



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

D7.3.2 – Annual Report of Marketing, Sales & Partnership Activities

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ACRONYMS LIST

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

EXECUTIVE SUMMARY

The present document, is the second version of the Annual Report of Marketing, Sales and Partnership Activities (D7.3 due in M24), and outlines the measures that took place during the second reporting period (M13-M24). The major aim of this deliverable is to present the performed activities that were executed during the second year of the project's implementation regarding the marketing, sales and partnership aspects of TheFSM project.

Thus, the purpose of this document is to showcase the benefits of the marketing strategy (digital and physical mix) and its importance of its alignment with the project's operation and business goals. It analyses the pathways that drove the consortium to adopt this strategy and its main three pillars (brand identity, digital and physical marketing) that helped our marketing strategy to achieve its aims: (i) brand awareness; (ii) generate links; (iii) nurture leads; (iv) increase the number our audience; (v) build a community and (vi) promote the platform in targeted, well-known markets. Furthermore, this deliverable, records all the actions that were designed, developed and applied in order to increase the influence that our project has to its audience both with the utilization of online and offline practices (such as social media, video, campaigns, etc.).

Additionally, this deliverable identifies the communities that our project aims to develop networking activities, towards the adoption of TheFSM platform, as well as the evolution of the business ecosystem around it. It also includes a list of prominent networks that our consortium aims to create links and a list of successful implemented networking measures (with the GFSI, BDVA and Trial Alliance) that our project built upon in order to promote the positioning of TheFSM platform.

This version of the present deliverable, it includes metrics that were used in order to report and monitor both the marketing and partnership activities, while providing evidence of the activity, ensuring their successful implementation and the achievement of their initial goal.

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1. INTRODUCTION

1.1 Scope and objectives of the deliverable

The main purpose of the document (D7.3 - Annual Report of Marketing, Sales & Partnership Activities) is to report the various annual activities that took place for the following tasks of the Work Package 7 (Impact) of TheFSM project:

- T7.3 Marketing & Communications;
- T7.5 Community & Partnerships;
- T7.6 Monitoring & Assessing Impact.

Particularly the T7.3, which was built upon three aspects: (i) Branding, Identity & Production; (ii) Physical Marketing Strategy & Actions; and (iii) Digital Marketing Strategy & Actions, aiming to focus on the execution of all necessary measures in terms of project's platform. Initially, it focused on the development of the brand and identity materials (printed and digital), towards platform's promotion in platform in targeted markets. Emphasis was given on the creation of the project's logo, motto line, social media icons and social media headers, as well as in the accompanied marketing content. Emphasis under the T7.3 was given also on the development of a physical and digital marketing strategy and on the measures that helped in the generation of new and warm leads. Given that the Covid-19 outbreak occurred only a month after the start of the project, we were not able to fully succeed with the task regarding the physical marketing activities during the first two years of the project. The main reason was the cancellation of the majority of the events foreseen. However, during the third and last year of the project's lifecycle, we aim to maximize our effort, in accordance with the reduction of the restrictive measures across the world. To fill this unexpected gap, we applied more digital oriented marketing measures (e.g., increased number of blog posts, online articles, webinars etc.), still achieving all the goals of the T7.3

Regarding the Community & Partnerships aspect (T7.5) of the deliverable we focused on activities that would strengthen and facilitate the adoption of the platform, together with the evolution of the business ecosystem around it. In order to design, execute and monitor a community engagement and partnership development strategy to help develop the ecosystem of data, services and users around the platform, several networking activities were accomplished with various communities (i.e., BDVA, GFSI and Trial Alliance) and projects (i.e., BigDataGrapes) through our consortium organization and participation in events, exhibitions, etc.

Finally, to ensure the completion of our aims, marketing and partnerships metrics were set in order to measure and assess in daily basis the impact that the above-mentioned actions were going to have in the end-users, via the exploitation of the channels and funnels that our consortium established, while safeguarding that supportive or corrective actions would take place on time.

1.2 Relations to other activities in the project

D7.3 documents the outcomes of T7.3 Marketing & Communications, T7.5 Community & Partnerships and T7.6 Monitoring & Assessing Impact. It is the third deliverable of the Work

Package 7- Impact and has a critical role for the evaluation of the activities that took part in the first year of the project and the monitoring of the impact through corresponding KPIs. The following table cites the relation of the D7.3 to other deliverables and activities of TheFSM project.

Deliverable	Nature of the relationship
D1.1 Report on Requirements for TheFSM	Input: Business scenarios, actors, challenges and obstacles.
D7.1 Market Research & Strategy Report	Input: Insights regarding the different market segments and growth prospects.
D7.4 Future Sustainability Roadmap for TheFSM	Output: The marketing, sales and partnerships strategies based on which TheFSM platform will built upon its roadmap for reinforcing its sustainability toward its establishment on the targeted market segments.
D8.3 Dissemination, Communication & Stakeholders Engagement Plan	Input: All aspects of the initial planning regarding the branding, key messages, key stakeholders were exploited in the context of the marketing, sales and partnership activities plan.

Table 1: Link to other deliverables

1.3 Next steps

The second version of the D7.3 | Annual Report of Marketing Sales & Partnerships Activities aims to record the strategies and the measures that accompanied them, in order to maximize the impact of the project, as well as the project's warm leads and its establishment in different networks. In the following release, we will have the final marketing actions that are going to help the project's final technological advancements to be adopted by the targeted audience and target groups. Finally in the 3rd version (and final one) we will be referred in the total networking actions which are going to take place, assisting TheFSM project's participation into even more related communities, while gaining insights and strengthening TheFSM business connections, ensuring with this way its sustainability.

1.4 Structure

The structure of this deliverable, which is the second version of the Annual Report of Marketing Sales & Partnerships Activities, is divided in 5 sections, each elaborating around a different aspect of the process groups mentioned above, setting out instructions and useful guidelines for creating an efficient collaboration space within the project and between all partners in the consortium.

Section 1 – Introduction: Explanation of the deliverable's both objectives and scope, its relation with the other activities of the project, meaning the linkages with the other deliverables of the project (the outputs and inputs provided), the upcoming steps of the project, as well as the structure of the present deliverable.

Section 2 - Impact: Interconnection and analysis of the expected impacts in the work programme along with the following marketing measures that are analysed in the Section 3.

Section 3 - Marketing: In the present section we mention the importance of the marketing strategy as well as its benefits, the importance and the objectives of the marketing measures along with the analysis of the brand identity and the online and offline marketing mix for impact maximization. Also, it explores in details, the marketing activities such as blogs, posts, campaigns, events that helped us to achieve both marketing and project's business goals.

Section 4 – Partnerships' activities: Presentation of the platform's positioning and analysis of the expanding strategy is taking place in the first chapters of the Section 4. Extra on this, in this chapter there are explained both the outcomes of TheFSM's partners' rating regarding the relevance of the project with potential partners/communities worldwide and the accomplished networking actions.

Section 5 – Conclusion: Finalization of the outcomes occurred by the present deliverable.

Annex A: Includes the selection process of the official project's logo.

Annex B: Presents the table on community and partnerships mapping, based on which the consortium foresees the most possibilities for networking enlarged activities.

Annex C: Compiles all the posts that were created for the social media of TheFSM's project (Twitter, LinkedIn, YouTube and SlideShare)

2. IMPACT

2.1 Expected impacts in the work programme

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

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

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

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

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

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

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

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

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

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

Work Programme aim	TheFSM contribution	Key performance indicators
Better value creation from proprietary/ industrial data	We will focus on actual, critical business scenarios around food certification, to make data exchanging automated, predictable, and secure	# of data flows and transactions documented within all business scenarios (<u>target: >15 overall</u>) # of stakeholders enabled within each business scenario (<u>target: >3 stakeholders engaged in data transactions within each scenario</u>)
	We will fully digitise food safety data transactions in order to help involved parties execute them in a faster and more efficient manner	# of fully automated data sharing workflows and transactions supported through the platform (<u>target: >10 overall</u>) % of time saved in data transactions channelled through the platform (<u>target: >50%</u>)
	We will create opportunities for new digital services that certification bodies like TÜV AUSTRIA may offer, such as remote auditing that can lower the cost of certification	# of new service offerings that TÜV AUSTRIA subsidiaries will include in their certification portfolio (<u>target: >3 per subsidiary</u>)
20% annual increase in the number of data provider organisations in the industrial data platforms	We will involve and engage in each innovation pilot organisations that need to share data with their buyers or inspectors	# of food companies joining the innovation pilots in each country to share data (<u>target: >3 companies involved in each pilot to share data</u>)
	We will implement digital & physical marketing activities to identify, profile and attract appropriate clients to test data sharing through FOODAKAI	% of annual increase in the number of organisations using the platform to share food safety data (<u>target: >300% every year</u>)
30% annual increase in the	We will involve and engage in each innovation pilot organisations that need to access	# of local or regional stakeholders joining the innovation pilots to access and use data (<u>target: >2 organisations</u>)

number of data user/buyer organisations using industrial data platforms	data from their suppliers or 3rd parties (e.g. labs)	<u>involved in each pilot to access data</u>
	We will implement digital & physical marketing activities to identify, profile and attract appropriate clients that are interested to access data that suppliers share through FOODAKAI	<u>% of annual increase in the number of organisations using the platform to access and use food safety data (target: >300% every year)</u>
20% annual increase in volume of business (turnover) channelled through the platforms	We will work on gradually introducing FOODAKAI to support and enable all data exchange that concerns agriculture and food certificates that the 5 participating certification and inspection bodies issue for their clients	<u>% of annual increase in numbers of agri-food inspections and certificate renewals channeled through the platform (target: >500% increase every year)</u> <u>% of actual business revenue that the participating certification & inspection bodies will be enabling through the platform after the project ends (target: >10% of agri-food inspections and certificate renewals channeled through the platform)</u>

Table 2: TheFSM contribution to the expected impacts

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

⁶ <http://www.bdva.eu/PPP>

⁷ <http://www.bdva.eu/SRIA>

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

2.2 “Marketing” as a tool for business success story

It is important to understand the interconnection between marketing and the successful implementation of both project and its objectives. For this reason, we analysed above the impact that TheFSM is expected to create through the development and deployment of an industrial data platform that will significantly boost the way that food certification takes place in Europe. Based on the specific objectives of the project, the marketing team started building the foreseen marketing strategy and measures, after aligning the marketing targets with the project’s goals and objectives, in order to help TheFSM to reach its fullest potential and to maximize its generated impacts.

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

3. MARKETING

3.1 The importance and objectives of the marketing measures

Marketing is one of the most important and significant parameters towards both the successful implementation of the project and its generated impact maximization. Marketing measures not only build brand awareness but it can also increase sales, grow TheFSM's technological advancements and engage customers and lure new warm leads. There are so many cores business functions that stem from the appliance of qualitative and quantitative marketing measures.

First of all, marketing **informs** and **provides insights** regarding our project's achievements and products. On a base level, it is useful for customer education. As our project's partners and the linked parties are well-informed for the ins-and-outs of TheFSM's product the same knowledge has to be passed to the relevant stakeholders. In order to purchase into our product, our audience need to have a solid understanding of what it does and how it works. Marketing is the most effective way to communicate TheFSM's value proposition to our customers in an interesting way with several pathways to be executed in order to ensure their right and on-time information (creation of content, blog, posts, campaigns and etc.). As such, to achieve and increase the efficiency of our marketing measures, stakeholders' education was on the consortium's priority list. Except from the provision of timely and well-structured information, marketing is a great **equalizer**. Modern marketing is a less expensive idea game than ever before in the history of businesses. Social media platforms (e.g., Twitter, YouTube, LinkedIn) and email campaigns (e.g., MailChimp) have made reaching out to stakeholders a much more finance-friendly possibility. TheFSM project, is applying smart marketing measures and techniques in order to help in the playing field when it comes to competing against big name competitors from several continents. In fact, marketing may even give to the project a leg up. Due to the smaller nature of our project, we can pay more attention and invest more time to every client individually via the various platforms that we are logged-in ensuring the creation of long-lasting partnerships and of an extended clientele with satisfied multidisciplinary stakeholders. Furthermore, as the project aims to **sustain** its influence and after its lifespan, marketing measures were also important as they are meant to sustain TheFSM presence. In this sense, our partners, having as leader Agroknow, designed and managed in weekly basis a healthy collaboration with project's audience. Marketing was important because it allows us to maintain long-lasting and ever-present relationships with our audience, while helping our impact to flourish.

Customer engagement is the heart of our project while marketing activities are the pathway towards its achievement. Marketing solves the question of how to keep a conversation going once our customer has walked out the meeting. In the past, face-to-face interactions made up much of B2C and B2B engagement. While that in-person engagement is still alive and performing well, nowadays, consumers want to be engaged outside the platform. This is where marketing comes in, and whatever the medium, we can send to TheFSM's customers content, forming a relationship with our brand. Another term that is interrelated to marketing and customers engagement is the word "**sales**". Marketing is important because it will help our project increase the platform's traffic and the sale of its services. The bottom line of TheFSM is to communicate and disseminate the platform towards the increasement of end-users, while marketing is an essential channel to reach

that end goal. Although the existence of good product or service is an advantage, without marketing many businesses would not exist because marketing is ultimately what drives sales. Towards this logic, our consortium needed to create fresh and inviting content to draw new and warm leads in and lead them to a purchase. Finally, marketing is important strategy to ensure the growth of our project and of its influence. While our current customers should always be our main priority, marketing efforts can help us expand this base. Efforts like social media posts and campaigns can not only engage existing consumers but spread the word to new potential customers. In essence, marketing secures TheFSM's business future through new and old customer engagement.

To achieved all the above-mentioned benefits occurred by the successful completion of the marketing measures, our consortium focused and built its marketing interactions into 3 main pillars: the **brand identity, digital marketing and physical marketing**. To successfully implemented these pillars and accomplish marketing's missions, a diverse and multidisciplinary mix of members was crafted. This way, we envisioned and produced high content and multi-channeled material, influencing our target groups.

3.2 TheFSM diverse and multidisciplinary team possess a competitive marketing edge

Marketing teams with a diverse mix of members tend to produce better results than ones whose members are alike. The variety of voices shaping messages and strategies can help teams recognize opportunities that might otherwise be missed, consider different channels and approaches, and avoid culturally insensitive missteps. When a team needs to be innovative in its output, then it tends to benefit from diversity. Marketing teams with a diverse mix of members may produce better results than ones whose members are alike. MICROSOFT numerous studies have established that traditionally recognized forms of diversity (gender and ethnicity) at the company management levels are linked to improved financial results. A 2018 McKinsey & Company report found that firms whose executive teams were in the top quartile of gender diversity were 21 percent more likely to outperform others on profitability. And companies whose executive teams were in the top quartile for ethnic/cultural diversity were 33 percent more likely to have industry-leading profitability. The same sorts of payoffs that can arise from top-management diversity may apply to marketing — perhaps even more so. The more diverse our marketing people are, the more emotional intelligence and empathy they will have for different audiences. So, it's incredibly important to get the most from diverse teams. Making marketing team more multicultural is a widening of what used to be called the "generation gap." Millennials will represent half the global workforce by 2025, according to a recent PwC forecast. Meanwhile, many baby boomers are delaying retirement. According to the ADP Workforce Vitality Report, the 55-and-older age group saw 4.8 percent job growth in the first quarter of 2017, more than any other age group. The Center for Generational Kinetics, meanwhile, defined five different generations of employees in today's workforce, from "traditionalists" (born 1945 and before) to the post-millennial iGen (born after 1996). Workers in all these age groups can bring different work styles and knowledge to a creative team.

Nowadays, consumer demographics are shifting and markets are becoming more global. In this scope, a diverse marketing team can be a competitive advantage, bolstering a project's power to

develop innovative ideas that connect with this evolving audience, leading to successful campaigns that achieve financial results. As such, all the consortium partners with Agroknow as a coordinator, designed and contributed in the creation and design of the digital marketing content and the implementation of relevant marketing activities. More specifically our consortium partners, being active for the several years in the social media platforms and having strong and well-built websites, are influencing hundreds of stakeholders interested in purchasing TheFSM's platform services. In the table below one can find all the partners and the media in which there are engaging with their audiences, as well as the number of them.

Partners	Twitter	Facebook	LinkedIn	Instagram	YouTube
Agroknow	1.918	1.457	3.598	334	63
Ontotext	5.223	1.014	3.483	-	1.008
Ubitech	94	933	3.870	-	46
Agrivi	2.819	60.356	6.671	801	604
Origintrail	43.100	11.596	2.908	4.481	8.300
UNIVIE	25.000	97.807	125.236	39.900	7.370
WFSR	1.178	106.162	6.397	41.800	225
TAH	229	8.872	7.628	986	348
TAR	-	19.481	470	446	99
Valoritalia	353	5.479	2.065	-	10
TAC	-	972	339	-	-

Table 3: TheFSM's consortium audience per digital channel

3.3 Impact maximization

Aiming to push awareness and help create memorable impact with our desired audience, through our marketing measures, 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 our marketing efforts were focused to the right target groups, with the most appropriate messages in order our project's work and outcomes to be communicated rightly and on-time.

Group	Sub-group	Examples
Food Sector Users	Certification Bodies	TÜV AUSTRIA GROUP, OF&G ⁹
	Certification Scheme Owners	GFSI ¹⁰ , BRC, IFS Food, GlobalG.A.P., The European Organic Certifiers Council ¹¹

⁹ <http://ofgorganic.org/>

¹⁰ <https://www.mygfsi.com/>

¹¹ <https://eocc.nu/>

	Food distributors & retailers	Euro Coop ¹² , Food Drink Europe ¹³ , Grocery Manufacturer Association ¹⁴
	Primary producers & farmers	Copa Cogeca ¹⁵ , WFO-OMA ¹⁶ , Organic Farmers Association ¹⁷ , Farm Retail Association ¹⁸ , OStevia Hellas
Tech Providers	ICT contributors to the TheFSM technology stack	Trail Alliance ¹⁹ , Big Data Value Association ²⁰ , 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 promote the project’s results to its key stakeholders. A multi-channel marketing 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 and key target audiences in different stages of the project’s lifecycle.

¹² <http://www.eurocoop.coop/>

¹³ <https://www.fooddrinkeurope.eu/>

¹⁴ <http://gmaonline.org/>

¹⁵ <https://copa-cogeca.eu/>

¹⁶ <http://www.wfo-oma.org/>

¹⁷ <http://organicfarmersassociation.org/>

¹⁸ <http://www.farma.org.uk/>

¹⁹ <https://alliance.origintrail.io/>

²⁰ <http://www.bdva.eu/>

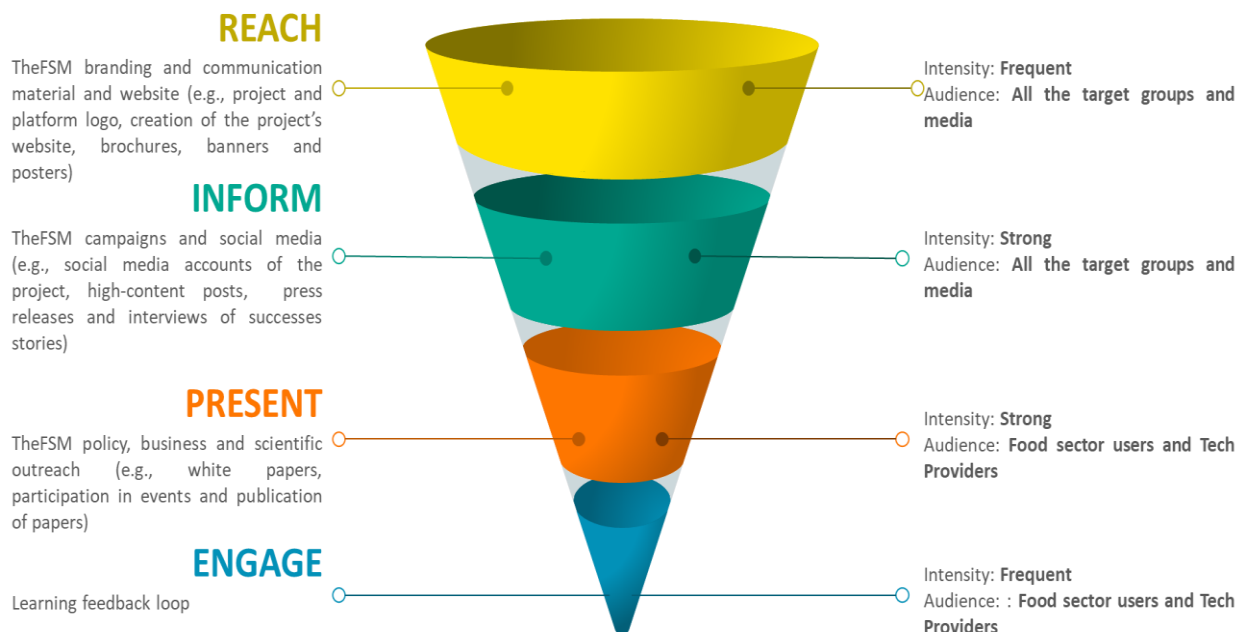


Figure 1: TheFSM key marketing channels and target groups

3.4 Our marketing metrics

Except designing the roadmap of the stakeholders that our project is foreseen to influence, it was crucial to develop the metrics, which were used to measure the efficiency of the project promotional activities. Based on the identification of key stakeholders and their interests, TheFSM dissemination and communication lead (namely, AGROKNOW with the help of all partners) developed a set of tools and techniques that were used to engage the key stakeholders as they were analysed above, all relevant influencers as well as internal and external partners of the project. When designed the marketing and promotional material, the team was aware of the latest marketing and communication trends and the method in which target audience groups consume information. The marketing measures included a balanced mix of traditional (e.g., participation in events) and innovative (e.g., social media, website) pathways in order to secure the most effective outreach and the delivery of the key messages to each target group. Nonetheless, metrics should be shaped in order to ensure that our generated marketing actions and their content are efficiently delivered to the right audience. The metrics (M) were the following:

M1.1 – Improve brand awareness with high level material	This metric measured the number of materials that were created for promotion activities towards increasing TheFSM recognizability.
During the first two reporting periods, our consortium created project's logo, motto line, social media icons and social media headers.	
M1.2 – Increase TheFSM website traffic, promoting targeted content to stakeholders	It measured the number of news items and blog posts published at the project website, as well as it counted down the unique website visitors by utilizing the Google Analytics tool.

The audience from 503 (M1-M12) increased to 2.325 (M13-M24) as the project content was optimized and the blogs number increase from 6 (M1-M12) to 35 (M13-M24).	
M1.3 – Boost TheFSM Social Media traffic through vibrant project posts	This metric provided us information regarding the number of posts that were published during the project lifetime from our project’s social media accounts (Twitter, LinkedIn, YouTube and SlideShare). Also, major goal is to count the number of the recipients of project announcements and generally it included the number of social media group members, namely the followers at the project’s Twitter, LinkedIn, YouTube and SlideShare accounts (the social media analytics services were exploited by the marketing team).
Several posts were designed and uploaded in TheFSM social media, from 27 (M1-M12) the posts increased to 115 (M13-M24), and the same trend was followed in the numbers of the project’s audience in the social media, from 137 (M1-M12) increased to 247 (M13-M24)	
M1.4 – Project’s Videos in English	It measured the number of project videos that were prepared during project’s lifetime.
From the M1 until M24, two videos were prepared aiming to reach potential buyers in order to learn about our technologies.	
M1.5 – TheFSM campaigns	This metric measured the number of press releases and general public outreach activities (such as interviews in radio or TV stations or newspapers).
The campaigns, to general press and media, were aiming to reach our customers, clients, and warm leads. In total, during the M1-M24 14 campaigns took place.	
M1.5 – Event organization and participation	This metric measured the number of the events that were organized by our consortium and the events that our partners participated representing TheFSM project.
This measure was crucial in order to have more direct contact with the stakeholders and to promote TheFSM advancements (e.g., platform, marketplace) in events such as food industry fairs and exhibitions, workshops, etc.	

Table 5: Science and technology KPIs

3.5 Creation of TheFSM marketing strategy

To successfully design the most efficient marketing strategy, the team needed to understand deeply the market, the clients and their wants, needs and challenges they face during their everyday procedures and in this case the stakeholder in the food supply chain are facing tremendous bottlenecks in sharing food safety data. Further, to develop a marketing action plan, the team focused on five foundational areas of TheFSM project:

1. **Project's goals.** In the beginning of the project, our consortium clearly defined the goals towards ensuring the alignment of every single team of the project with them. TheFSM aims to deliver an industrial data platform that will significantly boost the way that food certification takes place in Europe. It brings together and builds upon existing innovations from innovative ICT SMEs to deliver a uniquely open and collaborative virtual environment. The platform will facilitate the exchange and connection of data between different food safety actors, who are interested in sharing information critical to certification. The project is going to accelerate the pace by which this type of certification bodies (in Europe and beyond) adopt digital innovation and offer data-driven services. Eventually, TheFSM aspires to catalyse the digital evolution of the quite traditional but very data-intensive business ecosystem of global food certification. Based on the specific objectives of the project (Table 2), the marketing team started building the foreseen marketing strategy and measures, aiming to help our project to reach its fullest potential and achieve its business goals while spreading the generated knowledge and products among its audience.
2. **Persona Research.** After the identification of the goals, it was important to identify who our project wants and needs, to attract and ultimately exploit TheFSM platform in order to reach its goals. A client or "persona" is a semi-fictional representation of who our ideal client is and what is important to them. Ideally, we needed to develop 2-3 personas by identifying, by name - like "Marketing John" or "Professional Kelly" and understanding what is really important to them as they go through the different stages of our purchasing process. The personas creation process was focused on the identified key stakeholders of TheFSM platform as were presented in the D1.1 | Report on Requirements for TheFSM and D7.1 | Market Research and Strategy Report. Based on the above and with a collaborative and interactive workshop, we came up with the first mapping of the Marketing Qualified Lead (MQL) and the Sales Qualified Lead (SQL) of the TheFSM platform, where we identified them. Personas are really what drove and will continue driving our overall marketing strategy to attract more qualified leads who we can convert to clients. These personas (which can be found with greater analysis in the D7.2 – Ongoing Documentation of Governance & Business Models) can change over time as time passes and TheFSM platform evolves, so it is important to continuously update them in order to achieve maximum results. When we developed our personas, we thought which online channels they would probably use, so we know where to, and where not to, focus our marketing efforts.
3. **Persona pains, problems, and challenges.** Once we knew who our ideal client personas were, we had to identify their pains, problems, and challenges. These are the needs our current clients voice as they will go through the sales process. As such, because we have identified our ideal client personas, we knew that these needs will be similar among TheFSM new prospects. During their design procedure, we took into consideration their needs, and created strategic messaging to attract more clients just like them. For example, "Are you spending more time searching for food safety data than actually doing your job, meaning foreseen future frauds or recalls?" and our messaging around solutions could become, "With TheFSM platform and its integrated solutions, your

manual research time for food safety data can be cut in half!". As so, the team tried to turned personas' pains into messaging on all of the marketing materials depending the target group.

4. **Solutions aligned with those persona needs.** Once we had personas' pains and messaging flushed out, we aligned TheFSM services, products, and offerings as helpful solutions. With this way, we directly correlated each pain with its own solution to showcase our innovative and helpful solution. With each persona pain statement paired with our solution, our project developed a "road map" for any prospect to follow through, with the created content. Having clearly defined goals, client personas, the personas' needs, and TheFSM solutions, the next that our team did, was to develop its differentiators or "remarkables".
5. **Project's differentiation or "remarkables".** A "remarkable" is a key differentiated, competitive advantage; it's what sets our project apart from the competition and what makes our project stand apart. So, during this step, the team identified our key differentiators (D7.1 - Market Research and Strategy Report), and ultimately translated those into messaging, helping our prospects make a decision to collaborate with us and feel safe about it.

3.5.1 Benefits of Marketing Strategy for TheFSM

The advantages that can occur due to the creation of the right and thoughtful marketing strategy are several, as knowing that the day-to-day marketing decisions and actions are informed by research and driven by the project's goals. The most important that our team mentioned were:

- **Simplicity:** Following the marketing strategy simplified the daily execution of marketing tasks when project's branding, messaging and goals were clearly defined. Every marketing and sales tool in our arsenal was there for a reason, the team knew what to use each for, and the usage of a marketing and sales tactic was deliberated.
- **Intelligence:** Aligning our marketing strategy with our overall project goals ensured all of the marketing efforts were contributing to further developing our clientele and the impact. The marketing strategy was informing marketing team where to spend the most time and in which channels to invest more, and who to focus our messaging on.
- **Focus:** Having a clearly thought out and informed strategy helped filter out the distractions of less effective tools, tactics, and personas, so we could stay competitive in the food safety and certification market. Abiding by the guidelines of project's marketing strategy helped the team stay focused on brand's mission, vision, values, and goals.
- **Impact:** When we thoroughly researched existing or new markets and clients, we boosted our marketing efforts by engaging more qualified leads. As the messaging (content) was more meaningful to the right people (personas) at the right time (context), we had to ensure that we made it easier for our customers, clients and stakeholders to make their next step or decision.

3.6 Brand Identity and analysis

Brand identity is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds. Brand identity is distinct from brand image. The former corresponds to the intent behind the branding and the way our project does the following—all to cultivate a certain image in stakeholders' minds: (i) designs its logo; (ii) uses colors, shapes, and other visual elements in products and promotions; and (iii) crafts the language in its advertisements. Brand image is the actual result of these efforts, successful or unsuccessful.

The brand identity is the unique set that represents what the brand "TheFSM" stands for and promises to its customers. Brand identity was organized around 4 perspectives with 12 dimensions:

- **Brand as product:** product scope, attributes, quality, uses, users, and provenance;
- **Brand as organization:** organization attributes, local vs global;
- **Brand as person:** personality, type of brand-customer relationship;
- **Brand as symbol:** visual imagery/metaphors and brand heritage.

As defined by David Aaker, the core identity is the central, timeless essence of a brand and is most likely to remain constant as a brand travels into new markets and product categories.

The extended identity includes all brand identity elements that are in the core. The core identity is often a short description of a brand. The extended identity provides texture and completeness, eliminating the ambiguity generated by using just the core identity, in the creative development phase.



Figure 2: TheFSM's brand identity system

In order our consortium to build a strong, cohesive and consistent brand identity of TheFSM project, a variety of steps were undertaken via our consortium:

1. **Analyze the project and the market.** A full SWOT analysis that includes the entire brand of the project—a look at TheFSM strengths, weaknesses, opportunities, and threats—was a proven way to help our consortium understand the situation so it could better determine its goals and the steps required to achieve them. As it can be seen from our SWOT matrix below, TheFSM brand has a great opportunity to create strategies while harvesting from its threats, opportunities, weaknesses, and strengths. As more of our stakeholders are going to make their purchase decisions online, competing in the remote food certification sector is tough. As a result, we needed a strong brand identity, informed by globally-renowned marketing models, and we need to stand out.

The organisation	Strengths – S 1. Existing brand 2. Existing customer base 3. Existing distribution	Weaknesses – W 1. Brand perception 2. Intermediary use 3. Technology/skills 4. Cross-channel support
Opportunities – O 1. Cross-selling 2. New markets 3. New services 4. Alliances/co-branding	SO strategies Leverage strengths to maximise opportunities = Attacking strategy	WO strategies Counter weaknesses through exploiting opportunities = Build strengths for attacking strategy
Threats – T 1. Customer choice 2. New entrants 3. New competitive products 4. Channel conflicts	ST strategies Leverage strengths to minimise threats = Defensive strategy	WT strategies Counter weaknesses and threats = Build strengths for defensive strategy

Figure 3: TheFSM’s brand SWOT analysis

2. **Determine key business goals.** TheFSM brand identity should help fulfil these goals and its promotional material should be crafted to appeal to the targeted market segments. They should appear on channels and sites where potential customers are likely to see them.
3. **Identify its customers.** Conducting surveys and convening internal focus groups helped our consortium to identify its stakeholders’ group (Table 3) and their preferences regarding the most impactful logo.
4. **Determine the personality and message it wants to communicate.** Our project needed to create a consistent perception, rather than trying to combine every conceivable positive trait: utility, affordability, quality, modernity, flash, taste, and class. All elements of our brand, such as copy, imagery, cultural allusions, and colour schemes, should align and deliver a coherent message.

Building a brand identity is a multidisciplinary strategic effort, and every element needs to support the overall message and business goals. It can include a project’s name, logo, and design; its style

and the tone of its copy; the look and composition of its products; and, of course, its social media presence. Taking these in consideration and in order the team to create and produce a set of promotional materials (i.e., banners and brochures) for marketing purposes, the initial steps of the communication strategy were the development of the project's logo, motto line, social media icons and social media headers and banners, and all assets needed to communicate the messages of the project. Additionally, a presentation template and a document deliverable template were created in order to ensure visual coherence among the presentations that will be held from each project partner. Especially for the selection of the project branding, a collaborative approach was followed right after the online kick-off of TheFSM. An online poll was set up (<https://forms.gle/pQEZcTsdTVinAtfB6>), including the four different options that were prepared by AGROKNOW designers. All partners voted for the existing logo – and included comments that were adapted in the final logo version (also visible on the top left side of the heading of this deliverable). All additional options, and the voting page can be found on the Annex A.

All of the above-mentioned digital assets were available for each partner of the consortium in the Google drive folder of TheFSM project. During the project's lifetime (meaning until this report), additional material (e.g., online and offline press publications) were produced (in all of them the presence of project's logo was crucial), aiming to capture the attention of audience and demonstrate the impact of the project.

Which logo do you vote for TheFSM ? *

Option 1



Option 2



Option 3



Option 4



Figure 4: TheFSM's logo selection

3.7 Digital and Physical marketing Mix

Having analysed above, the importance of the marketing strategy and how essential is picking the right one towards project success, here we will provide the reasons why TheFSM's consortium decided to go with the mix of digital and physical marketing. With improvements in technology and a quickly growing online culture, for the past few years digital marketing has become a trend and more investments are bending over there in comparison with the physical marketing. As technology improves, so the techniques we use in online marketing do change too. Digital marketing techniques like SEO continue to develop and change alongside new technology and the correlating changes in consumer habits. Therefore, digital (online) was not the only path our marketing strategy could take. Despite the advantages that digital marketing techniques can offer, there are several advantages also that drive to high impact through the physical (offline) marketing. While being eager to make the most of online marketing we should be careful not to disregard the benefits of traditional marketing techniques. Offline and online marketing techniques, while seemingly disparate, could actually support each other and overall strengthen our marketing strategy.

Driven by this mindset our marketing team, suggested and moved on following an online-offline mix strategy aiming to generate the most possible quantified and the qualified warm leads. To do so emphasis was given to the development of the most appropriate funnels, tools and messages in order to have the most fruitful influence on our audience. For the offline marketing efforts were channeled into: (i) the creation of digital content towards inbound marketing (blog posts, online articles, webinars etc.); and (ii) the development of marketing campaigns to position the platform in search engines and professional social media channels. Regarding the offline marketing the actions were focused on TheFSM's participation in training seminars, food industry fairs and exhibitions and outreach activities in general press and media.

Choosing and executing the mix marketing approach, multiple benefits emerged:

1. **Expanding and widening our reach and influence:** Putting together online and offline techniques actually helped expand our reach, enabling to connect with customers who we might have otherwise missed. Participation in offline events, articles in papers strengthened our impact on multiple levels (especially local and community), while online helped us to reach out to global markets. Mixing digital and traditional methods provided us the possibility to reach out and get the best of both worlds.
2. **Increasing our Effectiveness:** Despite digital marketing's advantages — and there are many — the fact of the matter is that the online marketing world does have its weaknesses. Competition in the online world is fierce, and although digital can mean lower costs, it does not always mean higher engagement. Mixing our online advertising with more traditional methods helped with this bottleneck, simply by reinforcing calls to action. Measures like emailing out the different relevant stakeholders or connecting the customer to our brand's online presence through information about TheFSM's website or social media in the offline materials were utilized, increasing customer engagement and drive traffic to the website.

- 3. Stronger Data:** Offline marketing techniques are effective, despite what the recent shift to digital may imply. But they do have their downsides, and one of these downsides was the hard measurement of the effectiveness of the offline actions. In an increasingly data-driven world, that could be a problem. After all, the question “how can we measure the strengths and weaknesses of our offline activities if we have barely any information to go off of?” was solved by mixing offline and online marketing. In contrast to traditional marketing, the responses to digital marketing are easily tracked and traceable. More specifically, data analytics helped the team to increase the effectiveness of the campaigns enabling us to adapt quickly to customer responses.

Adapting our Marketing Strategy and measures due to Covid-19

Digital transformation has been accelerated by COVID-19. This mean more of our customers are making their purchase decisions online. We faced major challenges until the period of delivering this report. The new operational reality caused by the Covid-19 pandemic, brought about unique marketing challenges. A tailored marketing 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 legislations) by turning to online events and digital media (e.g., webinars, short videos, and more) to raise awareness and knowledge sharing, adopting digital-center marketing actions. Although the digital marketing is cost-effective, quickly implemented, easily measured and allows for great exposure, competing online is harder than ever and as such the biggest part of our efforts was driven by this unexpected challenge.

Digital Marketing

This section provides the list of the project’s online (digital) channels that were used to promote its main outcomes and to attract the targeted stakeholders to actively participate in its activities. As such, TheFSM marketing team applied the inbound marketing strategy, in order to manage to attract potential customers and leads and lead them to our project through qualitative online content. Unlike traditional advertising that strives to attract their interest, this type of marketing tries to facilitate customers who are already looking for products or services on the internet in such a way that they find them in our project. Through the inbound marketing we foreseen to attract customers through social platforms such as blogs and social media. Specifically, by creating targeted content on online platforms, which answered basic questions and needs of customers, we achieved to increase the traffic among the website and the social media of TheFSM.

We 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. The main online mean was the project’s website that presents all the related information and the progress made so far. Additionally, social media, which are the key online channels (such as LinkedIn, Twitter, YouTube and SlideShare), utilized towards the promotion of its main outcomes, in order to attract and reach out the targeted stakeholders and to maximize the generated impact.

As 2021 cemented a lot of changes due to covid-19, the most impactful change was how social media became the go-to window to grow our brand. This led our experts to refocus on their social media measures as they enabled us to connect and engage potential customers where they are at: LinkedIn, Twitter, YouTube, SlideShare. With strong social media skills and the ability to create engaging content, we engaged an advent number of audience. Our experts were mainly focused on the social media marketing as several benefits were generated through their exploitation: 1. Build Brand Awareness; 2. Generate Leads; 3. Nurture Leads; 4. Implement Social Listening; 5. Build Brand Authenticity; 6. Grow our Audience; 7. Build a community; and 8. Stay Top of Mind with Key People.

To achieve greater impact and visibility, TheFSM marketing team utilized all the existing tools which suited the most both to the consortium’s interest and to the marketing strategy. Furthermore, in order 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:

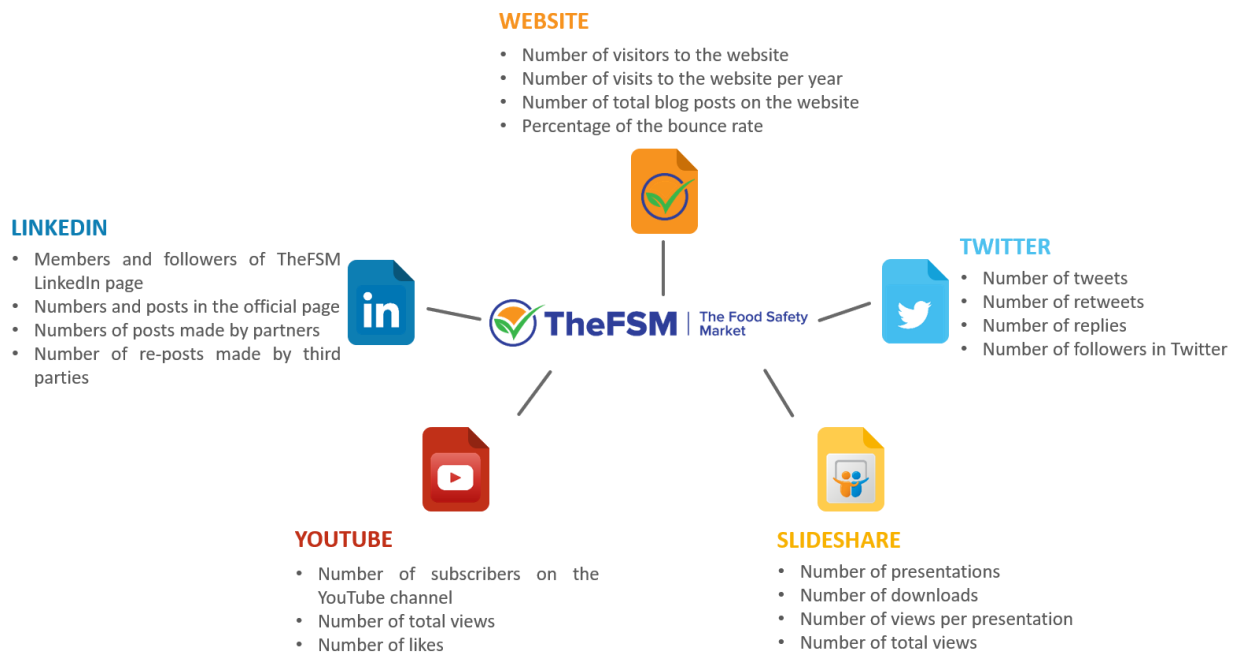


Figure 5: Counting-marketing measures

Physical Marketing

Digital marketing is a necessity today and many times traditional marketing, also known as physical marketing, tends to get overlooked. However, this does not mean using physical marketing materials is not important anymore. Our experienced partners, applied physical marketing measures to amplify our digital campaigns, as the most effective campaigns have physical marketing materials integrated with their digital marketing. One of its benefits is that is more likely to stick with the viewer. Further than this, emphasis was also given to the in-person events based on which we focused to increase the brand recognition.

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. Besides promoting project's results among the research community, policy-makers, and the private and public sector, TheFSM made a particular effort towards expanding its marketing influence to a wider audience:

Digital tools & 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	√	√	√	√	√	√
Video	√	√	√	√		
Press releases	√	√			√	√
Newsletter	√	√	√	√	√	√
Events	√	√	√	√	√	√

Table 6: Major target groups of the digital dissemination tools and channels

3.7.1 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.

TheFSM website is a great marketing tool. It represents our project on the Internet and it is one of the most important digital marketing channels we could use to get more traffic and increase the future sales. Website is considered as a 'must-have' nowadays for entities who want to survive in the highly competitive online market.

As so, its initial design aimed 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".

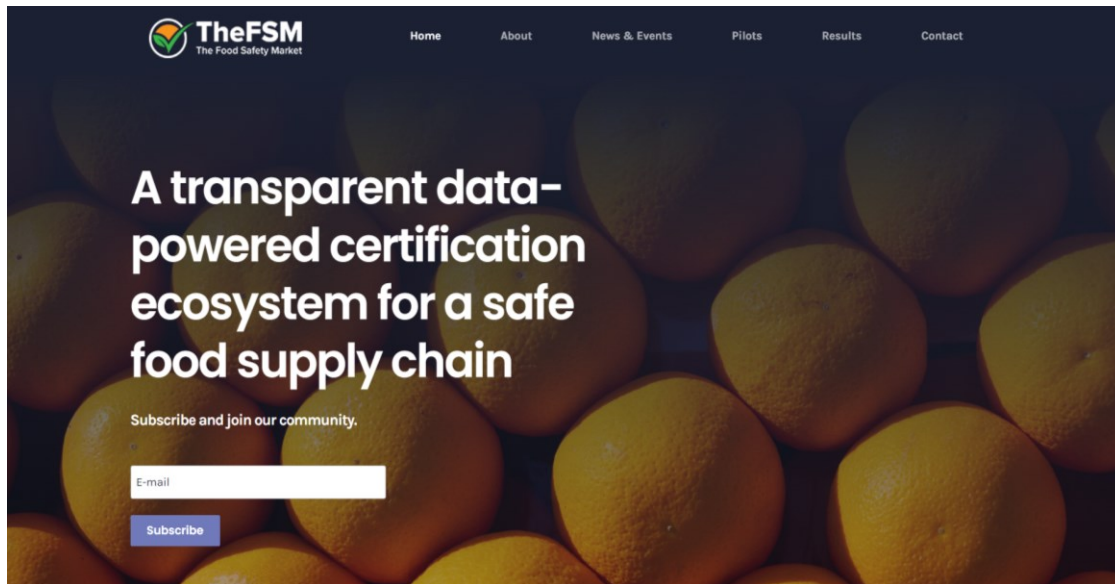


Figure 6: TheFSM Homepage

Several blogs were designed and upload in the website in order to reach close and distinct stakeholder groups. The very nature of blogging provided new content to draw new and warm leads and offered a way for future consumers to interact with TheFSM. This type of activities focused on targeted beneficiaries, users and technology providers by promoting specific news items at the project website. The utilisation of blog was selected as one of the marketing measures as it offers several benefits such as:

- **Inexpensive to Start and Run:** For the cost of a domain name and web hosting, we had a customized blog marketing setup.
- **Easy to Use:** Our platform is simple to use as we can copy, paste, type, drag and drop, and upload having a professional-looking blog.
- **Builds Website Traffic:** Offering tips, updates, and other new content gave stakeholders extra reasons to come and return to our website, giving them the opportunity to interact with our project.
- **Improves Search Engine Ranking:** Google, in particular, finds and ranks new content. For that reason, using blogging was the most optimized idea in order to increase our search engine optimization (SEO) and our audience to find us more easily and with less effort and searching.
- **Allows to Gain Trust and Credibility:** Most of the food safety and certification professionals like to know who they are doing business with. With our blog, we are constantly providing helpful tips and other valuable information—all of which will help consumers and leads feel good about selecting project's outcomes.
- **Engages our Market:** Open funnel for conversation towards engagement with our market This gives us the opportunity to build trust and rapport, as well as get feedback.

#	Publish Date	Post message/text	URL	Post Venue
1	05/04/2020	The FSM project officially kicks off	https://foodsafetymarket.eu/the-fsm-project-officially-kicks-off/	Website
2	18/05/2020	The FSM at the Big Data PPP Industrial Data Platforms online workshop	https://foodsafetymarket.eu/the-fsm-at-the-bdva/	Website
3	19/06/2020	The human approach to smarter food safety: applying human intelligence to big data	https://foodsafetymarket.eu/the-human-approach-to-smarter-food-safety-applying-human-intelligence-to-big-data/	Website
4	26/06/2020	The power of data behind keeping food safe	https://foodsafetymarket.eu/the-power-of-data-behind-keeping-food-safe/	Website
5	29/10/2020	TheFSM 2nd Project Meeting (20-21 October 2020)	https://foodsafetymarket.eu/the-fsm-2nd-project-meeting-20-21-october-2020/	Website
6	10/11/2020	How COVID-19 accelerates the digital transformation across the food supply chain	https://foodsafetymarket.eu/how-covid-19-accelerates-the-digital-transformation-across-the-food-supply-chain/	Website
7	19/03/2021	Can we predict the next food safety recall?	https://foodsafetymarket.eu/can-we-predict-the-next-food-safety-recall/	Website
8	22/03/2021	Panel on Public-Private Data Sharing for Food Safety prevention	https://foodsafetymarket.eu/panel-on-public-private-data-sharing-for-food-safety-prevention/	Website
9	17/05/2021	TheFSM 3rd Project Meeting (12-13 May 2021)	https://foodsafetymarket.eu/the-fsm-3rd-project-meeting-12-13-may-2021/	Website
10	24/06/2021	Webinar on Emerging Risk Identification	https://foodsafetymarket.eu/webinar-on-emerging-risk-identification/	Website
11	16/08/2021	TheFSM at a glance	https://foodsafetymarket.eu/the-fsm-at-a-glance/	Website
12	01/09/2021	Food supply chain pivots on the digitally quality and safety monitoring to cope with COVID-19.	https://foodsafetymarket.eu/food-supply-chain-pivots-on-the-digitally-quality-and-safety-monitoring-to-cope-with-covid%e2%80%9019/	Website

13	10/09/2021	Enhancing confidence by raising food suppliers' geographical diversity	https://foodsafetymarket.eu/enhancing-confidence-by-raising-food-suppliers-geographical-diversity/	Website
14	18/10/2021	How TheFSM hampers soft drinks market recalls	https://foodsafetymarket.eu/how-the-fsm-hampers-soft-drinks-market-recalls/	Website
15	08/10/2021	TheFSM: Preventing food risks of hazelnuts in the chocolate supply chain	https://foodsafetymarket.eu/the-fsm-preventing-food-risks-of-hazelnuts-in-the-chocolate-supply-chain/	Website
16	15/10/2021	TheFSM: Data-powered technology towards ensuring safety in the juice drinks market	https://foodsafetymarket.eu/the-fsm-data-powered-technology-towards-ensuring-safety-in-the-juice-drinks-market/	Website
17	20/10/2021	TheFSM: Shielding the global dairy supply chain	https://foodsafetymarket.eu/the-fsm-shielding-the-global-dairy-supply-chain/	Website
18	29/10/2021	TheFSM: A safeguarding platform to minimise food safety incidents in the dairy sector	https://foodsafetymarket.eu/the-fsm-a-safeguarding-platform-to-minimise-food-safety-incidents-in-the-dairy-sector/	Website
19	17/11/2021	Travel restrictions & supplier audits: how to conduct an audit.	https://foodsafetymarket.eu/travel-restrictions-supplier-audits-how-to-conduct-an-audit/	Website
20	18/11/2021	TheFSM: Magnetising the interest at the FOODTECH 2021	https://foodsafetymarket.eu/the-fsm-magnetising-the-interest-at-the-foodtech-2021/	Website
21	19/11/2021	TheFSM platform: A novelty that settles-down the fears of global food scarcities on food production	https://foodsafetymarket.eu/the-fsm-platform-a-novelty-that-settles-down-the-fears-of-global-food-scarcities-on-food-production/	Website
22	22/11/2021	TheFSM as an enabler to data sharing towards resilient food systems	https://foodsafetymarket.eu/the-fsm-as-an-enabler-to-data-sharing-towards-resilient-food-systems/	Website
23	24/11/2021	TheFSM as part of the food safety innovation	https://foodsafetymarket.eu/the-fsm-as-part-of-the-food-safety-innovation/	Website
24	26/11/2021	TheFSM at Workshop for Data Platform Projects	https://foodsafetymarket.eu/the-fsm-at-workshop-for-data-platform-project/	Website

25	29/11/2021	TheFSM: Mitigation of the COVID-19 consequences on the food supply chain	https://foodsafetymarket.eu/the fsm-mitigation-of-the-covid-19-consequences-on-the-food-supply-chain/	Website
26	01/12/2021	Ensuring compliance in the supply chain via TheFSM platform and its remote auditing procedures	https://foodsafetymarket.eu/ensuring-compliance-in-the-supply-chain-via-the fsm-platform-and-its-remote-auditing-procedures/	Website
27	03/12/2021	How can technology deliver resilience to the food system?	https://foodsafetymarket.eu/how-can-technology-deliver-food-system-resilience/	Website
28	06/12/2021	The FSM identifies emerging risk through food supply chain's surveillance	https://foodsafetymarket.eu/the fsm-identifies-emerging-risk-through-food-supply-chains-surveillance/	Website
29	09/12/2021	TheFSM platform: A tool for Food Safety Professionals towards timely, accurate and customized insights	https://foodsafetymarket.eu/the fsm-platform-a-tool-for-food-safety-professionals-towards-timely-accurate-and-customized-insights/	Website
30	13/12/2021	TheFSM: Facilitating the process for precise food safety reports with the click of a button	https://foodsafetymarket.eu/1152-2/	Website
31	17/12/2021	Minimization of food safety and fraud risks in the dairy industry via TheFSM platform	https://foodsafetymarket.eu/minimization-of-food-safety-and-fraud-risks-in-the-dairy-industry-via-the fsm-platform/	Website
32	20/12/2021	A more transparent, interoperable and safe food system era is coming through TheFSM novelties	https://foodsafetymarket.eu/a-more-transparent-interoperable-and-safe-food-system-era-is-coming-through-the fsm-novelties/	Website
33	24/12/2021	TheFSM platform as a tool for remote food safety risk assessment	https://foodsafetymarket.eu/the fsm-platform-as-a-tool-for-remote-food-safety-risk-assessment/	Website
34	28/12/2021	Investigating food safety incidents: TheFSM platform decreases the time wasted	https://foodsafetymarket.eu/investigating-food-safety-incidents-the fsm-platform-decreases-the-time-wasted/	Website

35	21/01/2022	Insights from TheFSM 4th Project Meeting	https://foodsafetymarket.eu/insights-from-thefsm-4th-project-meeting/	Website
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Table 7: TheFSM Website posts

Also, during the first two year of the project’s lifespan, we constantly updated the content of the website in order to score high increasing our SEO (Search Engine Optimization) and improve users experience (Figures 5, 6 and 7).

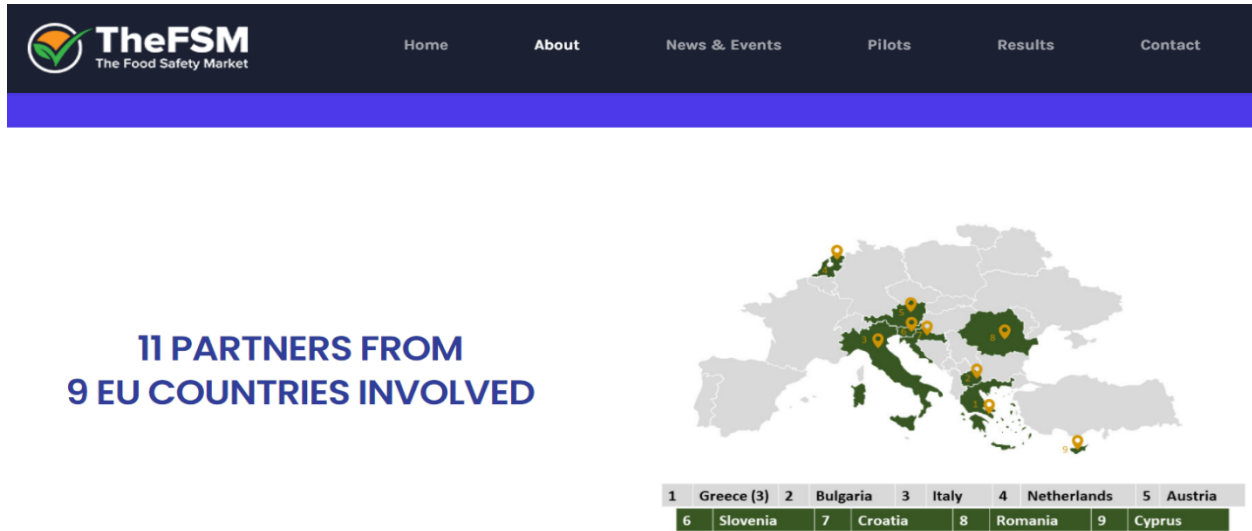


Figure 7: TheFSM consortium map

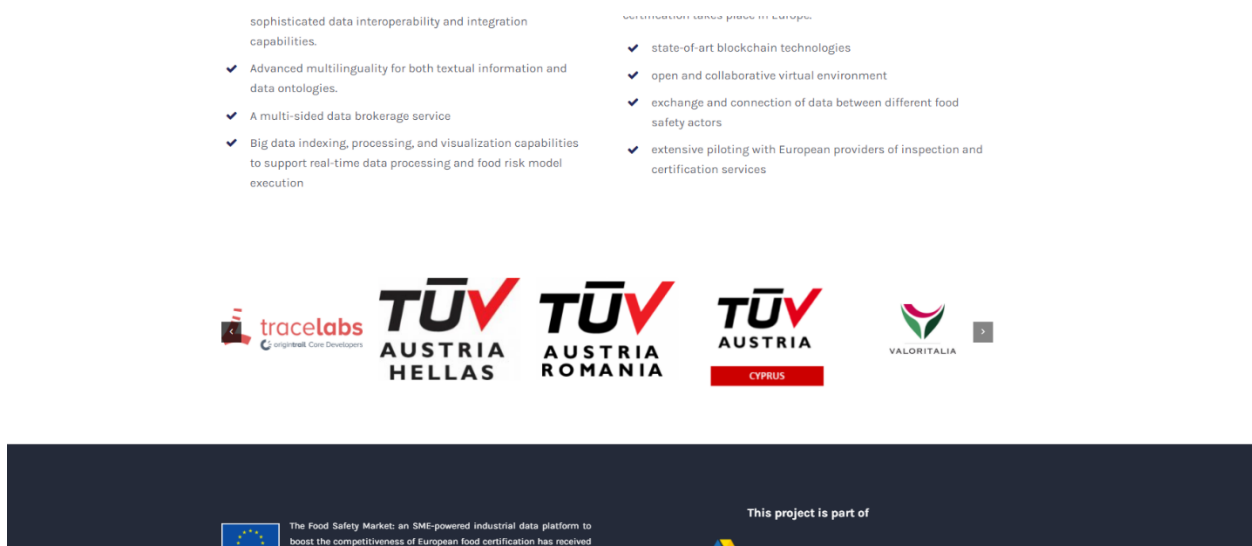


Figure 8: TheFSM partners on the website

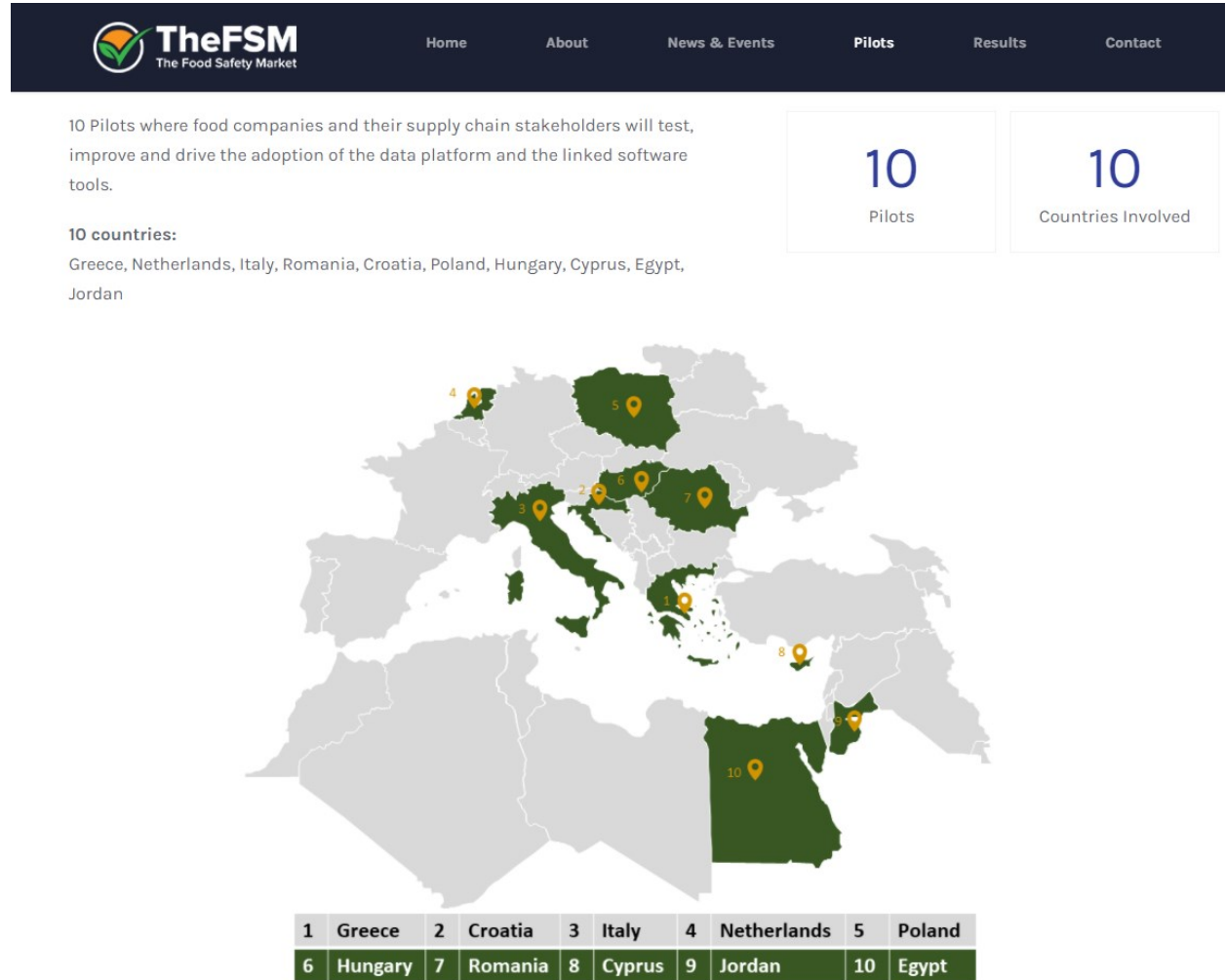


Figure 9: TheFSM pilots map on the website

In order to measure and to collect general information about the users, the project website has been connected to Google Analytics since May 2020 (M03). From M01 until M24, the website was visited, based on Figure 8 which represents the number of visitors who accessed the website for the period between 01.05.2020 - 31.01.2022, by 2.327 unique users, with an average session duration of 1 minutes and 38 seconds.

Following the line chart of Figure 8, we can observe some peaks throughout the project's life time. 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. At any kind of event, the partners were suggested to share TheFSM website with their contacts to increase the traffic of the platform. A second peak is visible on April 2021 as a result of a panel organization by Agroknow on *Public-Private Data Sharing for Food Safety prevention* in late March 2021. The third and highest peak is observed on June 2021 due to the *Emerging Risk Identification* webinar. WFSR and Agroknow joined their forces and introduced a systems-based approach for longer-term hazard forecasting. The last peak on October 2021 is the result of a robust digital marketing strategy promoting the launch of TheFSM's pilots.

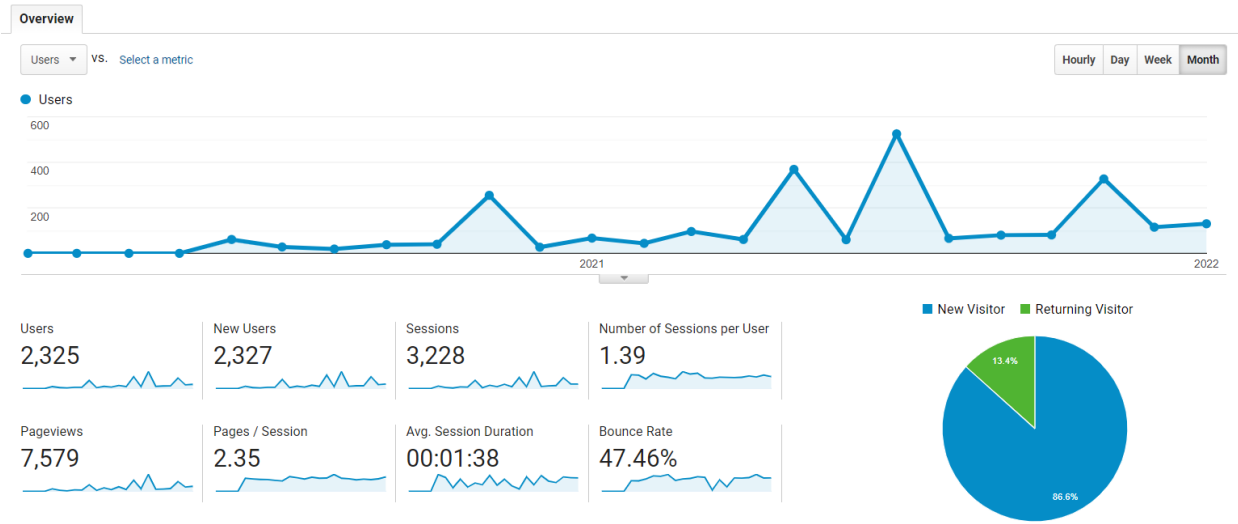


Figure 10: Visits of the TheFSM website [01.05.2020 - 31.01.2022]

The country with the most traffic to our website, based on the Figure 9 which represents the traffic per country in the website for the period between 01.05.2020 to 31.01.2022, was the **United States** (13,39%) followed by **Greece** (11,98%). **Netherlands** (5,91%) comes next. **Italy** (4,32%), **Australia** (4,24%) and **Austria** (4,15%) reached almost the same percentage, and we notice the same pattern for **China** (3,59%), **France** (3,51%) and **United Kingdom** (3,25%). **Finland** follows next with 2,65%.

Country	Users	% Users
1. United States	313	13.39%
2. Greece	280	11.98%
3. Netherlands	138	5.91%
4. Italy	101	4.32%
5. Australia	99	4.24%
6. Austria	97	4.15%
7. China	84	3.59%
8. France	82	3.51%
9. United Kingdom	76	3.25%
10. Finland	62	2.65%

Figure 11: TheFSM website traffic per country [01.05.2020 -31.01.2022]

On the Figure 10, we can see the traffic sources that are represented as follows: 46,5% **direct traffic** (coming directly from Google search), 35,5% **organic search**, 16,7% **social traffic** (through social media) and 4,9% **referral** (redirection from other websites).

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	2,325	2,327	3,228	47.46%	2.35	00:01:38
1 ■ Direct	1,082	<div style="width: 46%;"></div>		58.62%	<div style="width: 58%;"></div>	
2 ■ Organic Search	826	<div style="width: 35%;"></div>		26.63%	<div style="width: 27%;"></div>	
3 ■ Social	389	<div style="width: 17%;"></div>		65.46%	<div style="width: 65%;"></div>	
4 ■ Referral	116	<div style="width: 5%;"></div>		56.50%	<div style="width: 57%;"></div>	
5 ■ Email	4	<div style="width: 0%;"></div>		42.86%	<div style="width: 43%;"></div>	

Figure 12: Traffic sources of the users

Most of the users' land on the **homepage** (49,87%), whereas other frequent landing pages are the pages related to **about TheFSM** (8,35%), **blog** (6,41%), **pilots** (5,52%), **results** (4,66%), **COVID-19 and how accelerates the digital transformation across the food supply chain** (3,34%), **TheFSM at a glance** (3,26%), **contact** (1,94%), **TheFSM kick off** (1,62%), and **TheFSM 2nd Project Meeting** (1,35%).











Page		Pageviews	% Pageviews
1. /		3,780	<div style="width: 49.87%;"></div> 49.87%
2. /about/		633	<div style="width: 8.35%;"></div> 8.35%
3. /blog/		486	<div style="width: 6.41%;"></div> 6.41%
4. /pilots/		418	<div style="width: 5.52%;"></div> 5.52%
5. /results/		353	<div style="width: 4.66%;"></div> 4.66%
6. /how-covid-19-accelerates-the-digital-transformation-across-the-food-supply-chain/		253	<div style="width: 3.34%;"></div> 3.34%
7. /thefsm-at-a-glance/		247	<div style="width: 3.26%;"></div> 3.26%
8. /contact/		147	<div style="width: 1.94%;"></div> 1.94%
9. /the-fsm-project-officially-kicks-off/		123	<div style="width: 1.62%;"></div> 1.62%
10. /thefsm-2nd-project-meeting-20-21-october-2020/		102	<div style="width: 1.35%;"></div> 1.35%

Figure 13: Users' land on TheFSM website

Finally, following the Figure 12 and the line chart, we can have an overview of the whole website traffic during the two years of the project. In total, the page views were **7.579**, from which 5.414 were unique pageviews, with the average time on page to be **1 minute and 13 seconds**.

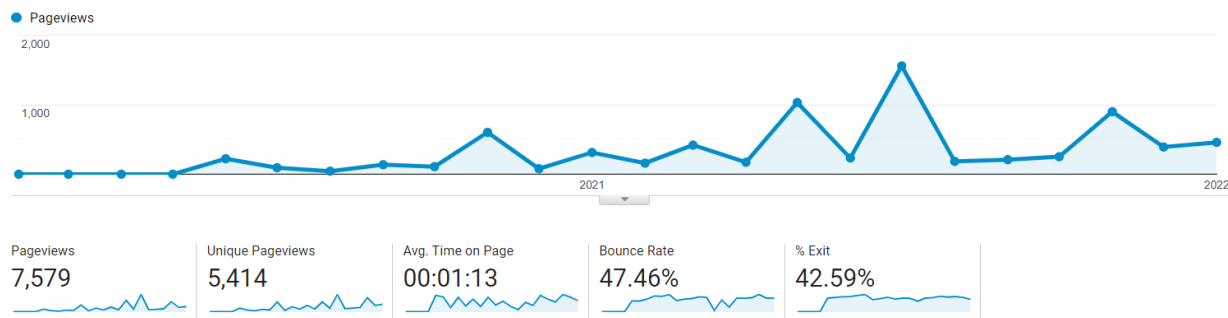


Figure 14: TheFSM website pageviews and unique pageviews

3.7.2 Social media channels

As it was mentioned above, four (4) media channels were designed and publicized in order to expand the marketing activities and the outreach of TheFSM throughout and beyond the project's lifespan. The social media accounts of the project which have been created are:

- i. a Twitter channel: for promoting the material such as success stories and interviews produced within the project;
- ii. a SlideShare account: for uploading the presentations that are held with the project's support;
- iii. a LinkedIn account to connect with professionals on the topics of the project;
- iv. 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	116	Agroknow
2	LinkedIn	116	Agroknow
3	YouTube	12	Agroknow
4	SlideShare	3	Agroknow

Table 8: TheFSM social media audience

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, and to create or find new warm leads who will purchase TheFSM technological advancements. Agroknow was responsible for all of the

Figure 15: TheFSM hashtags

Additionally, to effectively share information on social media our consortium needed to design posts based on how the audience consumes the message. The following figure (Figure 14) explains the steps that a visually appropriate social media post should contain and based on these high efficiency posts were created during this reporting period:



Figure 16: Content of the TheFSM’s social media posts

3.7.2.1 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 was 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 connected to “high influencers” in the research and business topics of TheFSM project, in order to create a high-value network for easier and massive promotional activities. Until the last access on 31/01/2022, Twitter account includes **116 followers, 677 likes** and **238 retweets** on the content posting, and **71 tweets**.

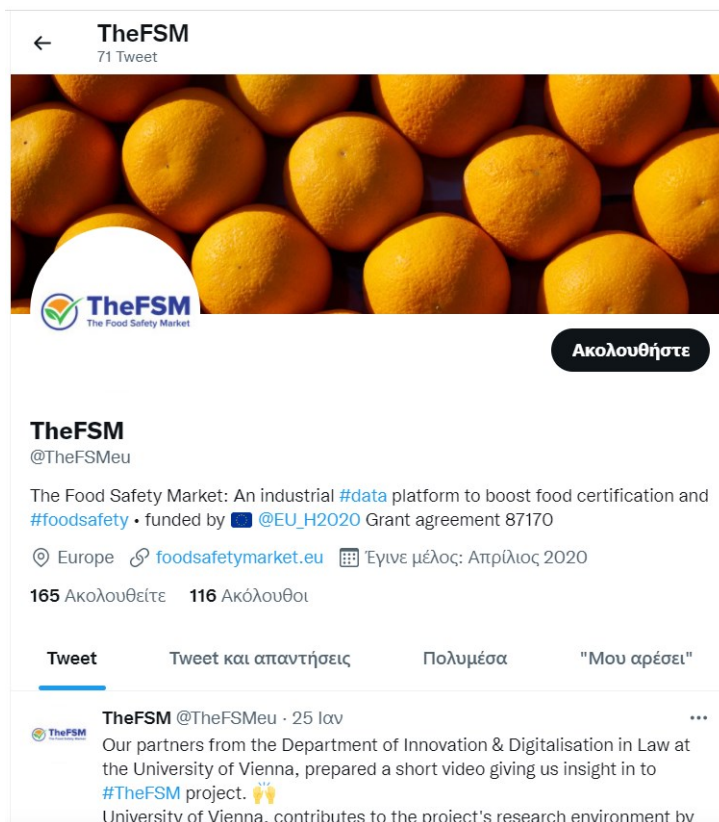


Figure 17: TheFSM Twitter (accessed 31/01/2022)

3.7.2.2 LinkedIn

A LinkedIn profile (<https://twitter.com/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 31/01/2022 TheFSM's **LinkedIn** profile had **116 followers**, **254 likes** on the content posting and **40 posts** in total during the first 18 months.

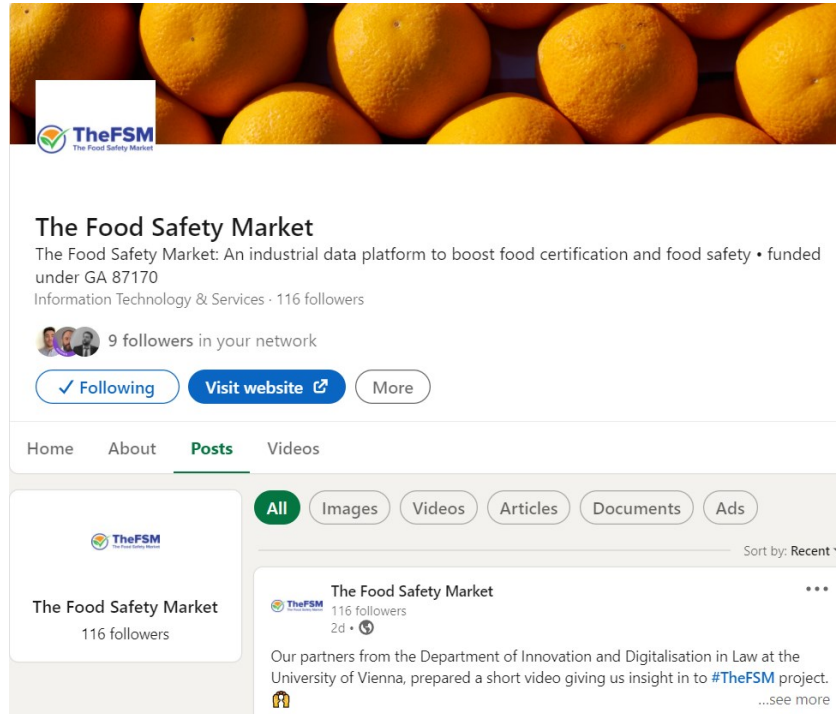


Figure 18: TheFSM LinkedIn page with the project’s look and feel (accessed 31/01/2022)

3.7.2.3 YouTube

A **YouTube** channel (<https://www.youtube.com/channel/UCEfGNclCEAurc3i2MLLxu7g>) where viewers will have access to the project webinars, a series of videos and other project promotional videos. Until the 31/01/2022 YouTube channel includes **2 videos** and **12 subscribers** and **4 likes** on the content posting.

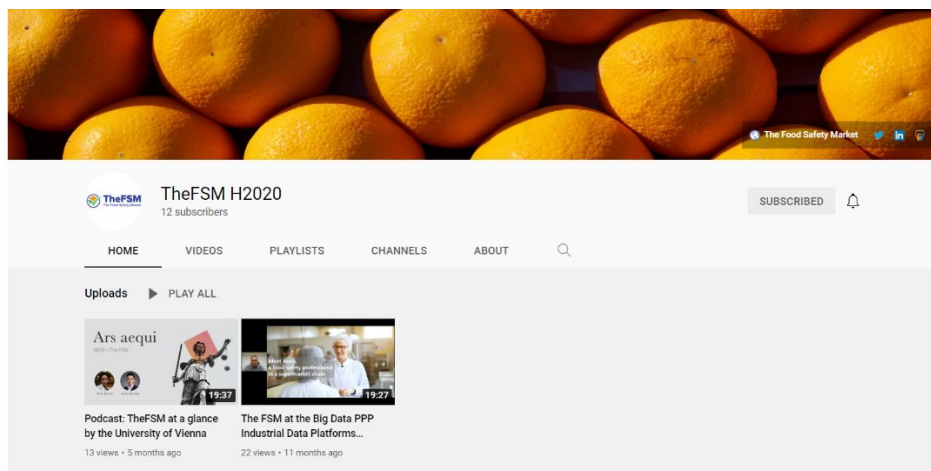


Figure 19: TheFSM YouTube page with the project’s look and feel (accessed 31/01/2022)

3.7.2.4 SlideShare

A **SlideShare** account (<https://www.slideshare.net/TheFSMTheFSM>) to give the viewer a deeper insight into the project and individual aspects of it, was also developed. Visual formats helped to resonate more with our readers, reached an audience that's interested in our content and cultivated more opportunities. Until the 31/01/2022 the SlideShare account includes **2 presentations** and **3 followers**.

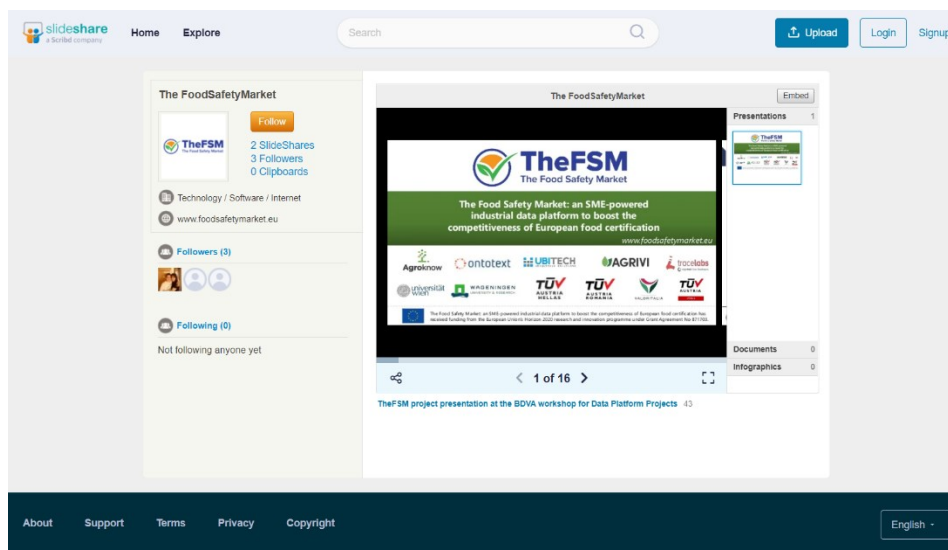


Figure 20: TheFSM SlideShare page with the project's look and feel (accessed 31/01/2022)

During the project's implementation effort in the marketing activities was increased, especially in the social media. In the Annex C there is the table which contains all the digital measures that were executed on social media to promote our project to other stakeholders in order to drive engagement, conversions and traffic to TheFSM project and catch up future leads.

3.7.3 TheFSM Campaigns

Efforts to connect TheFSM with potential prospects took place during the reporting period via marketing campaigns. In general, these measures are one of the most successful ways to reach potential customers at scale. Outreach activities were prepared to the general press and media to communicate the project objectives and vision via online media. The aim of these measures was to reach, connect with and convert potential customers by analysing what our generated product is doing, how end-users will benefit and their value proposition that make it shine in the competitive landscape.

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". 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".

Furthermore, 6 online and offline press releases were circulated in Greek newspapers as TÜV AU HELLAS participated in the FOODTECH 2021 (the big Technology and Equipment exhibition for the Food and Beverage sector), in order to present TheFSM's innovative technologies.

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

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

	AUSTRIA: Ψηφιακή καινοτομία για τον έλεγχο και την πιστοποίηση στον αγροδιατροφικό τομέα			Release	HELLAS
6	[Greek] TÜV AUSTRIA: Ψηφιακή καινοτομία για τον έλεγχο και την πιστοποίηση στον αγροδιατροφικό τομέα	zougla.gr	Relevant Link	Press Release	TUV AU HELLAS
7	[Greek] TÜV AUSTRIA: Ψηφιακή καινοτομία για τον έλεγχο και την πιστοποίηση στον αγροδιατροφικό τομέα	efsyn.gr	Relevant Link	Press Release	TUV AU HELLAS
8	[Greek] TÜV AUSTRIA: Ψηφιακή καινοτομία για τον έλεγχο και την πιστοποίηση στον αγροδιατροφικό τομέα	thenewspaper. gr	Relevant Link	Press Release	TUV AU HELLAS
9	[Greek] Ισχυρή η παρουσία της TÜV AUSTRIA HELLAS στην FOODTECH 2021.	https://www.yp aitiros.gr/	Relevant Link	Press Release	TUV AU HELLAS
10	[Greek] Ισχυρή παρουσία της TÜV AUSTRIA	https://www.ag ronews.gr/	Relevant Link	Online article	TUV AU HELLAS

	Hellas στην FOODTECH 2021				
11	[Greek] Η TÜV Austria Hellas στη Foodtech 2021	https://marketi.ngweek.gr/	Relevant Link	Online article	TUV AU HELLAS
12	[Greek] TÜV AUSTRIA Hellas: Ισχυρή παρουσία στην FOODTECH 2021	https://1voice.gr/	Relevant Link	Online article	TUV AU HELLAS
13	TÜV AUSTRIA Hellas: Ισχυρή παρουσία στην FOODTECH 2021	https://globalsustain.org/	Relevant Link	Online article	TUV AU HELLAS
14	TÜV AUSTRIA Hellas_ Ισχυρή παρουσία στην FOODTECH 2021	https://www.tour-market.gr/	Relevant Link	Online article	TUV AU HELLAS

Table 9: TheFSM Digital Campaigns

3.7.4 The FSM events

A good way to combine both offline and digital marketing is the organization and participation in physical and virtual events and marketing them in the right way. To achieve this, our team utilized the “Event marketing” strategy and its techniques in order to promote TheFSM’s brand product with an in-person or real-time engagement. Our team used inbound and outbound event marketing strategies for promotional purposes. With this way we achieved to:

- **Build brand awareness.** One of the biggest reasons to participate in, or host, an event was to establish and build our brand name and identity. With the increasingly fierce competition in almost every industry, being able to differentiate TheFSM project was crucial.
- **Increase customer engagement.** In-person events helped humanized our project and created a more authentic connection with the future consumers. By immersing our customers in a unique and memorable experience, they were more likely to have an emotional tie to our project.
- **Generate leads.** Conferences, fairs and events in general were a powerful way to be engaged with our target audience and gain a more in-depth understanding of their pain points.
- **Educate future prospects and customers.** One of the main reasons people attend business conferences, seminars, and trade shows is to learn about new strategies, technologies, and use cases for a product or service. In this aspect, we organized and participated in events to increase TheFSM awareness and to lure warm leads by informing them on the project’s prospects.

By combining event marketing with our digital campaigns, we foreseen to create a more meaningful and longer lasting relationship with the future end-users of TheFSM platform and of the Data Marketplace.

Event Name	Event URL	Date(s)	Audience
Big Data PPP Industrial Data Platforms: "Towards cross-sectorial optimization and traceability"	" https://foodsafetymarket.eu/the-fsm-at-the-bdva/https://youtu.be/_f5RfhlpZEM "	18/05/2020	Research, Industry & Policy Makers
GFSI 2020 Conference	https://mygfsi.com/events/gfsi-conference/programme/?event_day=8592	25-28/2/2020	Food safety experts
Panel on Public-Private Data Sharing for Food Safety prevention	https://foodsafetymarket.eu/panel-on-public-private-data-sharing-for-food-safety-prevention/	25/03/2021	Food safety experts
GFSI Conference 2021	https://mygfsi.com/events/gfsi-conference/	23-25/03/2021	Food safety experts
FOODTECH EXHIBITION 2021	https://foodtech.gr/	12-15/11/2021	Food and beverage sector stakeholders
OriginTrail Dev Community Call January 2022	https://www.youtube.com/watch?v=3PX9FoULdo0	19/01/2022	Researchers, node runners, developers

Table 10: TheFSM's events

4. PARTNERSHIPS ACTIVITIES

4.1 Preliminary platform positioning

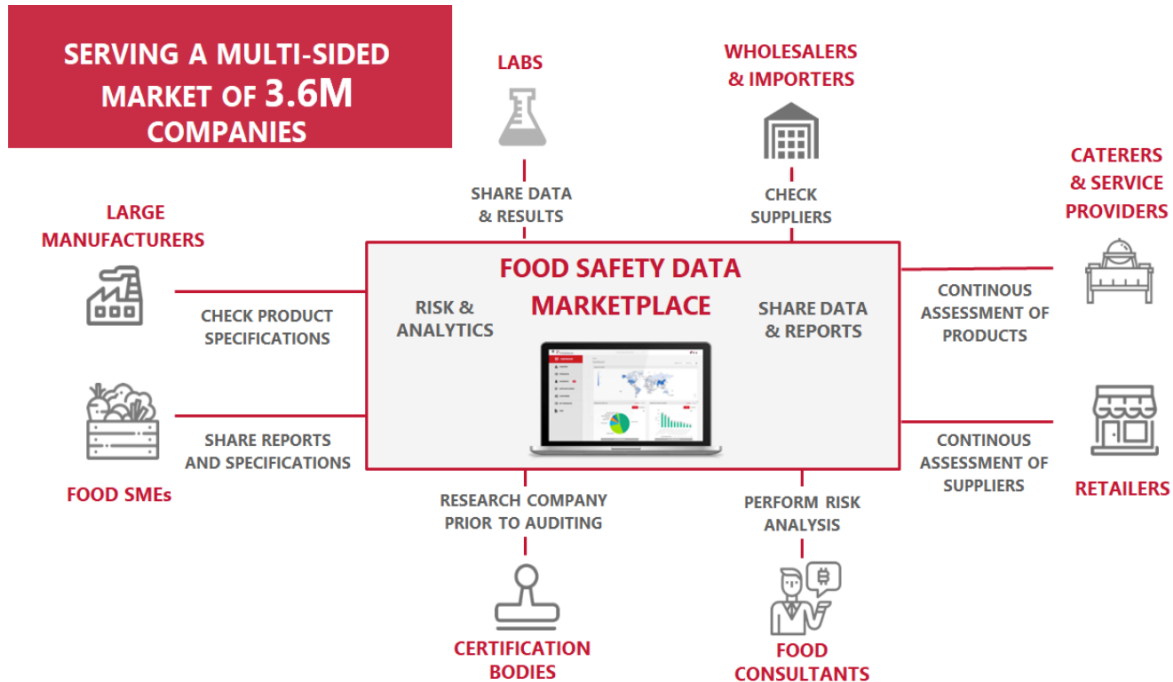


Figure 21: Position of TheFSM within the global food certification market

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

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

It is worth mentioning that the majority of the core technology components of the project are already at a high level regarding their technology readiness. For instance, the Data Platform of AGROKNOW and the ubi: weaver platform both have in place in actual running systems, complete

and qualified versions (>TRL 8), while GraphDB, FOODAKAI and AGRIVI acquire fully qualified and proven software products (TRL 9).

4.2 Expanding partnership strategy

One of the most challenging aspects of TheFSM project was 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 was 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, was crucial to: (i) design, execute and monitor a community engagement and partnership development strategy to help develop the ecosystem of data, services and users around the platform; (ii) develop and extend the appropriate partnerships that may ensure the commercial, community and technology partnerships that TheFSM should build upon to further grow.

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

4.2.1 European Food Safety Authority (EFSA)

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

Field of work: Agri-food initiative

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

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

4.2.2 Global Food Safety Initiative (GFSI)

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

Field of work: Agri-food initiative

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

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

4.2.3 European farmers EU agri-cooperatives (COPA COGECA)

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

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

Field of work: Agri-food initiative

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

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

4.2.4 Big Data Value Association (BDVA)

Association that has interest in:

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

Field of work: Data exchange initiative

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

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

4.2.5 IFOAM-OE

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

Field of work: Agri-food initiative

Website: www.organicseurope.bio

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

4.2.6 Food and Drink Europe

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

Field of work: Agri-food initiative

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

Relevancy: (i) Connection to the stakeholders from across the food chain (stakeholders are promoting research opportunities and improving knowledge transfer across Europe). Members are Coca Cola, Kelloggs, GeneralMills, federations, associations, etc.; (ii) Insight into the incident management system (they have their own to respond to the emergencies)

4.2.7 EIT FOOD

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

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

Field of work: Agri-food initiative

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

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

4.2.8 The Food Industry Association (FMI)

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

Field of work: Agri-food initiative

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

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

4.2.9 Safe Foods Corporation

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

Field of work: Agri-food initiative

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

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

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

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

Field of work: Agri-food initiative

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

Relevancy: (i) Access to the partners in the association (wide [list of stakeholders](#) from different fields); (ii) Presence and presentation of the FSM on the USA; (iii) Participation at the conferences, workshops and webinars offering unparalleled access to renowned experts; (iv) Insight into content and insights that is designed to strengthen the consumer packaged goods industry.

4.2.11 Trace Alliance

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

Field of work: Supply chain initiative

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

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

4.2.12 Alliance for Internet of Things Innovation (AIOTI group)

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

Field of work: Data exchange initiative

Website: <https://aioti.eu>

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

4.2.13 Weston A. Price Foundation

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

Field of work: Agri-food initiative

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

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

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

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

Field of work: Agri-food initiative

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

Relevancy: Insight into trade union regulations

4.2.15 GOOD FOOD FOUNDATION

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

Field of work: Agri-food initiative

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

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

4.2.16 GROW observatory

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

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

Field of work: Data exchange initiative

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

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

4.2.17 European Community of Consumer Cooperatives (EuroCoop)

EuroCoop is a consumer cooperative that:

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

Some of its interesting policies and programs:

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

Field of work: Agri-food initiative

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

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

4.2.18 AgriXchange

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

- Organization from India

Field of work: Data exchange initiative

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

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

4.3 Our partnership metrics

To achieve the maximum of the partnership measures, crucial was the development of metrics in order to ensure the successful and beneficial collaboration of the consortium with key relevant to our project networks and associations.

Target group(s): Scientific society	
M2.1 – Special interest groups in specialised forums, standardisation groups, global networks	It measured the number of working groups or special interest groups that the project participated in such as Big Data Value Association (BDVA), GFSI etc.
During the M1-M24 our project participated in two working groups organized by the BDVA, promoting our technological advancements in scientific associations and institutions.	
Target group(s): Business oriented stakeholders	
M3.1 – Organisation of TheFSM booths at Food Safety commercial exhibitions and trade fairs	This metric measured the number of commercial exhibitions and trade fairs in which the project will participated.
Our project participated on the GFSI Conferences 2020 and 2021 setting up set up a booth (physical on 2020 and digital on 2021), magnetizing the representatives from several companies and countries around the world.	
Target group(s): Policy actors	
M4.1 – Increase the influence to industrial actors and policymaker of the food supply chain.	This metric measured the number of the discussion papers that were generated through our consortium.
One discussion paper to inform how COVID-19 accelerates the digital transformation across the food supply chain	
M4.2 – Dedicated efforts towards engagement with initiative.	It depicted the efforts of our project to connect with complementary projects for enlarging its network that can be influenced.
Liaison with one relevant project, named the Big Data Grapes was achieved during M1-M12.	

Table 11: TheFSM's partnership metrics

4.4 Results

In order to provide a foundation for the execution of the partnership development strategy a list with the potential communities and partners was distributed among TheFSM's partners. They were

asked to rate the relevance of the potential partners on a scale 1-4 (4-very relevant with the FSM; 1- minimal relevance with the FSM).

The following figures 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 9 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 B.

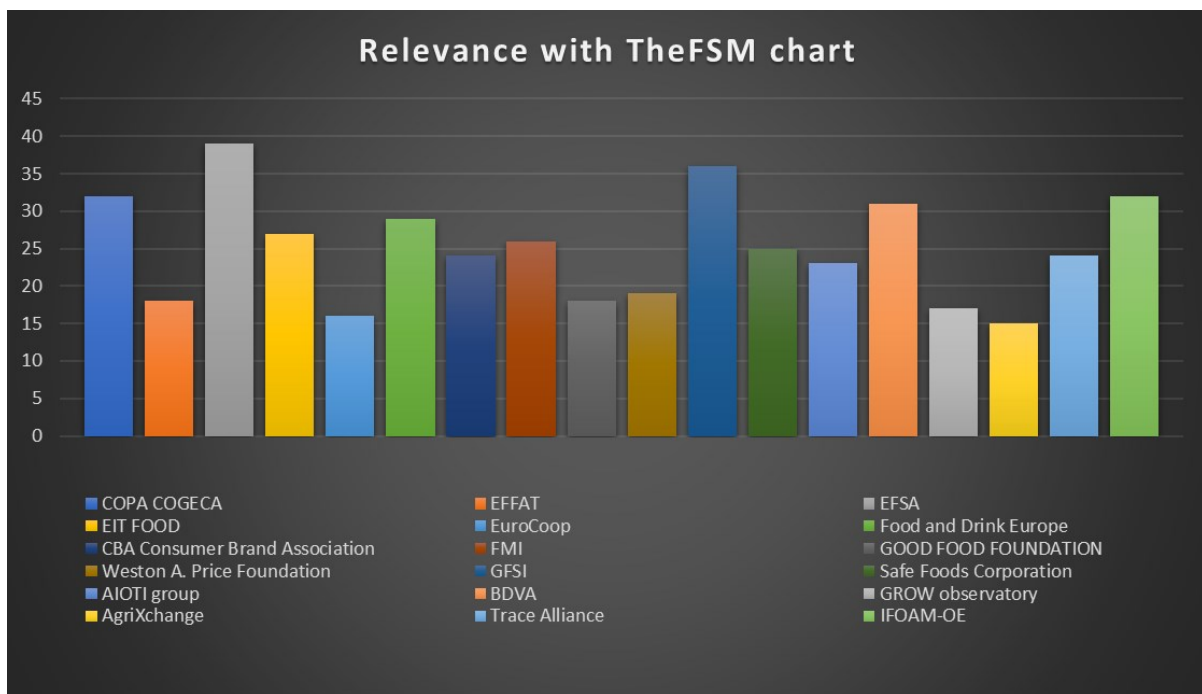


Figure 22: Relevance with TheFSM

Figure 20 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.

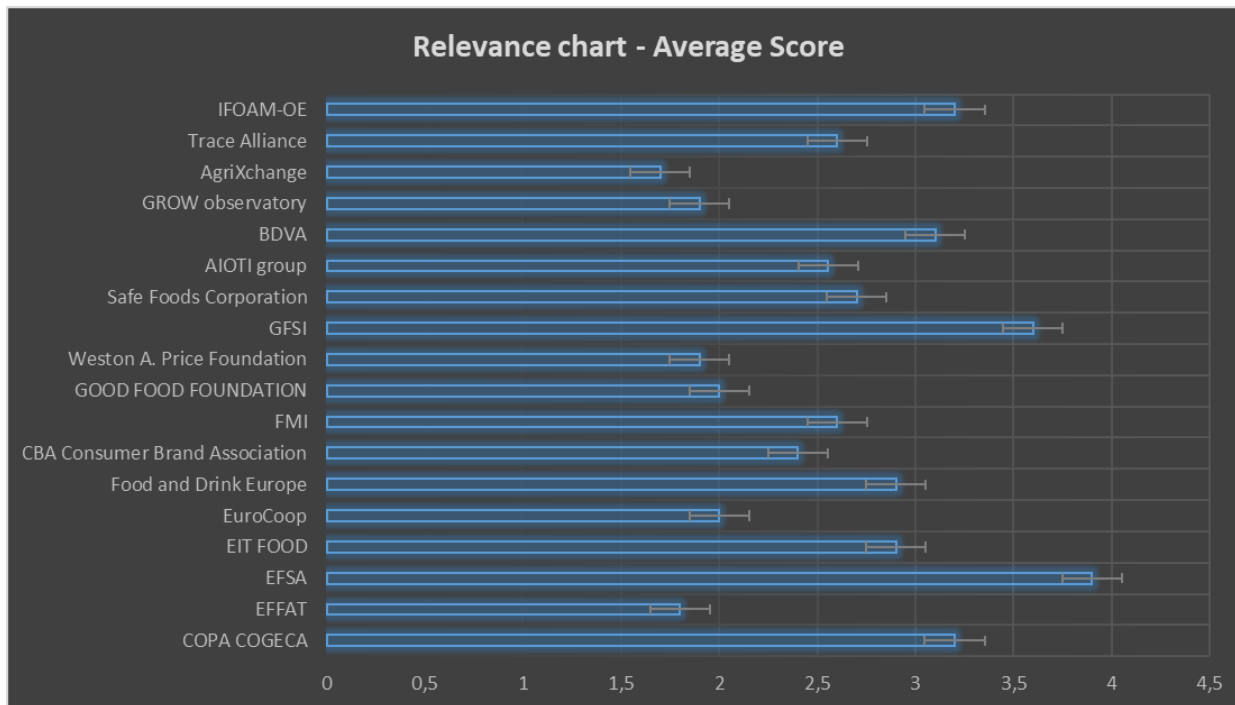


Figure 23: Relevance chart with average score

Figure 21 shows the listing of the communities and networks with their average score as reported by the partners' voting.

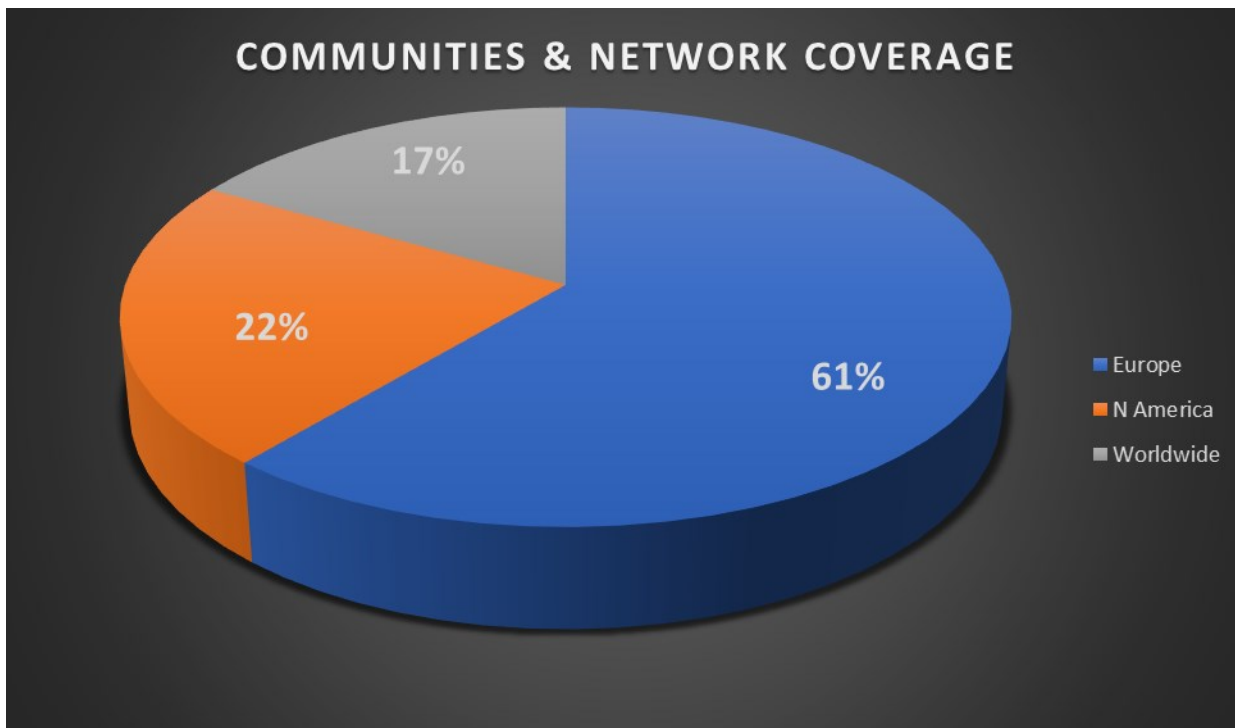


Figure 24: Communities and network coverage

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

No	COMMUNITIES	FIELD OF WORK	MARKET	TOTAL RANKING
1	EFSA - European Food Safety Authority	Agri-food initiative	Europe	39
2	GFSI - Global Food Safety Initiative	Agri-food initiative	Worldwide	36
3	COPA COGECA - European farmers EU agri-cooperatives	Agri-food initiative	Europe	32
4	IFOAM-OE	Agri-food initiative	Europe	32
5	BDVA - Big Data Value Association	Data exchange initiative	Europe	31
6	EIT FOOD	Agri-food initiative	Europe	29
7	Food and Drink Europe	Agri-food initiative	Europe	29
8	Safe Foods Corporation	Agri-food initiative	Worldwide	27
9	FMI The Food Industry Association	Agri-food initiative	N America	26
10	Trace Alliance	Supply chain initiative	Europe	26
11	CBA - Consumer Brand Association (former US GMA - Grocery Manufacturers Association)	Agri-food initiative	N America	24
12	AIOTI Group - Alliance for Internet of Things Innovation	Data exchange initiative	Europe	23
13	GOOD FOOD FOUNDATION	Agri-food initiative	N America	20
14	Weston A. Price Foundation	Agri-food initiative	N America	19
15	GROW Observatory	Data exchange initiative	Europe	19
16	EFFAT - European Federation of Trade Unions in the Food, Agriculture and Tourism	Agri-food initiative	Europe	18

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

Table 12: Community and partnerships relevance results

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

4.5 Reporting on established partnerships

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

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

Trace Alliance works with:



Enterprises

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



Service Providers

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



Development Community

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



Research Institutions

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

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

4.6 Implemented networking activities

4.6.1 Events

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. During the first period of the project implementation, we participated in two conferences (GFSI 2020 and GFSI 2021).

4.6.1.1 GFSI 2020 Conference

GFSI 2020 Conference (Seattle, USA) was held from 25th to 28th of February 2020. Agroknow presented TheFSM project to the attendees of the GFSI Conference 2020 (1.015 final participants), focused on the ways which Big Data and Artificial Intelligence can be used to achieve greater visibility across the supply chain and can predict food risks. Moreover, the Agroknow booth that was set up magnetised 22 representatives from several companies.

#	Companies
1	BRF SA
2	COSTCO CANADA
3	DAYMON
4	CHAMPION PETFOOD
5	LOBLAW COMP.

6	DANONE
7	DANONE
8	ARLA FOODS AMBA
9	PEPSICO
10	SIGMA ALIMENTOS
11	WALMART
12	NESTLE
13	FRIESLAND
14	MARS INCORPORATED
15	ALPURA
16	RETAIL BUSINESS SERVICES / Ahold
17	WHOLEFOODS
18	MCCAIN
19	DANONE
20	SIGMA ALIMENTOS
21	MONDELEZ
22	BIMBO BAKERY

Table 13: GFSI Booth attendants



Figure 25: Agroknow’s booth on the GFSI Conference 2020

4.6.1.2 GFSI 2021 Conference

On 23rd to 25th 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 26: Agroknow's booth on the Virtual GFSI Conference 2021

4.6.2 Webinars

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.

4.6.2.1 Panel on Public-Private Data Sharing for Food Safety prevention)

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 ([Panel on Public-Private Data Sharing for Food Safety prevention](#)). This panel was organized on **25th of March 2021** and 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. The key information of the webinar is presented as follows:

Webinar to learn how data sharing 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 food safety preventive capabilities.

The participants

Public Food Safety Authorities & Organizations, Food Safety & Quality Experts, Food Scientists, Compliance Officers and Food Policy Makers who:

- Have the vision to support global food safety
- Are willing to make the step towards truly integrated data-driven decisions
- Are willing to take food safety data sharing to the next level

4.6.2.2 Predicting Systemic Risk in food supply chains

Another webinar of our project was organized on the **1st 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.

Topics the experts covered during this webinar:

- Systemic Predictions: A systems' approach to predicting food safety risks.
- AI tools: A systems' approach to predicting food safety risks.
- Stakeholders' Needs: Reflection from key stakeholders on how such models can become more relevant to their needs.

The main target groups of this webinar where food safety professionals and researchers who:

- Want to predict food safety risks
- Are eager to see food safety predictive analytics in action
- Spend too much time identifying emerging risks in their supply chain
- Are afraid of unexpected & new types of risks appearing in their supply chain

4.6.3 Workshops

Three workshops took place in order to have more direct contact with the stakeholders and to promote TheFSM advancements (e.g., platform, marketplace).

For the first period of the project implementation 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 (Video on the projects [YouTube channel](#)).

For the second period, TheFSM project participated in the workshop organized by The Big Data Value Association (BDVA) and EUHubs4Data project. Its main objective was to re-start conversations among the Data Platform projects by sharing their information and insights regarding their progress.

On 2020 the BDVe project (CSA of the BDV PPP) organized a series of webinars (initially planned as a 2-day physical workshop) to start gathering insights from the projects (very early stage) and to give the projects visibility in a wider context. During 2021, some of the projects have actively contributed to many different activities (Activity Group meetings, standard-related sessions, Data Week, etc). As the projects are becoming more mature (close to 2-year activity) it is now the time to start gathering more insights and lessons learnt.



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

www.foodsafetymarket.eu



The Food Safety Market: an SME-powered industrial data platform to boost the competitiveness of European food certification has received funding from the European Union's Horizon 2020 research and innovatioprogramme under Grant Agreement No 871703.

Figure 27: TheFSM participation in the workshop organized by the BDVA and EUHubs4Data

The overall concept of TheFSM project was presented (Figure 25) along with its background and its main pillars. Moreover, the work that was done on the business scenarios and user stories and the progress of the focus groups and piloting process. At the end, the focus was on the lessons learned so far on user requirements, on dealing with pilots and inspections in multiple countries with multiple languages and project's sustainability.

The second workshop was held on the 19th of January 2022 and organized by OriginTrail and it was a successful cooperation with Trail Alliance network. Our partners from OriginTrail are organizing a #webinar, next Wednesday, January 19, where they will be looking at internals of the OriginTrail DKG and they will showcase how its components are being applied and executed in The Food Safety Market project. Join us next Wed at 4PM CET for another OriginTrail tech community call. We'll be talking #DKG v6, knowledge marketplaces & showcase the deployment in The Food Safety Market project.

4.6.4 Discussion Papers

A discussion paper on [how COVID-19 accelerates the digital transformation across the food supply chain](#) was also published.

The COVID-19 pandemic has a tremendous effect on the food supply chain. The production cycles and transportation logistics faced significant delays or breakdowns. The supplies have been in shortage, as fewer quantities have been produced or made available in the market. The production, packaging, sales, or service facilities have been locked down due to health outbreaks in their regions of operation.

The lockdowns brought along inevitable disruptions. But they are also shifting demand from traditional, brick-and-mortar channels to digital, e-commerce ones. This creates completely new forms of challenges to the people that try to ensure that safe and healthy food is delivered to consumers around the world.

*It has also resulted in a **radical digital transformation of the food supply chain.***

We wanted to understand better which changes we should expect in the near future. We therefore reached out to the community, asking distinguished food safety experts from a variety of supply chain stakeholders about their opinion: what is the effect that this pandemic has in terms of digital transformation? This discussion paper was the result of exploring ways in which food safety and quality data exchanges may become more automated, straightforward, and interoperable. The aftermath of the pandemic makes our work even more timely, even more relevant.

Contributors for the discussion paper

- Gail Kent (Director Data, European Commission - DG CONNECT)
- Nataša Matyasova (Vice President, Head of Quality and Food Safety, Nestlé)
- John Carter (Area Europe Quality Director, Ferrero)
- Ellen de Brabander (Senior Vice President R&D, PepsiCo)
- Clare Menezes (Director of Global Food Integrity, McCormick & Company)
- Eric Timmermans (Director Corporate Quality Affairs, Friesland Campina)
- Otso Tolonen (Team Leader, Assurance Data Services, GLOBAL G.A.P)
- Nikolaos Gkionis (Lead Auditor GFSI schemes & Management Systems, TÜV AUSTRIA)

- Ruud (Rudolf) A. Overbeek (Sr. Vice-President Corporate Development & Strategic Relationships, FoodChain UK Ltd. and Decernis GmbH)
- Walter Stiers (Industry Architect, IBM Belgium)
- Cronan McNamara (CEO, Creme Global)
- Tomaz Levak (Founder and Managing Director, Trace Labs)
- Nicola Colombo CEO, C-LABS SA, Global Head of SGS DIGICOMPLY)
- Quincy Lissaur (Managing Director, QLCI)

4.6.5 Liaison with other projects

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

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

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

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



Figure 28: Liaison with the BigDataGrapes project

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

- Knowledge classification component;
- Web scraping component;
- Trend analytics component;
- Food risk estimation component;
- Prediction component.

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

- Global Food Recalls;
- Border rejections;
- Laboratory testing data;
- Food businesses data;
- Inspection data.

5. CONCLUSION

The purpose of this document is to present the marketing and partnership strategies and all the concrete produced, designed and executed measures needed to fulfil them in terms of a plan. Furthermore, it serves for reporting on and measurement of all marketing, sales and partnership activities that TheFSM project was engaged in, during the second year of its implementation and on the impact generated through the productive and effectual KPIs that were set.

This deliverable illustrates the proven strategies and tactical methods to maximize the project's impact in the food safety market both by implementing high intensive marketing measures as well as by creating a solid community, engaging active worldwide networks.

The marketing measures that were developed (aligned to the operational and business goals of the project), had as a priority to generate new and warm leads, while influencing, at the same time, the audience around TheFSM. The main goal was to prepare the paths towards the market entrance of TheFSM technological novelties. A high number of qualitative and quantitative posts, blogs, videos and campaigns was designed and implemented successfully, increasing the traffic among the website and the social media of the project, as well as increasing the anticipation and interest towards the platform and the data marketplace. As this crucial step is made, a number of activities is planned and upcoming, towards to sustain the interest, while attaining more leads.

With the evolution of the project, expansion of its partnerships with relevant associations, networks and communities was a necessity, in order to promote the positioning of TheFSM platform. Throughout the development of networking measures, our consortium enabled the creation of a supportive environment, based on which our project will increase its growth potential and its efficiency of adopting market changes, as well as of overcoming the market challenges and roadblocks. The ultimate goal of the implementation and monitoring of community engagement measures, was the establishing and strengthening TheFSM's mark in the worldwide food safety, certification and agrifood markets.

In general, this report has been designed to serve as a basis for the marketing efforts and the intensive procedures followed for the creation and enrichment of the valuable partnerships the project entered into and intends to be a participant of.

6. ANNEX A: LOGO SELECTION PROCESS

Vote for the FSM logo

Here are four designs propositions for the project logo.
Vote the logo that you want to represent us!

Option 1



Orange Food + Check Safety + EU FLAG Market



Option 2



Shopping Bag Food Market + Check Safety + EU FLAG Blue Color



Option 3



Farm Food + Box Safety + Shop Market + efsa logo



Option 4



Check safety/certification + Farm food + web data/technology + efsa logo



[Επιλέγω](#)

Μην αλλάξετε ποτέ ειδικούς προβλεπόμενους πόντους των Φορητών Google.
Αυτό το περιεχόμενο δεν έχει δημιουργηθεί και δεν έχει επεξεργαστεί από την Google. Διαφοροποιήστε τα αποτελέσματα.
Google Φόρμες

7. ANNEX B - COMMUNITY AND PARTNERSHIPS RELEVANCE RESULTS

#	Organisation name	Market	Agrokno w	SAI	Ubitec h	Agriv i	PROSPE H	UNIVI E	WFS R	TAH	TAR	VALORIT ALIA	TOTAL
1	COPA COGECA	Europe	2	4	3	4	4	3	3	3	3	3	32
2	EFFAT	Europe	1	2	2	2	2	2	1	2	2	2	18
3	EFSA	Europe	4	4	4	4	4	4	4	4	3	4	39
4	EIT FOOD	Europe	3	3	3	3	3	3	2	3	4	2	29
5	EuroCoop	Europe	2	2		2	2	2	2	2	2	2	18
6	Food and Drink Europe	Europe	2	3	3	3	4	3	1	3	4	3	29
7	CBA Consumer Brand Association	N America	3	3	2	2	4	2	1	2	2	3	24
8	FMI	N America	2	3	2	3	3	3	2	3	2	3	26
9	GOOD FOOD FOUNDATION	N America	2	2	2	2	2	2	2	2	2	2	20
10	Weston A. Price Foundation	N America	2	1	2	1	1	2	4	2	2	2	19
11	GFSI	Worldwide	4	3	4	3	4	3	4	4	4	3	36
12	Safe Foods Corporation	Worldwide	2	3	3	3	3	3	2	3	2	3	27
13	AIOTI group	Europe	2	2	2	3	3	2		3	3	3	23
14	BDVA	Europe	2	4	3	3	3	3	4	3	3	3	31
15	GROW observatory	Europe	1	2	2	2	2	2	2	2	2	2	19
16	AgriXchange	Worldwide	1	2	1	1	1	2	2	2	2	3	17

17	Trace Alliance	Europe	2	3	3	3	3	3	2	2	2	3	26
18	IFOAM-OE	Europe	2	4	3	4	4	4	2	3	3	3	32

8. ANNEX C - DISSEMINATION AND COMMUNICATION ACTIVITIES ON SOCIAL MEDIA

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

7	22/05/2020	An interesting publication from our partners from @WURfoodsafety on broiler meat supply chain focusing on #traceability and #contamination detection and mitigation	https://twitter.com/TheFSMeu/status/1263824016290299906
8	25/05/2020	Certifying sustainable practices is a major challenge for the food industry. When it is combined with varietal fingerprints and #traceability attributes it could help a lot to increase trust in chocolate	https://twitter.com/TheFSMeu/status/1264912863006584840
9	30/05/2020	The importance of a continuous, trustworthy and accessible #data flow is more relevant than ever - #foodfraud is a major threat for the supply chain, especially during #COVID19 era.	https://twitter.com/TheFSMeu/status/1266653554091139074
10	07/06/2020	During this year's #WorldFoodSafetyDay our top priority is to team up with all supply chain stakeholders for a data-powered, transparent food certification ecosystem!	https://twitter.com/TheFSMeu/status/1269725417176469507
11	11/06/2020	The use of #BigData analytics and digital services is increasing in @TheFSMeu aims to bring the whole agrifood supply chain (farmers, retailers, food manufacturers, certification bodies & authorities) in the digital certification reality empowering #SMEs and corporations	https://twitter.com/TheFSMeu/status/1271063922553040899
12	13/06/2020	"Although today's technology produces a wealth of information and data, this alone is not enough. We must integrate human skills as well as the expertise of scientists and analysts." Our coordinator Nikos Manouselis from @Agroknow on @ITProPortal	https://twitter.com/TheFSMeu/status/1271677395741917185
13	14/06/2020	If you also believe that the only way to produce safe food is through #FoodStandards do sign this petition led by @QUBFoodProf	https://twitter.com/TheFSMeu/status/1272265309592977409
14	24/06/2020	[ANNOUNCEMENT] Introducing the Food Safety Market (@TheFSMeu) supported by the @EU_Commission @TraceLabsHQ is driving the blockchain integration to build an industrial data platform to boost the competitiveness of EU food certification worth \$11.45 bn	https://twitter.com/origin_trail/status/1275870993995702272









15	26/06/2020	Our coordinator Nikos Manouselis from @Agroknow was interviewed by @DitechMedia about the latest innovations in food and agriculture. Read more: ...	https://twitter.com/TheFSMeu/status/1276427632285016067
16	27/06/2020	The power of data behind keeping food safe - How does one of the software platforms of @TheFSMeu correlate food recalls with country risk and extracts meaningful insights for #foodsafety professionals? Read more: ...	https://twitter.com/TheFSMeu/status/1276751865175093250
17	09/11/2020	The 2nd plenary meeting of TheFSM project, is successfully completed. It took place virtually on 20th-21st October 2020. The whole consortium is aligned on continuing working systematically in order to deliver to the global market TheFSM platform.	https://twitter.com/TheFSMeu/status/1325816873242537985
18	10/11/2020	Agroknow (Coordinator of the TheFSM project) and 13 distinguished leaders from a variety of supply chain stakeholders discussed the changes we should expect regarding the Digital Transformation of Food Quality and Safety.	https://twitter.com/TheFSMeu/status/1326069989615529984
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:	https://twitter.com/TheFSMeu/status/1372951522556928004
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. https://info.agroknow.com/open-harvest-panel	https://twitter.com/TheFSMeu/status/1373948229121933316
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.	https://twitter.com/TheFSMeu/status/1410579343110283266



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	https://twitter.com/TheFSMeu/status/1413511546492182529
23	09/07/2021	Safe food now, for a healthy tomorrow!! #foodsafety #TheFSM #H2020 #FAO	https://twitter.com/TheFSMeu/status/1413512225348734976
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."	https://twitter.com/TheFSMeu/status/1413780028433698823
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: https://foodexpo.gr/events-21/	https://twitter.com/TheFSMeu/status/1414151225021370372
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	https://twitter.com/TheFSMeu/status/1414502289717350401
27	12/07/2021	#Throwback to the #WorldFoodSafetyDay, when our partner, TUV AUSTRIA HELLAS, gave an interview to http://sayyestothepress.gr regarding the issue of expiry date indication or minimum durability in foodstuffs placed on the market. Check more: https://buff.ly/3w36zFR #TheFSM	https://twitter.com/TheFSMeu/status/1414577786149347340









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: https://agroknow.com/blog/top-5-food-risks-to-expect-this-summer/	https://twitter.com/TheFSMeu/status/1414865934007767041
29	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 https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1414902429028524032
30	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! https://foodsafetymarket.eu #H2020	https://twitter.com/TheFSMeu/status/1415219519673442308
31	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!	https://twitter.com/TheFSMeu/status/1415566804337008642
32	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 https://foodsafetymarket.eu to read more about the impact Brain#AI and #bigdata make on the certification ecosystem for a safe food supply chain.Broccoli	https://twitter.com/TheFSMeu/status/1415629478206873608/photo/1
33	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 https://foodsafetymarket.eu to read more about the impact 🧠#AI and #bigdata make on the certification ecosystem for a safe food supply chain.🥦	https://twitter.com/TheFSMeu/status/1415629478206873608

34	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. i More information at https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1415944298114293762
35	17/07/2021	📣 Meet #TheFSM's partners! #Ontotext — Leader of the Work Package regarding the data modelling, interoperability, management, and integration services. i More information at https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1416306679117926400
36	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 https://foodsafetymarket.eu to read more about our consortium's activities towards food security.	https://twitter.com/TheFSMeu/status/1416669067839160323
37	19/07/2021	📣 Meet #TheFSM's partners! #UBITECH — Leader of the Work Package regarding TheFSM data platform roadmap, architecture AND smart contracting. i More information at https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1417031456870776834
38	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. i See more https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1417076759858761729
39	20/07/2021	📣 Meet #TheFSM's partners! #AGRIVI — Leader of the innovation and piloting activities that will be executed in CroatiaHR, HungaryHU and PolandPL. i More information at https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1417393840831352834






40	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 https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/141775623404772356
41	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: https://bit.ly/TA-FSM	https://twitter.com/TheFSMeu/status/1417851358494044162
42	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 https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1418118616919072770
43	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 https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1418163919479361546
44	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 https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1418481008379408385
45	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	https://twitter.com/TheFSMeu/status/1418526307009404929

46	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 https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1418843397813673989
47	25/07/2021	<p>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.</p>	https://twitter.com/TheFSMeu/status/1419205783175274497
48	25/07/2021	 Meet #TheFSM's partners! #TÜVAUSTRIAROMANIA — Leader of the pilot activities that will be executed in RomaniaRO.  More information at https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1419251085324083200
49	26/07/2021	 Meet #TheFSM's partners! #VALORITALIA — Leader of the innovation and piloting activities that will be carried out and performed in ItalyIT.  More information at https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1419568173506973700
50	27/07/2021	 Meet #TheFSM's partners! #TÜVAUSTRIACYPRUS — Leader of the pilot activities that will be organized and implemented in CyprusCY.  More information at https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1419930561645322252
51	28/07/2021	<p>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</p>	https://twitter.com/TheFSMeu/status/1420294493392224258

52	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	https://twitter.com/TheFSMeu/status/1420649790338174977
53	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	https://twitter.com/TheFSMeu/status/1420649987441053707
54	04/08/2021	.@TheFSMeu, is an EU Horizon 2020 research and innovation project. The project aims to develop an SME-powered platform to boost the competitiveness of European food certification. Read more about the project and our role in our newest blog post:	https://twitter.com/idunivienna/status/1422831451909861377?cxt=HHwWgsC5pdjq9L4nAAAA
55	16/08/2021	Our podcast is released! Our partners from @idunivienna, provide in a nutshell the generic concept of #TheFSM, the completed steps & discuss the project's pilot & validation phase, exploring all the relevant legal & ethical aspects. Listen our podcast on:	https://twitter.com/TheFSMeu/status/1427201432965554176?cxt=HHwWgIC5rYiJuM4nAAAA
56	29/10/2021	A joint survey conducted by IAF, ILAC and ISO revealed that a growing number of companies will continue carrying out much of their auditing operations through remote or blended audits, assessments and evaluations. Is this just the beginning?  Read more:	https://twitter.com/TheFSMeu/status/1454009950942990338?cxt=HHwWhMC4nZiW160oAAAA
57	17/11/2021	#TheFSM focuses on establishing #remote_auditing procedures towards addressing the travelling constraints caused by COVID-19 to the Food Safety and Quality Assurance experts, while enhancing published revised guidance that allows remote inspections. 	https://twitter.com/TheFSMeu/status/1460996406764789761?cxt=HHwWgoCztbifwMYoAAAA

58	18/11/2021	<p>#TheFSM was presented at the FOODTECH 2021 from the members of our partner, TÜV AUSTRIA HELLAS.</p> <p>Hundreds of visitors from the #food_sector visited the project's modern booth and learnt more about our visions, actions and goals.</p> <p> See more:</p>	https://twitter.com/TheFSMeu/status/1461311530000166920?cxt=HHwWkMC9vYPGz8coAAAA
59	19/11/2021	<p>#TheFSM project aspires to harness new digital practices towards providing greater visibility across the #food_supply_chain and creating stronger safety nets, thus ending the fears of global food shortages on major food production countries.  </p>	https://twitter.com/TheFSMeu/status/1461686704218284033?cxt=HHwWgoC9nYWU-sgoAAAA
60	23/11/2021	<p>#TheFSM project, aims to end the ever-increasing global concern on #food_safety as it will support secured & controlled #data_sharing workflows and transactions critical to #certification, thus preventing food safety risks.</p>	https://twitter.com/TheFSMeu/status/1463164179746066449?cxt=HHwWosC43beEms4oAAAA
61	26/11/2021	<p> #TheFSM participated in the #workshop organised by @BDVA_PPP and @EuHubs4.</p> <p> The major aim of this workshop was to re-start conversations among #Data Platform projects, by sharing their information and insights regarding their progress.</p>	https://twitter.com/TheFSMeu/status/1464149100643983364?cxt=HHwWilC9obD22dEoAAAA
62	01/12/2021	<p>#TheFSM project aspires to deliver a platform in order to help the #food_safety professionals to timely response to critical safety problems and incidents in the supply chain via #remote_supplier_risk_assessments and #predicitons.  </p>	https://twitter.com/TheFSMeu/status/1466023681944170501?cxt=HHwWisC9qa-xrtgoAAAA
63	03/12/2021	<p> #TheFSM Project Coordinator gave an interview to a prestigious UK publication, explaining the vital role that digital technology is playing in food safety & how #data_driven tools can keep the whole process moving, in the midst of the COVID-19 pandemic.</p>	https://twitter.com/TheFSMeu/status/1466748199989878789?cxt=HHwWioC5te_t99oAAAA

64	06/12/2021	By harnessing the vast plethora of #data provided by #TheFSM platform, FSQA experts will be able to identify a number of food safety #hazards that need to be considered at the click of a button, addressing global #food_supply_chain complexity. #Horizon2020	https://twitter.com/TheFSMeu/status/1467794689390792713?cxt=HHwWksC-hcnf094oAAAA
65	08/12/2021	According to @MarketBytes report, the Global Food Certification Market is set to reach a revised size of €12.7 BN by the year 2027 growing at a CAGR of 4.9%. #TheFSM aims to give a digital boost to the way food certification takes place in Europe. http://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1468579568873312256?cxt=HHwWgMC48cjVuOEoAAAA
66	13/12/2021	Do you want to know how #TheFSM_platform will create an open & collaborative virtual environment that facilitates the #exchange & #connection of data between different food safety actors that is critical to certification? Read more on the post below	https://twitter.com/TheFSMeu/status/1470320462194425857?cxt=HHwWgoCy8fKq0OcoAAAA
67	15/12/2021	#TheFSM will develop a platform which foresees to provide access to all critical information about new relevant product #recalls & emerging risks, enabling the creation of food safety reports on hazard trends in product categories, ingredients & suppliers.	https://twitter.com/TheFSMeu/status/1471100317538390020?cxt=HHwWiMC4_bn8suooAAAA
68	22/12/2021	From the entire TheFSM team we would like to wish to all of our followers Happy Holidays and a Happy New Year! Stay tune as new upcoming things are going to be organised by 2022, so keep an eye! Learn more about the project here https://foodsafetymarket.eu	https://twitter.com/TheFSMeu/status/1473628599207043072?cxt=HHwWgIC9qejZsPMoAAAA

69	14/01/2022	 Our partners from @OriginTrail are organizing a #webinar, next Wednesday, January 19, where they will be looking at internals of the OriginTrail DKG and they will showcase how it's components are being applied and executed in our project.  Link: https://lnkd.in/dhwkJVPE	https://twitter.com/TheFSMeu/status/1481967937867108352?cxt=HHwWgMCykJZv_gJEpAAAA
70	21/01/2022	 This week, on the 19th and 20th of January 2022, the 4th Plenary Meeting of #TheFSM project was held virtually with great success. The discussions were intensified as the project undergoes its 3rd and final year of its lifespan. Stay tuned for more!	https://twitter.com/TheFSMeu/status/1484496274703462403?cxt=HHwWwhsC5weTf_pkpAAAA
71	25/01/2022	Our partners from the Department of Innovation & Digitalisation in Law at the University of Vienna, prepared a short video giving us insight in to #TheFSM project.  University of Vienna, contributes to the project's research environment by providing #legal & #ethical support. 	https://twitter.com/TheFSMeu/status/1485894351293190147?cxt=HHwWwhsC46cbC-p4pAAAA
LinkedIn			
1	03/07/2020	An interesting publication from our partners from Wageningen Food Safety Research on broiler meat supply chain focusing on #traceability and #contamination detection and mitigation	https://www.linkedin.com/posts/thefsmeu_identification-of-potential-vulnerable-points-activity-6668759845941850113-Tivv/
2	16/07/2020	An interesting Sunday read on the combination of #InternetOfThings and #Blockchain technology that can enable a broad range of different application scenarios to enhance value chain #transparency and to increase B2B trust. When combined, IoT and Blockchain technology have the potential to increase the effectiveness and efficiency of #supplychains ...	https://www.linkedin.com/posts/thefsmeu_leveraging-the-internet-of-things-and-blockchain-activity-6672793814354157568-3E3Q/

3	28/07/2020	During this year's #WorldFoodSafetyDay our top priority is to team up with all supply chain stakeholders for a data-powered, transparent food certification ecosystem!	https://www.linkedin.com/posts/thefsmeu_worldfood-safetyday-activity-6675477554528317440-GjZY/
4	14/08/2020	#AI and #BigData are fundamental for the safety of the food we're producing and distributing. We're glad that together with our partners from Wageningen Food Safety Research we are linking data science and #foodsafety expertise, ensuring that our food supply chains across EU are safe, transparent, and reliable	https://www.linkedin.com/posts/thefsmeu_wur-invests-heavily-in-artificial-intelligence-activity-6682229641387749376-CGmm/
5	27/08/2020	How does one of the software platforms of our project correlate food recalls with country risk and extracts meaningful insights for #foodsafety professionals?	https://www.linkedin.com/posts/thefsmeu_the-power-of-data-behind-keeping-food-safe-activity-6683273340041482240-PZMy/
6	29/10/2020	The 2nd plenary meeting of TheFSM #project, is successfully completed. It took place virtually on 20th-21st October 2020, with the participation of 10 partners from 8 different European countries. The whole consortium is working systematically...	https://www.linkedin.com/posts/thefsmeu_thefsm-2nd-project-meeting-20-21-october-activity-6731594437002100736-C7zl

7	10/11/2020	Agroknow (Coordinator of the TheFSM project) wanted to understand better the changes we should expect in the near future regarding the Digital Transformation of Food Quality and Safety. So, we reached out to the community, asking the opinion of 13 distinguished leaders from a variety of supply chain stakeholders. We would like to thank all the contributors for their valuable opinion pieces!	https://www.linkedin.com/posts/thefsmeu_how-covid-19-accelerates-the-digital-transformation-activity-6731832590732431360-pRHC
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.	https://www.linkedin.com/posts/thefsmeu_panel-on-public-private-data-sharing-for-activity-6779713072849264640-zp5H
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	https://www.linkedin.com/posts/thefsmeu_can-we-predict-the-next-food-safety-recall-activity-6778716396462358528-ejcu
10	01/07/2021	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	https://www.linkedin.com/posts/thefsmeu_webinar-on-emerging-risk-identification-activity-6816344428895100928-4Ln9






		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! https://lnkd.in/e5Dw6y2 #food #innovation #bigdata #supplychains #foodsafety #predictiveanalytics	
11	12/07/2021	During our webinar "Emerging Risk Identification" our Food Safety Professionals & 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 https://lnkd.in/ePZTmpB and learn more about #foodsafety #bigdata #AI	https://www.linkedin.com/posts/thefsmeu_webinar-emergingrisk-ai-activity-6820264956311744512-kivH
12	13/07/2021	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 https://lnkd.in/ePZTmpB #TheFSM #foodsafety #foodquality #supplychain	https://www.linkedin.com/posts/thefsmeu_thefsm-foodsafety-foodquality-activity-6820644450985934848-N5Is
13	15/07/2021	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	https://www.linkedin.com/feed/update/urn:li:activity:6821397915106385921
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	https://www.linkedin.com/feed/update/urn:li:activity:6821399072029630464

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 https://lnkd.in/dj9AMb4 to read more about the impact #AI and #bigdata make on the certification ecosystem for a safe food supply chain.	https://www.linkedin.com/feed/update/urn:li:activity:6821399262509752320
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 https://lnkd.in/dj9AMb4 to read more about our consortium's activities towards food security.	https://www.linkedin.com/feed/update/urn:li:activity:6822774025584984064
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 https://lnkd.in/dj9AMb4	https://www.linkedin.com/posts/thefsmeu_thefsm-digitalization-foodcertification-activity-6823925192360828928-UKMI
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 https://lnkd.in/dj9AMb4	https://www.linkedin.com/feed/update/urn:li:activity:6825728466864939008/
19	04/08/2021	The Food Safety Market is an EU Horizon 2020 research and innovation project. The project aims to develop an SME-powered platform to boost the competitiveness of European food certification. Read more about the project and our role in our newest blog post: https://lnkd.in/eGniy5P	https://www.linkedin.com/posts/thefsmeu_thefsm-activity-6828941065425432576-PdQ_

20	16/08/2021	<p>Our partners, Tima Anwana and Lukas Faymann, from the University of Vienna and more specifically from the Department of Innovation and Digitalisation in Law (University of Vienna), present and shade light on the EU funded Horizon 2020 project, The Food Safety Market (TheFSM).</p> <p>TheFSM project consists of a consortium of eleven partners from nine different European countries, working together to develop a transparent data-powered certification ecosystem which ensures secure and efficient data exchange between the various players in the food supply chain.</p> <p>In this podcast, which is part of the "Ars Aequi Podcast", Tima and Lukas provide in a nutshell the generic concept of the project as well as the steps that have been completed, and discuss the pilot and validation phase of the project, exploring all the relevant legal and ethical aspects.</p> <p>Listen to our podcast on: https://lnkd.in/eK5AAWiz</p>	<p>https://www.linkedin.com/posts/thefsmeu_podcast-thefsmeu-at-a-glance-by-the-university-activity-6832967521847562241-AsgY</p>
21	19/09/2021	<p>The first version of the applications developed in EU Horizon 2020 project The Food Safety Market will be released in Q4 2021. Are you interested in:</p> <ul style="list-style-type: none"> · Application that enables all actors in the food chain to monitor, trace and predict food safety risks in the food supply chain. · Application that allows Food safety Inspectors and Auditors to manage inspection/certification workflow digitally. · Application that allows farmers and food producers to manage their resources and their certifications data. <p>You are interested in participating in one of the pilots that are planned in Q4 2021, please let us know.</p>	<p>https://www.linkedin.com/posts/thefsmeu_the-food-safety-market-activity-6855038718709903360-6mEk</p>


22	26/10/2021	<p>Remote auditing. A means of necessity or an asset to be established? Is this just the beginning? A joint survey conducted by IAF, ILAC and ISO revealed that a growing number of companies will continue carrying out much of their auditing operations through remote or blended audits, assessments and evaluations. Read more: https://lnkd.in/gNE9QD2K</p>	https://www.linkedin.com/posts/thefsmeu_survey-supports-continued-use-of-remote-option-activity-6859829235687727104-4tM8
23	11/11/2021	<p>Η TÜV AUSTRIA Hellas στο πλαίσιο της συμμετοχής στην έκθεση FOODTECH Greece 2021, θα παρουσιάσει τις δράσεις και τους στόχους του Ευρωπαϊκού Έργου "TheFSM" -The Food Safety Market (Horizon 2020). Αντικείμενο του έργου αποτελεί η δημιουργία ψηφιακής πλατφόρμας δεδομένων για τον #έλεγχο και την #πιστοποίηση στον αγροδιατροφικό τομέα. Δείτε περισσότερα για το έργο & τις δράσεις του https://buff.ly/3ywqldQ, https://buff.ly/2TFIGar // TÜV AUSTRIA Hellas in the context of her participation in the food exhibition FOODTECH Greece 2021, will present the actions and objectives of the European Project "TheFSM" -The Food Safety Market (Horizon 2020). The project aims to deliver an industrial data platform that will facilitate the exchange and connection of data between different food safety actors who are interested in sharing information critical to #certification. See more https://buff.ly/3ywqldQ, https://buff.ly/2TFIGar #tuv_austria_hellas #TheFSM_project #11_partners #greece #italy #austria #netherlands #cyprus #romania #slovenia #bulgaria #croatia #food_safety_market #horizon2020 #euprojects #digital_tools #ServiceInnovation #BigData #DataMarketplace #FoodCertification #FoodSafety #Foodtech2021</p>	https://www.linkedin.com/posts/thefsmeu_asfastasnaslasfasx-asyasrasbascasxasyasxashaspasbasp-activity-6864874044743806976-XC8q

24	11/11/2021	<p>Η αγορά πιστοποίησης τροφίμων, που αναμένεται να ανέλθει σε 11,45 δισεκατομμύρια δολάρια έως το 2023, είναι μια κάθετη και πολυδιάστατη διαδικασία που έχει την κοινή ανάγκη όλοι οι εμπλεκόμενοι φορείς να μοιράζονται τα δεδομένα για την ασφάλεια των τροφίμων με σαφώς καθορισμένους κι αυτοματοποιημένους τρόπους, καθώς κι ελεγχόμενους μηχανισμούς που μπορούν να ενισχύσουν την εμπιστοσύνη και τη συνεργασία. Την ανάγκη αυτή έρχεται να καλύψει η ψηφιακή πλατφόρμα δεδομένων, η οποία θα αναπτυχθεί και θα τεθεί σε λειτουργία στο πλαίσιο του Ευρωπαϊκού Έργου "TheFSM" -The Food Safety Market (Horizon 2020). Η TÜV AUSTRIA Hellas συμμετέχει στο έργο ως επικεφαλής για το TÜV AUSTRIA GROUP.</p> <p>Δείτε περισσότερα για το έργο & τις δράσεις του https://buff.ly/3ywqldQ, https://buff.ly/2TFIGar //</p> <p>The food certification market (expected to reach \$ 11.45 billion by 2023) is a vertical and multidimensional process that has the common need for all stakeholders to share food safety data in clearly defined and automated ways, as well as controlled mechanisms that can enhance trust and cooperation. This market need is met by the digital data platform, which will be developed under the European Project "TheFSM" - The Food Safety Market (Horizon 2020). TÜV AUSTRIA Hellas participates in the project as head of the TÜV AUSTRIA GROUP.</p> <p>See more https://buff.ly/3ywqldQ, https://buff.ly/2TFIGar</p>	https://www.linkedin.com/posts/thefsmeu_tuvabraus-triaabrhellas-thefsmabrproject-11abrpartners-activity-6866414680211095552-1tx6
25	17/11/2021	<p>Due to COVID-19 pandemic, travel bans in combination with the restrictions applied in a large number of countries, forced the certification programme owners and national authorities to respond in this challenge by publishing revised guidelines that allows remote audits.</p> <p>#TheFSM project aspires to provide a solution towards this newly-generated</p>	https://www.linkedin.com/posts/thefsmeu_travel-restrictions-supplier-audits-how-activity-6866744408759422976-

		<p>bottleneck, by releasing an SME-powered industrial data platform which will boost the competitiveness of European food certification and establish the #remote_auditing procedures and techniques at European and International level.</p>   Read more here: https://lnkd.in/eZUrmxjm	TYfp
26	18/11/2021	<p>TÜV AUSTRIA HELLAS Inspection and Certification Body, the leading Certification and Inspection Organization, participated at the Food Equipment and Technology Exhibition FOODTECH 2021.</p> <p>From 12 to 15 November, hundreds of visitors from the food sector visited the project's modern booth, through which the actions and goals of the European #project "TheFSM" -The Food Safety Market (Horizon 2020) were presented with rich communication material. The project aims to deliver an industrial data platform that will facilitate the exchange and connection of data between different #foodsafety factors critical to food safety certification. #DataMarketplace #FoodCertification #FoodSafety #Foodtech2021 #foodfairs</p>	https://www.linkedin.com/posts/thefsmeu_asyasrasbascasxasyasxashaspasbaspasb- asb- asnasyasrasqasnashaszag asbasnashasv-activity-6867061099699695616-dBys
27	19/11/2021	<p>The majority of countries across the globe have been suffered by the pandemic and this is reflected in fears of global food shortages on the major food production countries around the world.  </p> <p>COVID-19 pandemic outburst, boosted the discussions around #remote_risk_management using digital tools as the restrictions applied in a large number of countries emerged a crucial challenge for the #Food_Safety and #Quality_Assurance (FSQA) experts to ensure the continuity of their supply chains. #TheFSM project aspires to harness new digital practices towards providing greater visibility across the #food_supply_chain and creating stronger safety nets.</p>  Discover more here: https://lnkd.in/eHJDa3Um	https://www.linkedin.com/posts/thefsmeu_thefsm-platform-a-novelty-that-settles-down-activity-6867446531134431232-hUWL

28	22/11/2021	<p>#TheFSM project, aims to end the ever-increasing global concern, generated due to Covid-19 pandemic, which is focused on #food_safety and the ways in which #consumer_protection can be ensured.</p> <p>To do so, our platform will fully support secured and controlled #data_sharing workflows and transactions critical to #inspection and #certification, thus preventing food safety risks through the continuous monitoring and analysis of the data.</p> <p>https://lnkd.in/eBawHk48</p>	<p>https://www.linkedin.com/posts/thefsmeu_thefsm-as-an-enabler-to-data-sharing-towards-activity-6868925569266987008-tKXG</p>
29	26/11/2021	<p>📣 We are delighted to announce you that #TheFSM participated in the #workshop organised by BDVA - Big Data Value Association and EUHubs4Data - European Federation of Data Driven Innovation Hubs.</p> <p>The major aim of this workshop was to re-start conversations among #Data Platform projects, by sharing their information and insights regarding their progress.</p> <p>In this workshop, #TheFSM representatives shared and highlighted project's progress, insights and lessons learnt during its lifetime through an interested presentation.</p> <p>👉 More info about the #workshop: https://lnkd.in/ephuNTRq</p> <p>👉 Here you can have a look into our presentation: https://lnkd.in/eGnAnd6E</p> <p>#bigdata #community #innovation</p>	<p>https://www.linkedin.com/posts/thefsmeu_thefsm-at-workshop-for-data-platform-projects-activity-6869912452419645441-SPv4</p>
30	01/12/2021	<p>📣 #Food_safety professionals have a duty of care to ensure that each and every product out there and the related ingredients are at the highest possible #standards — sustainably and ethically sourced. Although, they often overlook supplier #risk_assessment procedures.</p> <p>As so, there is an urgent need for applications that will enable the #remote supplier risk assessments and predictions regarding the next critical incident in the supply chain. #TheFSM project ia coming to bridge this gap and fulfill the</p>	<p>https://www.linkedin.com/posts/thefsmeu_ensuring-compliance-in-the-supply-chain-via-activity-6871778987429961728-SJyv</p>

		<p>challenge.</p> <p>📣 It aspires to deliver a top-notch platform (with integrated niche innovative technologies) that aims to simplify the procedures followed by the #Food_Safety and #Quality_Assurance (FSQA) professionals.</p> <p>👉 Read more here: https://lnkd.in/es_YKBTt</p>	
31	02/12/2021	<p>Το Ευρωπαϊκό Ερευνητικό Έργο 'The Food Safety Market: An SME-powered industrial data platform to boost the competitiveness of European food certification' (Horizon 2020) στοχεύει στην #ψηφιοποίηση της διαδικασίας ελέγχου και #πιστοποίησης προϊόντων στον Αγροδιατροφικό Τομέα, μέσα από τη δημιουργία και λειτουργία της ψηφιακής πλατφόρμας δεδομένων "TheFSM" : The Food Safety Market. Η ηλεκτρονική πλατφόρμα "TheFSM" αναμένεται να καταστεί ένα εργαλείο φιλικό για τον χρήστη των εμπλεκόμενων επιχειρήσεων στην αλυσίδα τροφίμων, αλλά και αξιόπιστο για τις παρεχόμενες επεξεργασμένες πληροφορίες που θα παρέχει, στους φορείς ελέγχου ή και πιστοποίησης της ασφάλειας των τροφίμων.</p> <p>Δείτε περισσότερα για το έργο & τις δράσεις του https://buff.ly/3ywqldQ, https://buff.ly/2TFIGar</p> <p>//</p> <p>The European Research Project 'The Food Safety Market: An SME-powered industrial data platform to boost the competitiveness of European food certification' (Horizon 2020) aims to deliver an industrial data platform that will significantly boost the way that food #certification takes place in Europe. It will facilitate the exchange and connection of data between different food safety actors who are interested in sharing information critical to certification. The online platform "TheFSM" is expected to become a user-friendly tool for the companies involved in the food chain, but also reliable for the processed information it will provide to food safety control and certification bodies.</p>	<p>https://www.linkedin.com/posts/theFSMEU_the-fsm-project-foodtech-2021-activity-6872177049247764480-h9LT</p>

		<p>See more https://buff.ly/3ywqldQ, https://buff.ly/2TFIGar #Tuv_Austria_hellas #TheFSM_project #9_partners #greece #italy #austria #netherlands #cyprus #romania #slovenia #bulgaria #croatia #food_safety_market #horizon2020 #euprojects #digital_tools #ServiceInnovation #BigData #DataMarketplace #FoodCertification #FoodSafety #Foodtech2021 #foodfairs</p>	
32	03/12/2021	<p> Just as technology has helped the food industry keep up with the demand for food, so too can #digital_solutions be leveraged in the overall effort to ensure the #safety of food and food products.</p> <p> #TheFSM Project Coordinator gave an interview to a prestigious UK publication, explaining the vital role that digital technology is playing in food safety and how #data_driven tools can keep the whole process moving, in the midst of the COVID-19 outburst.</p> <p>Check it out  https://lnkd.in/e5hVQzr9</p>	<p>https://www.linkedin.com/posts/thefsmeu_how-can-technology-deliver-food-system-resilience-activity-6872507430807371776-4m7E</p>
33	06/12/2021	<p> The “complexity” of the global #food_supply_chain drives the Food Safety and Quality Assurance experts to face challenges regarding to #risk_assessment and #emerging_risks.</p> <p> By accessing and harnessing the vast plethora of #data provided by #TheFSM platform, experts will be able to identify a number of food safety #hazards that need to be considered at the click of a button.</p> <p>Read more here  https://lnkd.in/eSZheV3g</p>	<p>https://www.linkedin.com/posts/thefsmeu_the-fsm-identifies-emerging-risk-through-activity-6873556839603195904-gLS1</p>
34	08/12/2021	<p>According to StrategyR™ - Global Industry Analysts, Inc.™ report on the Food Certification , the global market is set to reach a revised size of €12.7 BN by the year 2027  growing at a CAGR of 4.9%. </p> <p>Visit foodsafetymarket.eu to learn more about our efforts to give a digital boost to the way food certification takes place in Europe.  </p>	<p>https://www.linkedin.com/posts/thefsmeu_according-to-strategyr-global-industry-activity-6874342220678406144-</p>

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35	09/12/2021	<p>An international food company has a complex structure with many departments focusing on the quality and safety of the #food_supply_chain.</p> <p>However, today the food supply chain is complex and global. Teams of experts that monitor #risks and #quality at different levels and perform #audits of facilities and suppliers need to have access, especially during COVID-19 era, to the most #critical and #accurate #data for the level that they supervise.</p> <p>📁 #TheFSM_project, aims to adress the need towards timely, accurate and customized insights through the generation of TheFSM platform. This tool will enable food safety experts to access all the #critical_information (such as recalls, rejections, risks) they need, while it will 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.</p> <p>👉 Read more: https://lnkd.in/grE4rB3M</p>	<p>https://www.linkedin.com/posts/thefsmeu_thefsm-platform-a-tool-for-food-safety-professionals-activity-6876070425680601089-HBw0</p>
36	15/12/2021	<p>Nowadays professionals and experts have to undertake well-informed decisions and build a successful food safety strategy in order for a product to be distributed into the market which is key to success in a company's future. 🥑</p> <p>#Food_safety_reports are needed more than ever again, as they provide vital information regarding ingredient #hazards, potential #risks, suppliers and so on. 📖</p> <p>Nevertheless, food safety incident reports are not always complete and up-to-date and their accuracy is often in doubt.</p>	<p>https://www.linkedin.com/posts/thefsmeu_thefsm-facilitating-the-process-for-precise-activity-6876859126190796800-AnXD</p>

		<p>#TheFSM project will develop a #cloud_based_platform which foresees to provide access to all critical information about new relevant product #recalls, trends and emerging risks with the click of a button, enabling the creation of accurate and consolidated reports on hazard trends in product categories, ingredients, and suppliers. 🎯</p> <p>👉 Read more: https://lnkd.in/entmmU4n</p>	
37	22/12/2021	<p>🎄🎅 From the entire TheFSM team we would like to wish to all of our followers Happy Holidays and a Happy New Year! 🎄👋</p> <p>👏 Another year done and dusted! Despite the challenges, we've managed to thrive and reach new heights!</p> <p>🙏 May the New Year be prosperous and filled with memorable moments and breakthrough ideas!</p> <p>🎉 Stay tune as new upcoming things are going to be organised by 2022, so keep an eye!</p> <p>📘 Learn more about the project here 👉 https://lnkd.in/ePZTmPB</p> <p>#TheFSM #H2020 #foodsafety #foodcertification #innovation #data</p>	https://www.linkedin.com/posts/thefsmeu_thefsm-h2020-foodsafety-activity-6879392102002786304-6HVV
38	14/01/2022	<p>📢 Our partners from OriginTrail are organizing a #webinar, next Wednesday, January 19, where they will be looking at internals of the OriginTrail DKG and they will showcase how it's components are being applied and executed in The Food Safety Market project.</p>	https://www.linkedin.com/posts/thefsmeu_web3-dkg-activity-6887726165608468480-srP1
39	21/01/2022	<p>This week, on the 19th and 20th of January 2022, the 4th Plenary Meeting of #TheFSM project was held virtually with great success. The discussions were intensified as the project undergoes its 3rd and final year of its lifespan. There was a 2 full day event with over 30 participants representing all 11 partners of the consortium, each of which presented their insights and updates. This meeting was critical, as it ensured the alignment of TheFSM's consortium and</p>	https://www.linkedin.com/posts/thefsmeu_insights-from-thefsm-4th-project-meeting-activity-6890260759352283136-Ty5Y

		<p>equipped the partners with knowledge and insights crucial to plan ahead.</p> <p>The #foodsafety team: Agroknow, TÜV AUSTRIA Hellas, UBITECH, VALORITALIA S.R.L., AGRIVI, University of Vienna, Wageningen Food Safety Research, Sirma AI (Ontotext), TÜV AUSTRIA Romania, Prospeh (Trace Labs) and TÜV AUSTRIA Cyprus</p> <p>Stay tuned for more: https://lnkd.in/eUnzUaZ2</p> <p>#EU #foodsafety #certification #blockchain #artificialintelligence #digitalization #predictiveanalytics</p>	
40	25/01/2022	<p>Our partners from the Department of Innovation and Digitalisation in Law at the University of Vienna, prepared a short video giving us insight in to #TheFSM project. 🙌</p> <p>University of Vienna, contributes to the research environment by providing #legal and #ethical support in the project. More specifically they provide their expertise in the fields of commercial and smart #contracts, data protection and management and are responsible for everything related to legal and ethical compliance of the project. 🙌</p> <p>Find more information: https://lnkd.in/ePZTmpB</p>	https://www.linkedin.com/posts/theFSMEU_theFSM-legal-ethical-activity-6891655293416075264-gWv7
YouTube			
1	28/01/2021	The FSM at the Big Data PPP Industrial Data Platforms online workshop	https://www.youtube.com/watch?v=_f5RfhlpZEM&t=8s
2	16/08/2021	Podcast: TheFSM at a glance by the University of Vienna	https://www.youtube.com/watch?v=hZl71FsvwGE&ab_channel=TheFSMH2020
SlideShare			
1	28/01/2021	The FSM at the Big Data PPP Industrial Data Platforms online workshop	https://www.slideshare.net/TheFSMTheFSM/the-fsm-at-the-big-data-ppp-

			industrial-data-platforms-online-workshop
2	24/11/2021	TheFSM project presentation at the BDVA workshop for Data Platform Projects	https://www.slideshare.net/TheFSMTheFSM/thefsm-project-presentation-at-the-bdva-workshop-for-data-platform-projects