



LOWINFOOD

Multi-actor design of low-waste food value chains through the demonstration of innovative solutions to reduce food loss and waste

GA No. 101000439

D6.1. PEDR. LOWINFOOD PLAN FOR THE EXPLOITATION AND DISSEMINATION OF RESULTS

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Executive Summary

This document illustrates the communication, dissemination and exploitation plan for the LOWINFOOD project and sets the strategy and set of actions necessary for these commitments. It is part of the plan for the exploitation and dissemination of results (PEDR), and will be completed with the D6.10, Recommendations for diffusion of innovations.

The PEDR comprises three main pillars: **communication**, which contains the actions foreseen to bring the research and its outcomes to the attention of non-scientific audiences; **dissemination**, aimed for audiences that may take an interest in the potential use of the results, such as the scientific community, industrial actors and policymakers, and **exploitation**, which brings the potential business opportunities for novel products or services to people or organisation within or out of the consortium.

It is prepared within the Communication, Dissemination and Market Replication Work Package (WP6), and will ensure that all communication, dissemination and exploitation needs from various WPs and the project in general are considered and coordinated. To this end, it provides a draft plan for the actions that will be taken all along the duration of the project.

ELH is the leader and the main responsible of WP6, as well as of this deliverable, and the overall PEDR. However, UNIBO and UNITUS will be in charge of certain tasks of the WP6, and hence, also of some parts of this plan for the exploitation and dissemination of results. ELH members will constitute the communication team, led by the communication manager (Manex Urruzola), and will carry out the design and preparation of all the necessary channels, tools and materials, especially those related to communication objectives. Meanwhile, UNIBO will lead the Dissemination pillar, and UNITUS will be in charge of the management of the exploitation of results.

The present document represents a roadmap for all LOWINFOOD activities related to communication, dissemination and exploitation. The following sections are included in the document: an introduction to the project (section 1); the general strategy (section 2); the identified target audiences (section 3); the channels that will be used to reach the audiences (section 4); the materials and tools that will be produced and used on different channels to comply with the established communication, dissemination and exploitation objectives (section 5); the draft plan of actions (section 6), and a list of key performance indicators to evaluate the performance of the communication, dissemination and exploitation strategy (section 7).

This plan for the exploitation and dissemination of results is a live document. Although it is a deliverable to be submitted to the European Commission by Month 3 of the LOWINFOOD project, it is likely to undergo changes and adjustments all over the duration of the project, and it will be progressively updated. The first version of it has been agreed by all partners, but regular reviews, concurrent with the reporting periods, in order to detect the points for improvement and the necessary amendments and report the corrective measures for them, will result in a plan for the exploitation and dissemination of results that fully meets the objectives





set.



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1. Introduction to the LOWINFOOD project

LOWINFOOD, “Multi-actor design of low-waste food value chains through the demonstration of innovative solutions to reduce food loss and waste”, is a project funded by the European Commission’s Horizon 2020 framework, under the topic RUR-07-2020 — Reducing food losses and waste along the agri-food value chain. It started on the 1st of November 2020, and it has a life span of four years (52 months).

By addressing the call RUR-07-2020, LOWINFOOD aims to contribute to boost innovation in food value chains by reducing the quantity of food lost or wasted in production, processing, distribution and consumption. As from the waste directive of the EU and SDG 12.3, reducing food waste is one of the strategic goals to be reached by 2030. Preventing and reducing food losses and waste is a key action to ensure sustainable food and nutrition security, to reduce greenhouse gas emissions and to lower the environmental impacts of the food systems.

LOWINFOOD is a project committed to co-design, together with actors of the food chain, low-waste value chains by supporting the demonstration of a portfolio of innovations in a series of value chains particularly concerned by food loss and waste problem, due to their perishable nature, as well as the large amount of waste generated in each of them: fruits & vegetables, bakery products and fish value chains, as well as in at-home and out-of-home consumption. The focus of the project matches with the specific challenge stated by the RUR-07-2020 call, as it is not the creation of new innovations, but the demonstration, implementation and market replication of existing technologies and solutions against food loss and waste. The innovations are selected among promising solutions that have already been developed and tested by some partners of the consortium, with the aim to provide the necessary demonstration and upscale to allow market replication.

The project is expected to have a significant impact on different aspects. The innovative activities and solutions to be implemented, ranging from technological solutions, to social, managerial and organizational innovations, and the approach of testing their effectiveness, efficiency and market potentialities will lead to expand the portfolio of innovative technologies, will contribute to the understanding of the root causes behind the current situation, and will provide adequate measures to assess both their direct and their related effects.

The impact of the innovations will be evaluated considering the amount of food waste avoided (the efficacy) as well as related socio-economic and environmental impacts. For each value chain, all the different levels are considered in the demonstration of the innovations, from production to retailing. Another set of innovations is applied to the consumer level, with the aim to avoid the waste of all kind of foods in out-of-home and at-home consumption.

Additionally, the structure of the project will strongly put the basis for a multi-actor approach, as well as a close collaboration among partners in defining a common methodology framework for the evaluation of the innovations and improving the capacity of the various actors to collaborate each other in contrasting food loss and waste. This will also make growing the awareness of the joint responsibility of the various actors in the prevention of food losses and waste along the





entire production chains, instead of each actor focusing only on the part of the chain where it is directly concerned.

Once the research part of the project is completed, the final phase to reach the expected impact implies to make available all the results obtained and the products or materials produced to the target audiences. Success in this last phase depends on the strategy defined and followed for communication, dissemination and exploitation or market replication purposes. The joint collaboration of all partners will be required, to effectively carry out all the activities scheduled.

The LOWINFOOD consortium comprises 27 entities, located in 12 different countries around Europe, and ranging from universities and research institutes to start-ups, foundations, associations and companies working in the food sector with expertise in all relevant scientific and technical areas covered by the project: innovation, demonstration, knowledge transfer, dissemination, policy advice and marketing strategy. All research partners have a long-lasting expertise in the topic of food loss and waste quantification and reduction.

An External Advisory Board is also participating in LOWINFOOD, and its main function is the evaluation of project progress and providing guidance throughout the duration of the project. It is committed to evaluate the progress made during the project, give recommendations for further actions for consideration to the project consortium, facilitate a dialogue with wider community and companies, and provide feedback on deliverables and consultation about the development and adjustments of the activities. International experts of food waste are joining the External Advisory Board:

- Dr. Julian Parfitt is technical director at Anthesis and expert on supply chain food waste. He has been in the vanguard of the development of responses to food loss and waste having carried out key strategic roles in several EU funded projects, as well as delivered numerous food waste measurement projects for UK retailers and food manufacturers.
- Dr. Kate Parizeau is an Associate Professor in the Department of Geography, Environment & Geomatics at the University of Guelph. Her research uses waste management practices as a lens through which to interrogate complex systems of social organization and environmental change. Recent research projects include explorations of food waste in Canadian settings, and informal recycling practices in Vancouver, Canada and Buenos Aires, Argentina.

At organisational level, a clear organisational structure has been designed in order to ensure its smooth execution from the very beginning of the activities. Six working groups have been established for different functions and with different responsibilities. Among them, one of the groups in charge of ensuring an appropriate exploitation and dissemination of knowledge and innovations is the **Scientific Board**, as it provides the executive leadership necessary to successfully run the scientific aspects of the project. It is comprised by the work packages coordinators, including the Project Coordinator and the Project Manager, the former being also the chairman of the Scientific Board. Therefore, the Scientific Board is constituted by Dr. Emanuele Blasi (Project Coordinator, UNITUS, male), Silvia Scherhauser (BOKU, female), Dr. Luca Falasconi (UNIBO, male), Dr. Mattias Eriksson (SLU, male), Dr. Simone Piras (JHI, male), Dr.





Christina Strotmann (ISUN, female), Manex Urruzola Arrate (ELH, male), Dr. Clara Cicatiello (Project Manager, UNITUS, female).

The **Innovation Platform** is another work group that has been established in the project and it will be key to carry out actions related to communication, dissemination and exploitation, although it is not comprised by research performing organisations. Indeed, it is a network of innovators, companies and institutions sharing the common objective to reduce food loss and waste in food value chains. It includes both non-research partners of the LOWINFOOD consortium and eight other entities supporting the project through a letter of intent. They are responsible for the implementation of the innovations; they are committed to provide the information and documentation to task leaders during the implementation of the innovations, and also to support the dissemination of the results of the demonstration activities among their peers and the wider community.

The **gender perspective** will be incorporated throughout the project, and it will be ensured that the material produced within this plan is gender sensitive and inclusive, and the use of sexist and stereotyped language, messages and images is avoided. ELH will be responsible of the verification that the gender perspective is well integrated throughout the communication, dissemination and exploitation activities, but the contribution of all partners will be required. This effort encompasses the definition and design of the project, the implementation and the evaluation phase. In line with this, all data should be collected disaggregated by sex, so that it can then be analysed from a gender perspective.





2. General strategy for the accomplishment of the plan for the exploitation and dissemination of results

A central goal of the plan for the exploitation and dissemination of results is to maximise opportunities to promote, communicate, disseminate and replicate and exploit research results throughout the lifetime of LOWINFOOD, and beyond. LOWINFOOD consortium is committed to disseminating the developments and results of this project to a wider audience, as food loss and waste problem concerns to a very wide part of the society. WP6 is a crosscutting work package that will coordinate the general strategy and the specific sets of activities for these purposes with all other work packages.

The objectives that can be achieved by communication, dissemination and exploitation activities are:

1. Promoting the project and ensuring its visibility

This objective responds to two main needs:

- a) Demonstrating in which way a European research project is contributing to the wellbeing of the society and accounting for public spending by providing tangible evidence the project's added value and benefits on different members of the society;
- b) Ensuring that the project activities, tools and results will have the largest possible diffusion and impact, even beyond the duration of the project, so that the benefits of the project can reach the highest possible number of stakeholders.

2. Favour networking and mutual learning among research and innovation projects related to food loss and waste reduction

Establishing synergies with similar initiatives under topic RUR-07-2020 and other calls focusing on food loss and waste reduction will favour a networking environment and maximize project's impact and disseminations of results, as well as facilitate knowledge exchange and mutual learning.

3. Raise awareness about the importance of reducing food loss and waste

LOWINFOOD doesn't only aim to provide innovations to prevent and reduce food loss and waste; it also is very important to make all the actors involved in the value chains in which it works aware of the importance of reducing the amount of food losses and waste along the entire production chain. A very wide range of stakeholders and actors are aimed to reach in terms of raising their awareness, from producers, processors and retailers of the fruits and vegetables, bakery and fish sectors, to individual consumers. Different strategies will be designed to this end, and specific channels and tools will be used to reach to each target group.

4. Diffusion of the innovations that have been proven to be effective for the objective of reducing food loss and waste

Effective dissemination, communication and exploitation of findings are central to successful high-impact research, in particular whenever the project involves multiple





groups of academic and non-academic partners and audiences. LOWINFOOD will take advantage of existing local, national and European networks where the consortium members are involved in, complementing links and input provided by the organisations who have expressed their support for LOWINFOOD through letters of intent.

A coherent, multi-layered strategy to effectively make known and disseminate LOWINFOOD's findings will bundle effort from the whole consortium across the entire lifespan of the project. The general strategy for the accomplishment of the plan for the exploitation and dissemination of results defines the scaffold of the plan, the different spheres where foreseen actions will be taken.

PROJECT NAME

As the name of the project, LOWINFOOD, is an abbreviation of the tagline of the project, "Multi-actor design of low-waste food value chains through the demonstration of innovative solutions to reduce food loss and waste", the general recommendation is to write it in capital letters. A coherent writing of the project name by all partners in all circumstances reflects an appropriate level of consensus, coordination and communication.

LANGUAGE

The language of the project is English. The toolkits and all other material made available to partners, as well as the LOWINFOOD website and social media channels will be created and fed in English.

However, communication with local and national stakeholders might require for partners to use their national language. When the case applies, each partner will be responsible of the translation of any communication material into their own national language. For audio-visual material, namely videos, it may happen that some of the target audience need the language to be adapted. In those cases, the videos produced in English will have different versions subtitled into the main languages of the target public in the different countries. It will also be considered the possibility of dubbing the videos into local languages, to be more attractive for non-English speakers.

INCLUSIVE AND GENDER-SENSITIVE USE OF LANGUAGE

A gender-sensitive use of language will be made for all communication, dissemination and exploitation activities and it will affect both the contents we disseminate and the way those contents are disseminated. This include avoiding reinforcing traditional gender roles such as women as main care-givers, household responsible, and men as main community representatives, leading SMEs or decision-makers... And, when possible, we will communicate balanced images and women actively taking part, leading and also making men co-responsible in order to respond to different social needs (and not to be blind to some of them) and not to increase the current gender biases. By extension, the same inclusive criteria will be applied to other potentially excluded or marginalized groups on the basis of race or disability, or any other





minority group, and discriminating language or imagery will be avoided.

INTERNAL COMMUNICATION

A password protected platform (intranet) has been developed as a part of the website, to facilitate remote work and content management. It will serve as a document repository, where partners and actors involved in the project will have their own credentials to access the web platform and share with all others their relevant information, such as technical information, confidential deliverables, raw project results, etc. Online project meetings and material sharing via e-mail will complete the ways used by LOWINFOOD partners for internal communication.

Regarding the access and edit permission to the intranet, two categories of profiles will be created for the project partners: partners and leaders. Members of both categories will have access to the intranet, and will be allowed to consult and download the information and documents available. But just those partners registered with the leader role will have the permission to feed the intranet platform, and thus edit or delete content, or add new one. The leader role will be assigned to all WP leaders, WP6 task leaders and communication and dissemination team members. The three members of the External Advisory Board will also be registered as partners to the intranet, in order to give them full access to the information and knowledge generated during the project.

PARTNERS' INVOLVEMENT IN COMMUNICATION ACTIVITIES

Partners will actively contribute to the activities scheduled in this plan. All their online tools will link to the LOWINFOOD website and social media pages, and they will participate by sharing project information on their website, social media pages, their Newsletter, by specific e-mailing or in terms of getting in touch with their local media.

The communication manager will provide local partners with the material they will need for communication purposes, as well as some guidelines to help them in the communication activities and all support they could need. The role of the communication manager is envisaged harmonizing the design, contents and timing of the communication tools and materials that will be concretely produced, materialized, translated and adapted by the local partners. Among others, the communication manager will orient and coordinate the partners about when they should get in touch with press contacts, via their institution's press office, or by their own. They will be provided with the written and audio-visual material, which they then have to translate to their own languages and adapt when necessary according to the needs they could have in their community.

Once partners carry out the corresponding communication activities, they will inform the communication team about them, and will send their news items and the collected media impacts.

PARTNERS' INVOLVEMENT IN DISSEMINATION ACTIVITIES





Partnership with other EU projects and platforms

Synergies are being established with similar initiatives under topic RUR-07-2020 and RUR-06-2020 focusing on food loss and waste reduction, with the aim to favour a networking environment and maximize project's impact and dissemination of the results, as well as to facilitate knowledge exchange and mutual learning. In doing so, LOWINFOOD will take advantage of the participation of many of the partners of the consortium to other relevant projects dealing with food waste reduction, as well as by the fact that several partners are actively working at the EU platform for food waste prevention and reduction. Partners also participate in round tables on national level, where they will also share with other experts the results and outputs of LOWINFOOD.

Firstly, a list of potentially relevant projects with which synergies could be beneficial will be devised, and then all partners will contribute to set fruitful relationships with these projects, by planning webinars, meetings or, if relevant, joint activities.

This search for projects to establish partnership has already started to bear fruit. Indeed, a first contact to establish the basis for collaboration was made with four EU funded projects in November 2020: FoodRUs, Ploutos, FAIRCHAIN and CO-FRESH. It has been agreed among all the projects to hold regular meetings every three months to align efforts.

Regarding the strategy to be followed by members of the network that is being conformed, these are some of the key approaches agreed so far, in order to reach an effective and fruitful synergy:

- Share stakeholders contacts
- Create a common hashtag
- Project webpage: have links to other sister projects
- Contribute to each other's newsletters
- Attend / participate in each other intermediate / final events
- Attend each other workshops (also at national level)
- Have a common toolkit to collect best practices in communication & networking

Strategy for dissemination among scholars and stakeholders

The dissemination strategy among scholars and stakeholders will be developed and shared among partners involved in dissemination activities. It includes all activities necessary to achieve the maximum outreach and dissemination of the project objectives, actions and results across scholars and stakeholders. These are the main steps foreseen in the dissemination strategy:



- ❑ Publication of scientific results in peer reviewed journals and conference proceedings
- ❑ Organization of two thematic workshops within the framework of international conferences
- ❑ A Final 2-days Conference in Athens. The aim of the conference is to present the project objectives and outcomes to academic society and the major stakeholders.

PARTNERS' INVOLVEMENT IN EXPLOITATION AND MARKET REPLICATION ACTIVITIES

LOWINFOOD foresees to define common policy recommendations for the diffusion of sustainable and competitive innovations to reduce food waste in real value chains. The diffusion is expected to be facilitated by the identification of levers, both at the policy and at the market levels.

Led by UNITUS, all partners will contribute with the information about the evaluation of the impact of the implementation of innovations (WP1), and about the demonstration activities performed in WP2-5, in order to develop policy recommendations, based on the potential policy needs identified.

For the market replication of innovations that prove to be successful in reducing food loss and waste, task leaders overseeing the demonstration of the innovations will be involved in a structured discussion to jointly develop a set of strategies for the market replication of those successful innovations. The results of this procedure will allow to develop a toolbox addressed to stakeholders operating at different stages of the food value chains, describing the most promising options they have available to address food waste reduction in their operations.

The following sections present in detail the activities to be carried out in order to reach all these objectives: the target audiences, the channels that are foreseen to use and the materials and tools that are planned to be developed. All these elements will be set in compliance with the general strategy, and a series of actions spread over the four years has been planned, clearly linked to the objectives of the project.

Indeed, the impact reached will depend on an appropriate definition and accomplishment of the strategy and the specific actions for each of the three pillars that comprise this plan for the exploitation and dissemination of results: communication, dissemination and exploitation. It is well known that the boundaries between certain activities are often blurry or can sometimes overlap, in particular with regard to communication actions and dissemination, but dissemination and exploitation also are closely linked. For that reason, this plan provides the description of the channels and tools that are being produced for LOWINFOOD without classifying them in the three mentioned pillars. Nevertheless, at the end of the section, figure 4 shows to which of the three spheres of action each one of them corresponds, in order to illustrate their scope as well as to lay out a general vision of the coverage that the set of tools



will offer for the achievement of the established objectives.

Regarding partners' involvement, Annex I provides them a summary of the actions and procedures they must take into account and should carry out to comply with the requirements of communication, dissemination and exploitation of the LOWINFOOD project. It has been structured as a checklist, in order to be easier for partners to audit if they are fully accomplishing what it is expected from them, or they have any issue pending.





3. Target Audience

Recognising the importance of building a significant and responsive community around the LOWINFOOD project, its communication, dissemination and exploitation strategy involves the collaboration of several stakeholders. The LOWINFOOD communication, dissemination and exploitation strategy will be targeted at the stakeholders as set out below:

1. The members of the consortium.
All partners and especially those entrusted to contribute in WP6, must understand the scope and objectives of the communication and dissemination plan and make a commitment to contribute to the challenge of its adequate diffusion in their own community, because the success of the broad diffusion of the project is on everyone.
2. Stakeholders involved in the food value chains addressed by LOWINFOOD.
Stakeholders and agents of many kinds may be interested in LOWINFOOD activities and results, such as those working on fruits & vegetables, bakery and/or fish industries, as well as the hospitality sector and the public food service. They are one of the main target groups for exploitation activities, as they are the ones who can make a direct and concrete use of the innovations evaluated and demonstrated in LOWINFOOD, and the ones interested in the market replication of these innovations.
3. Policy makers.
Within its diffusion strategy, LOWINFOOD will provide a series of recommendations and tools for policy makers that join the common objective of reducing food loss and waste in food systems. The approach of the public organisations that are part of the consortium will serve as a guide for other administrations and/or authorities that also want to promote the reduction of food losses in their regions.
4. Research community.
The research community is a relevant target group for communication and dissemination activities, since the results that will merge from the research activity to be carried out during the project will contribute to expand the portfolio of innovative technologies, added-value products, business models and modes of cooperation between actors across the agri-food chain. All research partners of the project are expected to produce scientific publications based on the results of the demonstration of innovations as well as to share the findings during selected workshops/conferences.
5. Media and general public.
The local, regional and national media of the countries LOWINFOOD partners belong to will be crucial to achieve the objectives of communication, dissemination and exploitation, especially when the aim is to spread the results that concern the general public, i.e, the outcomes of the innovations related to at-home reduction of food loss and waste.



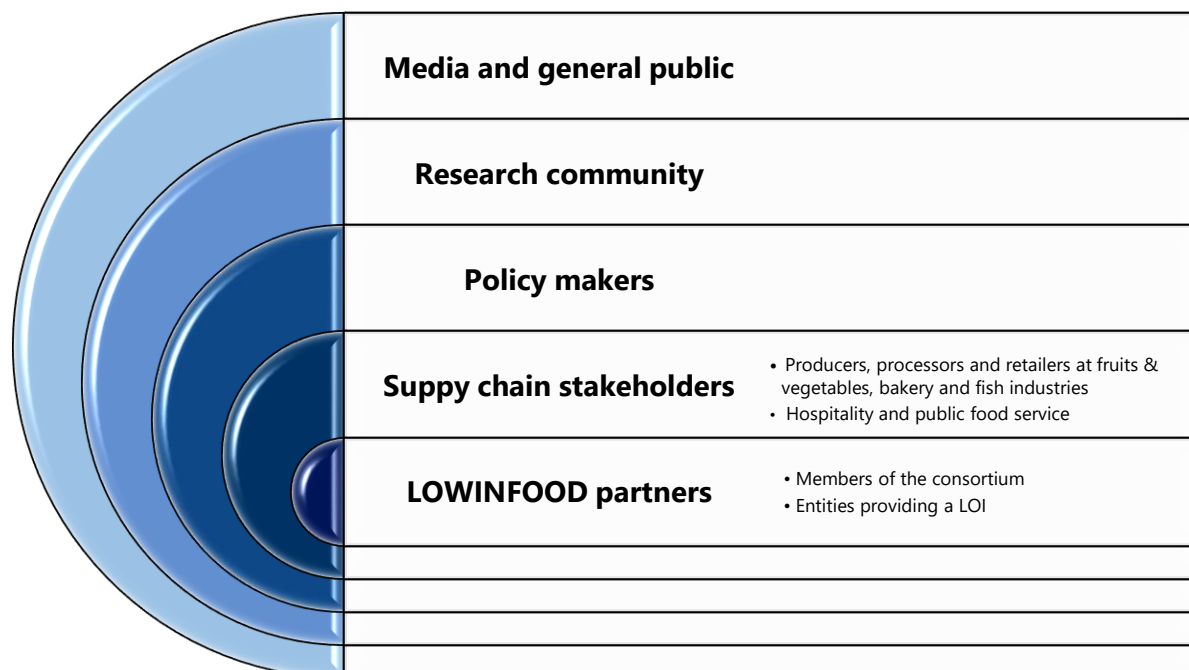


Figure 1: Overview of the target audience groups for communication, dissemination and exploitation purposes of the LOWINFOOD project. The concentric circles illustrate the level of influence and mutual dependence that exists between this stakeholder groups and the project.



4. Project channels for communication, dissemination and exploitation

In order to successfully convey the right messages to the respective target audiences and reach the highest impact possible, the LOWINFOOD communication, dissemination and exploitation strategy involves the use of the following channels.

Visual Identity

A project logo (figure 2) has been designed to communicate the uniqueness of the project. The LOWINFOOD logo seeks to be communicative and to provide at a glance the project approach.

The logo is based on a very simple and easy to apply typography that, in addition to the name of the project, represents a beginning and an end without a break (chain), simulating the value chain that makes up each of the three food sectors addressed by the project. The fourth dimension, consumption, in which the reduction of food waste will be promoted, is represented by the spoon and the fork, present in two O's of the logo, which act as plates, both in the word "lowin" and in the word "food".

It works with and without the background images; however the pictures help to visualize the three fields on which the project is focusing: bakery, fruit (and vegetables) as well as fish. The three images are shown continuously and merging with each other.



Figure 2: LOWINFOOD visual identity. The original logo and a black & white version is shown, the latter to be used in certain circumstances where the original colourful version doesn't fit.



The logo will be the base for the design of every communication means. In this sense, templates are being designed for Power Point presentation, deliverables, Word documents and newsletters based on a colour palette established based on the colours of the logo.

A set of five colours has been defined as the colour palette, to be used by any partner for communication purposes. One colour has been settled on for each of the four food value chains,





and an additional colour will be used for general information. This is the colour palette:

-  **MAGENTA**, for fruits and vegetables (WP2)
html notation: #FE0049 / RGB: 254, 0, 73
-  **YELLOW**, for bakery (WP3)
html notation: #FFC000 / RGB: 255, 192, 0
-  **BLUE**, for fish (WP4)
html notation: #0065C1 / RGB: 0, 101, 193
-  **GREEN**, for consumption (WP5)
html notation: #308B16 / RGB: 48, 139, 22
-  **GREY**, for general information
html notation: #333F50 / RGB: 51, 63, 80

Project website

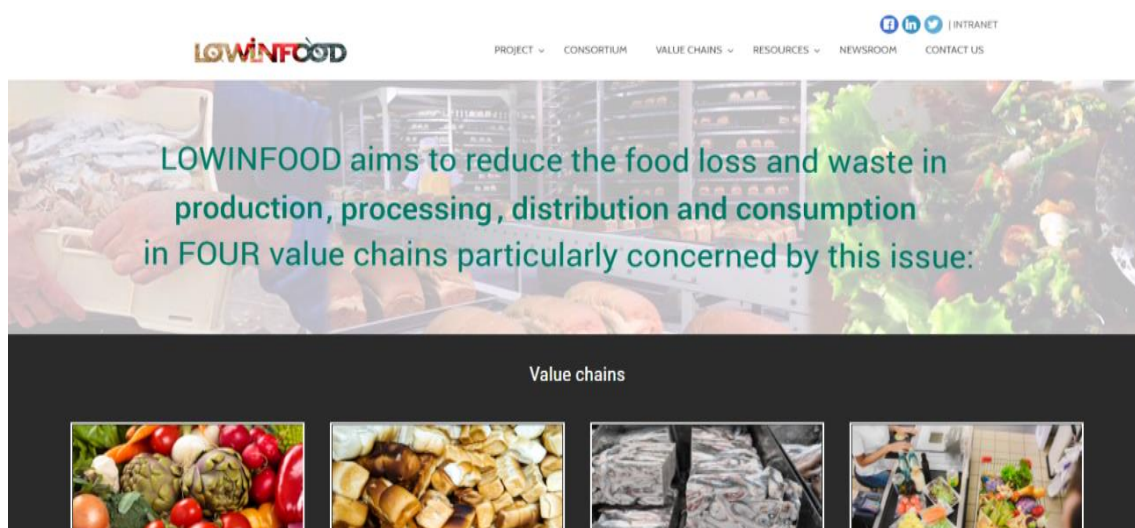


Figure 3: Screenshot of the LOWINFOOD website landing page.

A project website (see figure 3), <https://lowinfood.eu/>, has been established in order to enable all the stakeholders and the general public to readily follow the development of the project. The project website is intended to serve as the main toll for communication, dissemination and exploitation, as it will be the repository of all the material aimed to be publicly available. It will be used as a gateway to diffuse project information as widely as possible. A complete functional and operational website is foreseen for M8. It will be constantly updated with videos, pictures,





informative texts, public tools and public deliverables as soon as they become available.

The dynamic website will benefit from an eye-catching design and it is easy to navigate. It is accessible by citizens at large, and the layout adapts to tablets and smartphones and will be linked to and from other tools and content developed by LOWINFOOD partners as well as other initiatives similar to or related to LOWINFOOD. The website is provided with a subscription form, and visitors will be invited to subscribe, in order to keep up to date with all that is going on in the project.

Roles assigned to the website:

- Public image of the project and the main online access for the target groups as well as for the general public. Information source on the project's objectives, activities, outcomes and relevant updates.
- Repository of information in order to store and make available project resources and publications and to general public. All the public deliverables will be available on the web, in different formats, such as specific web sections, or documents for their download or consultation.
- It is provided with an intranet platform, which will be protected by a username and a password, and will be accessed by partners and close collaborators. This will be the project's repository, the platform to share documents and information among people involved in the project.

Structure:

The preliminary structure of the website has been arranged as follows, but the content of the website will be constantly updated, and the structure will be modified to better respond to the requirements of the outputs reached and the needs emerged among the partners.

Home. The homepage displays the latest most important content of the website. It is arranged in a way that the four value chains the project works on are displayed very visually, to see the project "at a glance". The last news, and produced documents, publications, call to action and promotional material will be featured on the homepage, as well as a call to subscribe to the newsletter.

Project. It is divided into several pages with broad information about the project: background; its approach (What? How?), some key facts (Why?); concept and objectives; a brief description of the Work Packages (Who, How and When?).

Consortium. All the consortium partners are presented visually, represented by their organisation's logo, and sorted by the type of organisation each one belongs to (researchers, innovation providers, the ones belonging to the food sector, public institutions and communication partner). A brief description is given for each of them, as well as the role(s) that have been assigned to each one. An additional section is devoted to the External Advisory Board.





Value chains. It is composed by the four value chains that are addressed in the project: fruits & vegetables, bakery, fish and consumption. Each of the value chain brings the visitor to a specific webpage, where more detailed information is provided about the challenge of food loss and waste reduction and the approach LOWINFOOD has designed to foster it. Updates will be applied to each of these subsections as the project progresses.

Resources. This will be the repository for communication, dissemination and exploitation materials, such as the videos, the training packages, the flyers, the recommendations, etc. These materials will be available to be visualized and to be downloadable, when pertinent.

Network of projects involved in food loss and waste reduction. A separate section has been created on the website where it is shown the kind of knowledge exchange activities that have been carried out with projects funded under the topic RUR-07-2020 and similar.

Newsroom. Project results, outputs, publications, events and actions are being announced on the newsroom of the website. Relevant information about other related projects will be featured on this section as well as every event or action consortium partners organize or attend reported. All partners will be requested to deliver content for this section of the website, providing communication partners with information about their participation in dissemination events, or whatever activity that is worth being published as a news item. The newsroom is composed by some pages, each of one devoted to a specific purpose: the news page, where all news items are displayed, along with the social media feed and like boxes; the events page, which is the repository of all relevant events LOWINFOOD partners organise or assist, and the newsletter page, where the delivered issues will be available, together with the form to subscribe to it. This way, a general view of the public communication and dissemination activities will be displayed on a single place.

Contact. A page with all contact information will be provided, and a contact form will be added, which will allow any visitor to easily interact with the consortium.

Social Media channels

Social media is a critical component to any promotional effort. From the beginning of the project social media accounts have been signed out and all partners have been asked to follow them, as well as to retweet or resend the messages that are published on them. The creation of Facebook (<https://www.facebook.com/lowinfood>), Twitter (<https://twitter.com/lowinfood>), LinkedIn (<https://www.linkedin.com/company/lowinfood/>) and Instagram (<https://www.instagram.com/lowinfood>) profiles will expand the outreach of the project, enabling thus to communicate the key project results to specific target groups and to readily react to comments and questions from the audience.





An active attitude will be followed in the Social Media channels (Facebook, Twitter, LinkedIn and Instagram), not only feeding it regularly with LOWINFOOD news, possibly but not exclusively collected from the partners, catchy data on the situation, objectives, but also retweeting and commenting partners', sister projects' and other stakeholders' messages and the interesting messages related to the project topic.

Another habit when feeding the social media accounts will be to broadly use the trendy hashtags linked with food loss and waste challenge. Related to this, during the first meetings with projects funded by the EU under the same topic, it has been mutually agreed to settle and use some common hashtags.

Following the European Commission and REA recommendations, hashtags such as #H2020 and #AgriResearchEU will be added to the tweets and posts, and @EU_H2020, @EUAgri will be tagged in them, as it is a good way to benefit from a larger audience.

Additionally, a Youtube channel will also be established, which will be the public repository for the audio-visual material produced during the project. Once published on Youtube, videos will be embedded to the official LOWINFOOD website, and will also be shared by the other social media accounts.

Partners' own channels: websites, newsletters, mailings and social media

An active implication of partners will be crucial for an effective diffusion of the project and the results achieved. First of all, a general description of LOWINFOOD will be created in all partners' websites as a static information point and linked to LOWINFOOD official website.

Additionally, partners will actively contribute to the communication, dissemination and exploitation plan by sharing project information on their website, their own newsletters and/or by specific e-mailing.

Partners will also promote the project on social media, through their personal and/or institutional social media channels, by becoming follower of them, sharing the messages posted on project's channels, using the agreed hashtags and labels for the project, etc.

Finally, partners will share with their own colleagues, collaborators and contacts the results and the materials, namely newsletters, produced for communication, dissemination and exploitation purposes. This way, a broader diffusion of the results obtained in the project will be achieved.

Peer reviewed publications

LOWINFOOD will contribute to the research knowledge exchange among scholars and stakeholders on food loss and waste reduction through the publication of scientific results in peer reviewed journals. Furthermore, the scientific results are anticipated to be published through green or gold open access peer-reviewed publications, so it is warranted the public access to them, which will help for the dissemination purposes of the project, as well as the design and the conduction of further research in the future. It is foreseen to publish at least one



paper per innovative activity in scientific journals, plus other scientific articles concerning the methodological approach. Target journals for the publications listed in Table 1 include (IF stands for the journals' Impact Factor): Bioresource Technology (IF: 7.539); Journal of Cleaner Production (IF: 7.246); Waste Management (IF: 5.448); Appetite (IF: 3.501); Sustainability (IF: 2.576).

All publications produced ought to comply with the Guidelines on Open Access to Scientific Publication and Research Data in Horizon 2020 and with Article 29.2 of the Grant Agreement. The partners foreseeing to produce, submit and publish scientific papers are mainly universities and research institutes (i.e. UNITUS, UNIBO, SLU, ISUN, JHI, BOKU, TAU, and HUA). These partners have reserved funding on their budgets to accomplish gold open access, thus shifting the publication payment costs from readers, paying via subscription.

Table 1. Number of published papers foreseen per partner

Partner	N° of publications foreseen	Corresponding WPs
UNITUS	3	Overall project results
UNIBO	1	WP1, WP2
SLU	3	WP1, WP3, WP5
ISUN	3	Overall project results
JHI	4	WP1, WP4
BOKU	3	WP1, WP2
TAU	3	WP1, WP3, WP5
HUA	2	WP1, WP5

The list of publications will be available on the project website.

Publication of the practice abstracts

A Practice Abstract is a short summary of around 1000-1500 characters which describes the main information/recommendation/practice that can serve the end-users in their daily practice. The resulting innovative knowledge and easy accessible end-user material from this project will feed into the EIP-AGRI website for broad dissemination. The end-user material to be produced contains a substantial number of summaries for practitioners in the EIP common format ("Practice Abstracts"), including the characteristics of the project (e.g. contact details of partners, etc.).

A full package of Practice Abstracts (in total 25) will be produced by the project, containing all the outcomes/recommendations which are ready for practice. The format of the LOWINFOOD Practice Abstracts will follow the guidance and templates available on the EIP-AGRI web site. In particular, these sets will be disseminated in three parts: the first set of practice abstracts on M18, the second on M36 and the third one on M52.



Policy brief

Based on the supply chain dialogue to identify hotspots and food loss and waste in the fish sector, and the best practices agreed by partners and stakeholders to prevent and reduce it, a policy brief will be elaborated and circulated on M48, in order to provide a concise summary about the issues discussed and agreed in the LOWINFOOD project to policymakers and others who are interested in formulating or influencing policies to reduce food loss and waste in the fish supply chain.

Participation in external dissemination events

The partners will participate in open Regional, National, International events and conferences to promote and present the results of the project. LOWINFOOD partners plan to organise two thematic workshops dedicated to the project's topics, within the framework of international conferences. The network of research and innovation projects on food loss and waste reduction will be very helpful for this purpose, because it will make easier for LOWINFOOD partners to join the open events organized by those projects and meet the dissemination objectives.

Final Conference

A two-day Final Conference will be organised in Athens by HUA in M48-M52. This will be the last and the biggest communication and dissemination activity to be celebrated during the whole LOWINFOOD project. The conference will join physically many participants, but an additional online participation will be considered, at least for some of the activities scheduled. This way, a bigger number of participants will have the chance to take part in the conference, thus enriching the exchange of experiences and practices. This physical and online combination of participation to the conference, besides, will lead to save emissions from travelling, which will be beneficial.

The aim of this Conference is to present the project objectives and outcomes to the academic society and the major stakeholders. The European Commission shall also be invited to actively participate and support this effort. A call for participation will be issued for those researchers interested in presenting relevant research results. International institutions are expected to be actively involved in the project transferability and replicability process. All partners will be involved in the organisation, preparation, promotion and participation of the conference.

Apart from presenting the final results and outputs reached during the project, the Final Conference will include the celebration of a dissemination event, where participants of other projects or initiatives working on topics similar to those addressed by LOWINFOOD will be invited to present their own results, and thus offer a place for sharing information, good practices, synergies and to promote the cooperation for future initiatives. The projects that have been working closely with LOWINFOOD will be invited to participate in the Final Conference, but it will be open in order to reach a broad participation of many initiatives. A book of abstracts will be the final report of this dissemination event.





Additionally, two final stakeholders events related to WP4 are foreseen in Scotland and Germany. These final events will be celebrated along with fish supply chain stakeholders and decision-makers, to disseminate knowledge about the hotspots of food loss and waste generation in the fish value chains, as well as to share with them the related solutions to reduce their amount and the preliminary results of the implementation of the digital market place innovations. The events will serve to strengthen the contacts between supply chain stakeholders, thus ensuring the sustainability of the dialogue beyond LOWINFOOD.

Austrian partners also foresee to hold a dissemination event for national stakeholders at the final stage of the project. A more detailed definition of this event will be provided later on, when the project is at a more advanced point.

Not strictly scientific on-site and online events

LOWINFOOD partners will participate in a wide range of events, not strictly linked with the scientific dissemination of the results. For example, some webinars and some other interactive meetings are foreseen to be open for interested stakeholders like food clusters or business associations or clusters of projects, working on similar issues aimed to enhance knowledge transfer, and to enable synergies and actions beyond the project. These include the periodic cooperation meetings with RUR-06 and RUR-07 sister projects.

Due to the health crisis generated by the covid-19 pandemic, it is now widespread meetings and seminars to be hold online, via internet platforms such as Zoom, Google Meet or similar. Thus, although it is not possible to predict either the evolution of the pandemic or the use that will be made of digital platforms to conduct meetings, it can be anticipated that the widespread use of online meetings may continue over time. In case of on-site events, it will be mandatory to comply with all in force safety and prevention protocol against Covid-19 by the organisers and all participants.

Public awareness raising campaign

Taking into account that some of the innovations to be evaluated during the project are addressed for the general public, e.g. the ones aimed to reduce food waste in at-home consumption, it is important to design a specific activity focusing on this target audience. Once main results of the project are arisen, all the evidences will be disseminated through a public awareness raising campaign, with the aim of provoking changes in this value chain, especially at the consumers level, but also among the other actors of the chain.

A transmedia storytelling technique will be designed, and will consist of a story experience across different platforms, channels and formats, of the changing process of a single person, or a group of people, by following the evidences in WP1, the innovations evaluated and improved in WP2-5, and the recommendations set in WP6, task 6.6.





5. Project tools and materials for the PEDR

This is the assortment of tools and materials that partners in charge of communication, dissemination and exploitation tasks will use to carry out their duties:

Website sections. As it is the main repository for communicating the project's progress, the website will be constantly updated and adapted to better show a general view of the project and the level of advancement of each part of it. New sections are foreseen to be created as LOWINFOOD goes ahead, and former ones might be changed to be adapted to the state of the project. Related to the Social Media, Twitter and Facebook Feed and Like boxes will be displayed on the website, specifically at the news page. In this way, the latest content of both social media will be visible and available on the website.

Among all website sections, the ones related to news and events will be the most frequently fed, as all partners will contribute with news items and forthcoming events notifications.

Videos. Several videos will be produced to make visible the advancements of the project. A promotional video (2 min.) will be published at the initial stage (M8). Additionally, at least one piece of video will be produced per each food value chain addressed in the project, to inform about the problem it faces and the results that are being achieved by the implementation of the innovations. Regarding WP5, where innovations against food waste in the consumption level are being evaluated, it will be considered to produce three different pieces of video, each of them focusing on one of the three sectors addressed: food service, school canteens and household consumption. If necessary, some other pieces of video will be created to provide a tutorial or user guidance for some of the innovations that are being evaluated, or related to the awareness raising campaign.

Promotional material

- Initial promotional material. Flyers, brochures, posters and roll-ups will be designed, containing all the important information on the project mission and background and on the consortium members, both digital and printed version. The flyer will be distributed to all partners, and they will have the chance to translate it to their local languages, to increase the visibility of the project and to expand network contacts. Roll-ups and posters will also be produced for on-site promotion of the project, to provide partners a tool to show the project at a glance. All these materials will also be available online, in case some of the promotional events or campaign is moved online, or just to take advantage of the diffusion of them through the online channels available.
- Specific promotional material for LOWINFOOD Final Conference. Additional efforts will be made when the LOWINFOOD final event approaches in terms of design of new specific promotional material for this individual event, which will take place at the end of the project. Hence, the focus of this new material will be pointed on the final outcomes and results of the project achieved along these 4 years.

We envisage producing at least the following materials for the event: Specific brand/logo for the event, customized event agenda layout, new versions of the





LOWINFOOD brochure, poster and roll-up. Some material will also be produced for the awareness raising campaign, that, although it will not be designed strictly linked to the final conference, it can be considered a part of the final outputs of the project.

Newsletters. Periodic newsletters will be designed and sent via Mailchimp, where an account will be set up for LOWINFOOD. People interested in receiving the newsletters will be asked to fulfill the subscription form on the website dedicate section, so that all mailings will be in compliance with the requirements of the current data protection laws. The first newsletter will be released in M6. It will be an introductory issue, and a general view will be offered about the initial stage of the project. Thereafter, newsletters will be delivered every six months, unless important results or relevant information emerge. If so, dedicated newsletters can be delivered in addition. For example, the celebration of the General Project Meetings, will include the sending of a newsletter issue, to share information about the meeting and the relevant information provided by partners.

All LOWINFOOD partners will share the newsletter with their own contacts and invite them to subscribe to it. Stakeholders will also be invited to subscribe to the Newsletter e-mailing, as well as the people working in other projects under similar topics (RUR-07-2020, RUR-06-2020) that will be contacted to favour networking among research and innovation projects related to food loss and waste reduction. ELH will be responsible for the good functioning of the subscription process.

Press releases. Whenever relevant information is available and it is agreed to make some local communication via press contacts in a certain area, a press release will be prepared by communication partners for local partners, and the latter will translate it when necessary and send it to local, regional or national media. The celebration of the General Project Meetings in different European cities will be used for this purpose of sending a press release to the local media, in order to catch their attention and encourage them to report about the project and its results. The collaboration of the communication offices of the partners hosting the meetings will be very helpful to this end.

Press conferences. During each General Project Meeting and at the Final Conference, the call of a press conference will be considered in the country where the meeting will take place so that the meeting has a more considerable local impact. The visits to the demonstrations settings scheduled for the General Projects Meetings can be lure for local media, and can be used to invite also journalists to assist to a part of the visits.

Toolbox for market replication of innovations. At the end of the project, a toolbox will be developed addressed to stakeholders operating at different stages of the food value chains, describing the most promising options they have available to address food waste reduction in their operations. It will assemble the demonstration of innovations, their efficacy, socio-economic and environmental effects, together with the barriers encountered in the testing of the innovation.



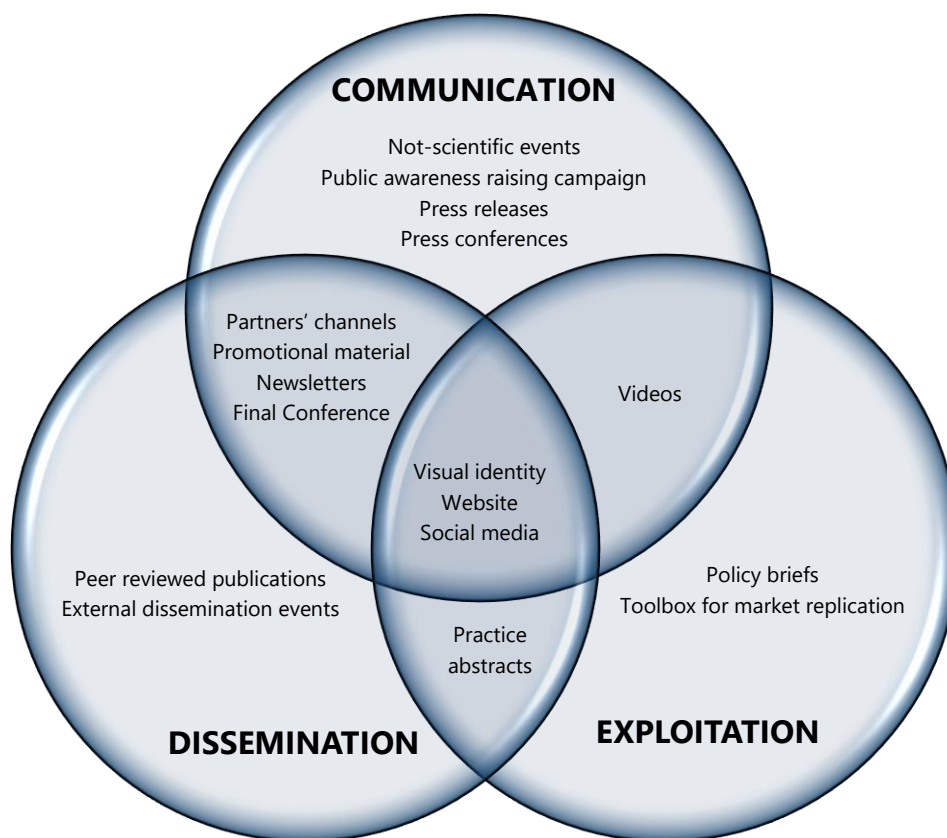


Figure 4: Overview of the channels and tools foreseen for the accomplishment of LOWINFOOD plan for the exploitations and dissemination of results, sorted by sphere(s) of action each one of them corresponds. The fact that some elements are at the intersection of the three pillars that make up the plan illustrates the interconnection existing between them.

6. Draft Plan of Actions

The plan defines the main actions to be carried out in order to effectively promote the project and disseminate its results throughout the whole duration of the project. It brings together all the sections described above, so as to have in a unique place the major elements to be carried out in the project.

The communication, dissemination and exploitation actions will be done in accordance to the progress of the project's research activity. Thus, the 5 phase division foreseen in the methodology part of the Grant Agreement will also apply to this WP. Figure 5 shows the timeline where it is specified when each phase will be carried out during the duration of the project: in the first phase, which will last around the first year, the methodologies for the project will be specified, communication activities will be focused on the preparation of communication materials and infrastructure for the activities forthcoming. In the second phase of the project, food loss assessment will be done for each value chain without innovations, starting around month 6, and until month 18, approximately. During this term, communication partners will work on the definition of the arguments to explain the problem of food loss and waste from different points of view: ethical, economic, environmental and efficiency. Throughout phase 3, food loss assessment will be established once innovations are applied, and that will be a good chance for communication purposes, in order to present the innovations tested in LOWINFOOD. In phase 4, communication efforts will be intensified following the delivery of the first evidences about the efficacy of the innovations in reducing food loss and waste, as well as their socioeconomic and environmental effects. But it is the last phase which will require the largest effort in terms of communication activities. Indeed, that is when the recommendations for market replication and policy makers will be provided, and thus an effective communication, dissemination and exploitation activity will be crucial. And what is more, this final activity will continue beyond the end of the project for months, even years.

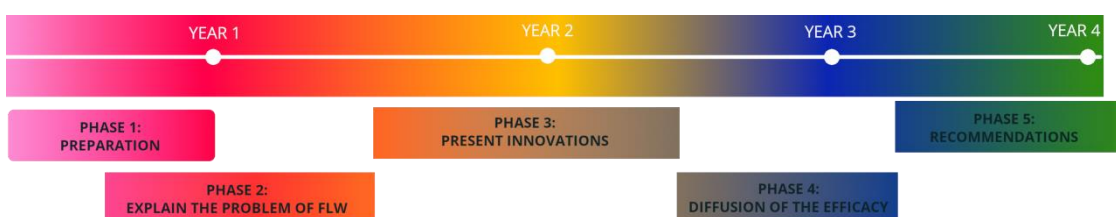


Figure 5. Timeline showing when will be carried out each phase of the communication and dissemination plan during the duration of the project, and a summary of the aim of each of the stages.



Annex II shows in a chronological order the detailed list of actions foreseen, pointing out the key moment or milestone when each of the actions will have to be carried out, the tools to be used in each of them, the channels through which the action will be communicated, and the objective which each of the actions is related to. Due to the sensitive information some of the actions have, and as some of the actions may be changed due to the emergency situation caused by the Covid-19 pandemic or for any other reason, the consortium agreed to keep confidential the annex reporting the detailed plan of actions. Only the members of the consortium and the Commission Services will have access to it.

This first set of actions will be complemented during the project progress, with the list of dissemination events LOWINFOOD partners will participate in, the scientific articles that will be published in peer-reviewed journals, the organization of and participation to webinars, and other communication, dissemination as well as market replication events that have not been defined yet.



7. Evaluation of the communication, dissemination and exploitation activities

A number of key performance indicators (KPI) will be used in order to evaluate the effectiveness of the channels or actions, both on a global level and for the single actions. The results attained will serve as a reference to more clearly see which aspects of the overall plan should be reinforced, as well as which features are being accomplished according with the expectations. As stated before, the overall plan will be reviewed coinciding with the reporting periods, but the analysis or evaluation of these indicators will be carried out more frequently, twice during each reporting period (every 9 months). This will have a dual role: on the one hand, a more accurate monitoring will be done, and thus, weaknesses can be detected and corrective measures can be taken more quickly. On the other hand, results will be reported to all partners, which would help them to have in mind the importance of carrying out the activities, and will also push them to promptly report their communication and dissemination activity to the communication team.

Table 2. List of KPIs and measurement methods for each tool and channel

Channel/action	KPI	Target amount	Final amount	Measured by
Website	Nº visits, disaggregated by countries	20,000		Statistics/data analysis
	Nº pages visited	30,000		Statistics/data analysis
Newsletter	Nº subscribers, disaggregated by sex & country	200		Statistics/data analysis
	Nº clicks	200		Statistics/data analysis
Twitter channel https://twitter.com/lowinfood	Nº followers, disaggregated by sex & country	500		Data analysis
	Nº of tweets using agreed hashtags	2,000		Data analysis
	Nº retweets	4,000		Data analysis
Facebook channel https://www.facebook.com/lowinfood	Nº fans, disaggregated by sex & country	500		Data analysis
	Nº people "talking about this"	2,000		Data analysis
LinkedIn channel https://www.linkedin.com/company/lowinfood/	Nº fans, disaggregated by sex & country	500		Data analysis
	Nº people "talking about this"	1,000		Data analysis

Instagram channel https://www.instagram.com/lowinfood	N° fans, 500 disaggregated by sex & country		Data analysis
	N° of posts using agreed hashtags 2,000		Data analysis
Youtube channel (not created yet)	N° views of the promotional video 5,000		Data analysis
	Total n° of views, taking into account all videos published 6,000		Data analysis
Results of the public awareness raising campaign	N° of people exposed to the campaign, disaggregated by sex & country 20,000	Social media: Events registration / assistance:	Data analysis Subscriber list analysis
Network of projects under RUR-07 and RUR-06 calls	N° of meetings with networking projects 12		Contact list from each partner
	N° of events hosted by sister projects attended 10		Information provided by partners
Press impact	N° of press hits generated 100		Media monitoring
Publications in peer reviewed journals	N° of publications, authors disaggregated by sex & country 15		Information provided by partners
Attendance to dissemination events	N° of workshops / conferences attended 35		Information provided by partners
Organized dissemination events	N° of participants, disaggregated by sex & country 500		Attendance list
	Participants' satisfaction, disaggregated by sex & country 7/10		Satisfaction Inquiry



ANNEX I. PEDR CHECKLIST FOR PARTNERS

ELH members will constitute the communication team, led by the communication manager ([Manex Urruzola](#)), and will carry out the design and preparation of all the necessary channels, tools and materials, especially those related to communication objectives. Additionally, ELH will be responsible of the verification that the gender perspective is well integrated throughout the communication, dissemination and exploitation activities, but the contribution of all partners will be required. Meanwhile, UNIBO will lead the Dissemination pillar, and UNITUS will be in charge of the management of the exploitation of results.

Nevertheless, success in the accomplishment of the objectives falls in all partners, and it depends on the compliance by partners of the strategy defined for communication, dissemination and exploitation or market replication purposes. An active implication of partners will be crucial for an effective diffusion of the project and the results achieved.

This annex compiles the necessary information and guidance for partners, in order to help them to have clear what they must do when carrying out communication, dissemination and/or exploitation activities.

Communication manager will periodically (each half a year) send a request to partners for documentation of the communication and dissemination activities they carried out, to guarantee the communication team receives all the necessary information about these issues.

GENERAL PRINCIPLES

Name of the project

As the name of the project, LOWINFOOD, is an abbreviation of the tagline of the project, “Multi-actor design of low-waste food value chains through the demonstration of innovative solutions to reduce food loss and waste”, the general recommendation is to **write it in capital letters**.

Translations

The language of the project is English. However, communication with local and national stakeholders or journalists might require for partners to use their national language. When the case applies, **each partner will be responsible of the translation of any communication material into their own national language**.

CHECKLIST FOR PARTNERS' INVOLVEMENT IN COMMUNICATION ACTIVITIES

- Present LOWINFOOD at your institutional website and link to the project website.
- Follow project's social media channels (Facebook)





- (<https://www.facebook.com/lowinfood>), Twitter (<https://twitter.com/lowinfood>), LinkedIn (<https://www.linkedin.com/company/lowinfood>), Instagram (<https://www.instagram.com/lowinfood/>)) with your organization's accounts and also with your private ones if relevant and if you use them for work-related purposes.
- Share and interact when messages are posted on LOWINFOOD accounts, and use the agreed hashtags. Please label LOWINFOOD (@lowinfood) when you post a message so that the communication team will detect and spread it more easily.
 - Provide the communication team with the social networks addresses of your organization, and, if relevant, your personal ones. This information will be added to the contact list shared on the intranet.
 - Review the information offered about your institution on the website (consortium section), and suggest any amendment you consider relevant.
 - Actively contribute to the communication, dissemination and exploitation plan by sharing project information on your institution's website, your own newsletters and/or by specific e-mailing.
 - Engage your communication officers to disseminate the produced knowledge and results when communication manager provides you a press release. Translate it if pertinent.
 - Involve national media in national level activities whenever possible.
 - Inform the LOWINFOOD communication team about your communication activities; send them your news items and the collected media impacts.

CHECKLIST FOR PARTNERS' INVOLVEMENT IN DISSEMINATION ACTIVITIES

- Inform the LOWINFOOD communication team about your publications in peer-reviewed journals, and send them the link, to be published on the website and shared on social media channels.
- Any dissemination material must indicate that the project received funding from the European Union's H2020 programme. Specifically, it should display the European Union flag, and two acknowledgement sentences: the first one related to the funding: "LOWINFOOD has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000439". The second sentence is a disclaimer excluding Agency and Commission responsibility, "This communication/publication reflects only the author's view. It does not represent the view of the European Commission and the European Commission is not responsible for any use that may be made of the information it contains."
- Document your participation in dissemination activities: Take some photos, at least one in front of the poster of the project or as a speaker, every time you participate in a workshop or a conference, and share it with the communication team, together with a brief explanation about the workshop and your intervention. This way, the communication team will have enough resources to feed the website and the social networks and





to comply with the requirements of the EC.



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The views and opinions expressed in this document are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.

ANNEX II. Detailed Draft Plan of Actions

Nr.	ACTION NAME	Date, link with a key moment	Tools	Channels	Link with objectives
1	LOWINFOOD project approval promotion	July 2020, after confirmation of the project approval by the EC (phase 1)	Press release	Website Media relations Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains
2	First cooperation meeting with RUR-06 / RUR-07 sister projects	M1, November 2020, once the project is launched (phase 1)	Cooperation agreement	Online meeting	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
3	LOWINFOOD project launch promotion	M2, December 2020. Kick-off meeting online (1 st general project meeting)	News and events items	Website Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
4	LOWINFOOD PEDR agreement and publication	M3, January 2021.	Mailing Website section	Website	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
5	LOWINFOOD online media activation	M3, January 2021.	Mailing	Website Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies



6	Weekly feed of website & Social Media	M6, April 2021	Videos Promotional material Newsletters Press releases	Logo Website Social Media Partners' channels Press contacts Events	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
7	Promotion and dissemination among interested stakeholders of the methodology developed for data collection and evaluation (D1.1, D1.2, D1.3, D1.4)	M12 (October 2021) and onwards, once the methodology is running (phase 2)	Website section Webinars with stakeholders	Digital meeting platforms Website Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
8	Promotion of the celebration of the 2 nd General Project Meeting	M14-18 (December 2021-April 2022) 2 nd GENERAL PROJECT MEETING (BOKU-Austria)	Press release Poster or similar digital material to advertise the meeting	Website Social media Partners' channels Press call for the local media when physical visits are organised to demonstration settings	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
9	Information & results of the 2 nd General Project Meeting	M14-18 (December 2021-April 2022) 2 nd GENERAL PROJECT MEETING (BOKU-Austria)	Newsletter Active behaviour on social media	Website Social media Partners' channels Mailing	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
10	Promotion of the first batch of practice abstracts (D6.4)	M18 (April 2022)	Practice Abstracts	Website Social Media Dissemination events Practice abstracts publication	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies



11	Promotion and dissemination of the roadmap for preventing the generation of bread waste in all bakery activities (D3.1)	M24 (October 2022) and onwards (phase 3)	Website section Video (compiling results of WP3)	Website Social media Partners' channels Non-scientific events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
12	Promotion and dissemination of the training concept about optimizing production planning for bakery sector (D3.2)	M24 (October 2022) and onwards (phase 3)	Website section Video (compiling results of WP3)	Website Social media Partners' channels Non-scientific events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
13	Promotion and dissemination of the educational concept to reduce food waste at schools (D5.5)	M30 (April 2023) and onwards (phase 4)	Website section Video (compiling results of WP5)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
14	Promotion of the celebration of the 3 rd General Project Meeting	M34-36 (August-October 2023) 3 rd GENERAL PROJECT MEETING (ISUN-Germany)	Press release Poster or similar digital material to advertise the meeting	Website Social media Partners' channels Press call for the local media when physical visits are organised to demonstration settings	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
15	Information & results of the 3 rd General Project Meeting	M34-36 (August-October 2023) 3 rd GENERAL PROJECT MEETING (ISUN-Germany)	Newsletter Active behaviour on social media	Website Social media Partners' channels Mailing	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies



16	Promotion and dissemination of the improved business model of bread supply (D3.3)	M36 (October 2023) and onwards (phase 3)	Website section Video (compiling results of WP3)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
17	Promotion and dissemination of the improved business model of bread supply (D3.3)	M36 (October 2023) and onwards (phase 3)	Website section Video (compiling results of WP3)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
18	Promotion and dissemination of the report on fish supply chain dialogue (4.3)	M36 (October 2023) and onwards (phase 4)	Website section Video	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
19	Promotion of the second batch of practice abstracts (D6.5)	M36 (October 2023)	Practice Abstracts	Website Social Media Dissemination events Practice abstracts publication	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies



20	Promotion and dissemination of the report on the demonstration of the Kitro device (D5.6)	M38 (December 2023) and onwards (phase 5)	Website section Video (compiling results of WP5)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
21	Promotion and dissemination of the report on the demonstration of the Mitakus software (D5.7)	M38 (December 2023) and onwards (phase 5)	Website section Video (compiling results of WP5)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
22	Promotion and dissemination of the report on the demonstration of the plate waste tracker software (D5.8)	M38 (December 2023) and onwards (phase 5)	Website section Video (compiling results of WP5)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
23	Promotion and dissemination of the report on the demonstration of the CozZo mobile application (D5.9)	M38 (December 2023) and onwards (phase 5)	Website section Video (compiling results of WP5)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies



24	Promotion and dissemination of the report on the demonstration of the Regusto mobile application (D5.10)	M38 (December 2023) and onwards (phase 5)	Website section Video (compiling results of WP5)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
25	Promotion and dissemination of the guidelines for surplus food redistribution (D2.5)	M40 (February 2024) and onwards (phase 5)	Website section Video (compiling results of D 2.5, D2.6, D2.7, D2.8)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
26	Promotion and dissemination of the report on the demonstration of Foresightee software (D2.6)	M40 (February 2024) and onwards (phase 5)	Website section Video (compiling results of D 2.5, D2.6, D2.7, D2.8)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
27	Promotion and dissemination of the report on the demonstration of Leroma software (D2.7)	M40 (February 2024) and onwards (phase 5)	Website section Video (compiling results of D 2.5, D2.6, D2.7, D2.8)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies



28	Promotion and dissemination of the report on the demonstration of vegetables withdraws software (D2.8)	M40 (February 2024) and onwards (phase 5)	Website section Video (compiling results of D 2.5, D2.6, D2.7, D2.8)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
29	Promotion and dissemination of the strategic document for reducing bread waste (D3.5)	M40 (February 2024) and onwards (phase 5)	Website section Video (compiling results of WP3)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
30	Promotion of the Final events with fish supply stakeholders in Scotland and Germany (D4.5, D4.6)	M44 (June 2024) and onwards (phase 5)	Website section Promotional material	Website Social media Partners' channels E-mailing	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
31	Final events with fish supply stakeholders in Scotland and Germany (D4.5, D4.6)	M46, August 2024 (phase 5)	Website section Printed material Newsletter	Website Social media Partners' channels Non-scientific events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies



32	Promotion and dissemination of the results about the evaluation of the efficacy of the innovations (D1.5)	M48 (October 2024) and onwards (phase 5)	Website section Printed material Video (compiling results of D 1.5, D1.6, D1.7)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
33	Promotion and dissemination of the results about the socio-economic evaluation of the innovations (D1.6)	M48 (October 2024) and onwards (phase 5)	Website section Printed material Video (compiling results of D 1.5, D1.6, D1.7)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
34	Promotion and dissemination of the results about the environmental evaluation of the innovations (D1.7)	M48 (October 2024) and onwards (phase 5)	Website section Printed material Video (compiling results of D 1.5, D1.6, D1.7)	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
35	Promotion and dissemination of the scenarios of food waste reduction through innovations (D1.8)	M48 (October 2024) and onwards (phase 5)	Website section Printed material Video	Website Social media Partners' channels Non-scientific events Peer reviewed publications Dissemination in external events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies



36	Dissemination of the D4.7 Policy brief about food waste prevention and reduction in the fish supply chain	M48 (October 2024) and onwards (phase 5)	Website section	Website Social media Partners' channels Non-scientific events E-mailing	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
37	Dissemination of the report on gender analysis (D7.4)	M50 December 2024 (phase 5)	Website section	Website Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
38	Awareness raising campaign	M50-52 (December 2024-February 2025)	Promotional material Piece(s) of video Specific design of messages to build the transmedia story through social media	Website Social media Partners' channels Non-scientific public events	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
39	Promotion of the celebration of the 4 th General Project Meeting, Final Conference	M50-52 (December 2024-February 2025) 4 th GENERAL PROJECT MEETING (HUA-Greece)	Website section Press release Promotional material	Website Social media Partners' channels Press call for the local media when physical visits are organised to demonstration settings	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
40	Information & results of the 4 th General Project Meeting	M50-52 (December 2024-February 2025) FINAL CONFERENCE (HUA-Greece)	Newsletter Active behaviour on social media Toolbox for market replication of innovations Book of abstracts	Website Social media Partners' channels Mailing Publication of the book of abstracts	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies



41	Dissemination of the report on the public awareness raising campaign (D6.7)	M52 February 2025 (phase 5)	Website section Mailing	Website Social media Partners' channels Non-scientific events E-mailing	Ob. 1. Promote project Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
42	Compilation of articles published in scientific journals (D6.8)	M52 February 2025 (phase 5)	Website section	Website Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
43	Diffusion of the map/diagram of synergies with other projects (D6.9)	M52 February 2025 (phase 5)	Website section	Website Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
44	Diffusion of the recommendations for diffusion of innovations that reduce food waste in real value chains (D6.10)	M52 February 2025 (phase 5)	Website section Toolbox for market replication of innovations	Website Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
45	Diffusion of the report on targets reached by the social media (D6.11)	M52 February 2025 (phase 5)	Website section	Website Social media Partners' channels	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies
46	Promotion of the third batch of practice abstracts (D6.6)	M52 (February 2025)	Practice Abstracts	Website Social Media Dissemination events Practice abstracts publication	Ob. 1. Promote project Ob. 2. Favour networking among FLW projects Ob. 3. Raise awareness about reducing food loss and waste Ob. 4. Foster changes in real value chains Ob. 5. Diffusion of the methodologies





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