



# ROSETTA

## PRESS RELEASE

### ROSETTA Publishes Its Public Deliverables to Support Evidence-Based Action on Food Waste Across Europe

**Brussels, January 2026**

The Horizon Europe project ROSETTA has made its public project deliverables openly available to all stakeholders through the ROSETTA website, providing free access to research findings, analytical reports, and practical insights on how food marketing standards contribute to food waste across Europe.

Developed throughout the project in collaboration with researchers, food system actors, policymakers, and civil society organisations, the deliverables consolidate ROSETTA's work into a set of accessible, evidence-based resources. They are designed not only to inform, but also to be actively used in decision-making, dialogue, and real-world applications across the food system.

By publishing these materials openly, ROSETTA reinforces its commitment to transparency, knowledge sharing, and stakeholder engagement. The project invites readers to go beyond consultation and to engage with the deliverables as tools that can support policy development, business innovation, research, education, and advocacy.

#### From Research Outputs to Resources for Practice

Food waste driven by marketing standards remains a largely invisible challenge within Europe's food system. Aesthetic and commercial criteria continue to shape which foods reach the market and which are rejected, often regardless of nutritional value or environmental impact.

ROSETTA's public deliverables address this challenge by:

- 🍅 **Analysing how marketing standards operate across different stages of the food value chain,**
- 🍅 **Documenting insights and lessons learned from pilot activities and stakeholder engagement,**
- 🍅 **Translating complex research findings into structured and accessible knowledge for diverse audiences.**

Together, these deliverables form a coherent body of work that helps bridge the gap between research, policy, and practice, while supporting a shared understanding of how marketing practices can be rethought to reduce avoidable food waste.

#### From Research Outputs to Resources for Practice

The ROSETTA deliverables are intentionally designed to be engaged with, rather than archived. They can be used to:

- 🍅 **Inform policy discussions and regulatory reflections on sustainability and food governance,**
- 🍅 **Support food business operators in exploring alternative marketing and sourcing approaches,**
- 🍅 **Provide researchers and academics with validated data, analyses, and case-based insights.**



By engaging with these deliverables, stakeholders contribute to a broader, evidence-based conversation on how food systems can become more inclusive, efficient, and resilient.

## Access the ROSETTA Public Deliverables

All public deliverables are now available to read and download via the ROSETTA website:

<https://rosetta-project.eu/deliverables/>

The materials are free and accessible to all interested stakeholders. Readers are encouraged to explore the deliverables, share them within their networks, and use them as reference points in ongoing initiatives related to sustainable food systems.

## About the ROSETTA Project

ROSETTA (Reducing food waste due to marketing standards through alternative market access) is a Horizon Europe research project addressing the often-overlooked link between food marketing standards and food waste. Across Europe, aesthetic and commercial requirements continue to exclude edible food from the market, contributing to avoidable waste along the food value chain.

ROSETTA brings together research, pilot activities, and stakeholder engagement to better understand how marketing standards are applied in practice and how they can be rethought to support sustainability, circularity, and food system resilience. By working with policymakers, food business operators, researchers, and civil society organisations, the project aims to improve market access for suboptimal foods and to contribute to more inclusive and sustainable food systems.

## Press Contact

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

White Research,  
*ROSETTA Dissemination & Communication Manager*

Michalis Vassou: [mvassou@white-research.eu](mailto:mvassou@white-research.eu)  
Nikolaos Sotiriou: [nsotiriou@white-research.eu](mailto:nsotiriou@white-research.eu)

