

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

D6.11 Report on targets reached by the social media

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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.

LOWINFOOD Consortium

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3	Sveriges Lantbruksuniversitet	SLU	Sweden
4	FH Munster University of Applied Sciences	ISUN	Germany
5	The James Hutton Institute	JHI	United Kingdom
6	Universitaet Fuer Bodenkultur Wien	BOKU	Austria
7	Tampereen Korkeakoulusaatio SR	TAU	Finland
8	Charokopeio Panepistimio	HUA	Greece
9	Osterreichisches Okologieinstitut	AIE	Austria
10	Elhuyar Fundazioa	ELH	Spain
11	Matomatic AB	MATO	Sweden
12	Unverschwendet GmbH	UNV	Austria
13	Akademie Deutsches Baeckerhandwerk nord GGmbH	ADB	Germany
14	Foresightee (terminated on 30/01/2023)	FOR	Belgium
15	Leroma GmbH	LER	Germany
16	Mitakus Analytics UG	MITA	Germany
17	Kitro SA	KITRO	Switzerland
18	Regione Emilia Romagna	RER	Italy
19	Pianeta Cospea srl	PICO	Italy
20	Cogzum Bulgaria OOD	COZ	Bulgaria
21	Uppsala Kommun	UPP	Sweden
22	Recuperiamo srl	REG	Italy
23	Antegon GmbH	FT	Germany
24	Confederazione Nazionale dell'Artigianato e della piccola e media impresa Associazione di Viterbo e Civitavecchia	CNA	Italy
25	Assemblée des Régions Européennes Fruitières Légumières et Horticoles	ARE	France
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Summary

The deliverable D6.11 Report on the targets reached by the social media explains the strategy implemented by LOWINFOOD in the different social networks to raise awareness of the problem of food loss and waste and LOWINFOOD's proposal to tackle it.

Social media is an essential tool nowadays to disseminate messages. In the D6.7 report on awareness raising it is explained with numbers how many people LOWINFOOD has been able to reach, and how social media have played an important role in this process. This report explains how LOWINFOOD has been able to reach a wide audience through social networks, explaining in particular the campaigns that have been key and have had an impact on communication and dissemination.

Overall, LOWINFOOD has achieved the objectives set for its social media channels. Activity has been very active, especially from the middle of the project onwards, with an increase in both the content disseminated and the number of followers gained.

LOWINFOOD's strongest channel is LinkedIn with 871 followers, followed by X with 305 followers, then Instagram with 233 and Facebook with 230 (numbers obtained by the end of February 2025). The YouTube channel has been used as a repository for the 58 videos that have been created.



Introduction to the deliverable

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 set of value chains particularly concerned by food loss and waste (fruits & vegetables, bakery products and fish), as well as in at-home and out-of-home consumption. Each of these value chains corresponds to a single Work Package (WP) of the project.

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 LOWINFOOD consortium comprises 27 entities, located in 12 different countries, and ranging from universities and research institutes to start-ups, foundations, associations, and companies working in the food sector. During the 52 months of the project, the partners are committed to complete 30 tasks and to deliver 60 outputs (deliverables).

This deliverable aims to explain the strategy implemented and the impact achieved on LOWINFOOD's social media channels through all the project partners, but especially by ELHUYAR, as the partner leading the communication and dissemination activities, which is the main responsible of this deliverable, as well as the ultimate responsible for the results obtained.

First, the strategy designed for communication and dissemination of social networks is explained and then each section details how this strategy has been carried out in each reporting period, paying special attention to the campaigns designed and the results obtained from them. Finally, in the conclusions section, the key points of each channel are highlighted.

In Annex I, the calendars that have been used from the second period onwards to organize the content disseminated on the networks have been inserted.



1. Social Media strategy

There are five channels that were launched at the beginning of LOWINFOOD in November 2020, and they have been fed constantly over the last four years: [Facebook](#), [X](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

In the communication and dissemination strategy of the LOWINFOOD social networks (see [D6.1 PEDR](#)), the following objectives and types of content to be published have been defined:

Main objectives

O1	Promoting the project (branding)
O2	Raise awareness about reducing food loss and waste. Project values (create opinion, debate)
O3	Diffusion of the innovations
O4	Networking among projects related to food loss and waste reduction
O5	Community building

Types of content

C1	Development of the project
C2	Food waste data/values of the project (environmental issue, gender equality...)
C3	Interesting information to learn from the project (practice abstracts, deliberables)
C4	Events, meetings
C5	International days
C6	Get a closer look at innovations

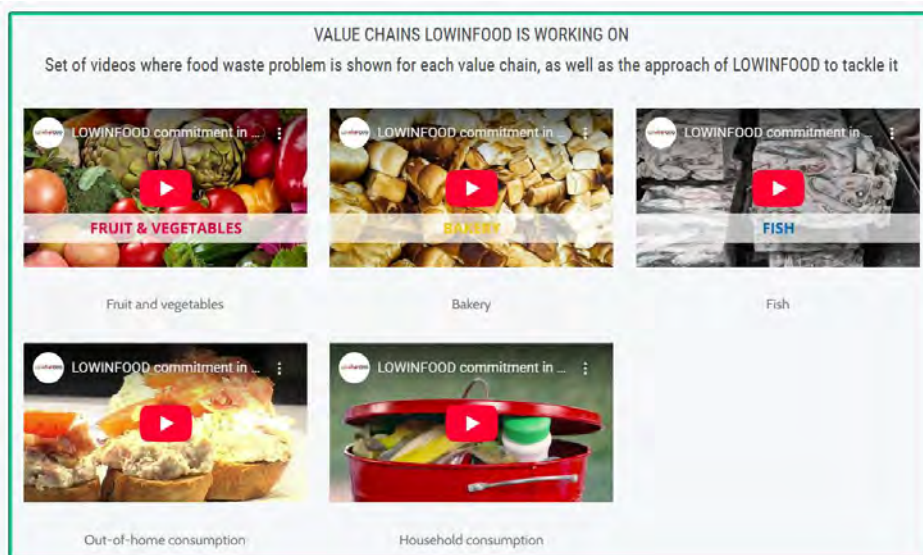
Transmedia storytelling has been used to adapt the content to multiple platforms and formats to capture different audiences. All content had a visual support, such as photos, videos, infographics or GIFs. The hashtags #LOWINFOOD, #foodwaste, #sustainability and #H2020 were used, as well as the hashtag #H2020FoodSis agreed between the sister projects (see D6.9 Synergie with other projects). On the international days, the established hashtags have been disseminated to reach a wider audience.

Above all, we have created our own content, checked with partners, for the project's channels, but we have also disseminated publications of the organisations participating in LOWINFOOD, and we have actively participated in social media collaboration between sister projects, publishing their content and creating joint materials for joint events.

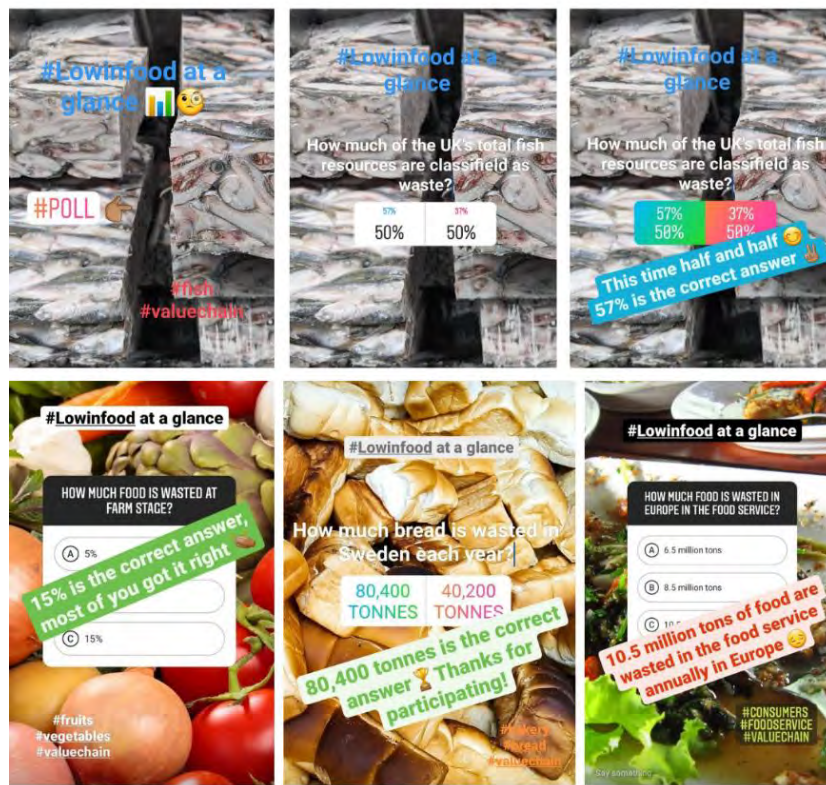
2. First reporting period (November 2020 - April 2022)

In the first reporting period, the messages disseminated on social media focused on providing arguments to explain the problem of food loss and waste and presenting the LOWINFOOD approach and proposal to tackle it. The **following campaigns** should be highlighted:

- Under the title '[LOWINFOOD at a glance](#)' a [video series](#) (5 videos) was published explaining briefly the problem of food loss and waste in the value chains in which LOWINFOOD works and the project's approach to the problem.



Prior to posting the videos, stories were created on the Instagram channel inviting the public to participate in polls on the issue of food loss and waste. In this way, people were reached by raising awareness and gaining followers. Here are some examples:



- The [project video](#). A three-minute duration video was produced to introduce the project, which includes statements of the project coordinator, a member of the External Advisory Board, and some other partners. In addition to the full video, short clips of each person were broadcast on different days to promote the video.
- Messages highlighting the values of the project on various [international days](#), such as [International Day of Awareness of Food Loss and Waste](#), [Women in Science Day](#), [International Women's Day](#), or [Christmas](#) to raise awareness of food loss and waste in the latter.





- The first anniversary of LOWINFOOD had a special relevance in the consortium; due to Covid-19 pandemic the starting phase of the project was difficult and the meetings could only be taken online without being able to meet in person, therefore it was important to team up. To this purpose, several posts were disseminated, among them [this one](#):



- Two issues of the LOWINFOOD newsletter were delivered in the first reporting period, on M6 and M12 respectively. They wrap-up the work undertaken so far. The [first one](#) offered an overview of LOWINFOOD, its aims, the workflow, the consortium, and the main events several partners were about to attend and have already participated. The [second issue](#) offered the video series about the value chains LOWINFOOD was working at, the project's approach, and the leaflet that was created to present the portfolio of innovations. News items about sister projects were also

included, as well as the events different LOWINFOOD partners had attended recently.

Networking between sister projects in social media has been present from the beginning. It was agreed to use the common hashtag #H2020FoodSis and to share each other's content on the networks. Here are some examples of the content shared on the LOWINFOOD channels: [partnership section](#) on the LOWINFOOD website, [EU Green Week](#), [Fairchain newsletter](#), [CO-FRESH newsletter](#), Plutos [collaborative event](#), [CO-FRESH General Meeting](#), FOODRUS on [World Food Day](#). Fairchain and CO-FRESH [innovation platform](#).

On March 2022, LOWINFOOD was invited to join and regularly participate to the **LinkedIn group Short Food Chain EU community**, that grew out of the Smartchain project. This group aims to connect experts and projects (it has around 750 members) that are supporting sustainable entrepreneurs and initiatives to scale up, realize profitable revenue models, create new collaborations, and jointly achieve more impact. The LOWINFOOD project coordinator, Clara Cicatiello, is the LOWINFOOD representative in this group, and she actively participates in it, by posting content about the project. Some other LOWINFOOD partners are members of the group, and they react to the content that is posted.

By maintaining this activity on social networks and gradually disseminating content more frequently, these are the results obtained, and the people reached at the end of the first reporting period.

CHANNEL	N° followers	Total n° of views	N° posts	N° of videos
X	119		139	
Facebook	148		81	
Instagram	111		66	
LinkedIn	220		80	
YouTube		269		6
Target amount (end of the project)	500	5,000	500	30

3. Second reporting period (May 2022 – October 2023)

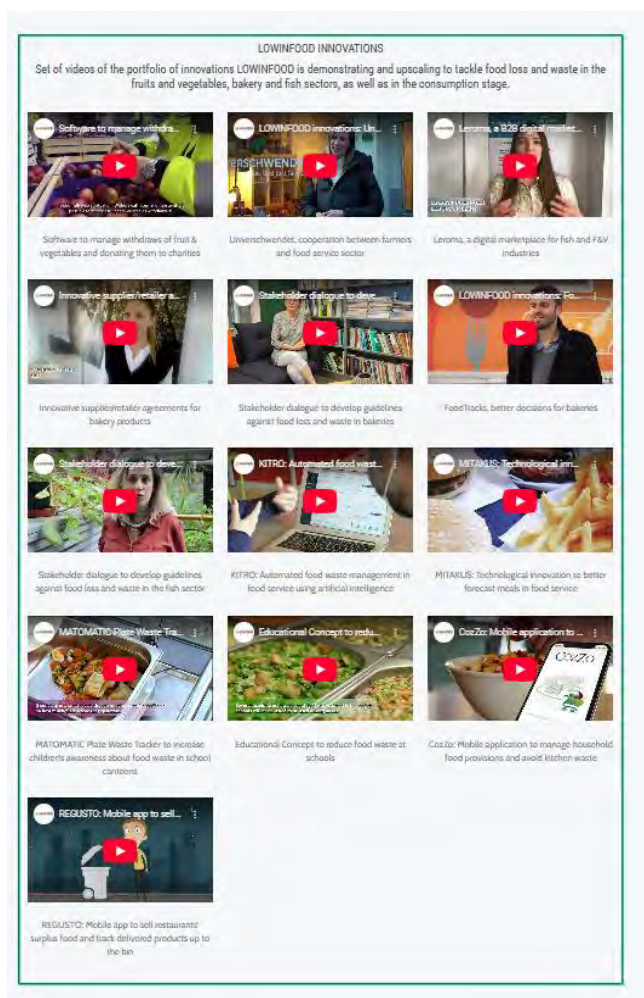
Activity on social media accounts increased during this reporting period, where a minimum of twice-a-week posting frequency was adopted (three times a week in recent weeks). Not only has the number of messages posted increased, but their relevance has also improved, as they now show direct results of research activities. By posting our own content, sharing other users' content that is of interest to the LOWINFOOD community, as well as following interesting people, organisations and/or projects and tagging them when the content we

disseminate is of interest to them, we have begun to create an increasingly dense community of followers and following profiles.

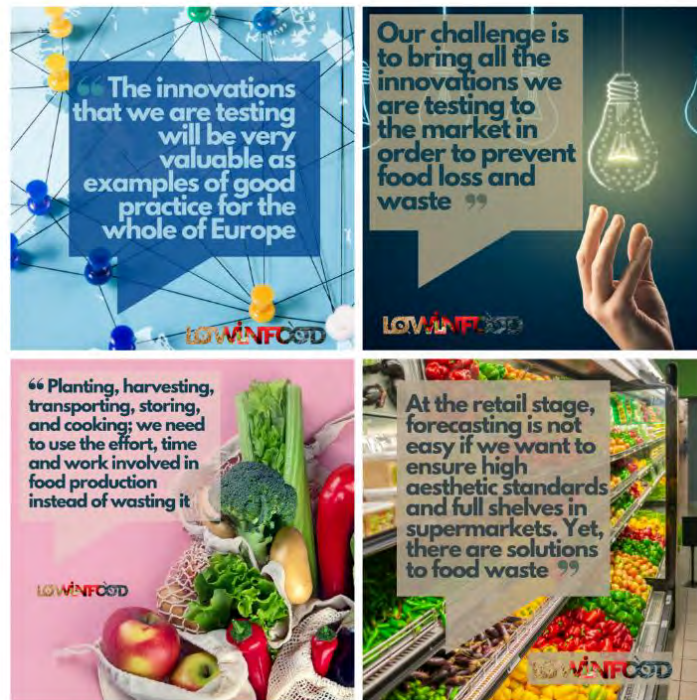
The strategy we have adopted for our social media activity includes steadily reporting partners' attendance to events and meetings, organisation of activities regarding the implementation and/or the dissemination of the innovations by consortium partners, information related to the results achieved in the project, promotion of the newsletter, and joining international days related to food, food waste, food safety, environment, etc. as a way of spreading our values.

In addition, some communication campaigns were carried out on social media, where a series of posts were made on a specific topic in specific time periods. The **campaigns** were as follows:

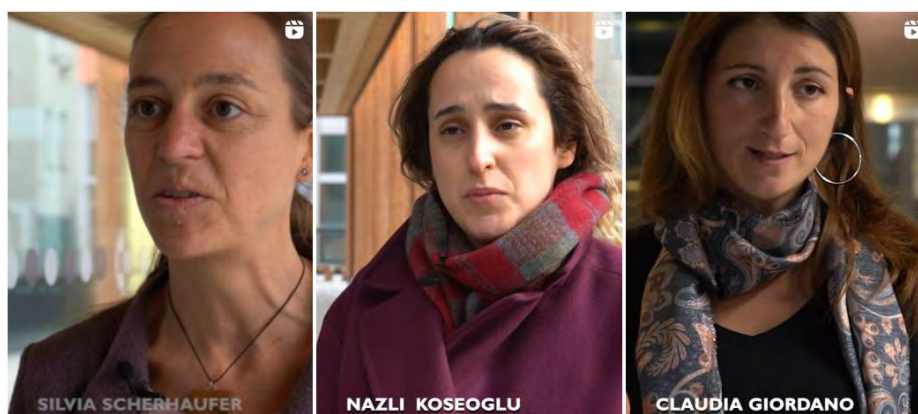
- **LOWINFOOD innovations.** A specific campaign was conducted to present the innovations that are being validated in LOWINFOOD, using the videos prepared with the assistance of partners in charge of the innovations. In total, [14 videos](#) were produced in this series, one for each innovation.



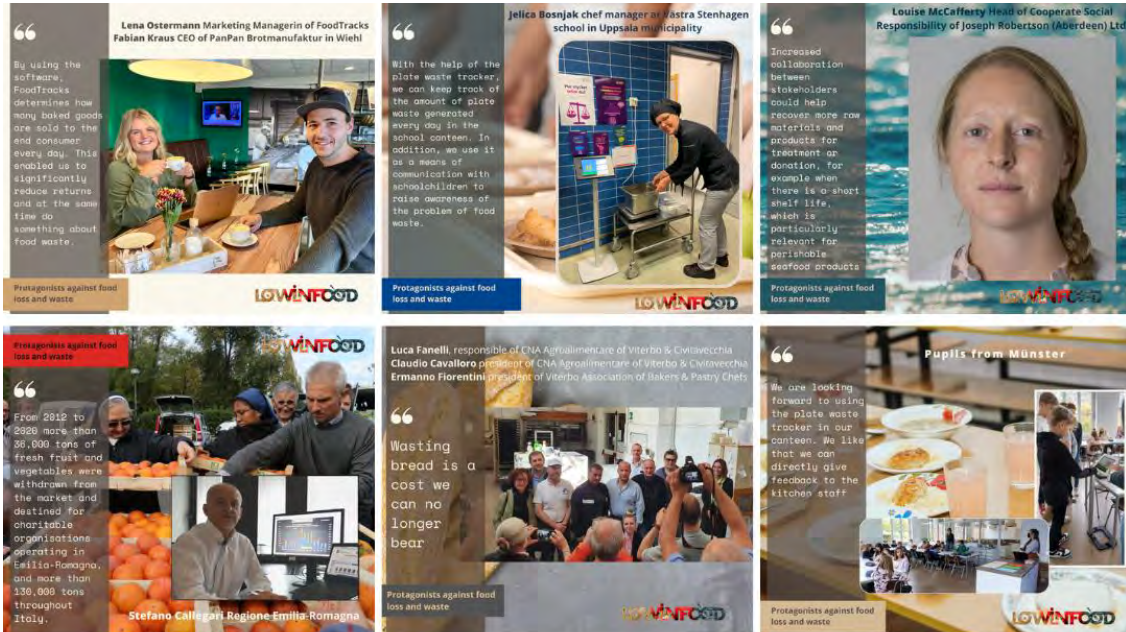
- [LOWINFOOD project video](#). In the first reporting period, in addition to the full video, short clips of each person were broadcast on different days to promote the video. In the second period, some statements made by partners in this video were used to carry out a campaign to further promote the project video and boost the number of views.



- [LOWINFOOD evaluation video](#). Short clips of each person were broadcast on different days to promote the video.



- STAKEHOLDERS STATEMENTS on the International Day of Awareness of Food loss and waste. A campaign was defined to give voice to different stakeholders participating in the project as users of the innovations, and their statements regarding their experience with innovations were shared on the LOWINFOOD social media accounts.



- Participation in ECOMONDO and EFFOST. Two campaigns were conducted in parallel to promote the invitation by the EU to participate in [ECOMONDO](#) and the [joint event in the EFFOST](#) conference among LOWINFOOD's sister projects.



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- The sister project's joint event was repeated a year later at [EFFoST 2023](#) conference and this time also the dissemination on social media was done in a coordinated way between the five projects.



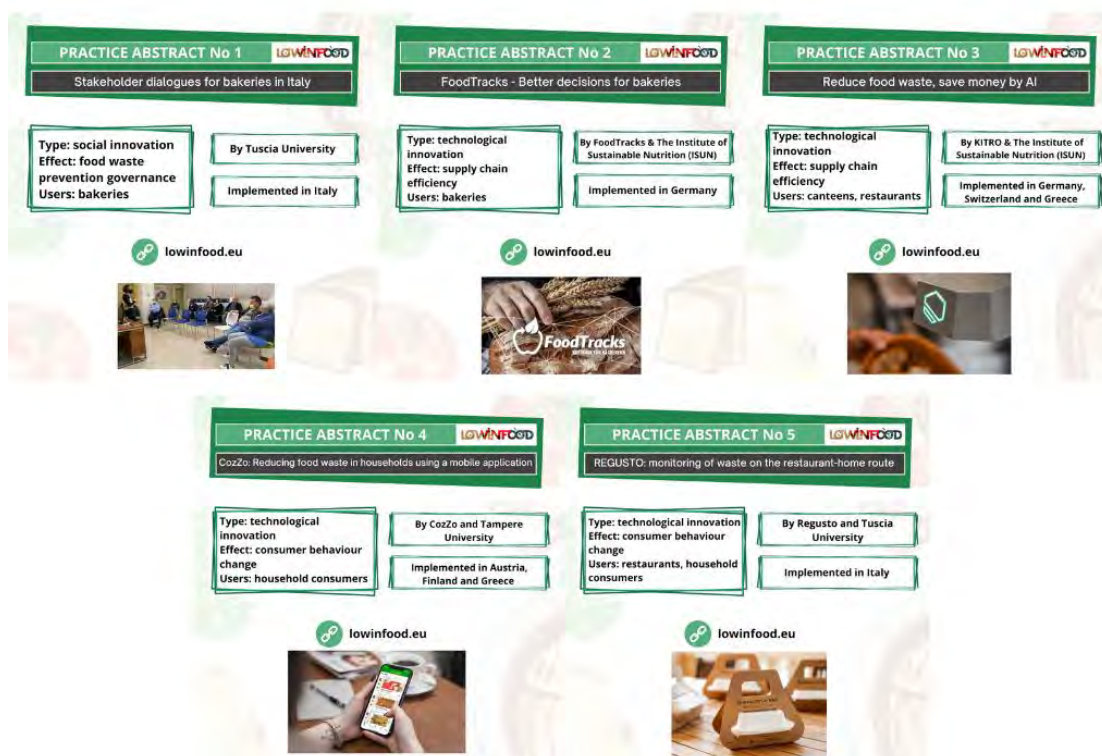
- In terms of social media collaboration between the sister projects, another highlight is [the graph](#) we all disseminated with [the total of the KPIs](#).



- Participation in the [Scottish Skipper Expo](#) and [Food4Future event](#). Two campaigns were conducted to promote each event.



- Practice Abstracts. The practice abstracts prepared for the first batch were promoted in the social media accounts as part of a dedicated campaign. The [comment](#) of Inge Van Oost, policy officer of the European Commission on these publications is worth noting: "Great to see dissemination of clear and concise to the point #EIPAgri "practice abstracts" on Twitter. Could all Horizon #multiactor projects do this please? We would all become so much wiser 🙌👍😊"



- **LOWINFOOD WOMEN SCIENTISTS.** In the framework of the [International Day of Women in Science](#), we collected statements from consortium women researchers. Making their voice heard, LOWINFOOD aimed to contribute and give a boost to gender equality in the field of science. In the posts we added a link to the LOWINFOOD website where you can read the [entire interviews](#) with these women.



- [Video](#) about the Software to manage fruit & vegetable withdrawals and donate them to charities. The video about this innovation was promoted on social media by sharing small extracts of it.



- [LOWINFOOD Inspiring learning moments](#). The communication team asked the partners for an inspiring learning moment they had experienced during the process of implementing and validating the innovations. These responses were used to further promote the project on social media by publishing some of these lessons learned by the partners in short videos on a weekly basis. Here are some examples: [Stakeholder dialogue against bread waste](#), [smart bin](#), [Educational concept](#), [software for optimization](#), [stakeholder dialogue in the fish value chain](#), [mobile app for households](#).

- A campaign was carried out to promote participation in the [Retaste 2023 conference](#).



- At the Retaste 2023 conference, the first results of the LOWINFOOD innovations were presented and used as an opportunity to disseminate them in the networks.



- In this second reporting period we took the leap to promote the newsletters through audiovisual summaries to be more attractive and in this way reach more people and achieve more followers. See the audiovisuals created for networks of the [third newsletter](#), [fourth newsletter](#) and [fifth newsletter](#).

The activity on social media has been complemented and reinforced with partners' crucial contribution. On the one hand, partners' posts on their own social media regarding activities within LOWINFOOD gave project's "official" channels the chance to broaden their activity and make new contacts so enlarging the number of followers and following profiles. On the other hand, partners helped disseminate LOWINFOOD's words, by reposting our content and making possible to reach to a wider audience.

The calendars used to organise the content published on LOWINDOOD's social networks can be found in Annex I.

These are the results obtained and the people reached at the end of the second reporting period.

CHANNEL	N° followers	Total n° of views	N° posts	N° of videos
X	In this period: 134 Cumulative amount from the beginning of the project: 253		In this period: 242 Cumulative amount from the beginning of the project: 381	
Facebook	In this period: 58 Cumulative amount from the beginning of the project: 206		In this period: 182 Cumulative amount from the beginning of the project: 263	
Instagram	In this period: 71 Cumulative amount from the beginning of the project: 182		In this period: 185 Cumulative amount from the beginning of the project: 251	
LinkedIn	In this period: 329 Cumulative amount from the beginning of the project: 549		In this period: 182 Cumulative amount from the beginning of the project: 262	
YouTube		In this period: 1,718 Cumulative amount from the beginning of the project: 1,987		In this period: 20 Cumulative amount from the beginning of the project: 26
Target amount (end of the project)	500 *800 for LinkedIn (adequate)	5,000	500	30

The same active attitude is followed on all social media channels, and a balance of effort is maintained across them (see the figure below, where the number of posts published in the first and second periods in all the social media channels can be compared). In the case of Twitter, the amount of tweets disseminated is greater, as this social network allows more than one tweet per day to be published due to its character, or to disseminate threads.

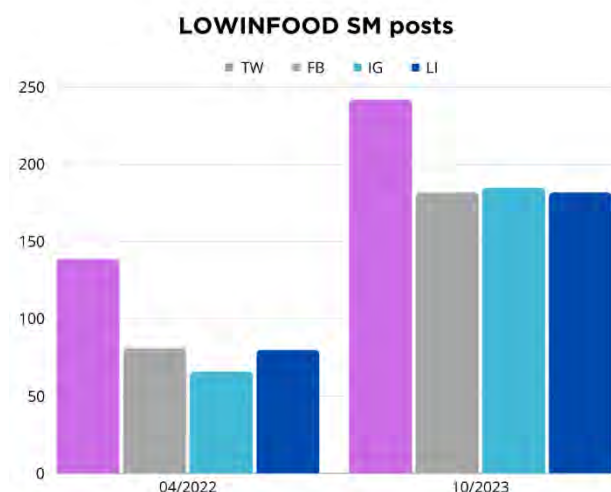


Fig. Comparison of the number of posts delivered by the end of the first and second reporting periods

The weekly post frequency has notably increased from the first period to the second, and this has resulted in an increase in followers (see the difference in followers in the two periods in the figure below).

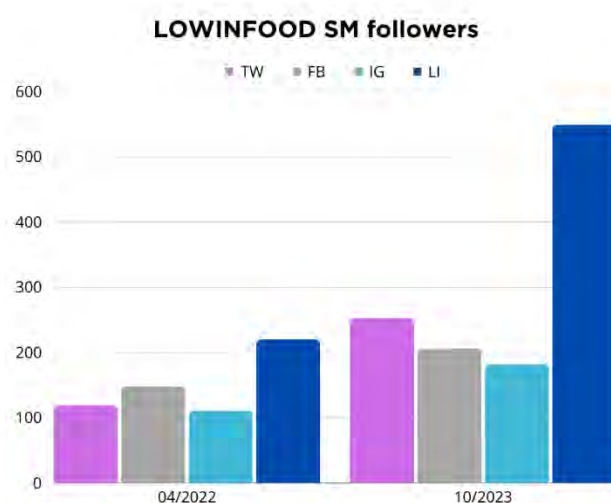
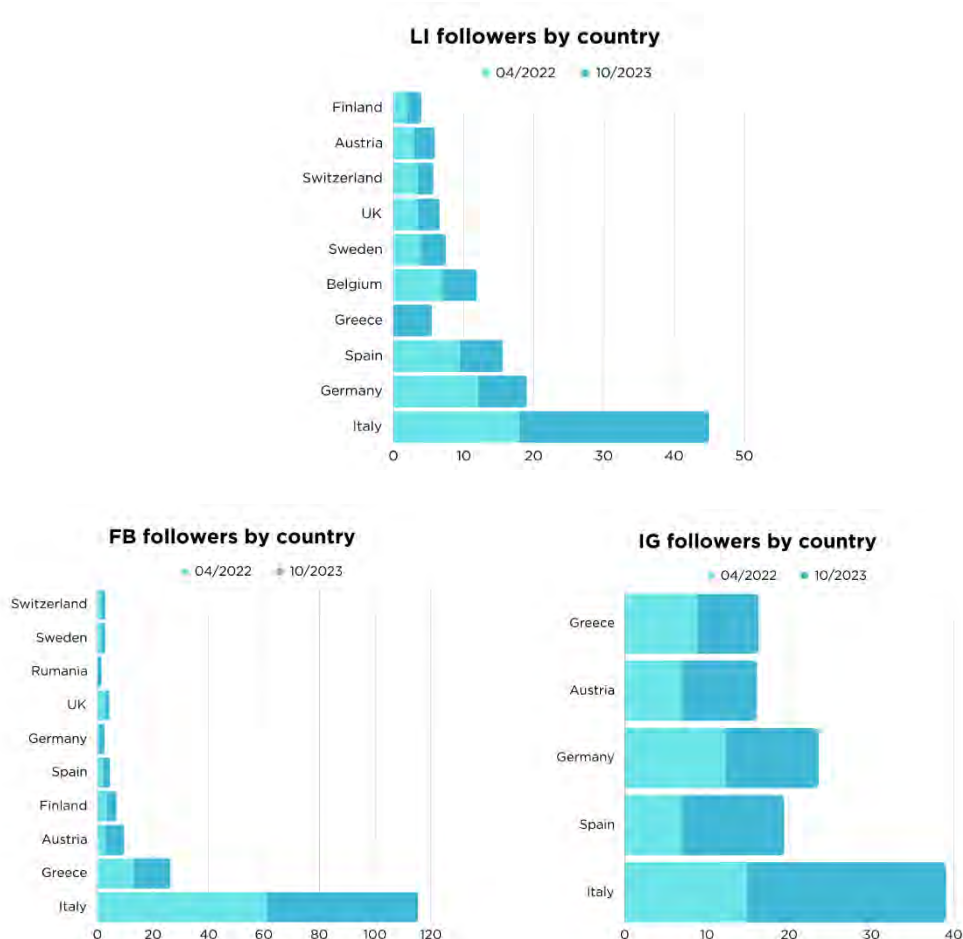


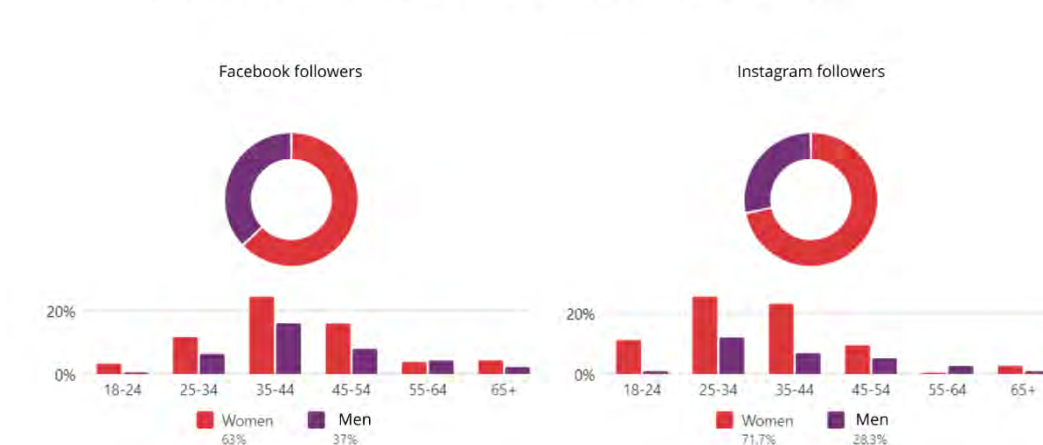
Fig. Comparison of the number of followers at the end of the first and second reporting periods

Despite similar effort is made in different channels, we found significant differences regarding the number of followers from one channel to the other. It should be noted that the LinkedIn channel, which has a more professional character than the others and where important communities of researchers, companies and innovators can be found, has taken on special relevance. In all channels, the Italian community is by far the largest.



The Meta company, Facebook and Instagram owner, offers statistical data disaggregated by sex and age too. These data allow figuring out what our “most common Facebook and Instagram users” are:

LOWINFOOD followers in FB and IG disaggregated by sex and age



Facebook followers are women between 35 and 45 years, and in Instagram, women between 18 and 35 years old (see the figure above).

4. Third reporting period (November 2023 – February 2025)

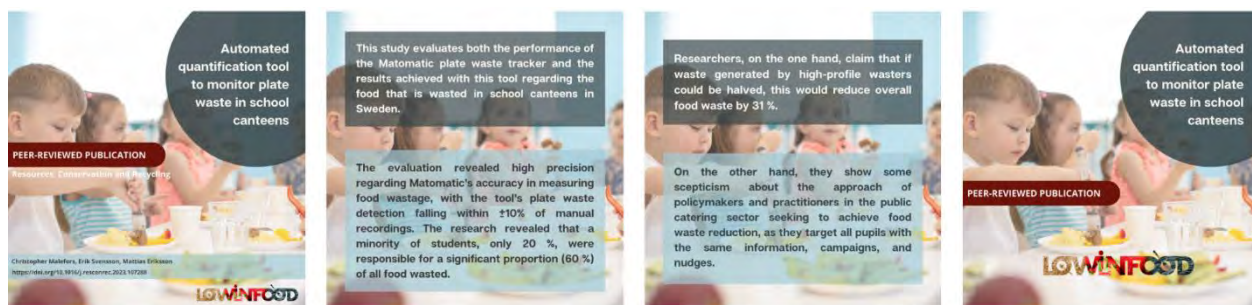
In this period, the communication of the partners' activities on social media has increased considerably, as they have immersed themselves in the organisation of events to present the results and evaluation of the implementation of innovations against food loss and waste. There have been several interesting local events with stakeholders as well as participation in conferences. At the beginning of this period, the first evidences of the efficacy and the socio-economic and environmental impact of the innovations were given, and at the end of the period, more concrete results were communicated. In the last month, the communication on the networks was focused on disseminating recommendations for market replication and policy makers derived from the results obtained. The latter have been especially contrasted and agreed with the partners.

Specific social media campaigns have been conducted in order to reach out to a wider audience. The **campaigns** were as follows:

- [Project status video](#). To present the status of the project, a three and a half minute video was produced, including statements from the project coordinator and some other partners. In addition to the full video, short clips of each person were broadcast on different days in social media to promote it. In addition, some statements made by partners in this video were used to carry out a campaign to further promote the video and boost the number of views.



- Publications. In this period, the number of scientific publications has increased. We have created visual content suitable for social networks in order to speed up the reading and understanding of the publications. See an example.



- Implementation in the value chains. [A set of videos](#) explaining the implementation process of the innovations for each value chain was created. Next, a campaign was carried out creating a set of images to promote the set of videos and increase views.



- Informal videos. With the aim of team building, transmitting the good atmosphere among partners and teamwork, a video with a more informal tone was broadcast. At the meeting in Münster, a photocall with the LOWINFOOD logo was set up and a reel was edited with these photos, which had a special impact on [Instagram](#). Another informal video was created for networks where the partners summarised the [project in one word](#).
- Collaboration with sister projects: Apart from disseminating the events of the other sister projects on social media and adding the hashtag #H2020FoodSis in the posts, we participated in the final conferences of the others. At the [final conference of FOODRUS and CO-FRESH](#) the coordinator of LOWINFOOD joined the others to share the joint results obtained. We also created a [video](#) highlighting the positive points of collaboration between sister projects. This time also an infographic with the joint KPIs for the year 2023 was published.



- International Days: video on [World Fisheries Day](#), video on [International Day of Girls and Women in Science](#), video on [World Environment Day](#), video explaining why the LOWINFOOD project is [exemplary](#) in the International Day of Awareness of Food Loss and Waste.
- Survey on the seafood sector. A campaign was carried out to disseminate the survey created by the James Hutton Institute and ISUN. See post on [X](#) and on [LinkedIn](#). The announcement of participation in the Scottish Skipper Expo was linked to the survey.

SCOTTISH SKIPPER EXPO 2024
PJ LIVE, ABERDEEN
Thursday 9th May 10am – 5pm
Friday 10th May 10am – 4pm

“One challenge for the Scottish sector is the segmented nature of the supply chain, compared with somewhere like Iceland, which has a more integrated industry. By learning more and helping the industry collaborate, we hope we can find similar opportunities.”

Dr Simone Piras,
The James Hutton Institute

Take part in the online survey 

SCOTTISH SKIPPER EXPO 2024
PJ LIVE, ABERDEEN
Thursday 9th May 10am – 5pm
Friday 10th May 10am – 4pm

“We would like the seafood industry to help us identify where the best opportunities are and find ways to overcome the barriers to unlock them”

Dr Nazli Koseoglu,
The James Hutton Institute

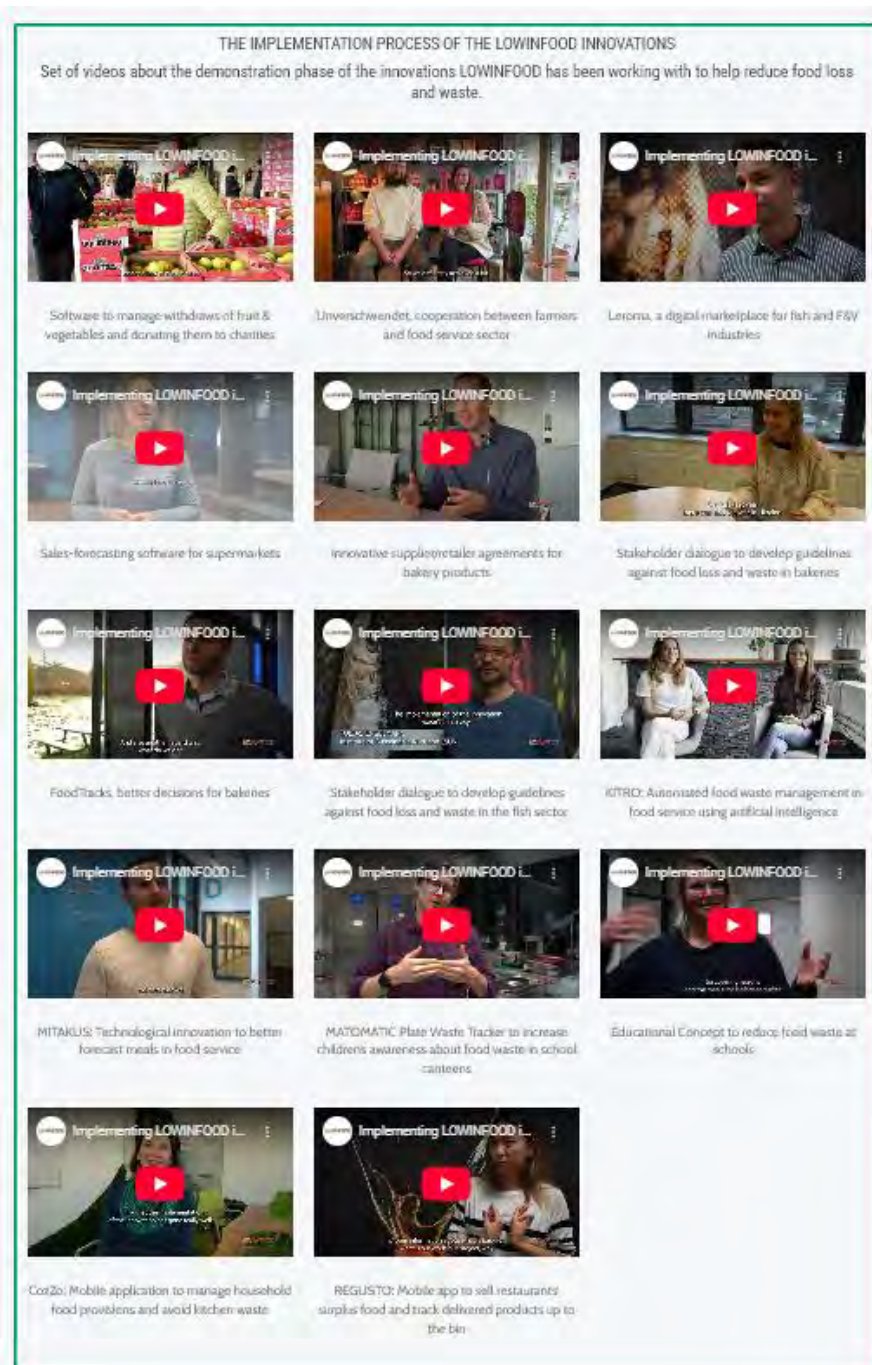
Take part in the online survey 



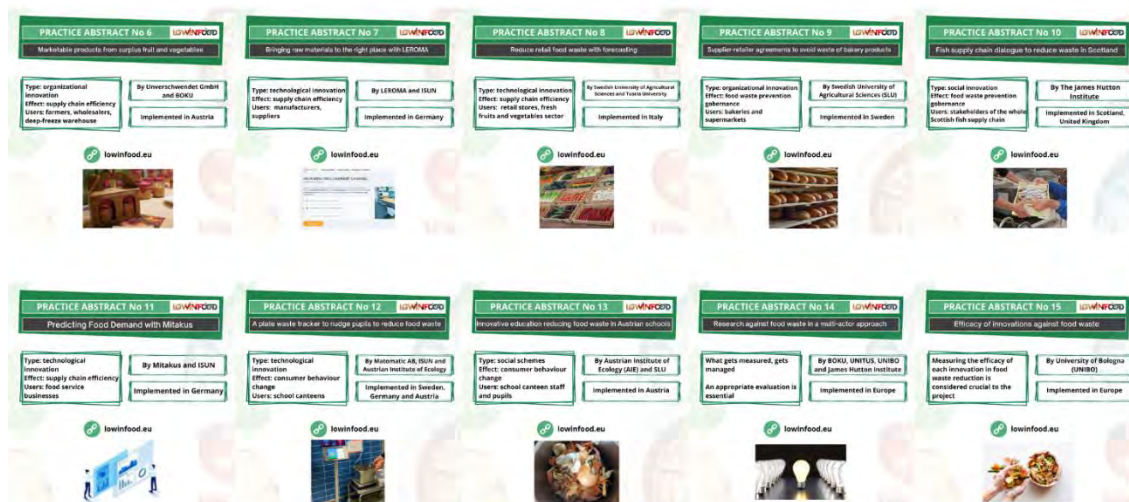





- Implementation of LOWINFOOD innovations. A specific campaign was run to present the demonstration phase of the innovations that LOWINFOOD has been working on, in which partners explain the first results achieved reducing food loss and waste. In total, [14 videos](#) were produced in this series, one for each innovation.



- Practice abstracts. The practice abstracts prepared for the second batch were promoted on social media accounts, continuing the campaign previously conducted with the first set.



- Newsletters. In this period we also continue with the audiovisual format to distribute the newsletters in a more attractive way on social networks: [Sixth issue](#), [Seventh issue](#), [Eighth issue](#).
- Final General Meeting and Retaste 2024. A parallel campaign was conducted to announce the [Final LOWINFOOD General Meeting](#) and the international conference [Retaste 2024](#) in Crete, as the General Meeting was held in the framework of the international conference.



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- Retaste presentations. The international conference Retaste 2024 was an excellent opportunity for LOWINFOOD to present relevant results of innovations to reduce food loss and waste. In the weeks following the conference, an extensive campaign was conducted to present these results, namely 18 posts were disseminated, each one about a presentation made by the partners at the conference.



- Impact and results. Creation and dissemination of three videos to report on the overall results and impact achieved in LOWINFOOD: [overall results video](#), video of the [results on efficacy](#), video on [the environmental impact](#).



LOWINFOOD Environmental impact



LOWINFOOD Efficacy results

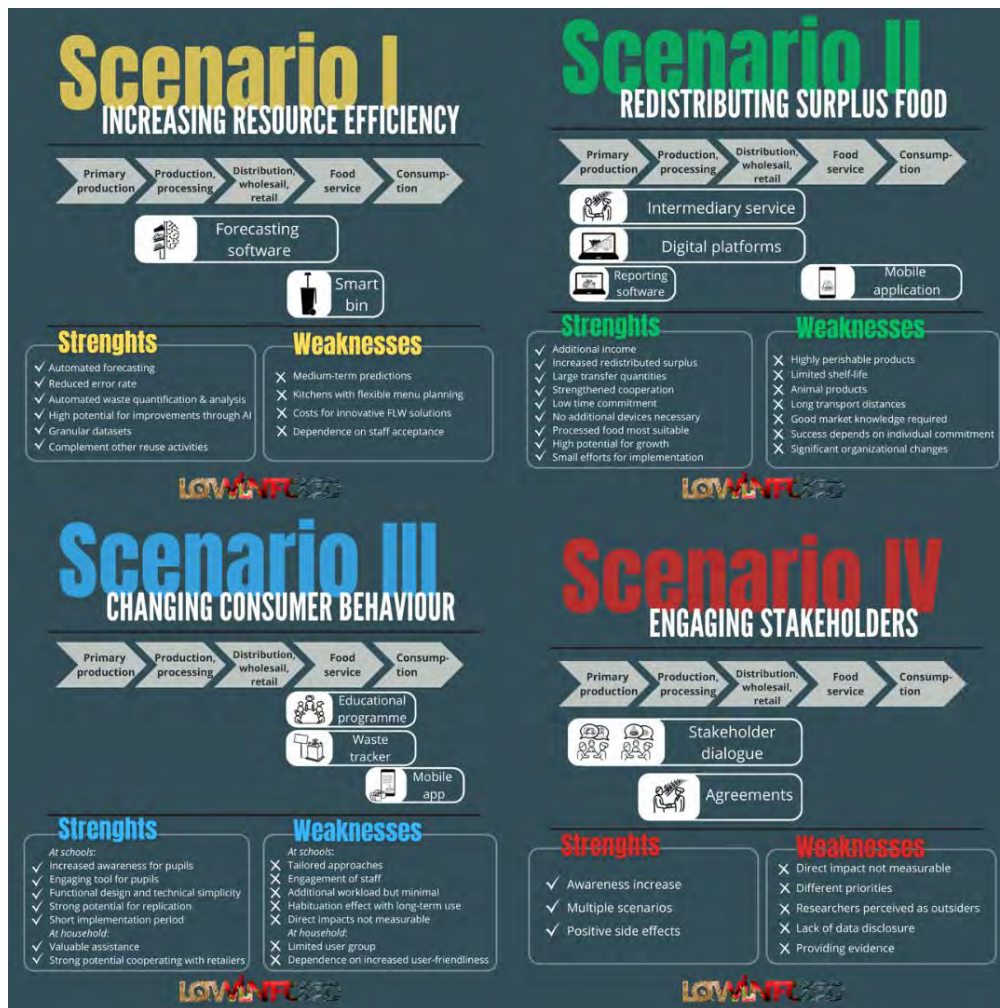


LOWINFOOD impact achieved

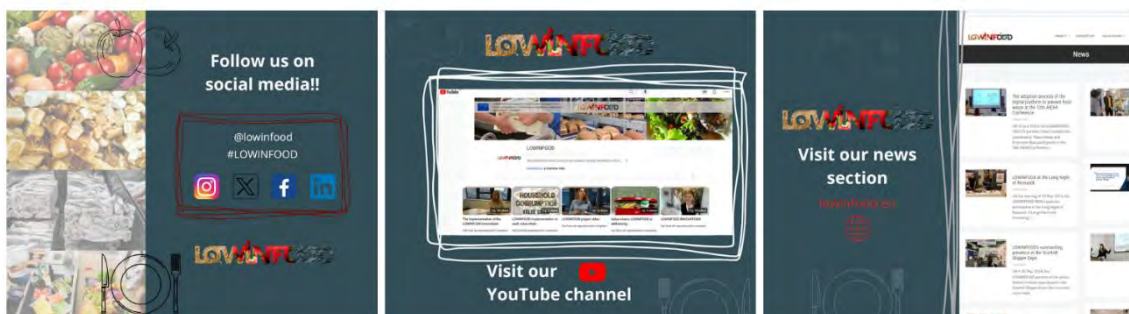
- **Strategies.** Based on the results obtained from the implementation and evaluation of the innovations, [six strategies](#) for policy makers have been established. To disseminate these recommendations, a specific social media campaign has been designed and implemented the last month of the project.



- **Scenarios.** Based on the analysis of the results of the LOWINFOOD innovations, [four scenarios](#) for reducing food loss and waste have been identified, highlighting strengths and weaknesses of the implemented innovations. To disseminate these recommendations, a specific social media campaign has been designed and implemented the last month of the project.



- Social media and website. It has been a constant reminder and encouragement to the public to follow the LOWINFOOD channels and visit the website. For this purpose, the following images have been used.



The calendars used to organise the content published on LOWINDOOD's social networks can be found in Annex I.

These are the results obtained, and the people reached at the end of the third reporting period.

CHANNEL	N° followers	Total n° of views	N° posts	N° of videos
X	In this period: 52 Cumulative amount from the beginning of the project: 305		In this period: 225 Cumulative amount from the beginning of the project: 606	
Facebook	In this period: 24 Cumulative amount from the beginning of the project: 230		In this period: 200 Cumulative amount from the beginning of the project: 463	
Instagram	In this period: 51 Cumulative amount from the beginning of the project: 233		In this period: 182 Cumulative amount from the beginning of the project: 433	
LinkedIn	In this period: 322 Cumulative amount from the beginning of the project: 871		In this period: 190 Cumulative amount from the beginning of the project: 452	
YouTube		In this period: 2,346 Cumulative amount from the beginning of the project: 4,333		In this period: 32 Cumulative amount from the beginning of the project: 58
Target amount (end of the project)	500 *800 for LinkedIn (adequate)	5,000	500	30

Let's take a look at the evolution of LOWINFOOD's activity on social networks. We can see a clear increase in activity if we look at the number of posts published in the first reporting period, in the second and in the third.

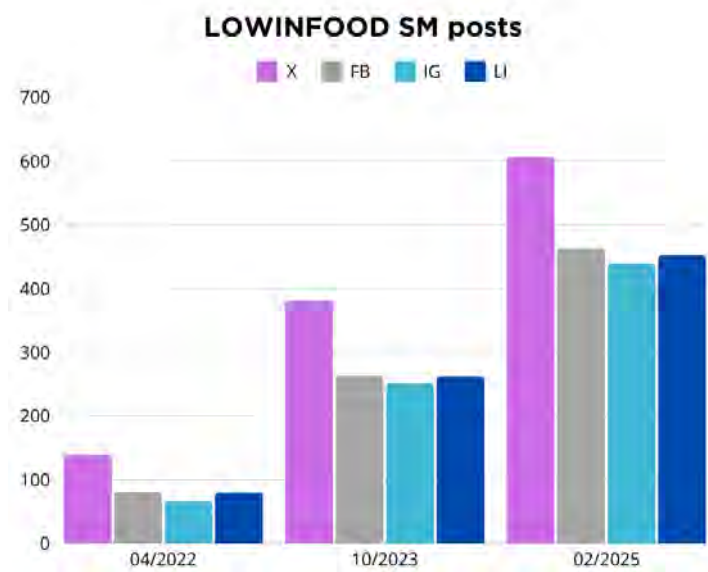


Fig. Comparison of the number of posts delivered by the end of the first, second and third reporting periods

The number of followers has also risen considerably over the periods, especially LinkedIn followers.

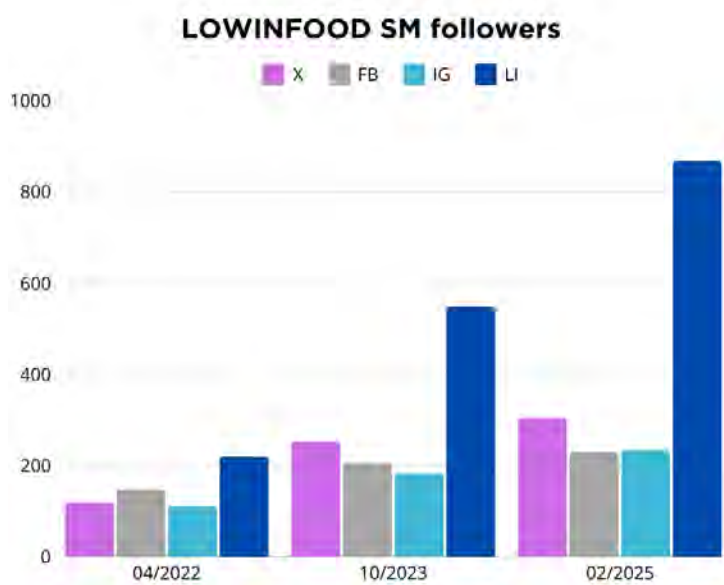
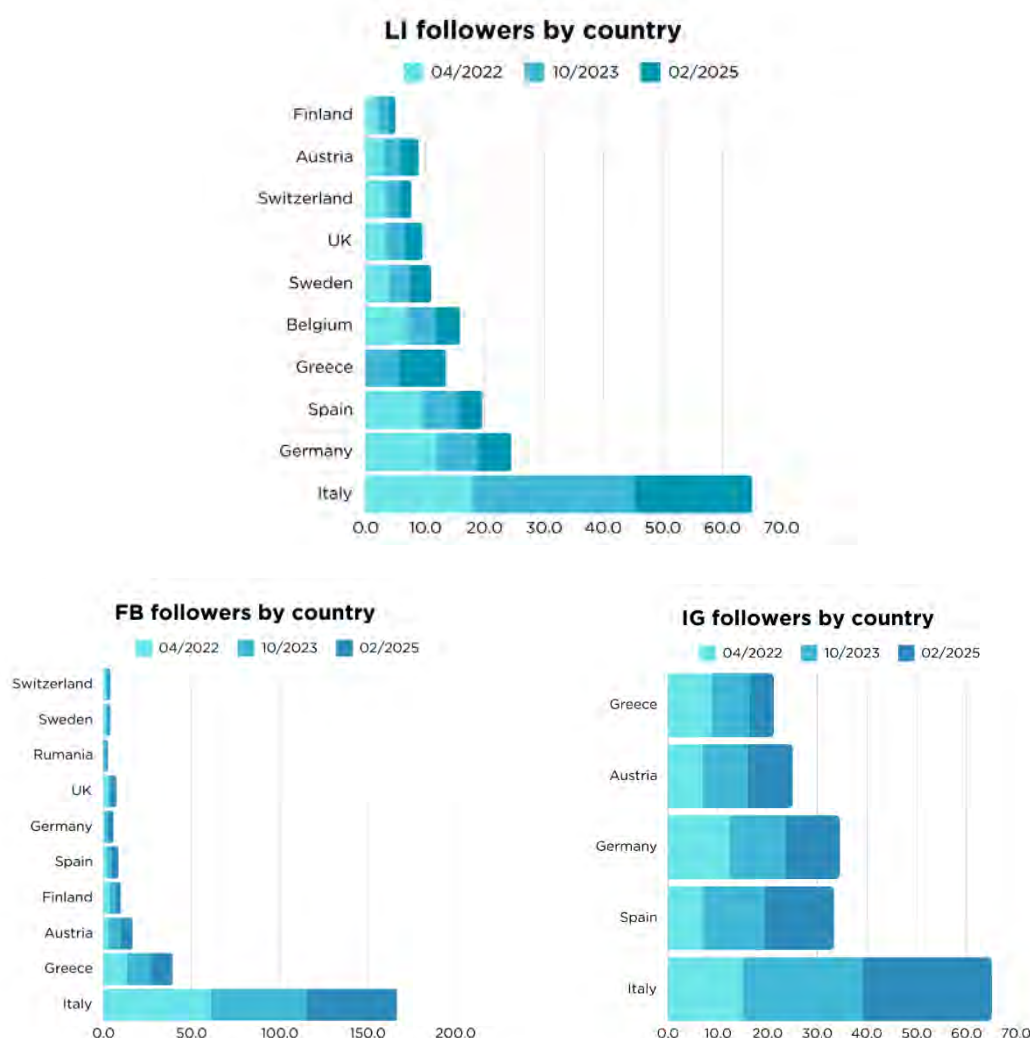


Fig. Comparison of the number of followers at the end of the first, second and third reporting periods

In all channels, the Italian community is by far the largest. Greeks follow them especially on LinkedIn and Facebook.



The Meta company, Facebook and Instagram owner, offers statistical data disaggregated by sex and age too. These data allow figuring out what our “most common Facebook and Instagram users” are.

Facebook followers are women between 35 and 45 years old, and on Instagram similarly, women between 25 and 44 years old. This period the profile of the two accounts has been homogenised, as in the previous period the profile of Instagram followers was that of women between 18 and 25 years old.

LOWINFOOD followers in FB and IG disaggregated by sex and age



5. Conclusions

Overall, LOWINFOOD has achieved the objectives set out in the social media channels. In the three periods, the activity has been very active, especially in the second and third periods, with an increase in both the content disseminated and the number of followers obtained. The information disseminated has been linked to the objectives established in the communication and dissemination strategy of the social networks and the type of content published has been varied and adjusted to the established strategy. In terms of content, the social networks have been a faithful reflection of the evolution of the project, awareness of food loss and waste has been a constant, along with the dissemination of the values of LOWINFOOD (environmental awareness, gender equality). For the latter, the international days have been of great help, on the one hand, to disseminate the values of the project, and on the other, using the established hashtags as loudspeakers and having more impact. A great effort has been made to communicate the results of the project and in particular the results of the innovations against food loss and food waste, creating attractive and easy to understand infographics and texts and in this way bringing the materials created in the project (practice abstracts, deliverables) and the knowledge acquired closer to the general public. All the events organized by the partners and the conferences where they have participated and have been communicated internally, have been disseminated through the LOWINFOOD channels.

The content has been disseminated in different formats and always using visual supports (photos, videos, gifs, pdfs). In most of the posts a link has been introduced either to the LOWINFOOD website to have more information or to the videos on YouTube.

Content published by the organizations participating in LOWINFOOD has been disseminated, we have actively participated in social media collaboration between sister projects, publishing their content and creating tools and materials together for joint events. But above all, a maximum effort has been made to create our own content for the project and disseminate it in a constant way.

LOWINFOOD's strongest channel, by far, is **LinkedIn** with **871 followers**. From the beginning of the project it was seen that it was the channel where the content disseminated and the audience to which it was directed were best suited. Even in the second period, the objective set at the beginning was adjusted, increasing the followers to be achieved from 500 to 800, and finally, the result has been superior. The number of posts published has been **452**, very close to the goal of 500 and the total number of **impressions** achieved was **123,758**, exceeding the target of 100,000.

Channel **X** has reached and surpassed the goal of publishing 500 posts, as **606 posts** have been disseminated. It is the fastest channel as the messages are short and it makes it possible to publish more than one tweet a day, for example through threads. This is why more posts have been posted than in the other channels. In addition, it has been the channel where all the sister projects had an account, which was not the case with the other channels. Therefore, it has generated more interaction between sister projects. **305 followers** have been achieved on X. The goal of 500 has not been reached, and in this case the Elon Musk phenomenon has had an impact, since in recent months many people have left their X account behind and therefore the followers have decreased. However, the target of 100,000 impressions has also been exceeded in this channel, with **111,074 impressions** in total.

The Facebook channel started off strong as the profile of the project participants was in line with the profile of regular users of this channel, adults aged 35-50. But at the end of the project, **Instagram with 233 followers** had caught up with **Facebook with 230 followers**. The main reason may be that in recent years Instagram as a channel has seen a significant growth, and Facebook has lagged behind. In any case, the goal of 500 followers was very ambitious for these channels. The posts posted on Facebook were **463** and on Instagram **433**, very close to the goal of 500 posts. In both cases we have stayed close to the target of 50,000 people **reached**, with **49,747** on Facebook and **47,718** on Instagram. In the case of Instagram, it is worth highlighting the dissemination of stories. Stories have been created either directly from published posts or specifically for some campaigns.

To make the full analysis of the channel imbalance, it should be taken into account that a science-based project often performs differently across social media platforms due to the nature of the audience, content format, and engagement style specific to each channel. Platforms like LinkedIn, which focus on professional networking and knowledge sharing, are more receptive to research-based content, data-driven insights, and discussions on policy and industry trends. Professionals, academics, and policymakers actively seek information that aligns with their expertise and interests, making LinkedIn an ideal space for science-based projects to share findings, collaborate with stakeholders, and gain credibility within relevant sectors. Posts that highlight research publications, expert opinions, and real-world applications tend to perform well, as they resonate with audiences looking for substantive content.

In contrast, more social-oriented platforms like Instagram or Facebook prioritize visually engaging, entertainment-driven, and emotionally compelling content, which can be a challenge for science-based projects that primarily communicate through data and technical information. While these platforms have vast audiences, users typically browse these platforms for leisure rather than in-depth scientific discussions.

As for the **YouTube** channel, it has been used as a repository for the videos produced. In total **58 videos** have been produced, almost double the proposed target of 30, and all of them have had a total number of **views of 4,333**. To these views of the YouTube videos must be added the views of the same videos that have been integrated directly into the posts as content, in the case of Instagram as reels. In this way, the target number of 5,000 total views is easily exceeded.



Annex I

Consult the calendars used to organise the content published on the LOWINDOOD social networks. Those in green are the posts that have been published during the second and the third reporting periods.

May 2022

MON	TUE	WED	THU	FRI	SAT	SUN
2	3 Silvia statement	4 Foresightee news	5	6 Claudia statement	7	8
9	10	11 Fairchain course	12	13 EFFOST conference	14	15
16	17	18 FoodTracks video	19	20	21 Summer school Münster	22
23	24 Uppsala news	25	26	27 Newsletter	28	29
30 EU Green Week	31 Newsletter EU Green Week					

June 2022

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3 Environment Day	4	5
6 kitro user Hapimag	7	8	9 Unverschendet video	10	11	12
13	14 Project video promotion	15 Clara in Green Med Symposium	16 Regusto at restaurants	17 Cospea supermarkets	18	19
20 AIEAA conference	21 Project video promotion	22	23 Leroma video	24	25	26
27	28 Project video promotion	29	30			

July 2022

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5 L. Secondi at Asepelt conference	6	7 Foresightee video	8	9	10
11	12 Project video promotion	13	14	15 Bakery TALU video	16	17
18	19	20	21 Summer school	22 Emilia Romagna video	23	24
25	26	27 DeKoInstitut video	28	29	30	31

August 2022

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3 Evaluation video	4	5	6	7
8	9	10 Evaluation promo video Claudia	11	12	13	14
15	16	17 Evaluation promo video Nazi	18	19	20	21
22	23	24 Evaluation promo video Silvia	25 Leroma at BIOFACH	26	27	28
29	30	31				



September 2022

MON	TUE	WED	THU	FRI	SAT	SUN
			1 New academic year	2	3	4
5	6	7 JHI at Peterhead Seafood festival	8	9	10	11
12	13	14 Announcing webinars	15	16	17	18
19	20 Webinar	21	22 Webinar	23 Webinar	24	25
26	27 Webinar	28 Awareness of Food Loss & Waste	29 Awareness of Food Loss & Waste	30 Awareness of Food Loss & Waste		

October 2022

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3 Awareness of Food Loss & Waste	4 Awareness of Food Loss & Waste	5 Sidea UNITUS	6	7 Webinar series conclusion	8	8
10	11	12	13	14 Announcement Ecomondo	15	16 World Food Day
17	18	19	20 Ecomondo info	21 EFFoST joint event	22	23
24	25 Ecomondo EU stand	26 EFFoST Elisa post	27 Ecomondo pitch session	28	29	30
31 EFFoST common post						

November 2022

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2 EFFoST common post	3 Ecomondo innovation portfolio	4 EFFoST common post	5 Ecomondo pitch time	6
7	8 Ecomondo DAY 1	9 Ecomondo DAY 2	10	11 EFFoST	12	13
14 EFFoST pic	15 Ecomondo summary video	16	17 LOWINFOOD Ecomondo video	18 Scotland fisheries	19	20
21 World Fisheries Day	22 Mitakus innovation video	23	24 Report on Swedish media	25 Newsletter announcement	26	27
28	29 Newsletter 1st round	30				

December 2022

MON	TUE	WED	THU	FRI	SAT	SUN
			1 Matomatic innovation video	2	3	4
5	6	7 Newsletter 2nd round	8 Innovation video	9	10	11
12 Simone publication	13	14	15 Innovation video	16	17	18
19 Publication	20	21 Innovation video Nazli	22	23	24	25
26	27 Christmas post	28	29	30	31	



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January 2023

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10 Results section	11	12 Innovation Video CoZzo	13	14	15
16	17 Scotland event	18 Innovation Video Regusto	19	20	21	22
23	24 Scotland event	25	26 Practice abstract 1	27	28	29
30	31 Practice abstract 2					

February 2023

MON	TUE	WED	THU	FRI	SAT	SUN
		1 Women in Science Clara	2 Innovation radar	3 Women in Science Christina	4	5
6	7 Women in Science Claudia	8 Okogie workshop with master chef	9 Women in Science Silvia	10	11 Women in Science Day	12
13	14 Practice abstract 3	15	16 SLU publication	17	18	19
20	21	22 Practice abstract 4	23	24	25	26
27	28 Sister projects KPI					

March 2023

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2 Practice abstract 5	3	4	5
6 Summer school application	7	8 Women's Day	9	10	11	12
13	14 COFRESH webinar	15	16 Publication 1 content	17	18	19
20	21 Retaste abstract submission	22	23 Publication 2 content	24	25	26
27	28	29 Scottish Skipper Expo promo	30 Publication 3 content	31 COFRESH webinar		

April 2023

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4 Breadwaste Italian roadmap	5 Food4Future promo	6	7	8	9
10	11	12 Webinar Finnish roadmap	13 Summer school deadline	14	15	16
17	18	19 Earth Day	20 Charity video previous	21	22 Earth Day	23
24 Charity video_state ment 1	25 Charity video_state ment 2	26 Charity video_state ment 3	27 Charity video	28 Charity video_state ment 4	29	30

June 2023

MON	TUE	WED	THU	FRI	SAT	SUN
			1 Uppsala news	2	3	4
5 World Environment Day	6 Newsletter VIDEO 2nd round	7 World Food Safety Day	8	9	10	11
12 Inspiring moment UNITUS	13	14 Inspiring moment UNV	15	16 Newsletter Clara's message	17	18
19	20 Inspiring moment Mitakus	21	22 CozZo webinar	23	24	25
26 CozZo webinar users	27	28 Inspiring moment Kitro	29	30		

July 2023

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4 Newsletter News & results	5	6 Inspiring moment Foodtracks	7 Bremen workshop	8	9
10 Bremen workshop	11 Regusto Tibidabo	12 Summer School	13	14	15	16
17	18 Inspiring moment JHI 1	19	20 Inspiring moment TAU bakery	21	22	23
24 Inspiring moment educational concept	25	26 Inspiring moment fish ISUN	27	28	29	30

August 2023

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2 Inspiring moment CozZo	3	4	5	6
7	8	9 Inspiring moment JHI 2	10	11	12	13
14	15	16 YouTube channel	17	18	19	20
21	22 News section	23	24 Publication bread quantification	25	26	27
28	29 SM channels	30	31 EUReducing Foodwaste			

September 2023

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5 Publication 4 content	6	7	8 Retaste previous	9	10
11 Silvia at Bioeconomy	12	13	14 Retaste day 1	15	16	17
18	19 Retaste day 2	20 ISUN workbook	21 Retaste day 3	22	23	24
25 Mattias interview	26	27 RETASTE day1	28 RETASTE day2	29 International Day of Awareness of Food Loss and Waste	30	



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November 2023

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2 Abstract 4	3	4	5
-6 Matomatic ISUN	7	8 Abstract 5	9 HUA at EU Platform	10	11	12
13 Last article	14	15 SIDEA presentation Roberta	16 Niina's presentation SARDINIA	17	18	19
20	21 World Fisheries Day	22 Zero-waste cooking	23 General meeting previous	24	25	26
27 Tartu County delegation	28	29 Munster meeting	30 Munster meeting			

December 2023

MON	TUE	WED	THU	FRI	SAT	SUN
				1 Munster meeting	2	3
4	5 Meeting summary VIDEO	6	7 Cooking session Vienna	8	9	10
11	12 Newsletter VIDEO	13	14 Reels pictures	15	16	17
18	19 Good practices sister projects	20	21 Newsletter 2nd round	22 Christmas post	23	24
25	26 Newsletter highlights	27	28 One Word VIDEO	29	30	31

January 2024

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3 Newsletter first results & news	4	5	6	7
8	9 CoZzo recommend ations 2024	10	11	12 Project status VIDEO	13	14
15	16 Matomatic publication	17	18 Project status CLARA	19	20	21
22	23	24 GFFA event	25 Project status SILVIA	26 Melanie event	27	28
29 Clara event	30 Project status SIMONE	31 FOODRUS event				

February 2024

MON	TUE	WED	THU	FRI	SAT	SUN
			1 Women in science Statement 1	2	3	4
5 Women in science Statement	6	7 Women in science Statement 3	8	9 Women in Science VIDEO	10	11 Women in Science
12	13 COFRESH FOODRUS Final C.	14	15 WP2 VIDEO	16	17	18
19	20 Project status statement 1	21 Sister projects KPI	22	23 WP2 video picture	24	25
26 Café Clan event previous	27	28 Project status statement 2	29 WP3 VIDEO			



March 2024

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4 Niina webinar	5 IBiolC Bioeconomy Week	6 Clara at sister projects event	7 WP3 video picture	8 Women's Day	9	10
11 IBiolC Bioeconomy Week	12 Project status statement 3	13 WP4 VIDEO	14 CORRESH FOODRUS Final C.	15	16	17
18 Pieve Tesino summer school	19	20 WP4 video picture	21 Nazli presentation	22	23	24
25	26 WPS food service VIDEO	27 SM channels	28	29	30	31

April 2024

MON	TUE	WED	THU	FRI	SAT	SUN
1	2 WPS food service video picture	3	4 YT channel	5	6	7
8	9 BioBeo festival	10 WPS household VIDEO	11	12 News section	13	14
15	16 JHI survey	17 WPS household video picture	18 Sister projects VIDEO	19	20	21 World Creativity and Innovation Day
22 Earth Day	23 Value chain section	24 LOWINFOOD Day Tibidabo previous	25	26 Scottish Skipper Expo previous	27 Stop Food Waste Day	28
29 Innovation VIDEO 1	30					

May 2024

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2 Publication Niina	3 Scottish Skipper statement1	4	5
6 Scottish Skipper statement2	7	8 Tibidabo LOWINFOOD Day video	9 Innovation video2: charity	10	11	12
13 Scottish Skipper	14 Tibidabo LOWINFOOD Day pictures	15	16 Innovation video3: Educational approach	17 JHI impact	18	19
20	21 C.Giordano event	22 Innovation video4: Matomatic	23	24 Partnership section	25	26
27 BOKU event	28 Newsletter previous	29 Innovation video5: FoodTracks	30 Publication Niina round 2	31		

June 2024

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3 Newsletter	4	5 World Environment Day	6 Innovation video6: fish stakeholder	7	8	9
10 Webinar previous	11	12 Innovation video7: Regusto	13 Newsletter 2nd round	14	15	16
17 Practice abstract 6	18 Webinar FOLU&WA STELESS	19	20 Innovation video8: Leroma	21	22	23
24 Christina poster	25 Practice abstract 7	26	27 Innovation video9: Forecasting supermarkets	28	29	30



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July 2024

MON	TUE	WED	THU	FRI	SAT	SUN
1 Unitus AIEAA	2	3 Practice abstract 8	4	5 Innovation video10: CoZo	6	7
8 Summer school	9 Practice abstract 9	10 Survey last call	11 Innovation video11: Mitakus	12	13	14
15 Practice abstract 10	16	17 Innovation video12: UNV	18	19	20	21
22	23 Practice abstract 11	24	25 Innovation video13: agreements for bakery	26	27	28
29 Practice abstract 12	30	31		31		

August 2024

MON	TUE	WED	THU	FRI	SAT	SUN
			1 Final Conference previous	2	3	4
5	6	7 Practice abstract 13	8	9 YT playlist innovation videos	10	11
12	13 Practice abstract 14	14	15 CALL ABSTRACTS GreenFood Tech	16	17	18
19	20 Practice abstract 15	21	22	23	24 Follow-SM	25
26 Visit news section	27	28 Visit YT channel	29	30	31	

September 2024

MON	TUE	WED	THU	FRI	SAT	SUN
2	3 Niina thesis	4	5 F. Conference Katla	6	7	8
9 T4.1 event Germany	10	11 F. Meeting programme	12	13	14	15
16 Keynote speakers	17 SIDEA presentations	18 Dissemination video	19	20 Retaste presentation s1	21 Retaste presentation s2	22
23	24 Final General Meeting	25 RETASTE Day 1	26 RETASTE Day 2	27	28	29 Exemplary Awareness of Food Loss and Waste video

October 2024

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2 F. Conference video	3	4	5	6
7 Researchers night Italy	8	9 Retaste video	10	11	12	13
14 Louise bakery	15	16	17 Retaste presentation: Tobias	18 Retaste presentation: Christina	19	20
21	22 Retaste presentation: Simone	23	24 Retaste presentation: Elisabeth	25 Retaste presentation: Nazli	26	27
28	29 Retaste presentation: Gudrun	30	31 Retaste presentation: Roberta			



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November 2024

MON	TUE	WED	THU	FRI	SAT	SUN
				1 JHI final event	2	3
4	5	6 Retaste presentation: Federico	7 UNITUS at Ecomondo	8 Retaste presentation: Silvia	9	10
11	12	13 Retaste presentation: Nina	14 ISUN event	15 Retaste presentation: Nina	16	17
18	19 Retaste presentation: Nazli	20	21	22 Publication: SLU	23	24
25 Corriere della sera article	26	27	28	29 Retaste presentation: Claudia	30	

December 2024

MON	TUE	WED	THU	FRI	SAT	SUN
2	3 Retaste presentation: Nina	4	5 Retaste presentation: Marco	6	7	8
9	10	11 8th Newsletter	12 LIFE event	13 Retaste presentation: Mattias	14	15
16	17 Retaste presentation: Louise	18	19	20	21	22
23 Retaste presentation: Camilla	24	25	26	27	28	29
30 Crete reels				31		

January 2025

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7 Felicitas Annual Report	8	9 Newsletter 2nd round	10	11	12
13 Project video	14	15	16	17	18	19
20 Project video: PIC	21	22	23 Policy S1	24 Policy S2	25	26
27 Policy S3	28	29 Policy S4	30	31 Efficacy video		

February 2025

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3 Policy S5	4 Policy S6	5 Bologna Final event announcement	6	7	8	9
10 Vienna Final event announcement	11 Environment impact video	12 Scenario 1	13	14 Scenario 2	15	16
17	18 Scenario 3	19 Scenario 4	20	21	22	23
24	25 Bologna Final event	26 BOKU Vienna event	27 Exemplary video	28		



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