



The Food Safety Market: An SME-powered industrial data platform to boost the competitiveness of European food certification

D7.3 – Annual Report of Marketing, Sales & Partnership Activities












DELIVERABLE NUMBER	D7.3
DELIVERABLE TITLE	Annual Report of Marketing, Sales & Partnership Activities
RESPONSIBLE AUTHOR	Dimitris Fotakidis (Agroknow)



Co-funded by the Horizon 2020
Framework Programme of the European Union

GRANT AGREEMENT N.	871703
PROJECT ACRONYM	TheFSM
PROJECT FULL NAME	The Food Safety Market: An SME-powered industrial data platform to boost the competitiveness of European food certification
STARTING DATE (DUR.)	01/02/2020 (36 months)
ENDING DATE	31/01/2023
PROJECT WEBSITE	www.foodsafetymarket.eu
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WORKPACKAGE N. TITLE	WP7 Impact
WORKPACKAGE LEADER	Agroknow
DELIVERABLE N. TITLE	D 7.3 Annual Report of Marketing, Sales & Partnerships Activities
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DOCUMENT URL	
DATE OF DELIVERY (CONTRACTUAL)	31 January 2021 (M12)
DATE OF DELIVERY (SUBMITTED)	31 January 2021 (M12)
VERSION STATUS	V1.0 Final
NATURE	Report
DISSEMINATION LEVEL	Public
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VERSION	MODIFICATION(S)	DATE	AUTHOR(S)
0.1	ToC,	7/08/2020	Dimitris Fotakidis, Dimitris Tsouchlos, Thodoris Kontogiannis (Agroknow)
0.4	Chapter 1, Chapter 2	8/10/2020	Dimitris Fotakidis, Kyros Asfis, (Agroknow)
0.5	Chapter 1, Chapter 2	25/12/2020	Dimitris Fotakidis (Agroknow)
0.7	Chapter 5	15/01/2021	Ana Bevc, Anja Puc, Žiga Drev (Prospeh), Dimitris Fotakidis (Agroknow)
0.8	Chapter 6, Chapter 7	20/01/2021	Dimitris Fotakidis, Ifigeneia Mpokogianni, Pinelopi Taniou (Agroknow)
0.9	Internal Review	28/01/2021	Francesca Romero (VALORITALIA)
1.0	Final Version	31/01/2021	Dimitris Fotakidis (Agroknow)

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ACRONYMS LIST

TheFSM	The Food Safety Market
API	Application Programming Interface
BDVA	Big Data Value Association
CEO	Chief Executive Officer
CRM	Customer Relationship Management
D	Deliverable
DoA	Description of Actions
EC	European Commission
ERP	Enterprise Resource Planning
EU	European Union
GDPR	General Plan Protection Regulation
GFSI	Global Food Safety Initiative
ICT	Information & Communication Technology
IoT	Internet of Things
IT	Information Technology
KPIs	Key Performance Indicators
M	Month
SMEs	Small and Medium sized Enterprises
WP	Work Package

EXECUTIVE SUMMARY

This document is the first version of the Annual Report of Marketing, Sales & Partnership Activities (D7.3 due in M12) for the **TheFSM** project. This deliverable aims to give a general scope of the activities that were undertaken during the first year of the project's implementation and of the impact generated through the corresponding KPIs. These activities were focused in three main objectives:

- The organization and implementation of all necessary activities in terms of communication and marketing actions. The usage of all brand and identity material, digital and offline was set in order to promote the platform in targeted, well-known markets. Moreover, the initiation of marketing activities was intended to generate new warm and relevant leads for **TheFSM** and to contribute to the formation of digital marketing campaigns;
- The design, implementation and monitoring of the community engagement and partnership development strategy, enhancing and facilitating the adoption of the platform as well as the evolution of the business ecosystem around it;
- The establishment and development of a continuous monitoring mechanism set up not only to report the progress of the project regarding the KPIs that were set, but also to ensure that supportive or corrective actions would take place in time.

The outcome of the report of all the above activities which took place on the D7.3 and of the generated impact will be assessed by a number of key performance indicators (KPIs) that will measure the provided and consumed data via the platform.

TABLE OF CONTENTS

1. Introduction.....	11
1.1 Scope and objectives of the deliverable	11
1.2 Relations to other activities in the project	12
1.3 Next steps	12
1.4 Report structure.....	12
1.5 Intended Audience.....	13
2. Impact	14
2.1 Expected impacts in the work programme.....	14
2.2 Monitor of the impact	16
3. Dissemination.....	18
3.1 Our Dissemination Aims	18
3.2 Our Selection of Dissemination.....	18
3.3 Our Dissemination KPIs.....	20
3.4 Digital dissemination channels.....	26
3.4.1 Project Website	26
3.4.2 Social Media Channels	29
3.4.2.1 Twitter	29
3.4.2.2 LinkedIn	30
3.4.2.3 YouTube	30
3.4.2.4 SlideShare	31
3.4.3 Digital Campaigns.....	34
3.4.4 Science and Technology	35
4. Partnerships Activities.....	38
4.1 Preliminary platform positioning.....	38
4.2 Expanding partnership strategy	39
4.2.1 European Food Safety Authority (EFSA).....	39
4.2.2 Global Food Safety Initiative (GFSI)	39
4.2.3 European farmers EU agri-cooperatives (COPA COGECA).....	40
4.2.4 Big Data Value Association (BDVA)	40

4.2.5	IFOAM-OE.....	40
4.2.6	Food and Drink Europe.....	40
4.2.7	EIT FOOD.....	41
4.2.8	The Food Industry Association (FMI).....	41
4.2.9	Safe Foods Corporation.....	41
4.2.10	Consumer Brand Association (CBA) (former US GMA-Grocery Manufacturers Association).....	41
4.2.11	Trace Alliance.....	42
4.2.12	Alliance for Internet of Things Innovation (AIOTI group).....	42
4.2.13	Weston A. Price Foundation.....	42
4.2.14	European Federation of Trade Unions in the Food, Agriculture and Tourism (EFFAT) 42	
4.2.15	GOOD FOOD FOUNDATION.....	42
4.2.16	GROW observatory.....	42
4.2.17	European Community of Consumer Cooperatives (EuroCoop).....	43
4.2.18	AgriXchange.....	43
4.3	Results.....	43
4.4	Reporting on established partnerships.....	46
5.	Adaptation of TheFSM platform.....	48
5.1	TheFSM Platform.....	48
5.1.1	Foodakai.....	49
5.1.2	Agrivi.....	51
5.1.3	Food Inspector.....	52
5.2	Stakeholders.....	53
6.	Conclusion.....	54
7.	Annex 1 - Community and partnerships relevance results.....	55

LIST OF TABLES

Table 1: Link to other deliverables.....	12
Table 2: TheFSM contribution to the expected impacts	16
Table 3: Demonstration of the dissemination aims and of the methods & activities that project’s partners have chosen to utilize within each project partner level	18
Table 4: Demonstration of the dissemination aims and of the methods & activities that project’s partners have chosen to utilize within the consortium level	19
Table 5: Demonstration of the dissemination aims and of the methods & activities that project’s partners have chosen to utilize towards core target groups	19
Table 6: Demonstration of the dissemination aims and of the methods & activities that project’s partners have chosen to utilize towards other stakeholders and decision makers..	20
Table 7: Demonstration of the dissemination aims and of the methods & activities that project’s partners have chosen to utilize towards other countries and sectors.....	20
Table 8: Communication material KPIs	22
Table 9: Campaigns KPIs	22
Table 10: Science and technology KPIs.....	23
Table 11: Business KPIs	24
Table 12: Policy Outreach KPIs.....	25
Table 13: TheFSM social media KPI.....	29
Table 14: Digital marketing activities on social media.....	34
Table 15: TheFSM outreach to general press and media	35
Table 16: Targeted news items	37
Table 17: Community and partnerships relevance results.....	46
Table 18: Technology stacks and frameworks.....	48
Table 19: Stakeholders groups.....	53
Table 20: Community & Partnerships mapping	55

LIST OF FIGURES

Figure 1: Example of TheFSM Impact KPIs Dashboard	17
Figure 2: TheFSM Homepage	27
Figure 3: Visits of the TheFSM website [01.05.2020 - 31.01.2021]	27
Figure 4: TheFSM website traffic per country [01.05.2020 - 31.01.2021].....	27
Figure 5: Traffic sources of the users	28
Figure 6: Users’ land on TheFSM website	28
Figure 7: TheFSM website pageviews and unique pageviews	29
Figure 8: TheFSM Twitter.....	30
Figure 9: TheFSM Linkedin page with the project’s look and feel (accessed 28/01/2021)	30
Figure 10: TheFSM youtube page with the project’s look and feel (accessed 29/01/2021).....	31
Figure 11: TheFSM SlideShare page with the project’s look and feel (accessed 29/01/2021)	31
Figure 12: Position of TheFSM within the global food certification market	38

Figure 13: Relevance with TheFSM.....	44
Figure 14: Relevance chart with average score.....	44
Figure 15: Communities and network coverage.....	45
Figure 16: TheFSM platform architecture	49
Figure 17: FOODAKAI alert component.....	50
Figure 18: FOODAKAI supplier component	50
Figure 19: FOODAKAI risk component.....	51
Figure 20: Agrivi enterprise farm management system	52
Figure 21: Food Inspector workflow	52

1. INTRODUCTION

1.1 Scope and objectives of the deliverable

The D7.3 - Annual Report of Marketing, Sales & Partnership Activities serves as an annual report of all activities that took place across the various tasks of the Work Package 7 (Impact) of **TheFSM** project and of the impact generated through the corresponding KPIs.

D7.3 focuses on three aspects:

- Marketing & Communications;
- Community & Partnerships;
- Monitoring & Assessing Impact.

Specifically, the field of Marketing & Communications concerns the implementation of all mandatory activities in terms of TheFSM platform. The first critical sub-task that was examined was the issue of branding, identity and production. Aiming to the promotion of the platform in targeted markets, we handled on all the brand and identity materials, together with the creation of the necessary marketing content.

The second sub-task regarding the Physical Marketing Strategy & Actions required physical marketing activities that brought about warm and relevant leads for **TheFSM**, notably the participation in the training seminars that TÜV members and Global G.A.P. organized, the attendance in food industry fairs and exhibitions, and the establishment and coordination of demo workshops with key industry prospects and clients, hosting of talks in sector-specific and EC events to for the presentation of the platform, etc. Given that the Covid-19 outbreak occurred only a month after the start of the project, we weren't able to succeed with this task during the first year of the project. The main reason was the cancellation of the majority of the events foreseen. We will maximize our effort for the next two years, in accordance with the reduction of the restrictive measures across the world, and we will also adapt a more digital perspective for these activities.

Finally, as far as the sub-task Digital Marketing & Actions is concerned, we worked on the digital marketing activities with the ultimate goal of achieving new warm leads for **TheFSM**. Among other activities we created content for inbound marketing (blog posts, online articles, webinars etc.), and digital marketing campaigns, in the direction of placing the platform in search engines and professional social media channels, etc. and extend the suitable partnerships that would guarantee the commercial, community and technology partnerships that **TheFSM** should build upon to grow further more.

Regarding the Community & Partnerships aspect of the deliverable we focused on activities that would strengthen and facilitate the adoption of the platform, together with the evolution of the business ecosystem around it. In order to design, execute and monitor a community engagement and partnership development strategy to help develop the ecosystem of data, services and users around the platform we will focus on:

- Being part of the software interoperability and data exchange groups that work in both agriculture and food IT systems (such as the AgriXchange initiative, the AOITI group, etc).
- Making **TheFSM** a core part of the Trail Alliance (<https://alliance.origintrail.io>) working on the secure data exchange in the supply chain.
- Participating and being visible in the European fora of relevance, such as EIT FOOD, the Big Data Value Association (BDVA), etc.
- Becoming active members of the key associations working on food safety standards and mappings, such as the Global Food Safety Initiative (GFSI).

- Participating in European industrial associations such as the Food and Drink Europe, EuroCoop, COPA COGECA, etc.

Moreover, in relation to the aspect of the Monitoring & Assessing Impact we put in place a number of key performance indicators (KPIs) that assess the upgrade of the data provided and consumed via the platform, as well as the increase of users and business channeled through it. A continuous monitoring mechanism was formed to report the progress of the project on these KPIs to safeguard that supportive or corrective actions would take place on time.

1.2 Relations to other activities in the project

D7.3 documents the outcomes of T7.3 Marketing & Communications, T7.5 Community & Partnerships and T7.6 Monitoring & Assessing Impact. It is the third deliverable of the Work Package 7- Impact and has a critical role for the evaluation of the activities that took part in the first year of the project and the monitoring of the impact through corresponding KPIs. The following table cites the relation of the D7.3 to other deliverables and activities of **TheFSM** project.

Deliverable	Nature of the relationship
D1.1 Report on Requirements for TheFSM	Input: Business scenarios, actors, challenges and obstacles
D7.1 Market Research & Strategy Report	Input: Key market drivers and roadmap for exploitation
D7.4 Future Sustainability Roadmap for TheFSM	Output: Strategy and results of marketing, sales and partnership activities that will give the lead to the future sustainability of the project
D8.3 Dissemination, Communication & Stakeholders Engagement Plan	Input: All aspects of the initial planning regarding the branding, key messages, key stakeholders were exploited in the context of the marketing, sales and partnership activities plan.
D8.4 Dissemination, Communication & Activities Report	Output: The results of the report on dissemination and communication activities.

Table 1: Link to other deliverables

1.3 Next steps

The ultimate goal of the deliverable is to achieve more leads deriving from all the related marketing activities. Consequently, we will accomplish an upgrade of the project's impact after the first version of **TheFSM** platform made public. Furthermore, the actions that are going to take place, will support the piloting activities and eventually assist **TheFSM** project's participation into even more related networks.

1.4 Report structure

The structure of the deliverable is as follows:

Section 1 – Introduction: Describes the scope and the objectives of the deliverable, the expected impact and the ways to maximize this impact, as well as the relation of the deliverable D7.3 to other activities of the project.

Section 2 - Impact: Analyses the expected impacts in the work programme along with the necessary steps taken towards the continuous monitoring of the project's impact.

Section 3 - Dissemination: This section refers to the dissemination goals of the project. It describes the selection of dissemination levels and the critical KPIs and explores the digital dissemination and social media channels that were formed (Twitter, LinkedIn, YouTube, SlideShare), as well as the monitoring of the dissemination activities.

Section 4 – Partnerships' activities: Defines the preliminary platform positioning and the expanding partnership strategy, which is one of the most demanding aspects of **TheFSM** project. Additionally, the section represents the outcomes of **TheFSM's** partners' rating regarding the relevance of the project with potential partners and communities worldwide and the reporting on the established partnerships so far.

Section 5 – Adaptation of TheFSM platform: Points out the primary aspects of **TheFSM** platform and its key stakeholders.

Section 6 – Conclusion: Concludes the deliverable.

1.5 Intended Audience

The Report of Marketing, Sales & Partnership Activities is a public document available to all the members of the consortium and open to everyone through the **TheFSM** website.

2. IMPACT

2.1 Expected impacts in the work programme

When the TheFSM proposal was conducted no one would suspect of the new era in which the world was about to enter. The Covid-19 pandemic brought radical changes in the food supply chain. Key stakeholders who try to ensure the delivery of safe and healthy food to consumers around the world are facing completely new forms of challenges. Thus, both the development and uptake of digital services have accelerated at an unprecedented pace due to the need of social distancing¹.

Agro-industry and food supply chains are complex structures and should be viewed as integrated systems. The agro-industry sector is estimated to have a great part in the age of the industrial revolution 4.0 using technical advantages. The use of digital technology and innovation capabilities are able to produce efficiency, increase productivity and product added value². Concerning food certification, the presence of associated data in the food supply chains from origin to the destination is a great challenge³.

TheFSM platform integrates a blockchain technology to digitize data flows. Blockchain is a suitable tool to increase trust and assurance across the different stakeholders of the food supply chain or when it is required a permanent historical record⁴. The aim of **TheFSM** platform is to help very small, small and medium enterprises of the European food sector, who cannot afford to invest into expensive and specialized technologies, to respond to the digitization challenge of the food sector.

The potential of this market is huge, as global food certification market is estimated to be valued at USD 4.7 billion in 2020 and is projected to reach USD 6.2 billion by 2025, recording a CAGR of 5.4%. More and more people are getting aware of food safety and this is driving the growth of the food certification market. The European market is estimated to account for the largest market share due to the adoption of food safety measures⁵.

The table below illustrates how **TheFSM** expects to contribute to the anticipated impacts set out in the Work Programme of the call.

Work Programme aim	<i>TheFSM</i> contribution	Key performance indicators
Better value-creation from proprietary/ industrial data	We will focus on actual, critical business scenarios around food certification, to make data exchanging automated, predictable, and secure	# of data flows and transactions documented within all business scenarios (<u>target: > 15 overall</u>) # of stakeholders enabled within each business scenario (<u>target: > 3 stakeholders engaged in data transactions within each scenario</u>)

¹ <https://ec.europa.eu/digital-single-market/en/news/shaping-digital-transformation-europe>

² <https://ieeexplore.ieee.org/document/9268872/references#references>

³ <https://www.hindawi.com/journals/jfq/2020/5385207/>

⁴ [A systematic literature review of blockchain-based applications: Current status, classification and open issues - ScienceDirect](#)

⁵ [Food Certification Market by Type, Application, Risk Category And Region - Global Forecast to 2025 \(reportlinker.com\)](#)

	<p>We will fully digitise food safety data transactions in order to help involved parties execute them in a faster and more efficient manner</p>	<p># of fully automated data sharing workflows and transactions supported through the platform (target: >10 overall)</p> <p>% of time saved in data transactions channelled through the platform (target: >50%)</p>
	<p>We will create opportunities for new digital services that certification bodies like TÜV AUSTRIA may offer, such as remote auditing that can lower the cost of certification</p>	<p># of new service offerings that TÜV AUSTRIA subsidiaries will include in their certification portfolio (target: >3 per subsidiary)</p>
<p>20% annual increase in the number of data provider organisations in the industrial data platforms</p>	<p>We will involve and engage in each innovation pilot organisations that need to share data with their buyers or inspectors</p>	<p># of food companies joining the innovation pilots in each country to share data (target: >3 companies involved in each pilot to share data)</p>
	<p>We will implement digital & physical marketing activities to identify, profile and attract appropriate clients to test data sharing through FOODAKAI</p>	<p>% of annual increase in the number of organisations using the platform to share food safety data (target: >300% every year)</p>
<p>30% annual increase in the number of data user/buyer organisations using industrial data platforms</p>	<p>We will involve and engage in each innovation pilot organisations that need to access data from their suppliers or 3rd parties (e.g. labs)</p>	<p># of local or regional stakeholders joining the innovation pilots to access and use data (target: >2 organisations involved in each pilot to access data)</p>
	<p>We will implement digital & physical marketing activities to identify, profile and attract appropriate clients that are interested to access data that suppliers share through FOODAKAI</p>	<p>% of annual increase in the number of organisations using the platform to access and use food safety data (target: >300% every year)</p>
<p>20% annual increase in volume of business</p>	<p>We will work on gradually introducing FOODAKAI to support and enable all data exchange that concerns agriculture and food certificates that the 5 participating</p>	<p>% of annual increase in numbers of agri-food inspections and certificate renewals channelled through the platform (target: >500% increase every year)</p>

(turnover) channelled through the platforms	certification and inspection bodies issue for their clients	% of actual business revenue that the participating certification & inspection bodies will be enabling through the platform after the project ends (<u>target: >10% of agri-food inspections and certificate renewals channeled through the platform</u>)
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Table 2: TheFSM contribution to the expected impacts

TheFSM will directly contribute to the policies related to the **Digital Single Market** and enablement of data to flow freely between locations, across borders and within a single data space. It will provide a shared, secured and trusted environment where European businesses will be enjoying full access to digital assets being offered from other their supply stakeholders. It will particularly tackle data localisation restrictions and help address legal uncertainties in the data economy of the food sector, such as access to and transfer of commercial and machine-generated data, data liability, interoperability and standards. The project partners will be part of the **Big Data Value PPP**⁶ and **TheFSM** will strategically contribute to the priorities of the **Strategic Research and Innovation Agenda (SRIA)**⁷ of the **Big Data Value Association** on: data analytics to improve data understanding; optimized architectures for analytics of data-at-rest and data-in-motion; mechanisms ensuring data protection and anonymisation; advanced visualization and user experience; data management engineering; business models and ecosystems; and policy, regulation and standardization.

It is also important to note that, although **TheFSM** does not aspire to handle personal data, it will handle industrial, business critical data, safeguarding security and integrity. It aims to fully comply with all European policies relating to Data Protection and will take into consideration, abide by, and to the extent possible incorporate the logic of the **GDPR** into the scientific and technical efforts, and will also validate through its demonstrators that the European Fundamental Rights of Privacy and Data Protection are duly protected. **TheFSM** will embrace and promote all best practices, recommendations and directives of the EC (such as the work of the **Public-Private Partnership on cybersecurity**⁸ with regards to network and information security, as well as secure information-sharing systems. The project will also be inspired and take into strong consideration the measures, security controls and best practices proposed by the **Cloud Security Alliance** against the data privacy related top threats.

2.2 Monitor of the impact

The initial steps of the communication strategy were set up prior to the project's kick-off. These were the development of project logo, motto line, social media icons and social media headers and banners, and all assets needed to communicate the messages of the project. During the project's lifetime, additional material, such as a set of promotional materials (banners, flyers, etc.), promotional videos and/or success stories videos will be produced to capture the attention of audience. In fact, for every pilot, video interviews of researchers and outcomes of **TheFSM** will be produced.

⁶ <http://www.bdva.eu/PPP>

⁷ <http://www.bdva.eu/SRIA>

⁸ <https://ec.europa.eu/digital-single-market/en/cybersecurity-industry#cppp>

All dissemination activities should be reported to the WP7 (Impact) providing the evidence of the activity. The PM updates the online tool created for monitoring the dissemination activities, namely **TheFSM** Communication & Dissemination Dashboard 2020-2023 (an online spreadsheet for monitoring the dedicated KPIs). This tool consists of a dashboard where all the dissemination activities are reported and mapped with the relevant KPIs of the project. Moreover, for each different KPI there is a separate sheet for analytic reporting of the actions.

Accountable: Dimitris Fotakidis (Agroknow)							
Reporting Period: 2020-2023							
Nr	KPI	Target Source		Year 1	Year 2	Year 3	Remaining Values
Branding & Communication Material KPIs (cumulative values)							
K1.1	Project Website Unique Visitors	DoA	Annual Target	500	1200	2500	1997
			Achieved Value	503			
K1.2a	Project Posts (500 Tweets) - Presentations (50 SlideShare) - Videos (10 videos on YouTube)	DoA	Annual Target	100	300	560	540
			Achieved Value	20			
K1.2b	Project Audience (Social Media Followers and Likes)	Own target setting	Annual Target	120	350	520	
			Achieved Value	138			
K1.3	Dissemination Materials (1 project and multiple platform brochures 1 project poster/banner and 1 platform poster/banner)	DoA	Annual Target	2	2	3	3
			Achieved Value	0			
K1.4a	Project Videos (1 platform video & >3 success stories & stakeholder interviews per application)	DoA	Annual Target	-	-	4	
	success stories (Greece-Cyprus-Romania)		Achieved Value	-			
	success stories (Netherlands)		Achieved Value	-			
	success stories (Italy)		Achieved Value	-			
	success stories (Poland-Croatia-Hungary)		Achieved Value	-			
Project Videos (>5 success stories in language of each country)			Annual Target	-	4	8	8
			Achieved Value	0			

Figure 1: Example of TheFSM Impact KPIs Dashboard

3. DISSEMINATION

3.1 Our Dissemination Aims

Our approach to dissemination will be layered, starting from the partner organizations themselves, moving out to the whole consortium, to the directly connected networks, and then other relevant stakeholders. As soon as we have defined an initial version of the core concept, its unique value proposition, and the key messages to be used/tested, we will start working on this dissemination approach. This is particularly important in **TheFSM** because the consortium includes three companies that belong in the **TÜV AUSTRIA GROUP**, each of which has several departments, labs and teams that should be informed about the project and get involved in it - especially as far as the other **TÜV AUSTRIA** subsidiaries are concerned. Furthermore, the dissemination activities will expand to the outer layer of food supply chain stakeholders, taking advantage of the regional and national clientele and collaborations of these partners.

3.2 Our Selection of Dissemination

In the following table, all five (5) dissemination levels that we will approach during **TheFSM** whole operation, are illustrated. For each level, special dissemination aims are described along with the methods and activities that partners chosen in order to implement them.

Dissemination Aims	Methods & Activities	Example of measures
LEVEL 1: Within each project partner		
<p>Discover people, departments & initiatives within partner organisations that are relevant to project and that should be aware about progress & outcomes</p> <p>Set up continuous communication mechanisms & channels to share TheFSM progress with relevant people</p> <p>Involve relevant people from other departments and initiatives even if not directly contributing to TheFSM implementation</p> <p>Create awareness to internal decision makers that can help TheFSM achieve implementation, impact & sustainability goals</p>	<ul style="list-style-type: none"> Review organisational websites about relevant people, depts., initiatives Regularly set up internal informal & formal meetings Use internal mailing & communication lists Take advantage of internal knowledge sharing & training events Inviting to project meetings, workshops & events 	<ol style="list-style-type: none"> Review websites of the TÜV AUSTRIA GROUP, VALORITALIA, WFSR Food Safety and UNIVIE. Identify & visit relevant people within partner organisations to discuss about project & provide dissemination material package Disseminate news on launch of project through partners' internal mailing lists & knowledge sharing mechanisms Invite relevant TÜV AUSTRIA teams to pilot trials Invite relevant GlobalG.A.P. and organic certification bodies to pilot trials Organise presentations about TheFSM with internal scientific and/or food safety directors

Table 3: Demonstration of the dissemination aims and of the methods & activities that project's partners have chosen to utilize within each project partner level

Dissemination Aims	Methods & Activities	Example of measures
LEVEL 2: Within the consortium		
<p>Link and bring together people working on similar topics across consortium, in order to create working groups that will implement common activities</p>	<ul style="list-style-type: none"> Review profiles & interests of partner teams across consortium Organise team building sessions within project meetings 	<ol style="list-style-type: none"> Collect CVs of all team members at shared space, carry out team member interviews for project website & blog posts

Establish Work Package (WP) and task teams and inspire common goals and collaboration

Create single point of reference for all dissemination material and practices across consortium

Establish communication mechanisms and channels within consortium

- Organise dedicated WP team meetings within plenary meetings or ad hoc
 - Establish virtual communication & collaboration tools for consortium members
 - Set up internal mailing list for project & key activities
 - Prepare guidelines, templates and reference spaces for dissemination activities & materials
2. Organise dedicated vision building session within Kick Off and after each review meeting
 3. Organise project meetings co-located with training seminars that TÜV AUSTRIA GROUP organizes
 4. Use a partners' existing virtual conferencing facility for project meetings
 5. Establish **TheFSM**-main, **TheFSM**-tech and **TheFSM**-users mailing lists
 6. Develop document with dissemination guidelines & practices
 7. Syndicate RSS & Twitter feeds of all partner sites/blogs with project's web portal & Twitter accounts

Table 4: Demonstration of the dissemination aims and of the methods & activities that project's partners have chosen to utilize within the consortium level

Dissemination Aims	Methods & Activities	Example of measures
LEVEL 3: Towards core target groups (in each participating country, across the TÜV AUSTRIA GROUP)		
<p>Organise targeted actions to inform & engage food safety stakeholders in the networks & communities where partners have direct access to</p> <p>Create links and synergies with relevant food safety and certification initiatives where partners are involved</p>	<ul style="list-style-type: none"> • Join TÜV AUSTRIA GROUP meetings for knowledge sharing & exchange • Present at TÜV AUSTRIA subsidiary training events in all countries • Organise special training & hands on sessions or workshops at events where communities gather • Deliver online training & awareness on topics of relevance 	<ol style="list-style-type: none"> 1. Prepare a training package that may be reused and presents at all training seminars 2. Organise TheFSM sessions in major workshops and conferences with key industry prospects and clients 3. Organise series of webinars on topics related to each one of the piloting scenarios 4. Become active members of the key associations working on food safety standards and mappings, such as the GFSI

Table 5: Demonstration of the dissemination aims and of the methods & activities that project's partners have chosen to utilize towards core target groups

Dissemination Aims	Methods & Activities	Example of measures
LEVEL 4: Towards other stakeholders and decision makers in the field of the project		
<p>Take advantage of secure data exchange initiatives & movements</p> <p>Create links and synergies with relevant European industrial associations</p>	<ul style="list-style-type: none"> • Promote TheFSM within existing secure data exchange initiatives & movements • Promote TheFSM within European industrial associations • Host events where any interested stakeholder may join and discover more about project 	<ol style="list-style-type: none"> 1. Liaise with AgriXchange initiative 2. Participate & present to European industrial associations such as FoodDrinkEurope, COPACOGECA, etc. 3. Host as part of project events, industry representatives & innovative companies in the field

of food safety and food certification

Table 6: Demonstration of the dissemination aims and of the methods & activities that project's partners have chosen to utilize towards other stakeholders and decision makers

Dissemination Aims	Methods & Activities	Example of measures
LEVEL 5: Towards other countries and sectors		
Promote project outcomes & opportunities to AgTech & FoodTech startups to engage further	<ul style="list-style-type: none"> Organise online challenges and social media campaigns Engage and support startups to adopt and use TheFSM Join relevant industrial associations & corresponding working groups Participate in investor events, trade shows, exhibitions, fairs Arrange informal & formal meetings with donors and decision makers Prepare information material for decision makers Organise press campaigns for public media 	<ol style="list-style-type: none"> Participate to open agri-food data challenges & contests for startups Organise meetups with startups at partner premises & local startup events Join the Big Data Value Association (BDVA) and the corresponding working groups or task forces on agri-food and smart farming Organise TheFSM sponsorship, participation & booths in major food industry fairs and exhibitions such as the GFSI Conference, SQF, the GMA Science Summit, World AgriTech Arrange meetings with project officers in EC DGs, the Gates Foundation, the Hewlett Foundation, USAID, etc. Organise exchange meetings and joint workshops with USA clients & competitors Prepare concept note on project with appropriate content & wording for donors & funding agencies Prepare press releases for distribution in all partner countries
Promote project outcomes of relevance to the AgTech & FoodTech sector industry stakeholders		
Promote project outcomes of relevance to the data value chain industrial networks and associations		
Inform funding agencies, donors, decision makers, and general public		

Table 7: Demonstration of the dissemination aims and of the methods & activities that project's partners have chosen to utilize towards other countries and sectors

3.3 Our Dissemination KPIs

This section describes the Key Performance Indicators (KPIs), which are used to measure the efficiency of the project dissemination activities. Based on the identification of key stakeholders and their interests, the **TheFSM** dissemination and communication lead (namely, AGROKNOW with the help of all partners) developed a set of tools and techniques that were used to engage key stakeholders, all relevant influencers as well as internal and external partners of the project. When designed the dissemination material, the team was aware of the latest marketing and communication trends and the method in which target audience groups consume information. The dissemination tools include a balanced mix of traditional (white papers, publications, conferences) and innovative (social media, specialist websites and forums) to secure the most effective outreach.

The following KPIs measured the communication material:

K1.1 - Project Website Unique Visitors: the reach of the project website is measured based on the unique visitor number. This KPI is measured with Google Analytics.

K1.2a – Project Posts: This KPI provides the number of posts that will be published during the project lifetime from our project’s social media accounts (Twitter, SlideShare and YouTube). The KPI, has as final aim the publication of 560 high content posts, presentations and videos, attracting relevant stakeholders and informing the general public about the activities and the success stories of our actions.

K1.2b – Project Audience: This KPI counts the number of the recipients of project announcements and generally it includes the number of social media group members, namely the followers at the project’s Twitter, LinkedIn, YouTube and SlideShare accounts. The KPI is measured using the social media analytics services.

K1.3 - Dissemination Materials: It measures the number of different dissemination materials that will be created for offline promotion activities of the project.

K1.4a Project Videos and success stories per application in English: This KPI measures the number of project videos that will be prepared during the project lifespan in the official language of the project, namely English, and includes the creation of: 1 platform video in English and at least 3 videos with success stories & stakeholder interviews in English (at least one per application).

K1.4b Project Videos of success stories in the language of each pilot country: Targeting the promotion of our project results to the local communities and local stakeholders of the pilot countries, it is foreseen the development of at least one success story and stakeholder interview in the language of each pilot country. In total, more than 4 videos will be released, increasing the interest of future potential/passive users.

Nr.	KPI	Target Source		M1-M12	M1-M18	M13-24	M25-36
K1.1	Project Website Unique Visitors	DoA	Annual Target	500	1000	1200	2500
			Achieved Value	503			
K1.2a	Project Posts	DoA	Annual Target	100	200	300	560
			Achieved Value	20			
K1.2b	Project Audience	Own target setting	Annual Target	120	200	350	520
			Achieved Value	137			
K1.3	Dissemination Materials (Brochures, posters & banners)	DoA	Annual Target	2	2	2	3
			Achieved Value	0			
K1.4a		DoA	Annual Target	-	-	1	4

	Project Videos in English		Achieved Value	-			
K1.4b	Project Videos in language of each country	DoA	Annual Target	-	-	4	8
			Achieved Value	-			

Table 8: Communication material KPIs

The following KPI measures the project's campaigns:

K2.1 – TheFSM campaigns: This KPI measures the number of press releases and general public outreach activities. Based on the targets that are set, there are at least 2 press releases released each year on project stories and outcomes and at least 3 blog posts in EC publications. With regards to interviews, there are foreseen at least 3 interviews throughout the project lifetime in radio or TV stations or newspapers and at least 2 interviews per pilot partner explaining the challenges, stories & successes of the project.

Nr.	KPI	Target Source		M1-M12	Period I (M1-M18)	M13-24	M25-36
K2.1	Outreach to general press and media	DoA	Annual Target	5	10	18	32
			Achieved Value	7			

Table 9: Campaigns KPIs

The following KPIs measure the project science and technology outreach:

K3.1 - Publication of scientific papers in journals or conferences: This KPI measures the number of scientific publications related to the project to conference proceedings and journals. There should be at least 5 publications to sector-specific (e.g., computer science, food safety) journals or conferences.

K3.2 - Promotion of targeted news items for stakeholders through specialized channels: This KPI measures the number of news items and blog posts published at the project website and other sites such as Medium and LinkedIn. There should be at least 10 news items published per year at the project web site or other thought leadership publication channels.

K3.3 - Organisation of webinars for food safety experts: This KPI measures the organization of webinars (at least 2 webinars per year), promoted through project website and other channels, towards presenting the project outcomes to food safety experts working on fields related with the project use cases.

K3.4 - Open days at partner premises: This KPI measures the number of open days organized at partners' premises inviting interested stakeholders to find out about **TheFSM** platform and try the produced tools and services. One open day per pilot country should be organized during the lifetime of the project.

K3.5 - Special interest groups in specialised forums, standardisation groups, global networks: This KPI measures the number of working groups or special interest groups that the project participates in such as Big Data Value Association, GFSI etc. There should be at least 5 representations of the project in such interest groups.

Nr.	KPI	Target Source		M1-M12	Period I (M1-M18)	M13-24	M25-36
K3.1	Publication of scientific papers in journals or conferences	DoA	Annual Target	-	1	3	5
			Achieved Value	-			
K3.2	Promotion of targeted news items for stakeholders through specialised channels	DoA	Annual Target	10	15	20	30
			Achieved Value	13			
K3.3	Organisation of webinars for food safety experts	DoA	Annual Target	2	3	4	6
			Achieved Value	0			
K3.4	Open days	DoA	Annual Target	-	-	-	10
			Achieved Value	-			
K3.5	Special interest groups in specialised forums, standardisation groups, global networks	DoA	Annual Target	1	2	3	5
			Achieved Value	1			

Table 10: Science and technology KPIs

The following KPI measures the project business outreach:

K4.1a – TheFSM representation at Food Safety commercial exhibitions and trade fairs (Sponsorships): This KPI measures the number of commercial exhibitions and trade fairs in which the project will participate. During the lifetime of the project the goal is to have at least 3 sponsorships in relevant commercial and trade events such as the GFSI Conference, the GMA Science Forum, World AgriTech, SQF etc.

K4.1b – TheFSM representation at Food Safety commercial exhibitions and trade fairs (Booths): To ensure the ease entry and position of our brand in the market and to facilitate the introduction of our revolutionary outcomes into the world, we created this KPI, which measures the number of commercial exhibitions and trade fairs in which the project will participate. During the lifetime of the project the goal is to have at least 5 booths in relevant commercial and trade events such as the GFSI Conference, the GMA Science Forum, World AgriTech, SQF etc.

Nr.	KPI	Target Source		M1-M12	Period I (M1-M18)	M13-24	M25-36
K4.1a	TheFSM representation at Food Safety commercial exhibitions and trade fairs (sponsorships)	DoA	Annual Target	-	-	1	3
			Achieved Value	-			
K4.1b	TheFSM representation at Food Safety commercial exhibitions and trade fairs (booths)	DoA	Annual Target	1	1	2	5
			Achieved Value	0			

Table 11: Business KPIs

The following KPIs measure the project’s policy outreach:

K5.1 - White paper to inform decision makers of DG AGRI, DG SANTE and DG CONNECT:

This KPI measures the number of white papers that the project will prepare towards informing decision makers from DG AGRI, DG SANTE and DG CONNECT.

K5.2 - Localized version of the white paper to inform national & regional government officials:

This KPI measures the number of localized versions of the white papers that the project will prepare towards informing national & regional government officials.

K5.3 – Dedicated discussion paper(s) to inform how COVID-19 accelerates the digital transformation across the food supply chain: This KPI measures the number of the discussion papers that will be generated through our consortium, providing broadly accessible information to industrial actors and policymakers.

K5.4 - Liaison with relevant initiatives (complementary projects in big data and food safety sectors): This KPI will depict the dedicated efforts of our project to establish partnerships and collaborations with relevant initiatives and networks, paving a sustainable path for collaboration, exchange of information and transfer of knowledge with other initiatives. Totally, at least 2 liaisons will be accomplished during the first three years.

Nr.	KPI	Target Source		M1-M12	Period I (M1-M18)	M13-24	M25-36
K5.1	White paper to inform decision makers of DG AGRI, DG SANTE and DG CONNECT	DoA	Annual Target	-	-	-	1
			Achieved Value	-			
K5.2	Localized version of the white paper to inform national & regional government officials	DoA	Annual Target	-	-	-	1
			Achieved Value	-			
K5.3	Dedicated discussion paper(s) to inform how COVID-19 accelerates the digital transformation across the food supply chain	Own target setting	Annual Target	1	1	1	1
			Achieved Value	1			
K5.4	Liaison with relevant initiatives (complementary projects in big data and food safety sectors)	Own target setting	Annual Target	1	2	2	2
			Achieved Value	1			

Table 12: Policy Outreach KPIs

3.4 Digital dissemination channels

TheFSM performs its dissemination activities on a wide range of channels, in order to maximize the generated impact and to reach all targeted stakeholders. This section provides the list of the project's online dissemination channels that are used to promote its main outcomes and to attract the targeted stakeholders, with a specific aim.

The main online dissemination mean was the **project website** that presented all the project information and the progress for Year 1 of the project. Additionally, the project **social media** such as LinkedIn, Twitter, YouTube and SlideShare were the core online channels for informing the target groups about the project outcomes and the dissemination activities, like the presence in key events (workshops and conferences) and the organization of project's workshops.

Adapting our Dissemination activities to COVID-19

The new operational reality caused by the COVID-19 pandemic presents unique reputational and communication challenges. Tailored communication plans are key to a timely and strategic response to these quickly changing developments. The consortium plans to reduce travel and in-person meetings by turning to online events and digital media—short videos, webinars, podcasts, and more to raise awareness, foster capacity building and knowledge sharing.

3.4.1 Project Website

From its very beginning, the **TheFSM** website (<https://foodsafetymarket.eu/>) was created in order to act as the main communication channel of the project. Its initial design aims to communicate the main focus and the objectives of the project, while giving information about the pilots and also providing the latest research updates. In particular, it contains six (6) tabs that provide all the essential information that visitors (e.g., certification bodies, food distributors and retailers, farmers and food manufacturers etc.) will require. Below there is a figure that presents the main page of the **TheFSM** website.

More information on **TheFSM** website can be found in D8.3: "Dissemination, Communication & Stakeholders Engagement Plan".

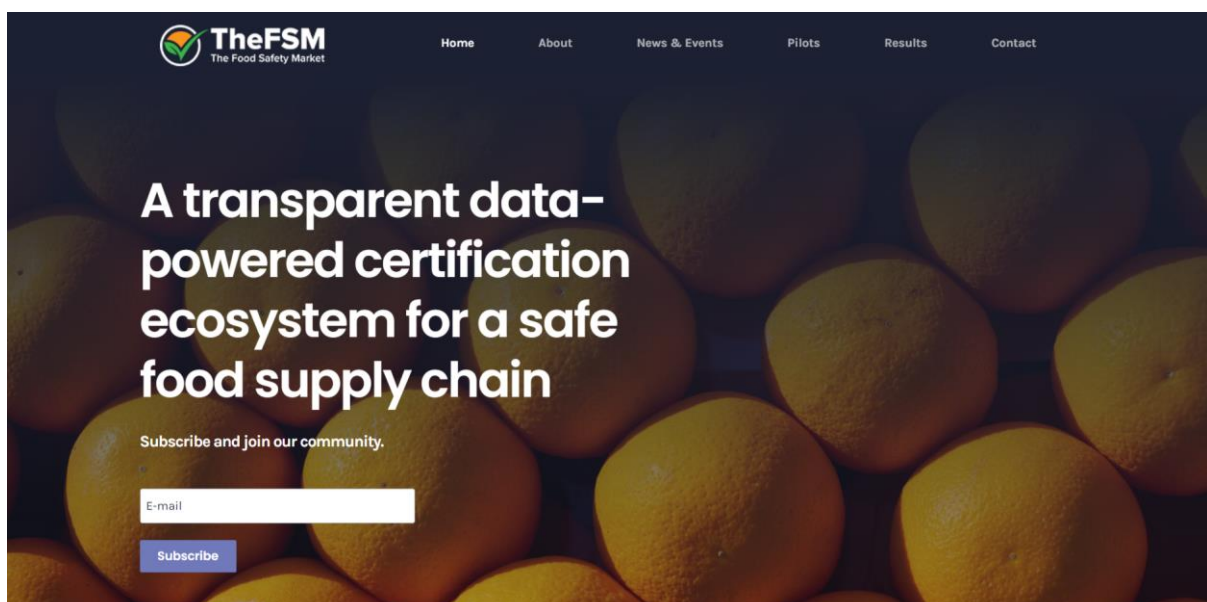
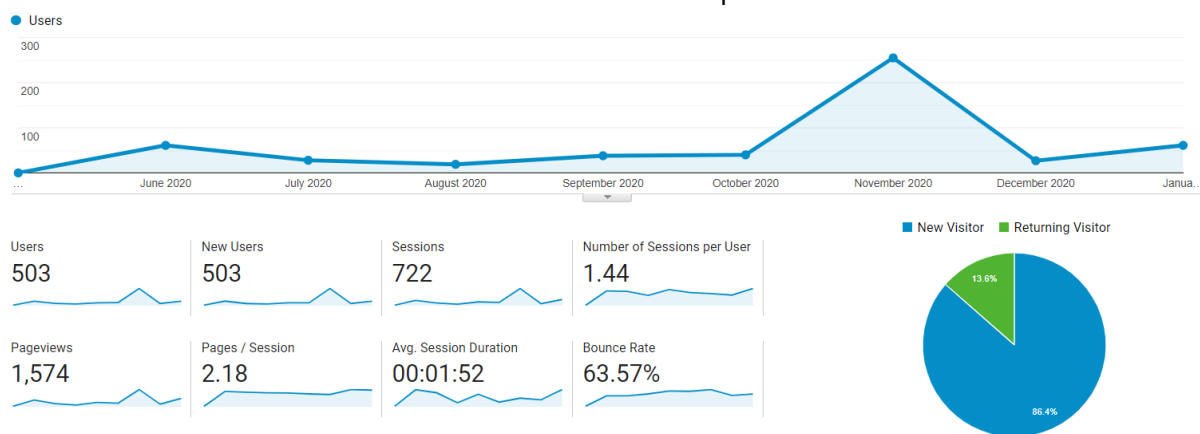


Figure 2: TheFSM Homepage

In order to measure the dissemination rate of the website and to collect general information about the users, the project website has been connected to Google Analytics since May 2020 (M03). From M04 until M12, the website was visited, based on Figure 3 which represents the number of visitors who accessed the website for the period between 01.05.2020 - 31.01.2021, by **503 unique users**, with an average session duration of **1 minutes and 52 seconds**. From the total number of visitors, 86,4% were new, and 13,6% were returning visitors.

Following the line chart of Figure 2, we can observe that during 2020 there is a peak on the chart in November. This is due to the 2nd project meeting that was held on 20-21 of October 2020. During the aforementioned meeting, the partners were suggested to share **TheFSM** website with their contacts to increase the traffic of the platform.


Figure 3: Visits of the TheFSM website [01.05.2020 - 31.01.2021]

The country with the most traffic to our website, based on the Figure 3 which represents the traffic per country in the website for the period between 01.05.2020 to 31.01.2021, was the United **States** (16,90%) followed by **Greece** (15,31%). **Netherlands** (9,34%) comes next. **France** (4,57%) and **Slovenia** (4,57%) reached the same percentage, and we notice the same pattern for the **United Kingdom** (4,37%), **Italy** (4,37%) and **Serbia** (4,37%). **Austria** (4,17%) follows next with **Germany** (3,98%), and other countries.

Country	Users	% Users
1. United States	85	16.90%
2. Greece	77	15.31%
3. Netherlands	47	9.34%
4. France	23	4.57%
5. Slovenia	23	4.57%
6. United Kingdom	22	4.37%
7. Italy	22	4.37%
8. Serbia	22	4.37%
9. Austria	21	4.17%
10. Germany	20	3.98%

Figure 4: TheFSM website traffic per country [01.05.2020 - 31.01.2021]

On the Figure 4, we can see the traffic sources that are represented as follows: 46,1% **direct traffic** (coming directly from Google search), 32,2% **social traffic** (through social media), 13,3% **organic search** and 11,5% **referral** (redirection from other websites).

	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	503	503	722	63.57%	2.18	00:01:52
1 ■ Direct	232	<div style="width: 46.1%;"></div>		65.18%	<div style="width: 65.18%;"></div>	
2 ■ Social	162	<div style="width: 32.2%;"></div>		75.77%	<div style="width: 75.77%;"></div>	
3 ■ Organic Search	67	<div style="width: 13.3%;"></div>		44.14%	<div style="width: 44.14%;"></div>	
4 ■ Referral	58	<div style="width: 11.5%;"></div>		56.73%	<div style="width: 56.73%;"></div>	

Figure 5: Traffic sources of the users

Most of the users' land on the **homepage** (34,99%), whereas other frequent landing pages are the pages related to **COVID-19 and how accelerates the digital transformation across the food supply chain** (14,24%), **about TheFSM** (12,89%), **pilots** (7,28%), **news and events** (7,09%), **results** (4,83%), **TheFSM 2nd Project Meeting** (4,45%), **TheFSM kick off** (3,61%), **contact** (3,35%) and **online workshop** (1,87%).

Page Title	Pageviews	% Pageviews
1. The Food Safety Market -	543	<div style="width: 34.99%;"></div> 34.99%
2. How COVID-19 accelerates the digital transformation across the food supply chain - The Food Safety Market	221	<div style="width: 14.24%;"></div> 14.24%
3. About - The Food Safety Market	200	<div style="width: 12.89%;"></div> 12.89%
4. Pilots - The Food Safety Market	113	<div style="width: 7.28%;"></div> 7.28%
5. News & Events - The Food Safety Market	110	<div style="width: 7.09%;"></div> 7.09%
6. Results - The Food Safety Market	75	<div style="width: 4.83%;"></div> 4.83%
7. TheFSM 2nd Project Meeting (20-21 October 2020) - The Food Safety Market	69	<div style="width: 4.45%;"></div> 4.45%
8. The FSM project officially kicks off - The Food Safety Market	56	<div style="width: 3.61%;"></div> 3.61%
9. Contact - The Food Safety Market	52	<div style="width: 3.35%;"></div> 3.35%
10. The FSM at the Big Data PPP Industrial Data Platforms online workshop - The Food Safety Market	29	<div style="width: 1.87%;"></div> 1.87%

Figure 6: Users' land on TheFSM website

Finally, following the Figure 6 and the line chart, we can have an overview of the whole website traffic during the first year of the project. In total, the page views were **1.552**, from which 1.276 were unique pageviews, with the average time on page to be **1 minute and 34 seconds**.

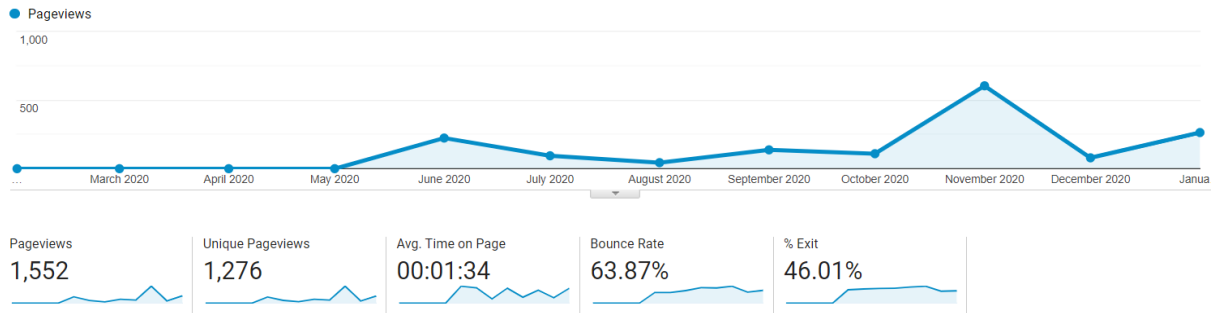


Figure 7: TheFSM website pageviews and unique pageviews

3.4.2 Social Media Channels

Apart from the official social media channels, the project needs the support and active involvement of all project partners through their organizational social media accounts. As mentioned before, in order to increase the visibility and dissemination of the project and its outcomes, it is suggested for partners to share, publish and retweet content from the **TheFSM** social media accounts and the **TheFSM** website. This action will result in increased traffic to all project-related work and also generate traction in the websites and social media of the consortium members.

Additionally, for interactive communication purposes, four (4) additional social media channels have been set-up in order to expand the outreach of **TheFSM**.

#	Social Media	Followers/Subscribers	Lead Partner
1	Twitter	61	Agroknow
2	LinkedIn	64	Agroknow
3	YouTube	9	Agroknow
4	SlideShare	3	Agroknow

Table 13: TheFSM social media KPI

3.4.2.1 Twitter

A Twitter account (<https://twitter.com/thefsmeu>) was created to promote the material such as success stories and interviews produced within the project. Twitter is extremely useful to inform and engage with our targeted audiences and their respective communities, as it is easy for followers to engage with **TheFSM**, either by following, mentioning, retweeting or connecting on tweets.

Our main focus is to build a community, in which our information about the latest updates on new events, discussions, news and series of videos would continue to be provided via Twitter. For this reason, we connect to “high influencers” in the research and business topics of **TheFSM** project, in order to create a high-value network for dissemination.

Until the last access on 28/01/2021, Twitter account includes **61 followers, 157 likes** on the content posting, and 18 tweets.

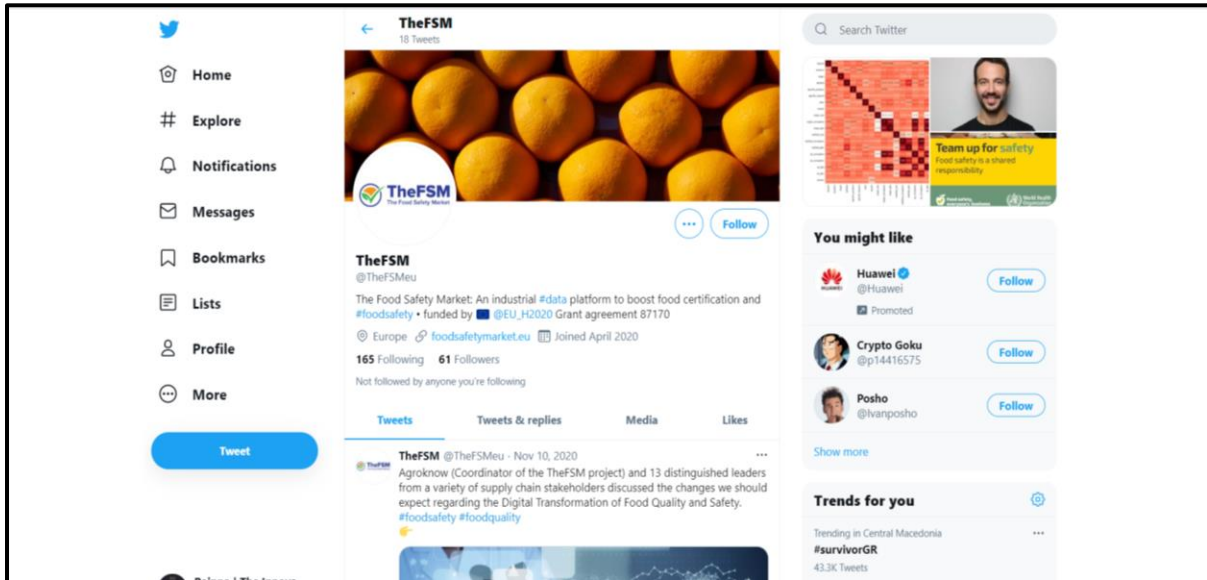


Figure 8: TheFSM Twitter

3.4.2.2 LinkedIn

A **LinkedIn** profile (<https://www.linkedin.com/showcase/the fsm eu/>) to connect with professionals on the topics of the project. Until the 28/01/2021 LinkedIn profile had **64 followers, 54 likes** on the content posting and 7 posts.

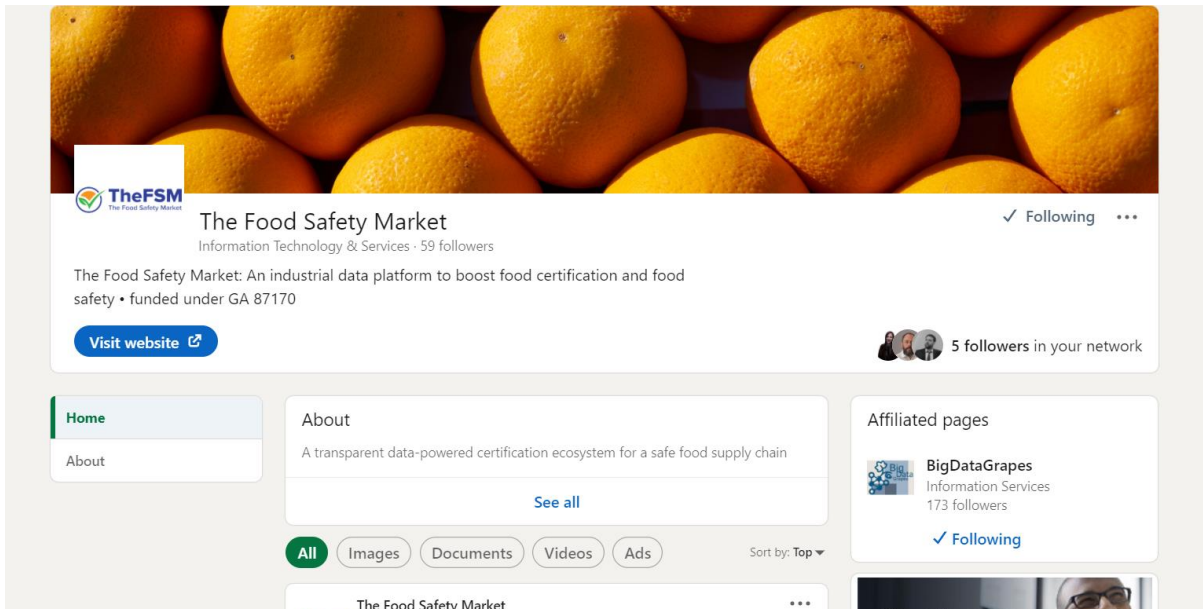


Figure 9: TheFSM LinkedIn page with the project’s look and feel (accessed 28/01/2021)

3.4.2.3 YouTube

A **YouTube** channel (<https://www.youtube.com/channel/UCEfGNdCEAurc3i2MLLxu7g>) where viewers will have access to the project webinars, a series of videos and other project promotional videos. Until the 28/01/2021 YouTube channel includes 1 video and **9 subscribers and 2 likes** on the content posting.

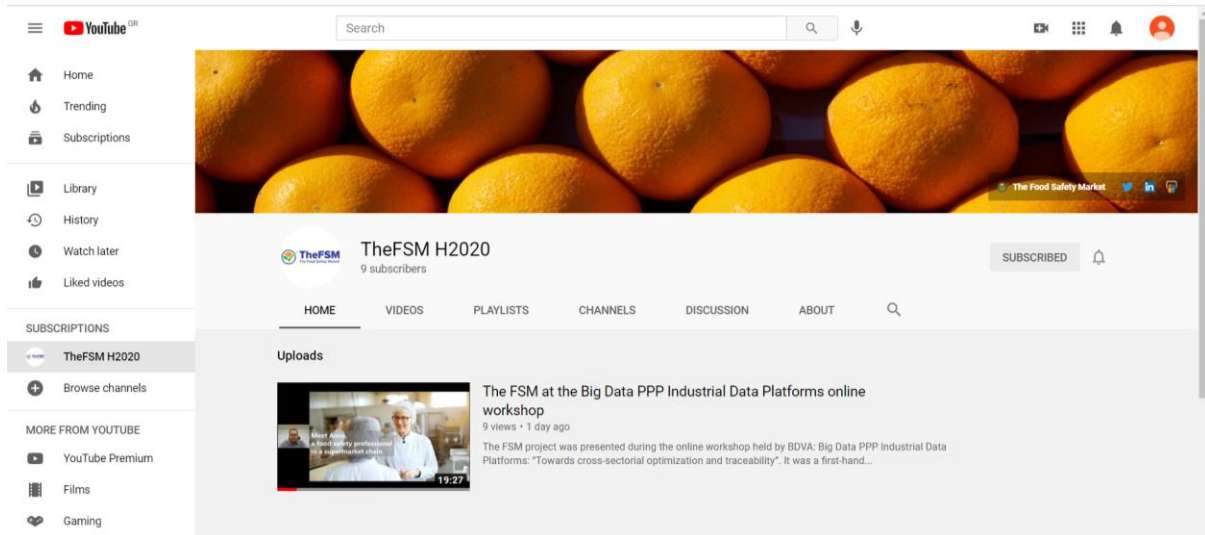


Figure 10: TheFSM youtube page with the project’s look and feel (accessed 29/01/2021)

3.4.2.4 SlideShare

A **SlideShare** account (<https://www.slideshare.net/TheFSMTheFSM>) to give the viewer a deeper insight into the project and individual aspects of it. Visual formats help to resonate more with our readers, reach an audience that’s interested in our content and cultivate more opportunities. Until the 29/01/2021 the SlideShare account includes 1 presentation and **3 followers**.

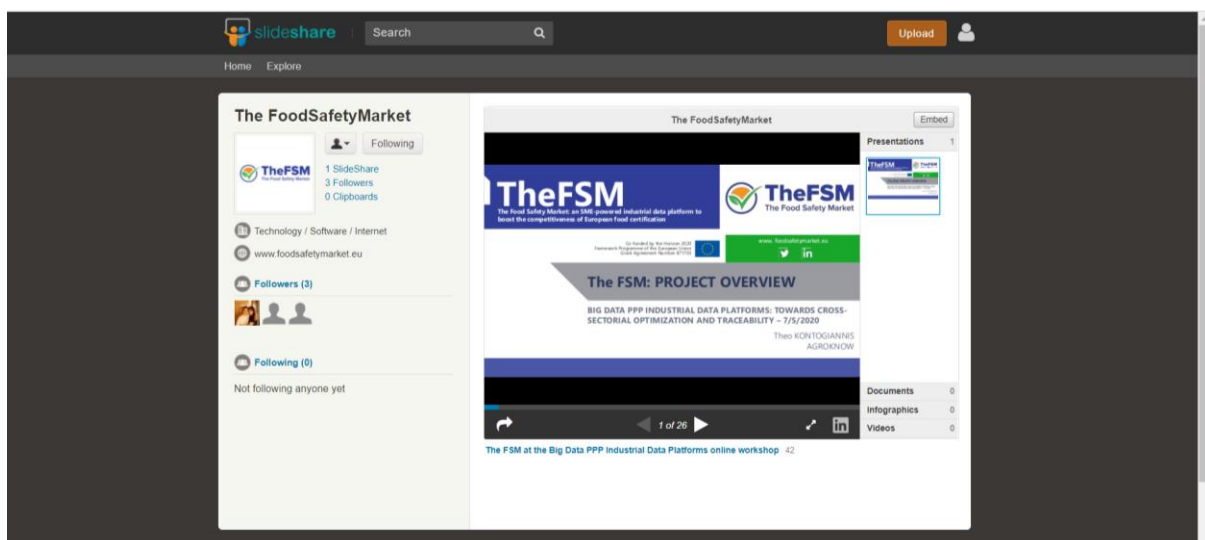


Figure 11: TheFSM SlideShare page with the project’s look and feel (accessed 29/01/2021)

Since this is the launch year of the project it is noteworthy to mention that the relatively low numbers are justified. Consequently, from the beginning of the project we set achievable goals in order to accomplish them. The outcomes from social media indicate that the annual target set for the first year (120 social media followers and likes) was exceeded achieving **137 followers and likes**.

During the project's implementation we will continue to set our effort in the dissemination activities to increase the impact of the project.

More details on the social media of **TheFSM** can be found in D8.3: "Dissemination, Communication & Stakeholders Engagement Plan".

The following table contains all the digital marketing activities on social media to disseminate our project to other stakeholders in order to drive engagement, conversions and traffic to **TheFSM** project.

No	Publish Date	Post message / text	Post URL
Twitter			
1	05/05/2020	TheFoodSafetyMarket project is officially launched! We aim to transform the EU #food certification market with #bigdata and #blockchain technology. Stay tuned for news and updates!	https://twitter.com/TheFSMeu/status/1257661181206179841
2	07/05/2020	Our project, as part of the @BDVA_PPP was presented among the industrial data platforms showcasing the #DigitalTransformation of the food certification sector through #BigData and #datasharing	https://twitter.com/TheFSMeu/status/1258452043456557058
3	08/05/2020	The #COVID19 outbreak calls for #Interoperability and #datasharing in order to ensure that the supply chain remains unbroken. From farmers, to food processors, auditors and retailers the road to #foodsafety goes in line with the unlimited flow of data.	https://twitter.com/TheFSMeu/status/1258639769988366341
4	16/05/2020	Remote inspection and certification is a reality! Read more on @GLOBALGAP #digitaltransformation from farm to fork! https://globalgap.org/uk_en/media-ev	https://twitter.com/TheFSMeu/status/1261530969590415361
5	18/05/2020	An interesting article on @TheGrocer - We are glad that for the next 3 years we will work towards preparing the food industry to digitally confront #foodfraud	https://twitter.com/TheFSMeu/status/1262365934565670913
6	21/05/2020	#Covid19 Puts More Emphasis on #supplychain Visibility and #data Quality: An insightful conversation with Angela Fernández of GS1	https://twitter.com/TheFSMeu/status/1263519207356063744
7	22/05/2020	An interesting publication from our partners from @WURfoodsafety on broiler meat supply chain focusing on #traceability and #contamination detection and mitigation	https://twitter.com/TheFSMeu/status/1263824016290299906
8	25/05/2020	Certifying sustainable practices is a major challenge for the food industry. When it is combined with varietal fingerprints and #traceability attributes it could help a lot to increase trust in chocolate	https://twitter.com/TheFSMeu/status/1264912863006584840

9	30/05/2020	The importance of a continuous, trustworthy and accessible #data flow is more relevant than ever - #foodfraud is a major threat for the supply chain, especially during #COVID19 era.	https://twitter.com/TheFSMeu/status/1266653554091139074
10	07/06/2020	During this year's #WorldFoodSafetyDay our top priority is to team up with all supply chain stakeholders for a data-powered, transparent food certification ecosystem!	https://twitter.com/TheFSMeu/status/1269725417176469507
11	11/06/2020	The use of #BigData analytics and digital services is increasing in @TheFSMeu aims to bring the whole agrifood supply chain (farmers, retailers, food manufacturers, certification bodies & authorities) in the digital certification reality empowering #SMEs and corporations	https://twitter.com/TheFSMeu/status/1271063922553040899
12	13/06/2020	"Although today's technology produces a wealth of information and data, this alone is not enough. We must integrate human skills as well as the expertise of scientists and analysts. "Our coordinator Nikos Manouselis from @Agroknow on @ITProPortal	https://twitter.com/TheFSMeu/status/1271677395741917185
13	14/06/2020	If you also believe that the only way to produce safe food is through #FoodStandards do sign this petition led by @QUBFoodProf	https://twitter.com/TheFSMeu/status/1272265309592977409
14	24/06/2020	[ANNOUNCEMENT] Introducing the Food Safety Market (@TheFSMeu) supported by the @EU_Commission @TraceLabsHQ is driving the blockchain integration to build an industrial data platform to boost the competitiveness of EU food certification worth \$11.45 bn	https://twitter.com/origin_trail/status/1275870993995702272
15	26/06/2020	Our coordinator Nikos Manouselis from @Agroknow was interviewed by @DitechMedia about the latest innovations in food and agriculture. Read more: ...	https://twitter.com/TheFSMeu/status/1276427632285016067
16	27/06/2020	The power of data behind keeping food safe - How does one of the software platforms of @TheFSMeu correlate food recalls with country risk and extracts meaningful insights for #foodsafety professionals? Read more: ...	https://twitter.com/TheFSMeu/status/1276751865175093250
17	09/11/2020	The 2nd plenary meeting of TheFSM project, is successfully completed. It took place virtually on 20th-21st October 2020. The whole consortium is aligned on continuing working systematically in order to deliver to the global market TheFSM platform.	https://twitter.com/TheFSMeu/status/1325816873242537985

18	10/11/2020	Agroknow (Coordinator of the TheFSM project) and 13 distinguished leaders from a variety of supply chain stakeholders discussed the changes we should expect regarding the Digital Transformation of Food Quality and Safety.	https://twitter.com/TheFSMeu/status/1326069989615529984
YouTube			
1	28/01/2021	The FSM at the Big Data PPP Industrial Data Platforms online workshop	https://www.youtube.com/watch?v=f5RfhlpZEM&t=8s
SlideShare			
1	28/01/2021	The FSM at the Big Data PPP Industrial Data Platforms online workshop	https://www.slideshare.net/TheFSMTheFSM/the-fsm-at-the-big-data-ppp-industrial-data-platforms-online-workshop

Table 14: Digital marketing activities on social media

3.4.3 Digital Campaigns

Besides its main dissemination channels, until M12, outreach activities were prepared to the general press and media to communicate the project objectives and vision via online dissemination media. More specifically, we accomplished the completion of this indicator for the first year as we achieved the:

- Publication of 3 interviews in newspapers (DiTech Media, Ypaithros Hora and Agronews);
- Distribution of 2 press releases (Capital and BusinessNews)
- Publication of 3 interviews from TÜV AUSTRIA ELLAS, informing the general public for the novelties that TheFSM brings to the Agri-food sector.

The table below contains all the information about general press and media channels used to spread The FSM project.

#	Publication Title	Publication Venue	URL	Type	Lead Partner
1	Innovations in Food and Agriculture	DiTech Media	Relevant Link	Online article	Agroknow
2	[Greek] TÜV AUSTRIA: Digital innovation for the control and certification of agri-food sector	Ypaithros Hora Newspaper	Relevant Link	Newspaper	TUV AU HELLAS
3	[Greek] TÜV AUSTRIA: Digital innovation for the	Capital.gr	Relevant Link	Press release	TUV AU HELLAS

	control and certification of agri-food sector				
4	[Greek] TÜV AUSTRIA: Digital innovation for the control and certification of agri-food sector	businessnews.gr	Relevant Link	Press release	TUV AU HELLAS
5	[Greek] TÜV AUSTRIA: Digital innovation for the control and certification of agri-food sector	agronews.gr	Relevant Link	Newspaper	TUV AU HELLAS
6	[Greek] TÜV AUSTRIA: Digital innovation for the control and certification of agri-food sector	zougla.gr	Relevant Link	Interview	TUV AU HELLAS
7	[Greek] TÜV AUSTRIA: Digital innovation for the control and certification of agri-food sector	efsyn.gr	Relevant Link	Interview	TUV AU HELLAS
8	[Greek] TÜV AUSTRIA: Digital innovation for the control and certification of agri-food sector	thenewspaper.gr	Relevant Link	Interview	TUV AU HELLAS

Table 15: TheFSM outreach to general press and media

3.4.4 Science and Technology

Dissemination activities should be effective and envisioned to reach close and distinct stakeholder groups. Therefore, apart from the actions already mentioned (intended mainly to the general public), the dissemination activities focused on targeted beneficiaries, users and technology providers by promoting specific news items at the project website or other thought leadership publication channels (such as Medium and LinkedIn articles).

#	Publish Date	Post message/text	URL
LinkedIn			

1	03/07/2020	An interesting publication from our partners from Wageningen Food Safety Research on broiler meat supply chain focusing on #traceability and #contamination detection and mitigation	https://www.linkedin.com/posts/theFSM-identification-of-potential-vulnerable-points-activity-6668759845941850113-Tiw/
2	16/07/2020	An interesting Sunday read on the combination of #InternetOfThings and #Blockchain technology that can enable a broad range of different application scenarios to enhance value chain #transparency and to increase B2B trust. When combined, IoT and Blockchain technology have the potential to increase the effectiveness and efficiency of #supplychains ...	https://www.linkedin.com/posts/theFSM-leveraging-the-internet-of-things-and-blockchain-activity-6672793814354157568-3E3Q/
3	28/07/2020	During this year's #WorldFoodSafetyDay our top priority is to team up with all supply chain stakeholders for a data-powered, transparent food certification ecosystem!	https://www.linkedin.com/posts/theFSM-worldfoodsafetyday-activity-6675477554528317440-GjZY/
4	14/08/2020	#AI and #BigData are fundamental for the safety of the food we're producing and distributing. We're glad that together with our partners from Wageningen Food Safety Research we are linking data science and #foodsafety expertise, ensuring that our food supply chains across EU are safe, transparent, and reliable	https://www.linkedin.com/posts/theFSM-we-invests-heavily-in-artificial-intelligence-activity-6682229641387749376-CGmm/
5	27/08/2020	How does one of the software platforms of our project correlate food recalls with country risk and extracts meaningful insights for #foodsafety professionals?	https://www.linkedin.com/posts/theFSM-the-power-of-data-behind-keeping-food-safe-activity-6683273340041482240-PZMy/
6	29/10/2020	The 2nd plenary meeting of TheFSM #project, is successfully completed. It took place virtually on 20th-21st October 2020, with the participation of 10 partners from 8 different European countries. The whole consortium is working systematically...	https://www.linkedin.com/posts/theFSM-theFSM-2nd-project-meeting-20-21-october-activity-6731594437002100736-C7zl/

7	10/11/2020	Agroknow (Coordinator of the TheFSM project) wanted to understand better the changes we should expect in the near future regarding the Digital Transformation of Food Quality and Safety. So, we reached out to the community, asking the opinion of 13 distinguished leaders from a variety of supply chain stakeholders. We would like to thank all the contributors for their valuable opinion pieces!	https://www.linkedin.com/posts/theFSM_eu_how-Covid-19-accelerates-the-digital-transformation-activity-6731832590732431360-pRHC
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#	Publish Date	Post message/text	URL	Post Venue
1	05/04/2020	The FSM project officially kicks off	https://foodsafetymarket.eu/the-fsm-project-officially-kicks-off/	Website
2	18/05/2020	The FSM at the Big Data PPP Industrial Data Platforms online workshop	https://foodsafetymarket.eu/the-fsm-at-the-bdva/	Website
3	26/06/2020	The power of data behind keeping food safe	https://foodsafetymarket.eu/the-power-of-data-behind-keeping-food-safe/	Website
4	19/06/2020	The human approach to smarter food safety: applying human intelligence to big data	https://foodsafetymarket.eu/the-human-approach-to-smarter-food-safety-applying-human-intelligence-to-big-data/	Website
5	29/10/2020	TheFSM 2nd Project Meeting (20-21 October 2020)	https://foodsafetymarket.eu/theFSM-2nd-project-meeting-20-21-october-2020/	Website
6	10/11/2020	How COVID-19 accelerates the digital transformation across the food supply chain	https://foodsafetymarket.eu/how-Covid-19-accelerates-the-digital-transformation-across-the-food-supply-chain/	Website

Table 16: Targeted news items

TheFSM project was presented during the online workshop held by BDVA: Big Data PPP Industrial Data Platforms: “Towards cross-sectorial optimization and traceability”. It was a first-hand opportunity to start identifying synergies and to communicate to the Big Data Value PPP how the consortium will address key data collection, sharing, integration, and exploitation challenges of the agrifood certification sectors. This online workshop was also promoted through **TheFSM** website and other social media channels.

4. PARTNERSHIPS ACTIVITIES

4.1 Preliminary platform positioning

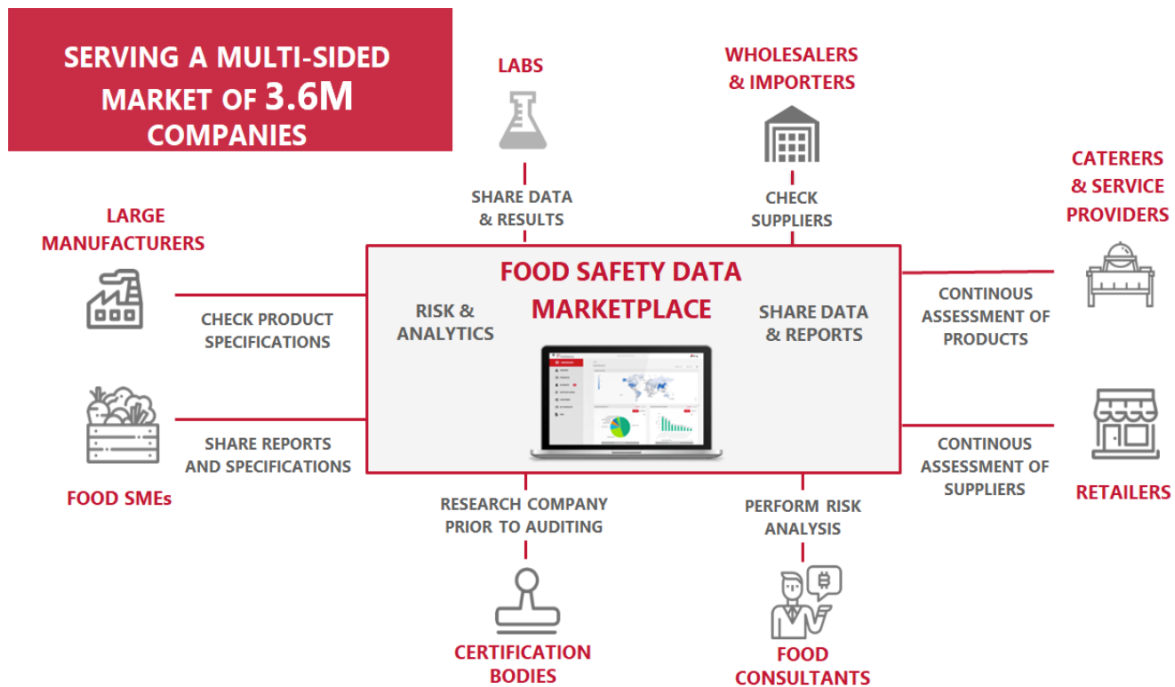


Figure 12: Position of TheFSM within the global food certification market

The food certification market (expected to be worth \$11.45 billion by 2023) is a vertical, multi-sided one that shares a mutual goal: all involved stakeholders need to share food safety data in well-defined, automated, and robust ways, using secured and controlled mechanisms that may enhance trust and collaboration. To that end, **TheFSM** wants to combine the collective expertise and innovative technologies from a core group of European SMEs, in order to deliver on this vision and catalyse the digitisation of this dynamic business ecosystem. A critical part of the proposed work is the technological evolution of existing technology contributions from AGROKNOW, PROSPEH, SAI and UBITECH so that they can serve the certification-related business needs of the food industry stakeholders. **TheFSM** embodies the mandatory workflows and features that can support all data exchange workflows these scenarios require.

Moreover, we have chosen to develop, connect, enhance and test a number of front-end user applications focused on the needs of specific stakeholder groups, in order to clarify the ways, the data platform may support the certification business scenarios from each stakeholder's point of view.

It is worth mentioning that the majority of the core technology components of the project are already at a high level regarding their technology readiness. For instance, the Data Platform of AGROKNOW and the ubi: weaver platform both have in place in actual running systems, complete and qualified versions (>TRL 8), while GraphDB, FOODAKAI and AGRIVI acquire fully qualified and proven software products (TRL 9).

4.2 Expanding partnership strategy

One of the most challenging aspects of **TheFSM** project is to promote activities that will further enhance and facilitate the adoption of the platform, as well as the evolution of the business ecosystem around it. The key is not only the promotion of project results or expertise of parties involved, but also the creation of links between the project and industry where the project's results may be applied. Therefore, is crucial to: (i) design, execute and monitor a community engagement and partnership development strategy to help develop the ecosystem of data, services and users around the platform; (ii) develop and extend the appropriate partnerships that may ensure the commercial, community and technology partnerships that **TheFSM** should build upon to further grow.

Focusing on this goal, specific activities will be implemented such as:

- (a) Being part of the software interoperability and data exchange groups that work in both agriculture and food IT systems (such as the AgriXchange initiative, the AOITI group, etc).
- (b) Making **TheFSM** a core part of the Trail Alliance for secure data exchange in the supply chain.
- (c) Participating and being visible in the European fora of relevance, such as EIT FOOD, the Big Data Value Association (BDVA), etc.
- (d) Becoming active members of the key associations working on food safety standards and mappings, such as the Global Food Safety Initiative (GFSI).
- (e) Participating to European industrial associations such as the Food and Drink Europe, EuroCoop, COPA COGECA, etc.
- (f) Evolving further the collaboration with the US GMA in order to promote the platform to US companies and their supplier networks.
- (g) Connecting to user-driven communities such as the GROW observatory and other initiatives that link together small and very small agricultural suppliers that share farm data.

The following is a short description of the communities and networks that **TheFSM** aims to create in order to promote the positioning of **TheFSM** platform.

4.2.1 European Food Safety Authority (EFSA)

EFSA is European agency funded by the EU that operates independently of the EU legislative and executive institutions and EU Member States. It works as a risk assessor throughout the food chain and produces scientific opinion and advice that form the basis for EU policies and legislation covering food and food safety, nutrition, animal health and welfare, plant protection, plant health.

Field of work: Agri-food initiative

Website: <https://www.efsa.europa.eu/>

Relevancy: (i) Connection to the EU Commission, EU Parliament (most work is undertaken in response to their requests for scientific advice); (ii) Insight and participation into their working group on "Food ingredients and packaging"

4.2.2 Global Food Safety Initiative (GFSI)

GFSI connects the global food community to come together and collaboration collective concerns with shared agreements of food safety. Its aim is to build consumers' trust in the food they buy no matter where it comes from and no matter where they live by improving food safety management practices. GFSI is also the one who decides on the measures for the food business facing ongoing certification disruption.

Field of work: Agri-food initiative

Website: <https://mygfsi.com/>

Relevancy: (i) access to the producers, sellers of food; (ii) access to parties involved in the food monitoring, certifying and regulating food

4.2.3 European farmers EU agri-cooperatives (COPA COGECA)

Europe's strongest farming representative organisation (38 nations, 76 organisations from the EU Member States). It is a dynamic force of European farmers and their cooperatives with objectives to:

- examine any matters related to the development of the Common Agricultural Policy
- represent the interests of the agricultural sector as a whole
- seek solutions which are of common interest
- maintain and develop relations with the Community authorities and with any other representative organisations or social partners established at European level.

Field of work: Agri-food initiative

Website: <https://copa-cogeca.eu/Menu.aspx>

Relevancy: (i) access to farmers; (ii) access to retailers

4.2.4 Big Data Value Association (BDVA)

Association that has interest in:

- implementing innovations in industry, business to strengthen the EU competitiveness and to address the societal challenges
- creating ecosystem that allows for flourishing of a vast variety of variable business models
- understanding and improving the businesses and citizens' acceptance of Big Data Value creating tech and application for a faster take up & integration in process of public sector
- developing tech solutions for the supply and the demand side and user of the entire data business value chain

Field of work: Data exchange initiative

Website: <https://www.bdva.eu/>

Relevancy: (i) Participate in the initiative for the Big Data Value research in the EU (development, innovation and to foster of positive perception of the bid data value); (ii) Play active role in the data value ecosystem together with data users, data providers, data technology providers and researchers.

4.2.5 IFOAM-OE

EU branch of the international umbrella structure. Very active in engaging companies, farms and certification bodies

Field of work: Agri-food initiative

Website: www.organicseurope.bio

Relevancy: (i) Dissemination in the organic community; (ii) Connection with certification bodies

4.2.6 Food and Drink Europe

FoodDrinkEurope and its members have extensive procedures in place to ensure all products on the market meet the **highest standards, most recent certification schemes and, above all, the latest legal requirements** (food ingredients, food contact material, process contamination, allergens). Organization aims to ensure Europe continues to have the highest quality and safety food in the world. Also, it helps industry, policy-makers and civil society to work together towards the highest quality and safety of food.

Field of work: Agri-food initiative

Website: <https://www.fooddrinkeurope.eu/>

Relevancy: (i) Connection to the stakeholders from across the food chain (stakeholders are promoting research opportunities and improving knowledge transfer across Europe).

Members are Coca Cola, Kelloggs, General Mills, federations, associations, etc.; (ii) Insight into the incident management system (they have their own to respond to the emergencies)

4.2.7 EIT FOOD

Initiative trying to make the food system more sustainable, trusted, healthy. They organize/lead many interesting projects such as:

- [Connected and transparent system](#) (AIM: to increase connectivity and transparency of the food system to improve the safety, real-time trace-ability, quality and sustainability. HOW: food system that is more connected and transparent, digitalised)
- [Inclusive and Trusted Food Systems](#) (AIM: to increase consumer trust HOW: addressing and overcoming concerns regarding authenticity, food contamination and safety by combining co-creation activities with clear consumer engagement; EXAMPLE: smart tags)

Field of work: Agri-food initiative

Website: <https://www.eitfood.eu/>

Relevancy: (i) presentation/participation at the yearly conference "Future of Food" and other events; (ii) taking part at the activities for "Food", "Digitalisation", "Food Safety & Quality", "Food Technology"; (iii) connection to their partners (Inalca, Danone Nutricia Research, Nestle Research, Siemens, etc.)

4.2.8 The Food Industry Association (FMI)

Association working on behalf of the entire industry to advance in safer, healthier and more efficient consumer food supply chain. Their work has a valuable impact and touches the lives of over 100mio households and 6mio employees.

Field of work: Agri-food initiative

Website: <https://www.fmi.org/>

Relevancy: (i) Connection to public policy regulators; (ii) Connection to retailers, producers, wholesalers, suppliers and companies providing critical services (amplifying collective work of the industry); (iii) Connection with researchers covering retail operation benchmarks and consumer behaviour; (iv) potential contribution at the instrumental educational platform helping propel organizations and their employees forwards

4.2.9 Safe Foods Corporation

The foundation for Safe foods ensures safer food supply for the world by offering a unique combination of knowledge, service, and solutions. Experts share their knowledge with each client to create an optimized multi-hurdle food safety program and develop a multi-hurdle intervention program that is a perfect fit for each of their clients' plant.

Field of work: Agri-food initiative

Website: <https://www.safefoods.net/>

Relevancy: (i) Direct access to the food safety experts from all facets of the food processing industry; (ii) Access to the processing plants (food processors).

4.2.10 Consumer Brand Association (CBA) (former US GMA-Grocery Manufacturers Association)

Association of the USA manufacturers whose aim is to promote growth and innovation for the industry whose products are used by consumers daily. Through their programs, as for example "SmartLabel", it helps industry to solve problems, spark innovation and inspire collaboration.

Field of work: Agri-food initiative

Website: <https://consumerbrandsassociation.org/>

Relevancy: (i) Access to the partners in the association (wide [list of stakeholders](#) from different fields); (ii) Presence and presentation of the FSM on the USA; (iii) Participation at the conferences, workshops and webinars offering unparalleled access to renowned experts; (iv)

Insight into content and insights that is designed to strengthen the consumer packaged goods industry.

4.2.11 Trace Alliance

EU based, non-profit association within the Origin Trail ecosystem that functions as an inclusive and collaborative hub, connecting organizations aiming to work together and solve complex supply chain challenges using blockchain technology.

Field of work: Supply chain initiative

Website: <https://alliance.origintrail.io/>

Relevancy: (i) Dissemination of the FSM project results; (ii) Connection and networking with other alliance members; (iii) Fostering collaboration at a European level

4.2.12 Alliance for Internet of Things Innovation (AIOTI group)

Alliance that contributes to convergence & interoperability of IoT standards. Its aim is to support and increase digitalization and competitiveness of Europe. Its members are key Eu IoT players, SME, large companies, startups, universities, associations, etc.

Field of work: Data exchange initiative

Website: <https://aioti.eu>

Relevancy: (i) Connection to key players for IoT; (ii) Participation/presentation of FSM at the events, workshops; (iii) Access to their working groups (i.e. WP6 - [Smart Farming and Food Security](#), WG11 - [Smart Manufacturing](#))

4.2.13 Weston A. Price Foundation

Nonprofit charity dedicated to restoring nutrient-dense foods to the human diet through education, research and activism (focus on raw whole dairy products, pasture raised, wild caught animals, etc.)

Field of work: Agri-food initiative

Website: <http://www.westonaprice.org>

Relevancy: (i) Connection to the [farmers](#) (list of farmers/state); (ii) Participation on the Annual Conference; (iii) Podcast, publications

4.2.14 European Federation of Trade Unions in the Food, Agriculture and Tourism (EFFAT)

EFFAT supports its member organisations in CEE EU to develop free and solid trade unions. It provides support to the sustainable development of agrifood and tourism policy in which ethical, social and ecological aspects are considered (safe and high quality food)

Field of work: Agri-food initiative

Website: <https://effat.org/>

Relevancy: Insight into trade union regulations

4.2.15 GOOD FOOD FOUNDATION

The Good Food Foundation celebrates, connects, empowers and leverages players in the food system who are driving towards tasty, authentic and responsible food.

Field of work: Agri-food initiative

Website: <https://goodfoodfdn.org/>

Relevancy: (i) Access to merchants, growers, ranchers; (ii) Access to small independent businesses

4.2.16 GROW observatory

Citizen's observatory that empowers communities to take actions on soil and climate (reducing water for irrigation, putting sensors in soil to collect soil moisture data). Observatory focuses on:

- GROWING (increase benefit of food production)
- SCIENCE (address science challenges and data gap)
- POLICY (collect facts to support policy change on climate action, zero hunger, life on land)

Field of work: Data exchange initiative

Website: <https://growobservatory.org/>

Relevancy: (i) Shared and open resource of data and knowledge; (ii) Potential connection to the policy makers and food growers' collection of data on the moisture of soil for farmers; (iii) Knowledge in the visualisation and artwork on the collected data. This can contribute to being able to make data driven decisions.

4.2.17 European Community of Consumer Cooperatives (EuroCoop)

EuroCoop is a consumer cooperative that:

- promotes consumer cooperatives at EU level
- represents consumer's interests & rights
- strengthens its members' knowledge of EU affairs
- promotes cooperation among members
- supports members in their engagements and development

Some of its interesting policies and programs:

- "FOOD RETAIL & ENTERPRISES" program as stores (retail sectors) are impacted with the EU policies (imbalances in the food supply chain, accessibility to goods, role of private labels)
- "CO-OP DISTINCTIVENESS" ethical sourcing, production and labeling (organic farming, Fair Trade, etc.), sustainable food production and consumption

Field of work: Agri-food initiative

Website: <https://www.eurocoop.coop/>

Relevancy: (i) connection to the Europe's strongest retail force; (ii) participation in Stakeholders Platform of EuFA, Advisory Groups, events such as World Food Day

4.2.18 AgriXchange

- Trade portal that thrives to provide information matching the needs of the stakeholders of the Agricultural Economy In general and Agricultural Commodities trade
- Organization from India

Field of work: Data exchange initiative

Website: <http://agriexchange.apeda.gov.in/>

Relevancy: (i) Provide product information for buyers and exporters; (ii) Provide trade statistics on product quantity per country; (iii) Information about tariffs and market reports; (iv) Information about exporter of certain products.

4.3 Results

In order to provide a foundation for the execution of the partnership development strategy a list with the potential communities and partners was distributed among **TheFSM's** partners. They were asked to rate the relevance of the potential partners on a scale 1-4 (4-very relevant with the FSM; 1- minimal relevance with the FSM).

The following figures 13-15 represent the list of the communities and networks and their classification from their level of relevance point of view, their listing with the average score and finally the coverage of the communities and networks preferred, the majority of which is European according to the partners' voting.

Table 16 below summarizes the results of the voting. According to them the EFSA is regarded as the most appropriate community for positioning **TheFSM** platform while the AgriXchange

received the lowest rank. The analytical table of the votes for each community and network is cited in Annex 1.

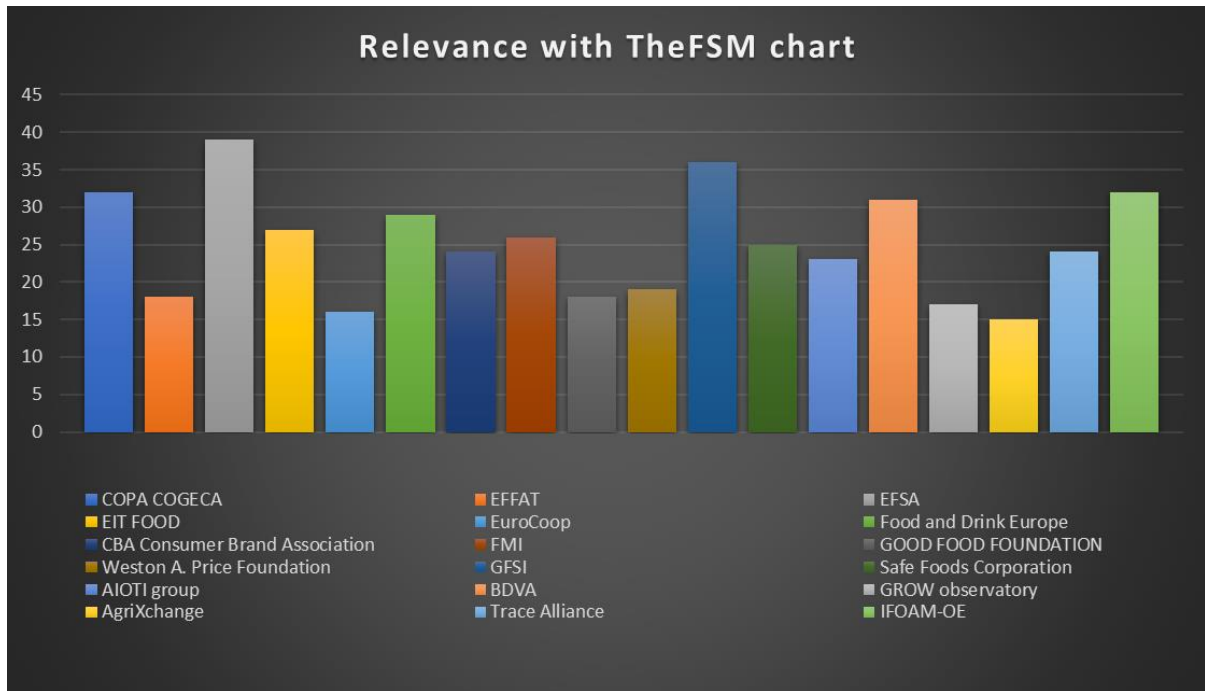


Figure 13: Relevance with TheFSM

Figure 13 depicts the list of European, North American and Worldwide communities and networks and their classification regarding to the level of relevance with **TheFSM** project according to the partners' point of view.

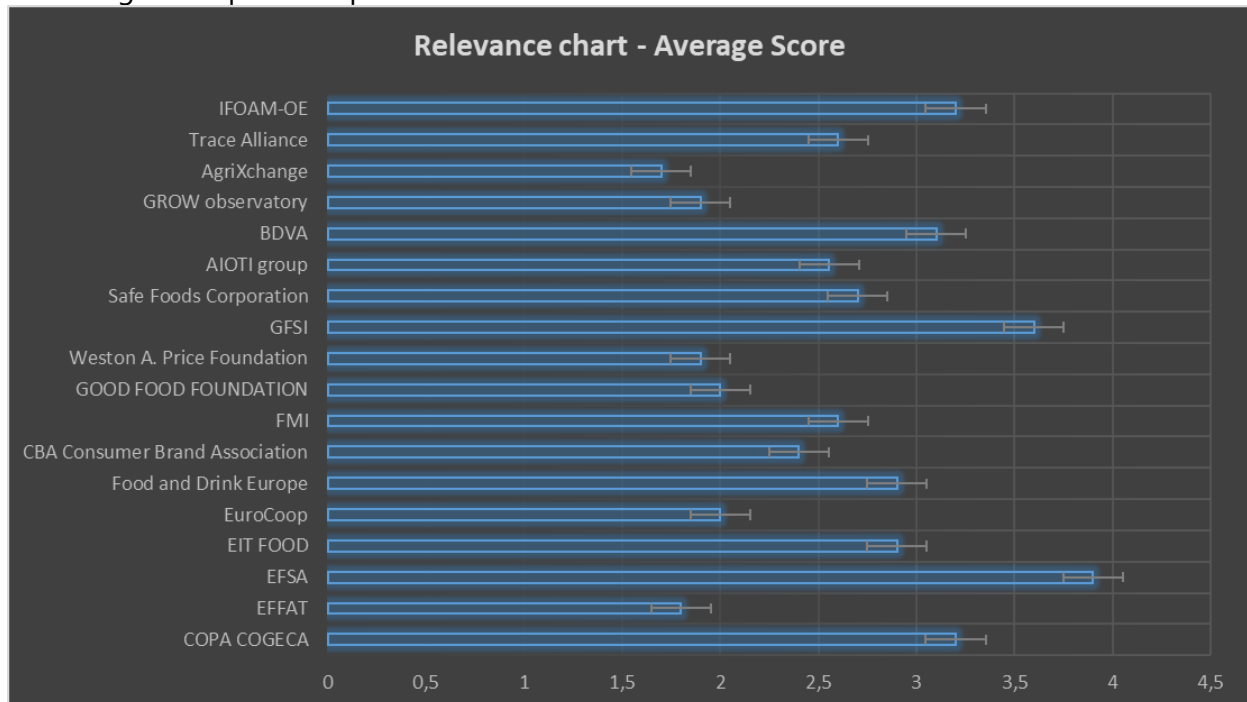


Figure 14: Relevance chart with average score

Figure 14 shows the listing of the communities and networks with their average score as reported by the partners' voting.

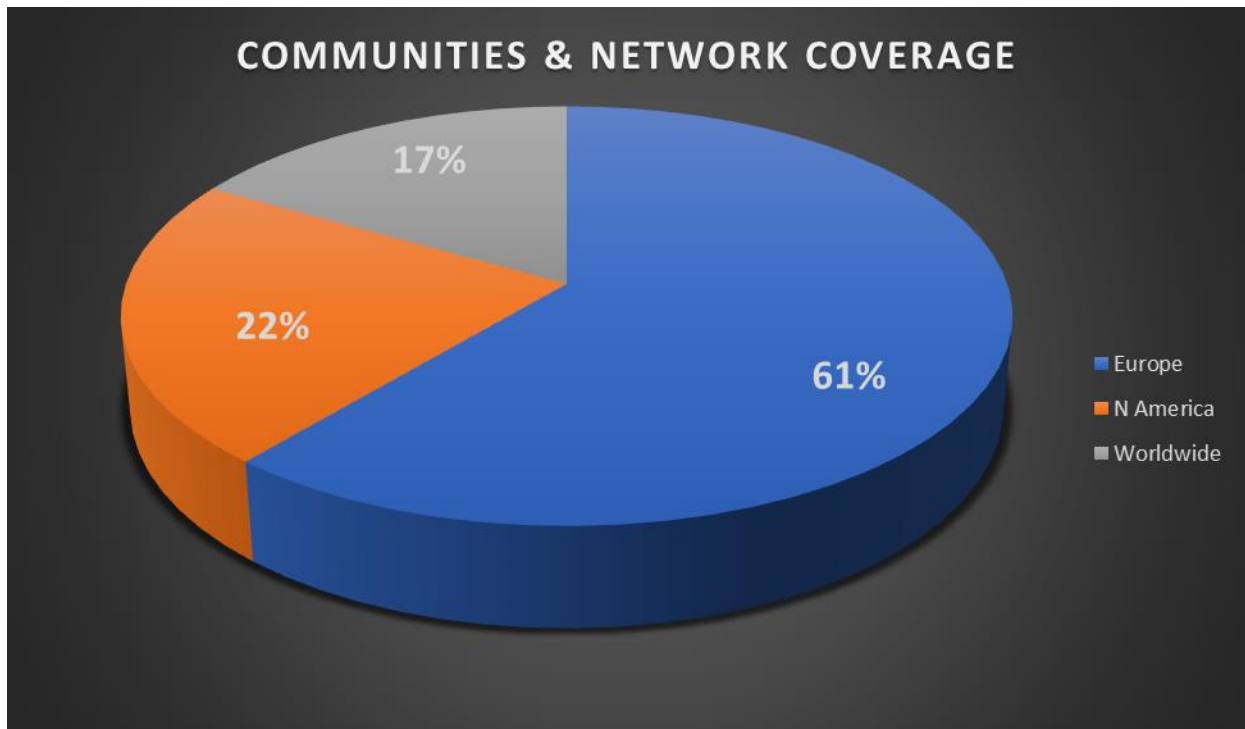


Figure 15: Communities and network coverage

This figure shows the coverage of the communities and networks that were the subject of the partners' voting in order to identify the most relevant with **TheFSM** project.

No	COMMUNITIES	FIELD OF WORK	MARKET	TOTAL RANKING
1	EFSA - European Food Safety Authority	Agri-food initiative	Europe	39
2	GFSI - Global Food Safety Initiative	Agri-food initiative	Worldwide	36
3	COPA COGECA - European farmers EU agri-cooperatives	Agri-food initiative	Europe	32
4	IFOAM-OE	Agri-food initiative	Europe	32
5	BDVA - Big Data Value Association	Data exchange initiative	Europe	31
6	EIT FOOD	Agri-food initiative	Europe	29
7	Food and Drink Europe	Agri-food initiative	Europe	29
8	Safe Foods Corporation	Agri-food initiative	Worldwide	27

9	FMI The Food Industry Association	Agri-food initiative	N America	26
10	Trace Alliance	Supply chain initiative	Europe	26
11	CBA - Consumer Brand Association (former US GMA - Grocery Manufacturers Association)	Agri-food initiative	N America	24
12	AIOTI Group - Alliance for Internet of Things Innovation	Data exchange initiative	Europe	23
13	GOOD FOOD FOUNDATION	Agri-food initiative	N America	20
14	Weston A. Price Foundation	Agri-food initiative	N America	19
15	GROW Observatory	Data exchange initiative	Europe	19
16	EFFAT - European Federation of Trade Unions in the Food, Agriculture and Tourism	Agri-food initiative	Europe	18
17	EuroCoop - European Community of Consumer Cooperatives	Agri-food initiative	Europe	18
18	AgriXchange	Data exchange initiative	Worldwide	17

Table 17: Community and partnerships relevance results

This table depicts the listing of the communities and networks in relation to their relevance with **TheFSM** project according to the partners' voting.

4.4 Reporting on established partnerships

TheFSM project within already its first year of operation, has achieved its membership into 3 related and considerable networks, namely:

- **The Big Data Value Public-Private Partnership**, that aims to form a functional Data Market and Data Economy in Europe, in order to allow Europe to play a leading role in Big Data in the global market. The Big Data Value PPP is a partnership between the European Commission and the Big Data Value Association (BDVA).
- **The Trace Alliance**, an EU based, non-profit association within the Origin Trial ecosystem that functions as an inclusive and collaborative hub, connecting organizations aiming to work together and solve complex supply chain challenges using blockchain technology. Every member that partners with the Trace Alliance benefits from the access that is given to new academic research papers and to knowledge resources. Moreover, direct access to use cases is granted along with access to new releases of technologies and solutions contributing to the member's promotion

goals. Finally, a partnership with the Trace Alliance promotes the networking of the member offering enhanced visibility at Trace Alliance events along with the co-creation of a blockchain environment for supply chains and beyond.

Trace Alliance works with:



Enterprises

Companies that want to use the protocol for their supply chain challenges and are seeking rapid and effective solutions. This includes retail companies, manufacturers, logistics providers and other stakeholders.



Service Providers

Companies that provide supply chain management solutions and consulting or advisory services to help their clients be more efficient, and enhance product and consumer safety and brand protection.



Development Community

Individuals or groups of developers interested in building applications for supply chains on top of decentralized network capabilities, as well as improving the OriginTrail protocol core.



Research Institutions

Entities that have significant theoretical, empirical and research knowledge and can contribute to resolution of theoretical and practical challenges.

- **The Global Food Safety Initiative (GFSI)**, a network that connects the global food community with concerns regarding shared agreements of food safety. Its aim is to build consumers' trust in the food they buy no matter where it comes from and no matter where they live by improving food safety management practices. GFSI is also the one who decides on the measures for the food business facing ongoing certification disruption. Agroknow, the coordinator of **TheFSM** project has already paved the way for the project's participation and representation at the GFSI Conference that will take place in March 2021, where over 1.200 food industry leaders from 50+ countries will attend, making the Conference the meeting place for decision-makers from across the supply chain. Participants will share knowledge, strengthen their networks and showcase their learnings and business.

5. ADAPTATION OF THEFSM PLATFORM

5.1 TheFSM Platform

The Food Safety Market (**TheFSM**) aims to deliver an industrial data platform that will significantly boost the way that food certification takes place in Europe. It brings together and builds upon existing innovation from innovative ICT SMEs to deliver a uniquely open and collaborative virtual environment. The platform will facilitate the exchange and connection of data between different food safety actors, who are interested in sharing information critical to certification. **TheFSM** aspires to catalyse the digital evolution of the quite traditional but very data-intensive business ecosystem of global food certification.

There is a series of specific technology stacks and frameworks that we are building upon, delivering an open, distributed and interconnected platform that can address the needs of our stakeholders. More specifically, these technologies are going to be:

Component	Partner
Data Platform	Agroknow
OriginTrail	Prospeh
GraphDB	SAI
Ontotext Platform	SAI
ubi:weaver platform	Ubitech
FOODAKAI	Agroknow
Food Inspector	Agroknow
AGRIVI	Agrivi

Table 18: Technology stacks and frameworks

The interaction and secure communication between the above-mentioned different components of the platform will be based on web APIs and secure data storage, so that we can connect to other software systems that the food supply stakeholders already use. As the next diagram illustrates, the starting point will be a reference architecture that combines a number of innovative components that the technology partners bring in the project.

Moreover, the architecture also shows the way that 3rd party applications and services can be connected via data connectors and an API gateway. More specifically, it is provisioned to test the connection with Farm and livestock management applications that are typically used by agricultural producers to manage information about their farming and agricultural practices. Reading critical certification data such as data about spraying, critical control parameters estimated from sensor data will be foreseen.

The connection of Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) systems already used by the certification bodies and food manufacturers to store information about the producers and audit results. In the project, we will develop the data connectors for exchanging data with the ERP systems that TÜV AUSTRIA partners are using.

The connection of third-party databases that provide information about certificates and producers, from certification scheme owners like Global G.A.P, BRC and others. In the project, we will develop the data connector for exchanging data with the database of Global G.A.P..

The connection with other agriculture and food data platforms, such as the IBM's Food Trust, AgriPlace, Microsoft's FarmBeats, and other blockchain platforms such as the SAP solution.

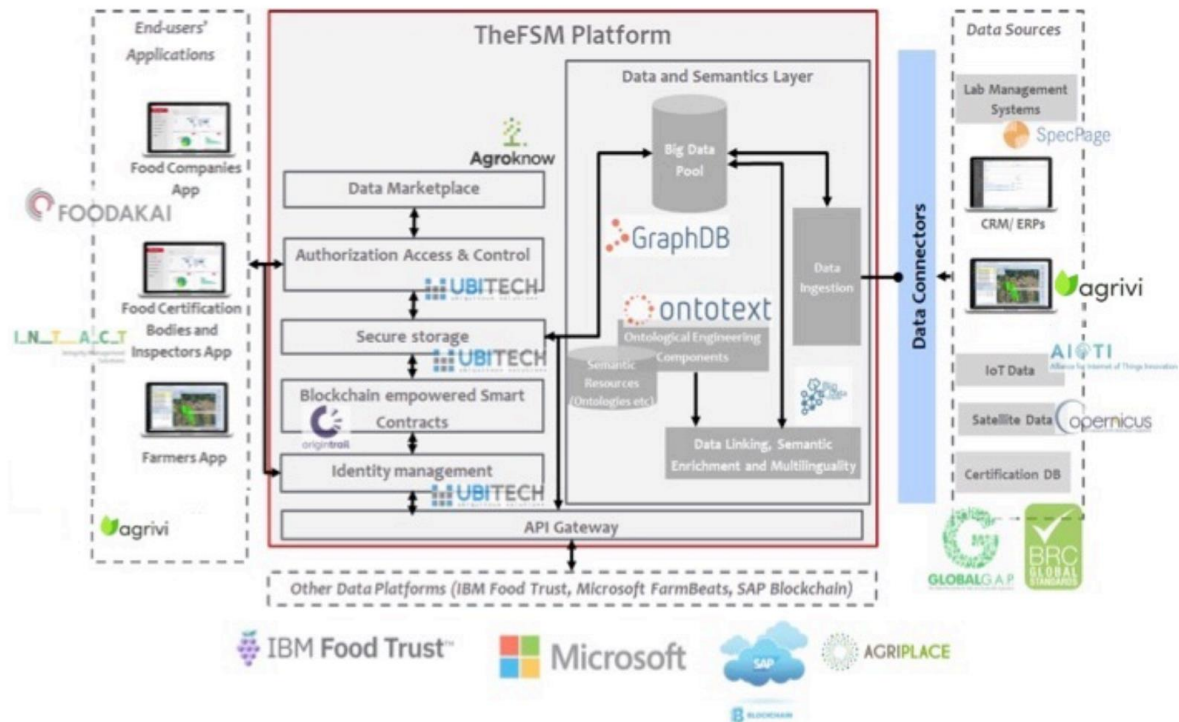


Figure 16: TheFSM platform architecture

5.1.1 Foodakai



FOODAKAI is an intelligent online system that minimizes the food safety risks in the food supply chain by delivering insights about hazards in raw materials and products. It strategically gathers, process and deliver live food safety data and risk estimation for ingredients, products and suppliers in an easy, fast and cost-effective way.

FOODAKAI Alerts deliver an instant or daily overview of food safety incidents in clients' email for the raw materials, ingredients and products that interest each different recipient. In this way, it guarantees that the customer will not miss a trend but also that he/she can access a single point instead of searching in multiple sites, minimizing the time needed for getting all these valuable and critical data.

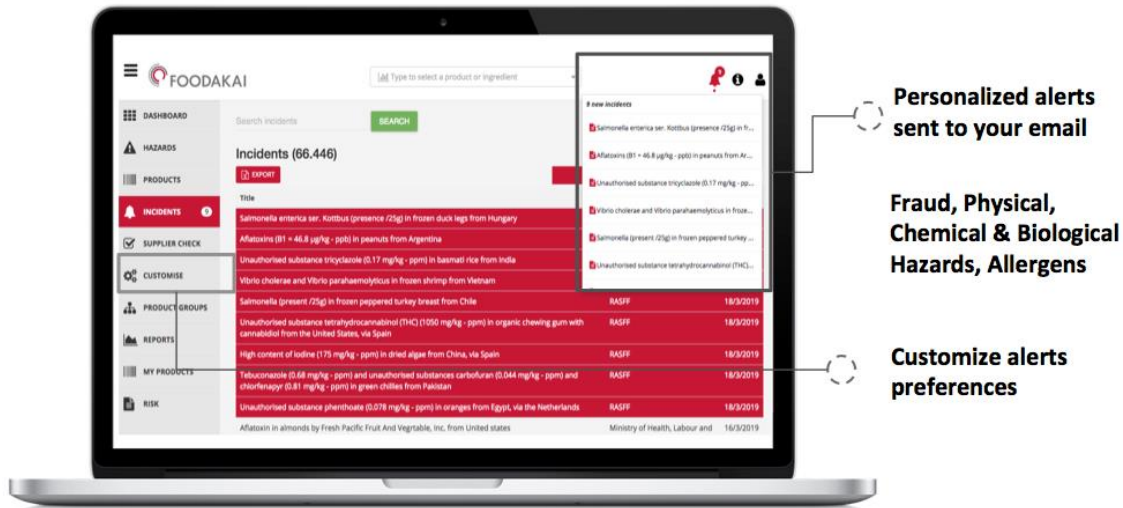


Figure 17: FOODAKAI alert component

Moreover, **FOODAKAI provides supplier's history** to identify the incidents they have been involved in and evaluate their relevance and gravity. Furthermore, a detailed hazard profile of each customer's ingredients and raw materials is developed. Hence, each customer can define the preventative measures for the suppliers and adapt the sampling plan depending on their current situation and the global food safety trends.

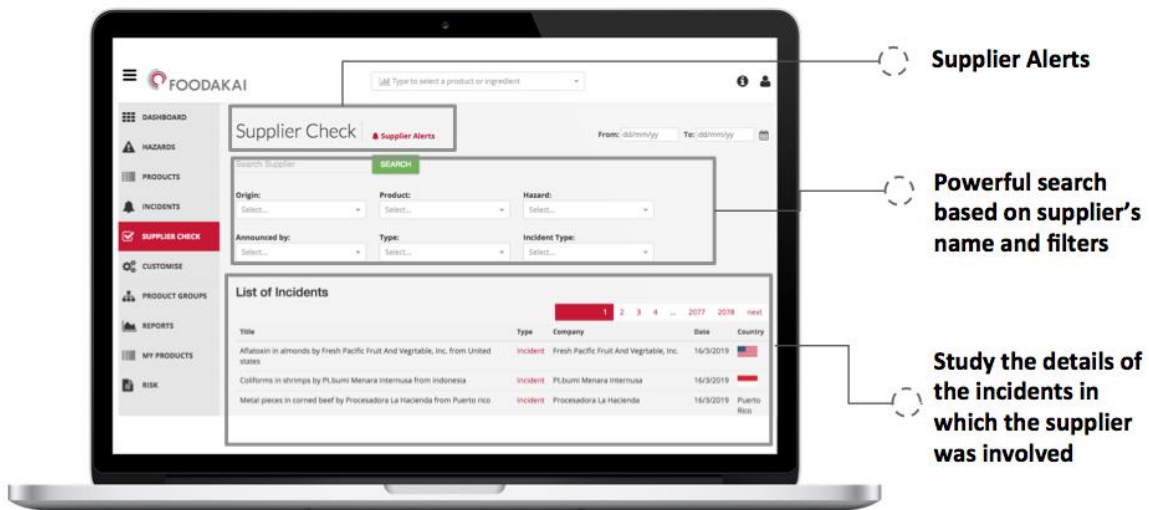


Figure 18: FOODAKAI supplier component

Additionally, FOODAKAI performs vulnerability assessment for Food Fraud and identifies where extra audits should be performed. In this way, the customers can: i) instantly upgrade their food safety strategy by introducing a mechanism to prevent issues based on emerging and increasing hazards; ii) shift investments to a more substantial identification of the risk and the achievement of increased efficiency.

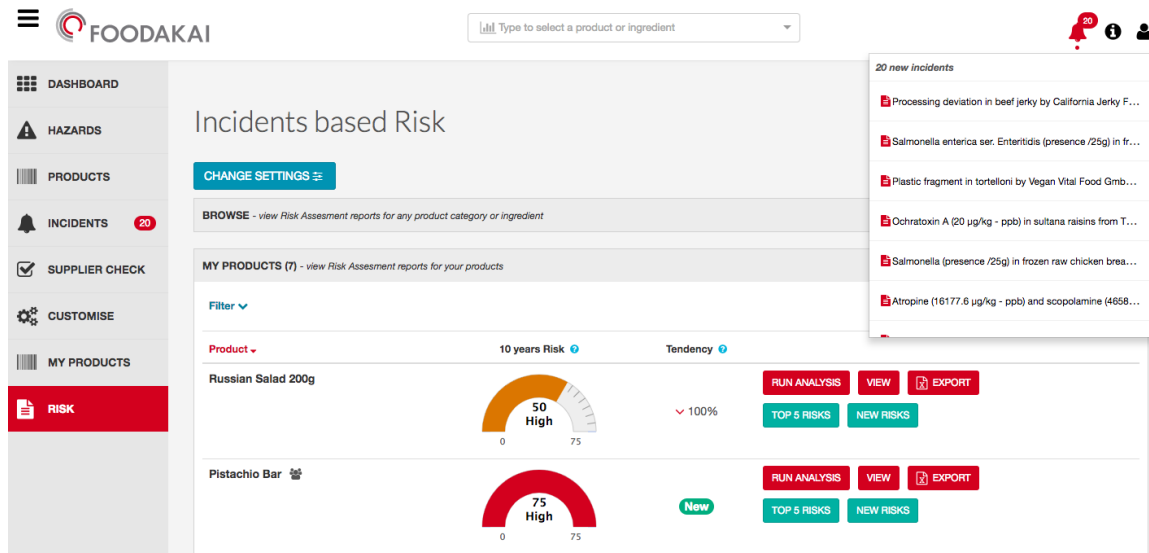


Figure 19: FOODAKAI risk component

5.1.2 Agrivi



Agrivi is a farm management software, which enables its user to plan, monitor and analyze all activities on the farm easily. Tillage, planting, spraying, fertilization, irrigation, harvesting and all other activities are managed with a few clicks. Agrivi provides complete support for all crops: fruit, vegetables, grains and other.

Farm Management

Manage all the farming data including field activities, farm finances, and inventory In one single place.

Advanced Pest Detection Algorithms

Provide alerts if there is a risk of insect pests or diseases on the fields and protect the crops timely.

Powerful Analytics

Real-time overview of the farm performance helps the user to make the right decisions based on facts.

Best Practice Knowledge

Help the farmer plan the entire season with the help of the Agrivi's agricultural knowledge base and ensure higher yield.



Figure 20: Agrivi enterprise farm management system

5.1.3 Food Inspector

Food Inspector

Food Inspector is an application aiming: to allow inspectors to manage a certification workflow by requesting and accessing data coming from a food company (that is requesting them to audit their production facilities and/or their suppliers for a new certificate, a renewal or a verification), from the ERP of the certification body that has financial and administrative data, from third-parties like labs submitting data that support or inform a certification, etc.

Food inspector is an online dashboard that will be particularly serving users from certification bodies. This application will allow inspectors to manage a certification workflow by requesting and accessing data coming from the client requesting a new certificate, a renewal or a verification.



Figure 21: Food Inspector workflow

The auditor/inspector can perform an analysis of the market in terms of incidents and inspections being reported but also find companies and relevant recalls and inspections. Furthermore, the auditor/inspector can use filters to find companies with specific criteria e.g. find companies from Greece that produce meat products.

The core elements of the Food Inspector are:

Actor: Auditor/Inspector of a Certification Body

Goal: Optimize the certification process

Value: Reduce the time and the cost per certificate

With the Food inspection application, the auditor can store all his clients and his prospects in a list to get alerts every time that the client will be involved in an incident (recall, border rejection, inspections, warning letters).

Food Inspector is in development phase.

5.2 Stakeholders

Key stakeholders of **TheFSM** platform as were presented in the D1.1: "Report on Requirements for **TheFSM**" and D7.1: "Market Research and Strategy Report".

Group	Sub-group	Type	Maturity
Food Sector Users	Certification Bodies	Potential adopter	Sophisticated
	Certification Scheme Owners	Potential adopter	Sophisticated
	Food distributors & retailers	Potential adopter/Promoter	High fragmentation
	Primary producers & farmers	Potential adopter/Promoter	High fragmentation
Tech Providers	ICT contributors to the TheFSM technology stack	Interested party	n/a
	Providers of ICT services to the food sector	Interested party	n/a

Table 19: Stakeholders groups

6. CONCLUSION

This deliverable aims to shed light on all the activities that the **TheFSM** project was engaged in during the first year of its implementation and on the impact generated through the productive and effectual KPIs that were set. Proven strategies and tactical methods to maximize the project's impact were analyzed, along with the design, implementation and monitoring of a community engagement and partnership development approach, with the ultimate goal of establishing and strengthening **TheFSM's** mark in the worldwide agro-food sector. To put it simply, this report has been designed to serve as a basis for the marketing efforts and the intensive procedures followed for the creation and enrichment of the valuable partnerships the project entered into and intends to be a participant of.

As **TheFSM** project evolves within a supportive and enabling environment, it has the efficiency to adopt market changes and opportunities, be ambitious and more competitive and increase its growth potential.

The crucial step made is the continuous monitoring of the dissemination activities and the identification of the exploitable impact of **TheFSM** on its key stakeholders (food sector users and tech providers), together with the most immediate market data and updates. We have a number of activities planned and upcoming — deliberately geared towards securing sensible and sustainable dissemination and partnership goals and attaining more leads.

Consequently, all these efforts aim to upgrade the project's impact and support the piloting activities of the project, along with the participation of **TheFSM** project into even more related, distinguished networks.

7. ANNEX 1 - COMMUNITY AND PARTNERSHIPS RELEVANCE RESULTS

#	Organisation name	Market	Agroknow	SAI	Ubitech	Agrivi	PROSPEH	UNIVIE	WFSR	TAH	TAR	VALORITALIA	TOTAL
1	COPA COGECA	Europe	2	4	3	4	4	3	3	3	3	3	32
2	EFFAT	Europe	1	2	2	2	2	2	1	2	2	2	18
3	EFSA	Europe	4	4	4	4	4	4	4	4	3	4	39
4	EIT FOOD	Europe	3	3	3	3	3	3	2	3	4	2	29
5	EuroCoop	Europe	2	2		2	2	2	2	2	2	2	18
6	Food and Drink Europe	Europe	2	3	3	3	4	3	1	3	4	3	29
7	CBA Consumer Brand Association	N America	3	3	2	2	4	2	1	2	2	3	24
8	FMI	N America	2	3	2	3	3	3	2	3	2	3	26
9	GOOD FOOD FOUNDATION	N America	2	2	2	2	2	2	2	2	2	2	20
10	Weston A. Price Foundation	N America	2	1	2	1	1	2	4	2	2	2	19
11	GFSI	Worldwide	4	3	4	3	4	3	4	4	4	3	36
12	Safe Foods Corporation	Worldwide	2	3	3	3	3	3	2	3	2	3	27
13	AIOTI group	Europe	2	2	2	3	3	2		3	3	3	23
14	BDVA	Europe	2	4	3	3	3	3	4	3	3	3	31
15	GROW observatory	Europe	1	2	2	2	2	2	2	2	2	2	19
16	AgriXchange	Worldwide	1	2	1	1	1	2	2	2	2	3	17
17	Trace Alliance	Europe	2	3	3	3	3	3	2	2	2	3	26
18	IFOAM-OE	Europe	2	4	3	4	4	4	2	3	3	3	32

Table 20: Community & Partnerships mapping