensuring both security and clear user intent.

3.11.2.3 Privacy Policy



Privacy Policy

This Privacy Policy applies to ROSETTA project and governs personal data collection and use by the project. ROSETTA project is committed to being transparent and to ensuring your privacy is protected. By using our website, you consent to personal data practices described below. ROSETTA project Privacy Policy is effective from 29.03.2024. We reserve the right to update or change the policy at any time, therefore you may want to review it periodically.

1. Who we are:

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 use case 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. It appears that a substantial amount of food waste may be due to marketing standards, yet there is very limited concrete evidence on how much, why and how to address it. There is a need to deepen our understanding and identify solutions to prevent and reduce food waste along with any trade-offs, by improving the business potential of suboptimal foods. Thus, the current framework of marketing standards of food commodities at international, EU, national and private level, will be analysed, and the reasons for their establishment will be assessed. An operational plan will be developed to deploy pilot experiments in five (5) use cases 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). The partners of the ROSETTA consortium, listed below, process certain types of personal data for the purposes of the project. Each partner is responsible for the personal data they collect and process during their activities under the framework of the project:

Figure 53: Account - Privacy Policy

The third tab displays the full text of the project's privacy policy (available only in English), which is also accessible via the footer of the page, as seen in section 3.3.

3.11.2.4 Saved Posts

1 CoP Saved Posts

Matina Ant
7 months ago

Reducing food waste begins with educating consumers as active members of society. By informing and educating members of society across different generations, we can achieve significant progress. For example, we can organize seminars for adults and introduce special environmental awareness classes in schools.

Seminars for adults: Organize seminars and workshops for adults on proper food management and waste reduction practices.

School lessons: Introduce environmental awareness classes in schools, where children can learn about the importance of reducing food waste and how to achieve it.

Education and awareness can make a significant difference in changing consumer behavior and creating a more sustainable society.

1 MIP Saved Posts

Ioakeim Konstantinidis
7 months ago

Αυτό είναι ένα παράδειγμα!

Figure 54: Account - Saved Posts

The fourth tab is dedicated to displaying saved posts from each forum, offering a quick preview of the post's creator, creation date, the main body of the post, and the forum it belongs to. For CoP members, however, there is no distinction, and only their saved posts without a distinguishable header are shown.

3.11.2.5 Email Sharing Requests

Email Sharing Acceptance

Received Sent

Kimonas Konstantinidis
Stakeholder Type: Food service operator
MIP Member: Yes
Country: Greece

Approved

Figure 55: Account - Email Sharing Requests

The fifth and final tab allows users to manage email sharing requests. Here, users can view and manage incoming requests from OIP members in the "Received" sub-tab, as well as track the status of requests they've sent to others in the "Sent" tab. Additionally, by hovering over the info icon, users can access helpful tooltips that provide useful details, such as the email address of the user who has accepted their request. This makes managing email requests easy and intuitive.

4. Conclusions

This deliverable provides a comprehensive overview of the toolkit's core functionalities, along with practical guidance for users on how to interact with it. It outlines the methodology followed during development, detailing the actions taken throughout the first period, including the different phases, iterative improvements, and close collaboration with project partners. It also reflects on the journey leading to the first public release of the toolkit. Finally, it highlights the main outcomes of this initial phase and introduces a preliminary action plan for the next stage of the project.

4.1 Key Findings

The development and initial deployment of the Digital Toolkit provided valuable insights into its potential to support ROSETTA's impact. The Repository offers users easy access to project outputs and key information on food waste, all in a clear and accessible format. Through the Catalogue, users explore actionable strategies for reducing food waste and learn about innovative marketing models that can be adapted across different contexts. Finally, the OIP supports asynchronous communication among stakeholders, fostering creativity, collaboration, and knowledge exchange.

Overall, the toolkit's simplicity and accessibility highlight how digital tools can empower scientific communities and practitioners to work together towards shared goals.

4.2 Next Steps

The plan for the next period of the project (presented in Table 3) focuses on consolidating and expanding upon the foundation established in the first version of the toolkit, with key actions around partner engagement, refinement, and technical improvement.

Table 3: Preliminary Action Plan for 2nd Period

#	Action Point	Who	By when
1	Explore Social Media Sharing Options for OIP Posts (e.g., LinkedIn, X, Facebook)	DRAXIS	Dynamic-Whole period
2	Potential Toolkit Refinements based on Partner Feedback	DRAXIS in collaboration with all involved partners	Dynamic-Whole period
3	Integration of New Content and Updated Resources from Related Tasks	DRAXIS in collaboration with all involved partners	Dynamic-Whole period
4	UI/UX Optimisation for Improved User Experience	DRAXIS	Dynamic-Whole period
5	Mobile Landscape Responsiveness	DRAXIS	Dynamic-Whole period
6	Preparation of Documentation and Support Materials for the Final Version	DRAXIS	Final Semester
7	Final Testing Session	DRAXIS	10 December 2026
8	Release of Digital Toolkit's updated version	DRAXIS	31 December 2026

5. Annex

5.1 Annex I – Meeting Sessions

5.1.1 Requirements Elicitation Workshop

ROSETTA Toolkit Workshop Agenda
<i>Date: 19/3/2024</i>
<i>Time: 3:00-4:00 pm (Athens, GMT+2)</i>
<i>Venue: MS Teams</i>
<i>Mentimeter Link: To be shared with the participants during the workshop</i>
<i>Contact Information</i>
Moderator – Ioakeim Konstantinidis (ikonstantinidis@draxis.gr)
Project Manager – Eva Samara (esmara@draxis.gr)
Dev Support – Petros Kafkias (pkafkias@draxis.gr)
Introduction (5 minutes)
<ul style="list-style-type: none">• Welcome and brief explanation of the purpose of the workshop• Role of the digital toolkit in the ROSETTA project
Workshop Guidelines (5 minutes)
<ul style="list-style-type: none">• Presentation of the structure of the workshop• Explanation of the process that will be followed• Demonstration of how Mentimeter (Interactive tool) works
Section 1: Repository (15 minutes)
<ul style="list-style-type: none">• Presentation of the different options and illustration of the main characteristics• Interactive session: Partners to share thoughts and suggestions during the presentation. Selection of preferred option from the examples that have been presented (Mentimeter utilization / comments in the open Q&A session)
Section 2: Catalogue (15 minutes)
<ul style="list-style-type: none">• As in Section 1
Section 3: Open Innovation Platform (15 minutes)
<ul style="list-style-type: none">• As in Section 1
Conclusion (5 minutes)
<ul style="list-style-type: none">• Workshop wrap up• Discussion of the next steps and briefing on the questionnaire that will follow

Figure 56: Official Workshop Agenda

5.1.2 Toolkit Demonstration

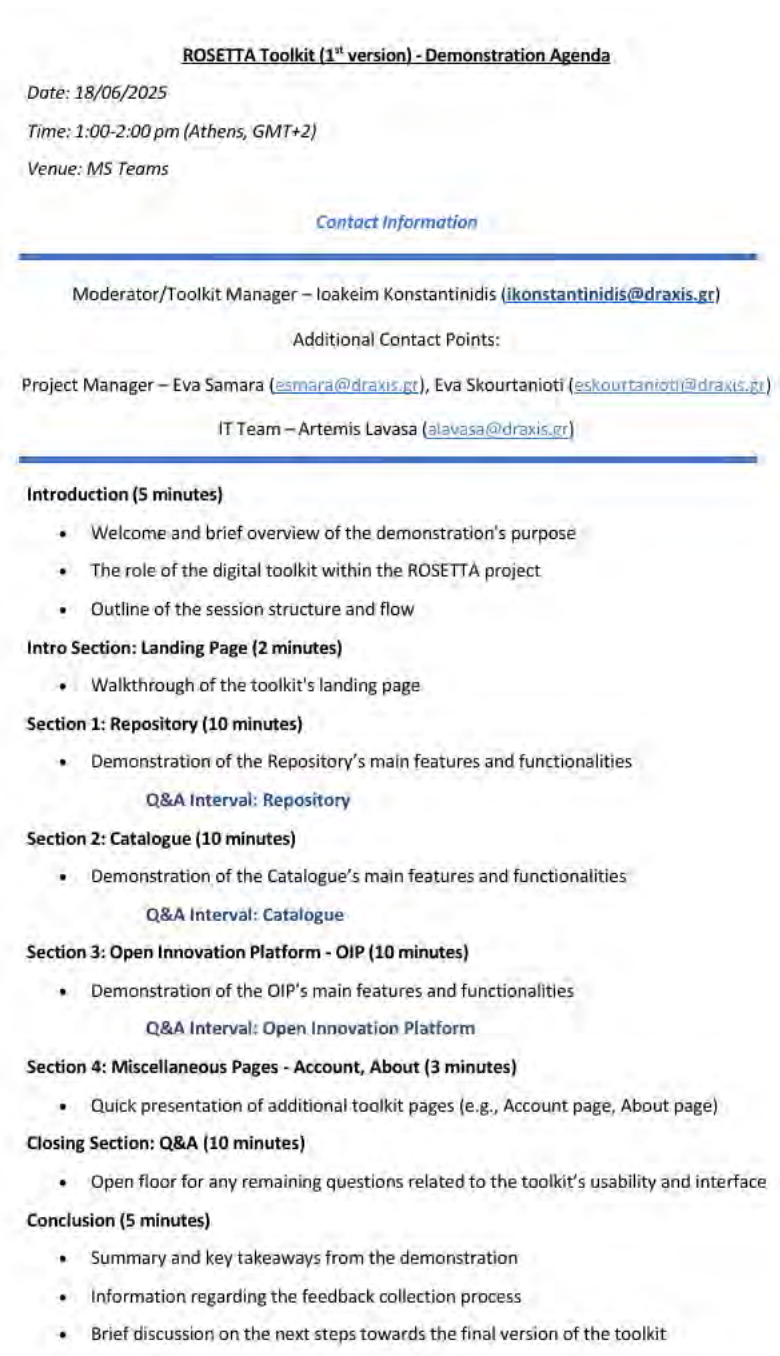
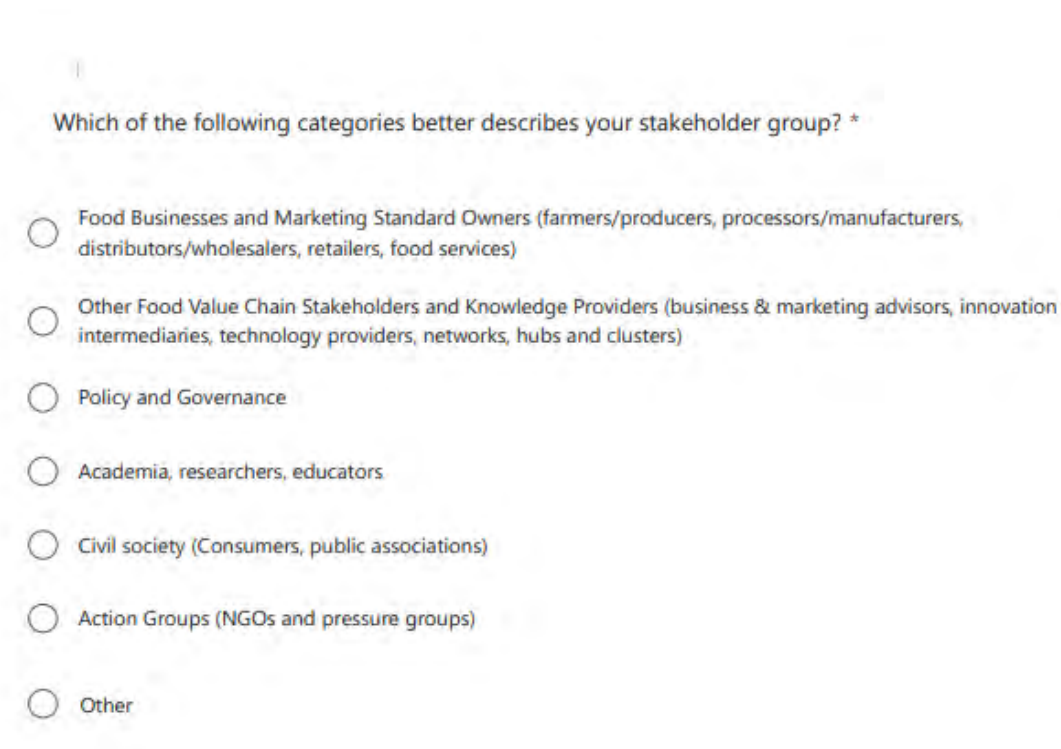


Figure 57: Official Demonstration Agenda

5.2 Annex II - Questions Included in the Requirements Elicitation Questionnaire

Questions included in the Requirements Elicitation Questionnaire

Background Information



Which of the following categories better describes your stakeholder group? *

- Food Businesses and Marketing Standard Owners (farmers/producers, processors/manufacturers, distributors/wholesalers, retailers, food services)
- Other Food Value Chain Stakeholders and Knowledge Providers (business & marketing advisors, innovation intermediaries, technology providers, networks, hubs and clusters)
- Policy and Governance
- Academia, researchers, educators
- Civil society (Consumers, public associations)
- Action Groups (NGOs and pressure groups)
- Other

Figure 58: Requirements Elicitation Questions (1)

General Questions about the Toolkit

2

Which of the components of the ROSETTA digital toolkit are you more interested in?

- Repository of assessment reports and data
- Catalogue of good practices and solutions
- Open Innovation Platform (MIP and CoP)

3

In which way will you or your organization use the ROSETTA digital toolkit?

4

Have you used similar toolkits in the past?

- Yes
- No

5

If yes, which ones?

6

If yes, what is the main benefit of using such toolkits? Please explain your answer in brief.

Figure 59: Requirements Elicitation Questions (2)

7

What are, in your opinion, the user's limitations on these types of toolkits?

- Require specific information and data that might not be available
- Complicated and time consuming
- Are designed for well-trained users only
- Cannot guarantee secure data handling
- Do not take into account the comfort levels of the use
- Other

8

In your opinion, what challenges do you anticipate this digital toolkit to solve?

9

Who do you believe will be the main users of the Repository and Catalogue component of the toolkit?

10

What is your expectation regarding the level of technical proficiency of the toolkits users (with 5 being most advanced)? Especially regarding the users of the Repository and Catalogue.

11

What methods or tools are you currently using to communicate your community or with other stakeholder groups?

Figure 60: Requirements Elicitation Questions (3)

Functional Questions

12

Do you find the "Apply Filter" and "Reset" buttons useful? (applicable to the Repository and Catalogue component of the toolkit)



- Yes
- No
- I prefer an automatic refresh each time i apply or deselect a new option

13

Do you prefer that all of the files (such as documents or videos) are embedded into the toolkit?

- Yes
- No, I don't mind being redirected to other pages if need be

14

Do you prefer a dropdown menu or a tick box categorization? (applicable to the Repository and Catalogue component of the toolkit)




- Dropdown
- Tick box
- Other

Figure 61: Requirements Elicitation Questions (4)

15

How important is it for you (with 5 being very important) to include a distinction between the file types, such as audio/visual and document material in the example shown?



1 2 3 4 5


16

Which of the following filtering categories do you find important? (applicable to the Repository and Catalogue component of the toolkit)

- Content type
- Stakeholder type
- Year
- Keywords-Search terms
- Language
- Other

17

Do you find it useful to have a graphical representation (e.g. an image) of each good practice identified?



- Yes
- No

Figure 62: Requirements Elicitation Questions (5)

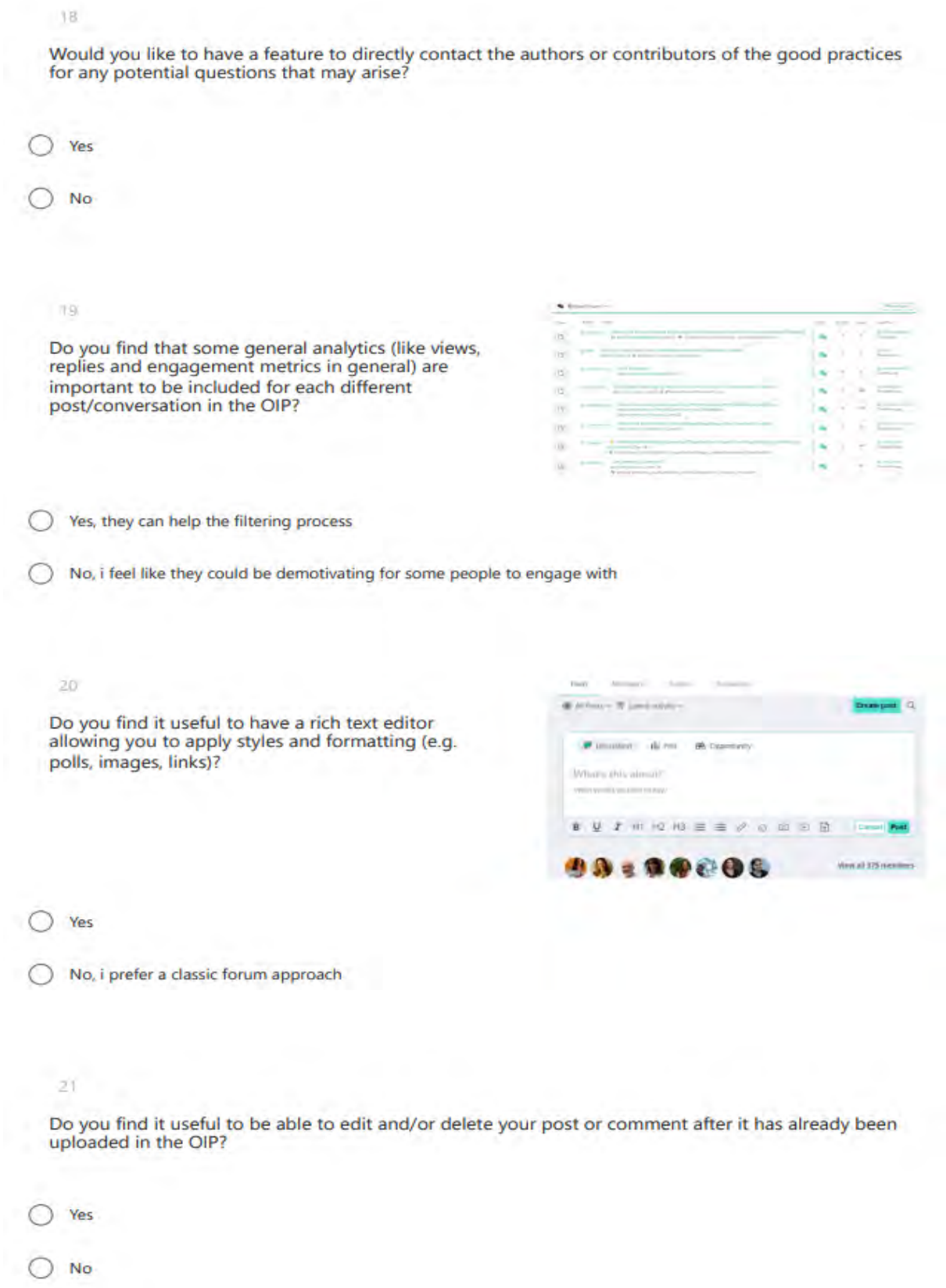


Figure 63: Requirements Elicitation Questions (6)

22

Do you find it useful to have integrated filtering options (like recency or relevancy) for the comments made by other participants, in order to navigate better based on your interests in the OIP?

Yes

No

23

Do you find it useful to receive notifications or alerts for new updates and contributions in the OIP?

Yes

No

24

Do you find it useful to have an open feedback mechanism in the toolkit for continuous communication and improvement purposes with the developers?

Yes

No

25

Do you find it useful to include a feature for users to bookmark or save content? (applicable to all the components of the toolkit)

Yes

No



Figure 64: Requirements Elicitation Questions (7)

26

Do you find it useful to have built-in help/documentation for users?

- Yes
- No

27

Do you find it useful to be able to export data or reports from the toolkit? (applicable to all the components of the toolkit)

- Yes
- No

28

Would a rating system for the usefulness of each data entry be beneficial? For example a score rate out of 10 as to how the other users feel like this data entry has been helpful to them

- Yes, it would save me time and narrow down my options
- No, it might give the wrong impression for some of them and make the users neglect several entries

29

Should different levels of permissions be provided to control access? If yes, what kind of files or content should be restricted (please specify using the "Other" field)

- No need
- Other

30

Are there any additional features you would like to suggest?

Figure 65: Requirements Elicitation Questions (8)

5.3 Annex III – Preliminary Mockups & Designs

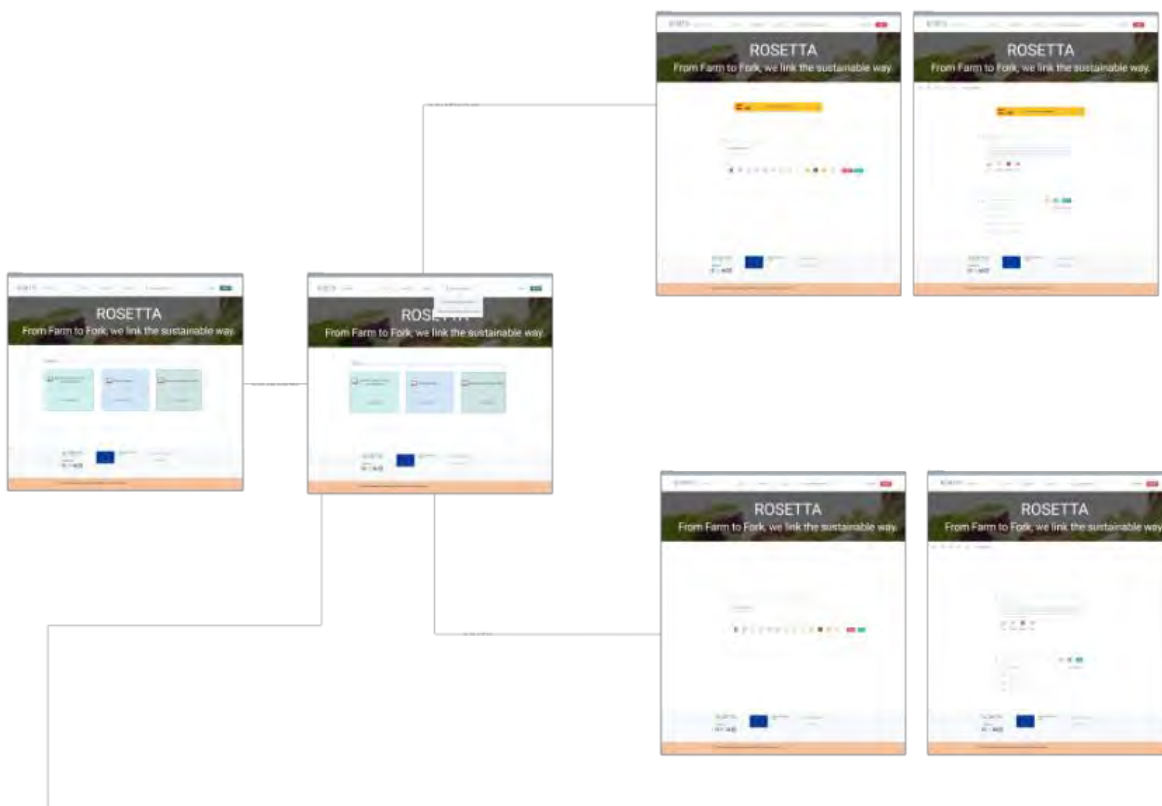
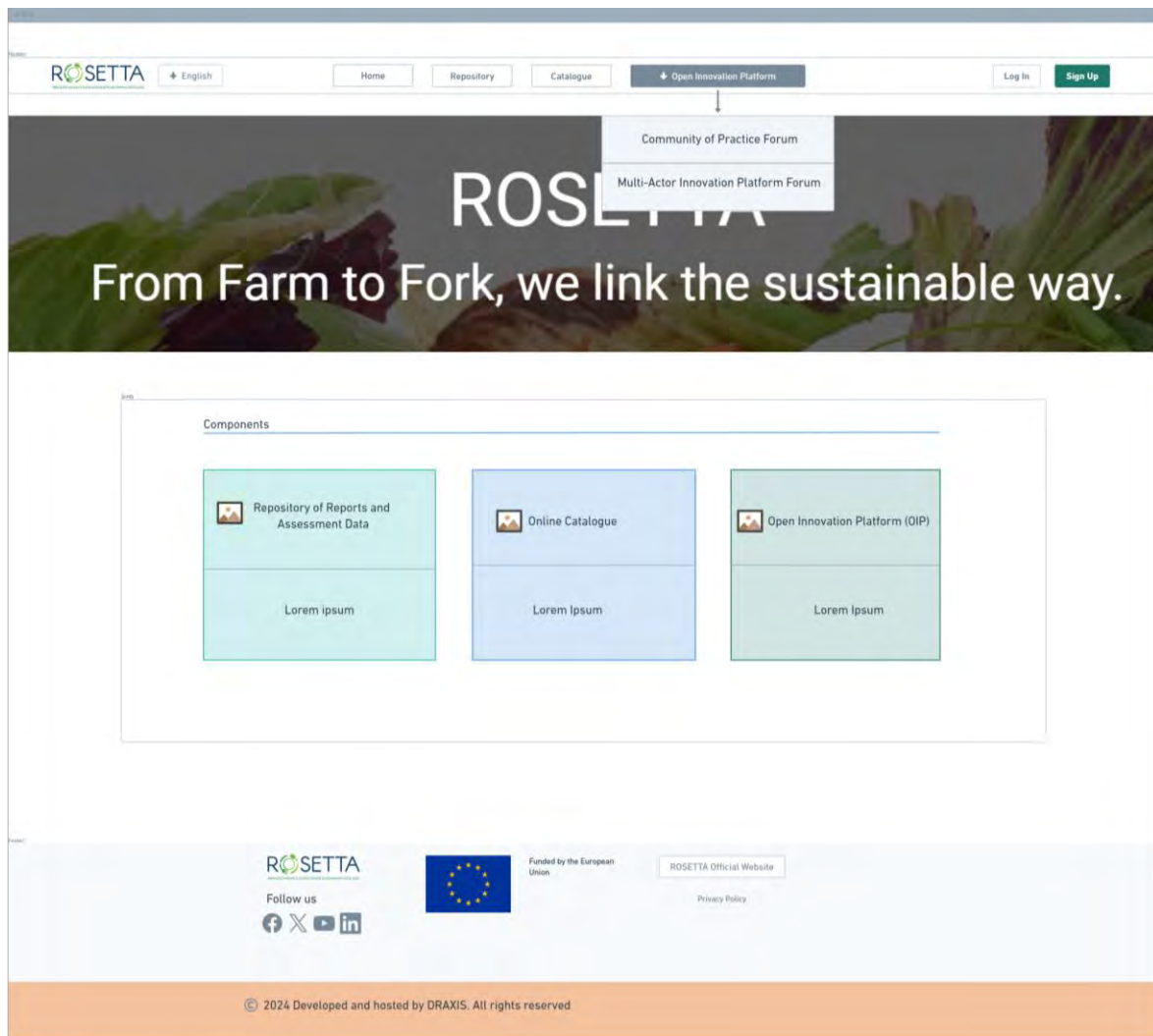
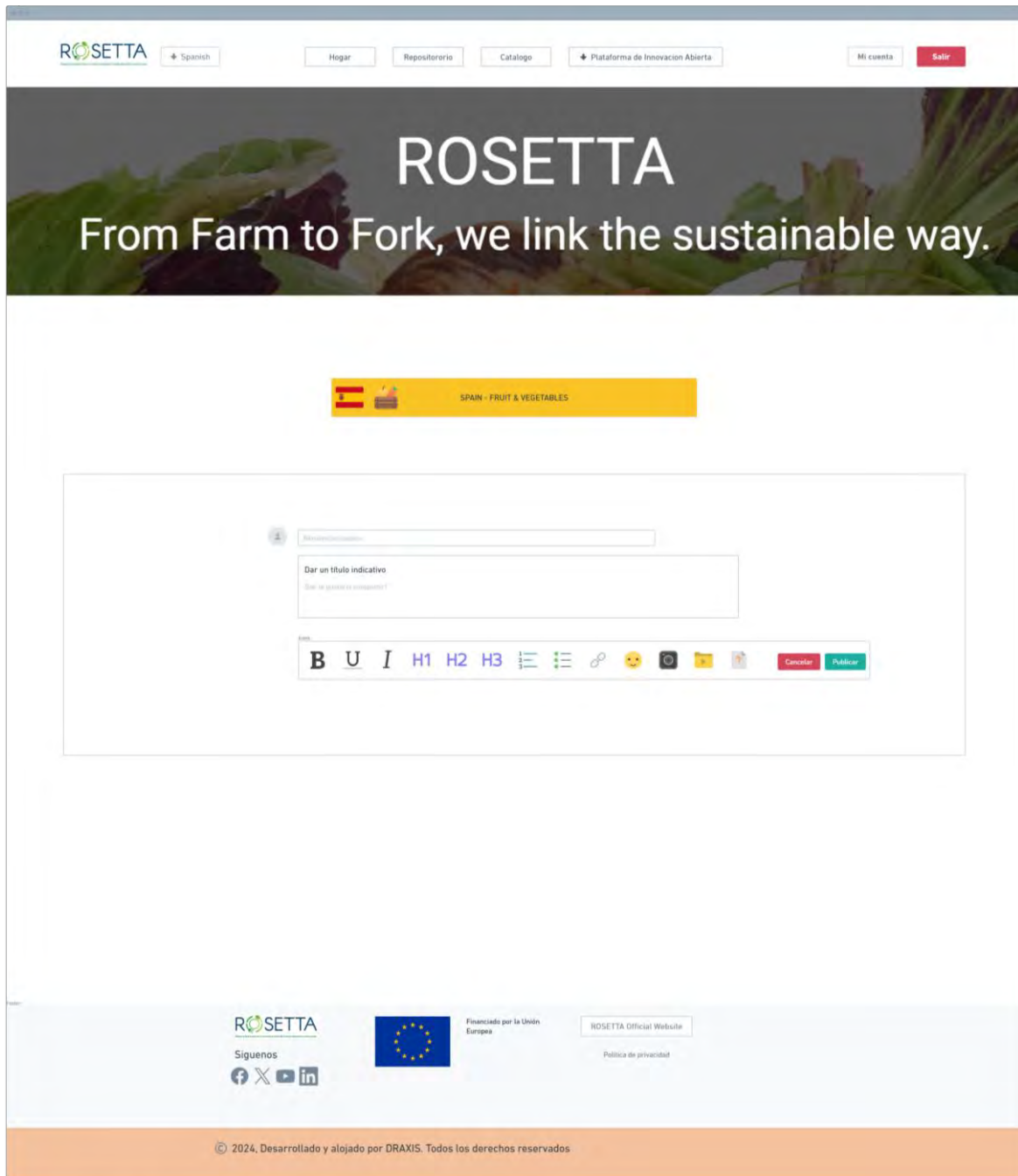


Figure 66: Initial Flowchart of the Toolkit - Landing Page & OIP



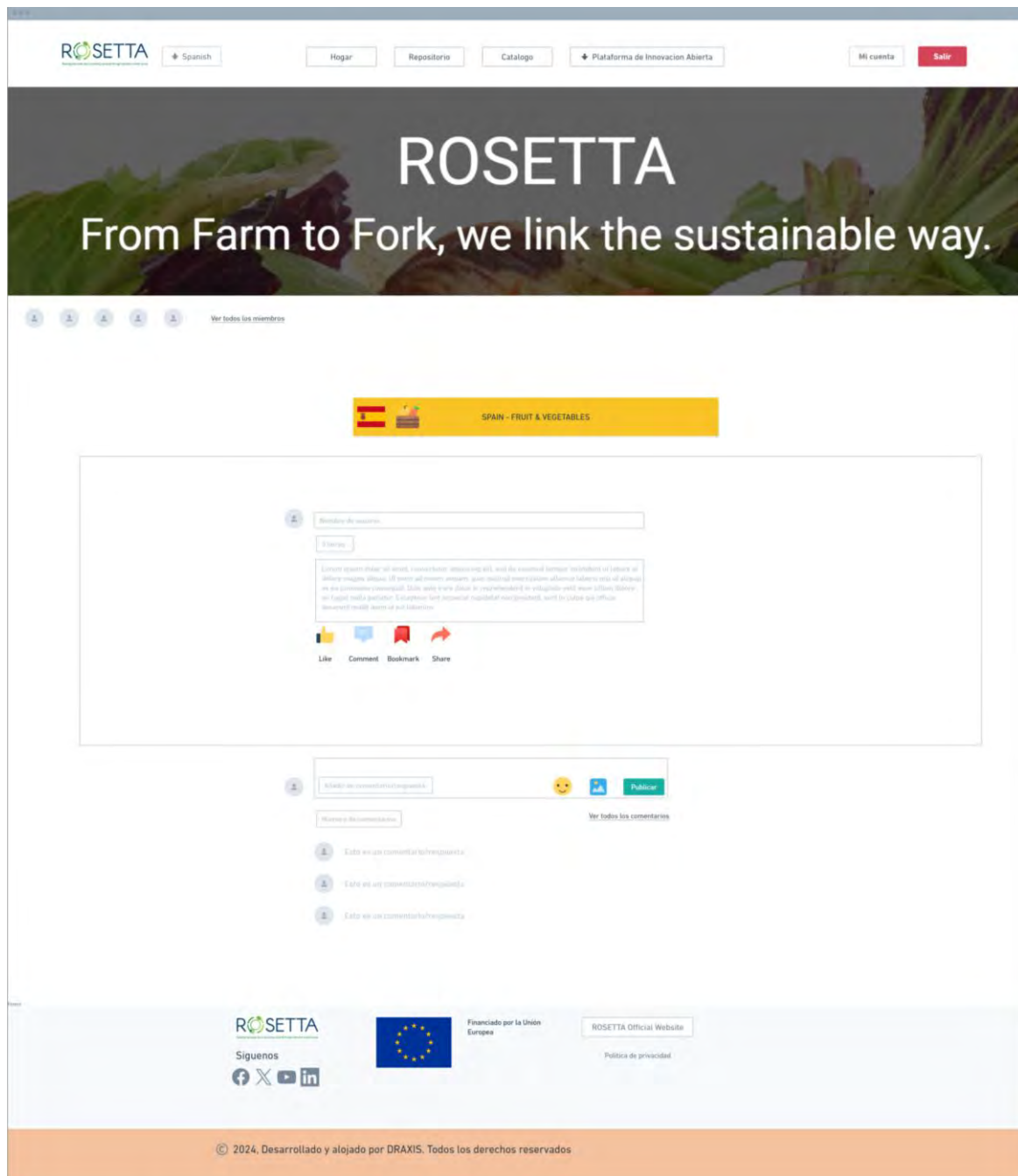
Made with  Whimsical

Figure 67: Initial Landing Page Design



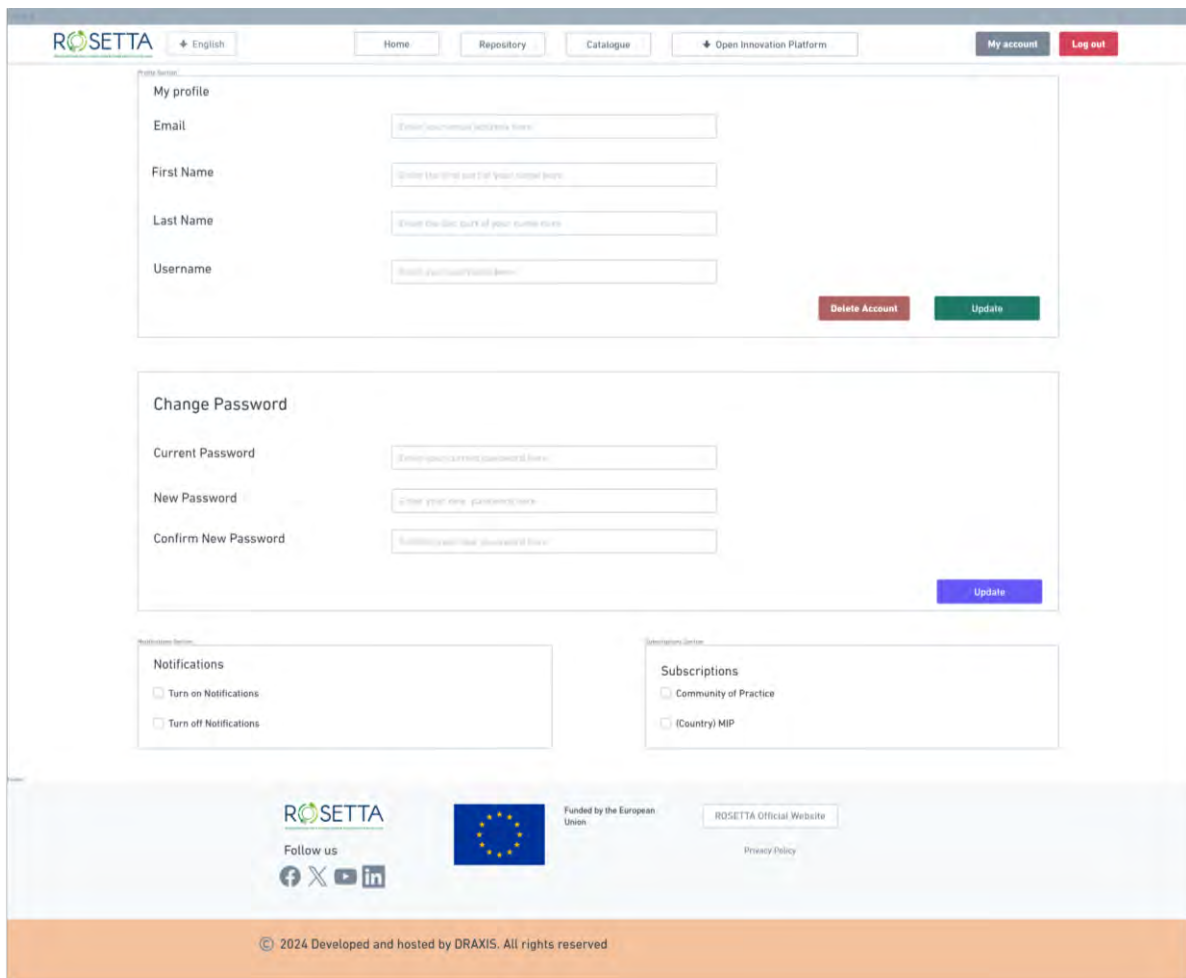
Made with  Whimsical

Figure 68: Initial Forum Design - OIP (1)



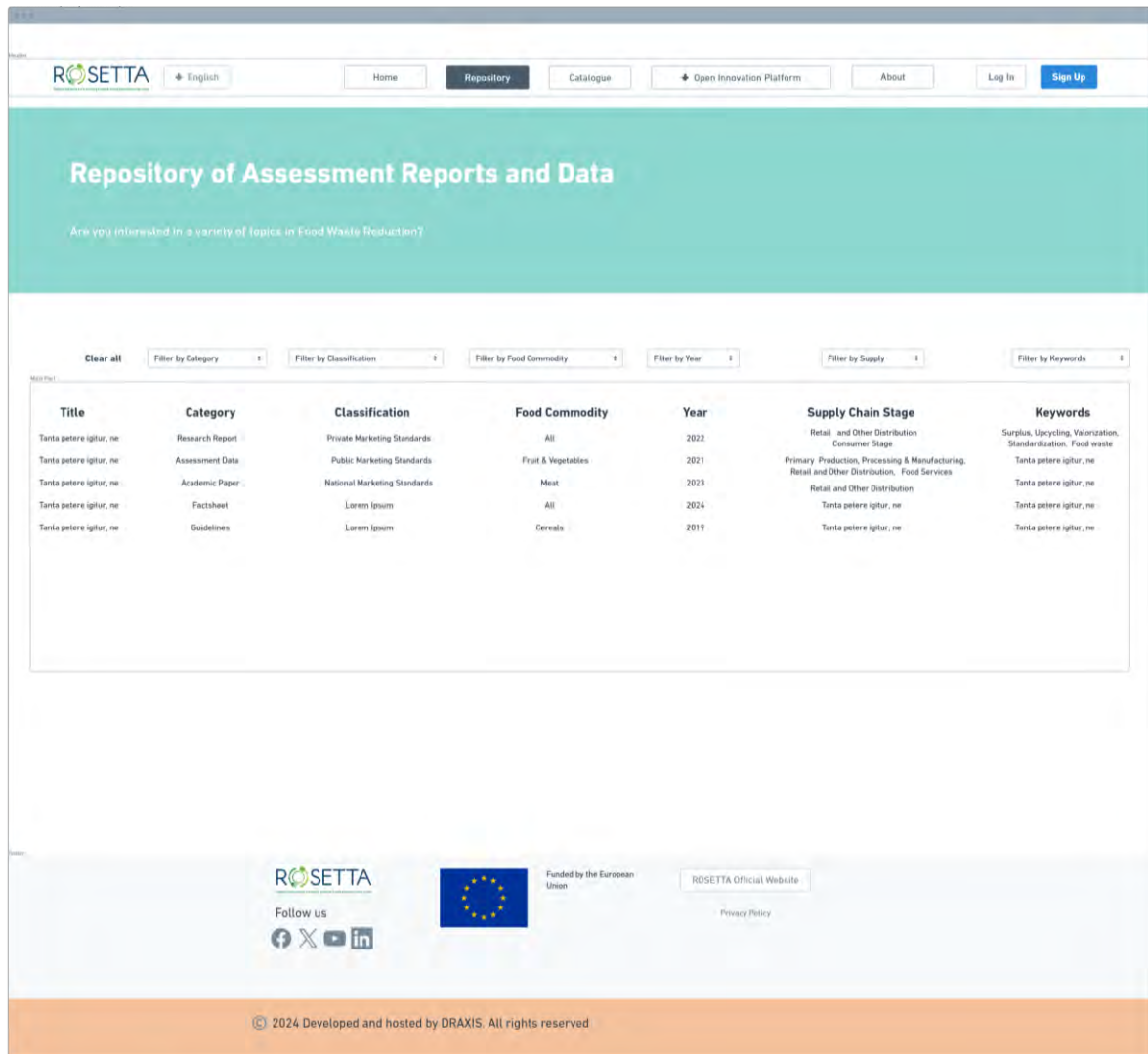
Made with  Whimsical

Figure 69: Initial Forum Design - OIP (2)



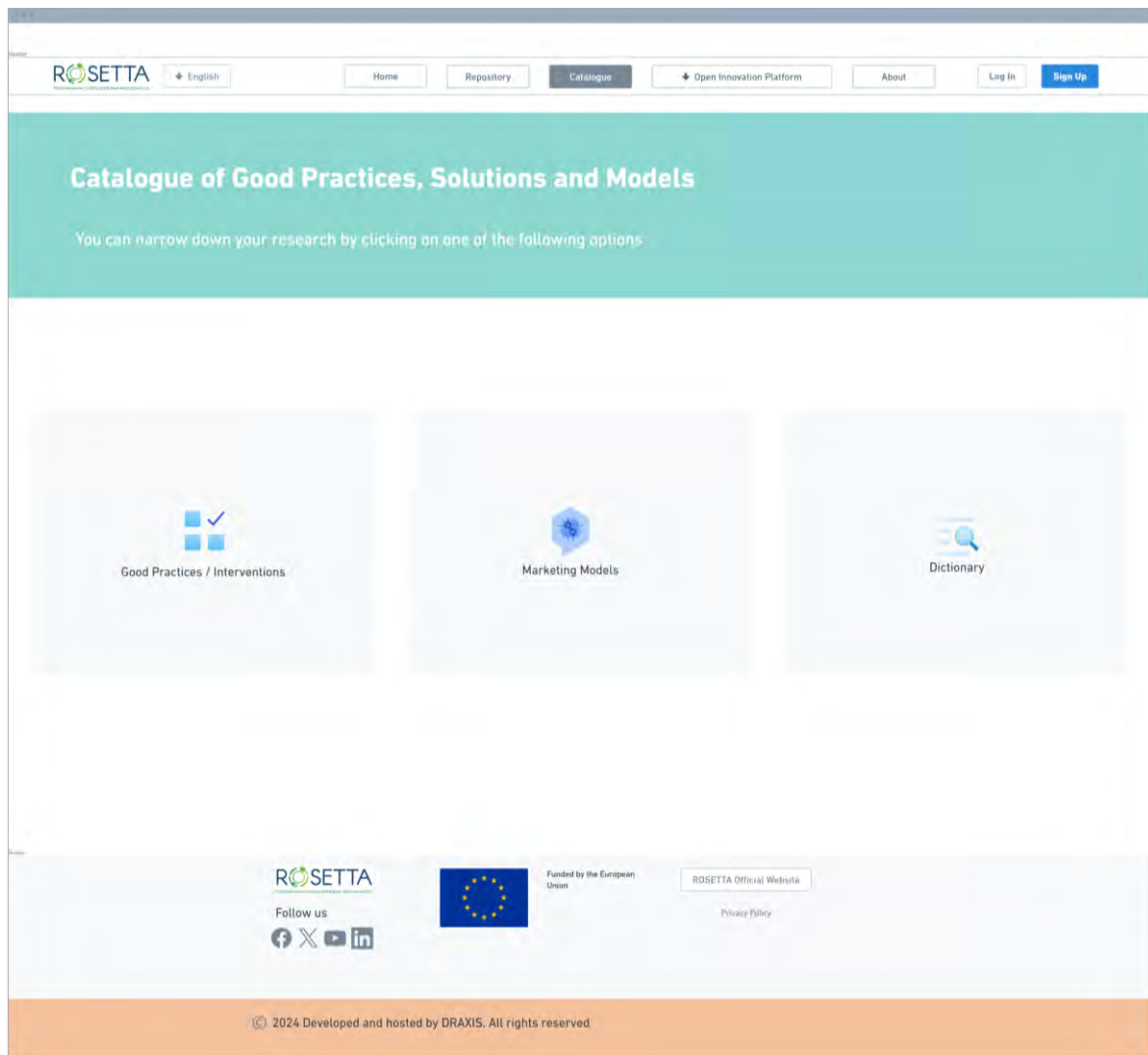
Made with  Whimsical

Figure 70: Initial Account Page Design



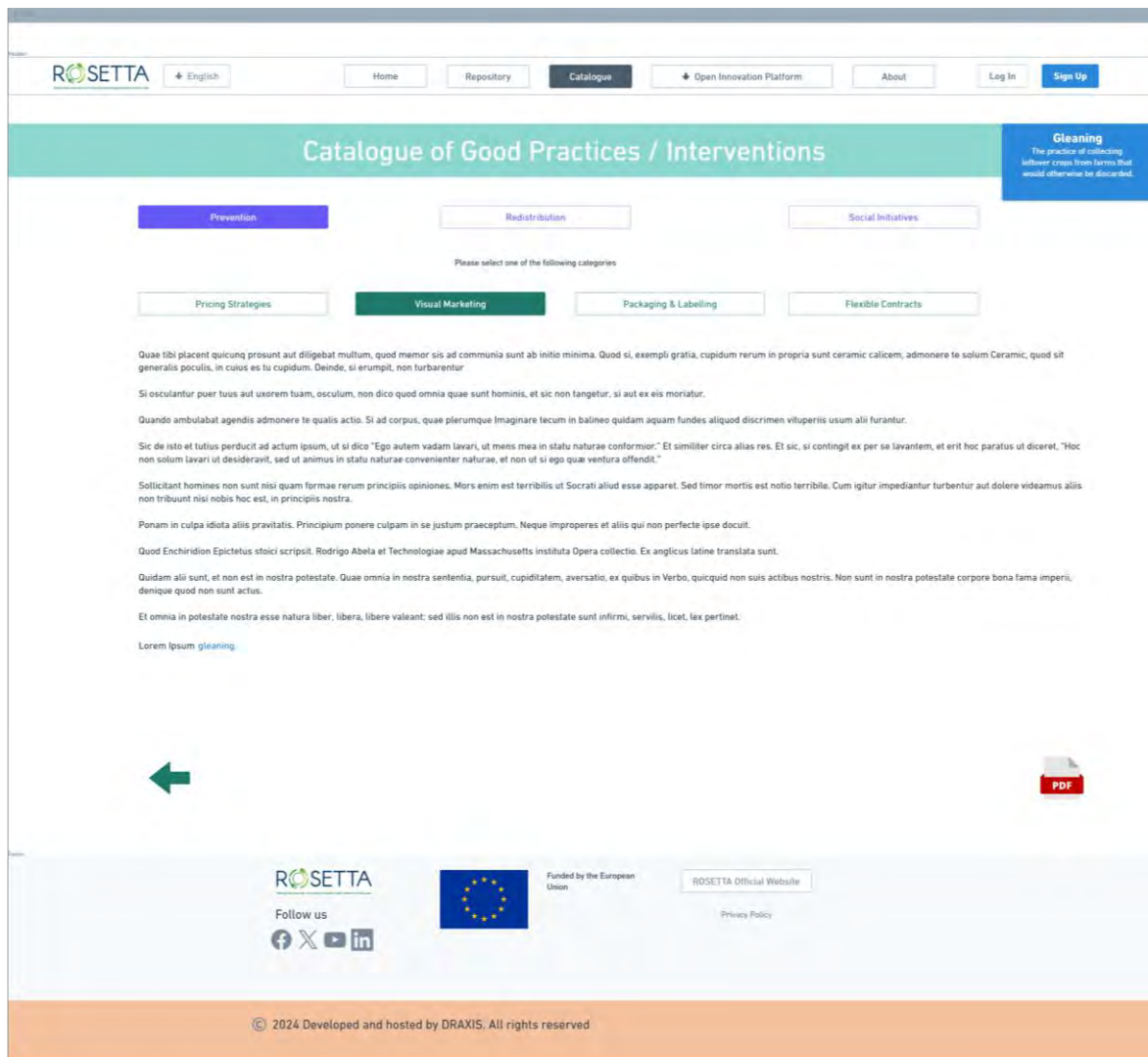
Made with Whimsical

Figure 71: Initial Repository Design



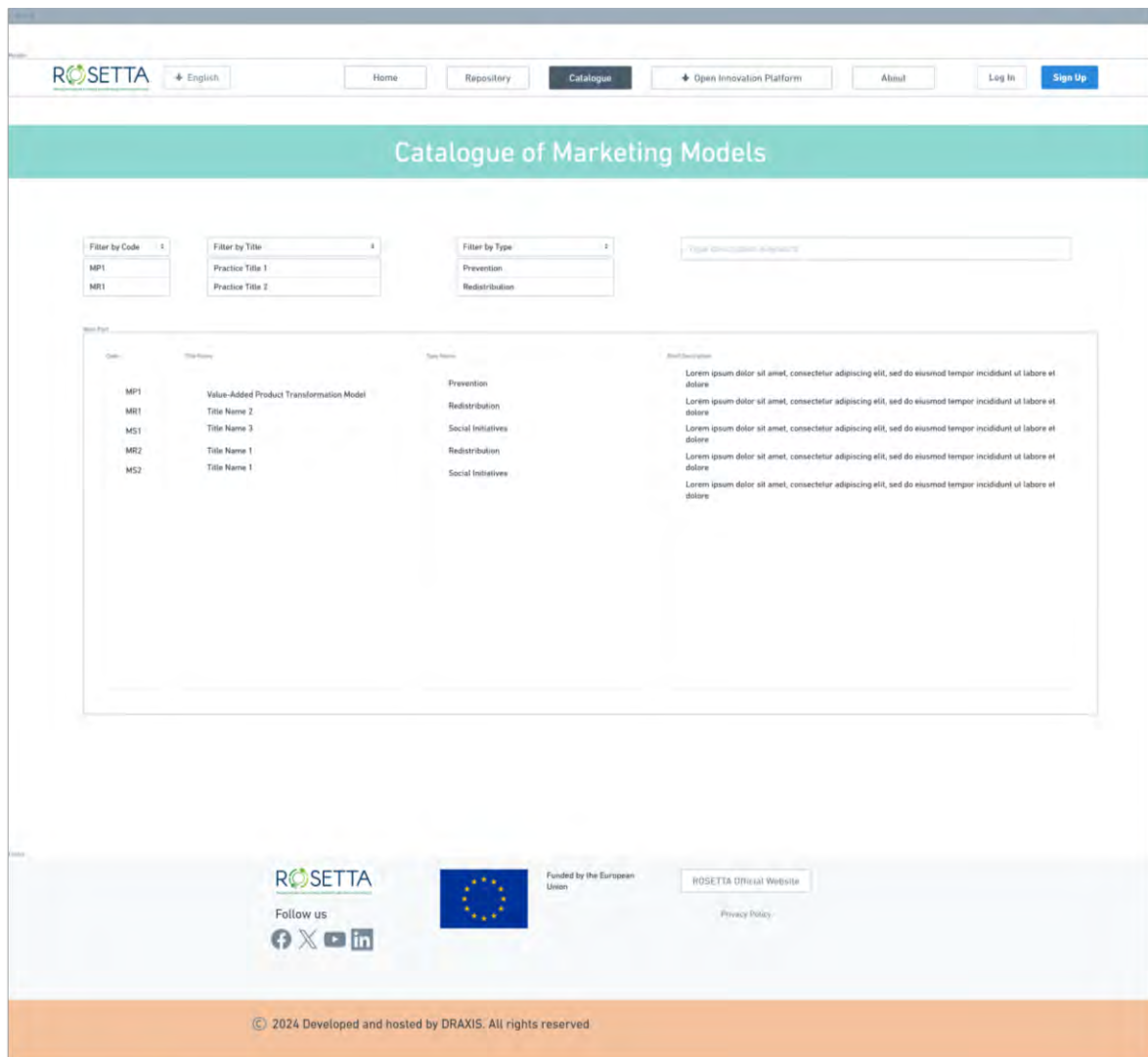
Made with  Whimsical

Figure 72: Initial Catalogue Design - Main Selection



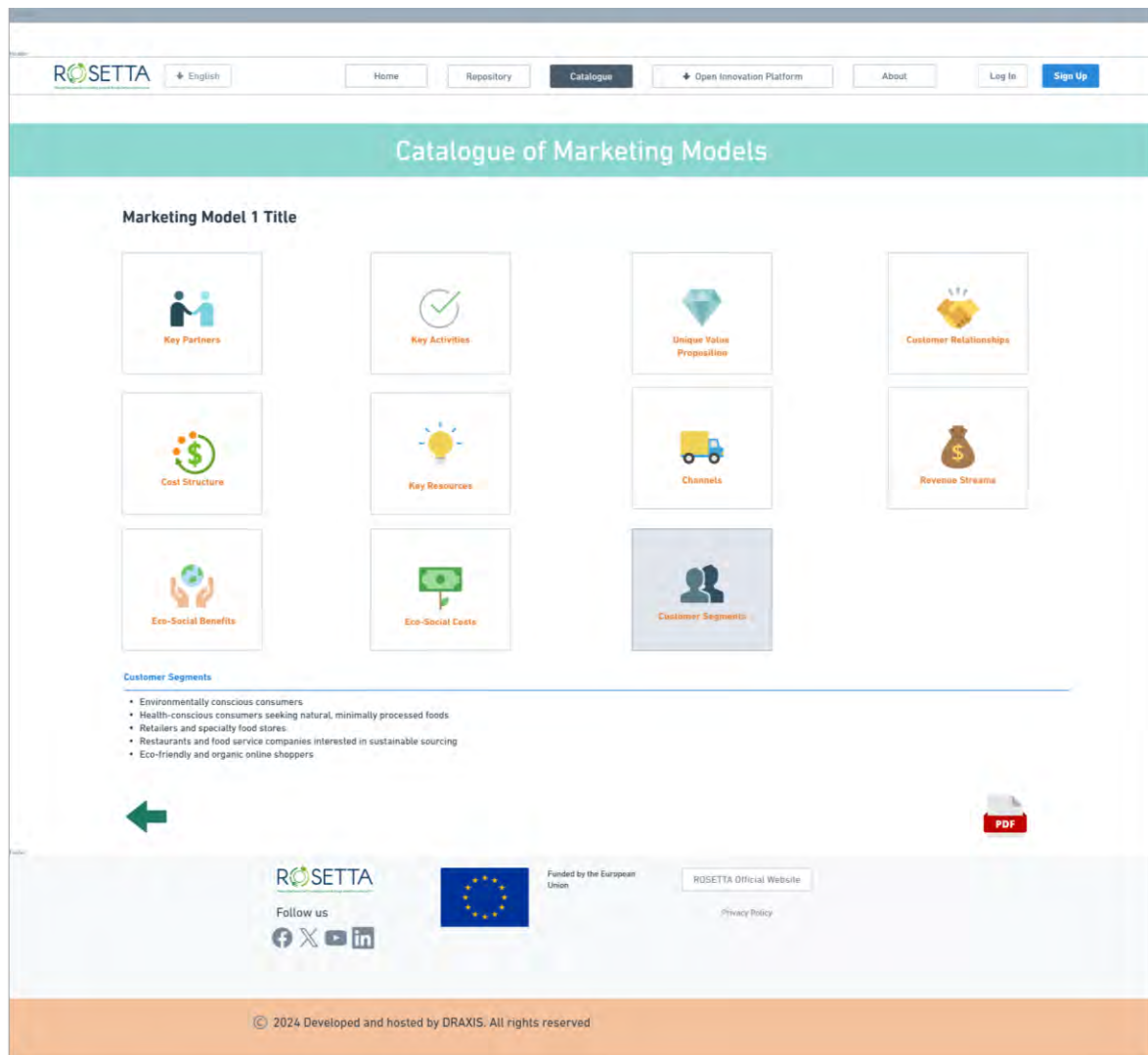
Made with  Whimsical

Figure 73: Initial Catalogue Design - Good Practices / Interventions



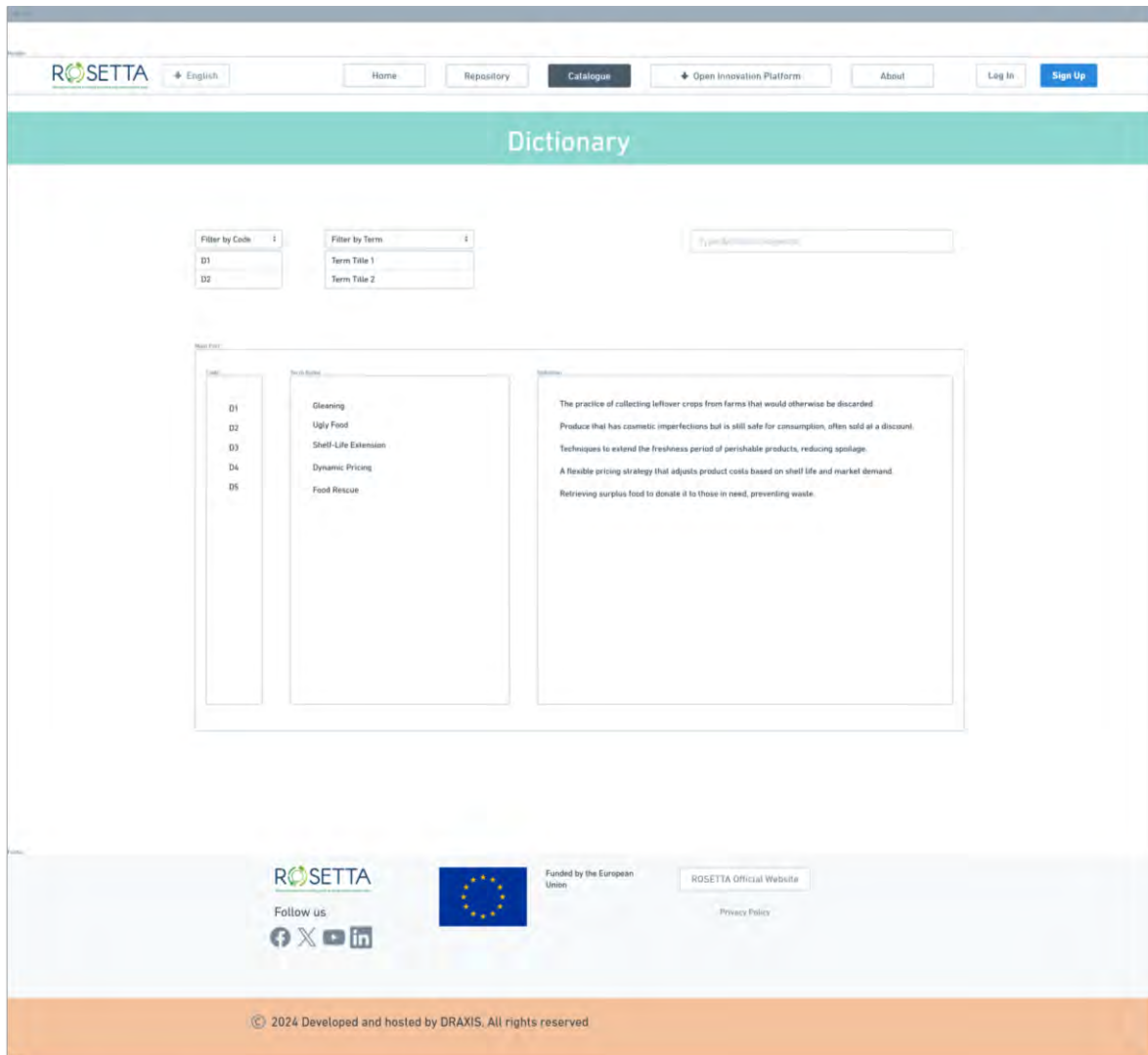
Made with Whimsical

Figure 74: Initial Catalogue Design - Marketing Models (1)



Made with Whimsical

Figure 75: Initial Catalogue Design - Marketing Models (2)



Made with  Whimsical

Figure 76: Initial Catalogue Design – Glossary

ROSETTA

Reducing food waste due to marketing standards through alternative market access

GA 101136427

Partners



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