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

D8.3 - Dissemination, Communication & Stakeholders Engagement Plan

DELIVERABLE NUMBER	D8.3
DELIVERABLE TITLE	Dissemination, Communication & Stakeholders Engagement Plan
RESPONSIBLE AUTHOR	Dimitris Fotakidis (Agroknow)

TheFSM
The Food Safety Market

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

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
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WORKPACKAGE N. | TITLE	WP8 | Project
WORKPACKAGE LEADER	Agroknow
DELIVERABLE N. | TITLE	D 8.3 | Dissemination, Communication & Stakeholders Engagement Plan
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DOCUMENT URL	
DATE OF DELIVERY (CONTRACTUAL)	Not in the DoA
DATE OF DELIVERY (SUBMITTED)	29 July 2021 (M18)
VERSION | STATUS	3.0 | Final
NATURE	Report
DISSEMINATION LEVEL	Public
AUTHORS (PARTNER)	Dimitris Fotakidis, Giorgos Konstantinidis, Nikos Manouselis, Charalampos Thanopoulos, Francesca Tsaropoulou, Iliana Giannelou (Agroknow)
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VERSION	MODIFICATION(S)	DATE	AUTHOR(S)
0.1	ToC, Chapter 1, Chapter 2	28/02/2020	Manouselis Nikos (Agroknow), Tsaropoulou Francesca (Agroknow), Bozou Eva (Agroknow)
0.2	Updated Chapter 1, Updated Chapter 2, Chapter 3, Chapter 4	10/04/2020	Pitteros Dimitris (Agroknow), Manouselis Nikos (Agroknow), Tsaropoulou Francesca (Agroknow), Giannelou Iliana (Agroknow)
0.3	Updated ToC, Updated Chapter 2, Updated Chapter 3, Updated Chapter 4, Annex	11/05/2020	Pitteros Dimitris (Agroknow), Konstantinidis Giorgos (Agroknow), Manouselis Nikos (Agroknow), Tsaropoulou Francesca (Agroknow), Giannelou Iliana (Agroknow), Thanopoulos Charalampos (Agroknow)
0.4	Final Draft for review	22/5/2020	Francesca Tsaropoulou (Agroknow)
1.0	Final version	29/5/2020	Francesca Tsaropoulou (Agroknow)
1.1	Updated ToC	31/05/2020	Nikos Manouselis, Charalampos Thanopoulos, Francesca Tsaropoulou, Iliana Giannelou (Agroknow)
1.2	Chapter 1, Chapter 2, Chapter 3, Chapter 4	03/08/2020	Dimitris Fotakidis, Giorgos Konstantinidis, Nikos Manouselis, Charalampos Thanopoulos, Francesca Tsaropoulou, Iliana Giannelou (Agroknow)
1.7	Updated ToC Updated Chapter 2 Updated Chapter 3 Updated Chapter 4 Annex	07/01/2021	Dimitris Fotakidis, Giorgos Konstantinidis, Iliana Giannelou, Charalampos Thanopoulos, Francesca Tsaropoulou (Agroknow)
1.8	Final Draft for review	24/01/2021	Dimitris Fotakidis, Giorgos Konstantinidis, Iliana Giannelou, Charalampos Thanopoulos, Francesca Tsaropoulou (Agroknow)
1.9	Internal Review	28/01/2021	All Partners
2.0	Final version	31/01/2021	Dimitris Fotakidis (Agroknow)

2.1	Updated ToC	21/04/2021	Dimitris Fotakidis, Charalampos Thanopoulos, Francesca Tsaropoulou, Iliana Giannelou (Agroknow)
2.2	Updated Chapters 1, 2, 3, Annex	31/05/2021	Dimitris Fotakidis, Charalampos Thanopoulos, Francesca Tsaropoulou, Iliana Giannelou (Agroknow)
2.7	Updated Chapters 3, 4, 5, 6, Annex	27/06/2021	Dimitris Fotakidis, Charalampos Thanopoulos, Francesca Tsaropoulou (Agroknow)
2.8	Final Draft for review	09/07/2021	Dimitris Fotakidis, Charalampos Thanopoulos, Francesca Tsaropoulou (Agroknow)
2.9	Internal Review	20/07/2021	Eleni Tsironi (Ubitech)
3.0	Final version	29/07/2021	Dimitris Fotakidis (Agroknow)

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ACRONYMS LIST

TheFSM	The Food Safety Market
BDVA	Big Data Value Association
CAGR	Compound annual growth rate
CV	Curriculum Vitae
DARIO	Data, AI and Robotics
DG AGRI	Directorate-General for Agriculture and Rural Development
DG CONNECT	Directorate-General for Communications Networks, Content and Technology
DG SANTE	Directorate-General for Health and Food Safety
DoA	Description of Action
EC	European Commission
ERP	Enterprise Resource Planning
EU	European Union
GODAN	Global Open Data for Agriculture & Nutrition
ICT	Information and Communication Technology
IT	Information Technology
KPI	Key Performance Indicator
M	Month
MQL	Marketing Qualified Lead
PR	Public Relationship
R&D	Research & Development
R&I	Research & Innovation
RSS	Really Simple Syndication
SEO	Search Engine Optimisation
SMEs	Small and medium-sized enterprises
SQL	Sales Qualified Lead

WP	Work Package

EXECUTIVE SUMMARY

The EU-funded **TheFSM** project is developing an industrial data platform in order to give a digital boost to the way food certification takes place in Europe, addressing the demand of the global food industry, food growers, manufacturers/processors, import/exporters, distributors, retailers, and packagers, for certified to food safety standards. **TheFSM** is a project designed to strengthen engagement with all possible stakeholders and build effective collaboration and synergies in the domain of food safety and food fraud.

This document constitutes deliverable 8.3, **TheFSM** Dissemination, Communication & Stakeholder Engagement Plan, in the framework of Work Package 8 (WP8). The aim of this deliverable is to outline and consolidate the communication and dissemination strategy of **TheFSM** activities carried out during its lifetime. The deliverable is also focused on identifying the most efficient means to interact with the partners and the identified target groups and to disseminate and communicate the results, making them easy to be obtained by the stakeholders. To this end, the current plan sets out:

- the strategy that will be followed by the consortium to communicate the project's objectives;

- the dissemination tools and the communication materials that will be exploited effectively and efficiently by **TheFSM** partners, spreading the project's activities, achievements and tangible results, such as the project's website and social media as well as a set of public activities and events;

- the need to implement efforts fostering the true stakeholder engagement of actors and stakeholders in the whole agri-food value chain.

Additionally, the document analyzes and encompasses extensively the responsibilities of each partner in tandem with the key performance indicators that will be used to assess the effectiveness of each performed action.

Considering the evolving characteristics of the project, this document will serve as a "living document" throughout the project, guiding the communication and dissemination efforts carried out by the consortium, while it will be regularly reviewed and updated in order to ensure that its objectives are met. Hence, this is already the third version of the deliverable, presenting the updated dissemination, communication and stakeholders engagement plan.

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1. INTRODUCTION

1.1 Our intended impact

Progress in digital technologies in combination with other key enabling technologies is changing the way we design, produce, commercialize, and generate value from products and related services. The challenge ahead is for the European industry to seize fully and swiftly these digital opportunities. While bringing new opportunities, digital innovations also open the door for new competitors in key parts of the value chain. European businesses face the threat of vendor lock-in with a few ICT suppliers or platform owners from other countries (especially the United States), which will shift a major part of value creation outside their business sphere.

This is exactly the challenge that the European food industry and major European certification bodies (such as our **consortium partners TÜV AUSTRIA HELLAS**[1]**, TÜV AUSTRIA ROMANIA**[2] **, TÜV AUSTRIA CYPRUS**[3] and the **Valoritalia**[4] and other relevant bodies such as **Lloyds Inspection Services** [5] and **SGS** [6]) are facing: their clients will soon be requesting from them to share data using platforms from very few ICT suppliers, mostly of US origin. Right now, the US food safety market is moving extremely fast. The decision of the **US Food and Drug Administration (FDA)** to prioritise blockchain-powered data sharing for food traceability (and assign as a Deputy Commissioner the ex-Walmart VP of food safety that led the **Walmart-IBM** blockchain pilot) is indicative of the upcoming change. At the same time, we see European giants like **Carrefour** announcing their decision to adopt the **IBM Food Trust** solution.

1.2 TheFSM's market overview

The food industry occupies a unique and privileged place inside every single household. Food and beverages play a central role in our lives, for sustenance, health and pleasure. Collectively, Europeans assign 14 percent of their expenditure to feeding themselves and their families. Every day of the year, households are buying, storing, preparing and consuming an enormous range of food products – from basic ingredients to readymade meals – which are produced and delivered by the largest manufacturing sector in the EU. Following the above statistics and the growing consumer awareness about certified food products, the **demand for food certification** has significantly increased. This has led to the voluntary adoption of certification programs by food

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[1]https://tuvaustriahellas.gr/?lang=en

[2]https://www.tuv-austria.ro/en/

[3]https://tuvaustriahellas.gr/cyprus

[4]https://www.valoritalia.it/

[5] http://www.lloydsinspectionservices.com/

[6] https://www.sgs.com/

manufacturers to gain consumer trust. Another important factor that drives the growth of the market is the increasing demand for processed meat products certification.

Figure 1: Position of TheFSM within the global food certification market

The **global food certification market** is a vertical, multi-sided one that shares a common need: 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. It has grown remarkably in the last few years. The market size is projected to grow from USD 17.0 billion in 2018 to USD 24.6 billion by 2023, at a CAGR of 7.7% during the forecast period[7].

Emerging economies such as India, China, and Brazil are the potential primary markets of the industry. Growing international trade, coupled with increasing food safety regulations, has been fueling the demand for food certifications. Rising prevalence of foodborne illness is expected to drive the growth of the market during the next decade. The food certification market, based on type, is segmented into ISO 22000, BRC, SQF, IFS, halal, kosher, free-from certification, and others such as FSSC 22000, ISTA, other GFSI certifications. The free-from certifications segment is projected to grow at the highest CAGR among all food certification types from 2018 to 2023.

Regulatory bodies in various countries are asserting that food producers have appropriate allergen or gluten free labeling on their products, owing to the growing concerns among consumers about food allergies; this is expected to drive the demand for free-from certification during the forecast period.

Based on application, the market is segmented into meat, poultry, and seafood products, dairy products, infant food, beverages, bakery & confectionery products, free-from foods, and others. The meat, poultry, and seafood products segment are projected to lead the market during the

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[7]https://www.marketsandmarkets.com/Market-Reports/food-certification-market-82063283.html

forecast period. A certification system is required for the entire value chain of meat, poultry, and seafood products-from processors to importers, exporters, and distributors. Increasing meat product recalls across several countries are fueling the demand for food certifications for meat, poultry, and seafood products.

Based on the risk category, the food certification market is segmented into high-risk foods and low-risk foods. The high-risk foods segment is projected to grow at a relatively higher CAGR from 2018 to 2023 as these foods are more prone to bacterial contamination due to high moisture and protein content, and therefore stringent quality standards are maintained while manufacturing, storing, and transporting these products.

Figure 2: The food safety market top facts

1.3 Report structure

This deliverable is consisted of 9 chapters and its construction is the following:

Chapter 1 - Introduction: This chapter provides the general concept based on which this deliverable is built upon. It describes *TheFSM's* scope and its possibilities to make a significant impact both in the European and the global food certification market. Further it outlines the relations of this deliverable to other activities and deliverables of *TheFSM* project while it analyzes both the expected impacts and the pathways towards impact maximization.

Chapter 2 - Dissemination and Communication Strategy: In this chapter one can find the analysis of the dissemination and communication strategy as well as the objectives of both the dissemination and communication measures. Moreover, this section provides an overview of the series of layers and actions which this strategy is based on and further it refers to the dissemination KPIs and their allocation among the partners as it was validated from the consortium. Finally measures to monitor the dissemination activities, to provide in open access the scientific results and deliverables of the project and to safeguard the data of subscribed recipients of *TheFSM's* newsletter are also analyzed here.

Chapter 3 – Dissemination tools and channels: With the aim to expand the influence and the outreach of the project and its results, the most efficient offline and online dissemination tools and channels that are predicted to be used both to the key-stakeholders and to the general public are elaborated in this section. Also, emphasis is given to techniques for creating impactful content for the material that *TheFSM* channels will reproduce.

Chapter 4 - Engagement with SMEs: Two factors that will contribute positively in the completion of the engagement of *TheFSM* with SMEs and are considered of great importance are: the foreseen activities and the dissemination and awareness plan, enriched with the creation of the personas towards deeper understanding of the SMEs' needs.

Chapter 5 - Liaison with other initiatives: A brief explanation of the liaisons' benefits and advantages that our project will have, takes place in this section. More information about the liaison with the BigDataGrapes project is described, explaining the catalytic role that the usage of mature results from other EU-funded projects will have on our project.

Chapter 6 – Partnerships: The challenges that *TheFSM* project has to face in order to develop the business ecosystem around it are analyzed in chapter 6. Moreover, the specific activities that are envisaged to be implemented in order to enhance and facilitate the adoption of the platform from the industry, are further referred.

Annexes A, B and C: These three chapters contain complementary to this deliverable information such as: (i) the project selection logo; (ii) the evolution of the tables that the consortium partners are using internally for high-level observation and collaboration; and (iii) the per-partner allocation of the dissemination activates for the following years to empower the diffusion of the project's results.

1.4 Relations to other activities in the project

D 8.3 is a direct outcome of T8.4 Project Dissemination and Communication Planning, Monitoring & Related Activities. It is the third deliverable of the Work Package 8 – Project and provides a detailed plan that will present the design and development of dissemination and communication

activities, tasks, timetables and expected results. Moreover, it includes all the communications channels (i.e., project website and social media).

Deliverable	Nature of the relationship
D1.1 Report on Requirements for TheFSM	Output: Provision of a well-structured and detailed communication and dissemination strategy, helping **TheFSM** to keep in the loop all the stakeholders by covering their business needs and expectations through day-to-day communication via our tools and channels.
D7.1 Market Research & Strategy Report	Output: The roadmap for the project marketing strategy i.e., all the aspects needed to position **TheFSM** in the market context. Input: The market overview was being used to align the dissemination and communication strategy with the future marketing techniques that **TheFSM** consortium intends to use to promote its outcomes with the most tailored to the right stakeholders– at the right time – in the right environment messages.
D7.2 "Ongoing Documentation of Governance and Business model"	Input: The knowledge occurring by the creation of personas and the identification of the Marketing Qualified Lead (MQL) and the Sales Qualified Lead (SQL) of the **TheFSM** platform was the base towards the expansion of the plan for high engagement of the SMEs to our project's activities.
D7.3: Annual Report of Marketing, Sales & Partnership Activities	Output: 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.
D7.4 Future Sustainability Roadmap for **TheFSM**	Output: The positioning and uptake strategy to better plan for the way in which the data platform will continue to operate and evolve.
D8.4 Dissemination & Communication & Activities Report	Output: The framework under which the report will be structured.

Table 1: Link to other deliverables

1.5   Next steps

Next steps are focused on the expansion of the project's outcomes and on informing all the key-stakeholders and the general public. For this reason, during the 3rd Plenary Meeting, partners finalized and validated on the distribution of the dissemination and communication measures among them, and the main goal that was set as a priority is to diffuse the already generated knowledge, to maximise the visibility of the project's general objectives and to inform the different target audiences and make the **TheFSM** results available to them. Towards this goal and in order to handle effectively future challenges and achieve critical levels of impact, fulfilling TheFSM's bold commitment, our project will gather efforts towards creating dialogue and collaboration with relevant projects and making the most of the innovative outcomes of these synergies. Moreover, meaningful liaisons with other projects will be attempted as they are considered to be of major importance for the achievement of the project's goals. One of the most promising perspectives of **TheFSM** project will be the promotion of its activities, enriching thus the adoption of its platform, as well as the evolution of the business ecosystem around it. A core element of TheFSM's actions will be not only the dissemination of its results or derived expertise, but moreover the building of a connection between the project and the industry within which its outcomes will be implemented.

1.6   Our High-Level Impact Indicators

The table below illustrates how **TheFSM** participants are expected to contribute to the foreseen impacts set out in the Work Programme of the call.

Work Programme aim	*TheFSM* 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>)**
	We will fully digitize food safety data transactions in order to help involved parties execute them in a faster and more efficient manner	**# of fully automated data sharing workflows and transactions supported through the platform (<u>target: >10 overall</u>)**

		% of time saved in data transactions channeled through the platform **(target: >50%)**
	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	**# of new service offerings that TÜV AUSTRIA subsidiaries will include in their certification portfolio (target: >3 per subsidiary)**
20% annual increase in the number of data provider organisations in the industrial data platforms	We will involve and engage in each innovation pilot, organisations that need to share data with their buyers or inspectors	**# of food companies joining the innovation pilots in each country to share data (target: >3 companies involved in each pilot to share data)**
	We will implement digital & physical marketing activities to identify, profile and attract appropriate clients to test data sharing through **FOODAKAI**	**% of annual increase in the number of organisations using the platform to share food safety data (target: >300% every year)**
30% annual increase in the number of data user/buyer organisations using industrial data platforms	We will involve and engage in each innovation pilot, organisations that need to access data from their suppliers or 3rd parties (e.g. labs)	**# of local or regional stakeholders joining the innovation pilots to access and use data (target: >2 organisations involved in each pilot to access data)**
	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**	**% of annual increase in the number of organisations using the platform to access and use food safety data (target: >300% every year)**

20% annual increase in volume of business (turnover) channelled through the platforms	We will work on gradually introducing **FOODAKAI** to support and enable all data exchange that concerns agriculture and food certificates that the 5 participating certification and inspection bodies issue for their clients	**% of annual increase in numbers of agri-food inspections and certificate renewals channeled through the platform (target: >500% increase every year)**
		% of actual business revenue that the participating certification & inspection bodies will be enabling through the platform after the project ends (target: >10% of agri-food inspections and certificate renewals channeled through the platform)

Table 2: TheFSM KPIs

1.7 Our way to maximize impact

Aiming to push awareness and help create memorable impact with our desired audience, **TheFSM** consortium completed a detailed stakeholder mapping and grouped them into segments based on their characteristics. This identification and clustering of the target groups were of utmost importance in order to ensure that project's work and outcomes will be communicated rightly.

Group	Sub-group	Examples
Food Sector Users	Certification Bodies	TÜV AUSTRIA GROUP, OF&G[8]
	Certification Scheme Owners	GFSI[9], BRC, IFS Food, GlobalG.A.P., The European Organic Certifiers Council[10]
	Food distributors & retailers	Euro Coop[11], Food Drink Europe[12], Grocery Manufacturer Association[13]

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[8] http://ofgorganic.org/

[9] https://www.mygfsi.com/

[10] https://eocc.nu/

[11] http://www.eurocoop.coop/

[12] https://www.fooddrinkeurope.eu/

[13] http://gmaonline.org/

	Primary producers & farmers	Copa Cogeca[14], WFO-OMA[15], Organic Farmers Association[16], Farm Retail Association[17], OStevia Hellas
Tech Providers	ICT contributors to the **TheFSM** technology stack	Trail Alliance[18], Big Data Value Association[19], other innovative ICT companies in Europe
	Providers of ICT services to the food sector	Ag/FoodTech startups, Farm Management System & Lab Management System providers, ERP providers

Table 3: Overview of key targeted stakeholders and networks we aim to engage

TheFSM will adopt a funneled approach to disseminate and communicate the project's results to its key stakeholders. A multi-channel dissemination and communication strategy will be followed to reach different target groups, with an emphasis on a wide geographic coverage. The basic principles underlying the strategy that will be followed are simplicity and consistency of interactions tailored to the right person – at the right time – in the right environment. To maximize impact with given resources, the effectiveness of various outreach activities will be evaluated and adjusted to the level of need and involvement of different target groups throughout the project's implementation. The Figure below outlines key channels for dissemination and key target audiences in different stages of the project's lifecycle.

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[14] https://copa-cogeca.eu/

[15] http://www.wfo-oma.org/

[16] http://organicfarmersassociation.org /

[17] http://www.farma.org.uk/

[18] https://alliance.origintrail.io/

[19] http://www.bdva.eu/

REACH

TheFSM branding and communication material and website (e.g., project and platform logo, creation of the project's website, brochures, banners and posters)

Intensity: **Frequent**
Audience: **All the target groups and media**

INFORM

TheFSM campaigns and social media (e.g., social media accounts of the project, high-content posts, press releases and interviews of successes stories)

Intensity: **Strong**
Audience: **All the target groups and media**

PRESENT

TheFSM policy, business and scientific outreach (e.g., white papers, participation in events and publication of papers)

Intensity: **Strong**
Audience: **Food sector users and Tech Providers**

ENGAGE

Learning feedback loop

Intensity: **Frequent**
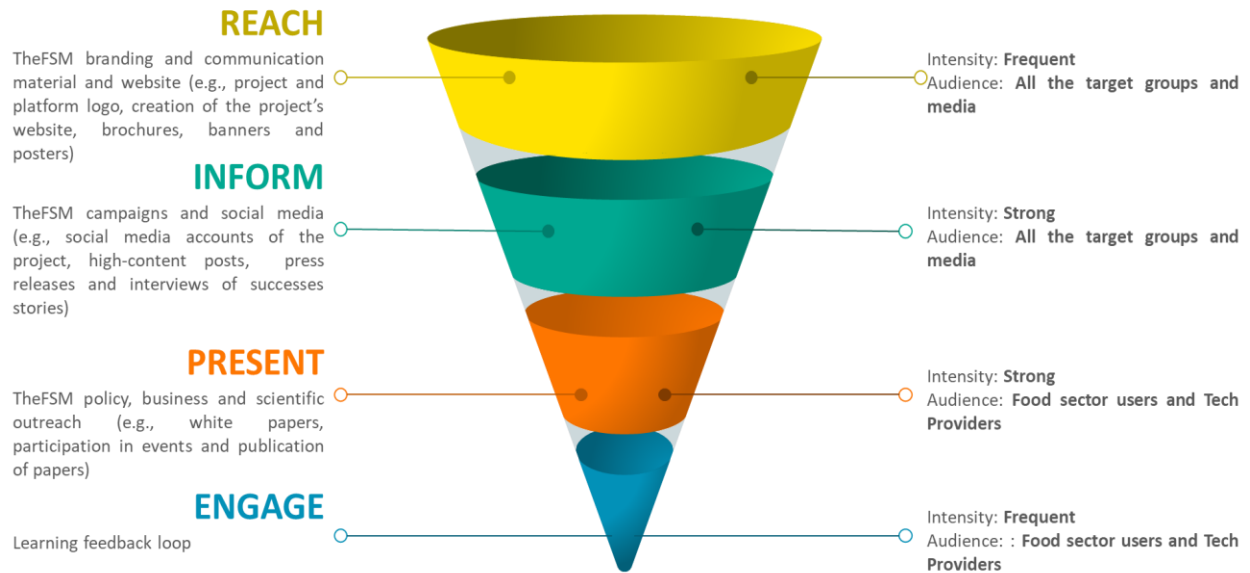Audience: : **Food sector users and Tech Providers**

Figure 3: TheFSM communication and dissemination funnel

The sections that follow, present the initial plan for dissemination and communication of the project's results. In the context of both **WP7** and **WP8**, this plan will go through numerous iterations in order to be adaptive and ensure that it constantly fits to the needs of the project.

2. DISSEMINATION AND COMMUNICATION STRATEGY

Based on the identification of key stakeholders and their interests, *TheFSM* dissemination and communication lead (namely, **Agroknow**), with the help of all partners, will develop a set of tools and techniques that will be used to engage key stakeholders, all relevant influencers as well as internal and external partners of the project.

To ensure the dynamic and continuous expansion of the project's outcomes to key stakeholders, a dissemination-oriented strategy will be crafted. More specifically, *TheFSM* dissemination strategy will be based on the principles of inbound and digital marketing. According to Hubspot[20], inbound marketing is about delivering solutions and opportunities that have a positive impact on people and businesses. Our inbound marketing strategy includes a number of different digital channels and types of content to attract all interested stakeholders to the project's website. But the foundation of the idea behind inbound marketing is that it's not enough to just attract people to the website or social media; it is necessary to continue to support, and empower them well after they become followers. The essential way to ensure that *TheFSM* will create traction and boost user engagement is the generation of high content informational and promotional materials, suitable to all of our channels and to the interest of our stakeholders. In close collaboration with WP7, tailor-made content will be created on a regular basis, designed to address the challenges and needs of the targeted personas. In that way, *TheFSM* project started to create traction within the food safety, data and technology landscape, and will maximize the efforts on the second half of the project, attracting key stakeholders aiming towards building trust and credibility within the opinion leaders of this community.

> *Adapting our Dissemination Plan to Covid-19*
>
> We faced major challenges during the first period of *TheFSM* project, due to COVID-19. The new operational reality caused by the pandemic, brought about unique dissemination challenges. A tailored dissemination plan was the key to a timely and strategic response to this quickly changing environment. The consortium plan was to reduce the travel and in-person meetings (most of the times travelling was also restricted by national/EU law). Furthermore, as an action point, AGROKONW encouraged all consortium members to participate in online events and to consider hosting online gatherings. *TheFSM* partners have responded to this request by participating in online conferences, hosting workshops and planning their participation in future online activities. Moreover, to counteract the COVID-19 impact to *TheFSM* dissemination activities, partners have intensified their endeavors to communicate future project outcomes towards raising awareness and fostering knowledge sharing.

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[20] https://www.hubspot.com

> To sum up, as the physical presence in meetings has been excluded due to the COVID-19 pandemic, our exploitation strategy has changed to strengthen our digital presence (website, electronic dissemination project materials and social media).

The overall approach would be orchestrated around delivering value and useful insights for the targeted personas, presenting highlights of the key innovations, lessons learned from technology experimentation and immediate results from ongoing piloting. Apart from that, the key mission of the project's communication and dissemination channels is to foster the digital transformation of the European agri-food certification industry, by creating a unique blend of knowledge sharing, data- and fact- based insights and community empowerment. The tools and methodologies of inbound marketing will be utilized for attracting, engaging, and delighting stakeholders focusing on the value and trust of **TheFSM** innovations.

Given the fact that the project has a both deep tech and agri-food core (strongly connected to the fact that the consortium partners represent these two sectors), the online and offline presence should support both communities with a balance between technological- and business- oriented tone of voice. This is the rationale behind the following dissemination strategy, a human approach for the data, tech, and business challenges faced by the targeted communities, presented in a comprehensive and value-driven way. This will nurture the identity of the project in the long term and allow for timely adaptation to fast-changing needs of the targeted communities in close collaboration with the other WPs and the consortium as a whole. The dissemination strategy is based on a multifaceted blend of channels and activities capitalizing on the unique characteristics of the consortium: A coalition of SMEs paired with key R&I partners.

The combination of the inbound marketing approach along with the digital marketing means employed by all SMEs participating in **TheFSM** will allow for more targeted relationship building. Apart from that, the digital products of each participating SME, will create traction towards the final product of the project (**TheFSM Data Marketplace**) increasing the potential reach of all generated content, thus setting the ground for the exploitation of the project's results.

The main aim of the inbound dissemination strategy of **TheFSM** project is to attract a diverse community of stakeholders along with potential end users of the Data Marketplace. This strategy is based on the realization of the seven following priorities:

1. Data-driven PR;
2. Outreach through PR;
3. Video Production for the themes we want to cover;
4. LinkedIn to highly targeted and relevant contacts;
5. Specific Outlets & web sites;
6. Advertising support;
7. Community Groups and Knowledge sharing.

An overview of the multifaceted dissemination approach that will be followed is demonstrated below.
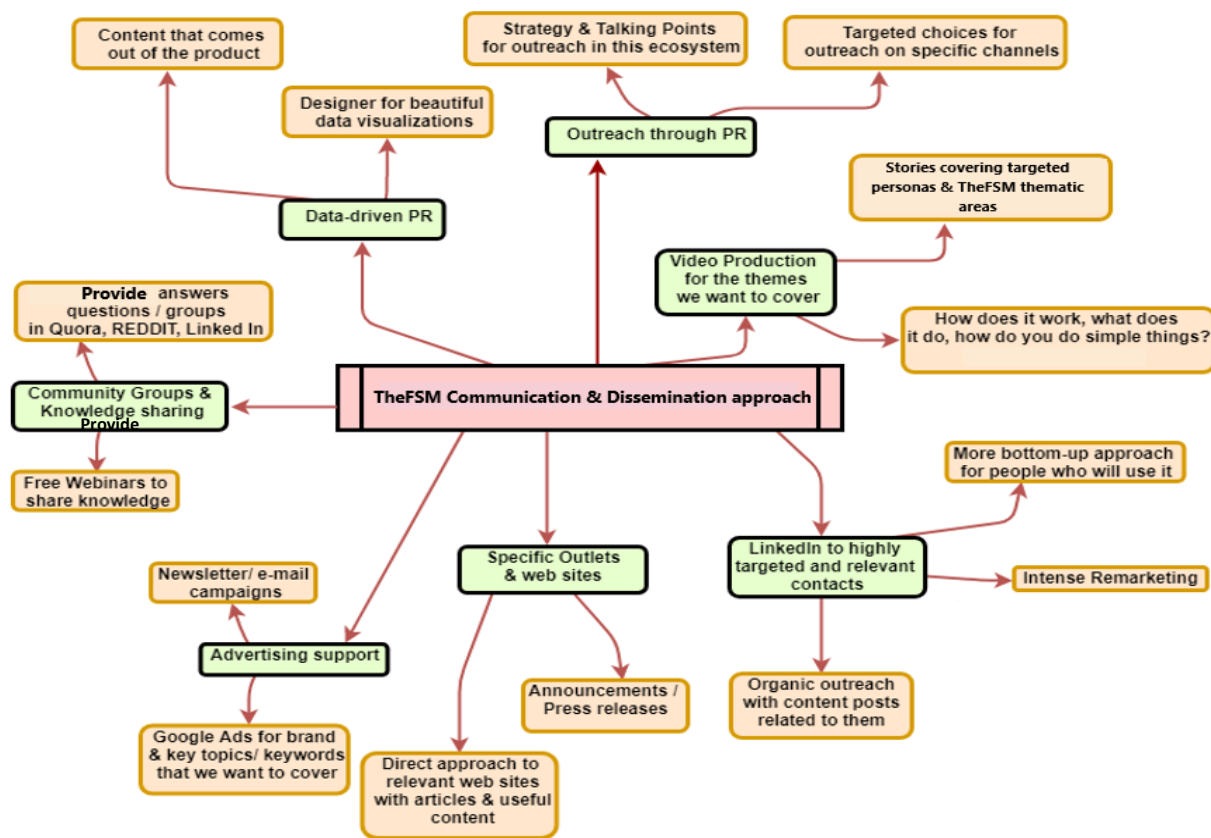
Figure 4: TheFSM communication and dissemination approach

In order to maximize the overall impact that the project promised, a well-orchestrated digital marketing and Public Relationships (PR) approach is considered to support the consortium. **Agroknow** as WP7 and WP8 leaders, will set up: a messaging architecture for the overall content of the project along with supporting regional proof points for all external communication of the project, a social media strategy, a media story-bible for generating thought leadership media coverage and a media list aiming to increase the outreach of the project. Apart from the inbound marketing, special attention should be paid in upgrading the outbound marketing and the lead generation of **TheFSM** project.

Our approach to dissemination will be layered, starting from the partner organisations 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 be expanded to the outer layer of food supply chain stakeholders, taking advantage of the regional and national clientele and collaborations of these partners.

2.1 Objectives of the dissemination and communication activities

Following the Dissemination and Communication Strategy, **TheFSM** consortium will carry out activities and will match them with the target stakeholders categories (see section 1.6) and key performance indicators (see section 2.3). In particular, tailored dissemination activities will be designed, ensuring maximum visibility, accessibility and impact of the project activities and outcomes to the special groups of high interest. The objectives of these activities will be to:

- Promote and educate all interested communities;
- Inform the different target audiences and make to them available **TheFSM** results;
- Engage the relevant stakeholders and receive inputs and feedbacks;
- Enhance the exploitation potential of our results;
- Ensure the viability and sustainability of the outputs after the project's lifespan.

In support of the planned dissemination activities, diverse and wide communication actions will be undertaken to promote project objectives and findings in a non-scientific and clear way for the civil society. The communication measures will pursue the following objectives:

- Increase the impact and ensure the maximum visibility of the project's general goals, findings and key facts towards the general public;
- Support the dissemination objectives and promote the success stories showcasing the positive impact of our novel results;
- Announce and foster **TheFSM** events, contributing to upgrade the engagement potential with relevant actors;
- Give to the project a well-recognised "branding" and opportunities for collaborations with other networks.

Both of the dissemination and communication actions will be intrinsically linked to the exploitation of the project's activities and results. Efficient publicity and wide exposure of **TheFSM** and its achievements will increase stakeholders' engagement with our initiative, while expanding the uptake and the utilization of our results beyond the project's borders and lifetime.

2.2 *TheFSM dissemination levels*

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

Dissemination Aims	Methods & Activities	Example of measures
LEVEL 1: Within each project partner		
Discover people, departments & initiatives within partner organisations that are relevant to project and that should be aware about progress & outcomes Set up continuous communication mechanisms & channels to share **TheFSM** progress with relevant people Involve relevant people from other departments and initiatives even if not directly contributing to **TheFSM** implementation Create awareness to internal decision makers that can help **TheFSM** achieve implementation, impact & sustainability goals	• 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	1. Review websites of the TÜV AUSTRIA GROUP, VALORITALIA, WFSR Food Safety and UNIVIE. 2. Identify & visit relevant people within partner organisations to discuss about project & provide dissemination material package 3. Disseminate news on launch of project through partners' internal mailing lists & knowledge sharing mechanisms 4. Invite relevant TÜV AUSTRIA teams to pilot trials 5. Invite relevant GlobalG.A.P. and organic certification bodies to pilot trials 6. Organise presentations about **TheFSM** with internal scientific and/or food safety directors

Table 4: 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		
Link and bring together people working on similar topics across consortium, in order to create working groups that will implement common activities 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	• Review profiles & interests of partner teams across consortium • Organise team building sessions within project meetings • 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	1. Collect CVs of all team members at shared space, carry out team member interviews for project website & blog posts 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 5: 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)		
Organise targeted actions to inform & engage food safety stakeholders in the networks & communities where partners have direct access to Create links and synergies with relevant food safety and certification initiatives where partners are involved	● 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	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 6: 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		
Take advantage of secure data exchange initiatives & movements Create links and synergies with relevant European industrial associations	● 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	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 7: 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 Promote project outcomes of relevance to the AgTech & FoodTech sector industry stakeholders	● Organise online challenges and social media campaigns ● Engage and support startups to adopt and use *TheFSM* ● Join relevant industrial associations & corresponding working groups	1. Participate to open agri-food data challenges & contests for startups 2. Organise meetups with startups at partner premises & local startup events 3. Join the Big Data Value Association (BDVA)/ Data, AI and Robotics (DARIO)

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Promote project outcomes of relevance to the data value chain industrial networks and associations

Inform funding agencies, donors, decision makers, and general public

- 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

and the corresponding working groups or task forces on agri-food and smart farming

4. Organise **TheFSM** sponsorship, participation & booths in major food industry fairs and exhibitions such as the GFSI Conference, SQF, the GMA Science Summit, World AgriTech
5. Arrange meetings with project officers in EC DGs, the Gates Foundation, the Hewlett Foundation, USAID, etc.
6. Organise exchange meetings and joint workshops with USA clients & competitors
7. Prepare concept note on project with appropriate content & wording for donors & funding agencies
8. Prepare press releases for distribution in all partner countries

Table 8: Demonstration of the dissemination aims and of the methods & activities that project's partners have chosen to utilize towards other countries and sectors

2.3   TheFSM dissemination KPIS

This section describes the Key Performance Indicators (KPIs), which are used to measure the efficiency of the project's dissemination activities. The evaluation is conducted at the end of each project's year starting from Year 1. At the end of each reporting period, a comparison between the annual target and the achieved value will be performed. Based on the identification of key stakeholders and their interests, **TheFSM** dissemination lead (**Agroknow**) has developed a set of techniques that will be used to engage key stakeholders, all relevant influencers as well as internal and external partners of the project. When designing the dissemination material, the team took into account the latest marketing and communication trends and the ways in which targeted audience groups consume information. The dissemination tools include a balanced mix of physical and digital tools, traditional (white papers, publications, conferences) and innovative (social media, specialist websites and forums) as well, in order to secure the most effective outreach of **TheFSM**.

In the following chapter we present the KPIs per category as they were revised and updated in the first year of the project.

The following KPIs measure the project's branding and communication material:

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

K1.2a – Project's Posts: This KPI provides the number of posts that will be published during the project's lifetime from **TheFSM's** social media accounts (Twitter, SlideShare and YouTube). This 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's Audience: This KPI counts the number of the recipients of the project's announcements and generally it includes the number of social media group members, namely the followers at the Twitter account, at the SlideShare account, at the LinkedIn account and at the YouTube account. The KPI is measured using Twitter and LinkedIn analytics services and estimating the SlideShare and YouTube followers, views and likes.

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's Videos and success stories per application in English: This KPI measures the number of project videos that will be prepared during the project's 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's Videos of success stories in the language of each pilot country: Targeting the promotion of our project's results to the local communities and local stakeholders of the pilot countries, the development of at least one success story and stakeholder interview in the language of each pilot country is foreseen. In total, more than 5 videos will be released, increasing the interest of future potential/passive users.

Nr.	KPI	Target Source	M1-M12	Period I (M1- M18)	M13-M24	M25-M36
K1.1	Project Website Unique Visitors	DoA	500	1000	1200	2500
K1.2a	Project Posts	DoA	100	200	300	560
K1.2b	Project Audience	Own target setting	120	200	350	520
K1.3	Dissemination Materials (Brochures, posters & banners)	DoA	2	2	4	6
K1.4a	Project Videos in English	DoA	-	-	1	4

K1.4b	Project Videos in language of each country	DoA	-	-	4	8

Table 9: 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 scheduled each year regarding the project's stories and outcomes and at least 3 blog posts in EC publications. With regards to interviews, at least 3 interviews are foreseen throughout the project's 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-M24	M25-M36
K2.1	Outreach to general press and media	DoA	5	10	18	32

Table 10: 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, in 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's website and other sites such as Medium and LinkedIn. There should be at least 10 news items published per year at the project's website 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 the project's website and other channels, towards presenting the deriving outcomes to food safety experts working on fields related with the project's 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-M24	M25-M36
K3.1	Publication of scientific papers in journals or conferences	DoA	-	1	3	5
K3.2	Promotion of targeted news items for stakeholders through specialised channels	DoA	10	15	20	30
K3.3	Organisation of webinars for food safety experts	DoA	2	3	4	6
K3.4	Open days	DoA	-	-	-	10
K3.5	Special interest groups in specialised forums, standardisation groups, global networks	DoA	1	2	3	5

Table 11: 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

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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-M24	M25-M36
K4.1a	***TheFSM*** representation at Food Safety commercial exhibitions and trade fairs (sponsorships)	DoA	-	-	1	3
K4.1b	***TheFSM*** representation at Food Safety commercial exhibitions and trade fairs (booths)	DoA	1	1	2	5

Table 12: 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 project lifespan.

Nr.	KPI	Target Source	M1-M12	Period I (M1- M18)	M13-M24	M25-M36
K5.1	White paper to inform decision makers of DG AGRI, DG SANTE and DG CONNECT	DoA	-	-	-	1
K5.2	Localized version of the white paper to inform national & regional government officials	DoA	-	-	-	1
K5.3	Dedicated discussion paper(s) to inform how COVID-19 accelerates the digital transformation across the food supply chain	Own target setting	1	1	1	1
K5.4	Liaison with relevant initiatives (complementary projects in big data and food safety sectors)	Own target setting	1	2	2	2

Table 13: Policy Outreach KPIs

2.4   Monitoring dashboard for the dissemination activities

Building and enlarging **TheFSM** community is at the cornerstone of the dissemination activities. To do so, each partner will use their own dissemination tools, channels, websites, and networks to reach the stakeholders of the project. However, to assess the impact of the dissemination actions,

indicators based on the number of people that make use or interact with our project have to be counted and evaluated. Hence, outreach data on online, social and relevant channels constitute the principal instrument to estimate the potential impact of our project on its target audience. To this aim, a continuous monitoring of the dissemination activities will be performed by the Agroknow via a series of quantitative and qualitive indicators.

- **Quantitative indicators** include outreach indicators, to measure online dissemination activities, associated to *TheFSM* outcomes; and
- **Qualitative indicators** will be used to assess those areas that are not measurable and/or cannot easily be expressed numerically. They represent people's judgement, opinions or perceptions around a subject.

The evaluation of the dissemination measures will determine the degree to which dissemination objectives have been reached, and the relationship between the outcomes and the efforts made to reach the project's goals. This analysis will help the project to better understand facilitators and barriers of a successful dissemination and will serve to refine these activities accordingly. The following social media indicators are systematically analysed and shared in all dissemination updates and project meetings:

Social Media Indicators	
Google Analytics	Monitor website visits, session behaviour, segmented statistics.
LinkedIn Key Performance Indicators and Metrics	Followers' Demographics, Number of Followers, Impressions & Reach, Engagement Rate, Project Update Stats, Viewer Information, Contact & Network Growth.
Twitter Analytics	Tweet Activity Dashboard, Video Activity Dashboard.
YouTube Analytics	Channel analytics regarding the engagement, subscribers, views and geographies.

Table 14: Social Media Indicators

All dissemination activities should be reported to the WP 7 Leader (Impact) providing the evidence of the activity. To further keep track of the progress of our dissemination initiatives and to assess their success, an online tool was created, namely *TheFSM* Dissemination KPI Dashboard 2020-2023 and the PM is responsible for periodically updating it. 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.

TheFSM KPIs Dashboard							
Accountable:	Dimitris Fotakidis (Agroknow)						
Reporting Period	2020-2023						
Nr	KPI	Target Source		Year 1	Year 2	Year 3	Remaining Values	Status
Branding & Communication Material KPIs (cumulative values)							
K1.1	Project Website Unique Visitors	DoA	Annual Target	500	1200	2500		
			Achieved Value					
K1.2a	- Videos (10 videos on YouTube)	DoA	Annual Target	100	300	560		
			Achieved Value					
K1.2b	Project Audience (Social Media Followers and Likes)	Own target setting	Annual Target	120	350	520		
			Achieved Value					
K1.3	poster/banner and 1 platform poster/banner)	DoA	Annual Target	2	4	6		
			Achieved Value					
	stakeholder interviews per application)		Annual Target	-	1	5		
			Achieved Value					
	1 platform video		Achieved Value					
	1 success story video (Greece-Cyprus-Romania)							
	1 success story video (Netherlands)							
	1 success story video (Italy)							
K1.4a	1 success story video (Poland-Croatia-Hungary)	DoA	Achieved Value					
	stories in language of each country)		Annual Target	-	4	8		
			Achieved Value					
	1 success story in Greek			-				
	1 success story in Dutch			-				
	1 success story in Italian			-				

Figure 5: Example of TheFSM KPIs Dashboard

2.5 Involvement of consortium as a whole and as individuals

To empower the diffusion and dissemination network, during the 3rd Plenary Meeting of *TheFSM* project, an allocation of the communication and dissemination activities, as they are stated on the Description of Action (DoA), was validated with the presence of all the consortium members. Although our partners are leading and active organizations in a multitude of related projects and initiatives, in several domains (e.g., IoT, farming, food, certification), the need to coordinate and monitor both the progress of WPs and measures for addressing the curiosity and involvement of stakeholders were considered critical.

The dissemination activities will be supervised, coordinated and reinforced by Agroknow yet, at the same time, each of the consortium members must take individual responsibility for disseminating the project. The engagement of all the partners is of utmost importance in order to ensure that results will be translated to the general public, EU policy and decision makers in a comprehensive manner and that the food value chain is taken into consideration and appropriately addressed.

The factors that played a decisive role in the division of labor regarding the dissemination and communication activities were: (i) the already existing tools that each partner has under its jurisdiction for promoting the project's results; (ii) the related amount that each members of the consortium received from the European Union under the frame of *TheFSM* project for diffusing

the project's outcomes; and (iii) the expertise that each partner has for communicating the results relevant to the project actors and target groups. In the Annex C we analyze further the measures per consortium member during the upcoming years (2nd and 3rd), successfully completing all of the constitutional duties.

2.6 Open Access

In terms of expanding **TheFSM's** outcomes and influence a diverse group, spanning numerous scientific sectors and research or application area, our consortium partners agreed on disseminating the project's deliverables, only the public ones, on the EU funded, free-to-use **Zenodo** repository, a central research repository.

Zenodo (https://zenodo.org/) is a Digital Object Identifier (DOI) provider that was developed, in particular, to make science more open. It has been funded by OpenAire (https://www.openaire.eu/), which is an EU funded project and has therefore been tailored with Horizon2020 projects in mind. Zenodo provides a unique DOI for each deliverable, ensuring its valid and safe disposal. In addition, this facility will make the search process easier, for end users, and therefore increase the deliverables' openness. For this reason, Zenodo was a good fit for the Open Access requirements of **TheFSM** so a community can be created in Zenodo (https://zenodo.org/communities/thefsm). Besides the purpose of being a place to host our deliverables, our consortium is investigating the possibility to upload future large datasets related to research, papers or/and publications with scientific content.

More specifically, regarding the dissemination of the scientific results and publications, **TheFSM** consortium has committed to the Horizon2020 Open Access mandates and has embraced all the appropriate measures to grant open access as known today. Gold Open Access, Green Open Access and self-archiving publishing methods will be used. Open Access has a twofold objective, to ensure both the diffusion and the ease of access of the generated knowledge from the defined stakeholders, maximizing the impact coming from **TheFSM**. As such, the Consortium partners will privilege Open Access journals or non-Open Access journals that support Green and Gold roads. They will rely on dedicated funding from their research projects and/or institutions and store originals or pre-prints of their publications into their organization's repository (such as the PHAIDRA institutional repository of UNIVIE) and/or into OpenAIRE's Zenodo repository for publications. Similar strategies will be adopted for research data, whenever this may arise: data repositories will be used for storing, managing and disseminating research data sets, in compliance with the requirements of the EC Guidelines on Open Access to Scientific Publications and Research Data in H2020.

In case the journal has no option for Open Access, one of the options below must be performed by the beneficiary in order to ensure open access to all peer-reviewed scientific publications relating to their results (online access for any user, free of charge):

- as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications. Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications;
- ensure open access to the deposited publication — via **TheFSM** website:
  ○ immediately upon publication if a free electronic version is available via the publisher; or
  ○ within six months of publication in any other case that involves delayed access.
- Ensure open access via the **TheFSM** website to the bibliographic metadata that identifies the scientific publication.

The bibliographic metadata must be in a standard format and include all of the following:

1. The terms "European Union (EU)" and "Horizon 2020";

2. The official name of the action, acronym and grant number;

3. The publication date, and length of embargo period if applicable;

4. A persistent identifier.

In general, each partner is responsible for complying with the regulations mentioned in the Grant Agreement and especially regarding Open Access. For example, the Coordinator of **TheFSM** project, Agroknow, is a standing contributor and advocate of Open Access to publicly funded information, actively participating and contributing to networks such as the GODAN initiative, the Interest Group on Agricultural Data (IGAD) of the Research Data Alliance (RDA), and the Global Food Safety Partnership (GFSP). It is a member of the Open Data Institute (ODI) and it has coordinated the Data Ecosystem WG of GODAN that investigated how public and private stakeholders can work together to catalyse the creation of a global data ecosystem for agriculture and food.

2.7 Data protection compliance

As the Consortium commits to comply with the new General Data Protection Regulation (GDPR), a specific procedure will be implemented for the management of privacy of subscribed recipients of the newsletter:

- The mailing list will target relevant organizations rather than individuals

- For individual registrations in the newsletter, subscribers will either register themselves to receive the newsletter through the website registration form, or, if invited to register by an TheFSM partner, he/she will also be directed to this registration form;

- For individual subscriptions of actual persons, proof of consent has to be stored each time;

- Subscribers will be able to unsubscribe from the list at any time by following the unsubscribe link available on every form of communications.

A GDPR-compliant database will be used for the collection of stakeholders and information recipients, and collection of their data will be done compliantly through one form of voluntary registration. With this way all contacts will be handled properly and it will eliminate the transfer of personal data among different partners. The MailChimp is the database that *TheFSM's* consortium agreed upon to use after a full participatory meeting as it is the best GDPR-compliant database.

3. DISSEMINATION TOOLS AND CHANNELS

3.1 Dissemination material

TheFSM dissemination team deploys an inbound communication strategy, enhanced with a wide variety of communication material that will be shared with stakeholders. The dissemination team will create and produce a set of promotional materials (i.e., banners and brochures) that will be used for dissemination purposes. The initial steps of the communication strategy will be the development of the project's logo, motto line, social media icons and social media headers and banners, and all assets needed to communicate the messages of the project. Additionally, a presentation template and a document deliverable template were created in order to ensure visual coherence among the presentations that will be held from each project partner. Especially for the selection of the project branding, a collaborative approach was followed right after the online kick-off of *TheFSM*. An online poll was set up (https://forms.gle/pQEZcTsdTVinAtfB6), including the four different options that were prepared by **Agroknow** designers. All partners voted for the existing logo – and included comments that were adapted in the final logo version (also visible on the top left side of the heading of this deliverable). All additional options, and the voting page can be found on the Annex A.

All of the above-mentioned digital assets are available for each partner of the consortium in the Google drive folder of *TheFSM* project. During the project's lifetime, additional material, such as promotional videos and success stories, will be produced to capture the attention of the audience and demonstrate the impact of the project. In fact, for every pilot, video interviews of the actors involved (e.g., food scientists, food safety professionals, certification consultants, SMEs) will be produced in order to highlight the key achievements and advancements of the project.

3.2 Digital dissemination

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 to actively participate in its activities. The main online dissemination mean is the project's website that presents all the related information and the progress made so far. Additionally, social media are the key online channels for informing the target groups about the project's outcomes and the dissemination activities, like the presentation in key events (workshops and conferences) and the organization of the project's workshops. Besides disseminating project's results among the research community, policy-makers, and the private and public sector, *TheFSM* will make a particular effort towards communicating the project's information to a wider audience:

Digital dissemination tools and channels	Main Target Groups					
	Certification bodies	Certification scheme owners	Food distributors & retailers	Primary producers & farmers	ICT contributors to TheFSM technology stack	Providers of ICT services to the food sector
Website	√	√	√	√	√	√
Social Networks	√	√	√	√	√	√
Videos	√	√	√	√		
Press releases	√	√			√	√
Publications	√	√			√	√
Newsletter	√	√	√	√	√	√

Table 15: Major target groups of the digital dissemination tools and channels

Moreover, **TheFSM** consortium will utilize all the existing dissemination tools which suit the most both to the consortium interest and to the dissemination strategy, exploiting all the provided opportunities to achieve greater impact and visibility. To measure our effectiveness and to guarantee wide expansion of the project's outcomes during its lifetime, we set some internal indicators per channel, as it is depicted on the following figure:

WEBSITE
- Number of visitors to the website
- Number of visits to the website per year
- Number of total blog posts on the website
- Percentage of the bounce rate

LINKEDIN
- Members and followers of TheFSM LinkedIn page
- Numbers and posts in the official page
- Numbers of posts made by partners
- Number of re-posts made by third parties

TWITTER
- Number of tweets
- Number of retweets
- Number of replies
- Number of followers in Twitter

YOUTUBE
- Number of subscribers on the YouTube channel
- Number of total views
- Number of likes

SLIDESHARE
- Number of presentations
- Number of downloads
- Number of views per presentation
- Number of total views

Figure 6: Counting-dissemination measures

3.2.1 Project Website

The project's website (www.foodsafetymarket.eu) is the main online communication channel used to promote the project and increase the stakeholders' awareness regarding its activities. The appearance of the website is coherent with the brand and the general communication strategy and the central management of the website is undertaken by Agroknow. **TheFSM** website provides general information about the project's vision, objectives, progress and important results, workshops and other related events of the project. Also, it follows a responsive design approach to be user-friendly on all types of devices (desktops, laptops, tablets and mobile phones). Social media buttons are available on the bottom part of the website to facilitate access to our social media channels and to capture stakeholders' interest, get them to follow, like and share our content.

Furthermore, the website establishes connection to offline dissemination activities promoting them and providing scientific papers and official deliverables for download. Also, on the website a visitor can find direct links to our consortium partners websites, by clicking on their logos. Additionally, team member interviews will be carried out and published on the website.
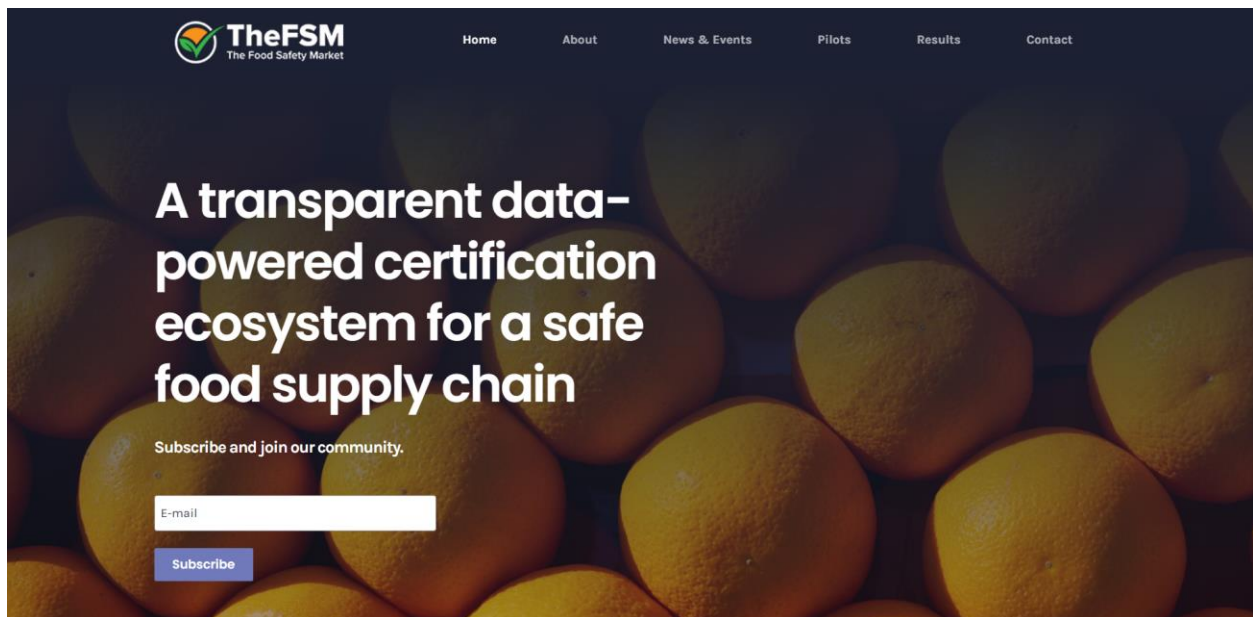
Figure 7: TheFSM Homepage

The project's website was launched in May 2020 (M4). Its main pages are: Home, About, News & Events, Pilots, Results, Contact. Moreover, the website's activity will be monitored through Google Analytics in order to gather information about the website's traffic and how visitors interact within it. Finally, in order to assure a good visibility in search engines (such as Google), on page and off page SEO actions will be undertaken and periodically updates of the website will be carried out.

3.2.2 Social media channels

Social networks are used to inform and stay connected with the professionals, policy makers, scientific community, general public, and other stakeholders. Agroknow is responsible for all of the social media activities and for the creation of relevant content, sharing the news, posting on social media and monitoring outreach. 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. In order to increase the visibility and outreach of the project and its outcomes, it is suggested for partners to share and publish content from *TheFSM's* social media accounts and *TheFSM's* website. This action will result in increasing 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) media channels were designed and publicized in order to expand the outreach of *TheFSM* throughout and beyond the project's lifespan. The social media accounts of the project which have been created are: a Twitter channel for promoting the material such as success stories and interviews produced within the project, a SlideShare account for uploading the presentations that are held with the project's support, a LinkedIn account to connect with professionals on the topics of the project, a YouTube account for providing the recordings of the project's webinars and other promotional videos that will be used to disseminate the technical outcomes of *TheFSM*.

The selection of the aforementioned social media channels was based on two basic factors:

1. The most cost-effective set of channels for sharing immediate updates from the project to all stakeholders' groups; and
2. The most adequate, valid and powerful media channels for spreading and influencing with novel practices, a wide spectrum and number of key-stakeholders.

Following the selection of the most appropriate social networks, there are several parameters to take into account when creating social media content:

- **Interactivity** will be the main pillar of the generated content as it is the best way to reach the audience and engage it. Posts will focus on the interaction with the online audience while the language will be easily understood by non-specialists.

- **Eye-catching** posts will lead to higher conversions with prioritization into visuals and graphics that make the piece unique.

- **Adaptability** of the social media assets to the format and functionality of the several devices. The asset must be used in such a frame to maximize their placement, especially taking into consideration the placement on mobile devices.

● Using relevant content and to the project's outcomes, **hashtags** will help our consortium to reach out the target audience and likewise to make it easier for others to find *TheFSM* generated and novel knowledge. Towards this, hashtags will segregate the project key topics and increase visibility in the social media environment, while they will make our messages stand out and influence the relevant communities. Further tracking of the hashtags will help our consortium to analyse quantitative and qualitative data. The project has set an official distinctive-hashtag, #*TheFSM* which will be used to monitor the posts related to the project. The agreed to be used by the consortium hashtags in *TheFSM* communication are as follows:

Figure 8: TheFSM hashtags

Additionally, to effectively share information on social media our consortium needs to design posts based on how the audience consumes the message. The following figure (Figure 9) explains the steps what a visually appropriate social media post should contain:

Capture	Design	Focus	Link	Generate
Catch the attention quickly and deliver the message within 5s	Design for sound off but attract with sound on	Pay attention on the meesage and highlight the key elements	Assocciate with TheFSM brand identity	Produce visual content to create a message that resonates

Figure 9: Content of the TheFSM's social media posts

3.2.2.1 Twitter

TheFSM's Twitter account (https://twitter.com/thefsmeu) was created in April 2020 (M3) and proved to be extremely useful so as to inform and engage with our target audiences and their respective communities. Building a community/being part of an already existing community is crucial for dissemination via Social Media platforms. Information about the latest updates on the

website, new events, discussions and relevant news will be provided via Twitter. During the lifetime of the project, the goal for the Twitter account traction is to have at least 500 followers and 500 tweets. Through our channel it will be easy for followers to engage with the project, either by following, mentioning, retweeting or commenting on our tweets.
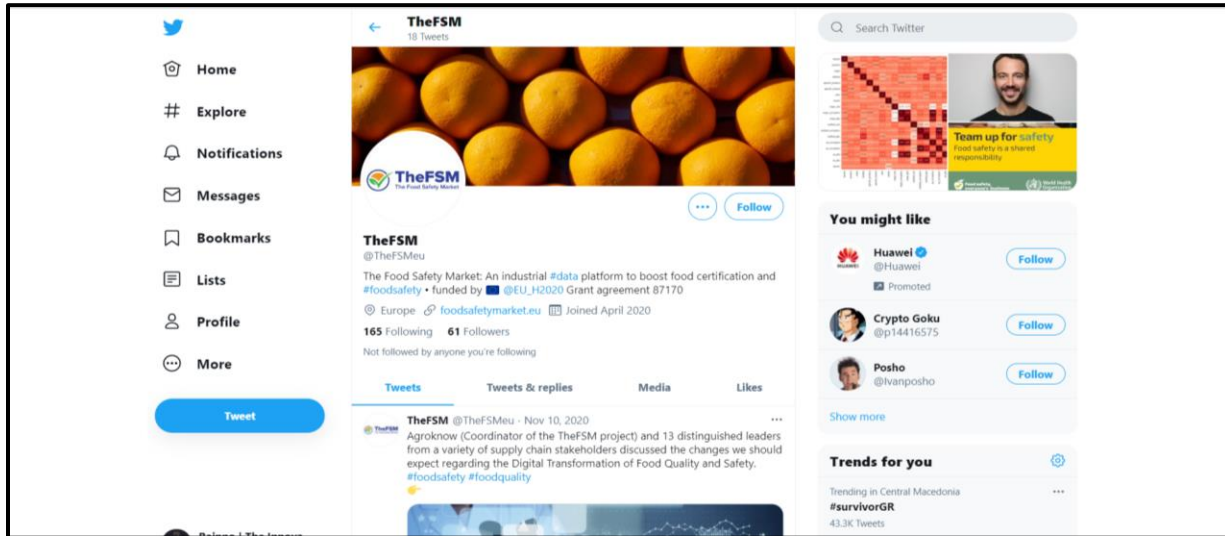
Figure 10: TheFSM Twitter profile

3.2.2.2 YouTube

TheFSM YouTube account (https://www.youtube.com/channel/UCEfGNclCEAurc3i2MLLxu7g/) was created in May 2020 (M4). YouTube is highly regarded as a very effective dissemination channel for video content. More specifically, at this media channel, stakeholders will have the chance to view recordings of the project's webinars and other project promotional videos, along with content uploaded from partners and videos of the events that will take place. According to the project's KPIs, on this channel there are going to be published at least 10 videos, including webinars, targeting food safety experts (throughout the project's duration).
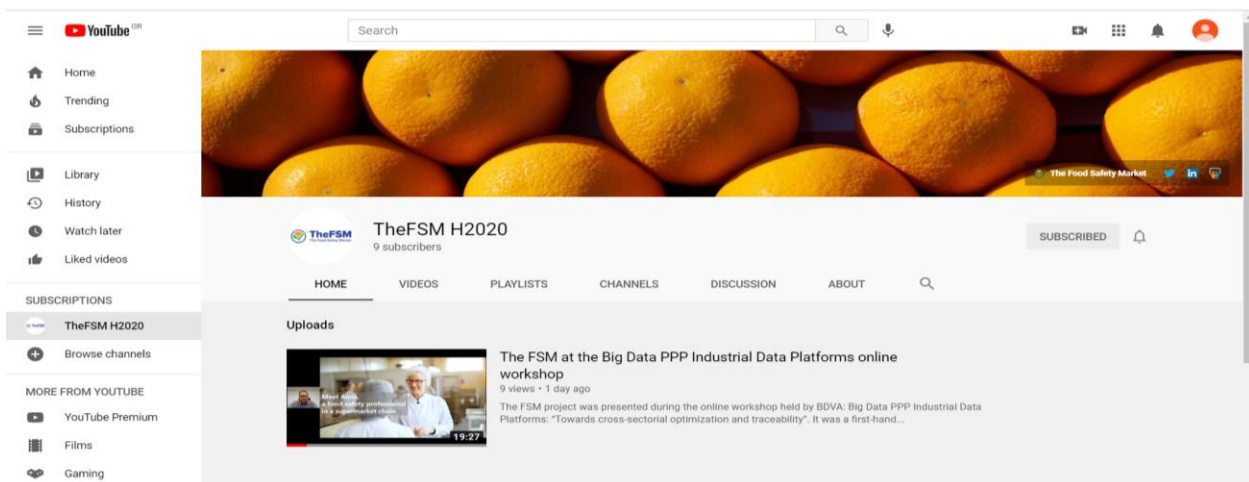
Figure 11: TheFSM YouTube channel

3.2.2.3 SlideShare

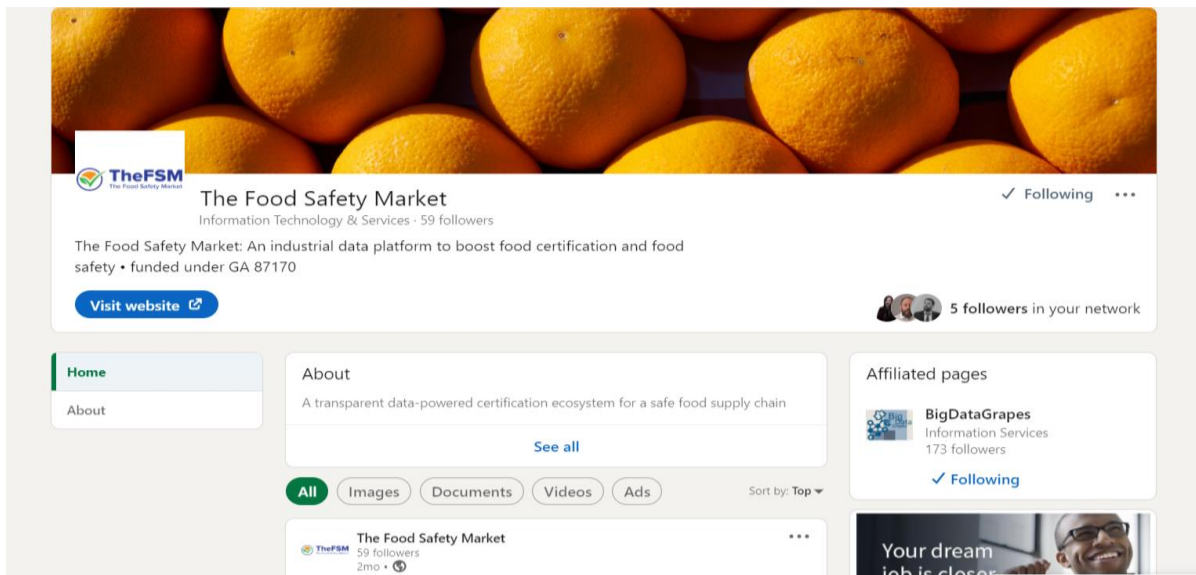The SlideShare account of ***TheFSM*** was created in April 2020 (https://www.slideshare.net/TheFSMTheFSM). At this media channel, stakeholders have the chance to check all presentations delivered from ***TheFSM*** partners introducing the project and its outcomes, giving the viewer not only a deep insight into the project but also extra individual aspects. Such presentations can be delivered during public appearances, like conferences, workshops, meetups, webinars, networking sessions and trade fairs. Throughout the duration of the project, this channel should include at least 50 presentations.
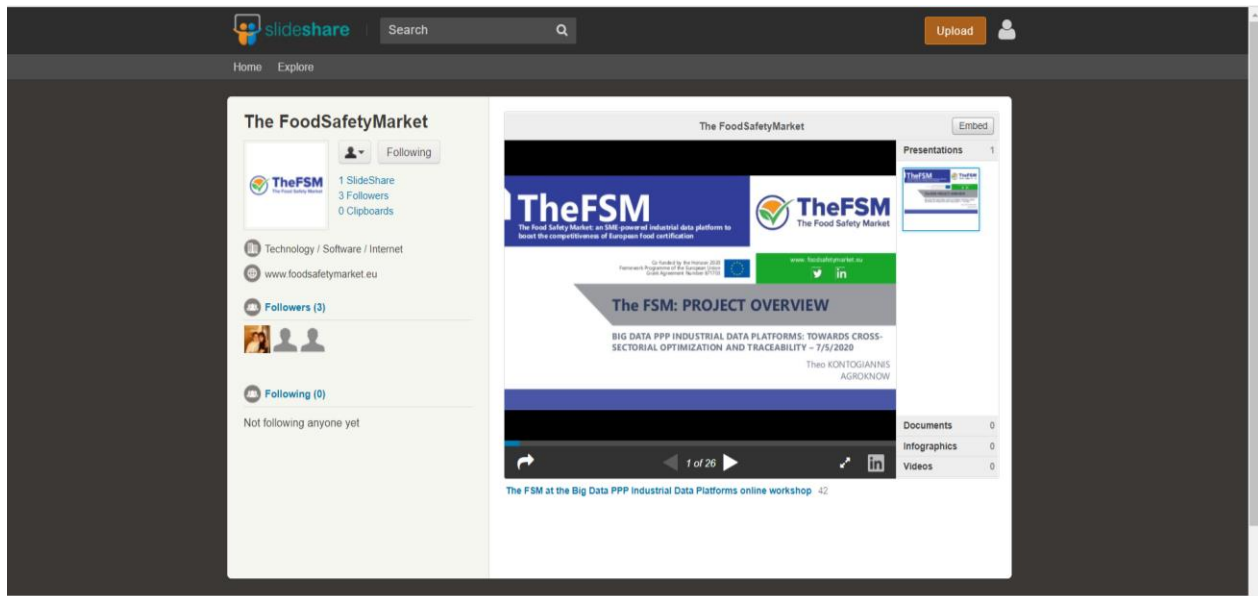
Figure 12: TheFSM Slideshare profile

3.2.2.4 LinkedIn

A showcase page was created on LinkedIn (https://www.linkedin.com/showcase/thefsmeu) and the goal was to share updates on a weekly basis with relevant content. This content would be either originally generated by the project's partners or would be content worth resharing from key influencers and opinion leaders of the food safety, food quality, certification, big data and blockchain sectors. LinkedIn is a professional network through which ***TheFSM*** will take advantage and address specific target groups creating a sustainable network around our project in which both the status and the outcomes of the project could be shared.

TheFSM
The Food Safety Market

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

Figure 13: TheFSM LinkedIn profile

3.2.3 Newsletter, Press Releases and Publications

One of the project's key communication mediums that will be used for communication purposes is the regular newsletter within the target groups and stakeholders of **TheFSM**. The project will use this channel to run campaigns aiming to a variety of food supply chain stakeholders, technological and data providers. It is highly recommended to the project's partners to communicate its objectives and proceedings through their organizational newsletter or mailing lists. The periodic **TheFSM**'s newsletter will provide a digest of the project's progress and related events, as well as upcoming activities. What is more, the newsletter will be distributed by e-mail to the consortium partner's organisations and other parties who have subscribed to it, and our consortium members will have the responsibility of circulating it amongst their contacts.

Moreover, in order to increase the outreach to the general public and media, **TheFSM** will share publicly two press releases per year on project's stories and outcomes. Aiming to capture the interest of the communities that are active in the consortium countries, it will take into consideration the coverage of the different languages of the project's partners (i.e., Greek, Dutch, Italian, Romanian, Croatian, Hungarian, Polish and Arabic). For selected scientific communities that belong in the project's target groups, the goal is to publish (during Y2&3) at least five (>5) publications to sector-specific (computer science, food safety, etc.) journals or conferences that will be edited by the project's partners and other contributors pertaining the project and the outcomes of the different use cases. Finally, it is expected from all partners to provide a number of news items and blog posts during the project's lifetime. Particularly, 30 high level promotional items and posts will be generated and distributed in the three years of the project's lifetime. All these news items and blog posts will be published and disseminated through the project's social media channels.

3.2.4 Digital marketing campaigns

In this section all the digital marketing campaigns that will be organized during the project's lifetime will be demonstrated. The main aim of the excessive campaigns, which will be implemented via the communication and dissemination channels (i.e., social media, blog articles, electronic communication lists, etc.), is to drive engagement, conversions and traffic to *TheFSM*. Moreover, several opinion blog articles containing relevant keywords will be posted on the website in order to boost search engine optimisation (SEO) and achieve showcase of the website in the top search lists of search engine results for relevant queries. The core thematic areas of the campaigns will regard food safety and food certification. The number of the recipients of each campaign, the unique opens of each campaign as well as the unique clicks will show the impact these campaigns will have on the stakeholders.

3.3 Top Relationships

As mentioned in the rationale behind the dissemination strategy of *TheFSM*, the goal of the WP7 leader is to select and record all top contacts, within the targeted stakeholders' segments, that will help the consortium increase the impact of the project. The different segments spread across the food safety and certification sector including food-safety professionals, food industry representatives, technology partners, key influencers and opinion leaders, policy makers, food authorities and others.

The first step that will be realized within Y1 would be to record the main groups of stakeholders, in close collaboration with other WPs and then filter and select according to the project's priorities the relationships that should be nurtured further.

3.4 Events

The participation and organization of events, webinars and workshops will be one of the main dissemination tools for –on the one hand- effectively communicating project-related information and findings to the wider European research and scientific community (including also more specialized *TheFSM* target groups, depending on the nature of each event), as well as –on the other hand- for collecting feedback/input by relevant key stakeholders and experts, attending these events. Further these events will provide the possibility of both networking with other groups who work in similar fields at both European and international level and partnering with other related EU-funded projects.

3.4.1 External events

A number of national and international conferences, congresses, workshops, exhibitions and fairs serve as effective dissemination action concerning the discussion and the presentation *TheFSM* achievements, progress and results with other members of the scientific community, directly and indirectly involved in the project. Accordingly, through the 3 years' duration of *TheFSM*, the participation of the project in several events will provide to our consortium the chance to expand

its network and promote **TheFSM** initiative, through either oral presentations, booths and/or stands. To enlarge even more the visibility for our brand and boost the connection with stakeholders and other European projects, partners are encouraged to participate in a high number of events relevant to the project. The aim of the participation in the external events is to:

● Disseminate the **TheFSM** results and novel knowledge;
● Expand and reinforce the stakeholders network and connect to additional ones;
● Guarantee the impact by promoting **TheFSM** objectives and generated opportunities,
● Collect feedback regarding the dissemination actions and the newly born outcomes.

The announcements of the upcoming external events as well as detailed information for the attendance of our consortium will be announced on our website (under the dedicated section of "News and Events") and social media followed by visuals and pictures from our participation. Finally, it is planned that for some key events organized by the European Commission and other important agents of the sector, the partners will promote joint presentations of the project. Such examples are the following:

1. Participation of **TheFSM** sponsorship, participation & booths in major food industry fairs and exhibitions such as the GFSI Conference, SQF, the GMA Science Summit, World AgriTech and others;

2. Representation to specialised forums, standardisation groups and global networks (e.g., BDVA/DARIO, GFSI) with the participation of special interest groups.

3.4.2 *TheFSM* events

Apart from participating in conferences, forums and fairs, the consortium, after reaching the visibility of **TheFSM** project among special interest groups, will move towards organizing special sessions or workshops per pilot in the context of highly visible conferences that are held on an annual basis. An analysis will be performed in order to ensure that **TheFSM's** sessions and workshops will be tied in with the industry events which have the highest outreach around Europe and globally. The foreseen activities that are linked to events' organization throughout the project's lifetime can be found in the following list:

1. Organization of presentations about **TheFSM** with internal scientific and/or food safety directors.
2. Organization of series of webinars (2 per year) for food safety experts, promoted through project web-site and other channels.
3. Organization of exchange meetings and joint workshops with future clients.
4. Organization of open days (1 open day per pilot country) inviting anyone interested to find out about **TheFSM** platform and try the produced tools/services.

4. ENGAGEMENT WITH SMES

The consortium implementing **TheFSM** has at its core, a group of leading European SMEs that are implementing innovative ICT solutions. Some of them (i.e., **Agroknow, PROSPEH, AGRIVI**) have particular expertise and a proven track record in delivering solutions for agriculture and food supply chains. Others (i.e., **SAI** and **UBITECH**) have very strong technology knowhow with proven large-scale system implementations, ensuring that the data platform is robust, reliable and can scale. The partner coordinating the pilot activities is **Wageningen Food Safety Research (WFSR)**, a world class institute in topics related to food safety that also serves as the Dutch national food inspection authority and has strong bonds with food industry SMEs from the Netherlands. The **TÜV AUSTRIA GROUP** is represented by a selection of its subsidiaries that are based in various geographical regions in Europe and that are also covering nearby regions of relevance (such as North Africa and Middle East). **TÜV AU HELLAS** is one of the group members most active in agriculture and food certification, supervising the implementation of a variety of **GFSI**-recognized certificates and supporting nearby subsidiaries (such as **TÜV AUSTRIA Jordan** and **TÜV AUSTRIA Egypt**) in extending their activities in the food sector. The participation of **TÜV AU ROMANIA** and **TÜV AU CYPRUS** will bring on board client cases and business scenarios covering different types of supply chains, different types of products (ranging from fruit crops to meat products), and localised needs that can inform and validate the platform services.

The project has created a first-rate dissemination and awareness plan. The implemented activities have contributed to stakeholders' (including innovators and SMEs) awareness about the project's results. The outcomes can have a positive impact on SMEs, through enabling them to access e-infrastructures and resources (i.e., datasets, models, analytics workflows, services) as part of their R&D activities. At the same time, the project can facilitate SMEs to become suppliers of novel methods and resources for the food safety industries i.e., to act as added-value suppliers of e-infrastructures and relevant resources. In order to substantiate these impacts, the partners will address and be engaged effectively with SMEs during the whole project's lifetime. The primary goal was to establish a link to a non-necessarily-food safety sector, which presents thematic overlaps with research communities already engaged in the scope of **TheFSM's** activities.

Measures to enhance **TheFSM** engagement with European and international SMEs were undertaken in the Deliverable 7.2 "Ongoing Documentation of Governance and Business model", where personas were created to finalise the key stakeholders and the Marketing Qualified Lead (MQL) and Sales Qualified Lead (SQL) of **TheFSM** platform. Our main goal through these activities was to outline the SMEs that are interested in testing our platform and connecting to **TheFSM** and further to captivate their interest for active participation in our several and diverse activities such as webinars, open days, etc.

5. LIAISON WITH OTHER INITIATIVES

TheFSM project has a great potential to become a key element of the European food safety and certification scheme. Specifically, our project will build upon state-of-the-art blockchain technologies to create an open and collaborative virtual environment that would facilitate the exchange and connection of data among different food safety actors interested in sharing information critical to certification.

In order to overcome future challenges, reach significant and meaningful impact and achieve **TheFSM's** bold commitment, our project focuses on establishing dialogue and collaboration with relevant projects, identifying commonalities and optimizing the innovative outcomes of these synergies. Furthermore, liaison with other projects is considered to be critical in order to exchange information, use synergy effects and jointly work on harmonized and integrated approaches, paving the path towards the self-sustainability of the results beyond the project's duration. Thereby, consortium partners will aim to take full advantage of key initiatives e.g., on food standards, supply chain standards, agri-food data exchange and other big data (e.g., BigDataGrapes) and ICT data platforms projects.

As it has been analyzed before, our project is focusing on the digitalization of the certification process and the development of a food safety data marketplace that will facilitate the secure exchange of the data throughout the supply chain. The project aims to set up a platform that will provide the secure data exchange services for the global food safety data. For the development of the data exchange platform, it is foreseen the adoption of several components for big data processing that were developed in the context of BigDataGrapes project, a H2020 European-funded project, as well as food protection datasets. Consequently, Agroknow put efforts to establish liaison activities with the BigDataGrapes project, in order to share information, exchange know-how, rely on already existing big data work and achievements and jointly develop solutions for safe and free-from-frauds European and global markets. Since BigDataGrapes is already a mature project, it will facilitate and accelerate **TheFSM's** evolution under the aforementioned liaison activities.

The BigDataGrapes project adopted software components for the data collection from diverse data sources, components for the enrichment of the food safety data with hazards and product terms, components for risk estimation and components for the generation of predictive analytics. In addition to this, it used and further evolved the components for the data marketplace. More specifically, the software stack components that were used by BigDataGrapes project and are expected to be applied in our project are the following:

• Knowledge classification component;

• Web scraping component;

• Trend analytics component;

• Food risk estimation component;

• Prediction component.

In terms of data, **TheFSM** through the establishment of this liaison, envisaged to have access to the recalls, border rejections and laboratory data that were developed in the context of the BigDataGrapes project. The details of the datasets that can be shared with **TheFSM** are the following:

• Global Food Recalls;

• Border rejections;

• Laboratory testing data;

• Food businesses data;

• Inspection data.

To accelerate and pave the way for the generation of an association with the BigDataGrapes project, our consortium gathered its efforts and successfully implemented a meetup with the partners of the BigDataGrapes project under the topic "Predictions for food safety".

Moreover, VALORITALIA, a certification body that has already tested digital technologies in wine PDO certification, will set up a liaison with the ongoing EU H2020 project IoF2020 for further exploitation of **TheFSM's** platform and will extract and bring useful data for our project's implementation. This particular collaboration is expected to take place during the second year of **TheFSM**, shortly after the kick-off of the project.

In conclusion, collaboration in general is essential to thriving in an ever-changing environment. It has been recognized as a big issue the past several years, as organizations realize that effective partnership is the key to innovation. New methods have emerged to extend the meaning of cooperation from the simple act of working together to a more complex function of inter-relating diverse teams to achieve new ideas, innovative practices and to yield superior results. For this reason, during the project's lifetime, each partner will be requested to create further synergies with other initiatives covering overlapping thematic areas and fields of interest.

Figure 14: Liaison with other initiatives

6. PARTNERSHIPS

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's results or expertise of parties involved, but also the creation of links between the project and industry where its 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.

We will focus on specific activities such as:

i. 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).
ii. Making **TheFSM** a core part of the Trail Alliance for secure data exchange in the supply chain.
iii. Participating and being visible in the European fora of relevance, such as EIT FOOD, the Big Data Value Association (BDVA)/ Data, AI and Robotics (DARIO), etc.
iv. Becoming active members of the key associations working on food safety standards and mappings, such as the Global Food Safety Initiative (GFSI).
v. Participating to European industrial associations such as the Food and Drink Europe, EuroCoop, COPA COGECA, etc.
vi. Evolving further the collaboration with the US GMA in order to promote the platform to US companies and their supplier networks.
vii. 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.

In order to provide a foundation for the execution of the partnership's development strategy a list with the potential communities and partners was distributed among **TheFSM's** partners. They were suggested to rate the relevance of the potential partners on a scale 1-4 (4-very relevant for the FSM; 1- minimal relevance to the FSM). The voting process and the results per partner are described in detail in *Deliverable 7.3 - Annual Report of Marketing, Sales & Partnership Activities*.

The table below indicates the **EFSA** as the most appropriate community for positioning the **TheFSM** platform.

No	COMMUNITIES	FIELD OF WORK	MARKET
1	EFSA - European Food Safety Authority	Agri-food initiative	Europe

2	GFSI - Global Food Safety Initiative	Agri-food initiative	Worldwide
3	COPA COGECA - European farmers EU agri-cooperatives	Agri-food initiative	Europe
4	IFOAM-OE	Agri-food initiative	Europe
5	Big Data Value Association (BDVA)/ Data, AI and Robotics (DARIO)	Data exchange initiative	Europe
6	EIT FOOD	Agri-food initiative	Europe
7	Food and Drink Europe	Agri-food initiative	Europe
8	Safe Foods Corporation	Agri-food initiative	Worldwide
9	FMI The Food Industry Association	Agri-food initiative	N America
10	Trace Alliance	Supply chain initiative	Europe
11	CBA - Consumer Brand Association (former US GMA - Grocery Manufacturers Association)	Agri-food initiative	N America
12	AIOTI Group - Alliance for Internet of Things Innovation	Data exchange initiative	Europe
13	GOOD FOOD FOUNDATION	Agri-food initiative	N America
14	Weston A. Price Foundation	Agri-food initiative	N America
15	GROW Observatory	Data exchange initiative	Europe
16	EFFAT - European Federation of Trade Unions in the Food, Agriculture and Tourism	Agri-food initiative	Europe

| 17 | EuroCoop - European Community of Consumer Cooperatives | Agri-food initiative | Europe |
| 18 | AgriXchange | Data exchange initiative | Worldwide |

Table 16: Community and partnerships relevance results

ANNEX A: LOGO SELECTION PROCESS

ANNEX B: OVERVIEW OF DISSEMINATION ACTIVITIES

Our consortium, in its path to be always aligned with the effectiveness and the mass outreach of **TheFSM** results, drafted a variety of templates for all the Key Performance Indicators (KPIs). Their content targets to be the dissemination activities as they have been analyzed, formulated and outlined in the contractual agreement of the project. The aim of the template's creation lies in the fact that the results of the project are widely disseminated to all directly and indirectly interested organizations, companies (private and public), policy bodies and individuals.

To comply with our goal, in the previous version of this deliverable during M3, a first draft of templates was created and used from the project partners and had the format of the following four tables:

Events Organized									
Event Name	Event URL	Partners Participated	Event Type	Nature of Contribution	Location (City)	Location (Country)	Date(s)	Audience	Participants

Events Attended									
Event Name	Event URL	Partners Participated	Event Type	Nature of Contribution	Location (City)	Location (Country)	Date(s)	Audience	Participants

Scientific publications								
Authors	Paper Title	Publication Type	Publication Venue	Publisher	Status	Publication Date	URL	Lead Partner

Press publications				
Publication Title	Publication Venue	URL	Type	Lead Partner

However, in this deliverable, we designed a new template form, helping them to monitor with higher accuracy the dissemination activities and guarantee proper diffusion of knowledge and project results and secure maximum impact and uptake of the results. For the promotion of **TheFSM** and its outcomes a variety of tools were used and more specifically in this occasion, the usage of Google Drive, provided a road map for project partners on identifying and managing the communication opportunities and obstacles. Further, the following presented novel tables designed with the Google Drive will allow the extraction of

information about the efficiency of our dissemination strategy and the creation and linkage of heterogeneous promotion activities.

				TheFSM Events Organized						
				Accountable: Dimitris Fotakidis (Agroknow)						
				Reporting Period: 2020-2023						

#	Event Name	Event URL	Partners Participated	Event Type	Nature of Contribution	Location (City)	Location (Country)	Date(s)	Audience	Number of participants
	Name of the event, meeting, conference	URL of the official website of the event or any other relevant page	Apart from the reporting partner, did any other partner participate?	Workshop, forum, conference, hackathon, policy event, other	Presentation, panel, poster, booth, brochure distribution	City where the event took place	Country where the event took place	Exact dates of the event	What type of audience attended?	Please indicate the approximate number of participants.
	1st Year									
1										
2										
	2nd Year									
3										
4										
	3rd Year									
5										
6										

				TheFSM Events Organized						
				Accountable: Dimitris Fotakidis (Agroknow)						
				Reporting Period: 2020-2023						

#	Authors	Paper Title	Publication Type	Publication Venue	Publisher	Status	Publication Date	URL	Lead Partner	Available on Zenodo
	Please indicate the names of the authors contributing to the publication	Title of the paper	Book chapter, journal paper, conference paper	Name of the publication "hosting" the paper	Publisher of the publication (e.g. Elsevier, etc.)	Submitted, Published, Forthcoming	Exact date of publication (if published)	URL of the publication (if not published yet, provide URL of Publisher)	Partner that leads the effort. Indicate other partners in parentheses	All publications should be uploaded in Zenodo
	1st Year									
1										
2										
	2nd Year									
3										
4										
	3rd Year									
5										
6										

	TheFSM KPIs: 2.1 Outreach to general press and media				
	Accountable: Mr. Dimitris Fotakidis (Agroknow)				
	Reporting Period: 2020-2023				

TARGETS		3 interviews (radio/TV/Newspappers)	3 blog posts in EC	2 press releases / year	2 interviews per pilot partners

#	Publication Title	Publication Venue	URL	Type	Lead Partner
#	Title of the publication	Vehicle of the publication (newsletter title, magazine title, etc)	URL where the publication can be accessed	Interview, blog post, press release, other	Partner leading the work/publication
1st Year					
1					
2					
2nd Year					
3					
4					
3rd Year					
5					
6					

ANNEX C: ALLOCATION OF DISSEMINATION ACTIVITIES

In this Annex, we analyze the allocation and the cumulative responsibilities of the dissemination Key Performance Indicators (KPIs) of each partner of *TheFSM* consortium, as they have been validated during the 3rd Plenary Meeting.

Agroknow

KPI	Year 2	Year 3
K1.2a - Project Posts	43 posts, 2 videos	40 posts, 3 videos
K1.3 - Dissemination Materials	1 project brochure Multiple platform brochures 1 project poster/banner	1 platform poster/banner
K1.4a - Project Videos (1 platform video & >3 success stories & stakeholder interviews per application)	1 Platform video	-
K2.1 - Outreach to general press and media	1 Blog post with WFSR, 2 Press releases	2 Blog posts with WFSR, 2 Press releases
K3.1 - Publication to scientific papers in journals or conferences	1 Scientific paper	-
K3.2 - Promotion of targeted news items for stakeholders through specialised channels	10 Posts	10 Posts
K3.3 - Organisation of webinars for food safety experts	1 Webinar	-

K3.5 - Special interest groups in specialised forums, standardisation groups, global networks (e.g., BDVA, GFSI)	-	1 Event
K4.1a - *TheFSM* representation at Food Safety commercial exhibitions and trade fairs (sponsorships)	-	1 Sponsorship
K4.1b - *TheFSM* representation at Food Safety commercial exhibitions and trade fairs (booths)	1 Booth	1 Booth
K5.1 - White paper to inform decision makers of DG AGRI, DG SANTE and DG CONNECT	-	1 White paper
K5.2 - White paper to inform national & regional government officials	-	1 White paper

SAI

KPI	Year 2	Year 3
K1.2a - Project Posts	22 Posts	20 Posts
K3.5 - Special interest groups in specialised forums, standardisation groups, global networks (e.g., BDVA, GFSI)	1 Event	-

UBITECH

KPI	Year 2	Year 3
K1.2a - Project Posts	22 Posts	20 Posts
K3.1 - Publication to scientific papers in journals or conferences	-	2 Scientific papers

AGRIVI

KPI	Year 2	Year 3
K1.2a - Project Posts	22 Posts, 3 Presentations, 2 Videos	20 Posts, 6 Presentations 2 Videos
K1.4a - Project Videos (1 platform video & >3 success stories & stakeholder interviews per application)	-	1 application video in English
K1.4b - Project Videos (>5 success stories in language of each country)	-	3 Videos (1 in Croatian, 1 in Hungarian and 1 in Polish)
K2.1 - Outreach to general press and media	6 Interviews (2 in Croatia - 2 in Hungary - 2 in Poland)	-
K3.3 - Organisation of webinars for food safety experts	1 Webinar	1 Webinar
K3.4 - Open Days	-	3 Open days

| K4.1a - *TheFSM* representation at Food Safety commercial exhibitions and trade fairs (sponsorships) | - | 1 Sponsorship |
| K4.1b - *TheFSM* representation at Food Safety commercial exhibitions and trade fairs (booths) | 1 Booth | 1 Booth |

PROSPEH D.O.O.

KPI	Year 2	Year 3
K1.2a - Project Posts	22 Posts	20 Posts
K3.3 - Organisation of webinars for food safety experts	1 Webinar	1 Webinar
K3.5 - Special interest groups in specialised forums, standardisation groups, global networks (e.g., BDVA, GFSI)	1 Event	1 Event
K4.1a - *TheFSM* representation at Food Safety commercial exhibitions and trade fairs (sponsorships)	1 Sponsorship	-
K4.1b - *TheFSM* representation at Food Safety commercial exhibitions and trade fairs (booths)	-	1 Booth

UNIVIE

KPI	Year 2	Year 3
K1.2a - Project Posts	22 Posts, 2 Presentations	20 Posts, 6 Presentations
K3.1 - Publication of scientific papers in journals or conferences	1 Scientific paper	-

WFSR

KPI	Year 2	Year 3
K1.2a - Project Posts	22 Posts, 2 Presentations	20 Posts, 6 Presentations
K1.4a - Project Videos (1 platform video & >3 success stories & stakeholder interviews per application)	-	1 application video in English
K1.4b - Project Videos (>5 success stories in language of each country)	1 Video (in Dutch)	-
K2.1 - Outreach to general press and media	1 Blog post with Agroknow	2 Blog posts with Agroknow 2 Interviews (in Netherlands)
K3.1 - Publication to scientific papers in journals or conferences	1 Scientific paper	-
K3.4 - Open Days	-	1 Open Day

TÜV AU HELLAS

KPI	Year 2	Year 3
K1.2a - Project Posts	22 Posts, 2 Presentations	20 Posts, 6 Presentations
K1.4a - Project Videos (1 platform video & >3 success stories & stakeholder interviews per application)	-	1 application video in English with TUV AU ROMANIA and TUV AU CYPRUS
K1.4b - Project Videos (>5 success stories in language of each country)	1 Video (in Greek - with TUV AU CYPRUS)	1 Video (in Arabic)
K2.1 - Outreach to general press and media	2 Interviews (in Egypt)	2 Interviews (in Jordan)
K3.4 - Open Days	-	1 Open Day

TÜV AU ROMANIA

KPI	Year 2	Year 3
K1.2a - Project Posts	22 Posts, 2 Presentations	20 Posts, 6 Presentations
K1.4a - Project Videos (1 platform video & >3 success stories & stakeholder interviews per application)	-	1 application video in English with TUV AU HELLAS and TUV AU CYPRUS
K1.4b - Project Videos (>5 success stories in language of each country)	1 Video (in Romanian)	-

K2.1 - Outreach to general press and media	-	2 Interviews (in Romania)
K3.4 - Open Days	-	1 Open Day

VALORITALIA

KPI	Year 2	Year 3
K1.2a - Project Posts	22 Posts, 2 Presentations	20 Posts, 6 Presentations
K1.4a - Project Videos (1 platform video & >3 success stories & stakeholder interviews per application)	-	1 application video in English
K1.4b - Project Videos (>5 success stories in language of each country)	1 Video (in Italian)	
K2.1 - Outreach to general press and media	-	2 Interviews (in Italy)
K3.3 - Organisation of webinars for food safety experts	1 Webinar	-
K3.4 - Open Days	-	1 Open Day
K5.4 - Liaison with relevant initiatives (complementary projects in big data and food safety sectors)	Liaison with a H2020 Project	-

TÜV AU CYPRUS

KPI	Year 2	Year 3
K1.2a - Project Posts	22 Posts, 2 Presentations	20 Posts, 6 Presentations
K1.4a - Project Videos (1 platform video & >3 success stories & stakeholder interviews per application)	-	1 application video in English with TUV AU HELLAS and TUV AU ROMANIA
K1.4b - Project Videos (>5 success stories in language of each country)	1 Video (in Greek with TUV AU HELLAS)	-
K2.1 - Outreach to general press and media	2 Interviews (in Cyprus)	-
K3.4 - Open Days	-	1 Open Day