

ROSETTA'S PILOT ACTIVITIES

Dive into the innovative world of ROSETTA's pilot projects across Europe, where we're turning food waste challenges into opportunities.



IRELAND - FRUIT & VEGETABLES

Unleash the potential of imperfect vegetables, creating a nutritious range of products.



SPAIN - FRUIT & VEGETABLES

Leverage the power of online retail to rescue rejected yet edible products, such as blending imperfect fruits with chocolate and exploring e-commerce for sustainable goodies.



POLAND - CEREALS

Break away from marketing standards with bran-based, fiber-rich cereals. Explore a digital grain passport for tech-driven, transparent grain supply chains.



DENMARK - DAIRY PRODUCTS

Address the challenge of dairy wastage by optimising the supply chain and guide the consumer to use low-shelf-life products.



GREECE - FRUIT, VEGETABLES AND MEAT

Rescue defected products for consumption and distribution for social purposes, such as immediate cooking and delivery to people who cannot afford to buy food. Modify a mobile app to guide consumers on optimal food storage and usage.

Project ID

Grant Agreement No: 101136427
 Programme: Horizon Europe
 Type of Action: RIA
 Start date: 01 January 2024
 Duration: 36 months
 EU contribution: 4,999,382,05 €
 Coordinator: Q-PLAN INTERNATIONAL ADVISORS PC

Find Out More

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ROSETTA

Reducing food waste due to marketing standards through alternative market access

From Farm to Fork, we link the sustainable way



ROSETTA FOOD RESEARCH AREAS



THE PROBLEM:

Ever wondered why perfectly edible food ends up in the bin? Surprisingly, our efforts to ensure continuous optimal food quality might be contributing to the issue. The aesthetic criteria we use to determine the “proper” appearance of food and the marketing criteria that define the expiring date of food products could be linked to a significant 71% of food waste across homes, restaurants and stores in the EU.

THE CURRENT SCENE:

Designed to keep our food system efficient, EU marketing standards, however, come with a twist. They primarily focus on the economic aspects, sometimes overlooking the social and environmental impacts. To further complicate matters, businesses set their own marketing rules, which are mainly driven by consumer satisfaction and market demands, thus increasing the impact of food waste on environmental and social aspects.

ROSETTA'S APPROACH

Rosetta is here to revolutionise the approach to food waste aiming for a system that cares for both the economy and the planet. Through innovative research, we dive deep into understanding how these standards contribute to waste, and more importantly, we're developing practical solutions to give "imperfect" but perfectly good food a second chance. Overall, ROSETTA aims to shape how we perceive and manage our food resources.



ROSETTA'S OBJECTIVES

Establish 5 Multi-Actor Innovation Platforms (MIPs) across Europe.



- Engage key actors in the food value chain.

Develop a digital toolkit for co-creation and knowledge exchange.



- Create an innovative digital toolkit as a centralised resource hub for stakeholders.
- Enhance collaboration and knowledge exchange by providing in-depth information, insightful reports and comprehensive data.
- Elevate the participatory experience, making the project more dynamic and accessible to all involved parties.

Assess Food Marketing Standards:



- Analyse the regulatory framework of food marketing standards.
- Investigate private standards and their link to food waste.
- Deploy interviews and surveys across EU countries.

Estimate Food Waste Amounts due to Marketing Standards:



- Engage stakeholders for qualitative and quantitative data-collection.
- Develop models estimating food waste due to marketing standards.
- Verify estimation models with data from pilot experiments.

Co-develop Alternative Marketing Models:



- Collect and assess interventions and good practices.
- Co-create and validate solutions with stakeholders.

Assess Trade-offs:



- Analyse trade-offs between food waste reduction and marketing standards.
- Evaluate burdens and benefits from economic, environmental and social perspectives.
- Conduct Life Cycle Sustainability Assessment (LCSA) on selected cases.

Provide Recommendations:



- Consolidate insights into actionable recommendations to policy makers/regulators, business/marketing standard owners.
- Organise roundtables for discussions and feedback.
- Establish a Community of Practice for networking and knowledge exchange.

