

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

D6.7 Report on public awareness raising

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11/06/2025	Section 2 amended	Participation in three additional public events has been added.

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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 Baeckerhandwerknord 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
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26	L.V.L Anonymi Emporiki Toyristiki Kksenodoxeiaki Kataskevastiki Etaireia	BLU	Greece
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Summary

The deliverable 6.7 Report on results of the public awareness raising aims to compile the work and activities conducted throughout the LOWINFOOD project to raise public awareness about food waste and the innovative solutions developed to reduce it. These solutions focus on the entire value chain of three selected food sectors (fruit and vegetables, fish, and bakery), as well as the service sector and households.

From the beginning the project has been committed to making the general public aware of the different aspects covered by LOWINFOOD. Being food waste an issue that affects all stages of food value chains, it is crucial raising awareness in all of them to help reach the final goal established by the European Union of halving food waste by 2030.

The general public has been exposed to LOWINFOOD in different forms, ranging from direct participation in the project activities, as visitors in live events where LOWINFOOD partners have presented their projects, services, results, etc., and the digital environment, not only through the digital channels LOWINFOOD has established for the promotion of the project, the activities carried out and the results reached, but also through the promotion the consortium partners have done of the project and their own technologies in different digital channels, namely local, regional and national mass media at partners' countries; specialised digital websites, magazines and platforms, etc.

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 is intended to show the impact that LOWINFOOD as a consortium has had on the general public, as all the partners have contributed to it in one way or another. ELHUYAR, as the partner leading the communication and dissemination activities, is the main responsible of this deliverable, as well as the ultimate responsible for the results obtained.

During the preparation phase of the project, a target of 20,000 people was set, i.e. the number of people who should be exposed to the different public activities carried out by the project partners by the different channels available for these purposes. At the end of the project, we are pleased to say that this goal has been achieved and far exceeded.

In the following sections a summary of the activities conducted is offered, as well as a qualitative and quantitative (when possible) analysis of the reached impact, including the number of people exposed to the activities.

The activities have been grouped into five categories:

1. The first includes activities directly involving citizens, carried out as part of the implementation of the innovations.
2. The second concerns the presentations and events organised or attended by the project partners and aimed at the general public, with the main objective of raising awareness.
3. The third is dedicated to the activities carried out together with the so-called sister projects, as the five projects that make up this group have helped each other to disseminate their main results.

4. The fourth category concerns the impact achieved through external channels and media aimed at the general public.

5. And the fifth analyses the impact of the LOWINFOOD online channels, excluding social media.

Social media have been a successful source of promotion and dissemination of messages contributing to awareness raising of the food loss and waste problem and the different approaches for its reduction. However, this deliverable will not deepen in this aspect, as it is exhaustively described and analysed in D6.11.

Finally, a sixth section offers an assessment of the general impact reached by the awareness raising objective of LOWINFOOD.



1. Direct interventions with citizens in the implementation of the innovations

The implementation of many of the innovations validated and improved in LOWINFOOD included the engagement of citizens. This means that all these people participating in the implementation of any of these innovations were exposed to the topic of food waste and its reduction. See below together the list of innovations that implied participation of individual citizens, and the number of participants, when available:

Plate waste tracker for school canteens. The technological innovation Matomatic, aimed at giving primary school pupils feedback on how much plate waste they generate, was tested in **16 Swedish and German schools, with the participation of 4,889 pupils** ([Sundin et al., 2024](#)).

Pedagogic meals. **Six schools** in Sweden conducted this [intervention](#), four of which also participated in the plate waste tracker intervention. There was one school who only did this intervention, with the participation of **615 students**.

Kitchen workshops. **11 secondary schools** in Austria participated in this [initiative](#) where young people met with a well-known chef, and all together prepared a “zero-waste” meal. In total, **3,739 students between 14 and 16 years of age took part** in these workshops.

Mobile application to manage food provisions at home and avoid kitchen waste. A total of **52 households** in Austria, Finland and Greece tested the CozZo application in their everyday life for a period of 3-6 weeks.

Mobile application selling restaurants’ surplus food and tracking the delivered products up to the bin. The eco-friendly box (so-called Regusto bag) for carrying surplus meals bought to restaurants as well as the leftovers not eaten by restaurant costumers had a QR during the implementation phase through which consumers could access a survey to report to what extent the food brought at home was finally consumed or wasted. Researchers [reported](#) that **574 people responded to the survey**, so this can be considered as the minimum amount of people exposed to the awareness raising objective of LOWINFOOD.

Software for optimization of bakeries’ production. FoodTracks was tested in three German bakeries, involving people of a total of **36 bakery branches**.

Stakeholder dialogues in the bakery sector. Stakeholder dialogues were organised in Finland, Italy, and Sweden, to put together and discuss the current problems in the bread supply chain and how they could be solved. In Finland, the stakeholder dialogues included **four online workshops** organised for bakeries as well as **ten individual interviews** of bakeries and retailers. In Italy, the dialogues included **three meetings organised with 12 small bakeries** in Viterbo area, whereas in Sweden, the dialogues included **two to three rounds of individual discussions** with bakeries, retailers, and logistics partners. As a result of this dialogues, CNA come up with a roadmap against bread waste, called “una mano contra lo spreco”, with five tips for bakeries to prevent bread waste. They presented this campaign in a [press conference](#), which had broad dissemination, and [several bakeries](#) joined it.

Stakeholders dialogue and survey in the fish value chain. Stakeholder dialogues were held in Germany and Scotland with participants, to identify waste flows and promising interventions. Based on the dialogue results, a survey was disseminated, and **72 responses** were received from stakeholders in various stages of the fish value chain, namely fishing, processing, and distribution.

Capacity Building Training Workshop of the S.I.R to a Romanian delegation. The LOWINFOOD partner Emilia-Romagna Region organised a capacity-building training workshop in Bologna, to disseminate the experience gained in Emilia-Romagna with the S.I.R to a Romanian delegation interested in replicating this innovation in their country.

Innovation as an Intervention - survey. The James Hutton Institute carried out a study which was not linked to a specific innovation of LOWINFOOD; rather, they reached people participating in the demonstration of 12 of the LOWINFOOD innovations, involving people from eight countries and ranging from workplace employees to high-school students and household members. They collected **more than 500 responses** from people in eight countries.



2. Public events

The LOWINFOOD partners have organised and participated in numerous events, ranging from events aimed at the general public, to participation in exhibitions and fairs, to meetings with local and regional authorities or stakeholders. All these events have contributed to raising awareness of the problem of food loss and waste. The full list of events is given below, including the date of the event and a link to the news item on the website where the event is described in more detail.

Bologna event organised at the Emilia-Romagna Region headquarters. LOWINFOOD partners took part in this event, which attracted a wide audience and several important politicians. The event, entitled "The value of the social impact of the regional system of market withdrawals in the fruit and vegetable sector", was organised within the framework of LOWINFOOD in order to disseminate results at regional level that quantify in economic terms the social impact of the S.I.R. system, highlighting the role of public administrations in creating support networks for the third sector and, consequently, for vulnerable population groups. [February 2025](#)

Researchers' Night. This event, which brings research and researchers closer to the public, has been joined by LOWINFOOD researchers during the whole duration of the project, in the belief that it is worthwhile taking advantage of these kind of celebrations to promote their own research. Find below pictures showing the presence of LOWINFOOD in different Researchers' Nights. [September 2024](#)

Day for Fish: Final stakeholder event in Germany. People who run kitchens or work in product development were invited to the final stakeholder event, organised by partners from the Institute of Sustainable Nutrition (ISUN) of the FH Münster University of Applied Sciences. [September 2024](#)

Opening of the Billerbeck Sustainability Centre. LOWINFOOD partner Christina Strotmann presented the results of the FH Münster in LOWINFOOD and gave the option to test the plate waste tracker Matomatic AB in the Billerbeck school cafeteria at the opening of the Billerbeck Sustainability Centre. [June 2024](#)

Long Night of Research. The LOWINFOOD BOKU partners participated in the Long Night of Research ("Lange Nacht der Forschung"). [May 2024](#)

Scottish Skipper Expo. The LOWINFOOD partners at the James Hutton Institute participated in the Scottish Skipper Expo in the editions celebrated during the duration of the project. [May 2024](#) | [May 2023](#)

Presentation of the Regusto bag in a restaurant. The positive results of the implementation of the Regusto bag were presented at the Tibidabo restaurant, in Italy, one of the restaurants collaborating with the project in the implementation of this innovation. [May 2024](#)

Collaborator at the BioBeo festival. LOWINFOOD has been present in the BioBeo festival as collaborator. [March 2024](#)

Webinar at the BioEconomy Week Scotland 2024. The James Hutton Institute offered a webinar as part of the BioEconomy Week Scotland 2024, a week of events and activities devoted to celebrating the innovative, biobased, solutions being discovered and developed in Scotland. [March 2024](#)

Webinar for the Circular FoodShift project. LOWINFOOD partners offered a webinar entitled “educational school meals” as a chapter of a webinar series of the Circular FoodShift project. The [YouTube video](#) containing this presentation has 50 views. Feb 2024

LOWINFOOD at the GFFA 2024. LOWINFOOD partners participated in the Global Forum for Food and Agriculture 2024, held in Berlin (Germany), where she had the opportunity to show the Matomatic innovation as well as the [workbook for bakery staff](#). [January 2024](#)

Visit and discussion with a delegation from Tartu (Estonia). LOWINFOOD partners participated in this event and presented the innovations that LOWINFOOD implemented in schools. [November 2023](#)

International Bakery Exhibition (IBA). LOWINFOOD partners participated in the International Bakery Exhibition (IBA), held in Munich, Germany. [October 2023](#)

LEROMA, awarded at the MUT – DER GRÜNDUNGSPREIS NRW 2023. LOWINFOOD partner LEROMA was awarded the second prize at the MUT – DER GRÜNDUNGSPREIS NRW awards’ twelfth edition. It is one of the most highly endowed competitions in Germany for young companies, company successors and freelancers from the skilled trades, industry and services. [October 2023](#)

Assaggi food and wine fair. LOWINFOOD promoted the issue of bread loss and waste in the bakery value chain in this fair, which was visited by around 5000 visitors. [May 2023](#).

LOWINFOOD at the Food 4 Future World Summit 2023. LOWINFOOD partners participated in a session regarding Food Loss & Waste Reduction together with partners from the FOODRUS sister project members in the Food 4 Future World Summit 2023. This summit has 10,000 attendees on average, including companies and investors from countries all over the world. [May 2023](#)

LEROMA at the Fruchtwelt Bodensee. LOWINFOOD partners attended the Fruchtwelt Bodensee, the International Trade Fair for Commercial Fruit Growing, Distillation and Agricultural Technology, held at Messe Friedrichshafen, Germany. [January 2023](#)

LOWINFOOD at the stand of the EC in Ecomondo. LOWINFOOD was selected by the European Commission to [attend](#) Ecomondo, the leading Euro-Mediterranean fair on circular economy, at the stand of the European Commission. This fair has 70,000 attendees on average, including companies and investors from countries all over the world. [November 2022](#)

Visit of the head of Uppsala Municipality. The head of Uppsala Municipality visited a school kitchen in Uppsala where LOWINFOOD was implementing its innovations. [Sept 2022](#)

LEROMA, awarded at eco://awards/. LOWINFOOD partner Leroma awarded by the largest association of the Internet industry in Europe. [July 2022](#)

LOWINFOOD showcased at Pianeta Cospea supermarkets. Some supermarkets of the [Pianeta Cospea](#) Italian retail company showcased posters explaining their participation in the demonstration of the software aimed at better forecasting sales of fruit and vegetables. [June 2022](#)

CozZo, highlighted by the Food Tank. LOWINFOOD partner CozZo was highlighted by Food Tank as one of the “12 global resources that provide simple, creative, and delicious solutions to reduce household food waste”. [October 2021](#)

Final LOWINFOOD Event in Vienna to present the four innovations that have been implemented in Austria. Representatives from policy, academia and the food sector shared valuable insights into the practical implementation of food waste prevention measures. [February 2025](#)

Participation in Gulfood 2024 (Dubai). LOWINFOOD partner LEROMA participated in the world's biggest food show in the Dubai World Trade Centre. [February 2024](#)

Participation in the EU Platform on Food Loss and Waste. LOWINFOOD partner HUA participated in several events and meetings in Brussels and the Netherlands during [2024](#).



3. Cooperation with sister projects resulting in public awareness raising

As stated in deliverable D6.9 Synergies with other projects, the 5 projects funded under RUR-06-2020 and RUR-07-2020 calls started a close collaboration practically from the beginning of their activities, in November 2020, in order to successfully accomplish the requirement of the EC of establishing networking among projects with the aim of maximizing impact across Europe and to ensure wide dissemination of the project results.

Page dedicated to this partnership on all sister projects' websites:

- PLOUTOS website: <https://ploutos-h2020.eu/networking/>
- FOODRUS website: <https://www.foodrus.eu/cooperation/>
- FAIRCHAIN website: <https://www.fairchain-h2020.eu/networking/>
- CO-FRESH website: <https://co-fresh.eu/networking/>
- LOWINFOOD website: <https://lowinfood.eu/partnership/>

A working group specifically devoted to communication and dissemination was established and initiated its activity in April 2021, including at least one representative per project. This group celebrated a total number of 13 meetings and had continuous exchange of information. The result of this close cooperation is listed below. It includes activities of different nature, such as organising and attending joint events, participation of each project in the newsletters of the others with some featured news items, etc. The positive outcomes of this joint work have been reaching more visibility of the projects' actions and events; learning from each other thanks to the combination of skills and expertise from the different project, and making new contacts and connections with other researchers, experts, stakeholders...



Joint Dissemination activities:

- ***Final event of FOODRUS and CO-FRESH projects.*** LOWINFOOD coordinator Clara Cicatiello (UNITUS) joined the Final Event of two of the project's sister projects, FOODRUS and CO-FRESH, jointly held in Brussels. March 2024 [On LOWINFOOD web](#) | [On FOODRUS web](#)
- ***Sister Projects' Cooperation Experience Joint event.*** October 2023 [On LOWINFOOD web](#) | [On CO-FRESH web](#) | [On FOODRUS web](#) | [On PLOUTOS web](#)
- ***Cooperation session with other EU-funded projects.*** February 2023 [On FOODRUS web](#)
- ***EU Project Workshop organised by Copa-Cogeca.*** December 2022 [On LOWINFOOD web](#) | [On CO-FRESH web](#)
- ***All sister projects together in the 36th EFFoST International Conference.*** November 2022 [On LOWINFOOD web](#) | [On FOODRUS web](#)
- ***Workshop entitled "Innovation dynamics in agri-food value chains".*** March 2022 [On LOWINFOOD web](#) | [On FAIRCHAIN web](#) | [On FOODRUS web](#)
- ***Cooperation Workshop: "Designing Co-creation activities for innovation in Food Value Chains".*** June 2021
- ***Partner event in the Green Week: Collaborative and circular food systems to reduce pollution and improve health.*** May 2021 [On LOWINFOOD web](#) | [On PLOUTOS web](#) | [On CO-FRESH web](#) | [On FOODRUS web](#) | [On PLOUTOS web](#)

LOWINFOOD in other projects' newsletters:

- ***FAIRCHAIN project's first newsletter:***
<https://us1.campaign-archive.com/?u=82f8f789632c89d8d8e9990ae&id=9d20105baf>
- ***CO-FRESH project's second newsletter:***
<https://mailchi.mp/dc654b369295/1st-cofresh-newsletter>
- ***FAIRCHAIN project's second newsletter:***
<https://mailchi.mp/5171d099b0a2/sw8eeharcw-4969802?e=b2d2856759>
- ***PLOUTOS project's second newsletter:***
<https://preview.mailerlite.com/v7i2p3u4d1/1875434905152789301/p9y3/>
- ***CO-FRESH project's second newsletter:***
<https://mailchi.mp/4af0ae945339/co-fresh-newsletter-2021-ii?e=3b23b60020>
- ***FAIRCHAIN project's third newsletter:***
<https://mailchi.mp/8507cc17d47b/sw8eeharcw-6188885?e=b2d2856759>
- ***PLOUTOS project's third newsletter:***
https://click.mlsend.com/link/c/YT0xOTk3NzU3NDgwOTY4Mzk1NjI1JmM9czVxNyZlPTAmYj05O TUzMDA4MDAmZD1pM282bzJ0.m8c1ZZhvOrgngl82cCVaA42OWhfK1r56qDhVn_MXIFo

- **FAIRCHAIN project's fourth newsletter:**

<https://mailchi.mp/7a6053ad8681/sw8eeharcw-9421442?e=b2d2856759>

- **PLOUTOS project's fourth newsletter:**

<https://preview.mailerlite.io/emails/webview/279199/78089958702712236>

- **FOODRUS project's newsletter:**

<https://6afc1.r.a.d.sendibm1.com/mk/mr/sh/1f8JAEjGcfF860x5wtKlHkJE3/8-ClhsDkDP73>

- **FAIRCHAIN project's fifth newsletter:**

<https://mailchi.mp/755706a573f6/sw8eeharcw-10373733>

- **FAIRCHAIN project's sixth newsletter:**

<https://mailchi.mp/e21714bd4921/sw8eeharcw-10395838?e=37f1c70e44>

- **FAIRCHAIN project's seventh newsletter:**

<https://mailchi.mp/dd1024dde67b/sw8eeharcw-10692342?e=37f1c70e44>

- **PLOUTOS project's last newsletter:**

<https://preview.mailerlite.io/emails/webview/279199/94586224397780727>

4. Impact through external channels and media

During its four years of operation, LOWINFOOD has had a wide media coverage. More than 140 press hits have been collected so far, being mainly articles and news items broadcast by local and regional mass media, but it is worth noting that the project has also made the front page of a major regional newspaper in Sweden, as well as several news items in national newspapers in Greece and Italy. Although it is very difficult to quantify the total media audience, it can be estimated that the cumulative impact is well **over a million viewers and readers**. This amount has also been contributed to by the project partners, sister projects and other interested stakeholders who have published content in relation to LOWINFOOD in their own website and other communication channels. The full list of press impacts can be found in Annex 1.



Some of the events organised in the framework of LOWINFOOD received significant press coverage, in particular the press conference organised by UNITUS and CNA to present the Italian roadmap against bread waste, the event celebrated in Tarquinia to present the Regusto bag, the promotion of the survey carried out by JHI, and the LOWINFOOD Day celebrated at the Tibidabo restaurant.

Press coverage plays a crucial role in amplifying the message of LOWINFOOD focused on raising awareness of food loss and waste, as well as enhancing the credibility and impact of the project. By securing media hits in newspapers, online platforms, radio, and television, the project reaches a wider audience, including policymakers, businesses, and the general public. Media exposure helped highlight the scale of the issue, educate people on its causes and consequences, and showcase the solutions proposed by LOWINFOOD. This increased visibility fosters public engagement, encouraging individuals and organizations to take action, whether by reducing

waste in their households, supporting sustainable food practices, or implementing solutions and innovations to reduce food loss and waste in their businesses.

As for the promotion of the project by involved stakeholders, their contribution has been crucial for expanding its reach, enhancing credibility, and of course, awareness raising. When partners, users, authorities, and other key players share and support a project's message, they amplify its visibility beyond its own channels, reaching new audiences that might otherwise be difficult to engage. Stakeholders brought their own networks, expertise, and influence, helping to validate the project's importance and impact.



Full page of Greek national newspaper To Vima (The Tribune) of the day 28/03/2021



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5. Impact through the LOWINFOOD's own digital channels

The promotion of LOWINFOOD through its own channels —such as its website, social media, newsletters, and events—offered direct control over messaging, audience engagement, and brand identity. Unlike relying solely on external media coverage, these channels ensured that the project's vision, objectives, and key messages were communicated consistently and accurately. This direct communication was aimed at fostering a strong connection with stakeholders, allowing for tailored content that resonates with specific audiences, whether they are researchers, people in charge of businesses, or the general public. Regular updates and interactive content also helped maintain interest and enlarge engagement over time, keeping the project relevant and visible.

Website. The website was set to become the project's main means of communication, and therefore, where interested people could find information related to the project and its results, as it provides clear, accessible, and up-to-date content about the project's goals, progress, and impact. The performance reached on the website is also an indicator of the scope of the project, and to some extent, the impact the aim of raising awareness has had. In this regard, the main highlights are that, since the website visits track began in March 2022, more than 12,000 unique users have visited the website, in more than 22,000 sessions, accumulating more than 47,000 pageviews. Therefore, half of the number of people who were targeted to be exposed to awareness-raising messages by the project have been active users visiting the website.

Social media. Promoting the project through social media has been an effective way of raising public awareness of food loss and waste and reaching diverse audiences. Social media platforms allow for real-time engagement, enabling the project to share key messages, facts and solutions in an accessible and shareable format. The performance of the various channels set up for public communication purposes, including awareness-raising, is fully described in D6.11. However, with the aim of capturing all the people reached by the different LOWINFOOD channels, we will provide a quick overview of the most relevant results obtained in this regard:

- Followers: 868 on LinkedIn, 230 on Facebook, 305 on X, and 233 on Instagram. This makes a total amount of **1,636 followers**
- On LinkedIn, by far the most successful social media channel in LOWINFOOD, **58,000 impressions** were accumulated last year, which is the number of people who viewed a content from LOWINFOOD covering at least 50% of their screen, or when it is clicked, whichever comes first.
- The YouTube channel has been used as the repository for all the videos produced during the project, and the videos published received the cumulative number of **4.400 views**.

Newsletters. The final number of recipients of the LOWINFOOD newsletter is **181 subscribers**, what means this amount of people actively filled in the subscription form, and, therefore, are aware of the issues LOWINFOOD addresses.

6. Assessment of the amount of people reached by LOWINFOOD

After compiling a comprehensive list of activities conducted and the audiences reached through various initiatives, it is now essential to assess the overall impact of LOWINFOOD's communication efforts in raising public awareness. While it is impossible to determine the exact number of people exposed to these activities, the reported audience figures from specific initiatives provide valuable insight into the campaign's reach and effectiveness. These numbers serve as indicators of engagement, helping to evaluate the extent to which LOWINFOOD has contributed to increasing awareness about food loss and waste.

The 11 direct interventions with people's participation in the implementation of the innovations made a number of citizens to be exposed to the topic. Especially relevant is the fact that **more than 9,000 pupils participated** (table 1 [in this article](#)) in the interventions at schools, including the plate waste tracker, pedagogic meals and kitchen workshops. This means all these scholars were exposed to activities directly linked to food waste and its reduction. The fact that the survey in the Regusto bag in Italy had **574 respondents** is also significant, as well as the **more than 500 responses collected in the survey** investigating Innovation as an Intervention conducted by The James Hutton Institute. All the other initiatives also contributed to increasing awareness on food loss and waste, although exact numbers of people involved in them is unclear.

A total of **22 public events** were held, providing key opportunities to showcase LOWINFOOD and its innovations. These included fairs and exhibitions, each attracting **thousands of visitors on average**, significantly expanding the project's visibility. Notably, LEROMA received **two prestigious awards**, further highlighting the impact of LOWINFOOD's initiatives. Additionally, a dedicated **campaign in Italian supermarkets** featured posters emphasizing their participation in LOWINFOOD, reinforcing public awareness and engagement with the project's mission.

The impact of **cooperation with sister projects** is best understood in qualitative terms, as the true value of networking lies in the exchange of knowledge, best practices, and collaborative visibility. Regular communication and information sharing have enabled all projects involved to learn from one another, enhance their outreach, and collectively contribute to raising awareness on food loss and waste. However, from a quantitative perspective, this collaboration has also played a significant role. Consistently featuring sister projects in newsletters and organizing joint events has expanded the reach of awareness-raising efforts, ensuring that key messages on food loss and waste resonate with a broader audience. This combination of qualitative and quantitative benefits highlights the crucial role of networking in amplifying impact and strengthening collective action.

The impact of LOWINFOOD on the general public has been significant, as evidenced by **more than 140 press hits** generated throughout the project. The majority of these were articles and news items featured in local and regional mass media, which played a key role in reaching diverse audiences and increasing public awareness of food loss and waste. It is worth noting that the

project has also made the front page of a major regional newspaper in Sweden, as well as several news items in national newspapers in Greece and Italy. Although it is very difficult to quantify the total media audience, it can be estimated that the cumulative impact is well **over a million viewers and readers**. This coverage ensured that the project's messages were disseminated beyond industry and academic circles, engaging everyday consumers and businesses alike.

In addition to media coverage, the project's visibility was further strengthened through contributions from project partners, sister projects, and other interested stakeholders. By publishing content related to LOWINFOOD on their own websites and communication channels, these collaborators expanded the reach of the project's key messages, reinforcing its relevance and impact.

When it comes to reaching the general public, social media are an imperative means of communication nowadays. In this regard, as already said, D6.11 offers a detailed description of the impact reached on these channels. However, it is worth noting the big efforts LOWINFOOD has made to engage people on social media and make them know the challenges food loss and waste provoke as well as the approach LOWINFOOD had chosen to tackle these challenges and reduce food loss and waste.

Among all social media channels set up, LinkedIn has been by far the most successful channel for LOWINFOOD. If we look at the number of followers, LOWINFOOD has collected three-four times more followers on LinkedIn than on the other channels. The reason for this might be the fact that platforms like LinkedIn focus on professional networking and knowledge sharing and therefore are more receptive to research-based content, data-driven insights, etc., which is the main type of content shared by LOWINFOOD. However, the impact reached on the other channels is also worthy of consideration.

In general terms, the **1,636 followers** accumulated across all social media platforms represent an acceptable level of engagement. However, success in reaching people should not be measured by follower count alone—metrics such as impressions, reactions, comments, and reposts provide a more meaningful indication of impact. In this regard, for instance, the fact that LOWINFOOD's content generated more than **50,000 impressions** on LinkedIn in the past year demonstrates the project's strong visibility and reach within this professional community. Such figures highlight the effectiveness of the project's communication efforts in engaging relevant audiences and fostering discussions around food loss and waste.

Another key contributor to public awareness-raising has been the project website. The number of unique visitors—exceeding **12,000 visitors**—indicates that a significant proportion of the project's target audience actively sought out information about LOWINFOOD. This is particularly noteworthy given the way users arrived at the website, with 85% coming via direct links or organic search, suggesting a strong interest in the project's content beyond social media promotions.

In conclusion, considering the cumulative reach of social media engagement, website visitors, event participation, and media coverage, it can be confidently stated that LOWINFOOD has successfully achieved and far exceeded its initial target of exposing at least 20,000 people to its

activities, events, and key messages. The combination of digital presence, public outreach, and stakeholder engagement has ensured that awareness about food loss and waste has been effectively spread, reinforcing the project's overall impact. These results highlight the importance of a multi-channel communication strategy in maximizing visibility and fostering lasting awareness.

LAST CONSIDERATION: Increased Recognition of Project Partners. Beyond public awareness raising, participation in LOWINFOOD has enhanced the visibility and credibility of several project partners within their respective fields of research and activity, positioning them as trusted voices in food loss and waste prevention. As a result, they have been contacted by different agencies or organisations to participate in press interviews and events of different nature. Below are some notable examples of how LOWINFOOD partners have gained recognition and been invited to share their expertise on a broader stage:

- Simone Piras (JHI) was invited to attend as an observer the quarterly meetings of the [North East Scotland Fisheries Development Partnership \(NESFDP\) – Aberdeenshire Council](#), thanks to their efforts in contacting stakeholders around Scotland. [More information](#)
- Clara Cicatiello (project coordinator, UNITUS) was contacted and interviewed by the national TV station Rai 3 to talk about the issue of food loss and waste. Similarly, she was recently selected by the European Science-Media Hub, the European parliamentary research service to be interviewed for an [article](#) and an [interview](#) on innovations for tackling food waste.

ANNEX 1. List of press hits generated by the LOWINFOOD activities.

#	DATE	PRESS HITS/EVENTS	PARTNERS INVOLVED	LINK
1	3 June 2020	News item about LOWINFOOD on the online version of <i>Il Messaggero</i>	UNITUS	https://www.ilmessaggero.it/viterbo/viterbo_universita_spreco_alimentare_tuscia_sale_al_vertice_bando_europeo-5265775.html?refresh_ce
2	1 July 2020	News item about LOWINFOOD on the Terzo Binario website	CNA	https://www.terzobinario.it/riduzione-dello-spreco-alimentare-la-cna-applaudivil-progetto-lowinfood/
3	1 July 2020	News item about LOWINFOOD on the <i>Tuscia Times</i> website	CNA	https://www.tusciatimes.eu/il-progetto-lowinfood-approvato-dalla-commissione-europea-capofila-lunitus/
4	3 July 2020	News item on the newspaper <i>La Voce</i>		http://www.quotidianolavoce.it/wp-content/uploads/2020/10/2020-150.pdf
5	July 2020	News item about LOWINFOOD on the Italian regional TV news programme TGR	UNITUS	
6	7 July 2020	News item about the funding to LOWINFOOD on the website Di Testa e di Gola	UNITUS	https://www.ditestaedigola.com/lowinfood-il-progetto-contro-lo-spreco-alimentare/
7	10 Dec 2020	News item about the funding to LOWINFOOD on the Yumda website	ISUN	http://www.yumda.com/de/news/1169093/lowinfood-treibt-innovative-loesungen-voran.html
8		News item about LOWINFOOD on the UAS 7 website	ISUN	https://www.uas7.org/en/lowinfood-reducing-food-losses-and-waste
9	6 Jan 2021	News item about LOWINFOOD on the website of <i>Modena Today</i>	Emilia-Romagna region	https://www.modenatoday.it/attualita/alimentare-regione-prima-fila-lotta-sprechi-progetto-europeo-lowinfood-6-gennaio-2021.html
10	7 Jan 2021	Report about LOWINFOOD in Italy on the newspaper <i>La Nuova Ferrara</i>	Italian partners	https://www.lanuovaferrara.it/ferrara/cronaca/2025/01/23/news/ferrara-il-pronto-soccorso-e-rifugio-per-senzatetto-una-notte-al-caldo-confusi-tra-i-malati-1.100650308
11	7 Jan 2021	LOWINFOOD presentation on the Regione Emilia-Romagna website	Emilia-Romagna region	https://progeu.regione.emilia-romagna.it/it/lowinfood/news/lotta-agli-sprechi-alimentari-la-regione-e-in-prima-linea-con-il-progetto-europeo-lowinfood
12	4 Feb 2021	Report about LOWINFOOD with coordinators' statements	UNITUS	https://ilmanifesto.it/cosi-cerchiamo-di-ridurre-gli-sprechi-nella-filiera-alimentare



13	10 Feb 2021	Presentation of the Project in the Press Conference "Green Farm Innovation"	Simona Caselli (AREFLH)	https://www.corriereortofrutticolo.it/green-farm-quattro-progetti-areflh/
14	26 Feb 2021	Leroma and LOWINFOOD on the website FoodHub NRW	LEROMA	https://foodhub-nrw.de/news/lebensmitteln-eine-zweite-chance-geben-leroma
15	Apr 2021	Video about LEROMA website functionalities.	LEROMA	https://www.youtube.com/watch?v=MDntOK5Kot4
16	Apr 2021	Interview on the 10 years imec podcast	Foresightee	https://imecistart.libsyn.com/04-10-years-imecistart-episode-4-sustainable-entrepreneurship
17	May 2021	Report about LEROMA on the website Pius das Netzwerk	LEROMA	https://www.pius-info.de/aktuelles/news/wie-man-mit-leroma-reststoffe-zu-wertstoffen-umwandeln-kann/
18	11 May 2021	Report about LEROMA on the website Startup Valley	LEROMA	https://startupvalley.news/de/leroma-lebensmittelrohstoffe/
19	10 June 2021	Report about LEROMA on the website DIL Innovation Hub	LEROMA	https://www.dil-innovationhub.de/startups-im-fokus-leroma/
20	6 July 2021	Report about LEROMA on the website LMV-online	LEROMA	https://www.lebensmittelverarbeitung-online.de/branchennews/b2b-plattform-fuer-rohstoffe-will-beschaffungsprozess-in-der-lebensmittelindustrie-vereinfachen
21	6 July 2021	Report about LEROMA on the website Food Service	LEROMA	https://www.food-service.de/industrie/industrie/leroma-rohstoffdatenbank-reduziert-verschwendung-48660
22		Presentation of LOWINFOOD on the website Austria Forum	BOKU	https://austria-forum.org/af/Wissenssammlungen/Neues_aus_der_Wissenschaft/Interdisziplin%C3%A4res_Projekt_LOWINFOOD_erh%C3%A4lt_EU-F%C3%B6rderung_%28BOKU%29
23	12 July 2021	Report about LEROMA on the website of the Rheinische Post	LEROMA	https://rp-online.de/wirtschaft/unternehmen/startups/leroma-baut-suchmaschine-fuer-rohstoffe-und-foerdert-nachhaltigkeit_aid-61001669
24	15 July 2021	Report about LEROMA on the website digital magazine Wochenblatt	LEROMA	https://www.digitalmagazin.de/marken/blw/hauptheft/2021-28/maerkte-und-preise/009_eine-ueberschussboerse-fuer-lebensmittelrohstoffe
25	13 Aug 2021	Report about LEROMA on the website Lebensmittel magazine	LEROMA	https://www.lebensmittelmagazin.de/wirtschaft/20210813-von-kreislaeufen-und-ueberschussverwertung/



26	13 Sep 2021	Interview to Marina Billinger on the website Greenspotting	LEROMA	https://greenspotting.de/unser-ziel-ist-es-mehr-als-100-000-rohstoffe-zu-listen/
27	17 Sep 2021	Report about LEROMA on the website IHK magazine	LEROMA	https://www.ihkmagazin.de/digital-durchgestartet/
28	01 Oct 2021	Interview to Marina Billinger on the website Ernährungs Industrie	LEROMA	https://www.ernaehrungsindustrie.de/interview-leroma/
29	02 Oct 2021	Report about LEROMA on the website Düsseldorf Startups	LEROMA	https://www.duesseldorf-startups.de/leroma-die-digitale-b2b-plattform-fuer-lebensmittelrohstoffe-aus-duesseldorf/
30	Nov 2021	Report about LEROMA on the digital magazine TK Report	LEROMA	https://www.snfachpresse.com/lesen/issues/tk/2021/11/#p=95
31	1 Nov 2021	News item about the funding to LOWINFOOD on the Linknovate website		https://www.linknovate.com/grant/lowinfood-multi-actor-design-of-low-waste-food-value-chains-through-the-demonstration-of-innovative-solutions-to-reduce-food-loss-and-waste-353877/?text=main+coordinating+research+institutes
32	15 Nov 2021	Report about LEROMA on the website Food Navigator Europe	LEROMA	https://www.foodnavigator.com/Article/2021/11/15/LEROMA-We-are-a-matchmaking-platform-connecting-surplus-raw-materials-with-customers/
33	15 Nov 2021	Report about LEROMA on the website Vakblad Voedings Industrie	LEROMA	https://vakbladvoedingsindustrie.nl/en/article/new-b2b-platform-leroma
34	17 Nov 2021	Report about LEROMA on the website Beschaffung aktuell	LEROMA	https://beschaffung-aktuell.industrie.de/einkauf/rohstoffdatenbank-gegen-verschwendung/
35	22 Dec 2021	Report about LEROMA on the website EVmi	LEROMA	https://evmi.nl/artikelen/verbindend-platform-voedselverspilling-vanaf-het-begin-voorkomen
36	Dec 2021	Cooperation with LOWINFOOD in the Collaboration Initiative FLW Annual Report 2021, by Felicitas Schneider	LOWINFOOD	https://www.macs-g20.org/fileadmin/macs/Activities/MACS_G20_FLW_annual_report_2021.pdf Page 27-28
37	2022	Report about LEROMA on the Startups Magazine	LEROMA	https://startupsmagazine.co.uk/article-leroma-efficient-procurement-raw-materials



38	2022	Report about LEROMA on the website Innovations in Food Technology	LEROMA	https://innovationsfood.com/leroma-an-efficient-procurement-of-raw-materials/
39	18 Feb 2022	Report about food loss and waste in Italy and LOWINFOOD on the Euractiv website (part of <i>Corriere de la Sera</i>)	UNITUS	https://euractiv.it/section/economia-e-sociale/news/spreco-alimentare-qual-e-la-situazione-in-italia-e-cosa-bisogna-fare-per-ridurlo/
40	1 Mar 2022	First LOWINFOOD in-person meeting in Vienna on the Regione Emilia Romagna website	Regione Emilia-Romagna	https://progeu.regione.emilia-romagna.it/it/lowinfood/news/primi-meeting-internazionale-del-progetto-lowinfood-a-vienna
41	23 Mar 2022	Leroma got a spot on one of Germany's best known TV shows called "Galileo" by the network "ProSieben".	LEROMA	https://www.youtube.com/watch?v=T0a3JjzbfY&t=30s
42	April 2022	The founder of Foresightee was interviewed by NextGen Belgium, initiative helping relaunch Belgium for the next generations	Foresightee	https://nextgenbelgium.be/nl/verhaal/planeetvriendelijk-innoveren
43	4 April 2022	Online workshop with sister projects on the Regione Emilia Romagna website	SISTER PROJECTS	https://progeu.regione.emilia-romagna.it/it/lowinfood/news/dinamiche-di-innovazione-nelle-filiere-agroalimentari-workshop-online-di-lowinfood-e-sister-projects
44	April 2022	Report about LEROMA on the digital magazine Food and Drink Technology	LEROMA	https://flickread.com/edition/html/624170a9a2f0e#23
45	26 April 2022	Interview on LumiWorld	Foresightee	https://lumiworld.luminus.be/de-verschilmakers/de-verschilmakers-49-foresightee/
46	15 July 2022	Article about advancements in all the sister projects on the PLOUTOS web	SISTER PROJECTS	https://ploutos-h2020.eu/sister-projects-updates/
47	15 July 2022	Video about the role of the Emilia-Romagna Region in LOWINFOOD.	Regione Emilia-Romagna	https://www.youtube.com/watch?v=CwoU89Sas9o



48	1 Aug 2022	Article in the <i>Fischmagazin</i> magazine	LEROMA	https://www.fischmagazin.de/willkommen-seriennummer-104252.htm
49		Article on the website of <i>Food engineering & ingredients</i> magazine	LEROMA	https://fei-online.com/leroma-opens-doors-for-ingredients-suppliers-and-buyers/
50	17 Aug 2022	Flyer Distribution in the 31st International Horticultural Congress	AREFLH	https://www.ihc2022.org/
51	26 Aug 2022	Lowinfood among the implementation tools to achieve the Region's strategic objectives	Regione Emilia Romagna	https://progeu.regione.emilia-romagna.it/it/lowinfood/news/lowinfood-tra-gli-strumenti-attuativi-per-raggiungere-gli-obiettivi-strategici-della-regione
52	26 Aug 2022	Promotion of the video explaining the SIR innovation on the Regione Emilia Romagna website	Regione Emilia Romagna	https://progeu.regione.emilia-romagna.it/it/lowinfood/news/le-innovazioni-dei-partner-di-lowinfood-si-raccontano
53	22 Sep. 2022	Press conference to present the Italian roadmap against bread waste	CNA UNITUS	https://lowinfood.eu/2022/09/23/the-italian-roadmap-against-bread-waste-attracts-media-attention/ https://www.tusciatimes.eu/una-mano-contro-lo-spreco-conclusa-la-conferenza-della-cna/ https://corrierediviterbo.corr.it/news/viterbo/33170338/viterbo-cna-piano-contro-spreco-alimentare.html http://www.tusciaweb.eu/2022/09/nei-panifici-si-spreca-5-prodotto-giorno/ https://www.civonline.it/2022/09/23/caro-bollette-cavallaro-chi-puo-chiude/ https://www.ilmessaggero.it/viterbo/panificatori_e_pasticceri_cna_bollette_quaduplicate_a_ottobre_costretti_a_un_ritocco_del_prezzo-6944425.html https://www.newtuscia.it/2022/09/22/crisi-energetica-settore-alimentare-in-ginocchio-ne-parlano-a-viterbo https://www.cna.it/viterbo-una-roadmap-contro-lo-spreco-con-luniversita-della-tuscia
54	28 Sept 2022	Video on the Uppsala municipality's visit.		https://www.youtube.com/watch?v=KPfygXExe6E
55	17 Oct. 2022	Article about LOWINFOOD in the paper version of the <i>BOKU magazine</i>	BOKU	3-page long article: https://www.yumpu.com/de/document/read/67254128/boku-magazin-3-2022/23
56	21 Oct 2022	News item of a LEROMA product on the Sweets Processing website	LEROMA	https://www.sweets-processing.com/de/news/20221027-leroma-offeriert-xanthan-ersatz-



57	Nov 2022	News item on the Innovations Foods magazine	LEROMA	https://innovationsfood.com/wp-content/uploads/2022/11/FOT1122SMA.pdf p. 62
58	17 Nov 2022	Report about LEROMA on the website of the Rheinische Post	LEROMA	https://rp-online.de/nrw/staedte/duesseldorf/plattform-aus-duesseldorf-was-mit-ueberschuessigen-lebensmitteln-passiert_aid-77920277
59	21 Nov 2022	News item about LOWINFOOD's attendance to ECOMONDO on the Regione Emilia-Romagna website	LOWINFOOD	https://progeu.regione.emilia-romagna.it/it/lowinfood/news/ecomondo-apre-nuove-opportunita-per-lowinfood?fbclid=IwAR1COTVFIF5yJj5B94eHPZlhYHfSSbH44KywGN5gnRBMATpwDQ7Khzeb9bA
60	2022	News item on a LEROMA product on the website Innovations in Food Technology	LEROMA	https://innovationsfood.com/leroma-launches-xanthan-replacer/
61	18 Nov 2022	News item about LEROMA in the Deutsche Molkerei Zeitung,	LEROMA	https://leroma.de/api/v1/downloadData?pathName=/cdn/local/press/publications/dmz-text.pdf
62	23 Nov 2022	News item "Mindre svinn med populär mat" and article "De förvandlar äcklig mat till god för att minska svinn" in the paper and online version of the newspaper <i>Upsala Nya Tidning</i> respectively	SLU MATO	https://www.unt.se/nyheter/uppsala/artikel/acklig-mat-som-blir-god-uppsalaskolornas-knep-for-att-minska-matsvinnet-vilka-uppoffringar-ar-vi-villiga-att-gora/I7v957wl
63	9 Dec 2022	Baseline results and work carried out in school 3 in Germany was presented at a local Sustainability Center in Billerbeck	MATO SLU	
64	Dec 2022	Cooperation with LOWINFOOD in the Collaboration Initiative FLW Annual Report 2022, by Felicitas Schneider	LOWINFOOD	https://www.macs-g20.org/fileadmin/macs/Activities/2022_FLW_WS/2022_MACS_G20_FLW_annual_report_2022.pdf Page 30



65	Jan 2023	LEROMA in a compilation of fresh ideas of the <i>VIVID magazine</i>	LEROMA	https://www.vivid-magazin.de/story/de/fresh-ideas-from-duesseldorf-05-de
66	12 Jan 2023	News item about LEROMA in the Bioökonomie Revier website	LEROMA	https://www.biooekonomierevier.de/index.php?index=2070
67	Feb 2023	Supplier/retailer agreements for avoiding waste of bakery products at the Innovation Radar.	SLU UNITUS	https://innovation-radar.ec.europa.eu/innovation/48442 https://www.foodrus.eu/from-our-sister-project-lowinfood-highlighted-on-the-innovation-radar/ https://www.foodrus.eu/from-our-sister-project-lowinfood-highlighted-on-the-innovation-radar/
68	2023	News item on a LEROMA product on the website Innovations in Food Technology	LEROMA	https://innovationsfood.com/the-new-product-at-the-leroma-platform-modified-tapioca-starch/
69	March 2023	Article in the Leipuri magazine (bakery trade magazine published by the Finnish Bakery Federation).	Kaivonen, I. Mesiranta, N.	Tiekartta leipähävikin vähentämiseksi on julkaistu (The roadmap for reducing bread waste has been published): https://issuu.com/leipuriliitto/docs/final-leipuri-3-2023 p. 14-16
70	3 March 2023	Article about LOWINFOOD in the <i>UNIBO Magazine</i>	LOWINFOOD	https://magazine.unibo.it/archivio/2023/03/03/con-lowinfood-nascono-soluzioni-tecnologiche-e-sociali-per-ridurre-lo-spreco-di-cibo
71	20 March 2023	Louise Bartek's contribution to the phdtalk.eu website about surplus bread and bakery products,	SLU	https://phdtalk.eu/13-louise-combating-and-valorising-food-waste/
72	March 2023	BLU (TUI Blue Meltemi) was awarded with the "Most Improved Sustainability Award 2023" (TUI Global Hotel Awards)	BLU	This award is the recognition of the hotel partners' efforts towards sustainable and environmental management. These efforts involved effectively managing Food Waste by using Kitro Waste Management System
73	23 May 2023	Video about the collaboration between the voluntary sector and the agri-food center, facilitated by the SIR platform.	Regione Emilia-Romagna	https://www.youtube.com/watch?v=AgntV2eOFR8



74	2 June 2023	News item about a collaboration activity between LOWINFOOD and FOODRUS	BOKU	https://www.foodrus.eu/collaboration-with-lowinfood/
75	13 Jun. 2023	News item on the impact of LOWINFOOD on the CO-FRESH website	LOWINFOOD	https://co-fresh.eu/2023/06/13/lowinfood-is-having-an-impact/
76	8 July 2023	Wide press coverage of the Tarquinia event	UNITUS REGUSTO	Tuscia Times: https://www.tusciatimes.eu/tarquinia-lido-grande-successo-delliniziata-progetto-europeo-contro-gli-sprechi-alimentari-lowinfood-video/ https://www.youtube.com/watch?v=reK6xzdBCQ On Tuscia Journal: https://www.ontuscia.it/novita/lowinfood-il-progetto-europeo-contro-gli-sprechi-alimentari-370409?fbclid=IwAR1_MyEoymlRiQtDrmNOzzH2SvrMjB27inXeKIZF0s86if7a6NCZjlkQfXE newtuscia.it: https://www.newtuscia.it/2023/07/07/arriva-a-tarquinia-lido-il-progetto-europeo-contro-gli-sprechi-alimentari-lowinfood/ Orvieto-news: https://www.orvietonews.it/ambiente/2023/07/07/arriva-al-lido-lowinfood-il-progetto-contro-gli-sprechi-alimentari-103338.html
77	19 July 2023	Round table among actors against food loss and waste	Regione Emilia-Romagna	https://progeu.regione.emilia-romagna.it/it/lowinfood/news/regione-e-centri-agroalimentari-uniti-contro-lo-spreco-alimentare
78	13 Sept 2023	Round table discussion with stakeholders at the <i>Ideenfutter</i> trade fair	LEROMA	https://foodhub-nrw.de/news/ideenfutter-expo-2023-das-rahmenprogramm
79	21 Sept 2023	Radio interview with Mattias Eriksson to seek answers on how food waste can be reduced.	SLU	https://www.sverigesradio.se/avsnitt/konsten-att-riva-matsvinnsberget
80	Oct 2023	Dissemination article in the Italian newspaper <i>L'Informatore Agrario</i>	UNITUS	https://lowinfood.eu/wp-content/uploads/2023/10/31032-pdf-definitivo.pdf
81	5-9 Oct. 2023	Participation in the ANUGA trade fair in Cologne	LEROMA	
82	18-19 Oct. 2023	Capacity Building Training Workshop with Romanian stakeholders	Regione Emilia Romagna	https://progeu.regione.emilia-romagna.it/it/lowinfood/news/capacity-building-training-workshop-dalla-regione-emilia-romagna-alla-romania https://www.areflh.org/en/euprojects-ok/lowinfood-capacity-building-training-workshop



83	27 Oct. 2023	News item on the participation of LOWINFOOD on the CO-FRESH website	LOWINFOOD	https://co-fresh.eu/2023/10/27/preliminary-results-of-lowinfood-at-the-retaste-conference/
84	11 Nov. 2023	Project meeting in Münster	Regione Emilia Romagna	https://progeu.regione.emilia-romagna.it/it/lowinfood/news/a-munster-il-general-project-meeting-di-lowinfood
85	15 Nov. 2023	Podcast episode in the Foodforecast online podcast	LEROMA	https://foodforecast.com/en/news/new-episode-of-our-food-waste-podcast-online/
86	16 Nov. 2023	News item about the training workshop: SIR from Emilia-Romagna to Romania	Emilia-Romagna	https://progeu.regione.emilia-romagna.it/it/lowinfood/news/capacity-building-training-workshop-dalla-regione-emilia-romagna-alla-romania?set_language=it&fbclid=IwAR3Pta4PT3b1go9CnHwyAYb7I3vNJOm9J5T0AVmBilfVr7HUzwNTPdDA43Y
87	2023	Report about the SIR on <i>LepidaTV</i>	Emilia-Romagna	https://www.lepida.tv/video/il-ruolo-della-regione-nel-progetto-lowinfood-per-la-lotta-agli-sprechi-alimentari
88	Dec 2023	Cooperation with LOWINFOOD in the Collaboration Initiative FLW Annual Report 2023, by Felicitas Schneider	LOWINFOOD	https://www.macs-g20.org/fileadmin/macs/Activities/2023_MACS_G20_FLW_annual_report_2023_final.pdf Page 37
89	18 Jan. 2024	Report of the activities at the GFFA 2024, including the presence of LOWINFOOD	Felicitas Schneider (External Advisory member)	https://www.macs-g20.org/about-macs/macs-activities/collaboration-initiative-on-food-losses-food-waste-launched-at-macs-g20/ https://www.thuenen.de/en/institutes/market-analysis/service/detail-news/joint-activities-at-the-global-forum-of-food-and-agriculture
90	14 Feb 2024	Video containing the webinar for the Circular FoodShift project by Niina Sundin.	SLU	https://www.youtube.com/watch?v=UN1V4MEa4jE
91	22 Mar 2024	News item on LOWINFOOD results on the CO-FRESH website	LOWINFOOD	https://co-fresh.eu/2024/03/22/lowinfood-project-status-results-are-collected/
92	8-9 April 2024	Study visit from Friuli-Venezia Giulia to Emilia-Romagna	Emilia-Romagna	https://progeu.regione.emilia-romagna.it/it/lowinfood/news/visita-studio-dal-friuli-venezia-giulia-in-emilia-romagna-per-apprendere-le-buone-pratiche-regionali



93	17 April 2024	Press coverage to promote the survey conducted by JHI in the framework of their participation to the Scottish Skipper Expo	JHI	https://thefishsite.com/articles/seafood-industry-input-sought-for-by-product-potential https://theskipper.ie/aberdeen-researchers-seek-seafood-sector-insight-to-help-unlock-by-product-potential/ https://aberdeenbusinessnews.co.uk/aberdeen-researchers-seek-seafood-sector-insight-to-help-unlock-by-product-potential/ https://www.agcc.co.uk/news-article/skipper-expo-aberdeen-researchers-seek-seafood-sector-insight-to-help-unlock-by-product-potential https://www.pressandjournal.co.uk/fp/business/6465104/our-best-bits-from-scottish-skipper-expo-in-aberdeen/ https://thefishingdaily.com/latest-news/researchers-seek-seafood-sector-insight-to-unlock-by-product-prize/ https://www.grampianonline.co.uk/news/north-east-researchers-seek-seafood-sector-insight-to-unlock-347762/ https://fishfocus.co.uk/researchers-seek-seafood-sector-insight-to-unlock-by-product-prize/ https://www.fishfarmingexpert.com/james-hutton-institute-seafood-by-products/researchers-seek-to-unlock-hidden-opportunities-in-seafood-supply-chain/1754069 https://www.grampianonline.co.uk/news/north-east-researchers-seek-seafood-sector-insight-to-unlock-347762/ https://www.fishfarmermagazine.com/fish-farmer-all-content/researchers-seek-seafood-sector-insights-to-unlock-by-product-prize/ https://thefishsite.com/articles/seafood-industry-input-sought-for-by-product-potential
94	1 May 2024	Advertisement of the event in Tibidabo	UNITUS	https://www.viterbotoday.it/economia/unitus-lowinfood2020-spreco-alimentare-1-maggio-2024.html https://www.lextra.news/lowinfood-day-allo-stabilimento-tibidabo-beach-di-tarquinia-lido-la-presentazione-dei-risultati-del-progetto-contro-lo-spreco-alimentare/



95	3 May 2024	Press coverage of the event in Tibidabo	UNITUS REG	https://maremmanews.it/post/owinfood-day-allo-stabilimento-tibidabo-beach-di-tarquinia-lido https://www.occhioviterbese.it/eventi/lowinfood-day-risultati-del-progetto-contro-lo-spreco-alimentare/ https://www.tusciaup.com/lowinfood-day-allo-stabilimento-tibidabo-beach-di-tarquinia-lido-presentazione-dei-risultati-del-progetto-contro-lo-spreco-alimentare/296054 https://www.tusciatimes.eu/lowinfood-day-allo-stabilimento-tibidabo-beach-di-tarquinia-lido-la-presentazione-dei-risultati-del-progetto-contro-lo-spreco-alimentare/ https://talkcity.it/tarquinia-lowinfood-day-allo-stabilimento-tibidabo-beach/ https://www.tusciaweb.eu/2024/05/allo-stabilimento-tibidabo-beach-tempo-del-lowinfood-day/ https://www.viterbotoday.it/economia/unitus-lowinfood2020-spreco-alimentare-1-maggio-2024.html https://www.viterbonews24.it/news/riduzione-degli-sprechi-alimentari-con-le-regusto-bag_139290.htm https://www.laprovinciacv.it/news/cronaca/548233/progetto-lowinfood-h2020-delluniversita-della-tuscia-risultati-molto-positivi.html https://www.civonline.it/cronaca/progetto-lowinfood-h2020-delluniversita-della-tuscia-risultati-molto-positivi-m3gqelzh
96	10 May 2024	<i>Press and Journal</i> newspaper covered the Scottish Skipper Expo and included some words on the work of LOWINFOOD	JHI	https://www.pressandjournal.co.uk/fp/business/6465104/our-best-bits-from-scottish-skipper-expo-in-aberdeen/
97	24 Sept. 2024	Last LOWINFOOD meeting in Greece	Regione Emilia Romagna	http://progeu.regione.emilia-romagna.it/it/lowinfood/news/ultimo-incontro-per-i-protagonisti-di-lowinfood-in-grecia
98	3 Oct. 2024	News item about the Final Meeting of LOWINFOOD in Italian local newspapers	UNITUS	https://www.viterbonews24.it/news/unitus-in-prima-linea-contro-gli-sprechi-alimentari-_142782.htm https://www.tusciaweb.eu/2024/10/progetto-h2020-lowinfood-un-gruppo-docenti-ricercatori-unitus-al-meeting-gli-sprechi-alimentari/ https://www.tusciatimes.eu/lunitus-in-prima-linea-contro-gli-sprechi-alimentari/ https://www.tusciaup.com/unitus-in-prima-linea-contro-gli-sprechi-alimentari/312779
99	21 Nov. 2024	News item about LOWINFOOD results	UNITUS	https://www.corriere.it/economia/consumi/24_novembre_21/spreco-di-cibo-con-tecnologia-e-collaborazione-si-puo-ridurre-gli-esempi-dai-panifici-ai-ristoranti-2ff115d9-328f-4e70-991b-fa8df03b5xlk.shtml
100	18 Dec. 2024	Interview to Clara Cicatiello in the European Science-Media Hub	UNITUS	https://sciencemediahub.eu/2024/12/18/clara-cicatiello-on-innovations-for-tackling-food-waste/



101	18 Dec. 2024	Report on different projects addressing FLW, including LOWINFOOD, in the European Science-Media Hub	LOWINFOOD	https://sciencemediahub.eu/2024/12/18/turning-the-tables-on-eu-food-waste/
102	Dec 2024	Cooperation with LOWINFOOD in the Collaboration Initiative FLW Annual Report 2024, by Felicitas Schneider	LOWINFOOD	https://www.macs-g20.org/fileadmin/macs/Activities/2024_12_17_MACS_G20_FLW_annual_report_2024.pdf Page 54
103	22 Jan 2025	Interview to Oihane Lakar (communication partner) in the radio show Ekosfera of the basque public radio station (Euskadi irratia)	LOWINFOOD	https://www.eitb.eus/eu/irratia/euskadi-irratia/programak/ekosfera/audioak/osoak/9677543/lowinfood/
104	5 Feb. 2025	News item about LOWINFOOD on the CNA web	CNA	https://www.cna.it/spreco-alimentare-cna-scende-in-campo/



