

ROSETTA's First Community of Practice Meeting

Bringing Stakeholders Together to Address Food Waste and Marketing Standards

Brussels, 3 April 2025 – The ROSETTA project successfully hosted its **1st Community of Practice (CoP) meeting** on 5 February 2025, bringing together experts and stakeholders from across the food value chain to tackle the role of **marketing standards in food loss and waste**. The event provided a collaborative platform for **researchers, industry representatives, policymakers and civil society stakeholders** to exchange knowledge, share insights and discuss solutions for a more sustainable food system.

A multi – stakeholder approach to food waste

With over **150 registered members**, the CoP serves as a dedicated space for **knowledge-sharing, stakeholder engagement and collaborative research**. The first meeting focused on key challenges linked to marketing standards and food waste, offering perspectives from diverse actors across the food system.

Key topics discussed:

- **The impact of marketing standards on food waste** – Sharing insights from ROSETTA's research on how public regulations and private standards contribute to food loss across the supply chain.
- **Strategies to reduce waste in food retail and production** – Insights on innovative approaches to minimise food waste at various stages of the food system.
- **Opportunities for policy alignment** – Addressing gaps between sustainability goals and existing marketing standards.
- **Strengthening collaboration across EU initiatives** – Enhancing synergies between ROSETTA and other food waste-related projects, including its sister project **BREADCRUMB**, to maximise impact and knowledge exchange.

The event concluded with an interactive discussion, highlighting the need for **improved data collection, cross-sectoral cooperation and practical solutions to address food loss**. The CoP will continue engaging members through focus groups, interviews and digital tools while amplifying key discussions through the Roots to Resilience social media campaign.

Join the ROSETTA Community of Practice

The CoP remains open to **all stakeholders interested in contributing to a more sustainable food system**. To become a member, register [here](#).

Contact information

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