



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

## D8.4 - Dissemination & Communication & Activities Report

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## ACRONYMS LIST

TheFSM	The Food Safety Market
AI	Artificial Intelligence
BDVA	Big Data Value Association
CAGR	Compound Annual Growth Rate
CV	Curriculum Vitae
C.O.	Communication Objectives
COPA COGECA	European farmers EU agri-cooperatives
D	Deliverable
D&C	Dissemination and Communication
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
D.O.	Dissemination Objectives
DOI	Digital Object Identifier
EC	European Commission
ERP	Enterprise Resource Planning
EU	European Union
GFSI	Global Food Safety Initiative
GDPR	General Data Protection Regulation
GODAN	Global Open Data for Agriculture & Nutrition
ICT	Information and Communication Technology
IT	Information Technology
IoT	Internet of Technology
KPI	Key Performance Indicator
M	Month
MQL	Marketing Qualified Lead
PM	Project Manager
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
TRL	Technology Readiness Level
USD	United States dollar
WP	Work Package

## EXECUTIVE SUMMARY

The present document primarily identifies the alignment of the Dissemination & Communication (D&C) activities with the overall strategy. It summarizes and illustrates the measures that took place by **TheFSM** project, and reports the first measures carried out by the consortium partners during the last 18 months of the project, since its kick-off in February 2020 up to the project mid-term in September 2021. These actions had as a goal to:

1. Promote the developed of solutions that came out of the EU-funded **TheFSM** project to the different stakeholders (food sector users and tech providers) and to raise awareness about their advantages;
2. Disseminate the technical and theoretical knowledge generated as part of the consortium towards the scientific community and academia;
3. Attract a critical mass interested stakeholders around the project and maximize the visibility of our outcomes, especially towards the implementation and utilization of **TheFSM** platform;
4. Demonstrate how state-of-art technologies can create an open and collaborative virtual environment that facilitates the exchange and connection of data between different food safety actors interested in sharing information that is critical to certification;
5. Showcase how European collaboration through the consortium fosters innovation, increases European competitiveness and produces important outcomes that are relevant to citizens everyday lives and aim to tackle main societal challenges concerning food safety, food traceability and food frauds;
6. Strengthen the engagement with all the identified stakeholders by providing first-hand experience and boost digitally the community around the domain of food safety and food certification.

Furthermore, this document describes the dissemination tools and communication channels used to promote the key messages and the products by the consortium material, with respect to the impact they had on the Key Performance Indicators (KPIs).

Finally, this report refers to the communication and dissemination activities, performed by each partner or by the consortium, and overall, the majority of these activities has been in accordance with the original plan and the KPIs timeline.

## TABLE OF CONTENTS

<b>Executive summary</b>	<b>6</b>
<b>1. INTRODUCTION</b>	<b>11</b>
1.1 Purpose of this document .....	11
1.2 Relations to other activities in the project.....	11
1.3 Report structure.....	12
1.4 Dissemination and Communication Strategy overview.....	14
1.5 First period report.....	16
1.6 Nest steps .....	16
<b>2. IMPACT</b>	<b>18</b>
2.1 Expected impacts in the work programme .....	18
2.2 Monitor of the impact.....	20
2.3 Our way to maximize impact.....	22
<b>3. DISSEMINATION AND COMMUNICATION BACKGROUND</b>	<b>25</b>
3.1 Objectives of the dissemination and communication activities.....	25
3.2 TheFSM dissemination channels.....	26
3.3 TheFSM dissemination KPIs .....	29
3.4 Involvement of consortium as a whole and as individuals.....	35
3.5 Open Access.....	36
3.6 Data protection compliance.....	38
<b>4. DISSEMINATION AND COMMUNICATION FOREGROUND</b>	<b>40</b>
4.1 Digital dissemination channels .....	40
4.1.1 Project website.....	41
4.1.2 Social media channels.....	44
4.1.3 Digital Campaigns.....	50
4.1.4 Science and Technology.....	52
4.1.5 Business Outreach .....	53
<b>5. LIAISON WITH OTHER INITIATIVES</b>	<b>56</b>
5.1 Preliminary platform positioning .....	56
5.2 Expanding partnership strategy.....	57

5.3	Results .....	58
5.4	Reporting on established partnerships.....	62
<b>6.</b>	<b>CONCLUSION</b>	<b>64</b>
	<b>ANNEX A – COMMUNITY AND PARTNERSHIPS RELEVANCE RESULTS</b>	<b>65</b>
	<b>ANNEX B – DISSEMINATION AND COMMUNICATION ACTIVITIES ON SOCIAL MEDIA</b>	<b>66</b>



## LIST OF TABLES

Table 1: Link to other deliverables.....	12
Table 2: TheFSM KPIs.....	20
Table 3: Social Media Indicators.....	21
Table 4: Overview of key targeted stakeholders and networks we aim to engage.....	23
Table 5: Dissemination objectives of TheFSM outreach measures.....	25
Table 6: Social Communication objectives of TheFSM outreach measures.....	26
Table 7: Demonstration of the dissemination aims and of the methods & activities that project’s partners have chosen to utilize within each project partner level.....	27
Table 8: Demonstration of the dissemination aims and of the methods & activities that project’s partners have chosen to utilize within the consortium level.....	27
Table 9: Demonstration of the dissemination aims and of the methods & activities that project’s partners have chosen to utilize towards core target groups.....	28
Table 10: Demonstration of the dissemination aims and of the methods & activities that project’s partners have chosen to utilize towards other stakeholders and decision makers.....	28
Table 11: Demonstration of the dissemination aims and of the methods & activities that project’s partners have chosen to utilize towards other countries and sectors.....	29
Table 12: Communication material KPIs.....	31
Table 13: Campaigns KPIs.....	31
Table 14: Science and technology KPIs.....	33
Table 15: Business KPIs.....	34
Table 16: Policy Outreach KPIs.....	35
Table 17: Major target groups of the digital dissemination tools and channels.....	40
Table 18: TheFSM social media KPI.....	45
Table 19: TheFSM Digital Campaigns.....	52
Table 20: TheFSM Website and LinkedIn posts.....	53
Table 21: Community and partnerships relevance results.....	62

## LIST OF FIGURES

Figure 1: Connection between D8.4 with relevant deliverables.....	11
Figure 2: Example of TheFSM KPIs Dashboard.....	22
Figure 3: TheFSM communication and dissemination funnel.....	24
Figure 4: TheFSM deliverables in our website.....	37
Figure 5: Counting-dissemination measures.....	41
Figure 6: TheFSM Homepage.....	42
Figure 7: Visits of the TheFSM website [01.05.2020 - 21.07.2021].....	42
Figure 8: TheFSM website traffic per country [01.05.2020 -21.07.2021].....	43

Figure 9: Traffic sources of the users .....	43
Figure 10: Users' land on TheFSM website .....	44
Figure 11: TheFSM website pageviews and unique pageviews .....	44
Figure 12: TheFSM hashtags .....	46
Figure 13: Content of the TheFSM's social media posts.....	47
Figure 14: TheFSM Twitter (accessed 29/07/2021) .....	48
Figure 15: TheFSM LinkedIn page with the project's look and feel (accessed 29/07/2021) .....	49
Figure 16: TheFSM youtube page with the project's look and feel (accessed 29/07/2021) .....	49
Figure 17: TheFSM SlideShare page with the project's look and feel (accessed 29/07/2021).....	50
Figure 18: Agroknow's booth on the Virtual GFSI Conference 2021 .....	54
Figure 19: Position of TheFSM within the global food certification market .....	57
Figure 20: Relevance with TheFSM .....	59
Figure 21: Relevance chart with average score .....	60
Figure 22: Communities and network coverage.....	60

## 1. INTRODUCTION

This introductory section aims to briefly present: the deliverable, its components, its methodology and objectives, as well as the undertaken or future dissemination and communication (D&C) actions towards dissemination of **TheFSM** scientific and technological advances.

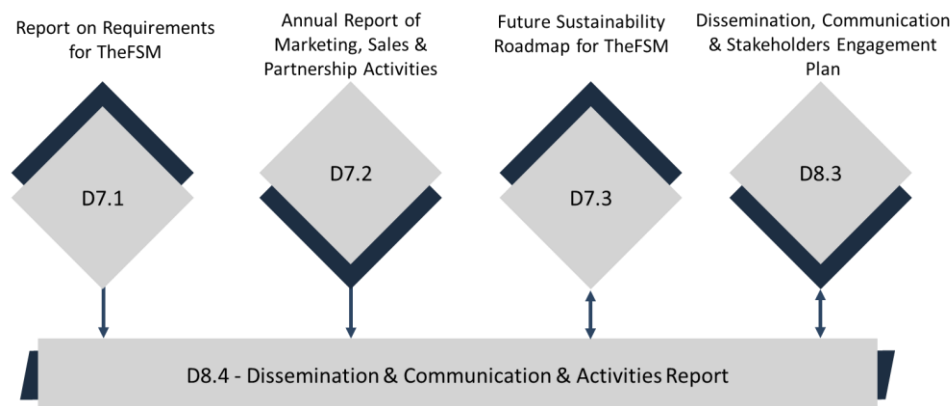
### 1.1 Purpose of this document

The current report is a direct outcome of the Task 8.4 “Project Dissemination and Communication Planning, Monitoring & Related Activities” and is documenting the various dissemination, awareness and outreach activities and results performed during the first eighteen (18) months of **TheFSM** by the beneficiaries. It outlines and presents all the tools and measures that were undertaken to accomplish and implement the project’s dissemination and communication objectives and strategy as they have been analyzed and set in the D8.3 “Dissemination, Communication and Stakeholders Engagement Plan”. Moreover, it is a public document which will become available on the project’s website, in the dedicated section “Results” (<https://foodsafetymarket.eu/results/>), upon acceptance. Finally, a thorough presentation of all the dissemination and communication activities that took place during this reporting period are presented in the sections below.

### 1.2 Relations to other activities in the project

D8.4, is the first edition of the “Dissemination and Communication and Activities Report” and it is the fourth deliverable of the Work Package 8 – Project, and provides an insight of the measures that safeguard the high promotion of **TheFSM** outcomes, ensuring the large awareness to the project stakeholders, and the properly communication of the project’s updates and results towards raising public awareness.

*Figure 1: Connection between D8.4 with relevant deliverables*



The general connection that the D8.4 has with other deliverables can be seen in the Figure 1, but its specific relations to other deliverables in the project can be seen in the follow table:

Deliverable	Nature of the relationship
<b>D7.1</b>   Market Research & Strategy Report	<b>Input:</b> Business insights and market overview was being used to in-line the dissemination and communication measures with the future marketing techniques that <b>TheFSM</b> 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.
<b>D7.3</b>   Annual Report of Marketing, Sales & Partnership Activities	<b>Input:</b> The results of the report on dissemination and communication activities.
<b>D7.4</b>   Future Sustainability Roadmap for <b>TheFSM</b>	<b>Output:</b> The results focused on the engagement with the right groups of special interest, will generate useful feedback for future update of the Sustainability Roadmap.  <b>Input:</b> The guidelines that the promotional and diffusion measures have to be align, ensuring the continuity and uptake of <b>TheFSM's</b> knowledge and platform.
<b>D8.3</b>   Dissemination, Communication & Stakeholders Engagement Plan	<b>Output:</b> Provision of quantified and qualified results for the efficiency of the existing original strategy and recommendations for mitigation actions that have to be taken under consideration.  <b>Input:</b> The framework under which the report will be structured as well as the strategy based on which the dissemination and communication activities will be executed.

**Table 1: Link to other deliverables**

### 1.3 Report structure

This deliverable is consisted of seven (7) chapters and its construction is the following:

**Chapter 1 – Introduction:** This chapter provides the general picture and the purpose of this report, introducing the reader to **TheFSM** D&C activities. Detailly analysis is given to the connection of this deliverable with other deliverables of the project as well as to the D&C strategy based on which our

activities were implemented during the first 18 months of the project. Also, one can find an overview of the first period report accompanied with the steps that are projected to take place during the following months until the end of the project lifespan.

**Chapter 2 - Impact:** This chapter describes the general impact of the activities performed during the first 18 months. More specifically, the expected impacts in the work programme, the way of monitoring it and possible pathways that can be utilized in order to maximize *TheFSM's* impact will be referred also in this part of the deliverable.

**Chapter 3 – Dissemination and communication background:** This chapter provides the background scheme of the D&C measures that were executed during this reporting period. The framework under which the activities were performed was determined by the objectives of the D&C activities as they were set up by our consortium and was assessed and monitored by the KPIs as they exist on the Description of Action (DoA) of *TheFSM*. Moreover, references for the allocation of the dissemination KPIs of the project and the utilization of both Zenodo repository (for Open Access) and GDPR-compliant database, namely MailChimp, (for data protection compliance) are also existing in part of the report.

**Chapter 4 – Dissemination and communication foreground:** Extensive reporting to all the D&C activities that were implemented and executed timely bound towards to the specified target group is the main pillar of this chapter. Due to COVID-19 emphasis was given to the development of *TheFSM's* digital channels and more precisely to the project's website, the social media channels (Twitter, LinkedIn, SlideShare, YouTube), the digital campaigns and many others. Besides the statistical tables revealing the awareness generated from the diffusion of the newly born knowledge and results, this chapter includes tables with all the posts and content that was created based on the stakeholders key messages and interest in our project.

**Chapter 5 – Liaison with other initiatives:** The major actions that were carried out by our consortium partners enhancing and facilitating the adoption of *TheFSM* solutions until the month 18, through the evolution of a concrete and solid business ecosystem around it, is described in the chapter 5. Also, reference is made on the partnership strategy based on which the actions towards liaisons took place until this reporting period.

**Chapter 6 – Conclusion:** In this chapter, we summarize and shed light on the most important elements of this report while we mention the importance of the D&C measures to the expansion of *TheFSM's* influence both inside and abroad projects community.

**Annex A- Community and partnerships relevance results:** This Annex summarizes the results of the voting regarding the selection of the most appropriate community for positioning *TheFSM* platform.

**Annex B – Dissemination and communication activities on social media:** In this Annex, there are collected all the posts that took place the first 18 months of the project lifetime in the main channels of *TheFSM* (Twitter, LinkedIn, YouTube and SlideShare).

#### 1.4 Dissemination and Communication Strategy overview

Dissemination and communication are two of the main pillars and key elements of *TheFSM* project, as they guarantee that the results are widely shared both across Europe and globally, enabling a wide usage and exploitation from any interest party and actor. 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.

##### ***Adapting our Dissemination Plan to Covid-19***

We faced major challenges during the 18 months of *TheFSM* project, due to Covid-19. The new operational reality caused by the Covid-19 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 the national and EU laws) by turning to online events and digital media (e.g., webinars, short videos, and more) **to raise awareness, foster capacity building and knowledge sharing, adopting digital-centre dissemination actions.**

Digital marketing is cost-effective, quickly implemented, easily measured, and it allows for great exposure.

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.

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 leader, 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.

### 1.5 First period report

During the first 18 months of the programme, the targets and KPIs that have been set were well-planned, measurable, specific and on bound executed. In this period, we managed to hit the goals as they were set in the D8.3 “Dissemination, Communication Plan and Stakeholders Engagement Plan”, and therefore, successfully laid a strong base for the D&C activities for the whole lifetime of the project.

At this stage of the project, **TheFSM** has not any concrete results, as the use cases have not been launched and **TheFSM Data Platform** has not been set up. However, our consortium was focused to build a strong brand around our project and spread the concrete results coming out from the primary activities. This period it has been crucial in order to build pace for the next reporting period, in which activities will be intensified alongside the launch of the use cases.

The majority of the work carried out in the first 18 months, has been dedicated to ensure a smooth customer journey:

- creating regular branded content tailored to both key messages for each stakeholder (such as certification bodies, food distributors and retailers, providers of ICT services to the food sector) and main tools (such as the website, social media, newsletter);
- setting up awareness campaigns;
- participating in events, workshops and exhibitions, informing all the participants.

Additionally, the measures promoted the connection and establishment of relationships and synergies with external actors, such as partner organizations and related EC initiatives, in order to build a community and ensure the sustainability of the project results long-term.

### 1.6 Next steps

The next version of this document is projected to integrate the next steps until the end of the project’s (M36). More specifically, the future dissemination and communication actions are planned to be implemented, focusing on the expansion of the pilots results and the dissemination of **TheFSM Data Platform**, informing all the key stakeholders and the general public. To achieve this statement, major and significant steps have to be utilized. Each consortium partner will have to:

- produce relevant content towards the engagement of relevant to the project stakeholders;
- carry out dissemination actions such as participation in scientific events, industrial exhibitions and fairs with the aim the future exploitation of the results (scientific and non-scientific) and the generation of Marketing Qualified Lead (MQL) and Sales Qualified Lead



(SQL) (as they have been analyzed in the D7.2 "Ongoing Documentation of Governance and Business model";

- intensify the digital marketing activities in order to generate new warm and relevant leads for **TheFSM Data Platform**, creating a business ecosystem around it;
- achieve meaningful liaisons with other projects, as it is of major importance for the project's sustainability.

Finally, to create meaningful and long-lasting impact, all the aforementioned actions will be aligned, aiming to achieve high levels of impact, fulfilling the bold commitment of **TheFSM**, the development of an industrial data platform which will give a digital boost to the way food certification takes place in Europe.

## 2. IMPACT

### 2.1 Expected impacts in the work programme

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. **TheFSM** is following an approach, align with the forthcoming changes, and is strategically integrating novel high-tech solution (e.g., big data, AI) in a fast-pacing sector. The challenge ahead is for the European industry to seize fully and swiftly these digital opportunities. Towards this, our project will develop an industrial data platform to give a digital boost to the way food certification takes place in Europe. **TheFSM** consortium is dedicated on doing their best to support the stakeholders in the agriculture and food supply chain, by committing its best efforts towards the creation of **TheFSM Data Marketplace**.

The COVID-19 pandemic has accelerated the shift towards a more digital world and triggered changes in the food supply chain which are likely to have long lasting effects. Further, COVID-19 pandemic brought radical changes in the food supply chain and especially it revealed the importance of the food certification.

Agro-industry and food supply chains are complex structures and should be viewed as integrated systems. The agro-industry sector is estimated to have a great part in the age of the industrial revolution 4.0 using technical advantages. The use of digital technology and innovation capabilities are able to produce efficiency, increase productivity and product added value<sup>1</sup>. Concerning food certification, the presence of associated data in the food supply chains from origin to the destination is a great challenge<sup>2</sup>.

The potential of this market is huge, as global food certification market is estimated to be valued at **USD 4.7 billion in 2020** and is projected to reach **USD 6.2 billion by 2025**, recording a **CAGR of 5.4%**. More and more people are getting aware of food safety and this is driving the growth of the food certification market. The European market is estimated to account for the largest market share due to the adoption of food safety measures<sup>3</sup>.

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

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

2 <https://www.hindawi.com/journals/ifu/2020/5385207/>

3 [Food Certification Market by Type, Application, Risk Category And Region - Global Forecast to 2025 \(reportlinker.com\)](https://www.reportlinker.com/food-certification-market-by-type-application-risk-category-and-region-global-forecast-to-2025-report/)

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	<p><b># of data flows and transactions documented within all business scenarios (target: &gt;15 overall)</b></p> <p><b># of stakeholders enabled within each business scenario (target: &gt;3 stakeholders engaged in data transactions within each scenario)</b></p>
	We will fully digitize food safety data transactions in order to help involved parties execute them in a faster and more efficient manner	<p><b># of fully automated data sharing workflows and transactions supported through the platform (target: &gt;10 overall)</b></p> <p><b>% of time saved in data transactions channeled through the platform (target: &gt;50%)</b></p>
	We will create opportunities for new digital services that certification bodies like <b>TÜV AUSTRIA</b> may offer, such as remote auditing that can lower the cost of certification	<p><b># of new service offerings that TÜV AUSTRIA subsidiaries will include in their certification portfolio (target: &gt;3 per subsidiary)</b></p>
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	<p><b># of food companies joining the innovation pilots in each country to share data (target: &gt;3 companies involved in each pilot to share data)</b></p>
	We will implement digital & physical marketing activities to identify, profile and attract appropriate clients to test data sharing through <b>FOODAKAI</b>	<p><b>% of annual increase in the number of organisations using the platform to share food safety data (target: &gt;300% every year)</b></p>

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)	<b># of local or regional stakeholders joining the innovation pilots to access and use data (target: &gt;2 organisations involved in each pilot to access data)</b>
	We will implement digital & physical marketing activities to identify, profile and attract appropriate clients that are interested to access data that suppliers share through <b>FOODAKAI</b>	<b>% of annual increase in the number of organisations using the platform to access and use food safety data (target: &gt;300% every year)</b>
20% annual increase in volume of business (turnover) channelled through the platforms	We will work on gradually introducing <b>FOODAKAI</b> 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	<b>% of annual increase in numbers of agri-food inspections and certificate renewals channelled through the platform (target: &gt;500% increase every year)</b>  <b>% of actual business revenue that the participating certification &amp; inspection bodies will be enabling through the platform after the project ends (target: &gt;10% of agri-food inspections and certificate renewals channelled through the platform)</b>

**Table 2: TheFSM KPIs**

## 2.2 Monitor of the impact

As **TheFSM** has at its cornerstone the dissemination activities it was of highly importance during the first 18 months of the project to estimate the effectiveness of the measures that were applied to diffuse the knowledge and the primary results. **TheFSM** dissemination lead (**Agroknow**) had to count and evaluate the impact of the outreach actions taken by our partners throughout their dissemination tools, channels, websites, and networks to the foreseen stakeholders of the project. 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 was performed by the Agroknow via a series of quantitative and qualitative indicators. **Quantitative indicators** include outreach indicators, to measure online dissemination activities, associated to **TheFSM** outcomes. **Qualitative indicators** were 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 determined 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 helped the project to better understand facilitators and barriers of a successful dissemination and served to refine these activities accordingly. The following social media indicators were 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 3: Social Media Indicators**

All dissemination activities were reported to the WP7 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 was responsible for periodically updating it. This tool consisted of a dashboard where all the dissemination activities were reported and mapped with the relevant KPIs of the project. Moreover, for each different KPI there was a separate sheet for analytic reporting of the actions.

TheFSM KPIs Dashboard								
Accountable:		Dimitris Fotakidis (Agrokrow)						
Reporting Period		2020-2023						
Nr	KPI	Target Source		Year 1	Year 2	Year 3	Remaining Values	Status
<b>Branding &amp; Communication Material KPIs (cumulative values)</b>								
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					
K1.4a	stakeholder interviews per application) 1 platform video 1 success story video (Greece-Cyprus-Romania) 1 success story video (Netherlands) 1 success story video (Italy) 1 success story video (Poland-Croatia-Hungary)	DoA	Annual Target	-	1	5		
			Achieved Value					
			Achieved Value					
			Achieved Value					
			Achieved Value					
			Achieved Value					
			Achieved Value					
			Achieved Value					
			Achieved Value					
			Achieved Value					
K1.4a	stories in language of each country) 1 success story in Greek 1 success story in Dutch 1 success story in Italian	DoA	Annual Target	-	4	8		
			Achieved Value					
			Achieved Value					
			Achieved Value					
			Achieved Value					

Figure 2: Example of TheFSM KPIs Dashboard

### 2.3 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 <sup>4</sup>
	Certification Scheme Owners	GFSI <sup>5</sup> , BRC, IFS Food, GlobalG.A.P., The European Organic Certifiers Council <sup>6</sup>
	Food distributors & retailers	Euro Coop <sup>7</sup> , Food Drink Europe <sup>8</sup> , Grocery Manufacturer

4 <http://ofgorganic.org/>

5 <https://www.mygfsi.com/>

6 <https://eocc.nu/>

7 <http://www.eurocoop.coop/>

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

		Association <sup>9</sup>
	Primary producers & farmers	Copa Cogeca <sup>10</sup> , WFO-OMA <sup>11</sup> , Organic Farmers Association <sup>12</sup> , Farm Retail Association <sup>13</sup> , OStevia Hellas
Tech Providers	ICT contributors to the <b>TheFSM</b> technology stack	Trail Alliance <sup>14</sup> , Big Data Value Association <sup>15</sup> , 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 4: Overview of key targeted stakeholders and networks we aim to engage**

**TheFSM** adopted a funneled approach to disseminate and communicate the project’s results to its key stakeholders. A multi-channel dissemination and communication strategy was followed to reach different target groups, with an emphasis on a wide geographic coverage. The basic principles underlying the strategy that followed were 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 was 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.

9 <http://gmaonline.org/>

10 <https://copa-cogeca.eu/>

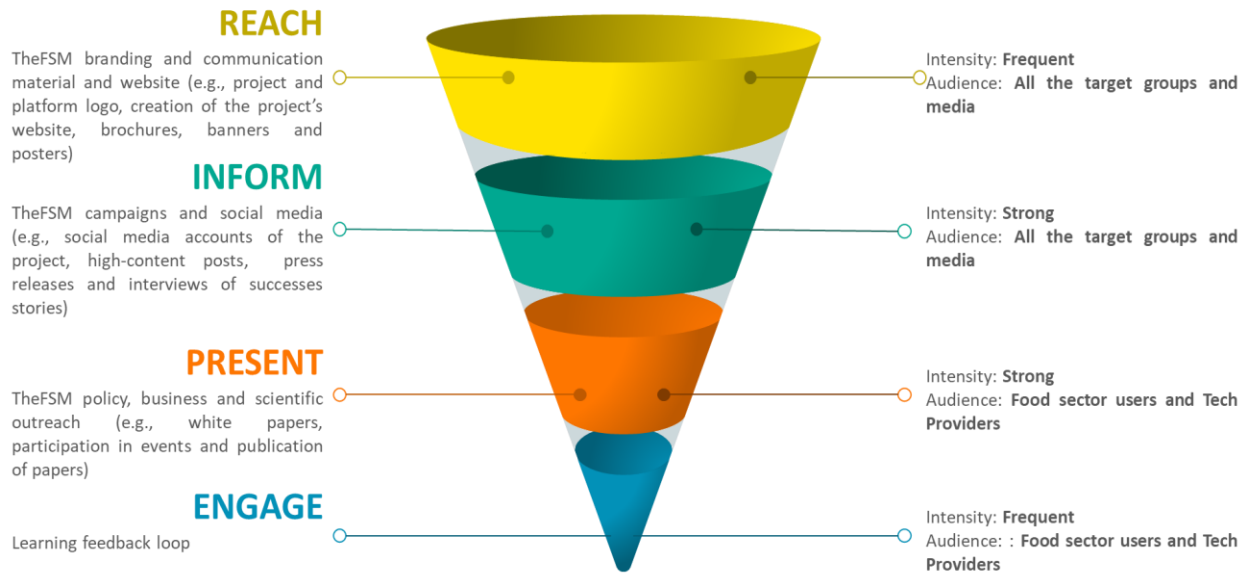
11 <http://www.wfo-oma.org/>

12 <http://organicfarmersassociation.org/>

13 <http://www.farma.org.uk/>

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

15 <http://www.bdva.eu/>



**Figure 3: TheFSM communication and dissemination funnel**



### 3. DISSEMINATION AND COMMUNICATION BACKGROUND

#### 3.1 Objectives of the dissemination and communication activities

**TheFSM** dissemination and communication efforts are deeply rooted in the project objectives and the respective KPIs (see more information on 3.3). In-line with the Dissemination and Communication Strategy and to ensure compliance of the D&C activities to the project objectives and KPIs, our consortium set some extra objectives as they are explained below.

Specific and tailored dissemination objectives (D.O.) were designed to ensure maximum visibility, accessibility and impact of the project activities and outcomes to the targeted stakeholders. The objectives of these activities are presented in the Table below.

Dissemination objectives (D.O.)	
<b>D.O.1</b>	Promote and educate all interested communities.
<b>D.O.2</b>	Inform the different target audiences and make to them available <b>TheFSM</b> results.
<b>D.O.3</b>	Engage the relevant stakeholders and receive inputs and feedbacks.
<b>D.O.4</b>	Enhance the exploitation potential of our results.
<b>D.O.5</b>	Ensure the viability and sustainability of the outputs after the project's lifespan.

*Table 5: Dissemination objectives of TheFSM outreach measures*

In support of the planned dissemination activities, diverse and wide communication actions were undertaken to promote project objectives and findings in a non-scientific and clear way for the civil society. **TheFSM** reached out and properly promote the project demands using a language and content that conveyed the message in a clear and intelligible way. In this regard, **TheFSM** developed communication objectives (C.O.) as they are presented below towards better and efficient monitoring of these specific measures:

Communication objectives (C.O.)	
<b>C.O.1</b>	Increase the impact and ensure the maximum visibility of the project's general goals, findings and key facts towards the general public.
<b>C.O.2</b>	Support the dissemination objectives and promote the success stories showcasing the positive impact of our novel results;

<b>C.O.3</b>	Announce and foster <b>TheFSM</b> events, contributing to upgrade the engagement potential with relevant actors.
<b>C.O.4</b>	Give to the project a well-recognised “branding” and opportunities for collaborations with other networks

**Table 6: Social Communication objectives of TheFSM outreach measures**

Both of the D&C actions are intrinsically linked to the exploitation of the project’s activities and results. Efficient publicity and wide exposure of **TheFSM** and its achievements increased stakeholders’ engagement with our initiative, while expanding the uptake and the utilization of our results beyond the project’s borders. Agroknow set up the most appropriate mechanisms and tools for maximum visibility and impact ensuring that all the consortium partners contribute to dissemination and communication activities and assess these results following the strategy as it was defined on the Deliverable 8.3 Dissemination, Communication & Stakeholders Engagement Plan.

### 3.2 TheFSM dissemination channels

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

**Table 7: 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
<b>LEVEL 2: Within the consortium</b>		
<p>Link and bring together people working on similar topics across consortium, in order to create working groups that will implement common activities</p> <p>Establish Work Package (WP) and task teams and inspire common goals and collaboration</p> <p>Create single point of reference for all dissemination material and practices across consortium</p> <p>Establish communication mechanisms and channels within consortium</p>	<ul style="list-style-type: none"> <li>Review profiles &amp; interests of partner teams across consortium</li> <li>Organise team building sessions within project meetings</li> <li>Organise dedicated WP team meetings within plenary meetings or ad hoc</li> <li>Establish virtual communication &amp; collaboration tools for consortium members</li> <li>Set up internal mailing list for project &amp; key activities</li> <li>Prepare guidelines, templates and reference spaces for dissemination activities &amp; materials</li> </ul>	<ol style="list-style-type: none"> <li>Collect CVs of all team members at shared space, carry out team member interviews for project website &amp; blog posts</li> <li>Organise project meetings co-located with training seminars that TÜV AUSTRIA GROUP organizes</li> <li>Use a partners' existing virtual conferencing facility for project meetings</li> <li>Establish <b>TheFSM</b>-main, <b>TheFSM</b>-tech and <b>TheFSM</b>-users mailing lists</li> <li>Develop document with dissemination guidelines &amp; practices</li> <li>Syndicate RSS &amp; Twitter feeds of all partner sites/blogs with project's web portal &amp; Twitter accounts</li> </ol>

**Table 8: 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
<b>LEVEL 3: Towards core target groups (in each participating country, across the TÜV AUSTRIA GROUP)</b>		
<p>Organise targeted actions to inform &amp; engage food safety stakeholders in the networks &amp; communities where partners have direct access to</p> <p>Create links and synergies with relevant food safety and certification initiatives where partners are involved</p>	<ul style="list-style-type: none"> <li>Join TÜV AUSTRIA GROUP meetings for knowledge sharing &amp; exchange</li> <li>Present at TÜV AUSTRIA subsidiary training events in all countries</li> <li>Organise special training &amp; hands on sessions or workshops at events where communities gather</li> </ul>	<ol style="list-style-type: none"> <li>Prepare a training package that may be reused and presents at all training seminars</li> <li>Organise <b>TheFSM</b> sessions in major workshops and conferences with key industry prospects and clients</li> <li>Organise series of webinars on topics related to each one of the piloting scenarios</li> </ol>

- Deliver online training & awareness on topics of relevance
- 4. Become active members of the key associations working on food safety standards and mappings, such as the GFSI

**Table 9: 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
<b>LEVEL 4: Towards other stakeholders and decision makers in the field of the project</b>		
<p>Take advantage of secure data exchange initiatives &amp; movements</p> <p>Create links and synergies with relevant European industrial associations</p>	<ul style="list-style-type: none"> <li>• Promote <b>TheFSM</b> within existing secure data exchange initiatives &amp; movements</li> <li>• Promote <b>TheFSM</b> within European industrial associations</li> <li>• Host events where any interested stakeholder may join and discover more about project</li> </ul>	<ol style="list-style-type: none"> <li>1. Liaise with AgriXchange initiative</li> <li>2. Participate &amp; present to European industrial associations such as FoodDrinkEurope, COPACOGECA, etc.</li> <li>3. Host as part of project events, industry representatives &amp; innovative companies in the field of food safety and food certification</li> </ol>

**Table 10: 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
<b>LEVEL 5: Towards other countries and sectors</b>		
<p>Promote project outcomes &amp; opportunities to AgTech &amp; FoodTech startups to engage further</p> <p>Promote project outcomes of relevance to the AgTech &amp; FoodTech sector industry stakeholders</p> <p>Promote project outcomes of relevance to the data value chain industrial networks and associations</p> <p>Inform funding agencies, donors, decision makers, and general public</p>	<ul style="list-style-type: none"> <li>• Organise online challenges and social media campaigns</li> <li>• Engage and support startups to adopt and use <b>TheFSM</b></li> <li>• Join relevant industrial associations &amp; corresponding working groups</li> <li>• Participate in investor events, trade shows, exhibitions, fairs</li> <li>• Arrange informal &amp; formal meetings with donors and decision makers</li> <li>• Prepare information material for decision makers</li> <li>• Organise press campaigns for public media</li> </ul>	<ol style="list-style-type: none"> <li>1. Participate to open agri-food data challenges &amp; contests for startups</li> <li>2. Organise meetups with startups at partner premises &amp; local startup events</li> <li>3. Join the Big Data Value Association (BDVA)/ Data, AI and Robotics (DARIO) and the corresponding working groups or task forces on agri-food and smart farming</li> <li>4. Organise <b>TheFSM</b> sponsorship, participation &amp; booths in major food industry fairs and exhibitions such as the GFSI Conference, SQF, the GMA Science Summit, World AgriTech</li> <li>5. Arrange meetings with project officers in EC DGs, the Gates Foundation, the Hewlett Foundation, USAID, etc.</li> <li>6. Organise exchange meetings and joint workshops with USA clients &amp; competitors</li> </ol>

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

### 3.3 TheFSM dissemination KPIs

A series of Key Performance Indicators (KPI) has been defined to measure the impact of the dissemination activities carried out by the project consortium from the beginning of the project's lifetime. In this section we analyze in details all the KPIs,

The evaluation of the KPIs 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 18 months 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	M1- M18	M13-24	M25-36
K1.1	Project Website Unique Visitors	DoA	Annual Target	500	1000	1200	2500
			Achieved Value	503	1513		
K1.2a	Project Posts	DoA	Annual Target	100	200	300	560
			Achieved Value	20	52		
K1.2b	Project Audience	Own target setting	Annual Target	120	200	350	520
			Achieved Value	137	180		
K1.3	Dissemination Materials (Brochures, posters & banners)	DoA	Annual Target	2	2	4	6
			Achieved Value	0	0		

K1.4a	Project Videos in English	DoA	Annual Target	-	-	1	4
			Achieved Value	-	-		
K1.4b	Project Videos in language of each country	DoA	Annual Target	-	-	4	8
			Achieved Value	-	-		

**Table 12: 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	(M1- M18)	M13-24	M25-36
K2.1	Outreach to general press and media	DoA	Annual Target	5	10	18	32
			Achieved Value	7	7		

**Table 13: 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	(M1- M18)	M13-24	M25-36
K3.1	Publication of scientific papers in journals or conferences	DoA	Annual Target	-	1	3	5
			Achieved Value	-	0		
K3.2	Promotion of targeted news items for stakeholders through specialised channels	DoA	Annual Target	10	15	20	30
			Achieved Value	13	28		
K3.3	Organisation of webinars for food safety experts	DoA	Annual Target	2	3	4	6
			Achieved Value	0	1		
K3.4	Open days	DoA	Annual Target	-	-	-	10



			Achieved Value	-	-		
K3.5	Special interest groups in specialised forums, standardisation groups, global networks	DoA	Annual Target	1	2	3	5
			Achieved Value	1	1		

**Table 14: Science and technology KPIs**

The following KPI measures the project business outreach:

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

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

Nr.	KPI	Target Source		M1-M12	(M1- M18)	M13-24	M25-36
K4.1a	<b>TheFSM</b> representation at Food Safety commercial exhibitions and trade fairs (sponsorships)	DoA	Annual Target	-	-	1	3
			Achieved Value	-	-		

K4.1b	TheFSM representation at Food Safety commercial exhibitions and trade fairs (booths)	DoA	Annual Target	1	1	2	5
			Achieved Value	0	1		

**Table 15: 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	(M1- M18)	M13-24	M25-36
K5.1	White paper to inform decision	DoA	Annual Target	-	-	-	1

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

**Table 16: Policy Outreach KPIs**

### 3.4 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:

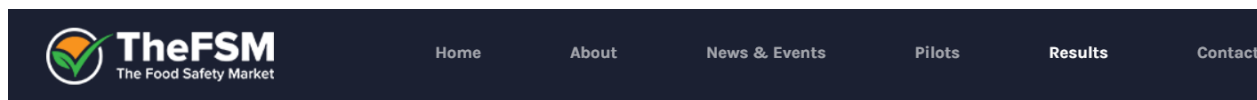
1. the already existing tools that each partner has under its jurisdiction for promoting the project's results;
2. the related amount that each member of the consortium received from the European Union under the frame of **TheFSM** project for diffusing the project's outcomes; and
3. the expertise that each partner has for communicating the results relevant to the project actors and target groups.

### 3.5 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.

**TheFSM** partners, understanding the importance of the Open Access and the positive effect and impact that this movement can have, stepped out towards the realization of our deliverables under this Open Access. In this reporting period, our consortium added a new tab named "Results", where one can find all the public deliverables of the project, as it is depicted below.



#### Foreseen outcomes

- Specialize and adapt each one of the critical business scenarios to the local needs of food companies and their supply chain stakeholders.
- Ensure that they channel secure and trusted data through the platform.
- Establish a group of local stakeholders around each innovation pilot that will engage food companies and their supply chain stakeholders in each pilot.
- Implementation of each pilot in well calculated iterations that will gradually onboard actual clients and increase the volume of business that is executed through the platform.

#### Deliverables

##### WP1:Requirements

- [D1.1 - Report on Requirements\\_v1](#)
- [D1.1 - Report on Requirements\\_v2](#)

**Figure 4: TheFSM deliverables in our website**

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.

### **3.6 Data protection compliance**

As the Consortium commits to comply with the new General Data Protection Regulation (GDPR), a specific procedure started to be implemented in a primary level 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.

## 4. DISSEMINATION AND COMMUNICATION FOREGROUND

### 4.1 Digital dissemination channels

**TheFSM** created and made use of a wide range of channels that were utilized by our consortium partners, with lead partner the Agroknow (Coordinator of the project), with main aim to achieve an efficient and effective interaction with the different stakeholders. Some resources were of general intent, whereas some were geared to particular target groups.

This section provides the list of the project’s online dissemination channels that were used to promote its main outcomes, to attract and reach out the targeted stakeholders and to maximize the generated impact. Fostering the knowledge and building upon the diverse engagement of **TheFSM** partners with their stakeholders, our project concentrated on the usage of unique outreach channels that project partners successfully utilize for their day-to-day interactions with different audiences.

The project’s main online dissemination and communication mean that was used during the first 18 months was the **project website** that presented all the project information and the progress. Additionally, the project **social media** such as LinkedIn, Twitter, YouTube and SlideShare were the core online channels for informing the target groups about the project outcomes and the dissemination activities, like the presence in key events (workshops and conferences) and the organization of project’s workshops.

Besides disseminating project’s results among the research community, policy-makers, and the private and public sector, **TheFSM** made a particular effort towards diffusing 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 17: Major target groups of the digital dissemination tools and channels*



Moreover, **TheFSM** consortium utilized all the existing dissemination tools which suit the most both to the consortium interest and to the dissemination and communication 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:

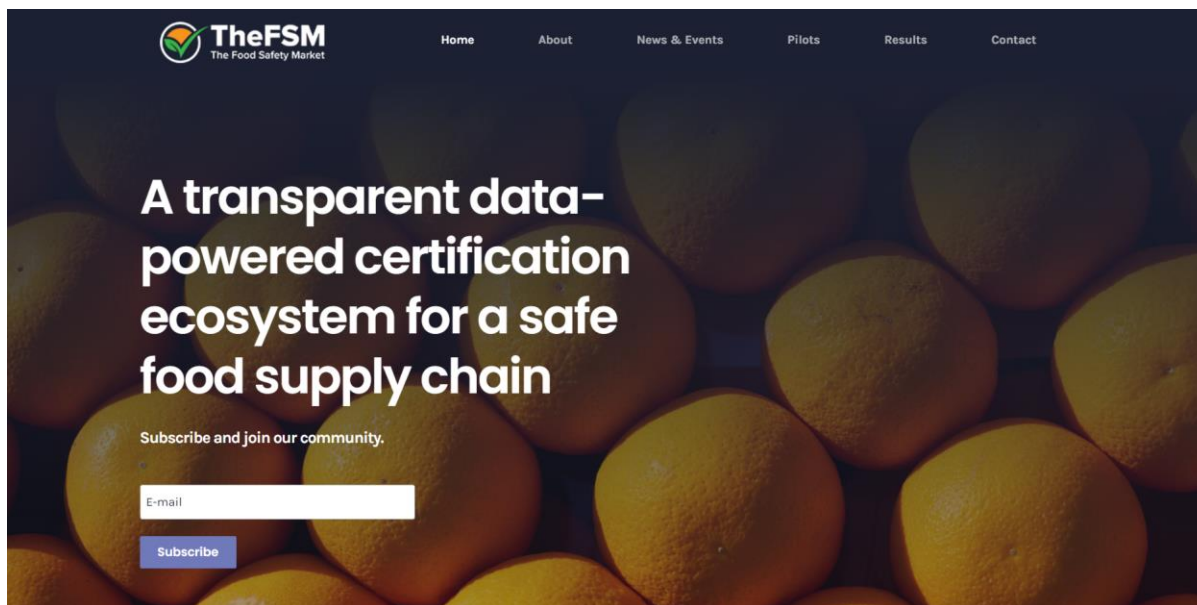


**Figure 5: Counting-dissemination measures**

#### 4.1.1 Project website

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

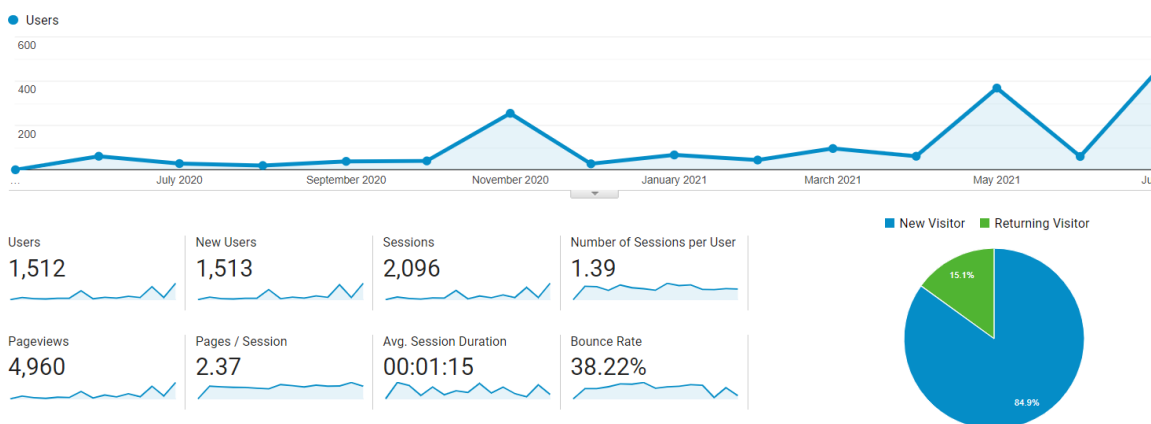
More information on **TheFSM** website can be found in D8.3: "Dissemination, Communication & Stakeholders Engagement Plan".



**Figure 6: TheFSM Homepage**

In order to measure the dissemination rate of the website and to collect general information about the users, the project website has been connected to Google Analytics since May 2020 (M03). From M01 until M18, the website was visited, based on Figure 7 which represents the number of visitors who accessed the website for the period between 01.05.2020 - 21.07.2021, by **1.513 unique users**, with an average session duration of **1 minutes and 15 seconds**.

Following the line chart of Figure 7, we can observe that during 2020 there is a peak on the chart in November. This is due to the 2nd project meeting that was held on 20-21 of October 2020. During the aforementioned meeting, the partners were suggested to share **TheFSM** website with their contacts to increase the traffic of the platform.



**Figure 7: Visits of the TheFSM website [01.05.2020 - 21.07.2021]**

The country with the most traffic to our website, based on the Figure 8 which represents the traffic per country in the website for the period between 01.05.2020 to 21.07.2021, was the United **States** (16,90%) followed by **Greece** (15,31%). **Netherlands** (9,34%) comes next. **France** (4,57%) and **Slovenia** (4,57%) reached the same percentage, and we notice the same pattern for the **United Kingdom** (4,37%), **Italy** (4,37%) and **Serbia** (4,37%). **Austria** (4,17%) follows next with **Germany** (3,98%), and other countries.

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

**Figure 8: TheFSM website traffic per country [01.05.2020 -21.07.2021]**

On the Figure 9, we can see the traffic sources that are represented as follows: 46,1% **direct traffic** (coming directly from Google search), 32,2% **social traffic** (through social media), 13,3% **organic search** and 11,5% **referral** (redirection from other websites).

	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	503	503	722	63.57%	2.18	00:01:52
1  Direct	232			65.18%		
2  Social	162			75.77%		
3  Organic Search	67			44.14%		
4  Referral	58			56.73%		

**Figure 9: Traffic sources of the users**

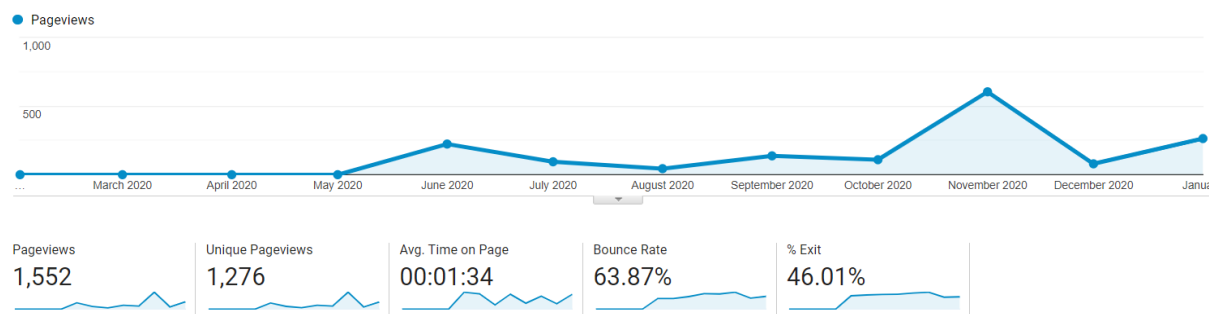
Most of the users' land on the **homepage** (34,99%), whereas other frequent landing pages are the pages related to **COVID-19 and how accelerates the digital transformation across the food supply chain** (14,24%), **about TheFSM** (12,89%), **pilots** (7,28%), **news and events** (7,09%), **results**

(4,83%), **TheFSM 2nd Project Meeting** (4,45%), **TheFSM kick off** (3,61%), **contact** (3,35%) and **online workshop** (1,87%).

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

**Figure 10: Users' land on TheFSM website**

Finally, following the Figure 11 and the line chart, we can have an overview of the whole website traffic during the first year of the project. In total, the page views were **1.552**, from which 1.276 were unique pageviews, with the average time on page to be **1 minute and 34 seconds**.



**Figure 11: TheFSM website pageviews and unique pageviews**

#### 4.1.2 Social media channels

Apart from the official social media channels, the project needs the support and active involvement of all project partners through their organizational social media accounts. As mentioned before, in order to increase the visibility and dissemination of the project and its outcomes, it is suggested for partners to share, publish and retweet content from the **TheFSM** social media accounts and the

**TheFSM** website. This action will result in increased traffic to all project-related work and also generate traction in the websites and social media of the consortium members.

Additionally, for interactive communication purposes, four (4) 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**.

#	Social Media	Followers/Subscribers	Lead Partner
1	Twitter	89	Agroknow
2	LinkedIn	77	Agroknow
3	YouTube	11	Agroknow
4	SlideShare	3	Agroknow

**Table 18: TheFSM social media KPI**

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.

Social networks were used to inform and stay connected with the professionals, policy makers, scientific community, general public, and other stakeholders. Agroknow was 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 needed 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 was suggested for partners to share and publish content from **TheFSM's** social media accounts and **TheFSM's** website. This action increased the traffic to all project-related work and also generate traction in the websites and social media of the consortium members.

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





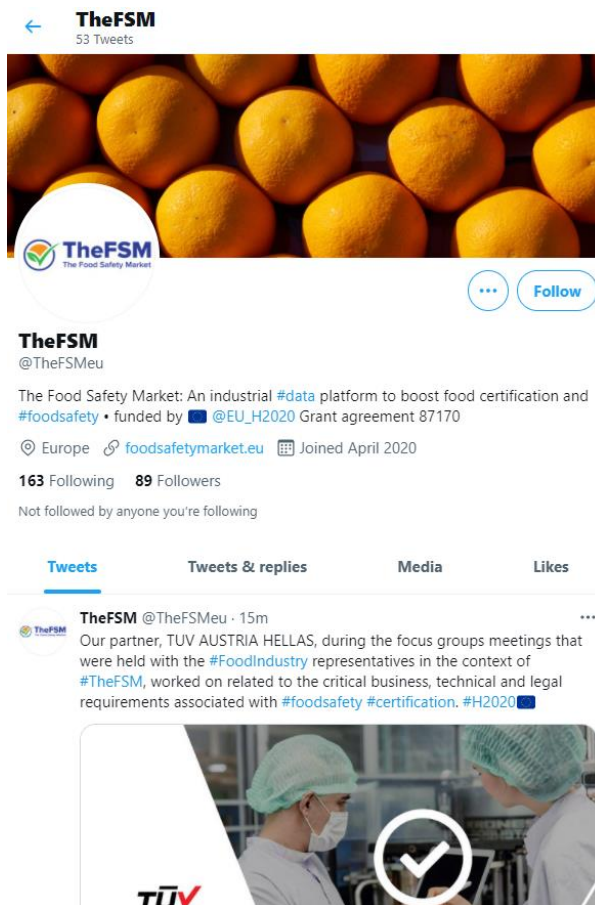
**Figure 13: Content of the TheFSM's social media posts**

#### 4.1.2.1 Twitter

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

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

Until the last access on 29/07/2021, Twitter account includes **89 followers**, **401 likes** and **142 retweets** on the content posting, and **52 tweets**.



*Figure 14: TheFSM Twitter (accessed 29/07/2021)*

#### 4.1.2.2 LinkedIn

A LinkedIn profile (<https://www.linkedin.com/showcase/thefsmeu/>) was utilised for targeting content to very specific industries and companies as it is a channel for business networking with more than 433 million members. It is available via free subscription, which is open to all who are interested in learning about **TheFSM** opportunities, infrastructure and services. This showcase page helped us to strategically connect and professionally engage with our target groups.

Until the 29/07/2021 **TheFSM's LinkedIn** profile had **77 followers**, **68 likes** on the content posting and **18 posts** in total during the first 18 months.



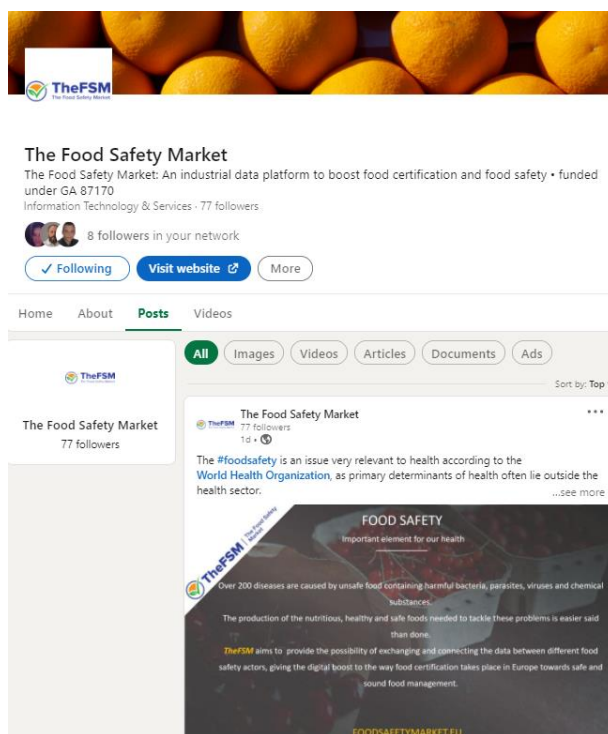


Figure 15: TheFSM LinkedIn page with the project's look and feel (accessed 29/07/2021)

### 4.1.2.3 YouTube

A **YouTube** channel (<https://www.youtube.com/channel/UCEfGNclCEAurc3i2MLXu7g>) where viewers will have access to the project webinars, a series of videos and other project promotional videos. Until the 21/07/2021 YouTube channel includes 1 video and **11 subscribers and 2 likes** on the content posting.

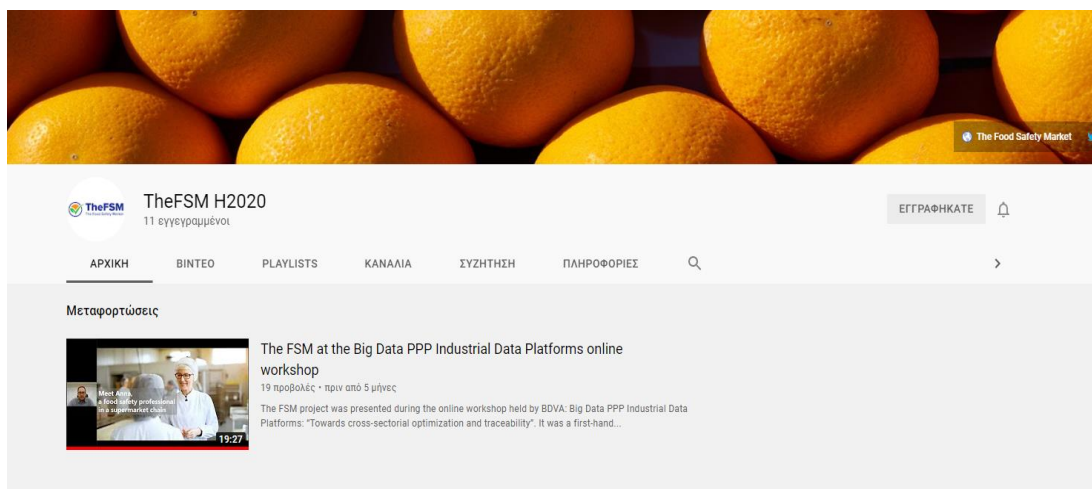
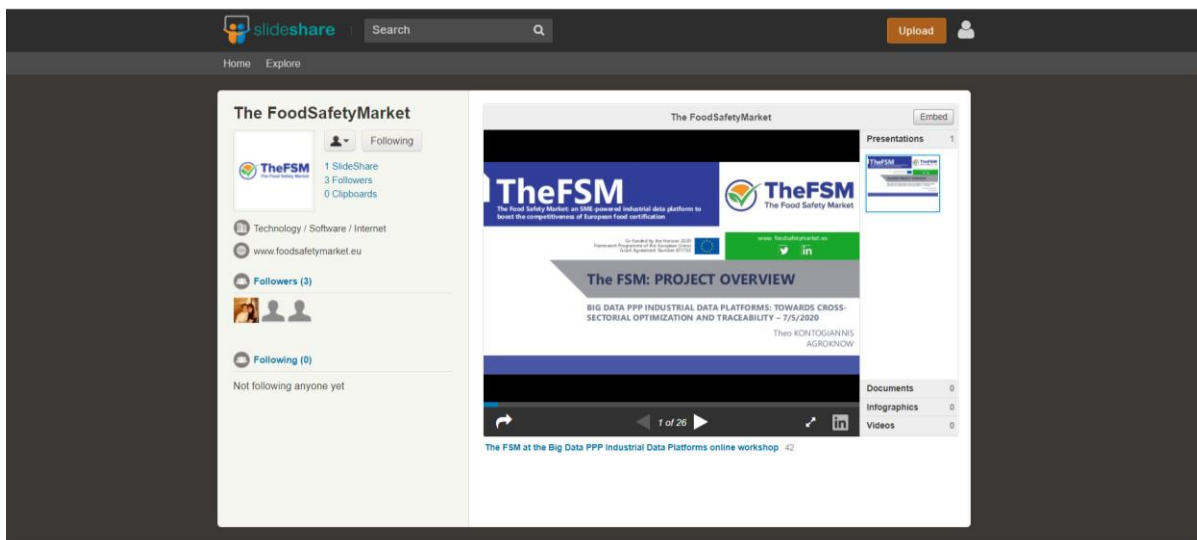


Figure 16: TheFSM youtube page with the project's look and feel (accessed 29/07/2021)

#### 4.1.2.4 SlideShare

A **SlideShare** account (<https://www.slideshare.net/TheFSMTheFSM>) to give the viewer a deeper insight into the project and individual aspects of it. Visual formats help to resonate more with our readers, reach an audience that's interested in our content and cultivate more opportunities. Until the 21/07/2021 the SlideShare account includes 1 presentation and **3 followers**.



*Figure 17: TheFSM SlideShare page with the project's look and feel (accessed 29/07/2021)*

During the project's implementation we will continue to set our effort in the dissemination activities to increase the impact of the project. More details on the social media and our strategy to diffuse our knowledge of **TheFSM** can be found in D8.3: "Dissemination, Communication & Stakeholders Engagement Plan".

In the Annex B there is the table which contains all the digital measures that were executed on social media to disseminate and communicate our project to other stakeholders in order to drive engagement, conversions and traffic to **TheFSM** project.

#### 4.1.3 Digital Campaigns

Besides its main dissemination channels, outreach activities were prepared to the general press and media to communicate the project objectives and vision via online dissemination media. More specifically, an online article was published on DiTech Media website entitled "*Innovations in Food and Agriculture*" (<https://ditech.media/news/agriculture-and-biological-systems/innovations-in-food-and-agriculture/>) interviewing the founder and CEO of Agroknow Mr. Nikos Manouselis.

Moreover, a press release (in Greek by TÜV AU HELLAS) was shared by seven (7) online Greek newspapers entitled: "TÜV AUSTRIA: Digital innovation for agri-food testing and certification".

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

#	Publication Title	Publication Venue	URL	Type	Lead Partner
1	Innovations in Food and Agriculture	DiTech Media	<a href="#">Relevant Link</a>	Online article	Agroknow
2	[Greek] TÜV AUSTRIA: Ψηφιακή καινοτομία για τον έλεγχο και την πιστοποίηση στον αγροδιατροφικό τομέα	Ypaithros Hora Newspaper	<a href="#">Relevant Link</a>	Press Release	TUV AU HELLAS
3	[Greek] TÜV AUSTRIA: Ψηφιακή καινοτομία για τον έλεγχο και την πιστοποίηση στον αγροδιατροφικό τομέα	<a href="#">Capital.gr</a>	<a href="#">Relevant Link</a>	Press Release	TUV AU HELLAS
4	[Greek] TÜV AUSTRIA: Ψηφιακή καινοτομία για τον έλεγχο και την πιστοποίηση στον αγροδιατροφικό τομέα	<a href="#">businessnews.gr</a>	<a href="#">Relevant Link</a>	Press Release	TUV AU HELLAS
5	[Greek] TÜV AUSTRIA: Ψηφιακή καινοτομία για τον έλεγχο και την πιστοποίηση στον αγροδιατροφικό τομέα	<a href="#">agronews.gr</a>	<a href="#">Relevant Link</a>	Press Release	TUV AU HELLAS
6	[Greek] TÜV	<a href="#">zougla.gr</a>	<a href="#">Relevant Link</a>	Press Release	TUV AU HELLAS

	AUSTRIA: Ψηφιακή καινοτομία για τον έλεγχο και την πιστοποίηση στον αγροδιατροφικό τομέα				
7	[Greek] TÜV AUSTRIA: Ψηφιακή καινοτομία για τον έλεγχο και την πιστοποίηση στον αγροδιατροφικό τομέα	<a href="http://efsyn.gr">efsyn.gr</a>	<a href="#">Relevant Link</a>	Press Release	TUV AU HELLAS
8	[Greek] TÜV AUSTRIA: Ψηφιακή καινοτομία για τον έλεγχο και την πιστοποίηση στον αγροδιατροφικό τομέα	<a href="http://thenewspaper.gr">thenewspaper.gr</a>	<a href="#">Relevant Link</a>	Press Release	TUV AU HELLAS

**Table 19: TheFSM Digital Campaigns**

#### 4.1.4 Science and Technology

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

#	Publish Date	Post message/text	URL	Post Venue
1	05/04/2020	The FSM project officially kicks off	<a href="https://foodsafetymarket.eu/the-fsm-project-officially-kicks-off/">https://foodsafetymarket.eu/the-fsm-project-officially-kicks-off/</a>	Website
2	18/05/2020	The FSM at the Big Data PPP Industrial Data Platforms online workshop	<a href="https://foodsafetymarket.eu/the-fsm-at-the-bdva/">https://foodsafetymarket.eu/the-fsm-at-the-bdva/</a>	Website

3	26/06/2020	The power of data behind keeping food safe	<a href="https://foodsafetymarket.eu/the-power-of-data-behind-keeping-food-safe/">https://foodsafetymarket.eu/the-power-of-data-behind-keeping-food-safe/</a>	Website
4	19/06/2020	The human approach to smarter food safety: applying human intelligence to big data	<a href="https://foodsafetymarket.eu/the-human-approach-to-smarter-food-safety-applying-human-intelligence-to-big-data/">https://foodsafetymarket.eu/the-human-approach-to-smarter-food-safety-applying-human-intelligence-to-big-data/</a>	Website
5	29/10/2020	TheFSM 2nd Project Meeting (20-21 October 2020)	<a href="https://foodsafetymarket.eu/thefsm-2nd-project-meeting-20-21-october-2020/">https://foodsafetymarket.eu/thefsm-2nd-project-meeting-20-21-october-2020/</a>	Website
6	10/11/2020	How COVID-19 accelerates the digital transformation across the food supply chain	<a href="https://foodsafetymarket.eu/how-covid-19-accelerates-the-digital-transformation-across-the-food-supply-chain/">https://foodsafetymarket.eu/how-covid-19-accelerates-the-digital-transformation-across-the-food-supply-chain/</a>	Website
7	19/03/2021	Can we predict the next food safety recall?	<a href="https://foodsafetymarket.eu/can-we-predict-the-next-food-safety-recall/">https://foodsafetymarket.eu/can-we-predict-the-next-food-safety-recall/</a>	Website
8	22/03/2021	Panel on Public-Private Data Sharing for Food Safety prevention	<a href="https://foodsafetymarket.eu/panel-on-public-private-data-sharing-for-food-safety-prevention/">https://foodsafetymarket.eu/panel-on-public-private-data-sharing-for-food-safety-prevention/</a>	Website
9	17/05/2021	TheFSM 3rd Project Meeting (12-13 May 2021)	<a href="https://foodsafetymarket.eu/thefsm-3rd-project-meeting-12-13-may-2021/">https://foodsafetymarket.eu/thefsm-3rd-project-meeting-12-13-may-2021/</a>	Website
10	24/06/2021	Webinar on Emerging Risk Identification	<a href="https://foodsafetymarket.eu/webinar-on-emerging-risk-identification/">https://foodsafetymarket.eu/webinar-on-emerging-risk-identification/</a>	Website

**Table 20: TheFSM Website and LinkedIn posts**

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

#### 4.1.5 Business Outreach

Another not so “traditional” communication channel is the participation in commercial exhibitions and trade fairs. Our project partners participated in events and global conferences of considerable

size, aiming to reach out and engage a significant number of stakeholders while they will support networking and establish coalitions of action.

On 23<sup>rd</sup> to 25<sup>th</sup> of March 2021, TheFSM’s coordinator, Agroknow, attended at the Global Food Safety Initiative (GFSI) that was organized virtually, where it presented **TheFSM** project, its vision, goals and objectives in front of a great number of participants from the industry sector. The global GFSI Conference, has become the meeting place for decision-makers from across the supply chain and around the world, from the private and public sectors. Participants share knowledge, strengthen their networks and showcase their learnings. Agroknow’s presentation, to the attendees of the Virtual GFSI Conference 2021, focused on the ways which state-of-art blockchain technologies can be utilized to create an open and collaborative virtual environment that facilitates the exchange and connection of data between different food safety actors interested in sharing information that is critical to certification. To achieve even higher impact with the attendants of the Virtual GFSI Conference 2021 (over 1.200 food industry leaders from more than 50 countries), Agroknow set up (as it is depicted on the Figure below) a booth which magnetized the representatives from several companies and countries around the world.



**Figure 18: Agroknow’s booth on the Virtual GFSI Conference 2021**

Further than this, Agroknow organized and participated in a satellite panel in the framework of the Virtual GFSI Conference 2021, which was dedicated to Food Safety and more specifically on public-private data sharing for food safety prevention. This panel was organized on 25<sup>th</sup> of March 2021. This panel brought together different industry and public sector representatives (public food safety authorities and organization, food safety and quality experts, food scientists, compliance officers and food policy makers) in order to discuss the ways in which commonly shared data pools could help boost the whole sector's food safety preventive capabilities.

Additionally, to the participation of our project and partners to global conferences, the organization of highly targeted webinars was an important part of our dissemination and marketing achievements in order to gain access to key stakeholders that form **TheFSM** ecosystem and to disseminate the project initial outcomes to external target groups from targeted project communities. For this reason, the first webinar of our project was organized on the 1<sup>st</sup> of July 2021. Two major partners of our consortium, Wageningen Food Safety Research (WFSR) and Agroknow joined their forces for this webinar named "Predicting Systemic Risk in food supply chains", introducing a systems-based approach for longer-term hazard forecasting. Further, prediction models that incorporate macro-variables such as climate conditions and agrichemical use to predict future contamination levels were presented. The main target groups of this webinar were food safety professionals and researchers who were eager to see food safety predictive analytics in action and to predict food safety risks.

## 5. LIAISON WITH OTHER INITIATIVES

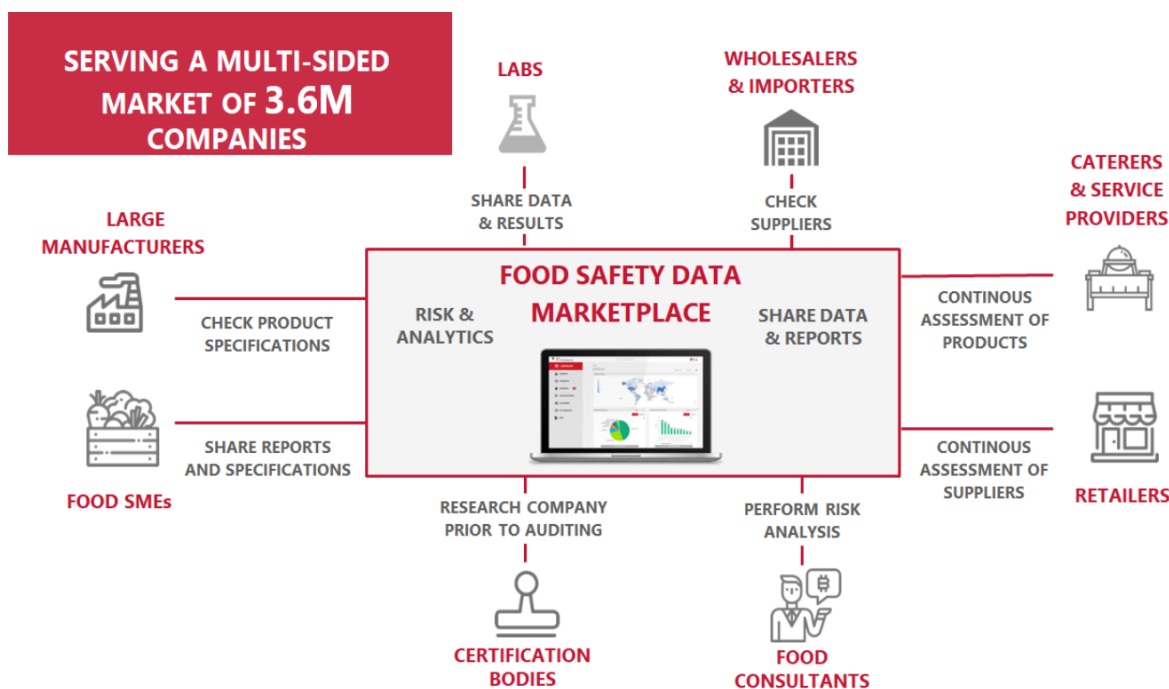
*TheFSM* from the beginning of its life has as a major objective the continuation and wide uptake of its findings and innovations from the target stakeholders. To ensure the successful accomplishment of this aim, and in line with Horizon 2020, strong liaisons and relationships with other organizations, standardisation bodies and other European projects and bodies are projected to be done and complete until the end of the project's lifespan.

Consequently, liaison activities are needed and desirable in order to share information, exchange know-how, rely on previous work and achievements and jointly develop solutions for *TheFSM*. Primary steps took place during the first 18 months of the project, towards the development of a community building and a concrete and solid business ecosystem for maximization of the impact occurring from our novel advancements and given solutions. Taking into account the characteristic of the information that needs to be disseminated and communicated to the target audience and utilizing the best outreach channels and tools, an initial investigation was completed concerning the discovery of the most suitable to *TheFSM* organizations and initiatives.

### 5.1 Preliminary platform positioning

The food certification market (expected to be worth **USD 6.2 billion by 2025**) is a vertical, multi-sided one that shares a mutual goal: all involved stakeholders need to share food safety data in well-defined, automated, and robust ways, using secured and controlled mechanisms that may enhance trust and collaboration. To that end, *TheFSM* wants to combine the collective expertise and innovative technologies from a core group of European SMEs, in order to deliver on this vision and catalyse the digitisation of this dynamic business ecosystem. A critical part of the proposed work is the technological evolution of existing technology contributions from Agroknow, PROSPEH, SAI and UBITECH so that they can serve the certification-related business needs of the food industry stakeholders. *TheFSM* embodies the mandatory workflows and features that can support all data exchange workflows these scenarios require.





**Figure 19: Position of TheFSM within the global food certification market**

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

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

## 5.2 Expanding partnership strategy

One of the most challenging aspects of **TheFSM** project is to promote activities that will further enhance and facilitate the adoption of the platform, as well as the evolution of the business ecosystem around it. The key is not only the promotion of project results or expertise of parties involved, but also the creation of links between the project and industry where the project’s results may be applied. Therefore, our activities during this reporting period were focused on:

- design, execute and monitor a community engagement and partnership development strategy to help develop the ecosystem of data, services and users around the platform; and

- develop and extend the appropriate partnerships that may ensure the commercial, community and technology partnerships that **TheFSM** should build upon to further grow.

A short and brief description of the various communities and networks (e.g., European Food Safety Authority-EFSA, Global Food Safety Initiative-GFSI, European farmers EU agri-cooperatives-COPA COGECA) that **TheFSM** aims to create in order to promote the positioning of its platform, has been reported and provided within the context of the Deliverable 7.3 "Annual Report of Marketing, Sales & Partnership Activities".

Focusing on this goal, some specific activities have already been executed such as:

- (a) Making **TheFSM** a core part of the Trail Alliance for secure data exchange in the supply chain.
- (b) 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.
- (c) Becoming active members of the key associations working on food safety standards and mappings, such as the Global Food Safety Initiative (GFSI).

while some others are foreseen to be implemented such as:

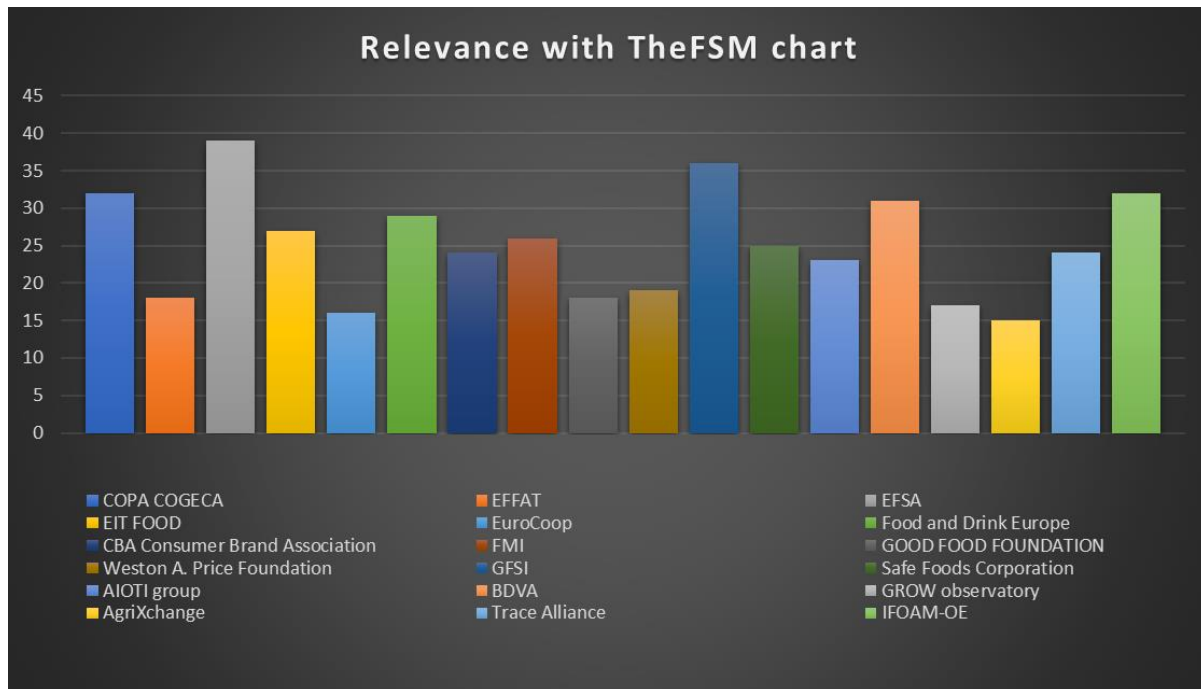
- (a) Being part of the software interoperability and data exchange groups that work in both agriculture and food IT systems (such as the AgriXchange initiative, the AOITI group, etc).
- (b) Participating to European industrial associations such as the Food and Drink Europe, EuroCoop, COPA COGECA, etc.
- (c) Evolving further the collaboration with the US GMA in order to promote the platform to US companies and their supplier networks.
- (d) 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.

### 5.3 Results

To ensure the efficiency of our liaisons, the consequently the effectiveness of our outreach measure and the provision of a foundation for the execution of the partnership development strategy a list with the potential communities and partners was distributed among **TheFSM's** partners. This list was provided through emails to all of our official partners, where they were asked to rate the relevance of the potential partners on a scale 1-4 (4-very relevant with the FSM; 1- minimal relevance with the FSM). Questions and further information were also provided during the following meetings in order to secure a transparent and clear voting procedure.

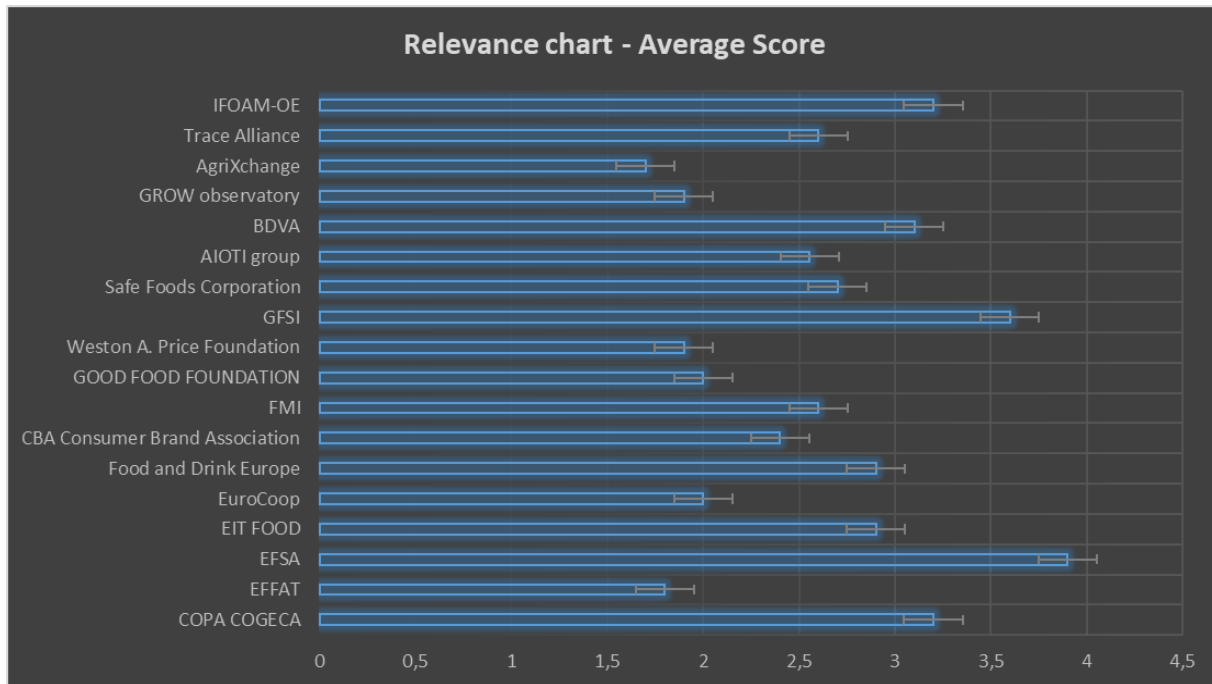
The following Figures 20-22 represent the list of the communities and networks and their classification from their level of relevance point of view, their listing with the average score and finally the coverage of the communities and networks preferred, the majority of which is European according to the partners' voting.

Table 16 below summarizes the results of the voting. According to them the EFSA is regarded as the most appropriate community for positioning **TheFSM** platform while the AgriXchange received the lowest rank. The analytical table of the votes for each community and network is cited in Annex A.



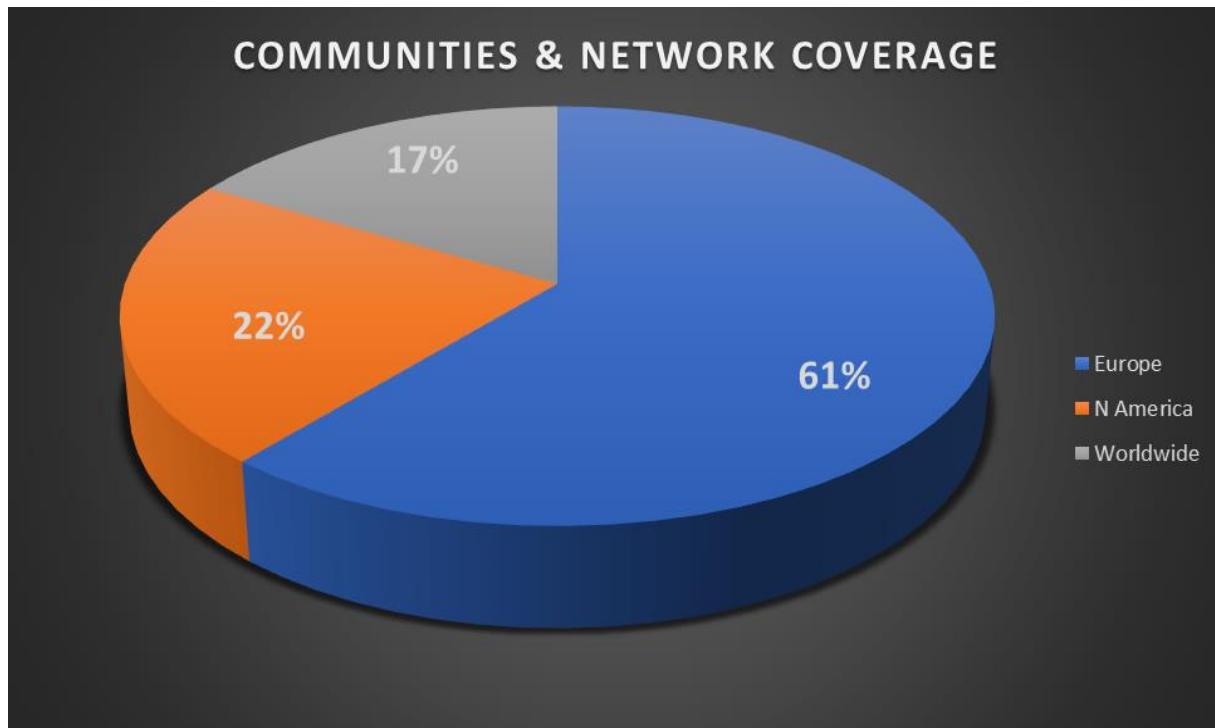
**Figure 20: Relevance with TheFSM**

Figure 21 depicts the list of European, North American and Worldwide communities and networks and their classification regarding to the level of relevance with **TheFSM** project according to the partners' point of view.



**Figure 21: Relevance chart with average score**

Figure 22 shows the listing of the communities and networks with their average score as reported by the partners' voting.



**Figure 22: Communities and network coverage**

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

No	COMMUNITIES	FIELD OF WORK	MARKET	TOTAL RANKING
1	EFSA - European Food Safety Authority	Agri-food initiative	Europe	39
2	GFSI - Global Food Safety Initiative	Agri-food initiative	Worldwide	36
3	COPA COGECA - European farmers EU agri-cooperatives	Agri-food initiative	Europe	32
4	IFOAM-OE	Agri-food initiative	Europe	32
5	BDVA - Big Data Value Association/ Data, AI and Robotics (DARIO)	Data exchange initiative	Europe	31
6	EIT FOOD	Agri-food initiative	Europe	29
7	Food and Drink Europe	Agri-food initiative	Europe	29
8	Safe Foods Corporation	Agri-food initiative	Worldwide	27
9	FMI The Food Industry Association	Agri-food initiative	N America	26
10	Trace Alliance	Supply chain initiative	Europe	26
11	CBA - Consumer Brand Association (former US GMA - Grocery Manufacturers Association)	Agri-food initiative	N America	24
12	AIOTI Group - Alliance for Internet of	Data exchange	Europe	23

	Things Innovation	initiative		
13	GOOD FOOD FOUNDATION	Agri-food initiative	N America	20
14	Weston A. Price Foundation	Agri-food initiative	N America	19
15	GROW Observatory	Data exchange initiative	Europe	19
16	EFFAT - European Federation of Trade Unions in the Food, Agriculture and Tourism	Agri-food initiative	Europe	18
17	EuroCoop - European Community of Consumer Cooperatives	Agri-food initiative	Europe	18
18	AgriXchange	Data exchange initiative	Worldwide	17

**Table 21: Community and partnerships relevance results**

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

#### 5.4 Reporting on established partnerships

**TheFSM** project within already its first 18 months of operation, has achieved its membership into 3 related and considerable networks, namely:

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

cases is granted along with access to new releases of technologies and solutions contributing to the member's promotion goals. Finally, a partnership with the Trace Alliance promotes the networking of the member offering enhanced visibility at Trace Alliance events along with the co-creation of a blockchain environment for supply chains and beyond.

**Trace Alliance** works with:



#### **Enterprises**

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



#### **Service Providers**

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



#### **Development Community**

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



#### **Research Institutions**

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

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

## 6. CONCLUSION

The main objective of the D8.4 "Dissemination and Communication and Activities Report", is to present all the tools that were used and the entirely activities that were implemented and carried out to promote the initial findings of **TheFSM** in the first 18 months of its lifetime. This document is reporting the process of the D&C activities undertaken by our consortium partners as well as the impact generated through the productive and effectual KPIs that were set, from February 2020 to July 2021.

Deployed measures and tactical methods to disseminate the knowledge that was produced until this reporting period by **TheFSM** consortium and to maximise the project's impact were analyzed, along with actions towards higher engagement and scale up of our partnerships with ultimate goal the establishment and strengthening of **TheFSM's** mark in the global agri-food sector. Particularly, this deliverable provides information regarding the D&C objectives and responsibilities of each partner, summarizes and reports the dissemination channels and tools, including social media, that were utilized and assessed the overall implementation against the KPIs.

A new report accounting a number of planned and upcoming D&C measures towards the expansion of the knowledge and technological results occurred by the pilots and the demonstrations will be submitted in the January of 2023 (M36). Notwithstanding, **TheFSM** D&C lead (namely, **Agroknow**), will carry out a regular tight monitoring of the implementation of tasks, reporting state of the play at the internal meetings, outlining in short details the performed activities and any obstacles and barriers, ensuring the consecutive and without interruption communication and dissemination of our high important for the agri-food value chain outcomes.



## ANNEX A – COMMUNITY AND PARTNERSHIPS RELEVANCE RESULTS

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

## ANNEX B – DISSEMINATION AND COMMUNICATION ACTIVITIES ON SOCIAL MEDIA

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








8	25/05/2020	Certifying sustainable practices is a major challenge for the food industry. When it is combined with varietal fingerprints and #traceability attributes it could help a lot to increase trust in chocolate	<a href="https://twitter.com/TheFSMeu/status/1264912863006584840">https://twitter.com/TheFSMeu/status/1264912863006584840</a>
9	30/05/2020	The importance of a continuous, trustworthy and accessible #data flow is more relevant than ever - #foodfraud is a major threat for the supply chain, especially during #COVID19 era.	<a href="https://twitter.com/TheFSMeu/status/1266653554091139074">https://twitter.com/TheFSMeu/status/1266653554091139074</a>
10	07/06/2020	During this year's #WorldFoodSafetyDay our top priority is to team up with all supply chain stakeholders for a data-powered, transparent food certification ecosystem!	<a href="https://twitter.com/TheFSMeu/status/1269725417176469507">https://twitter.com/TheFSMeu/status/1269725417176469507</a>
11	11/06/2020	The use of #BigData analytics and digital services is increasing in @TheFSMeu aims to bring the whole agrifood supply chain (farmers, retailers, food manufacturers, certification bodies & authorities) in the digital certification reality empowering #SMEs and corporations	<a href="https://twitter.com/TheFSMeu/status/1271063922553040899">https://twitter.com/TheFSMeu/status/1271063922553040899</a>
12	13/06/2020	"Although today's technology produces a wealth of information and data, this alone is not enough. We must integrate human skills as well as the expertise of scientists and analysts." Our coordinator Nikos Manouselis from @Agroknow on @ITProPortal	<a href="https://twitter.com/TheFSMeu/status/1271677395741917185">https://twitter.com/TheFSMeu/status/1271677395741917185</a>
13	14/06/2020	If you also believe that the only way to produce safe food is through #FoodStandards do sign this petition led by @QUBFoodProf	<a href="https://twitter.com/TheFSMeu/status/1272265309592977409">https://twitter.com/TheFSMeu/status/1272265309592977409</a>
14	24/06/2020	[ANNOUNCEMENT] Introducing the Food Safety Market (@TheFSMeu) supported by the @EU_Commission @TraceLabsHQ is driving the blockchain integration to build an industrial data platform to boost the competitiveness of EU food certification worth \$11.45 bn	<a href="https://twitter.com/origin_trail/status/1275870993995702272">https://twitter.com/origin_trail/status/1275870993995702272</a>
15	26/06/2020	Our coordinator Nikos Manouselis from @Agroknow was interviewed by @DitechMedia about the latest innovations in food and agriculture. Read more: ...	<a href="https://twitter.com/TheFSMeu/status/1276427632285016067">https://twitter.com/TheFSMeu/status/1276427632285016067</a>
16	27/06/2020	The power of data behind keeping food safe - How does one of the software platforms of @TheFSMeu correlate food recalls with country risk and extracts meaningful insights for #foodsafety professionals? Read more: ...	<a href="https://twitter.com/TheFSMeu/status/1276751865175093250">https://twitter.com/TheFSMeu/status/1276751865175093250</a>

17	09/11/2020	The 2nd plenary meeting of TheFSM project, is successfully completed. It took place virtually on 20th-21st October 2020. The whole consortium is aligned on continuing working systematically in order to deliver to the global market TheFSM platform.	<a href="https://twitter.com/TheFSMeu/status/1325816873242537985">https://twitter.com/TheFSMeu/status/1325816873242537985</a>
18	10/11/2020	Agroknow (Coordinator of the TheFSM project) and 13 distinguished leaders from a variety of supply chain stakeholders discussed the changes we should expect regarding the Digital Transformation of Food Quality and Safety.	<a href="https://twitter.com/TheFSMeu/status/1326069989615529984">https://twitter.com/TheFSMeu/status/1326069989615529984</a>
19	19/03/2021	According to our coordinator, Nikos Manouselis from @Agroknow, #AI could help the food companies predict the excessive ethylene oxide concentrations in sesame seeds before the massive recalls took place. Interested to learn how? Read more here:	<a href="https://twitter.com/TheFSMeu/status/1372951522556928004">https://twitter.com/TheFSMeu/status/1372951522556928004</a>
20	22/03/2021	Panel on Public-Private Data Sharing for Food Safety prevention. Join the discussion to learn how data sharing may help get more accurate predictions that can be of value for many stakeholders in the food supply chain. <a href="https://info.agroknow.com/open-harvest-panel">https://info.agroknow.com/open-harvest-panel</a>	<a href="https://twitter.com/TheFSMeu/status/1373948229121933316">https://twitter.com/TheFSMeu/status/1373948229121933316</a>
21	01/07/2021	Are you curious how can macro-variables, such as climate conditions and agrichemical use, predict future food contamination levels? Make sure to enroll on the upcoming webinar about long-term emerging risk prediction, TODAY at 16:00 CEST.	<a href="https://twitter.com/TheFSMeu/status/1410579343110283266">https://twitter.com/TheFSMeu/status/1410579343110283266</a>
22	09/07/2021	The COVID-19 pandemic created a new framework in the food industry! Our partner, TUV AUSTRIA HELLAS, with strong sense of social responsibility, aims to support & inform food businesses about the new environment that is forming in the food industry due to the pandemic. #TheFSM	<a href="https://twitter.com/TheFSMeu/status/1413511546492182529">https://twitter.com/TheFSMeu/status/1413511546492182529</a>

23	09/07/2021	Safe food now, for a healthy tomorrow!! #foodsafety #TheFSM #H2020 #FAO	<a href="https://twitter.com/TheFSMeu/status/1413512225348734976">https://twitter.com/TheFSMeu/status/1413512225348734976</a>
24	10/07/2021	Our partners from TUV AUSTRIA HELLAS apply a positive & progressive approach, offering secure & digital innovations where society & technology can work together towards a sustainable common future. The moto "digital.now - Connecting Technology. Living the Future."	<a href="https://twitter.com/TheFSMeu/status/1413780028433698823">https://twitter.com/TheFSMeu/status/1413780028433698823</a>
25	11/07/2021	The importance of product certification in the post-Covid era, and the role it plays in the food industry was presented by Mr. Charalambos Angeloudis, Deputy Gen. Director of TUV AUSTRIA HELLAS (partner of our project) on the FOOD EXPO Digital. Read more: <a href="https://foodexpo.gr/events-21/">https://foodexpo.gr/events-21/</a>	<a href="https://twitter.com/TheFSMeu/status/1414151225021370372">https://twitter.com/TheFSMeu/status/1414151225021370372</a>
26	12/07/2021	During our webinar "Emerging Risk Identification" our Food Safety Professionals & Researchers demonstrated that to predict food safety issues a system approach and #AI are needed as everything is interconnected. #TheFSM #bigdata #WageningenFoodSafetyResearch #Agroknow	<a href="https://twitter.com/TheFSMeu/status/1414502289717350401">https://twitter.com/TheFSMeu/status/1414502289717350401</a>
27	12/07/2021	#Throwback to the #WorldFoodSafetyDay, when our partner, TUV AUSTRIA HELLAS, gave an interview to <a href="http://sayyestothepress.gr">http://sayyestothepress.gr</a> regarding the issue of expiry date indication or minimum durability in foodstuffs placed on the market. Check more: <a href="https://buff.ly/3w36zFR">https://buff.ly/3w36zFR</a> #TheFSM	<a href="https://twitter.com/TheFSMeu/status/1414577786149347340">https://twitter.com/TheFSMeu/status/1414577786149347340</a>
28	13/07/2021	@Agroknow , coordinator of TheFSM project, provides insights on the food #risks that may affect the food #SupplyChain during summer. Check out the latest #foodsafety predictions. #TheFSM #H2020. More info: <a href="https://agroknow.com/blog/top-5-food-risks-to-expect-this-summer/">https://agroknow.com/blog/top-5-food-risks-to-expect-this-summer/</a>	<a href="https://twitter.com/TheFSMeu/status/1414865934007767041">https://twitter.com/TheFSMeu/status/1414865934007767041</a>

	13/07/2021	Our partner, TUV AUSTRIA HELLAS, aims to identify the operational parameters that affect a safe and controlled channel for exchanging critical information related to food safety certification within the food supply chain. More info about our project on <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1414902429028524032">https://twitter.com/TheFSMeu/status/1414902429028524032</a>
29	14/07/2021	#AI and #Blockchain can assist with the changing and demanding environment of food safety standards. #TheFSM aims to put Europe at the forefront of breakthrough and disruptive innovation regarding the food certification Join us on our journey! <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a> #H2020	<a href="https://twitter.com/TheFSMeu/status/1415219519673442308">https://twitter.com/TheFSMeu/status/1415219519673442308</a>
30	14/07/2021	Something novel is coming from Atlanta, the capital and most populous city of the U.S. state of Georgia! The city is growing a solution to address its food deserts, creating the nation's largest free food forest with hopes of tackling food insecurity!	<a href="https://twitter.com/TheFSMeu/status/1415566804337008642">https://twitter.com/TheFSMeu/status/1415566804337008642</a>
31	15/07/2021	What kind of impact did COVID-19 have on food safety? Thinking face How could #TheFSM support the stakeholders in the agri-food? Visit <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a> to read more about the impact Brain#AI and #bigdata make on the certification ecosystem for a safe food supply chain. Broccoli	<a href="https://twitter.com/TheFSMeu/status/1415629478206873608/photo/1">https://twitter.com/TheFSMeu/status/1415629478206873608/photo/1</a>
32	15/07/2021	What kind of impact did COVID-19 have on food safety? 😞 How could #TheFSM support the stakeholders in the agri-food? Visit <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a> to read more about the impact 🧠 #AI and #bigdata make on the certification ecosystem for a safe food supply chain. 🥦	<a href="https://twitter.com/TheFSMeu/status/1415629478206873608">https://twitter.com/TheFSMeu/status/1415629478206873608</a>
33	16/07/2021	📢 Meet #TheFSM's partners! #Agroknow — Coordinator of our project as well as Leader of the Work Packages regarding the applications, the general management, the impact and the ethics requirements. ⓘ More information at <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1415944298114293762">https://twitter.com/TheFSMeu/status/1415944298114293762</a>

34	17/07/2021	📣 Meet #TheFSM's partners! #Ontotext — Leader of the Work Package regarding the data modelling, interoperability, management, and integration services. ⓘ More information at <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1416306679117926400">https://twitter.com/TheFSMeu/status/1416306679117926400</a>
35	18/07/2021	According to @wef , ensuring #foodsecurity🔒 is a complex issue in delivering sufficient food to the whole world's population. #TheFSM is projected to adress this challenge!! Visit <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a> to read more about our consortium's activities towards food security.	<a href="https://twitter.com/TheFSMeu/status/1416669067839160323">https://twitter.com/TheFSMeu/status/1416669067839160323</a>
36	19/07/2021	📣 Meet #TheFSM's partners! #UBITECH — Leader of the Work Package regarding TheFSM data platform roadmap, architecture AND smart contracting. ⓘ More information at <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1417031456870776834">https://twitter.com/TheFSMeu/status/1417031456870776834</a>
37	20/07/2021	#TheFSM's partner, TUV AUSTRIA HELLAS, will organise #Opendays in Greece and abroad with companies & potential users of TheFSM Data Marketplace, a virtual environment that facilitates #dataexchange between stakeholders of the #foodsupplychain. ⓘ See more <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1417076759858761729">https://twitter.com/TheFSMeu/status/1417076759858761729</a>
38	20/07/2021	📣 Meet #TheFSM's partners! #AGRIVI — Leader of the innovation and piloting activities that will be executed in CroatiaHR, HungaryHU and PolandPL. ⓘ More information at <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1417393840831352834">https://twitter.com/TheFSMeu/status/1417393840831352834</a>
39	21/07/2021	📣 Meet #TheFSM's partners! #Prospeh — Responsible for the coordination of the integration of both existing data sets and data systems. ⓘ More information at <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1417756234044772356">https://twitter.com/TheFSMeu/status/1417756234044772356</a>

40	21/07/2021	In the framework of #TheFSM our partner, @TraceLabsHQ - @origin_trail , aims to provide integration of data systems & to facilitate #blockchain adoption to enhance 🤝 & boost 🚀 the competitiveness in EU #food #certification. #H2020EU  Read more at: <a href="https://bit.ly/TA-FSM">https://bit.ly/TA-FSM</a>	<a href="https://twitter.com/TheFSMeu/status/1417851358494044162">https://twitter.com/TheFSMeu/status/1417851358494044162</a>
41	22/07/2021	#TheFSM adapting to the new reality COVID-19 brought, applies novel and disrupting high-tech solutions towards the #digitalization of the #foodcertification, by launching an industrial data platform until February 2023. Read more on our site <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1418118616919072770">https://twitter.com/TheFSMeu/status/1418118616919072770</a>
42	22/07/2021	 Meet #TheFSM's partners! #UniversitätWien — Leader of the Work Package regarding the legal requirements, regulation analysis, and compliance activities of the project.  More information at <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1418163919479361546">https://twitter.com/TheFSMeu/status/1418163919479361546</a>
43	23/07/2021	 Meet #TheFSM's partners! #StichtingWageningenResearch — Leader of the Work Package regarding the management of the whole pilots of the project, as well as Lead partner of the pilot, which will be executed in The NetherlandsNL.  More information at <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1418481008379408385">https://twitter.com/TheFSMeu/status/1418481008379408385</a>
44	23/07/2021	Our partner, TUV AUSTRIA HELLAS, is carrying out extensive pilot tests, of the digital data platform #TheFSM with stakeholders in the food supply chain, towards improving the business processes & the #dataexchange relevant to the #certification standards' requirements. #H2020	<a href="https://twitter.com/TheFSMeu/status/1418526307009404929">https://twitter.com/TheFSMeu/status/1418526307009404929</a>
45	24/07/2021	 Meet #TheFSM's partners! #TÜVAUSTRIAHELLAS — Leader of the Work Package regarding the requirements analysis & business scenarios design for all pilot partners. Further it is Leader of the pilots in GreeceGR, JordanJO & EgyptEG.  More information at <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1418843397813673989">https://twitter.com/TheFSMeu/status/1418843397813673989</a>



46	25/07/2021	The #foodsafety is an issue very relevant to health according to the @WHO , as primary determinants of health often lie outside the health sector. #TheFSM aspires to tackle this challenge, building a transparent data-powered certification ecosystem for a safe food supply chain.	<a href="https://twitter.com/TheFSMeu/status/1419205783175274497">https://twitter.com/TheFSMeu/status/1419205783175274497</a>
47	25/07/2021	📣 Meet #TheFSM's partners! #TÜVAUSTRARIROMANIA — Leader of the pilot activities that will be executed in Romania. ⓘ More information at <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1419251085324083200">https://twitter.com/TheFSMeu/status/1419251085324083200</a>
48	26/07/2021	📣 Meet #TheFSM's partners! #VALORITALIA — Leader of the innovation and piloting activities that will be carried out and performed in Italy. ⓘ More information at <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1419568173506973700">https://twitter.com/TheFSMeu/status/1419568173506973700</a>
49	27/07/2021	📣 Meet #TheFSM's partners! #TÜVAUSTRICIYPRUS — Leader of the pilot activities that will be organized and implemented in Cyprus. ⓘ More information at <a href="https://foodsafetymarket.eu">https://foodsafetymarket.eu</a>	<a href="https://twitter.com/TheFSMeu/status/1419930561645322252">https://twitter.com/TheFSMeu/status/1419930561645322252</a>
50	28/07/2021	Our partner, TUV AUSTRIA HELLAS, undertook to complete the Business Scenario «The Food Processor». The goal is to test how the involvement of stakeholders of the food supply chain to #TheFSM platform can benefit them in the digitization & exchange of #certification data. #H2020	<a href="https://twitter.com/TheFSMeu/status/1420294493392224258">https://twitter.com/TheFSMeu/status/1420294493392224258</a>
51	29/07/2021	Our partners from TUV AUSTRIA HELLAS implemented a series of focus group meetings with #FoodIndustry representatives in terms of recording, preserving and processing #digitaldata related to #foodsafety, while subsidiary applications to the #TheFSM were presented. #H2020 EU	<a href="https://twitter.com/TheFSMeu/status/1420649790338174977">https://twitter.com/TheFSMeu/status/1420649790338174977</a>

52	29/07/2021	Our partner, TUV AUSTRIA HELLAS, during the focus groups meetings that were held with the #FoodIndustry representatives in the context of #TheFSM, worked on related to the critical business, technical and legal requirements associated with #foodsafety #certification. #H2020EU	<a href="https://twitter.com/TheFSMeu/status/1420649987441053707">https://twitter.com/TheFSMeu/status/1420649987441053707</a>
<b>LinkedIn</b>			
1	03/07/2020	An interesting publication from our partners from Wageningen Food Safety Research on broiler meat supply chain focusing on #traceability and #contamination detection and mitigation	<a href="https://www.linkedin.com/posts/thefsmeu_identification-of-potential-vulnerable-points-activity-6668759845941850113-Tiww/">https://www.linkedin.com/posts/thefsmeu_identification-of-potential-vulnerable-points-activity-6668759845941850113-Tiww/</a>
2	16/07/2020	An interesting Sunday read on the combination of #InternetOfThings and #Blockchain technology that can enable a broad range of different application scenarios to enhance value chain #transparency and to increase B2B trust. When combined, IoT and Blockchain technology have the potential to increase the effectiveness and efficiency of #supplychains ...	<a href="https://www.linkedin.com/posts/thefsmeu_leveraging-the-internet-of-things-and-blockchain-activity-6672793814354157568-3E3Q/">https://www.linkedin.com/posts/thefsmeu_leveraging-the-internet-of-things-and-blockchain-activity-6672793814354157568-3E3Q/</a>
3	28/07/2020	During this year's #WorldFoodSafetyDay our top priority is to team up with all supply chain stakeholders for a data-powered, transparent food certification ecosystem!	<a href="https://www.linkedin.com/posts/thefsmeu_worldfoodsafetyday-activity-6675477554528317440-GjZY/">https://www.linkedin.com/posts/thefsmeu_worldfoodsafetyday-activity-6675477554528317440-GjZY/</a>
4	14/08/2020	#AI and #BigData are fundamental for the safety of the food we're producing and distributing. We're glad that together with our partners from Wageningen Food Safety Research we are linking data science and #foodsafety expertise, ensuring that our food supply chains across EU are safe, transparent, and reliable	<a href="https://www.linkedin.com/posts/thefsmeu_wur-invests-heavily-in-artificial-intelligence-activity-6682229641387749376-CGmm/">https://www.linkedin.com/posts/thefsmeu_wur-invests-heavily-in-artificial-intelligence-activity-6682229641387749376-CGmm/</a>

5	27/08/2020	How does one of the software platforms of our project correlate food recalls with country risk and extracts meaningful insights for #foodsafety professionals?	<a href="https://www.linkedin.com/posts/thefsmeu_the-power-of-data-behind-keeping-food-safe-activity-6683273340041482240-PZMy/">https://www.linkedin.com/posts/thefsmeu_the-power-of-data-behind-keeping-food-safe-activity-6683273340041482240-PZMy/</a>
6	29/10/2020	The 2nd plenary meeting of TheFSM #project, is successfully completed. It took place virtually on 20th-21st October 2020, with the participation of 10 partners from 8 different European countries. The whole consortium is working systematically...	<a href="https://www.linkedin.com/posts/thefsmeu_thefsm-2nd-project-meeting-20-21-october-activity-6731594437002100736-C7zl">https://www.linkedin.com/posts/thefsmeu_thefsm-2nd-project-meeting-20-21-october-activity-6731594437002100736-C7zl</a>
7	10/11/2020	Agroknow (Coordinator of the TheFSM project) wanted to understand better the changes we should expect in the near future regarding the Digital Transformation of Food Quality and Safety. So, we reached out to the community, asking the opinion of 13 distinguished leaders from a variety of supply chain stakeholders. We would like to thank all the contributors for their valuable opinion pieces!	<a href="https://www.linkedin.com/posts/thefsmeu_how-covid-19-accelerates-the-digital-transformation-activity-6731832590732431360-pRHC">https://www.linkedin.com/posts/thefsmeu_how-covid-19-accelerates-the-digital-transformation-activity-6731832590732431360-pRHC</a>
8	15/03/2021	Join the discussion to learn how #datasharing may help get more accurate #predictions that can be of value for many stakeholders in the food supply chain. This discussion aims to bring different industry & public sector representatives together, to discuss the ways in which commonly shared data pools could help boost the whole sector's #foodsafety preventive capabilities. Book your seat now and save the date: Thursday 25th of March,2021.	<a href="https://www.linkedin.com/posts/thefsmeu_panel-on-public-private-data-sharing-for-activity-6779713072849264640-zp5H">https://www.linkedin.com/posts/thefsmeu_panel-on-public-private-data-sharing-for-activity-6779713072849264640-zp5H</a>
9	27/03/2021	How does one of the software platforms of our project, and in particularly FOODAKAI, can predict the next #foodsafety recall? Nikos Manouselis, CEO at Agroknow (Coordinator partner of the TheFSM project) is answering this question by giving a recent example, on how #AI could predict the excessive ethylene oxide concentrations in sesame seeds before the massive recalls took place. Read more on this insightful article	<a href="https://www.linkedin.com/posts/thefsmeu_can-we-predict-the-next-food-safety-recall-activity-6778716396462358528-ejcu">https://www.linkedin.com/posts/thefsmeu_can-we-predict-the-next-food-safety-recall-activity-6778716396462358528-ejcu</a>

10	01/07/2021	<p>Make sure that you will not MISS the upcoming webinar on #EmergingRisk Identification: "Predicting systemic risk in food supply chains". Issues regarding prediction models that incorporate macro-variables, such as #climate conditions and agrichemical that are used to predict future food contamination levels will be discussed. We'll be happy to introduce you systems' approach for longer-term food safety hazard predictions and emerging risk identification using #AI. The webinar starts at 16:00 CEST and will be facilitated by #TheFSM project coordinator Nikos Manouselis, CEO of Agroknow and the presentations to follow will be held by the following speakers: Yamine BOUZEMBRAK and Hans Marvin from Wageningen Food Safety Research. So, hurry up and save your spot! Enroll to the webinar NOW! <a href="https://lnkd.in/e5Dw6y2">https://lnkd.in/e5Dw6y2</a> #food #innovation #bigdata #supplychains #foodsafety #predictiveanalytics</p>	<a href="https://www.linkedin.com/posts/thefsmeu_webinar-on-emerging-risk-identification-activity-6816344428895100928-4Ln9">https://www.linkedin.com/posts/thefsmeu_webinar-on-emerging-risk-identification-activity-6816344428895100928-4Ln9</a>
11	12/07/2021	<p>During our webinar "Emerging Risk Identification" our Food Safety Professionals &amp; Researchers from Agroknow and Wageningen Food Safety Research demonstrated that to predict food safety issues, a system approach and #AI are needed as everything is interconnected. Visit <a href="https://lnkd.in/ePZTmpB">https://lnkd.in/ePZTmpB</a> and learn more about #foodsafety #bigdata #AI</p>	<a href="https://www.linkedin.com/posts/thefsmeu_webinar-emergingrisk-ai-activity-6820264956311744512-kivH">https://www.linkedin.com/posts/thefsmeu_webinar-emergingrisk-ai-activity-6820264956311744512-kivH</a>
12	13/07/2021	<p>TUV AUSTRIA HELLAS, one of the core partners of our project, undertook to identify extensively and thoroughly, operational parameters that affect a safe and controlled channel for exchanging critical information related to food safety certification within the food supply chain. The results will be a fundamental component for the architecture of the electronic information management platform "TheFSM". More info about the project and the activities of our partners visit <a href="https://lnkd.in/ePZTmpB">https://lnkd.in/ePZTmpB</a> #TheFSM #foodsafety #foodquality #supplychain</p>	<a href="https://www.linkedin.com/posts/thefsmeu_thefsm-foodsafety-foodquality-activity-6820644450985934848-N5Is">https://www.linkedin.com/posts/thefsmeu_thefsm-foodsafety-foodquality-activity-6820644450985934848-N5Is</a>
13	15/07/2021	<p>Interoperability is the key word in changing the agri-food #certification approach. #TheFSM consortium is always working to digitalize the way #foodcertification takes place in Europe. #H2020 #AI #bigdata #foodsafety</p>	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6821397915106385921">https://www.linkedin.com/feed/update/urn:li:activity:6821397915106385921</a>

14	15/07/2021	A novelty, named "Free Food Forest", is coming from Atlanta, the capital and most populous city of the U.S. state of Georgia! The city is growing a solution to address its food deserts, creating the nation's largest free food forest with hopes of tackling food insecurity! #TheFSM #foodsecurity #foodsafety	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6821399072029630464">https://www.linkedin.com/feed/update/urn:li:activity:6821399072029630464</a>
15	15/07/2021	What kind of impact did COVID-19 have on food safety? How could #TheFSM support the stakeholders in the agri-food? Visit <a href="https://lnkd.in/dj9AMb4">https://lnkd.in/dj9AMb4</a> to read more about the impact #AI and #bigdata make on the certification ecosystem for a safe food supply chain.	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6821399262509752320">https://www.linkedin.com/feed/update/urn:li:activity:6821399262509752320</a>
16	19/07/2021	According to World Economic Forum, ensuring #foodsecurity is a complex issue in delivering sufficient food to the whole world's population. #TheFSM is projected to adress this challenge! #H2020 Visit <a href="https://lnkd.in/dj9AMb4">https://lnkd.in/dj9AMb4</a> to read more about our consortium's activities towards food security.	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6822774025584984064">https://www.linkedin.com/feed/update/urn:li:activity:6822774025584984064</a>
17	21/07/2021	#TheFSM adapting to the new reality COVID-19 brought, applies novel and disrupting high-tech solutions towards the #digitalization of the #foodcertification, by launching an industrial data platform until February 2023. #H2020 #foodsafety Read more on our site <a href="https://lnkd.in/dj9AMb4">https://lnkd.in/dj9AMb4</a>	<a href="https://www.linkedin.com/posts/thefsmu_thefsm-digitalization-foodcertification-activity-6823925192360828928-UKMI">https://www.linkedin.com/posts/thefsmu_thefsm-digitalization-foodcertification-activity-6823925192360828928-UKMI</a>
18	27/07/2021	The #foodsafety is an issue very relevant to health according to the World Health Organization, as primary determinants of health often lie outside the health sector. #TheFSM aspires to tackle this challenge, by building a transparent data-powered certification ecosystem for a safe food supply chain. #H2020 Read more on our site <a href="https://lnkd.in/dj9AMb4">https://lnkd.in/dj9AMb4</a>	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6825728466864939008/">https://www.linkedin.com/feed/update/urn:li:activity:6825728466864939008/</a>
<b>YouTube</b>			

1	28/01/2021	The FSM at the Big Data PPP Industrial Data Platforms online workshop	<a href="https://www.youtube.com/watch?v=_f5RfhlpZEM&amp;t=8s">https://www.youtube.com/watch?v=_f5RfhlpZEM&amp;t=8s</a>
<b>SlideShare</b>			
1	28/01/2021	The FSM at the Big Data PPP Industrial Data Platforms online workshop	<a href="https://www.slideshare.net/TheFSMTheFSM/the-fsm-at-the-big-data-ppp-industrial-data-platforms-online-workshop">https://www.slideshare.net/TheFSMTheFSM/the-fsm-at-the-big-data-ppp-industrial-data-platforms-online-workshop</a>