



**Pathways towards a fair, inclusive and innovative
Data Economy for Sustainable Food systems**

D6.2 Communication, outreach and impact maximisation – M36

Lead Author: Christos Avdellas (RFF)

**Contributors: Mackenzie Baert, Grigoris Chatzikostas, Dimitris
Fotakidis, Nefeli Raftopoulou, Adria Fesa (RFF)**



**Funded by
the European Union**

Document Information

Grant Agreement No.	101059473
Project Acronym	Data4Food2030
Project Title	Pathways towards a fair, inclusive and innovative Data Economy for Sustainable Food systems
Type of action	RIA - Research & Innovation Action
Call ID & Topic	HORIZON-CL6-2021-GOVERNANCE-01-18: Mapping and improving the data economy for food systems
Start – ending date	1 September 2022 – 31 August 2026 48 months
Project Website	https://data4food2030.eu/
Work Package	WP6: Communication, outreach and impact maximisation
WP Leader	REFRAME FOOD ASTIKI MI KerdoskopiKI Etairia (RFF)
Deliverable type ¹ Dissemination level ²	R PU
Due Date	15 August 2025
Version	1
Internal Reviewer(s)	Zoé Mangin (INRAE), Mireille van Hilten (WR)

Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

¹ Please check DoA for the deliverable type. Available options are: R: Document, report; DEM: Demonstrator, pilot, prototype, plan designs; DEC: Websites, patents filing, press & media actions, videos, etc.; DATA: Data sets, microdata, etc; DMP: Data management plan; ETHICS: Deliverables related to ethics issues; SECURITY: Deliverables related to security issues; OTHER: Software, technical diagram, algorithms, models, etc.

² Please check DoA for the dissemination level. Available options are: PU – Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page); SEN – Sensitive, limited under the conditions of the Grant Agreement; Classified R-UE/EU-R – EU RESTRICTED under the Commission Decision No2015/444; Classified C-UE/EU-C - EU CONFIDENTIAL under the Commission Decision No2015/444; Classified S-UE/EU-S – EU SECRET under the Commission Decision No2015/444

Copyright message

This document contains unpublished original work unless clearly stated otherwise. Previously published material and the work of others has been acknowledged by appropriate citation or quotation, or both. Reproduction is authorised provided the source is acknowledged.

Data4Food2030 Consortium

	Participant organisation name	Short name	Country
1	STICHTING WAGENINGEN RESEARCH	WR	NL
2	REFRAME FOOD ASTIKI MI KERDOSKOPIKI ETAIRIA (RFF)	RFF	EL
3	INSTITUT NATIONAL DE RECHERCHE POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT	INRAE	FR
4	EIGEN VERMOGEN VAN HET INSTITUUT VOOR LANDBOUW- EN VISSERIJONDERZOEK	EV ILVO	BE
5	INSTITUT FÜR ANGEWANDTE SYSTEMTECHNIK BREMEN GMBH	ATB	DE
6	WAGENINGEN UNIVERSITY	WU	NL
7	THE LISBON COUNCIL FOR ECONOMIC COMPETITIVENESS ASBL	LC	BE
8	VRIJE UNIVERSITEIT BRUSSEL	VUB	BE
9	NETCOMPANY-INTRASOFT SA	INTRA	LU
10	STICHTING EFFOST	EFFoST	NL
11	EUROPEAN FOOD INFORMATION RESSOURCE AISBL	EUROFIR	BE
12	NODIBINAJUMS BALTIC STUDIES CENTRE	BSC	LV
13	SZKOLA GLOWNA GOSPODARSTWA WIEJSKIEGO	SGGW	PL
14	FONDATION JEAN JACQUES LAFFONT, TOULOUSE SCIENCES ECONOMIQUES	TSE	FR
15	EURO POOL SYSTEM INTERNATIONAL (DEUTSCHLAND) GMBH	EPS	DE
16	ANYSOLUTION SL	ANYSOL	ES
17	ITC - INOVACIJSKO TEHNOLOSKI GROZD MURSKA SOBOTA	ITC	SI
18	WIRELESSINFO	WRLS	CZ

D6.2 Communication, outreach, and impact maximisation

19	1001 LAKES OY	LAKES	FI
20	AGDATAHUB	ADH	FR
21	IFIP-INSTITUT DU PORC ASSOCIATION	IFIP	FR
22	UNIVERZA V MARIBORU	UM	SI
23	UHLAVA OPS	UHLAVA	CZ
24	LUONNONVARAKESKUS	LUKE	FI

Glossary of terms and abbreviations

List of Abbreviations and Acronyms	
AIBEST	Association for innovation, business excellence, services, and technology
AGPL	Affero General Public license
AKIS	Agricultural Knowledge and Information Systems
BEUC	European Consumer Organisation
BMP	Business Model Playbook
BVDA	Big Data Value Association
CAP	Common Agricultural Policy
CoP	Community of Practice
D.	Deliverable
D&C	Dissemination and Communication
DE4FS	Data Economy for Food systems
DEC	Dissemination, Exploitation and Communication
DIH(s)	Digital Innovation Hub(s)
DoA	Description of Action
DSI(s)	Digital Sharing Initiative(s)
DSM	Digital Single Market
DSSC	Data Spaces Support Office
EC	European Commission
EC DG(s)	European Commission's Directorate-General(s)
EDIH	European Digital Innovation Hub
EFSA	European Food Safety Authority
EIP-Agri	European Innovation Partnership for Agriculture Productivity and Sustainability
EREK	European Resource Efficiency Knowledge Centre
EU	European Union
EUFIC	European Food Information Council
GAIA	Gender Alliance in Agriculture

GPLv3	General Public License version 3
HETiA	Hellenic Emerging Technologies Industry Association
ICT	Information and Communication Technology
IDSA	International Data Spaces Association
IP	Intellectual Property
IPR	Intellectual Property Rights
IT	Information Technology
KER(s)	Key Exploitable Result(s)
KPI(s)	Key Performance Indicator(s)
LAG	Local Action Groups
M	Month
MS	Monitor (also known as Monitoring System)
MAA	Multi-actor approach
NACE	Nomenclature of Economic Activities
OEIC	European Observatory for Clusters and Industrial Change
PFP	Primary Food Processors
PROFEL	European Association of Fruit and Vegetable Producers
PSG	Project Steering Group
S3	Smart Specialisation Strategy
SAGER	Sex and Gender Equity in Research
SCAR	Standing Committee on Agricultural Research
SO(s)	Specific Objective(s)
T.	Task
TG(s)	Target Group(s)
TRIZ	Theory of Inventive Problem Solving

Executive Summary

The Data4Food2030 project contributes to the development of fair, more competitive, inclusive, and sustainable food systems in Europe by fostering a shared understanding of the data economy across all levels of the food value chain and supporting the design of evidence-informed policy. A core dimension of this mission is the continuous engagement of key stakeholders, from data providers and users to policymakers, innovators, and civil society, through diverse formats such as case studies, consultations, co-creation processes, and targeted dissemination activities.

Deliverable D6.2 “Communication, Outreach and Impact Maximisation – M36” builds on the strategic framework laid out in D6.1 and presents an updated, evidence-based account of the tools, actions, and progress achieved during the second reporting period (M18–M36). It provides a structured narrative on how the project supports the uptake of its results, enhances visibility, and contributes to the long-term sustainability of its contributions.

This deliverable outlines how Data4Food2030 communicates with internal and external audiences, manages its identity, mobilises stakeholder action, and safeguards key results. It specifically includes:

- The evolution of the Dissemination, Exploitation and Communication (DEC) strategy, including refined stakeholder segmentation, key message alignment, and ongoing KPI monitoring;
- The implementation of the IPR strategy, supported by internal coordination procedures and a workshop series to strengthen partner capacities;
- The development of the Business Model Playbook, consolidating inclusive and adaptable approaches to support data reuse and exploitation;
- The refinement of the Data4Food2030 Monitor as a practical and policy-relevant tool for assessing progress in the data economy for food systems;
- The progressive activation of a Network of Multipliers, including Digital Innovation Hubs, AKIS actors, EU-funded projects, clusters, and associations, to increase outreach and support replicability.

During the second reporting period, the project continued developing its integrated toolset and refining its outreach strategy, initiated scientific dissemination activities, launched a capacity-building process on IPR and exploitation, and broadened its outreach through early engagement with multiplier actors. Submitted at M36 (August 2025), this is the second official version of the deliverable, following its first submission at M18 and earlier internal drafts. As the report was finalised in mid-July 2025, prior to the official end of the reporting period, some updates and final results may not yet be fully captured.

The deliverable has been shaped by contributions from across the consortium, guided by impact-oriented monitoring, and aligned with the overall goals of the project. It also provides the foundation for the final communication, exploitation, and sustainability activities to be carried out in the last phase of implementation.

Table of Contents

Executive Summary	7
1. Introduction	15
1.1. Project Summary	15
1.2. Data4Food2030 Consortium	16
1.3. Deliverable Overview and Report Structure	17
2. DEC Methodology and Approach	20
2.1. Data4Food2030 DEC Time Plan	21
2.2. Data4Food2030 Target Groups and Key Messages	22
2.3. DEC Objectives and KPIs	25
2.3.1. Dissemination and Communication KPIs	26
2.3.2 EC Tools Exploitation Activities	27
2.4. Multi-actor approach	28
2.4.1 Multi-actor approach & DEC actions	30
2.4.2 Key Scenarios	31
2.4.3 Synergy Building Approach and Coordination Procedures	33
2.4.4 Ethics and Gender Equality	37
2.5. Methodology for communication, outreach and impact maximisation	38
2.5.1. Internal Environment	38
2.6. Planning and Reporting Procedures	43
2.6.1. Planning	43
2.6.2. Reporting and Monitoring	46
3. Dissemination Activities	51
3.1. Dissemination KPIs	52
3.2. Dissemination Measures and Tools	54
3.2.1. Organisation and participation in events	54
3.2.2. Scientific and policy contributions	56
3.2.3. Ecosystem building	59
3.2.4. Synergies with initiatives	61
3.2.5. Internal dissemination	63
3.2.6. Standardisation contribution	64
4. Communication Activities	66
4.1. Communication KPIs	66
4.2. Communication Tools and Channels	69
4.2.1. Visual Identity	69

4.2.2.	Logo	69
4.2.3.	EU Emblem	69
4.2.4.	Disclaimer for publications	70
4.2.5.	Colour Palette	70
4.2.6.	Templates	71
4.2.7.	Brochure	73
4.2.8.	Banner	73
4.2.9.	Posters	74
4.2.10.	Data4Food2030 Website	75
4.2.11.	Social Media channels	81
4.2.12.	Newsletter	93
4.2.13.	Press Releases	99
4.2.14.	Interviews	105
4.2.15.	Promotional videos	106
4.2.16.	Podcasts	107
5.	Exploitation Activities	111
5.1.	Exploitation Strategy and Measures	111
5.1.1.	Step-by-Step Procedure	112
5.1.2.	Exploitation Pathways	114
5.2.	Data4Food2030 Key Exploitable Results (KERs)	116
6.	Data4Food2030 Strategy for the management of IPR	119
6.1.	IP procedures	119
6.1.1.	Level 1: During the project	119
6.1.2.	Level 2: Post-Project IP Strategy	121
6.2.	Partner obligations	123
6.2.1.	Access Rights	123
6.2.2.	Results and ownership	123
6.2.3.	Transfer of results	123
6.2.4.	Access rights to results	124
6.2.5.	Dissemination of results	124
6.2.6.	Preliminary IPR Assignments to KERs	125
6.3.	IPR and Exploitation Workshop Series	126
6.3.1.	1st IPR and Exploitation Workshop (June 2025)	126
6.3.2.	Next Steps	127
7.	Business Model Playbook	129

7.1. Objectives	129
7.1.1. Target audience	130
7.2. Strategy	131
7.2.1. Structure	131
8. Network of Multipliers	134
8.1. Goal and Scope	134
8.2. Strategy	134
8.3. Inventory of Multipliers	136
8.3.1. Projects	136
8.3.2. Digital Innovation Hubs (DIHs)	138
8.3.3. Data Sharing Initiatives	140
8.3.4. Agricultural Knowledge and Innovation Systems (AKIS) networks	142
8.3.5. Clusters	144
8.3.6. Associations	146
8.3.7. Other Initiatives and Organisations	148
8.4. Next Steps	149
9. Conclusions	151
Annexes	152
Annex A: Logo and variations	152
Annex B: Data4Food2030 brand book	153
Annex C: Data4Food2030's covers in different dimensions	154
Annex D: Dissemination and Communication material	155
Annex E: Deliverable template	160
Annex F: Event Planning Template	162
Annex G: Dissemination and Communication Reporting Template	163
Annex H: Synergy Mapping Template	164
Annex I: Publication Planning Template	165
Annex J: Template for the Identification of new KERs & IPR process	166
Annex K: KPIs monitoring per partner	167
Annex L: Data4Food2030 General Presentation main points	183

List of Figures

Figure 1: Data4Food2030 Monitor for the transition of the data economy in food systems from its current to its future state	15
Figure 2: Data4Food2030 implementation timeline	16
Figure 3: The tools and objectives that make up the Integrated toolset for multiplying impact.	18
Figure 4: Data4Food2030 Key Elements	20
Figure 5: Interrelation between the Data4Food2030 implementation phases and the D&C phases	21
Figure 6: Target groups and key messages	23
Figure 7: Communication tools and channels	24
Figure 8: EC Tools	27
Figure 9: The Data4Food2030 ecosystem	29
Figure 10: Key scenarios in multi-actor approach	31
Figure 11: Data4Food2030 Case Studies	40
Figure 12: Partners involved in Case Studies	41
Figure 13: Dissemination and Communication reporting and evaluation overall methodology	43
Figure 14: Brainstorming sheet for events potential events	45
Figure 15: Steps for events participation	45
Figure 16: Data4Food2030 partners in various EU and national events	55
Figure 17: Data4Food2030 workshops with stakeholders	55
Figure 18: Data4Food2030 steps for article submission	58
Figure 19: Data4Food2030 at Food2030 events	60
Figure 20: Data4Food2030 presentation at Synergy Days 2024	62
Figure 21: Data4Food2030 workshops at Synergy Days 2024	62
Figure 22: Joint Data4Food2030/FoodDataQuest session at 38th EFFoST International Conference 2024	62
Figure 23: AnySolution collaboration agreement with Son Pou de San Majorala	62
Figure 24: Data4Food2030 at the 38th EFFoST International Conference 2024	64
Figure 25: Data4Food2030 logo	69
Figure 26: EU Emblem	70
Figure 27: Data4Food2030 colours	70
Figure 28: Project Meeting backgrounds	71
Figure 29: Data4Food2030 Presentation Template	71
Figure 30: Data4Food2030 Deliverable Template	72
Figure 31: Data4Food2030 Basic Text Templates	72
Figure 32: Data4Food2030 General 3-fold Brochure	73
Figure 33: Data4Food2030 Monitor brochure	73
Figure 34: Data4Food2030 banners	74
Figure 35: Data4Food2030 posters	74
Figure 36: Website overview	75
Figure 37: Banner on Data4Food2030 website leading to Zenodo	76
Figure 38: Data4Food2030 Podcasts section overview	76
Figure 39: Data4Food2030 homepage / CORDIS button addition	77

Figure 40: Data4Food2030 website total users and event count [01 Feb 2024 - 02 Jul 2025]	79
Figure 41: Data4Food2030 website total users and event count [01 Sep 2022 - 07 Jul 2025]	79
Figure 42: Data4Food2030 website visitors filtered by country [01 Feb 2024 - 02 Jul 2025]	80
Figure 43: Data4Food2030 website Most viewed pages [01 Feb 2024- 06 Jul 2025]	80
Figure 44: Data4Food2030 website Traffic Acquisition [01 Feb 2024- 06 Jul 2025]	81
Figure 45: Data4Food2030 social media accounts & important statistics	82
Figure 46: Data4Food2030 LinkedIn account overview	82
Figure 47: Data4Food2030 YouTube account overview	83
Figure 48: Data4Food2030 Twitter account overview	83
Figure 49: Data4Food2030 Facebook account overview	84
Figure 50: Data4Food2030 SlideShare account overview	84
Figure 51: Social Media DOs & DON'Ts	85
Figure 52: LinkedIn Page Visitor Highlights [08 Jan 2023 - 07 Jan 2024]	87
Figure 53: LinkedIn Page Content Highlights [06 Jul 2024 - 05 Jul 2025]	88
Figure 54: YouTube Channel Content Overview	89
Figure 55: YouTube Channel Content Analytics (01 Sep 2022 – 06 Jul 2025)	89
Figure 56: Data4Food2030 X per-post analytics	90
Figure 57: Facebook Reach [01 Sep 2022 - 06 Jul 2025]	91
Figure 58: Followers' Age & Gender Division [01 Sep 2022 - 06 Jul 2025]	91
Figure 59: Data4Food2030 Social media audience	92
Figure 60: Newsletter #6 overview	94
Figure 61: Newsletter #6 Analytics	94
Figure 62: Newsletter #7 overview	95
Figure 63: Newsletter #7 Analytics	95
Figure 64: Newsletter #8 overview	96
Figure 65: Newsletter #8 Analytics	96
Figure 66: Newsletter #9 overview	97
Figure 67: Newsletter #9 Analytics	97
Figure 68: Newsletter #10 overview	98
Figure 69: Newsletter #10 Analytics	98
Figure 70: 1st Data4Food2030 Press Release	100
Figure 71: 2nd Data4Food2030 Press Release	100
Figure 72: 3rd Data4Food2030 Press Release	101
Figure 74: reframe.food interview in Greek TV channel TV 100	105
Figure 73: reframe.food interview in Greek TV channel VERGINA	105
Figure 75: Data4Food2030 videos with success stories and interviews	106
Figure 76: Data4Food2030 Podcast series #1 Playlist on the project's YouTube channel	108
Figure 77: Data4Food2030 Podcast series #1 Playlist on Spotify	109
Figure 78: Overview of the nine podcast episodes focused on the project's case studies	110
Figure 79: Identification of new KERs procedure	112
Figure 80: KERs analysis	112
Figure 81: Template for the identification of new KERs and IPR process	113
Figure 82: Procedure for newly identified IP	120
Figure 83: Pillars of post-project sustainability	121
Figure 84: Data4Food2030 Specific Needs	122

Figure 85: Screenshot of the 1st online Exploitation and IPR workshop, 20 June 2025 (RFF)	127
Figure 86: Target audience of the Business Model Playbook	130
Figure 87: Relevant projects	136
Figure 88: SmartAgriHubs map of identified DIHs	139
Figure 89: EDIH network map of DIHs from relevant sectors	140
Figure 90: AgriDataSpace map of DSIs	142
Figure 91: Next steps for creating the network of multipliers	150

List of Tables

Table 1: Adherence to Data4Food2030 GA Deliverable & Tasks Descriptions	19
Table 2: Target Audience KPIs	26
Table 3: Data4Food2030 translation assignments per partner	30
Table 4: Data4Food2030 synergies & liaison mapping template	33
Table 5: List of potential projects, initiatives and organizations with potential to initiate synergies	34
Table 6: Instructions of Data4Food2030's planning form	43
Table 7: Data4Food2030 Event Planning	44
Table 8: Data4Food2030 Synergy and Liaison Mapping	45
Table 9: Data4Food2030 Publication Planning	46
Table 10: Instructions for the reporting form	46
Table 11: KPIs clarifications for the reporting form	47
Table 12: D&C KPIs per Reporting Period	48
Table 13: Example of individual partner reporting sheets	50
Table 14: Dissemination KPIs per partner	52
Table 15: Dissemination KPIs per Reporting Period	53
Table 16: Data4Food2030 Organization & Participation in events KPIs per partner	56
Table 17: Data4Food2030 Organization & Participation in events KPIs per Reporting Period	56
Table 18: Scientific and Policy Publications per partner	59
Table 19: Scientific and Policy Publications per Reporting Period	59
Table 20: Ecosystem Building KPIs per Partner	60
Table 21: Ecosystem Building KPIs per Reporting Period	61
Table 22: Synergies with initiatives KPI per Partner	62
Table 23: Synergies with initiatives KPI per Reporting Period	63
Table 24: Internal Dissemination KPIs per Partner	64
Table 25: Internal Dissemination KPIs per Reporting Period	64
Table 26: Standardization contribution KPIs per Partner	65
Table 27: Standardization contribution KPIs per Reporting Period	65
Table 28: Communication KPIs per partner	67
Table 29: Communication KPIs per Reporting Period	68
Table 30: Data4Food2030 Branding & Material KPIs per partner	75
Table 31: Data4Food2030 Branding & Material KPIs per Reporting Period	75
Table 32: Data4Food2030 Website KPIs per partner	81
Table 33: Data4Food2030 Website KPIs per Reporting Period	81

Table 34: Data4Food2030 Social Media KPIs per partner	93
Table 35: Data4Food2030 Social Media KPIs per Reporting Period	93
Table 36: Data4Food2030 e-newsletter and Email campaigns KPIs per partner	99
Table 37: Data4Food2030 e-newsletter and Email campaigns KPIs per Reporting Period	99
Table 38: Press releases planning	99
Table 39: 3rd Press Release / Press Mentions	101
Table 40: Data4Food2030 Multiplier campaign Press releases KPIs per partner	104
Table 41: Data4Food2030 Multiplier campaign Press releases KPIs per Reporting Period	104
Table 42: Data4Food2030 Multiplier campaign TV/Radio interviews KPIs per partner	106
Table 43: Data4Food2030 Multiplier campaign TV/Radio interviews KPIs per Reporting Period	106
Table 44: Data4Food2030 Multimedia KPIs per partner	107
Table 45: Data4Food2030 Multimedia KPIs per Reporting Period	107
Table 46: Data4Food2030 Multimedia Podcast series (2) episodes KPIs per partner	109
Table 47: Data4Food2030 Multimedia Podcast series (2) episodes KPIs per Reporting Period	109
Table 48: Description of the Data4Food2030 Monitor as a Key Exploitable Result	116
Table 49: Description of the conceptual framework of the data economy as a Key Exploitable Result	117
Table 50: Description of policy recommendations as a Key Exploitable Result	118
Table 51: Exceptions to the Confidentiality Obligation under the Grant Agreement	120
Table 52: Data4Food2030's KERs & linked IPRs	126
Table 53: Clusters from the ECCP, based on sector and sub-categories	144

1. Introduction

This section provides an overview of the Data4Food2030 project, focusing on its objectives, methodology and structure. The aim of this section is to highlight the project's key points for the reader to understand the dissemination and communication (D&C) activities described in the following sections and the way they are related to the overall project's structure.

1.1. Project Summary

Data4Food2030 is a Horizon Europe project that aims to contribute to a fair, more competitive, inclusive, and sustainable food system in the European Union (EU) by improving the common understanding of the Data Economy for Food Systems (DE4FS) and by supporting the implementation and adaptation of relevant policies, such as the Digital Single Market, the European Green Deal, and the Common Agricultural Policy. During its 4 years of implementation, Data4Food2030 will utilise an extensive suite of activities to:

- enlarge knowledge and insight into the DE4FS;
- develop a monitoring system to assess the development, performance and impact of the DE4FS on relevant EU policies;
- identify drivers and barriers and translate them into opportunities, recommendations, and solutions;
- test solutions and evaluate recommendations in case studies and through stakeholder dialogues; and
- define future scenarios and a roadmap, sustaining the Monitoring System (MS) to support policy development and accelerate progress toward a fair and inclusive DE4FS.

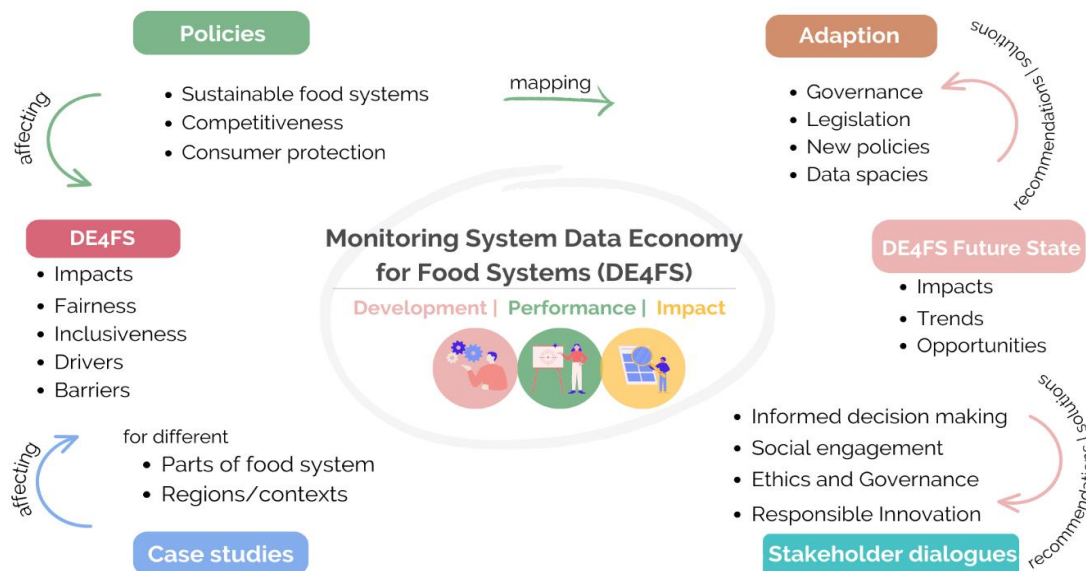


Figure 1: Data4Food2030 Monitor for the transition of the data economy in food systems from its current to its future state

An essential part of the project is the direct engagement of stakeholders across the food system. These actors provide input to key concepts and participate in the evaluation of outcomes. The project structure includes six interconnected work packages and nine real-life case studies that offer micro- and meso-level illustrations of data-enabled innovation and business models within food systems.

To deliver its objectives, Data4Food2030 follows a structured, three-phase methodology:

1. **Mapping phase (M1–M24):** This phase involves developing a coherent conceptual framework for the DE4FS, grounded in literature, stakeholder input, and foresight analysis. The framework is illustrated through case studies and translated into an operational Monitoring System (MS) featuring dashboards and visualisations.
2. **Diagnosing phase (M12–M36):** The MS is used to establish a baseline state-of-play based on macro- and micro-level data. The project identifies key enablers and barriers of the DE4FS and performs an impact assessment, complemented by stakeholder evaluations of emerging effects and scenarios.
3. **Improving phase (M36–M48):** The final phase focuses on scenario-building, policy co-creation, and recommendations. Through stakeholder co-creation, strategies are developed to enhance positive impacts and address fairness and inclusiveness. These efforts culminate in the development of a roadmap and design principles for a European Data Space for Food Systems.

This iterative and participatory approach ensures the project delivers evidence-based insights, scalable tools, and actionable recommendations to inform future EU food data governance.

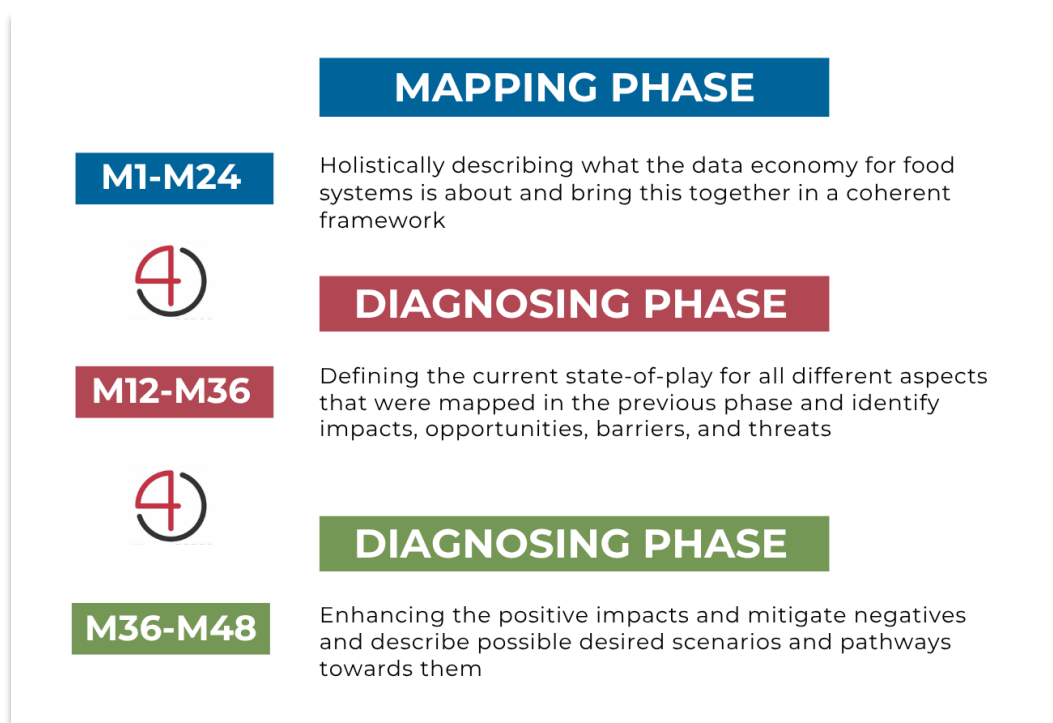


Figure 2: Data4Food2030 implementation timeline

1.2. Data4Food2030 Consortium

The Data4Food2030 consortium brings together a well-balanced and interdisciplinary group of 23 partners (originally 24) from 12 EU Member States, combining academic excellence, technical expertise, policy insight, and hands-on engagement with food system stakeholders. The consortium includes universities and research institutes, SMEs and private companies, business and innovation support organisations, as well as policy and knowledge networks.

This diversity enables the project to address the complexity of the Data Economy for Food Systems (DE4FS) from multiple angles — scientific, technological, socio-economic, regulatory, and ethical. It also ensures representation of actors from different levels of the food system (macro, meso, and micro), from data producers and intermediaries to end-users and policymakers.

Key strengths of the consortium include:

- Technical capacity for developing and deploying monitoring systems, data platforms, and digital tools;
- Scientific leadership in agri-food research, systems analysis, and impact evaluation;
- Experience in multi-actor engagement and participatory methods, including Living Labs and stakeholder dialogues;
- Strong communication and policy reach, supported by partners with established networks at EU and national level.

The partners are actively engaged across all work packages, with each taking clear responsibility for delivering key outcomes and facilitating uptake. In the context of WP6, this collaborative structure supports the delivery of targeted communication, dissemination and exploitation strategies, underpinned by real-world insights and broad stakeholder access.

1.3. Deliverable Overview and Report Structure

Based on the multi-actor approach, the involvement of several disciplines, and the 3-phase methodology described above, Data4Food2030 needs a strong and adapting Communication, Dissemination and Exploitation (DEC) strategy, which will define the outreach and impact maximisation activities during the 4-year implementation period of the project. This strategy includes:

- **Communication** planning to raise awareness of the project utilising strategic messaging and channels to best engage the identified target groups.
- **Dissemination** planning to ensure the visibility, uptake and re-use of the project results by the target groups and the key actors.
- **Exploitation** strategy analysing the pathways for exploitation including the uptake, diffusion, deployment, and long-term use of the project's results by the identified target groups.

This document is the second version officially submitted to the European Commission. A first official submission took place on M18, and a third iteration will occur on M48 providing updates and monitoring of activity progress. 2 previous iterations were prepared, reviewed and shared internally with the consortium on M03 and M12.

In addition to updating the DEC plan and reporting on progress in **ecosystem building and network expansion**, this deliverable introduces the **integrated toolset for multiplying impact**, developed to build upon and operationalise the project's impact strategy. The toolset consists of:

1. A **sound IP management scheme** to effectively identify and manage intellectual property and key exploitable results (KERs).
2. A **Business Models Playbook** for exploiting available and generated data across the food system.
3. A **Network of Multipliers**—stakeholders, organisations, and communities that help amplify project results and drive wider adoption.

Figure 3 summarises the three tools and their purposes.

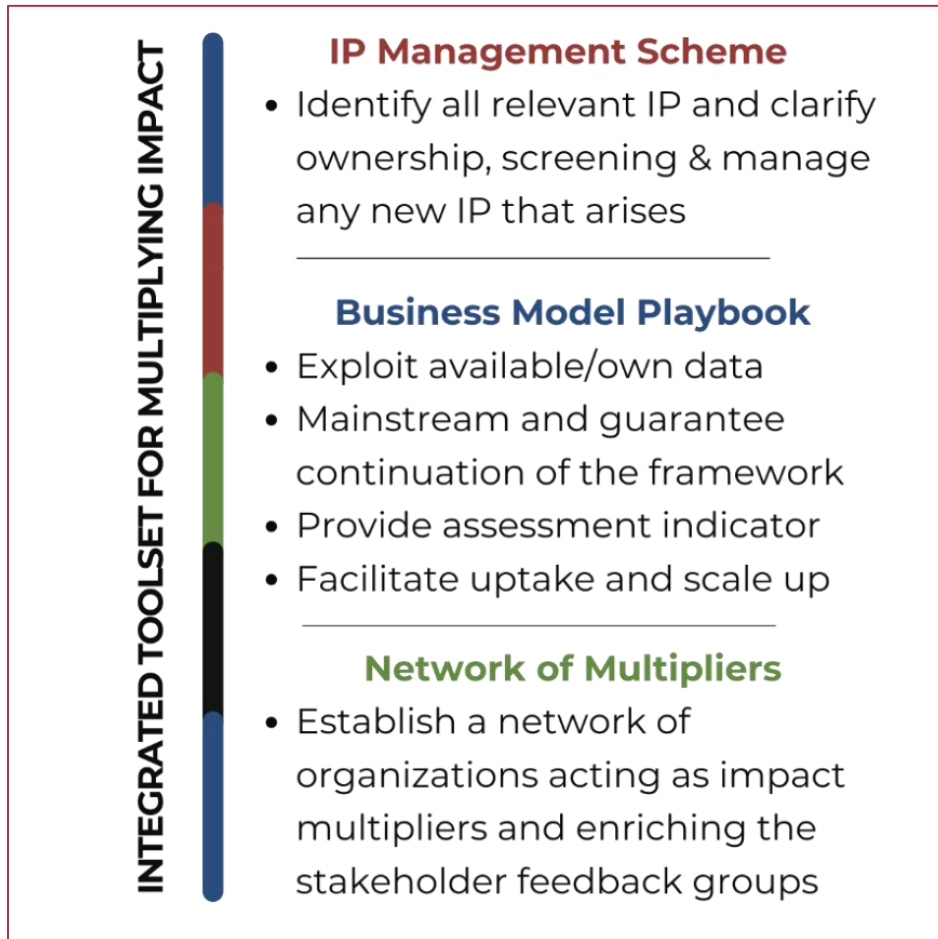


Figure 3: The tools and objectives that make up the Integrated toolset for multiplying impact.

These tools were initially conceptualised in internal drafts (M12) and have since been refined through consortium discussions and task-level implementation. A final internal version of the BMP is scheduled for completion by M48.

The current version includes an updated outline of the Business Models Playbook as a living document, a summary of the internal IPR management scheme, and an expanded overview of the multiplier network.

Table 1: Adherence to Data4Food2030 GA Deliverable & Tasks Descriptions

Data4Food2030 Component Title	Data4Food2030 Component Outline	Respective Document Chapter(s)	Description
DELIVERABLE			
D6.2 – Communication, outreach and impact maximization - M36			
Progress report of the ecosystem building and network expansion activities together with the integrated toolset for multiplying impact for the second reporting period.			
D6.2 Data4Food2030 Communication, Outreach and Maximization – M36	Data4Food 2030 Introduction	Chapter 1	Provides a summary of the project, the document scope and its overall structure.
	DEC Methodology and Approach	Chapter 2	Provides an overview of the project's DEC methodology and approach, the identified target groups, and relevant key messages, while introducing the planning and reporting procedures
	Data4Food2030 Dissemination Activities	Chapter 3	Describes Data4Food2030's Dissemination Measures & activities & Partners' Dissemination KPIs
	Data4Food2030 Communication Activities	Chapter 4	Describes Data4Food2030's Communication Measures & Tools and Partners' Communication KPIs
	Data4Food2030 Exploitation Activities	Chapter 5	Presents Data4Food2030's exploitation logic, the processes established around KER identification and the associated IPR processes.
	Data4Food2030 Strategy for the IPR Management	Chapter 6	Details the IPR management framework, roles and obligations, internal procedures, and workshop series for KER validation and exploitation support.
	Data4Food2030 Business Model Playbook	Chapter 6	Introduces the BMP, its objectives, target audiences, and preliminary structure based on Task 5.2.
	Data4Food2030 Network of Multipliers	Chapter 7	Describes the rationale, strategy, inventory, and engagement pathways for building a pan-European multiplier network.
	Data4Food2030 Conclusion	Chapter 8	Presents the conclusions of Deliverable "Communication, Outreach and Maximization – M36"

2. DEC Methodology and Approach

A strong DEC plan is fundamental for creating lasting impact and will provide a concrete roadmap for partners to boost the growth of the Data4Food2030 ecosystem, raise awareness of project activities and maximize impact among key stakeholders and target groups at the broader social, policy, and industry level.

The Data4Food2030 DEC plan is inspired by the SOSTAC model, which includes the following key elements: Situation analysis, Objectives, Stakeholders & Strategy, Methods & Activities, Control through concrete KPIs.



Figure 4: Data4Food2030 Key Elements

Situation analysis: A state-of-play analysis in which the current challenges to be addressed by the project, the consortium's expertise, the scientific, societal and economic impacts during and after the project and the potential IPR of the results are identified and explained.

1. **Objectives:** The DEC plan will elaborate upon clear and measurable objectives that will be achieved through the implementation of communication, dissemination and exploitation measures.

2. **Stakeholders & Strategy:** Identification of target groups and key messages for effective communication strategy.
3. **Methods & activities:** The DEC plan will build upon the activities, tools and channels defined in the proposal and include the contributions expected from partners, and their distribution over the duration of the project. A living catalogue of planned events will also be included, and preliminary exploitation pathways will be addressed. Open Science practices will be factored into all aspects of DEC implementation.
4. **Control:** Key Performance Indicators (KPIs) with specific targets determined during the proposal will be used to monitor the progress of the DEC implementation. Templates for partner reporting will also be used together with digital tools for record keeping, all of which will be presented in section 2.5 and 2.6 of this deliverable.

2.1. Data4Food2030 DEC Time Plan

The plan for developing and applying the dissemination and communication activities must align with the overall methodology and the time plan of the project to effectively promote results through the proposed dissemination and communication activities. It should also be accompanied by an exploitation plan in compliance with IP protection measures.

3 phases will guide the implementation of D&C activities of WP6 throughout the project:

- **D&C Phase I: Vision and Development (M1-M12)**
- **D&C Phase II: Growing (M12-M30)**
- **D&C Phase III: Multiplier Effect (M24-M48)**
- **Post-project sustainability: M42 – 7 years after the project end**

Figure 5 depicts the 3 D&C phases during the implementation of the project, as well as the purposes in the context of the broader project phases and project milestones.

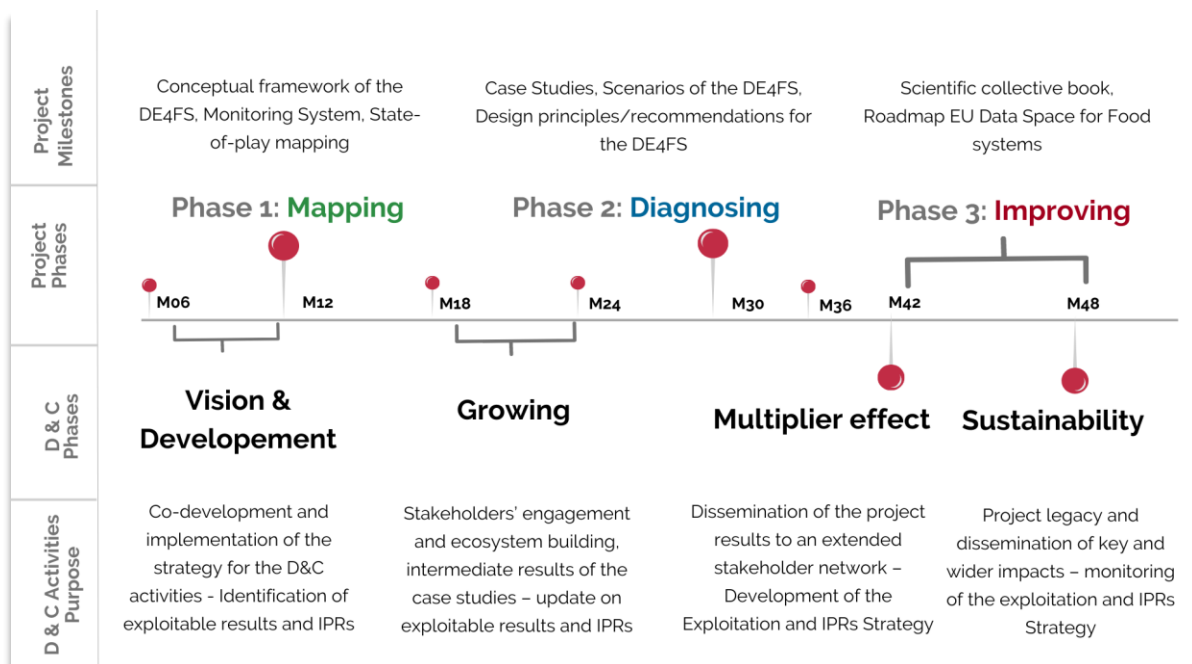


Figure 5: Interrelation between the Data4Food2030 implementation phases and the D&C phases

2.2. Data4Food2030 Target Groups and Key Messages

Since the proposal phase, the Data4Food2030 project has operated under a comprehensive Dissemination, Exploitation, and Communication (DEC) strategy, initially identifying six core target groups:

1. Academic and research organisations,
2. Food system stakeholders,
3. Industry associations and technology clusters,
4. Policymakers and regulators,
5. Society and
6. Indirect beneficiaries.

As the project progressed through its second reporting period (M19–M36), it became clear that the diversity and specificity of stakeholders involved in the DE4FS required a more nuanced approach. In response to feedback received during the M18 project review and following an internal consultation with project partners in July 2024, the original stakeholder segmentation has been revised. This process aimed to sharpen the project's outreach, enhance relevance, and align more precisely with the evolving needs, contributions, and expectations of key actors.

The updated list of ten target groups reflects the broader landscape of food systems digitalisation and stakeholder interdependencies:

1. Farmers and Agricultural Producers
2. Technology and Equipment Providers
3. Data Intermediaries and Service Providers
4. Government and Regulatory Bodies
5. Financial and Insurance Services
6. Research and Academic Institutions
7. Business and Industry Stakeholders
8. Multi-actor collaborations/Data Space Initiatives
9. Society
10. Indirect Beneficiaries

In the same process, new key messages were created for each TG to summarise the unique benefit of Data4Food2030, and its results bring, in a simple, easy to understand statement (Figure 6):

- **TG#1 – Farmers and Agricultural Producers:** Individual farmers, Cooperatives, Merchants, Groups of farmers, Advisers

Message for this TG: *“Leverage the data economy to optimize your operations, improve yields, and enhance sustainability while safeguarding your privacy.”*

- **TG#2 – Technology and Equipment Providers:** Equipment (machinery) manufacturers and providers, Technology providers

Message for this TG: *“Contribute to building a transparent data ecosystem that fuels innovation and unlocks new market opportunities.”*

- **TG#3 – Data Intermediaries and Service Providers:** Farm management systems, Lab & analytics services, Solutions / service / product providers

Message for this TG: *“Play a pivotal role in facilitating seamless data exchange, driving value creation, and empowering stakeholders across the agri-food sector.”*

- **TG#4 – Government and Regulatory Bodies:** Policymakers, Governmental bodies, public sector organisations, standardisation and certification organisations

Message for this TG: *“Support the establishment of robust governance frameworks to ensure data integrity, compliance, and trust, fostering a thriving Data Economy for Food Systems.”*

- **TG#5 – Financial and Insurance Services:** Insurance Companies, Accounting Firms, Financial Institutions

Message for this TG: *“Harness the power of data to tailor financial products, manage risks effectively, and drive growth across the food systems while upholding security and privacy standards.”*

- **TG#6 – Research and Academic Institutions:** Universities and research institutions, Technical institutes, Competence centres

Message for this TG: *“Engage in collaborative efforts to advance research, innovation, and knowledge diffusion, leveraging insights from the DE4FS.”*

- **TG#7 – Business and Industry Stakeholders:** Traders, Retailers, Logistics Providers, Input providers, Food processors

Message for this TG: *“Seize opportunities for market differentiation, operational efficiency, and sustainable growth through active participation in a secure data ecosystem tailored to food systems’ needs.”*

- **TG#8 – Multi-actor collaborations/Data Space Initiatives:** Multi-actor project partners, Thematic networks, Data Space Initiatives

Message for this TG: *“Join forces with diverse stakeholders to co-create solutions, drive impact, and shape the future of food systems through a monitoring system for the DE4FS.”*

- **TG#9 – Society:** Citizens, Consumers and their associations

Message for this TG: *“Embrace the benefits of a transparent and secure data ecosystem, fostering innovation, sustainability, and equitable growth for all.”*

- **TG#10 – Indirect Beneficiaries:** Digital marketing companies, knowledge brokers, educators, business consultants, actors from adjacent sectors (e.g., health, environment)

Message for this TG: *“Exploit data-driven innovation to enlarge your services portfolio and achieve increased revenue.”*

TARGET GROUPS	ACTORS	KEY MESSAGES
01 Farmers & Agricultural Producers	Individual farmers, Cooperatives, Merchants, Groups of farmers, Advisers	<i>“Leverage the data economy to optimize your operations, improve yields, and enhance sustainability while safeguarding your privacy.”</i>
02 Technology & Equipment Providers	Equipment (machinery) manufacturers and providers, Technology providers	<i>“Contribute to building a transparent data ecosystem that fuels innovation and unlocks new market opportunities”</i>
03 Data Intermediaries & Service Providers	Farm management systems, Lab & analytics services, Solutions / service / product providers	<i>“Play a pivotal role in facilitating seamless data exchange, driving value creation, and empowering stakeholders across the agri-food sector.”</i>
04 Government & Regulatory Bodies	Policymakers, Governmental bodies, public sector organisations, standardisation and certification organisations	<i>“Support the establishment of robust governance frameworks to ensure data integrity, compliance, and trust, fostering a thriving data economy for food systems.”</i>
05 Financial & Insurance Services	Insurance Companies, Accounting Firms, Financial Institutions	<i>“Harness the power of data to tailor financial products, manage risks effectively, and drive growth across the food systems while upholding security and privacy standards.”</i>
06 Research & Academic Institutions	Universities and research institutions, Technical Institutes, Competence centres	<i>“Engage in collaborative efforts to advance research, innovation, and knowledge diffusion, leveraging insights from the DE4FS.”</i>
07 Business & Industry Stakeholders	Traders, Retailers, Logistics Providers, Input providers, Food processors	<i>“Seize opportunities for market differentiation, operational efficiency, and sustainable growth through active participation in a secure data ecosystem tailored to food systems’ needs.”</i>
08 Multi-actor collaborations/ Data Space Initiatives	Multi-actor project partners, Thematic networks, Data Space Initiatives	<i>“Join forces with diverse stakeholders to co-create solutions, drive impact, and shape the future of food systems through a monitoring system for the DE4FS.”</i>
09 Society	Citizens, Consumers and their associations	<i>“Embrace the benefits of a transparent and secure data ecosystem, fostering innovation, sustainability, and equitable growth for all.”</i>
10 Indirect Beneficiaries	Digital marketing companies, knowledge brokers, educators, business consultants, actors from adjacent sectors (e.g., health, environment)	<i>“Exploit data-driven innovation to enlarge your services portfolio and achieve increased revenue.”</i>

Figure 6: Target groups and key messages

The optimal communication tools and channels for each target group have been identified, as shown in Figure 7.

DataFood D&C Activities & Channels	Target Groups									
	Farmers & Agricultural Producers	Technology & Equipment Providers	Data Intermediaries & Service Providers	Government & Regulatory Bodies	Financial & Insurance Services	Research & Academic Institutions	Business & Industry Stakeholders	Multi-actor collaborations/Data Space Initiatives	Society	Indirect Beneficiaries
Capacity building	✓	✓	✓		✓		✓			✓
Scientific papers & articles		✓	✓	✓		✓	✓			
Data networks & Food networks		✓	✓				✓	✓		
Liaisons & Synergies		✓	✓	✓	✓	✓	✓	✓	✓	✓
Branding & material	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Digital & Social Media & website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
E-newsletter & e-mail campaigns	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Multiplier Campaigns	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Figure 7: Communication tools and channels

Additionally, to approach furthermore the above-mentioned target groups, the project's multi-actor approach will extend to the creation and implementation of the DEC plan, which means:

- Translating materials into partner's languages when applicable and favourable.
- Focusing on communicating information that matters to the information recipient.
- Using language, vocabulary and communication channels that are appealing and audience appropriate.
- Seeking synergies and collaboration opportunities with other projects, initiatives, networks, with and between academia, industry and government.
- Capitalizing on partners existing connections, networks and programs.
- Fostering knowledge exchange activities and discussion.

Partner Engagement- Integrating stakeholders

The revised stakeholder segmentation presented in this deliverable is the result of joint work between WP6 (Communication, outreach and impact maximization) and WP4 (Towards an inclusive data economy: Stakeholder dialogues and future scenarios) and reflects the evolving needs of the digitalisation landscape in food systems. Drawing from stakeholder mapping, interviews, and consultations across both reporting periods, the updated target groups were discussed during the WP3 (Case studies on the DE4FS) workshop held in Mallorca on 1–2 July 2024.

The initial six stakeholder groups were reviewed and refined based on input from WP4's policy analysis and WP6's communication objectives. The resulting segmentation (see Figure 6) includes more detailed categories with specific roles and tailored messaging. This updated list was validated by the Project Steering Group (PSG).

The refined approach strengthens the project's ability to engage stakeholders in a targeted, inclusive, and responsive manner, improving the impact of communication and exploitation actions across the DE4FS.

2.3. DEC Objectives and KPIs

Data4Food2030 has identified 5 Specific Objectives (SOs):

- **SO1.** Enlarge the knowledge base and insight into the DE4FS.
- **SO2.** Develop a system that monitors and evaluates the development, performance, and impact on relevant EU policies of the DE4FS.
- **SO3.** Identify the drivers and barriers and turn these into opportunities, recommendations, and solutions.
- **SO4.** Test solutions and evaluate recommendations in case studies and through stakeholder dialogues.
- **SO5.** Provide future scenarios and a roadmap and sustain the MS to support policy development and accelerate the desired future state of the DE4FS.

D&C activities are linked to the SOs because connecting to stakeholders is central to achieving each one of them. As such, 6 specific dissemination and communication objectives have been defined and will ensure the broader SOs are met.

- **Obj.1: Maximise Data4Food2030's outreach across the target audiences via appropriate key messages**

Audience: All

Relevant Activities: scientific conferences, workshops, demo events and days, position and review papers, methodology papers, scientific and industry journals, policy papers, liaisons and networking, exchange of ideas, joint engagement events, partners' events, links with relevant websites and social media accounts, working groups.

- **Obj.2: Diffuse the scientific and technological knowledge generated in the project within and beyond the project's consortium**

Audience: Technology and Equipment Providers, Data Intermediaries and Service Providers, Government and Regulatory Bodies, Research and Academic Institutions, Business and Industry Stakeholders, Multi-actor collaborations/Data Space Initiatives

Relevant Activities: workshops, demo events and days, conferences, industry events, methodology papers, scientific and industry journals, policy papers, position papers, networking, joint engagement events, partners' events, working groups.

- **Obj.3: Establish liaisons with other projects and initiatives for knowledge and innovation transfer**

Audience: Technology and Equipment Providers, Government and Regulatory Bodies, Research and Academic Institutions

Relevant Activities: scientific conferences, industry events, position and review papers, liaisons and networking, exchange of ideas, links with relevant websites and social media accounts, working groups.

- **Obj.4: Engage the targeted audiences to get feedback, validate and ensure broad applicability of the project's results**

Audience: Farmers and Agricultural Producers, Technology and Equipment Providers, Data Intermediaries and Service Providers, Government and Regulatory Bodies, Business and Industry Stakeholders, Multi-actor collaborations/Data Space Initiatives

Relevant Activities: demo events and days, conferences, industry events, scientific and industry journals, policy papers, position papers, networking, joint engagement events, partners' events, working groups.

- **Obj.5: Attract potential Monitor users and stimulate the appropriate market segments to support the project's exploitation strategy**

Audience: Farmers and Agricultural Producers, Technology and Equipment Providers, Data Intermediaries and Service Providers, Financial and Insurance Services, Research and Academic Institutions, Business and Industry Stakeholders, Multi-actor collaborations/Data Space Initiatives

Relevant Activities: demo events and days, conferences, industry events, scientific and industry journals, policy papers, position papers, networking, joint engagement events, partners' events, working groups.

- **Obj.6: Encourage the development of further outcomes in new initiatives through the use and reuse of project results**

Audience: Government and Regulatory Bodies, Research and Academic Institutions.

Relevant Activities: conferences, industry events, policy and position papers, working groups.

2.3.1. Dissemination and Communication KPIs

KPIs are measurable and monitorable targets that are critical for achieving project objectives because they allow for progress evaluation and enable corrective actions to be taken when necessary. The Data4Food2030 KPIs include the types and numbers of tools, activities, and channels as well as target audience numbers. Distinctions have been made between dissemination KPIs and communication KPIs. Dissemination KPIs focus on transferring knowledge and describing results, so they are available for use or re-use while communication KPIs are used to inform, promote, and share the impact and benefits of the project with society.

2.3.1.1. Target audience KPIs

During the proposal phase, KPIs related to the target audiences and number of stakeholders to be engaged with the project's results were determined. While the KPIs related to the specific DEC tools and channels are fundamental for planning and implementing a strong DEC plan, it is equally valuable to understand the target audience for the main project results and activities. Table 2 outlines KPIs and targets related to stakeholder numbers and the size of targeted audiences.

Table 2: Target Audience KPIs

Audience KPIs	
Initial audience (network + dissemination activities)	Target
Scientific community	>42000
Industrial community and allied professionals	>45000
Policymakers	>15000
Attendees at Food Science and Technology conference	>500
Webinar participants (sustainable food systems)	>500
Taste of Science subscribers	5500
Unique visitors to the website	>30000
Social media audience	>2000

Social media interactions	>18000
Newsletter subscriptions	2000
Newsletter interactions	3000
Network of 4H stakeholders (10 from each group)	40
Organisations acting as impact multipliers	30
DIHs acting as multipliers	>20
AKIS networks engaged as multipliers	>5
Stakeholders participating in visioning workshops	>20
Participants in stakeholder dialogue	>40
Total engaged stakeholders	>1000
Authorities benefiting from policy recommendations	>10
Young farmers engaged	>500
Informed citizens	>10000
Businesses informed about the business models	>500

2.3.2 EC Tools Exploitation Activities

Data4Food2030 takes advantage of several tools offered by the European Commission to support dissemination (D), exploitation (E) and communication (C) of the project's results (Figure 8).

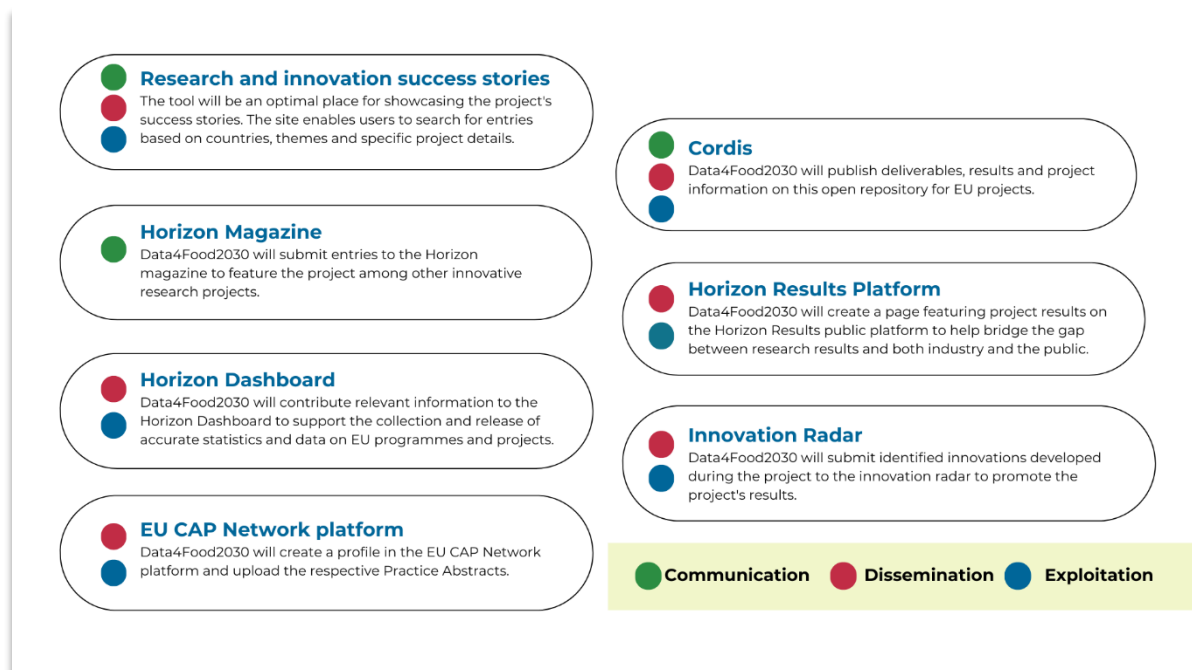


Figure 8: EC Tools

2.4. Multi-actor approach

Data4Food2030 uses a multi-actor approach (MAA) as it involves direct engagement of key stakeholders throughout the project's tasks, considering all relevant forms of experience and knowledge from a diverse set of partners (internal environment) and other actors (external environment) to achieve the project aims.

The DE4FS goes beyond economic and technological aspects related to digital data. It also involves environmental, ethical, legal and societal aspects such as fairness, privacy, inclusiveness, consumer protection and impacts on policy objectives. Thus, Data4Food2030 uses an intensive interdisciplinary approach, bringing together various technical and social sciences and humanities, such as economy, sociology, law, philosophy, ethics, computer science and policy, to define initially the conceptual framework for the DE4FS and later to develop the MS.

This MAA also extends to the project's activities which are related to the communication and the dissemination of results, to ensure wider impact from the start and to identify also possible exploitable results and IP.

Figure 9 provides a visual representation of the diversity within the Data4Food2030 ecosystem.

“The MAA puts into practice the “interactive innovation model” ... It means that knowledge is co-created between practice, scientists, advisers, enterprises, NGOs, etc. This involves looking at different dimensions, including technical, organisational, and social aspects which helps to bridge the gap between science and practice, applying a “systems approach”.

- EIP-AGRI³

³ EIP-AGRI. (2017). Horizon 2020 multi-actor projects. Retrieved from European Commission: https://ec.europa.eu/eip/agriculture/sites/default/files/eip-agri_brochure_multi-actor_projects_2017_en_web.pdf

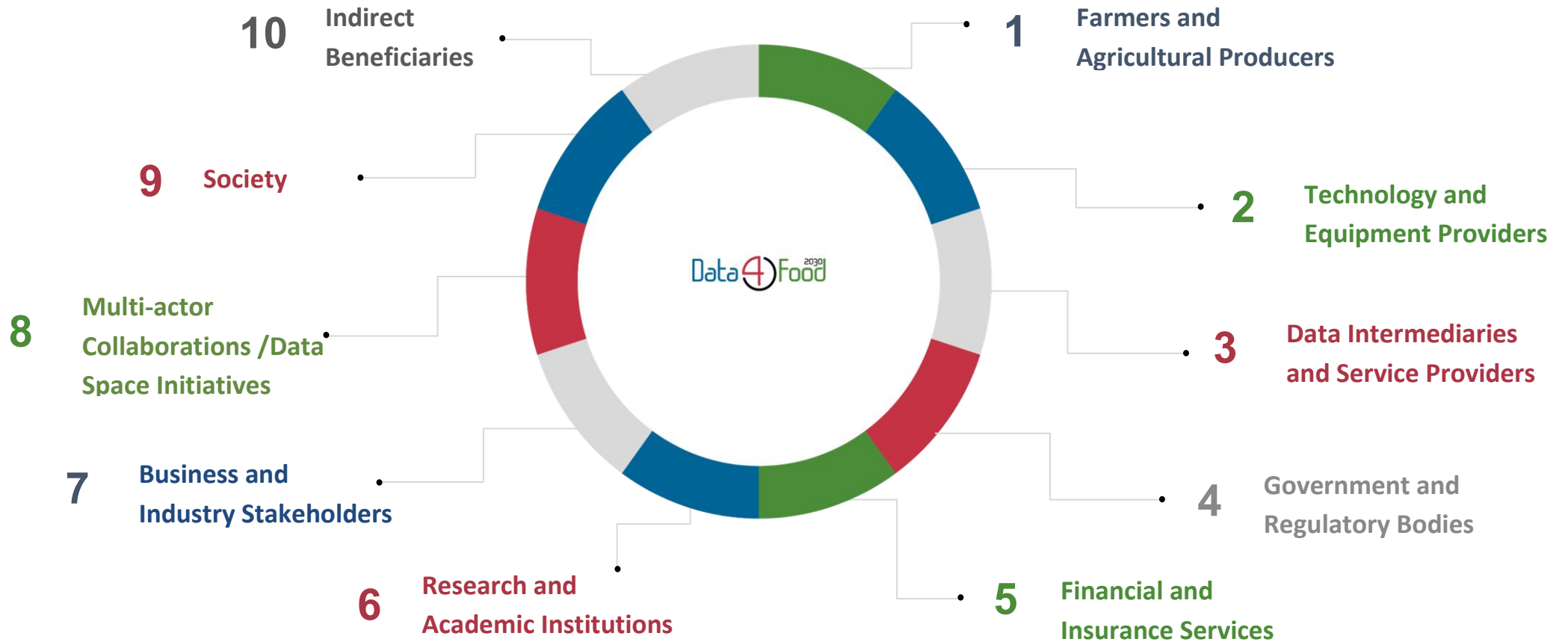


Figure 9: The Data4Food2030 ecosystem

2.4.1 Multi-actor approach & DEC actions







The measures in place to achieve a multi-actor approach include:

- Identify specific communication channels for each target group (Figure 7);
- Translate materials into partner's language (Table 3);
- Focus on communicating information that matters to the end-user;
- Use language, vocabulary and communication channels that are appealing and audience appropriate;
- Seek synergies and collaboration opportunities with other projects, initiatives, networks, with and between academia, industry, society, and government;
- Capitalise on partners existing connections, networks, and events program;
- Include knowledge exchange activities and discussion in event programs.

Material will be translated into the languages of the partner countries and the responsibility has already been assigned to specific partners:

Table 3: Data4Food2030 translation assignments per partner

Partner		Language	
	WR		DUTCH
	RFF		GREEK
	INRAE		FRENCH
	ATB		GERMAN
	BSC		LATVIAN
	SGGW		POLISH
	ANYSOL		SPANISH

	ITC		SLOVENIAN
	WRLS		CZECH
	LAKES		FINNISH

2.4.2 Key Scenarios

The process of interactive innovation followed by Data4Food2030 involves a series of specific scenarios and tools (based on the LIAISON project Practitioner Handbook) that have been identified to ensure interactive innovation. The multi-actor approach utilized during the project implementation is shown in the figure (10) below. These methods encompass engaging and incentivizing actors/stakeholders to participate, co-creation, and the practical application of new knowledge.

MULTI ACTOR APPROACH: KEY SCENARIOS

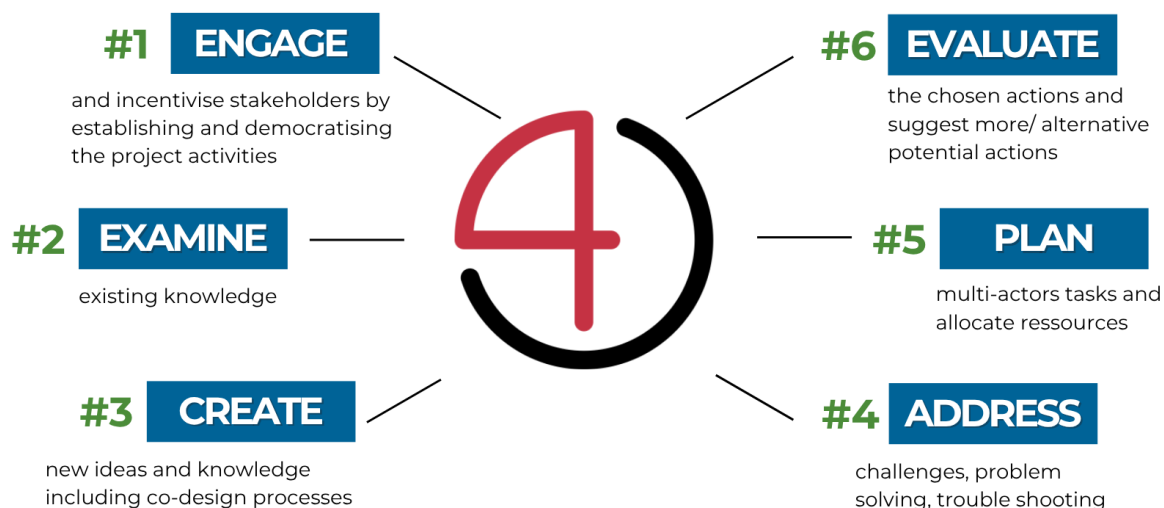


Figure 10: Key scenarios in multi-actor approach

For each of the above mentioned 6 key scenarios, relevant tools have been identified.

Scenario 1: ENGAGING

Tool: STAKEHOLDERS PRIORITISATION

The tool is used for the prioritisation of the identified stakeholders' groups assessing the types of actors involved in the multi-actor approach. The prioritisation has already been made by the

project partners during the proposal and team-building phase, and it was based on the specific needs that Data4Food2030 aims to address. An assessment of the strengths and weaknesses of each of the stakeholders' groups was also made.

Scenario 2: EXAMINING

Tool: JOURNEY MAPPING

The tool is used for understanding the experiences and knowledge of the stakeholders within the project, identifying impacts of the project and their subjective evaluations of the project. The tool aims to evaluate the degree to which stakeholders' experiences align with the project's envisioned and intended outcomes, identifying specific events and experiences. Journey mapping tool can be used throughout the project implementation.

Scenario 3: CREATING

Tool: GROUND RULES: IDENTIFICATION OF OPPORTUNITIES AND CHALLENGES OF AGREEMENT-BASED COOPERATION

The tool assesses cultural norms held by actors in multi-actor work to enhance the potential of diverse groups in the interactive innovation process. It should be respected. The tool has been used during the project development stage but can be used iteratively throughout the interactive innovation process.

Scenario 4: ADDRESSING

Tool: TRIZ (Theory of Inventive Problem-Solving)

The tool is used for assessing how actors are examining challenges and opportunities in the interactive innovation process, facilitating them to look at challenges and opportunities from new perspectives as well as engage in new forms of external knowledge to fuel interactive innovation. TRIZ tool can be used throughout the project implementation.

Scenario 5: APPLYING

Tool: WHAT, WHO, WHY, WHERE, WHEN & HOW

The tool is used for planning multi-actor tasks in advance, identifying:

- Which actors & stakeholders will be involved – Who?
- The tasks they will be involved in – What?
- Why would they want to be involved in such tasks – Why?
- The logistics and approach of the tasks – Where? When? and
- How? The tool has been used during project development stage allowing partners to avoid fatigue, duplication and to maximise opportunities for synergies between tasks.

Scenario 6: EVALUATING

Tool: 'CAUSES AND EFFECTS': BUILDING HYPOTHESES: LINKING ACTIONS TO RESULTS

The tool enables partners to develop hypotheses regarding the causal links between actions, results and objectives, whilst fact-checking and proving their theories. Participants may continuously reflect and evaluate the decision-making processes regarding project actions, in order to revise and adapt their plans accordingly. The tool will be in use throughout the project implementation period.

2.4.3 Synergy Building Approach and Coordination Procedures

In addition to engaging a wide range of actors through the Multi-Actor Approach (MAA), Data4Food2030 also implemented a structured methodology for identifying and coordinating strategic synergies with external projects, networks, and initiatives. This process supports the project's overarching goal to position itself within the broader European R&I ecosystem, avoid duplication of effort, and contribute to complementary developments in the food and data economy domains.

While specific examples of ecosystem building and joint activities are presented in Chapter 3, this section focuses on the internal coordination procedures and strategic framework adopted by the project to prioritise and manage synergies consistently across the consortium.

2.4.3.1 Structured Four-Phase Process for Synergy Development

Phase 1: Identification

Partners are encouraged to monitor relevant European and national initiatives, platforms, and organisations with complementary goals or target groups. A shared **Synergies & Liaison Mapping Template** was distributed to all partners to capture these opportunities in a structured way.

This template remains accessible within the internal event and dissemination planning toolkit. Partners were asked to identify initiatives or networks they are involved in and propose potential joint activities. WP6 consolidates the completed templates every six months for monitoring and planning purposes.

Table 4: Data4Food2030 synergies & liaison mapping template

Data4Food2030 synergies & liaison mapping						
#	Type of Initiative	Full name	Website	Initiative Leader	Focus area	Potential joint activities
1						
2						
3						
4						

Phase 2: Evaluation

To ensure alignment with the project's objectives and maximise the added value of collaboration, the identified synergies are assessed based on:

- Thematic relevance,
- Estimated impact (e.g., visibility, knowledge exchange),
- Feasibility (timeline, budget, partner availability),
- Potential for meaningful joint action.

The results of this evaluation are consolidated with the input of partners and discussed within the Project Steering Group (PSG) to prioritise outreach and define next steps.

A consolidated list of high-potential projects, initiatives, and organisations was developed based on inputs received and strategic assessment. This list serves as a working inventory for WP6 and all partners when planning coordinated outreach.

Table 5: List of potential projects, initiatives and organizations with potential to initiate synergies

Projects	
4Growth- Digital Agriculture and Forestry: Understanding the Market to Forecast and Support Future Growth https://4growth-project.eu/	AgriDataSpace- Building a European framework for the secure and trusted data space for agriculture https://agridataspace-csa.eu (concluded)
AgriDataValue- Smart Farm and Agri-environmental Big Data Space https://agridatavalue.eu/	AgriFoodTEF- The European Testing and Experimentation Facilities for Agrifood Innovation https://www.agrifoodtef.eu/
ALLIANCE- A paradigm shift in the food supply chain systems management for the combat Against Food Fraud https://alliance-heu-project.eu	CHORIZO- Changing practices and Habits through Open, Responsible, and social Innovation towards ZerO food waste https://chorizoproject.eu/
CITIES2030- Sustainable urban food systems https://cities2030.eu/	DATAMITE- DATA Monetization, Interoperability, Trading & Exchange https://datamite-horizon.eu/
DATASATO- Agile management of data from machines and services to business (Finnish National Project)	DEMETER- Building an interoperable, data-driven, innovative and sustainable European agrifood sector https://h2020-demeter.eu
DIVINE- Demonstrating Value of agri data sharing for boosting data Economy in agriculture http://divine-project.eu/index.html	DRG4Food- Empowering a fair and responsible European FoodRegister, fostering citizen sovereignty and creating a data-driven food system https://drg4food.eu/
dRural- Service Marketplace connecting potential end-users and service providers in rural areas https://drural.eu/	ECOREADY- Achieving Ecological Resilient Dynamism for the European food system through consumer-driven policies, socio-ecological challenges, biodiversity, data-driven policy, sustainable futures https://www.eco-ready.eu/
EFRA- Extreme Food Risk Analytics https://efraproject.eu/	FoodDataQuest- On a Quest for Data-Driven Innovations to fuel Sustainable Food Systems https://fooddataquest.eu/

<p>FOODITY- FOod and nutritiOn Data-driven innovation respectful of citizen's Data Sovereignty https://foodity.eu</p>	<p>FOSTER- Fostering food system transformation by integrating heterogeneous perspectives in knowledge and innovation within the ERA https://fosterfoodsystem.eu/</p>
<p>FRIDA- Optimized decision-making along the fruit, vegetable and fish supply chain using an open data and service framework https://frische-daten.de/</p>	<p>ICAERUS- Innovation and capacity building in Agricultural, Environmental and Rural UAV services https://icaerus.eu/</p>
<p>IFDEA- Implementing fair data economy in agriculture (Finnish national project) https://www.tuni.fi/en/research/ifdea</p>	<p>LAMASUS- Land Management for Sustainability https://www.lamasus.eu/</p>
<p>PISTIS- Promoting and Incentivising Federated, Trusted, and Fair Sharing and Trading of Interoperable Data Assets https://www.pistis-project.eu/</p>	<p>Quantifarm- Assessing the impact of digital technology solutions in agriculture in real-life conditions https://quantifarm.eu/</p>
<p>RefreSCAR- Improved coordination of national and European bioeconomy research and innovation programmes in the ERA through strengthened SCAR Working Groups https://cordis.europa.eu/project/id/101060553</p>	<p>Smart Droplets- Accelerating the achievement of EU Green Deal Goals for pesticide and fertilizer reduction through AI, data and robotic technologies https://smartdroplets.eu/</p>
<p>SOSFood- Sustainability Optimization for Secure Food Systems https://www.sosfood-project.eu/</p>	<p>SPADE- Multi-purpose physical-cyber agri-forest drones ecosystem for governance and environmental observation https://spade-horizon.eu/</p>
<p>STELAR- Spatio-TEmporal Linked data tools for the AgRI-food data space https://stelar-project.eu/</p>	<p>THEROS- An integrated toolbox for improved verification and prevention of adulterations and non-compliances in organic and geographical indications food supply chain https://theros-project.eu/</p>
<p>TITAN- Transparency solutions for transforming the food system titanproject.eu</p>	<p>UPCAST- Universal Platform Components for Safe Fair Interoperable Data Exchange, Monetisation and Trading https://www.upcast-project.eu/</p>
<p>WATSON- FrameWork methodology for SME innovATion policy SuppOrt within RD tax credits and inceNtives schemes in the EU https://watsonproject.eu/</p>	<p>ZeroW- Innovations for Zero Food Loss & Waste https://www.zerow-project.eu/</p>
Initiatives	
<p>Big Data Value Association (BDVA)- An industry-driven organisation with a mission to develop an innovation ecosystem that enables the data-driven digital transformation of the economy and society in Europe. https://www.bdva.eu/</p>	<p>DjustConnect- A neutral data sharing platform, hosted by <u>ILVO</u> , available to all users of data in the agri-food sector. https://www.djustconnect.be/nl</p>
<p>FIWARE- A curated framework of Open Source Platform components to accelerate the development of Smart Solutions</p>	<p>GAIA-X- The European initiative for an open, secure and transparent data infrastructure, including working groups (Agrifood)</p>

https://www.fiware.org/community/smart-agrifood	https://gaia-x-hub.de/
Organisations	
<p>AgGateway- Provide a global forum across industry sectors, so that companies can meet to solve digital challenges for agriculture and related industries.</p> <p>https://www.aggateway.org</p>	<p>AgriHubi- A knowledge network of farm companies</p> <p>https://maaseutuverkosto.fi/agrihubi/</p>
<p>Digital Flanders- An agency of the Flemish government working on the digital transformation of the Flemish government, and the development of a Flemish Data Space</p> <p>https://www.vlaanderen.be/digitaal-vlaanderen</p>	<p>European Consumer Organisation (BEUC)- Representing more than 45 independent consumer organisations across 31 countries to EU institutions and defending the interest of EU consumers</p> <p>https://www.beuc.eu/</p>
<p>European Food Information Council (EUFIC)- Advancing the EU conversation on innovation and sustainability in the food sector</p> <p>https://www.eufic.org/en/</p>	<p>European Association of Fruit and Vegetable Processors (PROFEL)- Represents over 500 companies in 12 European countries through national associations or direct company membership</p> <p>https://profel-europe.eu/</p>
<p>The Food Data Finland- Growth Engine program brings together key players in primary production, food industry and retail trade to develop a food chain that utilises data and to promote innovations in products and services with high added value</p> <p>https://gs1.fi/en/development/food-data-finland</p>	<p>FoodDrinkEurope- Promote the ideas and policies that enable the European food and drink industry to make products that are not only safe but also contribute to a greener planet, healthier living and a thriving economy.</p> <p>https://www.fooddrinkeurope.eu/</p>
<p>GAIA-X Working groups- Agriculture, Circular Economy, Geoinformation, Skills data</p> <p>https://www.gaiax.fi/working-groups/</p>	<p>International Data Spaces Association (IDSA) Coalition of more than 140 member companies that share a vision of a world where all companies self-determine usage rules and realize the full value of their data in secure, trusted, equal partnership</p> <p>https://internationaldataspaces.org/we/the-association/</p>
<p>Living Lab Agrifood Technology- Expertise in mechanization, automation, prototyping, sensor technology and digitization in agri-food</p> <p>https://www.agrifoodtechnology.be/nl/</p>	<p>Primary Food Processors (PFP)- Association for the European primary food processing industry to the European institutions and international organisations</p> <p>https://www.pfp-eu.org/</p>

<p>Standing Committee on Agricultural Research (SCAR)- And their strategic working groups https://scar-europe.org/</p>	<p>Verbraucherzentrale Bundesverband (VZBC)- The federation of German Consumer Organizations https://www.vzbv.de/en</p>
---	--

Phase 3: Contact

Once a potential synergy is validated, contact is initiated on a case-by-case basis. The appropriate approach (e.g., informal outreach by WP leads, formal request from the coordinator, or liaison through shared networks) is selected based on context and opportunity.

Phase 4: Action

When mutual interest is confirmed, joint activities may be launched. These may include, but are not limited to:

- Co-branded dissemination or policy events,
- Joint publications and coordinated messaging,
- Shared participation in each other's events, networks or platforms,
- Data exchange or reuse where relevant,
- Cross-linking through the websites, social media and newsletters.

This phased and collaborative process has ensured a consistent, transparent and opportunity-driven approach to networking and synergies, reinforcing the visibility and positioning of Data4Food2030 within the broader European research and innovation landscape.

2.4.4 Ethics and Gender Equality

Data4Food2030 continues to integrate Social Sciences and Humanities (SSH) and gender equality considerations across its activities, with tangible progress during the second reporting period (M19–M36). The project's SSH approach has contributed to identifying social and ethical values surrounding the digitalisation of food systems and ensuring that the DE4FS evolves in a responsive, inclusive, and fair manner.

During RP2, SSH partners (notably WU, WR, and VUB) provided input into ethical, legal, and social aspects through:

- Contributions to stakeholder dialogues and case study activities,
- Participation in the co-creation of policy recommendations and scenarios in WP4,
- Ethical framing of the Monitor development in WP2 using the ELSA approach (Ethical, Legal and Social Aspects).

In parallel, the project reinforced its commitment to gender equality, moving from design to implementation. Key highlights during RP2 include:

- Joining the Gender Alliance for Innovation in Agriculture (GAIA), an EU-wide coalition promoting gender-inclusive innovation in agri-food. Data4Food2030 was represented at its launch event at the European Parliament on 24 January 2024.
- Running a social media campaign marking the 10th International Day of Women and Girls in Science (February 2025), highlighting female scientists from the consortium

such as Dr. Siân Astley (EuroFIR), Dolores Ordoñez (AnySolution), and Dr. Kelly Rijswijk (WR).

- Publishing dedicated blog posts on the Data4Food2030 website’s “Newsroom” section, including:
 - International Day of Women & Girls in Science | Data4Food2030 Edition
 - Our participation in GAIA
 - The Changing Face of Agriculture report with gender participation insights
 - A guest article by Roel Veraart (WU) on the normative dimension of DE4FS

Data4Food2030 has also advanced gender-sensitive research practices by:

- Applying gender-sensitive data collection protocols in case study activities and Monitor testing (WP2 and WP3),
- Promoting gender-balanced participation in workshops, panels, and co-creation sessions,
- Aligning internal reporting and visual outputs with SAGER (Sex and Gender Equity in Research) guidelines.

This consistent focus ensures that the ethical and gender dimensions are not only acknowledged but actively embedded in the project’s tools, outcomes, and engagement processes.

2.5. Methodology for communication, outreach and impact maximisation

2.5.1. Internal Environment

2.5.1.1. Data4Food2030 Consortium

The implementation of effective communication and dissemination measures begins with internal coordination mechanisms across the consortium of the project, i.e., the project partners. While the project’s activities and results must be promoted throughout target information campaigns to multiple audiences (including the media and the public), first information and results delivered by the implementation of the project activities need to be well communicated among the project partners. This helps the partnership to achieve solid knowledge of the overall progress of the activities and facilitate further research, synergies and sometimes unexpected findings that contribute to the project’s thematic areas.

All communication channels and tools that have been created for the project (see section 4) are means that address not only the external environment of the project, but the partnership as well. The Dissemination and Communication Leader Reframe.food (RFF) is responsible for proper communication and dissemination of all project activities within the partnership.

The measures that ensure this communication are:

- Bi-weekly Project Steering Group (PSG) meetings with WP leaders where the progress of the D&C activities is presented.
- Updating the Data4Food2030 website and posting on the social media accounts with project news, partners’ news and progress, achievements, other relevant news and events – Informing partners for the updates and urging them to follow, subscribe and keep track.

- Issuing the Project's newsletter every 4 months (starting from M4).
- Distributing a monthly reporting form for partners to report on their dissemination and communication activities.

Distributing a planning form for partners to indicate potential events, synergies and publications. An additional brainstorming form has also been shared to present a broader scope of activities and spark inspiration for action.

Partner Engagement

- The DEC plan is the first tool for engaging partners, in order to explicitly provide the strategy, guidelines in a single reference document.
- The partners are very active in their respective disciplines and connect frequently with other projects, initiatives and attend numerous events. During the bi-weekly PSG meetings, partners have the opportunity to discuss these events and any opportunity that may exist to align attendance and coordinate the project's presence. Partners are aware and follow the protocols in place for contacting RFF before and after events for social media promotion.
- RFF works directly with partners when they have material that is ready to be shared with the public and together, they determine the information that should/could be shared, how and when:
 - ✓ In April 2025, following a long and challenging process, the Data4Food2030 Monitor went live. RFF together with the project partners and the Monitor's developers, ILVO, Wageningen University & Research, Netcompany Intrasoft and Lisbon Council, worked on the promotion of the Data4Food2030 Monitor, including social media and online promotion, the dissemination of a dedicated Press Release as well as a special e-newsletter issue.

Data4Food2030 WP3 Workshop, 1-2 July 2024, Mallorca, Spain

RFF led a workshop focusing on the following key points:

- ✓ **Updated Target Groups:** Introduction of a revised list of 10 stakeholder groups to better reflect project developments and engagement needs.
 - ✓ **Key Messages:** Tailored messages crafted for each group to support targeted communication and value delivery.
 - ✓ **Interactive Input:** Use of Miro for participants to validate, prioritise, and refine target groups and messages.
 - ✓ **Exploitation Pathways:** Discussion on joint and individual exploitation plans, including identification of Key Exploitable Results.
- Key Take- Away
The session aligned outreach and exploitation with updated stakeholder needs, fostering more targeted and impactful engagement.

Data4Food2030 3rd Annual Meeting, 16 October 2024, Barcelona, Spain

RFF presented the results from the first two years of the project's implementation across dissemination, ecosystem building and exploitation planning:

- ✓ **Response to Feedback:** Addressed the comments from the review of the 1st Reporting Period by enhancing KPIs, targeting broader audiences, launching new formats (videos, podcasts), and increasing emphasis on case studies.
- ✓ **Updated Outreach Tools:** Showcased new visual identity materials, updated stakeholder groups (from 6 to 10), and tailored key messages.

✓ **Impact Multiplication:** Introduced the integrated toolset, IP management approach, business model playbook, and multiplier strategy.

- Key Take-Away
WP6 is evolving toward more strategic, audience-specific outreach and exploitation, ensuring greater visibility, engagement, and long-term impact for the project.

2.5.1.2. Case Studies Stakeholders

Data4Food2030 has been built around 9 end-to-end case studies which provide real-life examples of the DE4FS (Figure 11). These pan-European case studies will also provide examples of available data sources, data technologies and data sharing and serve as analysis, mapping of stakeholders' needs and identification of improvement potentials for promoting data-enabled business models that can provide insights into the food systems from farm to fork. Cases were selected to complement each other in terms of stakeholder groups and aim to cover the complete food value chain as well as address circular perspectives and help close classical gaps in the exploitation of data.

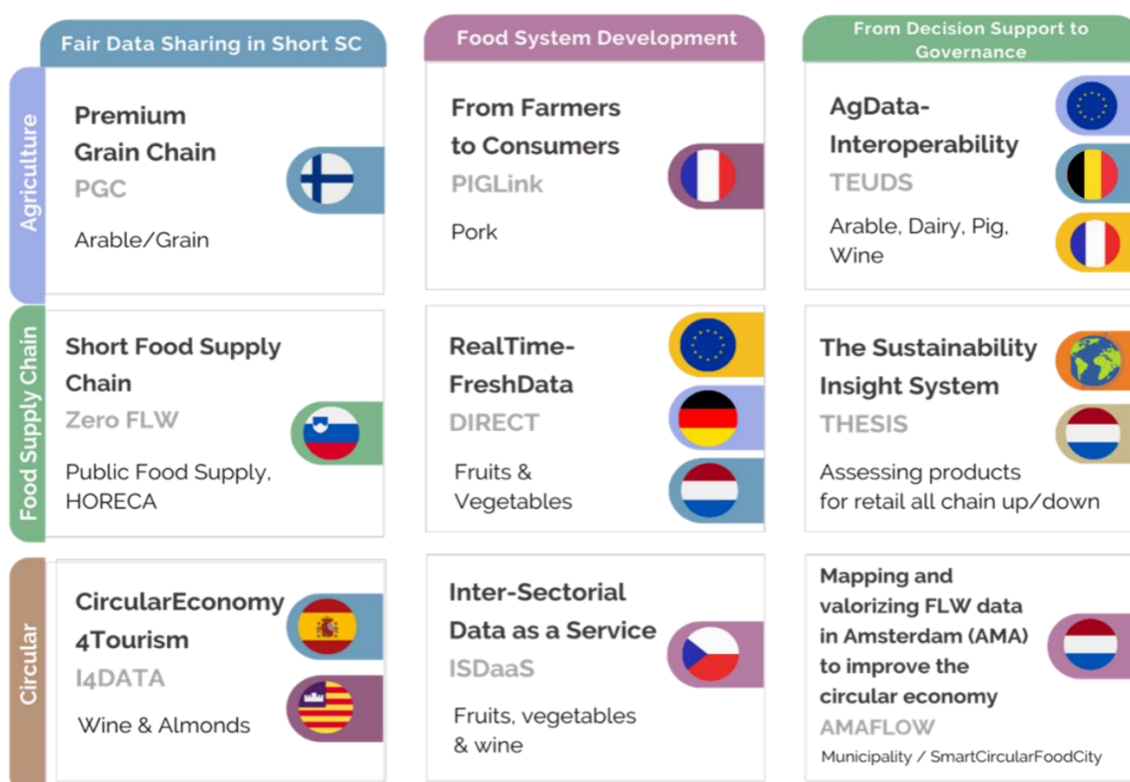


Figure 11: Data4Food2030 Case Studies

The stakeholders in the case studies contribute to the evaluation process in a special way, since they will be able to assess the DE4FS state-of-play and validate expected impacts in their own specific context. At the same time, they can implement recommendations and solutions and in this way function as a real-life testing environment of the DE4FS at microeconomic level, as well as the meso-economic level for those case studies that aim to develop a data platform or move towards a regional data space.

For all the above reasons and the importance of these case studies for the project's results, the Case Studies and their Stakeholders (CSSs) need additional consideration.

An extensive description of the Case Studies and their stakeholders is presented in Deliverable 3.1 Case Study Models; however, it is important to mention here that specific stakeholders have been identified for each of the case studies.

- **PGC:** The AgriFood Data Space Finland ecosystem of more than 50 members.
- **PIGLink:** Farmer organisation representing technical advisors (1), veterinarian (1), fee manufacturer, equipment manufacturer, farmers (10), inter-professional association.
- **TEUDS:** Data intermediaries (e.g., DjustConnect, API-Agro), other case studies
- **ZeroFLW:** All members of the food chain including waste management.
- **DIRECT:** Food system stakeholders across 27 EU countries
- **THESIS:** Retailers across the world
- **I4Data:** Agri-food cooperatives of the Balearic Islands (29) representing farmers.
- **DaaS:** Posumavi rural area including food producers, tourism industry, rural development stakeholders.
- **AMAFLOW:** Companies and the municipalities in Amsterdam Metropolitan Area interested in Food Loss and Waste

Each CS has appointed a person that is dedicated to the Data4Food2030 project and will set-up a baseline environment to operate and improve the case study interactions with the other processes in the project and in direct collaboration with the responsible partners for each case. The case study, project partner and location are shown below in Figure 12:

Partner	Case Studies	Location
	Premium Grain Chain 'PGC'	Finland
	Consumer Involvement 'PIGLink'	France
	AgData-Interoperability 'TEUDS'	EU, Belgium, France
	Short Food Supply Chain 'ZeroFLW'	Slovenia
	RealTime-FreshData 'DIRECT'	Germany, Netherlands
	Global Sustainability Assessment 'THESIS'	Global
	CircularEconomy4Tourism 'I4DATA'	Balearic Islands - Spain
	LocalSupplyData 'DAAS'	Czech Republic, Slovakia
	UrbanFoodWaste 'M&V-FLW'	Amsterdam, Netherlands

Figure 12: Partners involved in Case Studies

The measures that ensure the communication with the CSs are:

- Communication between project partners and the case studies is orchestrated through the WP3 leader (ATB) to avoid overburdening them with requests;
- Local meetings between the CSs and the responsible project partner (to be determined between CSs and partners) - transferring project results to and from the CSs;
- Urging the CSs to follow, subscribe and keep track on project's activities through the website and social media accounts;

- Relevant partners to disseminate the Project's newsletter and flyer to the CSs.
- Relevant partners to apply D&C activities according to which target group each CS belongs to.

Case Study Cooperation

Mallorca Workshop

The Mallorca workshop, which took place on the 1st & 2nd of July 2024 and was hosted by project partner and Case Study Leader, AnySolution, in Palma de Mallorca, Spain, was a great opportunity to focus on the project's nine case studies, who presented:

- **Current Status:** Where each case study is right now, important achievements and hurdles.
- **Future Steps for Data Sharing:** Plans to boost data sharing practices, ensuring smooth and secure exchange of valuable info.
- **Contribution to the Monitor:** How each case study fits into and enhances the project's Monitor, providing essential data and insights.
- **Value to the Project:** The unique perks and innovations each case study offers, boosting the project's overall impact.

The workshop also served for the improvement of collaboration between the nine case studies and the project WPs, including:

- **Stakeholder engagement:** How can Data4Food2030 case studies be better incorporated in the stakeholder dialogues (WP4)
- **From trends to key data value propositions:** What are the key data value propositions emerging from the case studies and what value can be gained using case studies' data (WP5)
- **Communication Activities:** Crafting strategies for effective communication and outreach to ensure the project's findings and innovations are widely shared and understood. (WP6)

3rd Data4Food2030 Annual Meeting

The case studies were all represented at the 3rd Annual Meeting on October 16, 2024, in Barcelona, Spain. The key take-away was the establishment of five Case Study Working Groups for the second half of the project, with the overall objective of organising collaboration, focusing on specific topics and limiting the effort for the case studies:

- **Group 1** – Operationalise and Interconnect Data Intermediaries
- **Group 2** – *Decentralised Data Exchange along the Supply Chain*
- **Group 3** – *Central data collection and use for the Data Economy*
- **Group 4** – *Evolution of Data Marketplaces*
- **Group 5** – *Rule Books for Data Sharing Initiatives*

2.6. Planning and Reporting Procedures

Monitoring and evaluating the implementation of the C&D activities are integral steps for ensuring project goals are met. This section will provide the overall methodology that will be applied and include the dissemination and communication Key Performance Indicators (KPIs), barriers beyond the scope of the project as well as reporting and monitoring KPIs, risks and gender variations. Figure 13 presents the overall monitoring and evaluation methodology of the KPIs as determined during the proposal phase and confirmed in the Grant Agreement (GA):

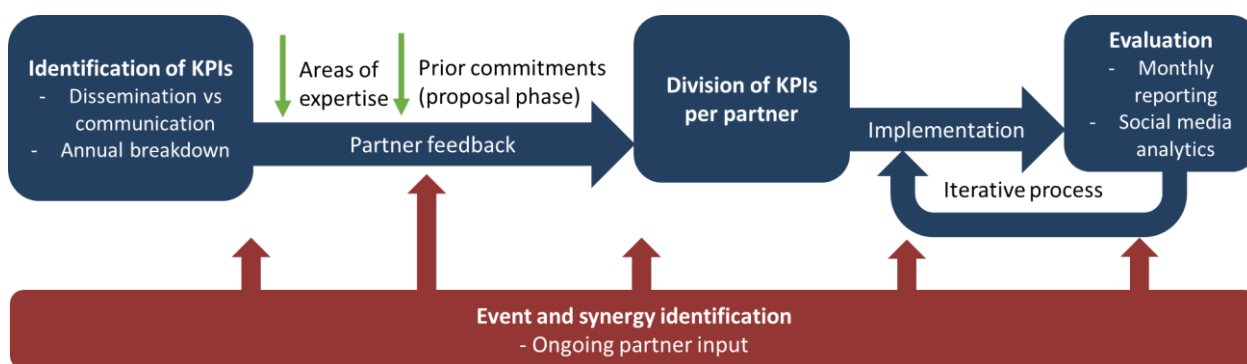


Figure 13: Dissemination and Communication reporting and evaluation overall methodology

Two main actions have been designed for all partners, in order to help them plan and report their activities.

2.6.1. Planning

To ensure the prompt planning of dissemination and communication activities, a planning form has been developed. The planning form dedicated to each partner is divided into three main categories, the Events planning, the Synergy Mapping and the Publications planning. Partners are expected to update the form frequently, providing enough time for the necessary steps to be taken. The form is a live spreadsheet, available through the project's shared folder and accessible from all partners. The form contains instructions on its first sheet for assisting partners with its use. Moreover, it has explanatory notes for each column, which are visible by letting the mouse over these cells.

Instructions

The first spreadsheet of the monitoring form is dedicated to informing users about its purpose and contains basic instructions on how to use and complete it.

Table 6: Instructions of Data4Food2030's planning form

Instructions
1. This sheet has been designed to collect the information needed for creating, updating and implementing the DEC plan.
2. A brainstorming sheet is included to list known events that partners have not necessarily committed to but could be worth investigating.

3. A sheet dedicated to each consortium partner has been created, each with three tables:

a. Data4Food2030 Event Planning

- events that are already in your organization's calendar
- relevant local, regional and/or national events

b. Data4Food2030 Synergy Mapping

- projects that you are currently involved in
- working groups, networks, alliances that your organization is involved in
- other potential synergy opportunities that you could foresee

c. Data4Food2030 Publication Planning

- peer reviewed journal publications, industry magazines, white papers, any other publication you have planned

4. Please fill-in all the cells that have been included in the tables with the relevant information by following the notes you will find in each cell. **Please add additional rows as needed.**

Please note that relevant events do not need to be restricted to the data economy but could include: Food systems, big data, large scale agriculture/food value chain events, data management or anything else that could provide an opportunity to connect potential stakeholders to the project.

2.6.1.1. Data4Food2030 Event Planning

The section of events planning serves the collection of necessary information, such as the name and the type of the event, the event's hyperlink, the locations and dates, the scale, the target groups and the potential involvement of Data4Food2030 in its event.

Table 7: Data4Food2030 Event Planning

1. Data4Food2030 Event Planning						
#	Name and Type of event	Event link	Date(s) / Location(s)	Scale	Target groups	Potential Data4Food involvement

In addition to the core planning sheet, a broader internal coordination mechanism has been put in place to ensure strategic alignment and avoid duplication of effort. Event participation is one of the most resource-intensive dissemination activities and requires early coordination, clear responsibilities, and shared messaging. For this reason, WP6 developed a set of supporting tools and templates made available to all partners via the shared Microsoft Teams environment.

These include:

- A Participation Form to collect practical event details (dates, format, location, target groups, level of involvement, expected outputs);
- A Brainstorming Sheet to allow soft commitments, early suggestions, and prioritisation of future opportunities;

- A repository of visual identity elements and dissemination material to support consistent branding across events.

These tools are regularly discussed during WP6 and project-wide meetings. Partners are encouraged to propose relevant events well in advance, using the tools above, and to coordinate their participation with RFF and the Project Steering Group (PSG). Participation proposals are reviewed during the bi-weekly PSG calls to maximise synergies, align messaging, and, where appropriate, organise joint representation.

This page is for events that you may be aware of, or have come to your attention but that your organization has not made a commitment to attend. This may include annual events that we missed this year but should be considered for the following years

Name	Link	Location	Date

Figure 14: Brainstorming sheet for events potential events

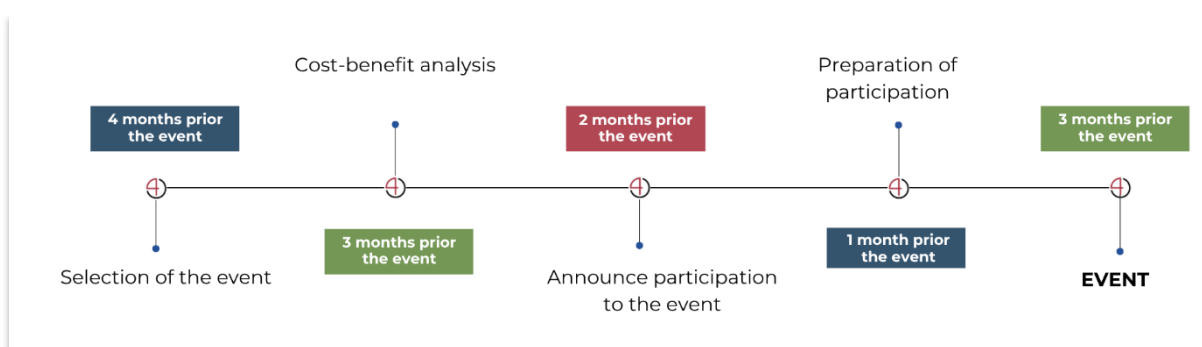


Figure 15: Steps for events participation

2.6.1.2. Data4Food2030 Synergy Mapping

The section of synergy mapping serves the collection of projects that partners are currently involved in, including working groups, networks and alliances. Other potential synergy opportunities could be also foreseen.

Table 8: Data4Food2030 Synergy and Liaison Mapping

2. Data4Food Synergy & Liaison mapping						
#	Type of Initiative	Full name	Website	Initiative Leader	Focus area	Potential joint activities

2.6.1.3. Data4Food2030 Publication Planning

The section on publications planning serves as the collection of necessary information about the planning of scientific articles. Partners have to follow a specific procedure to avoid any

conflict with the consortium. This form facilitates the collection of crucial information for the planning of publications. The collected information is the type of publication, the publisher’s website, and the estimated submission date.

Table 9: Data4Food2030 Publication Planning

3. Data4Food Publication Planning			
#	Type of publication	Publication website	Estimated submission date

2.6.2. Reporting and Monitoring

Reporting and monitoring of the C&D activities are integral steps for ensuring Data4Food2030 goals are met. This section provides the overall reporting and monitoring methodology that is applied since the beginning of the project. KPIs were determined during the proposal phase and confirmed in the Grant Agreement (GA). Following an internal consultation, the feedback received, and the commitments made by partners during the proposal phase as well as their areas of expertise, D&C KPIs were distributed per partner. This division was approved by the coordinator and distributed to all partners for validation. Table 12 and table 18 provide an overview of the D&C KPIs distribution per partner.

To this end, a reporting tool has been developed to facilitate the procedure for partners and also serve as a monitoring tool for the WP leaders. A month reminder to fill in the form is sent by RFF, WP6 (Communication, outreach and impact maximization) leader to all partners. In case, significant, or repeated deviations are recorded from certain partners, the coordinator will be officially informed. Deviations will have to be justified, discussed among partners, and changes in the DEC strategy will be reported on the updated versions of the DEC plan.

The reporting tool spreadsheet includes the following:

- **Sheet 1: Instructions** - The workbook provides instructions, a description of the KPIs, the breakdown per reporting period and a sheet dedicated to each partner. In each spreadsheet, the respective participating organisation can see the KPIs assigned to them, and the dissemination and communication activities that need to be reported, accordingly, per month of action.

Table 10: Instructions for the reporting form

Instructions
1. This file has been designed for reporting dissemination and communication activities that relate to the KPIs described in the GA and the distributed targets per partner .
The first page provides the total KPI targets and the yearly breakdown as well as the audience KPIs described in the GA.
A clarification page is included to provide additional information on each KPI and describe what is expected.

2. Each partner has a dedicated sheet with three tables:
<p>a. KPI distribution:</p> <ul style="list-style-type: none"> - The overall target for each KPI per partner.
<p>b. Dissemination Activities (e.g. events, synergies, publications):</p> <ul style="list-style-type: none"> - Please use the drop-down menu to select the KPI category, then provide the name, date and link. - Please indicate if the activity should be considered a joint activity (external to the consortium), and if yes, please indicate with whom.
<p>c. Communications Activities (e.g. social media, interviews):</p> <ul style="list-style-type: none"> - Please use the drop-down menu to select the type of publication or communication channel, then provide the date and a link where it can be found.
<p>Please click on links for each month to upload photos or other relevant materials (e.g. agenda, presentations) from events that may be used for dissemination and communication purposes.</p>
<p>Please note:</p>
<p>* we suggest posts come from your organization's social media account, rather than a personal account and that you tag Data4Food2030</p>
<p>* please include the dates and links</p>
<p>* please focus on input/activities that relate directly to the KPIs (you may add any other activities - column Q)</p>

- **Sheet 2: Clarifications** – This sheet provides clarifications with regards to the classification used for each D&C KPI as well as details about what each KPI is about.

Table 11: KPIs clarifications for the reporting form

<p>D1.1 Organization of workshops</p>
<p>a) Two rounds of 6 participatory workshops that will first be used to develop stakeholder alternative visions and then to evaluate scenarios described in T4.2.</p>
<p>b) 3 internal IPR workshops to help consortium members understand their IPR obligations based upon the consortium agreement, general IPR information and preliminary project result centred IPR.</p>
<p>c) 2 workshops have been described in the GA to happen at Europe's leading annual conference on Food Science and Technology.</p>
<p>d) Beyond the workshops explicitly described above organization of workshops means that the partner is responsible for facilitating the workshop. This can include presenting information themselves or finding suitable presenters. Data4Food2030 results can be shared during these workshops, or relevant information can be shared with the Data4Food2030 ecosystem.</p>
<p>D1.2 Organization of webinars</p>
<p>a) The GA includes 2 webinars within the 'Sustainable Food Systems: Connecting Expertise in Academia and Industry' series. EFFoST will facilitate, but partners are responsible for selecting topics and creating content.</p>
<p>b) Additional webinars will be implemented to help disseminate project results. These webinars will be organized at the discretion of the responsible partner in a similar way to the workshops.</p>
<p>D1.3 Organization of demo events</p>
<p>Demo events refer to events organized to present the work of the Case Studies.</p>
<p>D1.4 Participation in events (e.g. conferences)</p>

D6.2 Communication, outreach, and impact maximisation

Events can include conferences, symposiums, trade fairs, exhibitions, summits, ect. that are relevant to the project. Participation can include presentations, panel discussion, a booth, having a banner, distributing flyers etc. NOTE: attending an event as a guest is not considered event participation.
D2.1 Collective papers/ D2.2 Collective book
This corresponds to T1.5. As Task Leader, WU is responsible for coordinating between the other task members (WR, INRAE) to produce papers for submission in high ranked peer-reviewed journals and a collective book.
D2.3 Articles in industry magazines
a) There is a commitment in the GA to publish 5 articles with project outcomes on the Taste of Science Platform (magazine). EFFoST will facilitate publication but partners are responsible for writing the articles.
b) Industry magazine contributions refer to publications that are not in peer-reviewed journals, but are of interest to food system, industry or policy stakeholders.
D2.4 Recommendation report for policy makers/D2.5 Recommendation report for food sector stakeholders
Report constructed based upon partner's expertise and approach agreed upon in the appropriate WP.
D3.1 Representation in food networks/ D3.2 Representation in data networks
Representation can include contributing to/presenting at meetings on behalf of the project or full membership.
D4.1 Organize joint dissemination & communication activities and share data with related national and international R&I activities and proposals funded under Horizon
This can include links on each other's website, presenting the project at each other's events, sharing data.
D5.1 Participation in partners' events
Partners will present their work related to the project at other partner's events.
D5.2 Project links on partner websites
All partners are expected to include the link to the Data4Food2030 site on their website.
D6.1 Representation in working groups
Representation can include contributing to/presenting at meetings on behalf of the project or full membership.
D6.2 Participation in standardization meetings
Contribute knowledge developed in the project at standardization meetings.

- **Sheet 3: KPIs per Reporting Period** – Provides an overview of the D&C KPIs and their breakdown per reporting period. In this sheet the audience KPIs are also mentioned.

Table 12: D&C KPIs per Reporting Period

Dissemination and Communication KPIs					
KPIs	Target	Sum	RP1 (M1-18)	RP2(19-36)	RP3(37-48)
Dissemination KPIs					
D1- Organisation & participation in events					
D1.1 Organization of workshops	>8	17	4	7	6
D1.2 Organization of webinars	>8	9	1	4	4
D1.3 Organization of demo events	>9	10	-	2	8
D1.4 Participation in events (e.g. conferences)	>15	19	5	7	7
D2- Scientific and policy publications					
D2.1 Collective papers	>5	6	-	2	4
D2.2 Collective book	1	1	-	-	1

D6.2 Communication, outreach, and impact maximisation

D2.3 Articles in industry magazines	>15	16	1	8	7
D2.4 Recommendation report for policy makers	>1	2	-	-	2
D2.5 Recommendation report for food sector stakeholders	>1	2	-	-	2
D3- Ecosystem building					
D3.1 Representation in food networks	>5	6	1	2	3
D3.2 Representation in data networks	>5	6	1	2	3
D4- Synergies with initiatives					
D4.1 Organize joint dissemination & communication activities and share data with related national and international R&I activities and proposals funded under Horizon	>8	9	1	4	4
D5- Internal dissemination					
D5.1 Participation in partners' events	>9	10	2	4	4
D5.2 Project links on partner websites	24	24	-	24	-
D6- Standardization contribution					
D6.1 Representation in working groups	>3	4	-	2	2
D6.2 Participation in standardization meetings	>5	6	-	3	3
Communication KPIs					
C1- Branding & material					
C1.1 Creation of visual identity and motto	1	1	1	-	-
C1.2 Design of flyers	>3	4	1	2	1
C1.3 Design of banners	>5	6	2	2	2
C1.4 Translation of banners	9	9	-	6	3
C1.5 Distribution of promotional material (digital/printed)	>3000	3100	600	1250	1250
C2- Data4Food2030 website					
C2.1 Design of the website	1	1	1	-	-
C2.2. Blog posts on the website	>50	51	14	19	18
C3- Social media					
C3.1 Social media channels	5	5	5	-	-
C3.2 Social media posts	>90	91	25	33	33
C4- e-newsletters & e-mail campaign					
C4.1 Quarterly newsletters	15	15	6	6	3
C5- Multiplier Campaign					
C5.1 Press releases	>8	9	2	4	3
C5.2 TV/radio interviews	>10	11	2	5	4
C6- Multimedia					
C6.1 Videos with success stories and interviews	>10	11	-	4	7
C6.2 Podcast series (2) episodes	>10	11	-	6	5

- Individual Partner Reporting Sheets** – A set of distinct reporting sheets has been crafted for each consortium partner. These tailored sheets serve as a user-friendly and efficient platform for documenting their executed dissemination and communication activities. The process has been streamlined for ease of use and accuracy. Within these sheets, a user-friendly drop-down menu is integrated under the KPI category tab. This intuitive feature empowers partners to conveniently select the relevant category for their executed dissemination or communication action. Subsequent fields facilitate the input of essential information, encompassing data specifics, activity names, associated links, and other pertinent details. To facilitate differentiation between no reporting and nonparticipation in relevant activities, partners can indicate "Nothing to report" if they have no dissemination or communication activities to report. Additionally, to support visual documentation, each month features clickable links to designated folders for partners to upload photos and other pertinent materials such as agendas, presentations, and minutes. These resources may be leveraged for reporting, dissemination, or communication purposes. This comprehensive framework

D6.2 Communication, outreach, and impact maximisation

ensures a holistic approach for tracking, documenting, and sharing project activities. This structured format enhances the clarity and consistency of reporting, ensuring that all vital information is accurately captured. The user-friendly design encourages partners to comprehensively document their activities, fostering an environment of collaboration and data accuracy.

Table 13: Example of individual partner reporting sheets

M01- SEPTEMBER 2022											
<u>Photos and other material</u>											
Dissemination Activities							Communication Activities				
KPI Category	Title	Date	Link	Notes	Joint Action (YES)	If yes, with whom?	KPI Category	Date	Description	Link	Notes
Nothing to report (X)							Nothing to report (X)				
M02- OCTOBER 2022											
<u>Photos and other material</u>											
Dissemination Activities							Communication Activities				
KPI Category	Title	Date	Link	Notes	Joint Action (YES)	If yes, with whom?	KPI Category	Date	Description	Link	Notes
Nothing to report (X)							Nothing to report (X)				

Finally, a reminder is sent to each partner at the end of the month reminding them to complete the reporting form by the second week of the following month. The form is also available on project's google drive, enabling partners to go back and review or add missing activities and it also allows for different members from the same organisation to provide input without redundancy. RFF monitors the reporting form monthly to keep track of engagement, and on a six-month basis consolidates the results of the reporting forms and evaluates them next to the KPIs. The findings of these reports will serve to monitor targets and inform DEC strategies, enabling pivoting when necessary or to inform partners when additional effort is required.

3. Dissemination Activities

The main objective of the Data4Food2030 dissemination strategy is to ensure that project results are effectively shared with relevant stakeholders who can benefit from them, apply them in their own work, and help multiply their impact. Dissemination focuses on making knowledge and outputs from the project accessible and useful to key communities such as researchers, industry players, policymakers, standardisation bodies and other initiatives working in the DE4FS.

The strategy builds on the methodological foundations presented in Chapter 2, including the definition of target groups, key messages, and internal coordination tools. Dissemination activities are closely linked to exploitation and help prepare the ground for long-term use and uptake of results, especially by the case studies, the stakeholders engaged in WP4, and external networks. They also contribute to increased visibility and alignment with EU policy objectives.

To track and monitor dissemination efforts across the consortium, a set of dissemination-specific Key Performance Indicators (KPIs) has been defined. These KPIs include participation in events, publication of scientific and policy outputs, synergies with other initiatives, and contributions to standardisation and internal exchange. The tables below provide an overview of these KPIs and their allocation across partners and reporting periods.

3.1. Dissemination KPIs

Table 14: Dissemination KPIs per partner

Dissemination KPIs	Target	Sum	WR	RFF	INRAE	EV ILVO	ATB	WU	LC	VUB	INTRA	EFFoST	EUROFIR	BSC	SGGW	TSE	EPS	ANYSOL	ITC	WRLS	LAKE S	ADH	IFIP	UM	UHVA	LUKE		
D1- Organisation & participation in events																												
D1.1 Organization of workshops	>8	17	3	3					2	3		2		2	2													
D1.2 Organization of webinars	>8	9	2		1		1	1		1		2		1														
D1.3 Organization of demo events	>9	10	2			2											1	1	1	1	1		1					
D1.4 Participation in events	>15	19	2	2	1	2	2		1	1				1	1				1			1 (RFF)	1	1	1	1	1	
D2- Scientific and policy publications																												
D2.1 Collective papers	>5	6	2		2			2																				
D2.2 Collective book	1	1						1																				
D2.3 Articles in industry magazines	>15	16		2							1	5	2				1	1		1	1	1 (RFF)	1					
D2.4 Recommendation report for policy makers	>1	2								1				1														
D2.5 Recommendation report for food sector stakeholders	>1	2	1		1																							
D3- Ecosystem building																												
D3.1 Representation in food networks	>5	6	1	1		1	1					1	1															
D3.2 Representation in data networks	>5	6				1	1			1	1										1	1 (EV ILVO)						
D4- Synergies with initiatives																												
D4.1 Organize joint D&C activities and share data with related national and international R&I activities and Horizon funded projects	>8	9	2	1	1	1	1		1	1		1																
D5- Internal dissemination																												
D5.1 Participation in partners' events	>9	10	2	1	1	1	1		1	1		1	1															
D5.2 Project links on partners' websites	24	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
D6- Standardization contribution																												
D6.1 Representation in working groups	>3	4	1		1	1																1 (EV ILVO)						
D6.2 Participate in standardization meetings	>5	6	2		1			1	1	1																		

D6.2 Communication, outreach, and impact maximisation

Table 15: Dissemination KPIs per Reporting Period

Dissemination KPIs	Target	RP1 (M1-18)	RP2(19-36)	RP3(37-48)
D1- Organisation & participation in events				
D1.1 Organization of workshops	>8	4	7	6
D1.2 Organization of webinars	>8	1	4	4
D1.3 Organization of demo events	>9		2	8
D1.4 Participation in events (e.g. conferences)	>15	5	7	7
D2- Scientific and policy publications				
D2.1 Collective papers	>5		2	4
D2.2 Collective book	1			1
D2.3 Articles in industry magazines	>15	4	6	6
D2.4 Recommendation report for policy makers	>1			2
D2.5 Recommendation report for food sector stakeholders	>1			2
D3- Ecosystem building				
D3.1 Representation in food networks	>5	1	2	3
D3.2 Representation in data networks	>5	1	2	3
D4- Synergies with initiatives				
D4.1 Organize joint dissemination & communication activities and share data with related national and international R&I activities and proposals funded under Horizon	>8	1	4	4
D5- Internal dissemination				
D5.1 Participation in partners' events	>9	2	4	4
D5.2 Project links on partner websites	24	24		
D6- Standardization contribution				
D6.1 Representation in working groups	>3		2	2
D6.2 Participation in standardization meetings	>5		3	3

3.2. Dissemination Measures and Tools

The dissemination measures of Data4Food2030 targeted a wide range of stakeholders, including scientists, public authorities, policy makers, industry, and relevant sectors. Activities were based on customised approaches designed to ensure relevance and uptake across audiences, with particular focus on publications, capacity building, and policy contributions. During the second reporting period, building on the tools and approaches developed in the first phase of the project, dissemination activities were structured around six key areas: (1) organisation and participation in events, (2) scientific and policy contributions, (3) ecosystem building, (4) synergies with initiatives, (5) internal dissemination, and (6) standardisation contribution.

** Please note that ADH is no longer part of the consortium, and its KPIs have, where possible, been re-assigned to other project partners. Regarding the project's dissemination KPIs the following re-distribution took place:*

- D1.4 – Participation in events: 1 re-distributed to RFF
- D2.3 – Articles in industry magazines: 1 re-distributed to RFF
- D3.2 – Representation in data networks: 1 re-distributed to EV ILVO
- D5.2 - Project links on partner websites: 1 but not re-distributed
- D6.1 - Representation in working groups: 1 re-distributed to EV ILVO

3.2.1. Organisation and participation in events

This dissemination dimension refers to the organisation of Data4Food2030-branded events and the project's participation in external events, including workshops, webinars, conferences, fairs, and demonstration activities. Events represent a core channel for targeted dissemination and stakeholder engagement, offering visibility across scientific, policy, industry, and civil society audiences.

During the second reporting period, partners significantly increased their engagement through stakeholder-oriented events. These included a wide range of workshops, webinars, and demonstration activities hosted in diverse formats and geographies. In addition, the consortium actively contributed to numerous external events, from scientific conferences and policy workshops to industry forums and public-facing gatherings.

These activities enabled the consortium to disseminate project findings, demonstrate use cases, and engage with relevant communities across Europe. The organisation of dedicated Data4Food2030 workshops also played a key role in stakeholder consultation, awareness-raising, and feedback loops.

Participation formats ranged from keynote presentations, roundtable discussions, and poster sessions, to technical workshops, project booths, and moderated debates. Events were selected based on thematic relevance, target audience alignment, and potential to multiply impact through visibility or cross-project synergies.

The project was prominently featured at the 38th EFFoST International Conference in Bruges, where it co-organised a joint session with the Horizon Europe project FoodDataQuest, promoting discussion around data governance in food systems. At Synergy Days 2024 in Barcelona, the project contributed to three interactive workshops, a shared exhibition space, and cross-project knowledge exchange. Similarly, active participation in several Food2030

policy workshops and stakeholder meetings allowed the project to align its messages with emerging EU priorities and reinforce its visibility in the policy landscape.

In addition to participating in external forums, Data4Food2030 led the organisation of multiple stakeholder-focused workshops across Europe. These sessions, both online and in-person, helped validate findings, co-develop messages, and facilitate connections with regional ecosystems and thematic communities.

Progress/achievements so far

During the second reporting period (M19–M36), the consortium significantly intensified its event-related dissemination activities, with over 50 documented contributions. These engagements ensured a strong and balanced presence across academic, policy, and industry forums, substantially strengthening project visibility, stakeholder connections, and cross-project synergies.



Figure 16: Data4Food2030 partners in various EU and national events



Figure 17: Data4Food2030 workshops with stakeholders

Table 16: Data4Food2030 Organization & Participation in events KPIs per partner

D1- Organisation & participation in events	Target	Sum	WR	RFF	INRAE	EV ILVO	ATB	WU	LC	VUB	EFFoST	BSC	SGGW	EPS	ANYSOL	ITC	WRLS	LAKES	IFIP	UM	UHLAVA	LUKE	
D1.1 Organization of workshops	>8	17	3	3					2	3	2	2	2										
D1.2 Organization of webinars	>8	9	2		1		1	1		1	2	1											
D1.3 Organization of demo events	>9	10	2			2								1	1	1	1	1	1				
D1.4 Participation in events	>15	19	2	2	1	2	2		1	1		1	1			1			1	1	1	1	1

Table 17: Data4Food2030 Organization & Participation in events KPIs per Reporting Period

D1- Organisation & participation in events	Target	Sum	RP1 (M1-18)	RP2(19-36)	RP3(37-48)
D1.1 Organization of workshops	>8	17	4	7	6
D1.2 Organization of webinars	>8	9	1	4	4
D1.3 Organization of demo events	>9	10	-	2	8
D1.4 Participation in events (e.g. conferences)	>15	19	5	7	7

3.2.2. Scientific and policy contributions

This dissemination area covers the project's contributions to scientific research, policy dialogue, and industry-facing communication through formal publications and knowledge-sharing activities. It includes peer-reviewed articles, professional and practitioner-oriented publications, and policy-relevant outputs, all of which help position Data4Food2030 within key knowledge ecosystems. These contributions are closely aligned with the project's Open Science principles and commitment to transparency, accessibility, and stakeholder relevance.

During the second reporting period, the consortium continued to apply internal procedures for monitoring and planning publications, as outlined in Section 2.6 of this deliverable. These mechanisms supported coordination among work packages, tracked publication development, and ensured alignment with open access requirements and author recognition.

The project adhered to Horizon Europe's Open Science policy through the use of the Data4Food2030 Zenodo community, which serves as the central repository for scientific and policy-relevant publications. In RP2, this repository was expanded and linked to the project website to improve external accessibility. Only eligible open-access publications were uploaded, in line with the project's dissemination commitments.

Progress in publication output during RP2 reflected the overall research and validation timeline of the project. One formal publication, a peer-reviewed conference proceeding, was accepted and shared, representing an early contribution to academic and technical discussions on digital transformation in food systems. Several additional manuscripts are in advanced stages of preparation, submission, or review, covering themes such as data governance, ethics, interoperability, monitoring frameworks, and case study-based insights. While the overall number of peer-reviewed outputs remains modest at this stage, this reflects a strategic

decision to prioritise internal validation, stakeholder co-creation, and analytical consolidation during RP2.

To support internal coordination, the coordination team invited all partners in July 2025 to verify and enrich the shared publication record. This process confirmed that a number of outputs are underway and expected to materialise in the next reporting phase, especially from scientific work carried out under WP1 and WP2. A structured publication plan is now in place for RP3 to accelerate the scientific output based on finalised results, with a focus on case study insights, cross-WP analysis, and the validated Monitoring System.

In parallel, work continued on the Data4Food2030 collective book, planned for publication at the end of the project. This volume is being co-developed at both WP and consortium level and will synthesise key lessons and contributions across thematic areas and case studies.

The project was also featured in a number of industry-facing communication outlets, particularly in connection with the launch of the Data4Food2030 Monitor. Project messages were disseminated through targeted press releases and articles in sector-specific media, helping to communicate the relevance of project results to agri-food professionals, innovation actors, and policy stakeholders in an accessible and application-oriented format.

On the policy side, Data4Food2030 contributed to ongoing dialogue through participation in EU-level events and stakeholder exchanges. The project shared early insights from case studies and thematic workshops to support broader discussions on data sharing, governance, and the enabling conditions for food system transformation.

Progress/achievements so far

During the second reporting period (M19–M36), the project maintained structured internal procedures for planning and tracking publications. It delivered two formal contributions, including one peer-reviewed conference proceeding, and prepared multiple additional manuscripts and outputs across scientific, policy, and professional domains for publication in the final phase. The project is well-positioned to meet its scientific dissemination objectives by M48, leveraging the publication pipeline established during RP2.

3.2.2.1. Scientific, Industry, and Policy-Focused Publications: Outlook and Procedures

Scientific Publications

During RP2, one peer-reviewed conference publication was completed, and multiple additional articles entered the preparation or submission phase. Several of these are being developed collaboratively by partners from WP1, WP2, and the cross-cutting impact tasks.

Data4Food2030 follows the Open Access policy as described in [OpenAIRE](#). Scientific peer-reviewed publications are deposited in a centralised repository. As a general rule, the project conforms to the European Commission's Open Access mandates: all publications are made available at least through Green Open Access (e.g. OpenAIRE, institutional repositories), and where possible, through Gold Open Access using project or institutional funds.

To ensure compliance with copyright and access policies, journals are screened using the SHERPA/RoMEO and DOAJ platforms. Deposits are made via Zenodo, with visibility enhanced through reference to platforms such as ROAR, OpenDOAR, and Open Research Europe.

Building on RP2 progress, the consortium aims to publish up to five peer-reviewed scientific articles and one collective book synthesising insights across the project. Work on these outputs has already been initiated by several research partners. These efforts will be led primarily by the university and research partners (Leader: WU; Partners: WR, INRAE) and will cover all relevant scientific domains addressed by the project. Each article will include the following funding acknowledgement:

“The authors acknowledge the valuable contribution from colleagues of the Data4Food2030 consortium, which was funded by the European Union under grant agreement no. 101059473. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.”

Industry Publications

To engage industrial audiences, the project aims to produce up to 15 feature articles in high-quality industry magazines. During RP2, these efforts focused primarily on identifying suitable formats and channels, aligning messaging with project milestones, and publishing articles linked to the launch of the Data4Food2030 Monitor. Guidelines for planning and submitting industry-facing articles have also been shared with partners to support implementation in RP3 (see Figure 18).

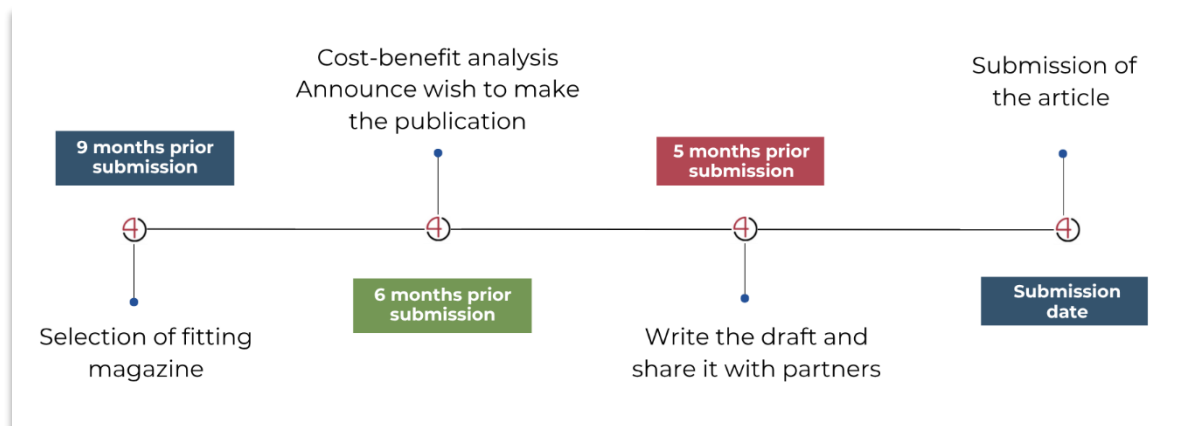


Figure 18: Data4Food2030 steps for article submission

Policy Recommendation Reports

The project has developed the structure and ownership plan for four policy recommendation reports. These reports, to be produced using the MakingSpeechTalk crowdsourcing tool, will support governance and policy innovation for the DE4FS. Specifically:

- Two reports for policymakers will be led by VUB and BSC.
- Two reports for food sector stakeholders will be led by WR and INRAE.

Drafting activities were initiated in RP2, and all four reports are expected to be published in RP3, in conjunction with relevant policy events and thematic deliverables.

Progress/achievements so far

During the second reporting period (M19–M36), the consortium delivered its first peer-reviewed publication, initiated several additional manuscripts, published initial industry-facing

content, and advanced planning for four policy recommendation reports. These achievements lay the foundation for meeting the project's dissemination targets by M48.

Table 18: Scientific and Policy Publications per partner

D2- Scientific and policy publications	Target	Sum	WR	RFF	INRAE	WU	VUB	INTRA	EFFoST	EUROFIR	BSC	EPS	ANYSOL	WRLS	LAKES	ADH	IFIP
D2.1 Collective papers	>5	6	2		2	2											
D2.2 Collective book	1	1				1											
D2.3 Articles in industry magazines	>15	16		3				1	5	2		1	1	1	1	1 (RFF)	1
D2.4 Recommendation report for policy makers	>1	2					1				1						
D2.5 Recommendation report for food sector stakeholders	>1	2	1		1												

Table 19: Scientific and Policy Publications per Reporting Period

D2- Scientific and policy publications	Target	Sum	RP1 (M1-18)	RP2(19-36)	RP3(37-48)
D2.1 Collective papers	>5	6		2	4
D2.2 Collective book	1	1			1
D2.3 Articles in industry magazines	>15	16	4	6	6
D2.4 Recommendation report for policy makers	>1	2			2
D2.5 Recommendation report for food sector stakeholders	>1	2			2

3.2.3. Ecosystem building

This dissemination area refers to the efforts undertaken by Data4Food2030 to connect with, contribute to, and benefit from broader communities working at the intersection of data, food systems, sustainability, and innovation. The aim is to strengthen the project's integration into relevant networks and foster reciprocal exchange with key stakeholders, platforms, and institutional actors at EU and national levels.

During the second reporting period, Data4Food2030 actively expanded its ecosystem through strategic representation in the Food2030 network and participation in key EU-level events. The project contributed to high-level workshops, shared lessons from its case studies, and supported broader dialogues around the role of data in sustainable food system transformation. Notably, it took part in the “Working Towards Transformative Food System Innovation” workshop, held in March 2024 in Brussels, contributing to policy discussions on data transparency, governance, and ethics. This was followed by the project's participation in the “Shaping the Future of Food Systems” workshop on 6–7 March 2025, also in Brussels, where consortium members shared insights on trust in digital innovation, inclusive access to data infrastructures, and the relevance of data impact indicators for system resilience and sustainability.

In parallel, the project strengthened its presence in the data innovation ecosystem through participation in the Task Force Agrifood of the Big Data Value Association (BDVA), reinforcing connections with key actors working on digital transformation and data governance in Europe. Data4Food2030 also engaged with the Data Spaces Support Centre (DSSC), particularly through Case Study 1, contributing to ongoing dialogues on interoperability, governance frameworks, and best practices in the emerging data space landscape. Furthermore, the project was represented in the GAIA-X Agriculture Working Group, through the active involvement of LUKE, aligning with pan-European efforts to establish federated, secure, and sovereign data infrastructures in the agri-food domain.

The project was also actively represented at the Synergy Days 2024 Conference in Barcelona, (October 2024), where it hosted three interactive workshops, maintained a dedicated exhibition booth, and engaged in exchanges with other Horizon Europe initiatives.

These activities have been tracked internally under the KPI category for representation in working groups and networks (D3.1 and D3.2). Both indicators exceeded their targets by M36, with new participations reported during RP2, reinforcing the project’s embeddedness in the broader European ecosystem.

Progress/achievements so far

During the second reporting period (M19–M36), the project enhanced its ecosystem-building efforts through strategic participation in European platforms, policy workshops, and thematic working groups. These engagements reinforced Data4Food2030’s visibility in the data-for-food landscape, opened new channels for collaboration, and contributed to shaping governance and innovation agendas aligned with the project’s objectives. Progress in this area remains fully on track, with ecosystem-related KPIs successfully achieved by the end of RP2.



Figure 19: Data4Food2030 at Food2030 events

Table 20: Ecosystem Building KPIs per Partner

D3- Ecosystem building	Target	Sum	WR	RFF	EV ILVO	ATB	VUB	INTRA	EFFoST	EUROFIR	LAKES	ADH
D3.1 Representation in food networks	>5	6	1	1	1	1			1	1		
D3.2 Representation in data networks	>5	6			2	1	1	1			1	1 (EV ILVO)

Table 21: Ecosystem Building KPIs per Reporting Period

D3- Ecosystem building	Target	Sum	RP1 (M1-18)	RP2(19-36)	RP3(37-48)
D3.1 Representation in food networks	>5	6	1	2	3
D3.2 Representation in data networks	>5	6	1	2	3

3.2.4. Synergies with initiatives

This subsection focuses on activities undertaken to foster collaboration with related national and international R&I initiatives, as well as Horizon Europe projects addressing similar challenges in food systems and data governance. The emphasis is on joint dissemination, shared use or exchange of data, co-organisation of activities, and aligned participation in strategic events.

During the second reporting period, Data4Food2030 demonstrated a strong commitment to cross-project collaboration by participating in several high-impact synergy-building actions. These efforts reinforced the project's positioning within the wider Horizon Europe ecosystem and created opportunities for visibility, learning, and alignment.

In October 2024, Data4Food2030 participated in the Synergy Days 2024 in Barcelona, engaging in strategic sessions that showcased the complementarity between EU-funded initiatives in the agri-food and digital sectors. The project contributed to discussions on data governance and sustainability, while also exploring collaboration opportunities with other Horizon Europe projects active in these domains.

The project also co-organised a joint session with the FoodDataQuest project during the 38th EFFoST International Conference in November 2024. The session brought together experts to discuss the role of fair data in supporting sustainable food systems and highlighted complementarities in both projects' approaches to data transparency, trust, and innovation uptake.

An additional example of targeted collaboration involved project partner AnySolution in the context of the I4DATA case study in the Balearic Islands. Working with the local farm Son Pou de San Majorala, this initiative explored how agricultural and environmental data could be shared and reused to support more efficient and sustainable practices. It also enabled exchanges with local actors, including the regional government and the University of the Balearic Islands, and integrated data streams from the NADIA platform to enhance interoperability and long-term usability.

These synergy actions were monitored and recorded under the KPI category D4 – Synergies with initiatives. Two formalised cross-project collaborations were reported during RP2, aligned with the project's qualitative and quantitative objectives for cross-initiative engagement. These entries are verifiable through event documentation and internal reporting logs.

Progress/achievements so far

During the second reporting period (M19–M36), the project advanced its cooperation with other initiatives through joint events, thematic alignment, and case study-based collaboration. Two formally reported synergy actions contributed to knowledge exchange, network expansion, and the amplification of project messages in relevant European and regional contexts.



Figure 20: Data4Food2030 presentation at Synergy Days 2024

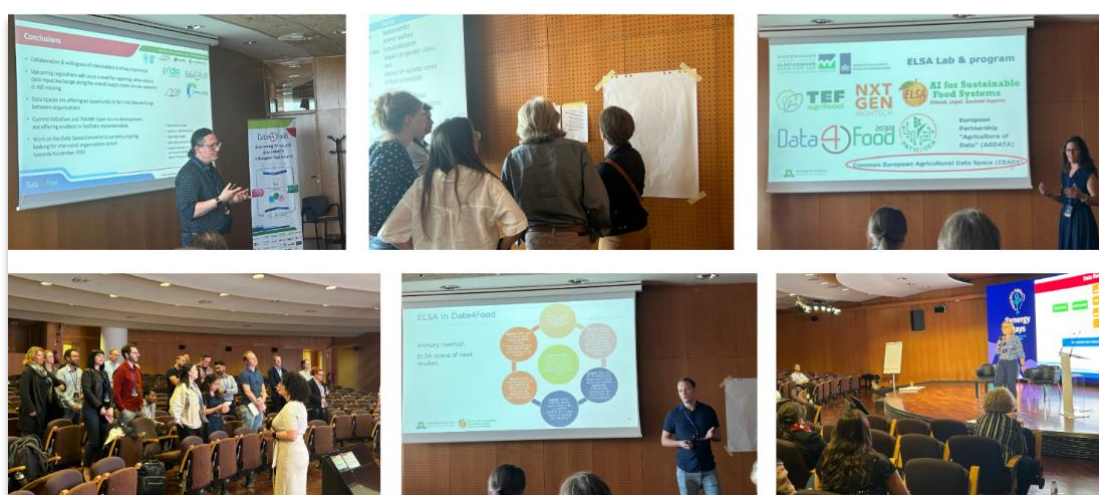


Figure 21: Data4Food2030 workshops at Synergy Days 2024



Figure 22: Joint Data4Food2030/FoodDataQuest session at 38th EFFoST International Conference 2024



Figure 23: AnySolution collaboration agreement with Son Pou de San Majorala

Table 22: Synergies with initiatives KPI per Partner

D4- Synergies with initiatives	Target	Sum	WR	RFF	INRAE	EV ILVO	ATB	WU	LC	VUB	INTRA	EFFoST
D4.1 Organize joint D&C activities and share data with related national and international R&I activities and Horizon funded projects	>8	9	2	1	1	1	1		1	1		1

Table 23: Synergies with initiatives KPI per Reporting Period

D4- Synergies with initiatives	Target	Sum	RP1 (M1-18)	RP2(19-36)	RP3(37-48)
D4.1 Organize joint dissemination & communication activities and share data with related national and international R&I activities and proposals funded under Horizon	>8	9	1	4	4

3.2.5. Internal dissemination

This dissemination area focuses on the internal sharing and amplification of project-related activities within the consortium. It includes the promotion of partners' events, cross-posting of news and updates through institutional channels, and the integration of project visibility across partners' communication infrastructures such as websites, newsletters, and media activities. These internal flows are essential to maintaining coherence, expanding reach, and ensuring that all consortium members contribute to the project's overall visibility.

During the second reporting period, partners actively shared updates on project-related activities, events, and milestones through their internal and external communication channels. Information about workshops, case study activities, and major deliverables was regularly disseminated among the consortium, enabling coordinated outreach and mutual reinforcement. This internal exchange was further supported through WP6 coordination and the use of shared templates and planning tools.

Project news and event announcements were also disseminated through partner websites, social media accounts, and institutional newsletters, extending the visibility of Data4Food2030 to audiences beyond the core channels. While practices varied slightly across organisations, the majority of partners contributed to ensuring regular visibility and cross-promotion. The use of internal newsletters, mailing lists, and participation in each other's events further strengthened the sense of cohesion and shared dissemination purpose across the consortium.

Internal dissemination activities were also captured through the project's internal monitoring procedures. Several partners formally documented their contributions during RP2, including institutional promotion of workshops and deliverables, shared updates on case study progress, and cross-posting of project news through partner websites and communication channels. These actions supported the internal flow of information and reinforced coherent messaging across the consortium.

Notably, the project's contribution to the 38th EFFoST International Conference, where it co-organised a joint session with the Horizon Europe project FoodDataQuest, also reflected strong internal coordination, as a project partner played an active role in facilitating the session and ensuring visibility within their institutional framework.

Progress/achievements so far

During the second reporting period (M19–M36), the consortium maintained consistent internal dissemination practices, supported by planning tools and partner-specific channels. Four activities were formally recorded, confirming sustained engagement in cross-promotion, internal alignment, and mutual amplification of project visibility.



Figure 24: Data4Food2030 at the 38th EFFoST International Conference 2024

Table 24: Internal Dissemination KPIs per Partner

D5- Internal dissemination	Target	Sum	WR	RFF	INRAE	EV ILVO	ATB	WU	LC	VUB	INTRA	EFFoST	EUROFIR	BSC	SGGW	TSE	EPS	ANYSOL	ITC	WRLS	LAKES	ADH	IFIP	UM	UHLAVA	LUKE
D5.1 Participation in partners' events	>9	10	2	1	1	1	1		1	1		1	1													
D5.2 Project links on partners' websites	24	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	4	1	1	1	1

Table 25: Internal Dissemination KPIs per Reporting Period

D5- Internal dissemination	Target	Sum	RP1 (M1-18)	RP2(19-36)	RP3(37-48)
D5.1 Participation in partners' events	>9	10	2	4	4
D5.2 Project links on partner websites	24	24		24	

3.2.6. Standardisation contribution

This dissemination area refers to the project's engagement with external standardisation bodies, working groups, and related initiatives that contribute to the definition, alignment, or operationalisation of standards in data sharing, governance, and interoperability. Standardisation efforts are particularly relevant for the long-term uptake and transferability of project results across contexts and sectors.

During the second reporting period, groundwork was laid for meaningful contributions to standardisation, particularly through the project's case study activities. Several case study partners began aligning their activities with relevant working groups, national and EU-level platforms, and emerging data-related standards applicable to agri-food systems.

Although formal representation in standardisation bodies is still under development, partners involved in the implementation of case studies—especially those focused on interoperability, data reuse, and governance models—actively explored how project outputs can contribute to ongoing conversations around best practices and regulatory alignment.

D6.2 Communication, outreach, and impact maximisation

These efforts are being coordinated at both task and work package level, with internal exchanges informing a gradual and evidence-based approach. Standardisation-related actions were formally tracked under the D6 KPI category during RP2, with three activities reported by consortium members. These included contributions to interoperability working groups, alignment with data governance principles, and engagement with emerging reference frameworks.

Progress/achievements so far

During the second reporting period (M19–M36), the project made initial progress toward standardisation alignment by exploring synergies with relevant frameworks and preparing contributions through its case study work. Three standardisation-related actions were formally reported, setting the stage for more mature and targeted engagement in the final phase of the project.

Table 26: Standardization contribution KPIs per Partner

D6- Standardization contribution	Target	Sum	WR	INRAE	EV ILVO	WU	LC	VUB	ADH
D6.1 Representation in working groups	>3	4	1	1	2				1 (EV ILVO)
D6.2 Participate in standardization meetings	>5	6	2	1		1	1	1	

Table 27: Standardization contribution KPIs per Reporting Period

D6- Standardization contribution	Target	Sum	RP1 (M1-18)	RP2(19-36)	RP3(37-48)
D6.1 Representation in working groups	>3	4		2	2
D6.2 Participate in standardization meetings	>5	6		3	3

Partner-specific dissemination KPIs are summarised in [Annex K](#).

4. Communication Activities

Data4Food2030 aims to raise public awareness of the project through a range of strategically planned actions that are accessible to internal and external stakeholders, the media and general public and will:

- Communicate impacts and benefits of the project and its results for the duration of the project and after, by integrating various activities, tools, and channels.
- Customise communication activities for different countries, regions, and subgroups of the population.

4.1. Communication KPIs

The Data4Food2030 project operates under a collaborative framework where the dissemination and communication efforts outlined in the DEC plan are collectively undertaken by each consortium partner.

Acknowledging the diversity of expertise within the consortium, KPIs have been strategically assigned to individual partners. Table 28 provides an overview of this distribution. In addition, to reflect the project's progress in time, KPIs have also been distributed to the 3 Reporting Periods of its duration. Table 29 provides an overview of this distribution.

The list of allocated KPIs has been rigorously validated by the project coordinator and subsequently shared with all partners. Should any partner encounter challenges in fulfilling their assigned KPIs, a collaborative discussion will be initiated to explore alternative solutions. Changes, if deemed necessary, will be duly documented in subsequent iterations of the DEC plan.

Collectively, all partners play a pivotal role in project communication and result dissemination. Tailored to the unique strengths, experiences, and resource allocations of each partner, the KPIs and targets have been meticulously outlined. These individualized tables are integrated within each partner's reporting sheet for ready reference. In our relentless pursuit to share project outcomes and amplify impact through diverse expertise and networks, this concerted effort ensures that our goals are effectively communicated and realized. The detailed breakdown of KPIs per partner is presented in the ensuing tables.

The reporting mechanism already described in Section 2.6 will help maintain accountability and achieve these targets.

* Please note that ADH is no longer part of the consortium, and its KPIs have, where possible, been re-assigned to other project partners. Regarding the project's dissemination KPIs the following re-distribution took place:

- C1.5 - Distribution of promotional material (digital/printed): 150 re-distributed to RFF
- C2.2.- Blog posts on the website: 1 re-distributed to RFF
- C3.2 - Social media posts: 3 re-distributed to RFF

D6.2 Communication, outreach, and impact maximisation

Table 28: Communication KPIs per partner

Communication KPIs	Target	Sum	WR	RFF	INRAE	EV ILVO	ATB	WU	LC	VUB	INTRA	EFFOST	EUROFI R	BSC	SGGW	TSE	EPS	ANYSOL	ITC	WRLS	LAKES	ADH	IFIP	UM	UHLAV A	LUKE	
C1- Branding & material																											
C1.1 Creation of visual identity and motto	1	1		1																							
C1.2 Design of flyers	>3	4		4																							
C1.3 Design of banners	>5	6		6																							
C1.4 Translation of banners	9	9		9																							
C1.5 Distribution of promotional material (digital/printed)	>3000	3100	300	250	200	150	150		100	100		400	400				150	150	150	150	150	150 (RFF)	150		150		
C2- Data4Food2030 website																											
C2.1 Design of the website	1	1		1																							
C2.2. Blog posts on the website	>50	51	4	17	3	2	2		4	1	2	2	2	1	1		1	1	2	1	1	1 (RFF)	2	1	1	1	1
C3- Social Media																											
C3.1 Social media channels	5	5		5																							
C3.2 Social media posts	>90	91	5	20	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3 (RFF)	3	3	3	3	3
C4- e-newsletter and Email campaigns																											
C4.1 Quarterly newsletters (with > 2.000 subscriptions & > 3.000 interactions)	15	15		15																							
C5- Multiplier Campaign																											
C5.1 Press releases	>8	9	2	4	1	1			1																		
C5.2 TV/radio interviews	>10	11	1	2		1	1										1	1	1	1	1		1				
C6- Multimedia																											
C6.1 Videos with success stories and interviews	>10	11	2	1		1	1										1	1	1	1	1		1				
C6.2 Podcast series (2) episodes	>10	11		11																							

Table 29: Communication KPIs per Reporting Period

Communication KPIs				
C1- Branding & material	Target	RP1 (M1-M18)	RP2 (M19-36)	RP3 (M37-M48)
C1.1 Creation of visual identity and motto	1	1		
C1.2 Design of flyers	>3	1	2	1
C1.3 Design of banners	>5	2	2	2
C1.4 Translation of banners	9	9		
C1.5 Distribution of promotional material (digital/printed)	>3000	600	1250	1250
C2- Data4Food2030 website				
C2.1 Design of the website	1	1		
C2.2. Blog posts on the website	>50	14	19	18
C3- Social Media				
C3.1 Social media channels	5	5		
C3.2 Social media posts	>90	25	33	33
C4- e-newsletter and Email campaigns				
C4.1 Quarterly newsletters (with > 2.000 subscriptions & > 3.000 interactions)	15	6	6	3
C5- Multiplier Campaign				
C5.1 Press releases	>8	2	4	3
C5.2 TV/radio interviews	>10	2	5	4
C6- Multimedia				
C6.1 Videos with success stories and interviews	>10		4	7
C6.2 Podcast series (2) episodes	>10		6	5

4.2. Communication Tools and Channels

4.2.1. Visual Identity

To target the broadest possible audience, Data4Food2030 has created a strong, memorable brand that visually reflects the unique identity and objectives of the project. Data4Food2030 will exploit multiple digital platforms to share updates and results and to stimulate ongoing dialogue with stakeholders. Posts, and other inputs will be curated to the target audiences at a frequency of twice per month to demonstrate consistency and accessibility.

The visual identity is the visible representation of the project. A strong visual identity combines images, colours and shapes to create a powerful, memorable message to the viewer. Data4Food2030's visual identity was created considering the following:

- **Simplicity:** The selected visual identity must be able to tell the story in a simple manner.
- **Relevance:** An appropriate aesthetic that can be easily correlated with the project objectives.
- **Uniqueness:** The elements selected must lead to the design of a recognisable and unique visual identity.
- **Versatility:** A logo that can be easily used in different communication channels (digital and printed).
- **Memorability:** Colours and design of the logo must make it easy to remember.

4.2.2. Logo

The logo will be used in all internal and external communication and dissemination activities (project website, presentations, flyers, press releases etc.) to help enhance brand continuity and raise awareness. Eight logo variations have been selected for different uses ([Annex A](#)). The most frequently used logo for the communication and dissemination material is shown in Figure 25:



Figure 25: Data4Food2030 logo

4.2.3. EU Emblem

All Data4Food2030's deliverables will follow the requirements set out by the European Commission and will include the EU flag and the source of funding as shown in Figure 26.



Figure 26: EU Emblem

The ready-to-use EU emblem including the funding statement can be downloaded in all EU languages⁴.

4.2.4. Disclaimer for publications

In addition to the EU Emblem, all dissemination and communication material must include the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”⁵

4.2.5. Colour Palette

The colour palette (Figure 27) was selected to represent the project’s values. The colours are optimised for use on both screen (RGB) and print (CMYK) and the contrast is high enough for black and white printing. The project’s brand book is provided in [Annex I](#).

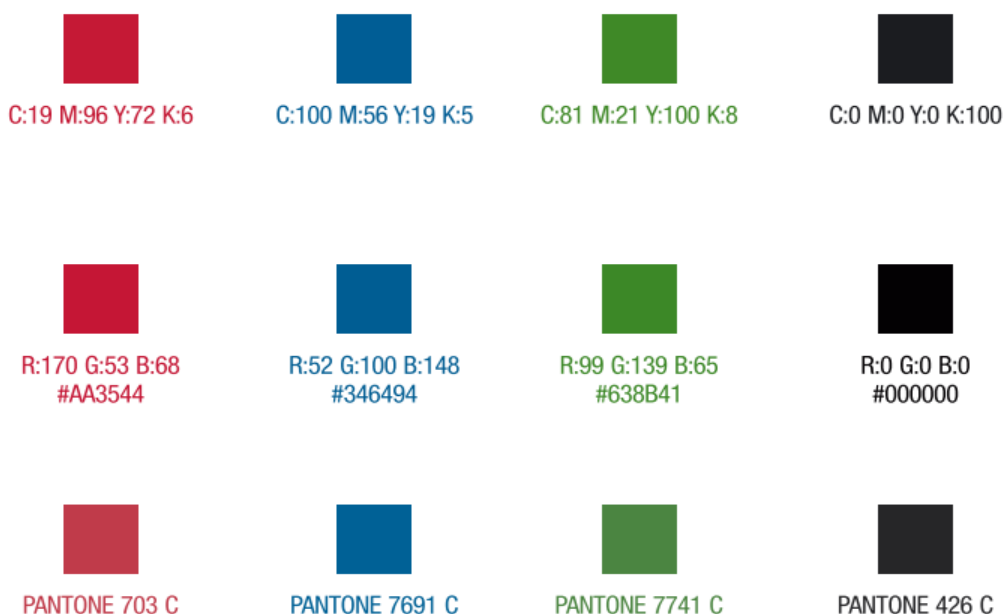


Figure 27: Data4Food2030 colours

⁴Download Centre for Visual Elements. https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/

⁵ Based on the Annotated Model Grant Agreement: V0.2 DRAFT– 30.11.2021. For any changes, the DEC plan will be updated accordingly.

4.2.6. Templates

Data4Food2030 will be presented in numerous events, conferences, meetings as well as other occasions to disseminate project developments and results.

The Data4Food2030 meeting template A set of two backgrounds have been prepared for partners to use when presenting in online meetings and webinars (Figure 28).



Figure 28: Project Meeting backgrounds

The Data4Food2030 presentation template (ppt) has been designed in line with the Data4Food2030's graphic identity to maintain consistency, professionalism and promote its recognition. Two versions have been created and shared with partners:

- A set of blank ppt slides have been made available to partners to create their own presentations while maintaining the project's visual identity (Figure 29);
- In addition, a series of slides have also been created presenting the basic information of the project and can be used as a standalone presentation or as an introduction to the project within a partner's specific presentation ([Annex L](#)).



Figure 29: Data4Food2030 Presentation Template

The **Data4Food2030 deliverable template (doc)** is also consistent with communication and dissemination material graphic identity and will be used by the consortium partners for the development of all project deliverables. The deliverable template has a cover page that displays the project's logo in a prominent position, its acronym, deliverable information (number, full title, the work package number, and title) as well as the writer's information (Figure 30 – [Annex D](#)).



Figure 30: Data4Food2030 Deliverable Template

The **Data4Food2030 text template**: 2 additional basic templates for written communication, includes the logo, and the EU emblem to maintain consistency with the project's visual identity (Figure 31).



Figure 31: Data4Food2030 Basic Text Templates

4.2.7. Brochure

Brochures are being distributed at the project's events (regional and national workshops, European Contest) to provide concise project information relevant to the target groups. Four brochures will be created in total for this purpose, exceeding the target of three, throughout the project's duration; each of these will be available for distribution during the three different phases of the project. Partners are responsible for translating the brochures in their own languages, to facilitate better comprehension and distribution to the local and regional stakeholders. So far, two out of the four planned brochures have been developed and translated into the partners' languages. The first brochure, released during RP1 (Figure 33), introduced the Data4Food2030 project.

Progress/achievements so far

During the second reporting period (M19–M36), the second brochure was published (Figure 32), focusing on the Data4Food2030 Monitor. The third brochure (second within RP2) is currently under development and will focus on future scenarios for food systems, as derived from the activities of WP4. It is scheduled for release in M36, at the end of RP2. To further disseminate these materials, a total of 2,671 brochures have been distributed, both in print and digitally, through events and via the Data4Food2030 website. Specifically, during RP2 (M19–M36), 1,461 materials were distributed, surpassing the initial target of 1,250 items.



Figure 33: Data4Food2030 Monitor brochure



Figure 32: Data4Food2030 General 3-fold Brochure

4.2.8. Banner

Roll-up banners are a key visual communication tool used to enhance the visibility and recognition of the Data4Food2030 project at physical events. To date, six roll-up banners have been developed, exceeding the project's original KPI target. These have been distributed among consortium partners and translated into all official partner languages ([Annex C](#)), ensuring accessibility and relevance across regions.

The three roll-up banners developed during the first reporting period were designed to highlight distinct aspects of the project. One focused on introducing the project's core concepts and consortium, while the other two presented the nine case studies and outlined the stakeholder dialogue methodology—an essential component of the project's participatory approach.

Progress/achievements so far

During the second reporting period (M19–M36), and as the project has advanced, three newer roll-up banners have been created to reflect this progress, surpassing the initial target of two banners that were assigned for this period. These include presentations of the methodological framework used to examine food system actors' perceptions and experiences of the data economy. They also feature calls to action, such as a QR code for direct access to the Data4Food2030 Monitor, alongside updated visuals and content from the case studies. Together, these roll-up banners reinforce the project's narrative, support stakeholder engagement, and ensure a consistent and impactful presence across all physical events.



Figure 34: Data4Food2030 banners

4.2.9. Posters

As an additional communication activity beyond the project's KPIs, RFF developed two impactful posters presenting the PIGLink and DIRECT case studies. These materials were specifically created for the Synergy Days 2022, with the strategic objective of introducing and promoting the newly launched project to the conference participants. ([Annex C](#)).

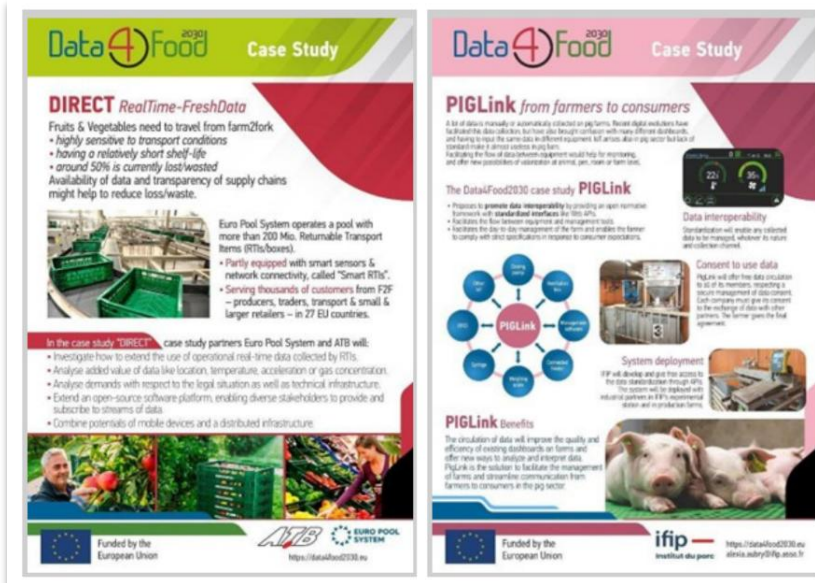


Figure 35: Data4Food2030 posters

Table 30: Data4Food2030 Branding & Material KPIs per partner

C1- Branding & material	Target	Assigned	WR	RFF	INRAE	EV ILVO	ATB	LC	VUB	EFFOST	EUROFIR	EPS	ANYSOL	ITC	WRLS	LAKES	IFIP	ADH	UHLAVA
C1.1 Creation of visual identity and motto	1	1		1															
C1.2 Design of flyers	>3	4		4															
C1.3 Design of banners	>5	6		6															
C1.4 Translation of banners	9	9		9															
C1.5 Distribution of promotional material (digital/printed)	>3000	3100	300	250	200	150	150	100	100	400	150	150	150	150	150	150	150	150	150

Table 31: Data4Food2030 Branding & Material KPIs per Reporting Period

C1- Branding & material	RP1 (M1-M18)	RP2 (M19-36)	RP3 (M37-M48)
C1.1 Creation of visual identity and motto	1		
C1.2 Design of flyers	1	2	1
C1.3 Design of banners	2	2	2
C1.4 Translation of banners	9		
C1.5 Distribution of promotional material (digital/printed)	600	1250	1250

4.2.10. Data4Food2030 Website

The project’s website (Figure 36) is the primary communication and dissemination platform for target groups and Data4Food2030’s stakeholders to access the project’s development and results. A landing page was released on M1, and the full website was launched in M3. The website is regularly updated with contributions from all partners. It hosts all public dissemination deliverables (once approved by the EC), and continues to promote relevant content (news, editorials, videos, events, etc.) for key stakeholder groups, thus engaging them in the content and objectives of the project.



Figure 36: Website overview

Technical aspects

The website is mobile friendly, increasing accessibility and maximising the impact of the project. Data4Food2030's website has a twofold role as it will serve as the principal reference point for the project, explaining the project's aims, providing new updates, documents and resources for download and enabling access to the project's social media accounts. Delivered in M3, the Data4Food2030 website is hosted at www.data4food2030.eu and contains the following sections and features:

Key Features & Structure

Beyond the main sections The Project (including [About Data4Food2030](#), [Consortium](#) and [Stakeholder Dialogue](#)), [Data4Food2030 Monitor](#) (formerly the Monitoring System), [Case studies](#), Newsroom and [Contact us](#), which were presented in detail in the deliverable D6.1, several updates and additions were made to the Data4Food2030 website, during the second reporting period.

Updates and additions during the second reporting period (M19-M36)

- **Link with [Zenodo](#):** A homepage banner linking directly to the project's [Zenodo](#) page for easy access to the Data4Food2030' scientific publications.

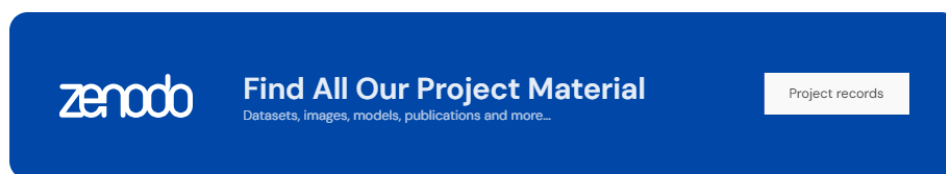


Figure 37: Banner on Data4Food2030 website leading to Zenodo

- **[Podcasts](#):** This feature was recently added to the Newsroom tab as a one-stop shop for all podcasts produced by the Data4Food2030 project. Visitors can access all episodes released to date, each accompanied by a brief description summarizing its content. Interactive buttons allow direct access to the podcasts on YouTube and Spotify.

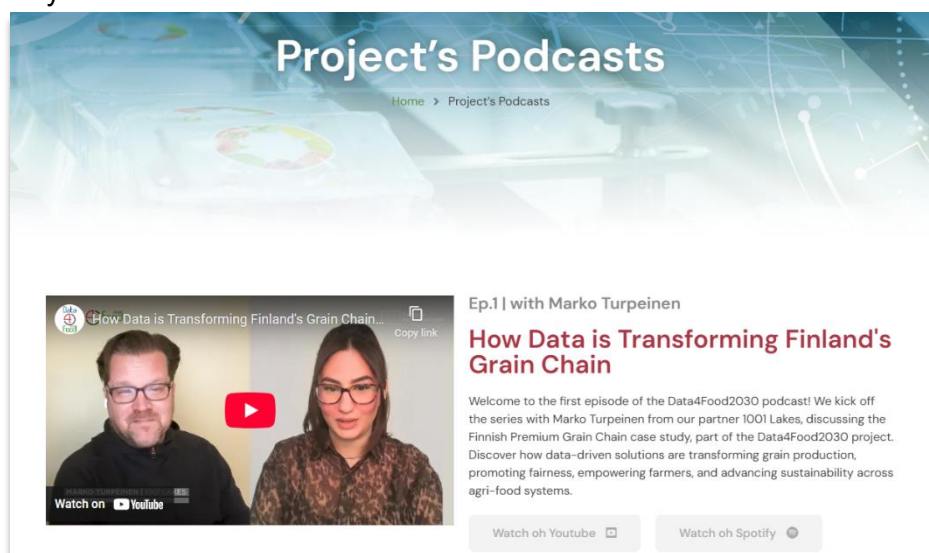


Figure 38: Data4Food2030 Podcasts section overview

- Link with [CORDIS](#): Addition of a button to the homepage's footer directing to the Data4Food2030's page on [CORDIS](#).

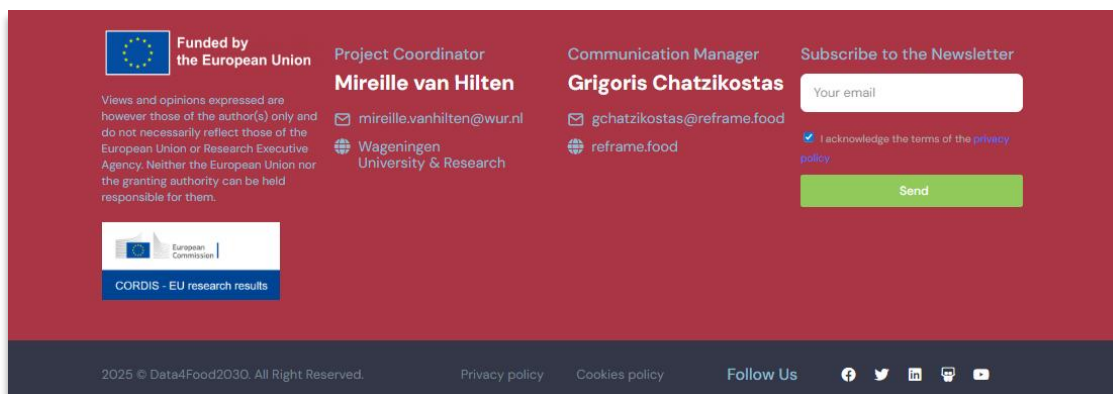


Figure 39: Data4Food2030 homepage / CORDIS button addition

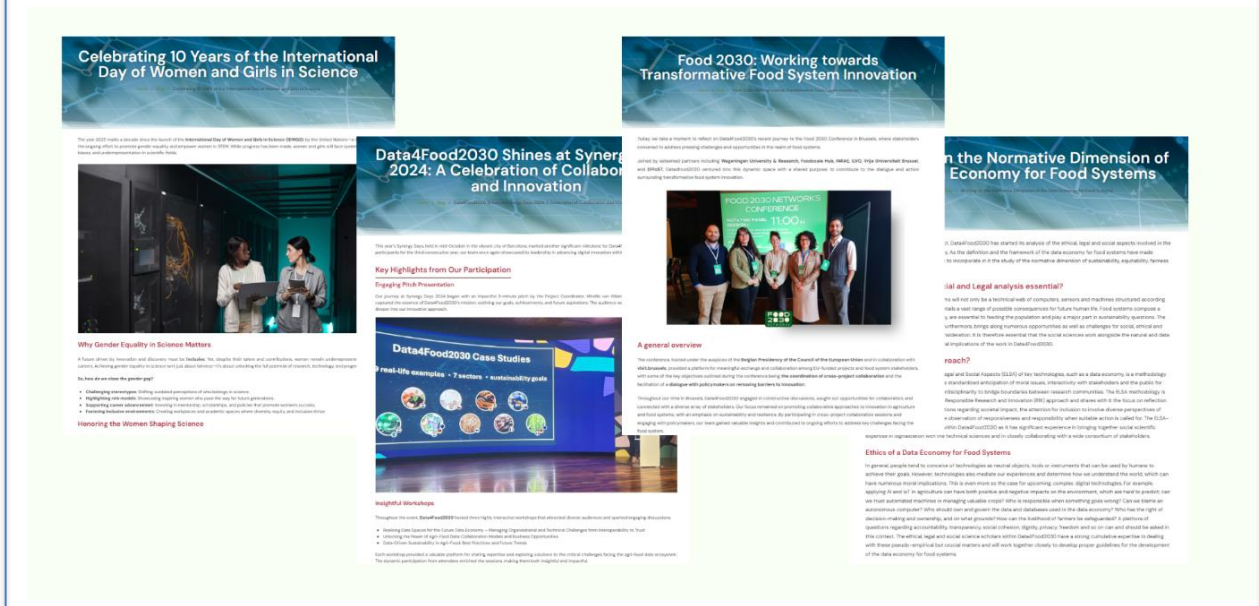
- **Newsletter:** continuous upload of **newsletters**, in the respective section under 'Newsroom' ensuring visibility and accessibility to all issues published to date.
- **Deliverables:** All the project's public deliverables are added in this section and are available in a pdf format, once they are submitted and accepted by the Project Officer.
- **Blog:** Blog posts are regularly created for the project and are featured in this section, under 'Newsroom' to inform stakeholders of all project's activities, upcoming events, as well as interesting topics and resources relevant to the project.

Upcoming updates and additions

- **Stakeholder Dialogues:** The section will be expanded to include the scenarios, when these are complete.
- **Data Economy:** The final definition will be included in this section as well as a glossary of relevant terms.
- **Data4Food2030 Monitor:** Additional information will be provided, including a button to directly link with the Data4Food2030 Monitor's respective website.
- **Case studies:** The Data4Food2030 podcast episode will be added in the respective case study.

Progress/achievements so far

During the second reporting period (M19–M36), **29 blog posts** were published on the project's Blog, under the Newsroom tab, **exceeding the initial target of 19** that was set for this period. In total, **41** of the targeted 50 blog posts have been published since the beginning of the project, highlighting the project's news and updates, partners' activities and related interesting reads for the website visitors. The majority of the blog posts are also featured in the newsletter for enhanced visibility.



4.2.10.1. Project's Website Analytics

To monitor the performance of the Data4Food2030 website, the **Google Analytics** tool, a web analytics service offered by Google that tracks and reports website traffic is utilised. This section will provide an overview of the most important statistics retrieved from Google Analytics:

- **The users' number and analytics**
- **The users' location when navigating on the website**
- **The content with the highest engagement**
- **The channel via which they accessed the Data4Food2030 website.**

Regarding the period of January 2024 until July 2025, the number of website users (total number of visitors) has reached 7.7K and the total event count (total interactions with different elements of the websites) has reached 49K, as presented in Figure 39.

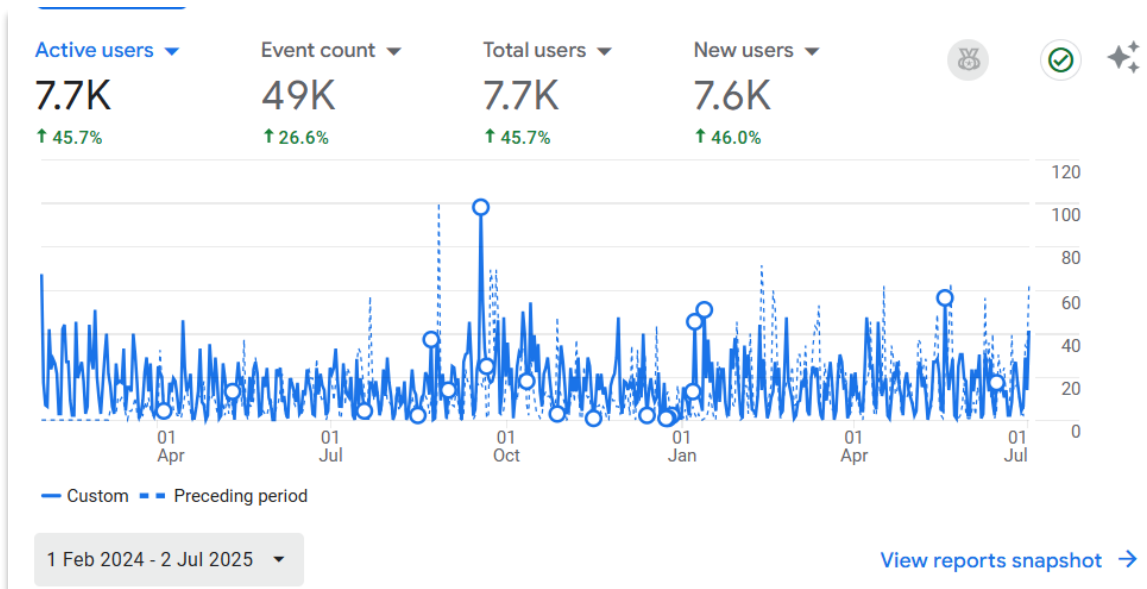


Figure 40: Data4Food2030 website total users and event count [01 Feb 2024 - 02 Jul 2025]

Notably, since the project’s inception in September 2022, the Data4Food2030 website has attracted a total of 13K users and recorded 88K events. This strong performance underscores growing engagement and interest in the platform, reflecting an expanding curiosity among users about the data economy in food systems and the underlying concepts. Such metrics highlight the project’s relevance and its success in reaching a broad audience within this emerging field.

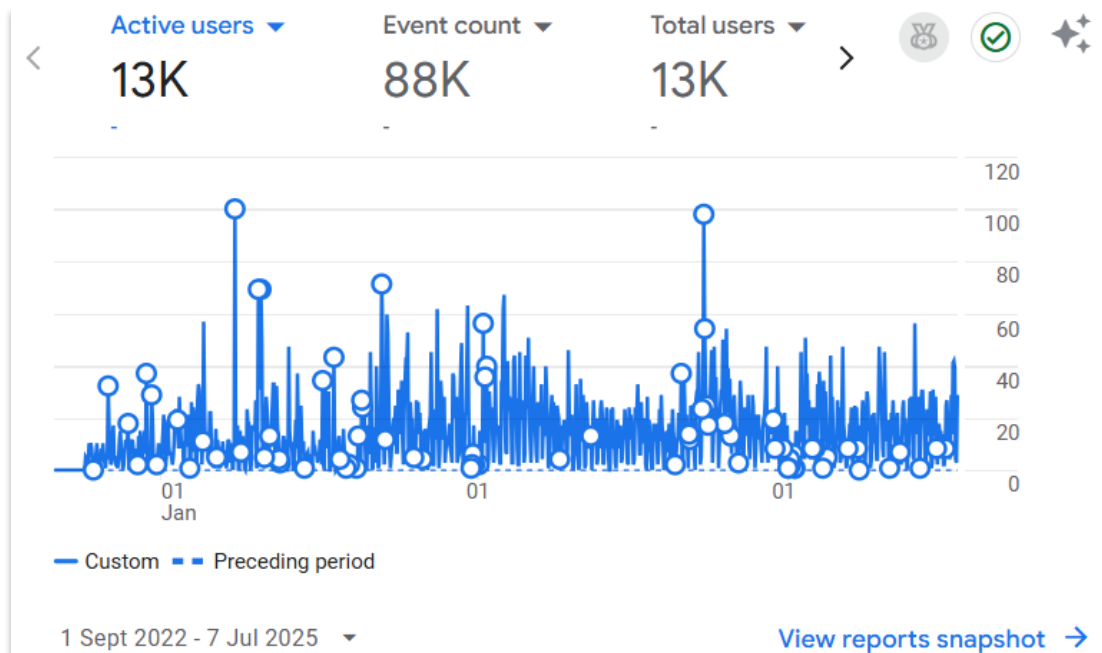


Figure 41: Data4Food2030 website total users and event count [01 Sep 2022 - 07 Jul 2025]

Figure 42 shows the ranking of the countries with the most users engaging with the website since the beginning of the project. The Netherlands has the most users, with 1.1K, followed by the United States (854), Belgium (808), France (671), and Greece (662). The users’

distribution by country suggests that countries where project partners come from, are most likely to be in the top positions of the website’s users.

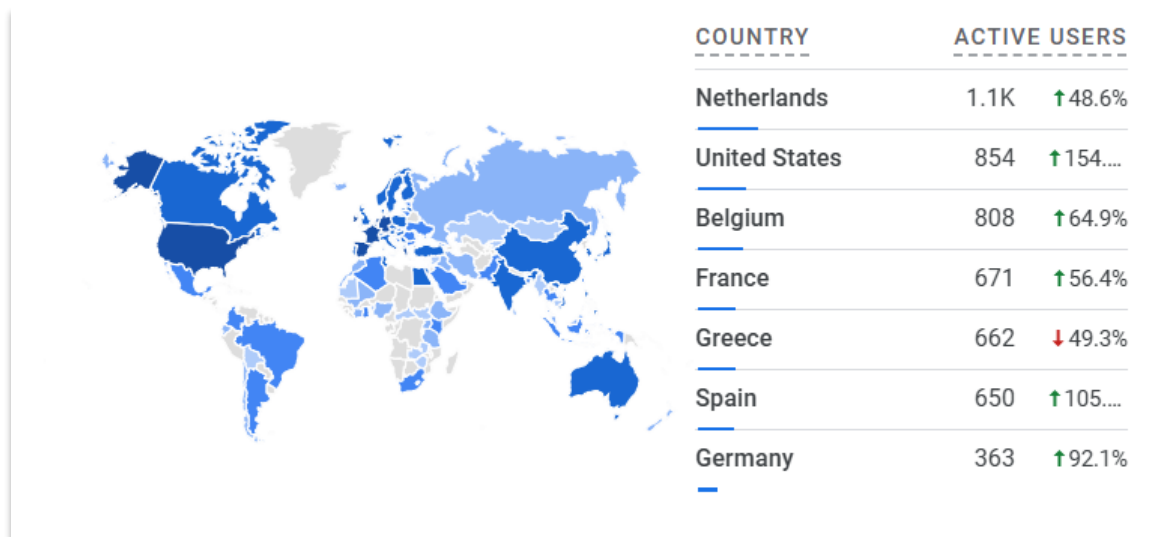


Figure 42: Data4Food2030 website visitors filtered by country [01 Feb 2024 - 02 Jul 2025]

Figure 43 presents the most visited pages of the website during the period from 1 February 2024 to 6 July 2025. The project’s landing page, where the basic information is provided, ranks as the most visited, followed by a variety of blog posts featuring project news, updates, and case studies. These content types appear to attract the most user interest. During this period, the website recorded a total of 15,418 page views, with an average engagement time of 37 seconds per page.

Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count
Total	15,418 (100% of total)	7,758 (100% of total)	1.99 (Avg 0%)	37s (Avg 0%)	49,398 (100% of total)
1 /	3,755 (24.35%)	2,607 (33.6%)	1.44	20s	12,038 (24.37%)
2 /about-data4food2030/	1,819 (11.8%)	1,083 (13.96%)	1.68	33s	5,932 (12.01%)
3 /project/direct/	913 (5.92%)	594 (7.66%)	1.54	29s	3,030 (6.13%)
4 /consortium/	508 (3.29%)	412 (5.31%)	1.23	32s	1,610 (3.26%)
5 /case-studies/	490 (3.18%)	311 (4.01%)	1.58	25s	1,607 (3.25%)
6 /project/piglink/	474 (3.07%)	329 (4.24%)	1.44	29s	1,451 (2.94%)
7 /monitoring-system/	468 (3.04%)	342 (4.41%)	1.37	36s	1,492 (3.02%)
8 /project/i4data/	402 (2.61%)	273 (3.52%)	1.47	35s	1,236 (2.5%)
9 /data-economy/	394 (2.56%)	317 (4.09%)	1.24	44s	1,197 (2.42%)
10 /project/thesis/	336 (2.18%)	264 (3.4%)	1.27	43s	1,055 (2.14%)

Figure 43: Data4Food2030 website Most viewed pages [01 Feb 2024- 06 Jul 2025]

Figure 44 provides an overview of the most common channels through which users accessed the Data4Food2030 website. Direct access is the most common channel, accounting for 6,004 out of 10,463 of the total sessions. A smaller number accessed the website through referral, organic search, organic social and lastly, organic video. **Organic search** stands for a search engine’s method of finding and ranking website content naturally, without the influence of paid advertising, while **organic social** is the channel by which users arrive at the website via non-

ad links on social sites like Facebook or Twitter. **Organic video**⁶ is the channel by which users arrive at the website via non-ad links on video sites like YouTube, TikTok, or Vimeo.

	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count
Total	10,463 100% of total	5,266 100% of total	50.33% Avg 0%	28s Avg 0%	4.72 Avg 0%	49,398 100% of total
1 Direct	6,004 (57.38%)	2,658 (50.47%)	44.27%	21s	4.28	25,693 (52.01%)
2 Organic Search	3,042 (29.07%)	2,044 (38.82%)	67.19%	40s	6.06	18,444 (37.34%)
3 Referral	604 (5.77%)	382 (7.25%)	63.25%	42s	5.64	3,406 (6.9%)
4 Unassigned	343 (3.28%)	1 (0.02%)	0.29%	25s	1.26	433 (0.88%)
5 Organic Social	284 (2.71%)	167 (3.17%)	58.8%	22s	4.82	1,369 (2.77%)
6 Email	10 (0.1%)	6 (0.11%)	60%	16s	4.00	40 (0.08%)
7 Organic Video	2 (0.02%)	1 (0.02%)	50%	28s	6.50	13 (0.03%)

Figure 44: Data4Food2030 website Traffic Acquisition [01 Feb 2024- 06 Jul 2025]

Table 32: Data4Food2030 Website KPIs per partner

C2- Data4Food2030 website	Total	Assigned	WR	RFF	INRAE	EV ILVO	ATB	LC	VUB	INTRA	EFFOST	EUROFIR	BSC	SGGW	EPS	ANYSOL	ITC	WRLS	LAKES	ADH	IFIP	UM	UHLAVA	LUKE
C2.1 Design of the website	1	1		1																				
C2.2. Blog posts on the website	>50	51	4	15	3	2	2	4	1	2	2	2	1	1	1	1	2	1	1	1 (RFF)	2	1	1	1

Table 33: Data4Food2030 Website KPIs per Reporting Period

C2- Data4Food2030 website	RP1 (M1-M18)	RP2 (M19-36)	RP3 (M37-M48)
C2.1 Design of the website	1		
C2.2. Blog posts on the website	14	19	18

4.2.11. Social Media channels

The project aims for a strong social media presence and has established two-way communication channels, to better reach-out and interact with target audiences and the broader public. To enhance interactive communication, 5 media channels were selected (Figure 45) based on the following 3 factors:

- The most effective set of channels to share immediate updates from the project to all stakeholders’ groups.
- The most adequate, valid, and powerful media channels to spread and influence with novel practices, a wide spectrum and number of key-stakeholders; and
- The most popular social media platforms to communicate and interact with various stakeholders.

⁶ Google Analytics: [Dimensions and metrics](#).

Data4Food2030 is already registered and active on the following 5 social media platforms:






				
LinkedIn	Facebook	X (Twitter)	YouTube	Slideshare
Demographics 740 million users Ages 46-55	Demographics 2.7 billion users Ages 25-34	Demographics 353 million users Ages 30-49	Demographics 2.3 billion users All ages	Demographics 80 million users All ages
Purpose Business development Brand awareness	Purpose Building relationships	Purpose Public relations	Purpose Brand awareness Training	Purpose Communication & education enhancement

Figure 45: Data4Food2030 social media accounts & important statistics

The social media described above have been selected to further enhance the multi-actor approach of the project taking into consideration that different kinds of stakeholders require different means of approach.

LinkedIn:

This channel is used for creating awareness and generating networking and collaboration opportunities due to its professional character and style of communication. Data4Food2030 uses this channel to reach all identified target groups, by sharing updates about project key activities.

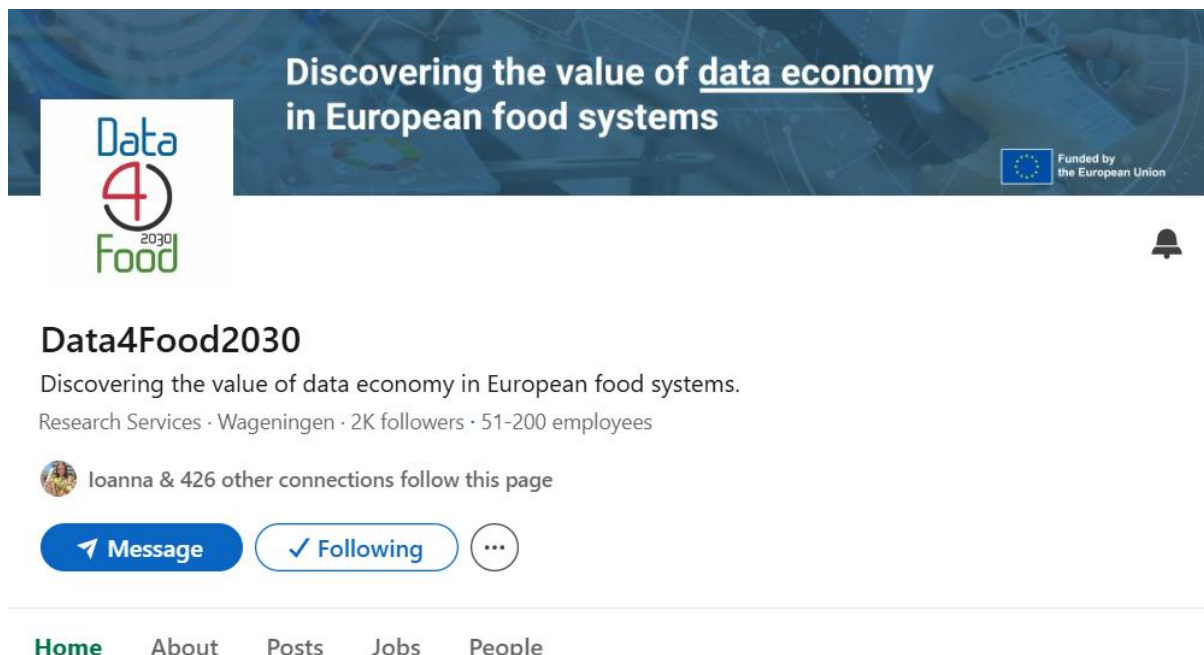


Figure 46: Data4Food2030 LinkedIn account overview

YouTube:

This channel is used for raising awareness and sharing webinars. Data4Food2030 use this channel to reach any stakeholder interested in data economy and food systems by making available: webinar, testimonial videos on the identified case studies, interviews, and outreach videos. Similarly, the content of this social media platform is targeted to all identified target groups of the project.



Figure 47: Data4Food2030 YouTube account overview

Twitter:

This channel is used for building awareness and enhancing public relations. Twitter provides real time updates and quickly spreads information. Data4Food2030 uses this channel to reach all identified target groups by focusing on workshops and events that project partners are attending.



Figure 48: Data4Food2030 Twitter account overview

Facebook:

This channel is used to build relationships and maintain connection with peers and contacts. It is a good platform to build loyalty to the existing network base. The plain language of the messaging makes it easier to deliver content that reaches several target groups regardless of social and business backgrounds. Data4Food2030 uses this channel to reach all identified target groups, including farmers who are mainly using the particular social media channel.



Figure 49: Data4Food2030 Facebook account overview

SlideShare:

This channel is mainly used for communication and education purposes. Project presentations are uploaded for easy access to anyone interested, while also maximising and cultivating more opportunities for future collaborations.

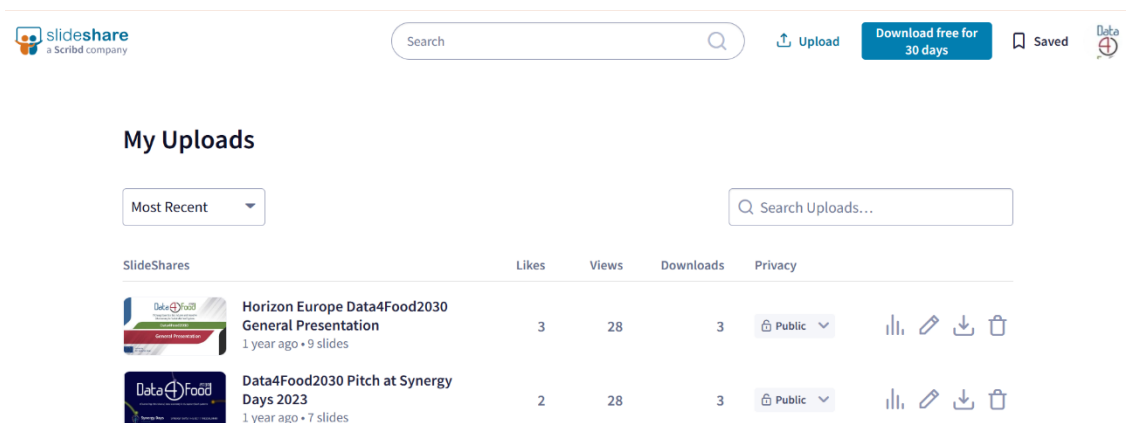


Figure 50: Data4Food2030 SlideShare account overview

To maximise visibility and impact of the project's events and outcomes, Data4Food2030 is exploiting the consortium's pre-established social media networks. This means that partners are expected to share, publish, and retweet content from Data4Food2030's social media accounts and website, which will increase traction for project-related work and increase traffic on partner's websites and social media. Partners are also encouraged to create relevant content to the project's actions and share it through their channels and always tag the project.

After selecting the most appropriate channels there are several parameters that partners should consider when creating social media content:

- **Interactivity** is the main pillar of the generated content and is the best way to reach and engage an audience. Posts will be easily understood by non-specialists to facilitate interaction.
- **Eye-catching posts** will lead to higher conversions with prioritisation into visuals and graphics will make the piece unique.
- **Adaptability** of the social media assets to the format and functionality of the several devices. The asset will be used in such a frame to maximise their placement, especially taking into consideration the placement on mobile devices.

Data4Food2030 Social Media DOs & DON'Ts

A set of recommendations for effective social media engagement has been created to support Data4Food2030 partners and aims to facilitate the processes followed by the partners with regards to social media communication and to boost the project's performance in its social media channels. Figure 51 provides a concise list of social media Do's and Don'ts.

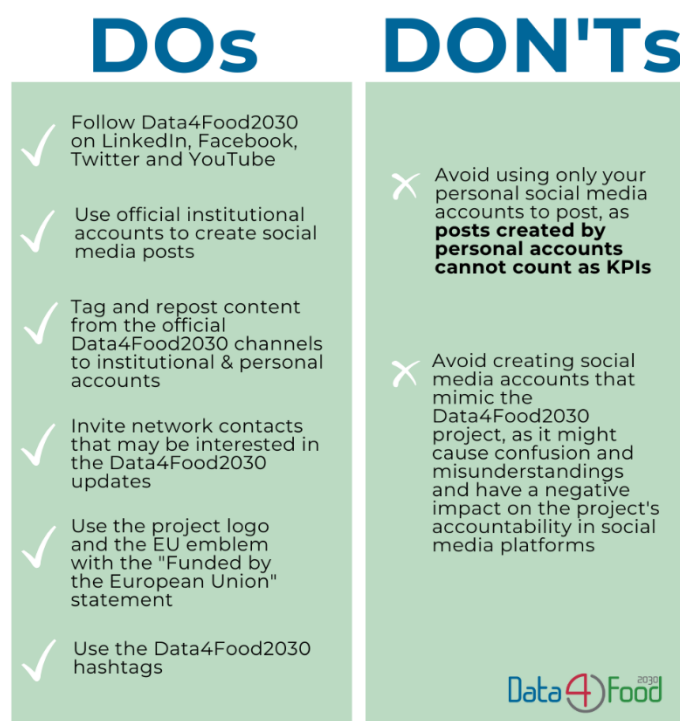


Figure 51: Social Media DOs & DON'Ts

4.2.11.1. Social Media Analytics

Analytics from the project's social media channels provide valuable data regarding the impressions and engagement of the project's official accounts and posts as well as the audience's demographics. This information is used to enhance the social media strategy followed for the Data4Food2030's digital presence. Relevant analytics are examined together with partner reporting to evaluate communication performance and maximise DEC plan implementation.

LinkedIn:

As a significant social media channel, it is valuable to understand the Data4Food2030 page's performance. LinkedIn Analytics includes insights into the following:

- **Visitor analytics** can help identify patterns in the page's traffic, which can be used to tailor posts and updates to increase conversion to new followers. Metrics include:
 - Search appearances
 - Unique visitors
 - Custom button clicks
- **Update analytics** can also help determine the effectiveness of project updates and further help identify patterns and trends. Metrics include:
 - Post impressions (e.g., reactions, comments, shares)
- **Follower analytics** show who is interacting with the project's page and be used to inform the social media strategy for maximising engagement and traffic. Metrics include:
 - Total followers
 - New followers
- **LinkedIn Post Analytics** can provide metrics on individual posts and shows:
 - Reactions
 - Comments
 - Shares
 - Demographic of people reached.

Current Status

Notably, the Data4Food2030 LinkedIn page has attracted significant attention from stakeholders, reaching **2,060 engaged followers to date** (September 2022 - July 2025). This growing community reflects the increasing relevance of data-driven approaches in food systems, as well as the project's ability to generate meaningful interest through regular, targeted, and content-rich updates. The high level of interaction, including shares, comments, and impressions, demonstrates strong stakeholder engagement and reinforces the project's visibility within its ecosystem.

In detail, Figure 52 illustrates the project's LinkedIn account's visitor highlights over the course of the last year [06 July 2024 – 05 July 2025], as LinkedIn analytics can present data within the time period of a year. The page views of the project's LinkedIn account have reached 956, with 475 unique visitors. Additionally, the graph shows that most visitors chose to navigate the project's LinkedIn page from their desktop, with the mobile devices also being of high preference

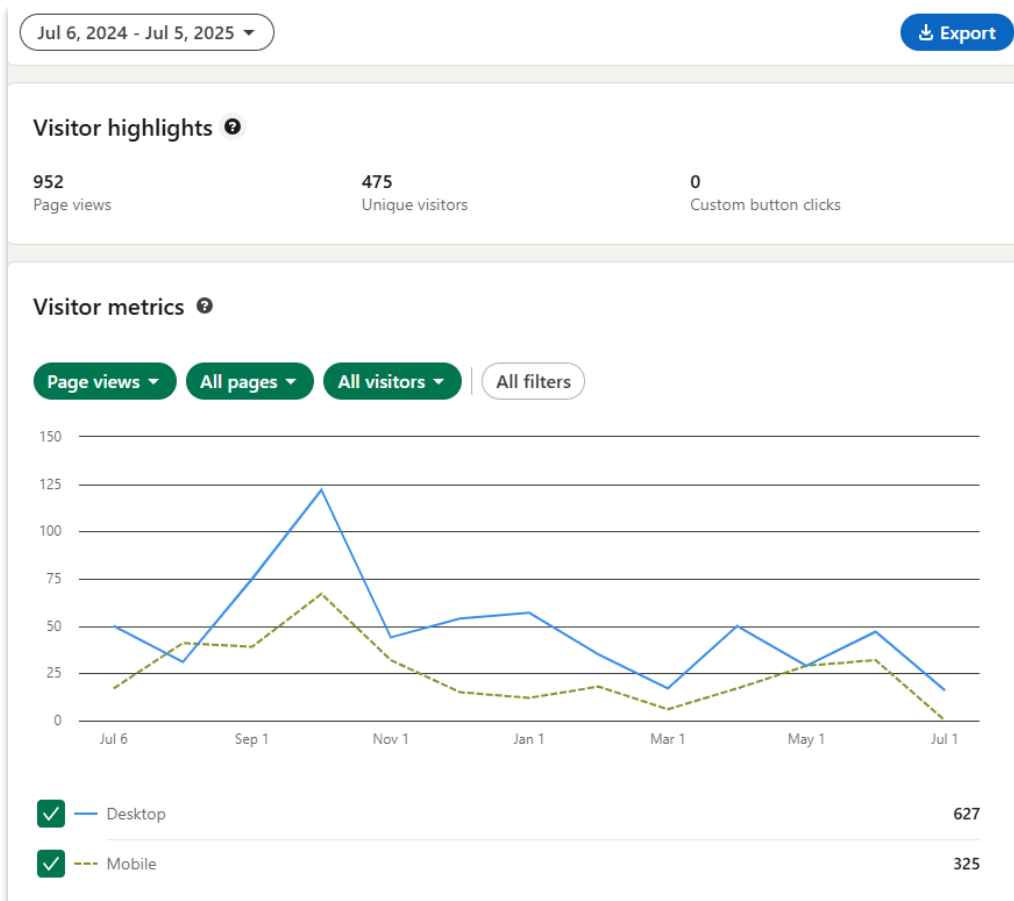


Figure 52: LinkedIn Page Visitor Highlights [08 Jan 2023 - 07 Jan 2024]

The metrics presented in Figure 53 refer to content on the LinkedIn page including the total impressions (37,095), reactions (2,385), comments (32) and reposts (29) that the page’s content sparked over the past year [06 July 2024 – 05 July 2025].

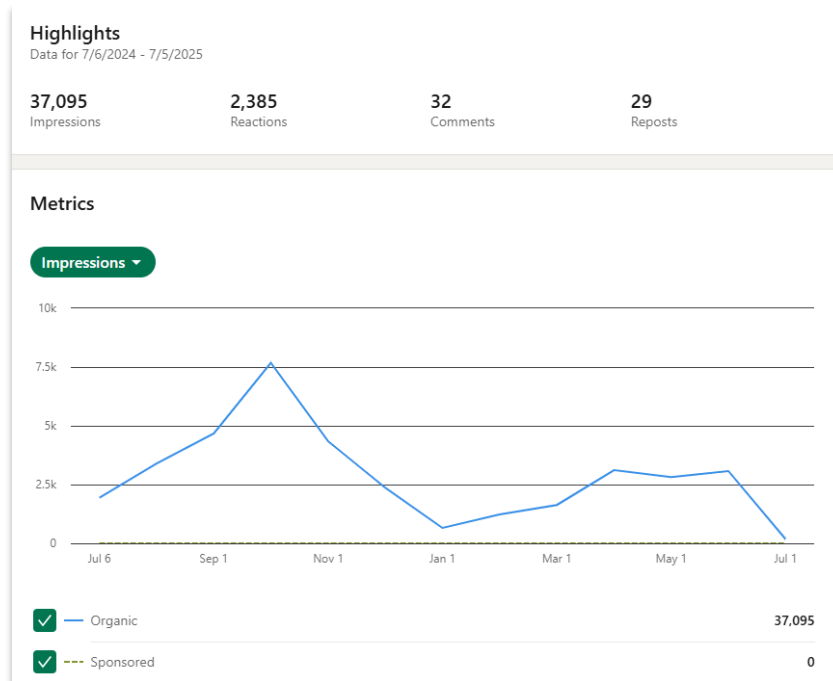


Figure 53: LinkedIn Page Content Highlights [06 Jul 2024 - 05 Jul 2025]

YouTube:

YouTube provides an overview of channel and video performance. **Content** at the channel level summarizes how audiences find content and how they interact with it. Key metrics include **views and click through rates**. At the video level, analytics provide information on **reach**, or how the audience discovered the video, as well as impressions and search terms. **Engagement** also provides an idea of how long viewers watched the video and likes.

Current Status

Figure 54 presents an overview of the 14 videos published so far on the official Data4Food2030 YouTube channel. The content includes webinars, highlights of the Synergy Days Conference in 2024 presented by the Coordinator Mireille van Hilten, two TV interviews on Greek channels, conducted by the partner reframe.food, one three-minute animated project video and 9 vidcasts focused on the project’s case studies. The analytics of the 14 videos are illustrated in Figure 54 and indicate that the channel has more than 590 views, and nearly 22 hours of watch time.

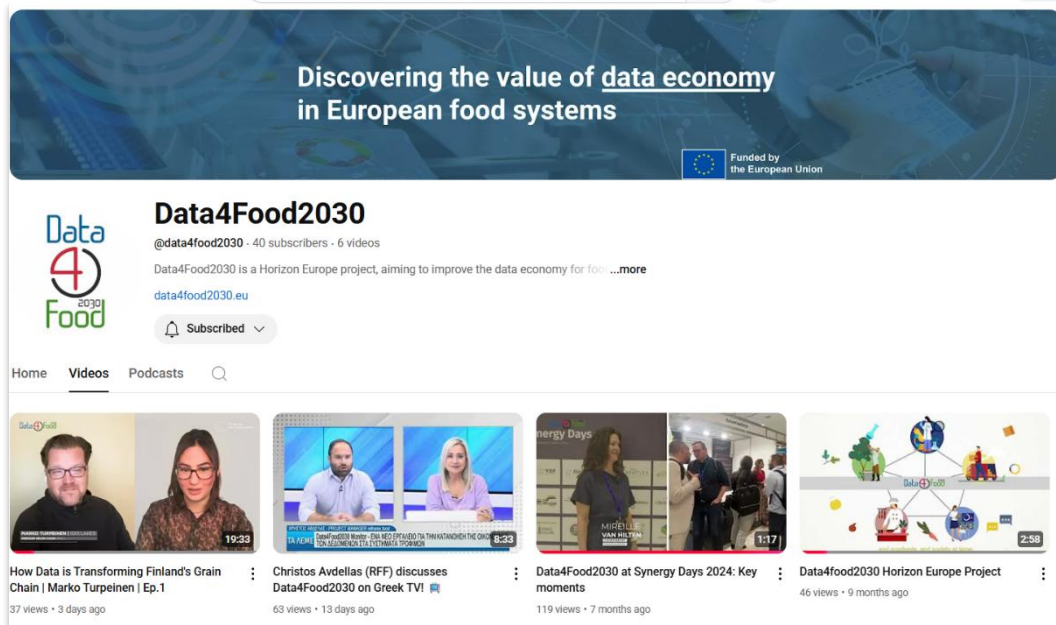


Figure 54: YouTube Channel Content Overview



Figure 55: YouTube Channel Content Analytics (01 Sep 2022 – 06 Jul 2025)

X (Formerly Twitter):

Till recently, X analytics provided the following metrics monthly:

- **Impression:** the number of times a twitter user saw the tweet
- **Engagement:** the total number of times a user interacted with a tweet (e.g. like, share, detail expands, profile clicks, retweets, media engagements)
- **Engagement rate:** the number of interactions (engagement) divided by the number of views (impressions)

Current Status

X (formerly Twitter) has undergone substantial changes, resulting in limited access to aggregated metrics. Currently, only post-specific analytics are available. An illustrative example of the platform's per-post analytics is provided below, from the X post on April 14th, announcing the launch of the Data4Food2030 Monitor. The post gathered 61 impressions, 32 engagements and 16 detail expands.

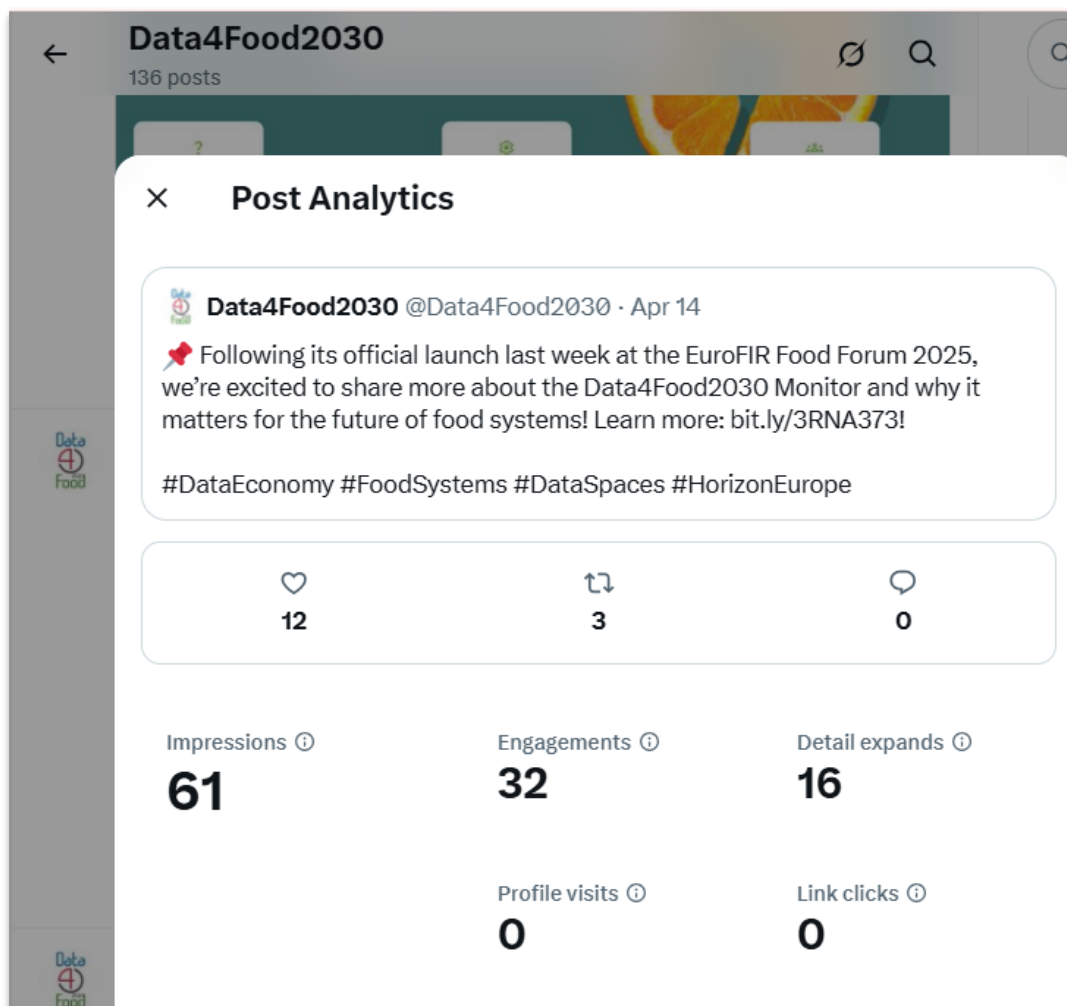


Figure 56: Data4Food2030 X per-post analytics

Facebook:

Facebook analytics tools (Facebook Insights and Meta Business Suite Insights) also provide page statistics that provide insight into the project's audience and includes metrics such as:

- Most engaging posts
- Content reach
- Engagement rate

Current Status

Figure 57 presents the project’s Facebook page’s reach, from 01 September 2022 to 06 July 2025. The total accounts reached throughout this period account for 7,256.

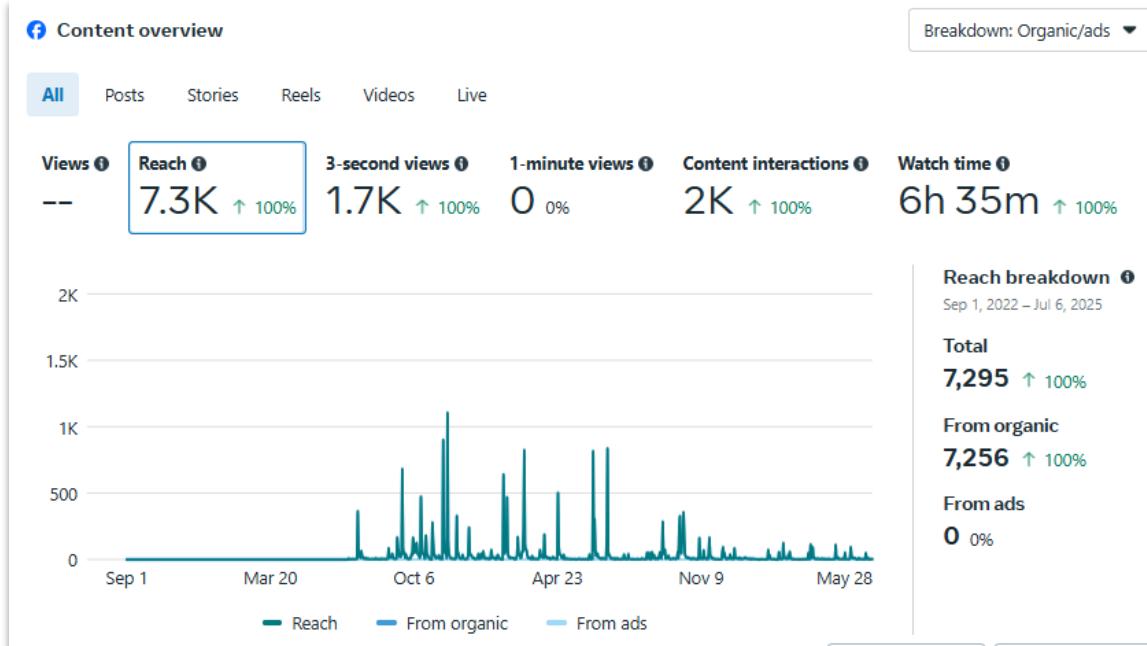


Figure 57: Facebook Reach [01 Sep 2022 - 06 Jul 2025]

The number of page followers is another important Facebook metric and is presented along with their average age and gender in Figure 58. The Data4Food2030 Facebook page has acquired 247 followers since the beginning of the project, divided almost evenly between men and women, while women in the age range of 25-34 is highlighted as the top audience amongst the Data4Food2030 Facebook followers.

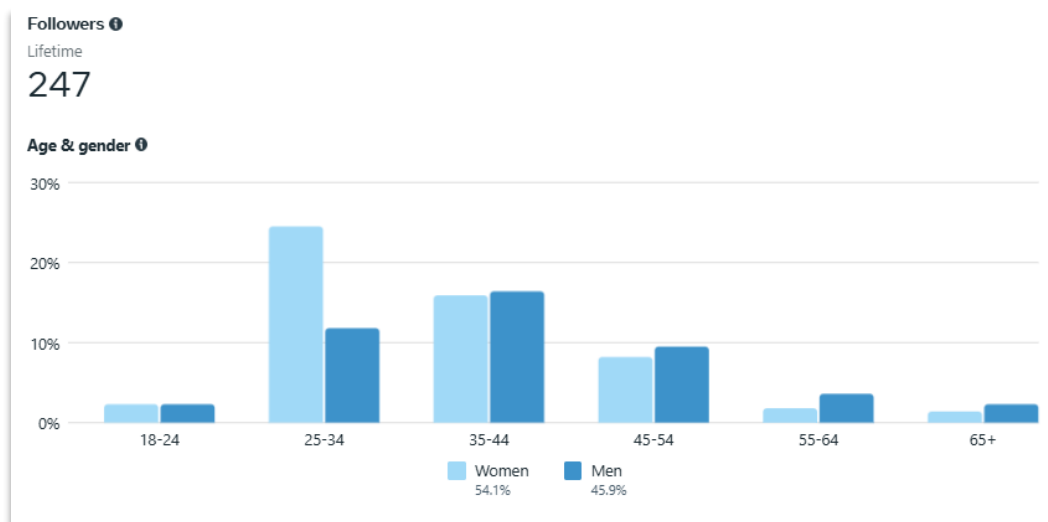


Figure 58: Followers' Age & Gender Division [01 Sep 2022 - 06 Jul 2025]

#Hashtags

Creating hashtags that are relevant to the project and its outcomes helps reach target audiences and makes it easy to find Data4Food2030 generated knowledge. Hashtags divide the project main topics into easily digestible and engaging keyword phrases and will help increase visibility in the social media environment, while they will make our messages stand out and influence the relevant communities.

The project has set official distinctive hashtags such as: **#Data4Food2030**, **#DataEconomy**, **#DataSpaces** and **#Foodsystems** which are used to monitor the posts related to the project. In addition, the hashtags **#HorizonEU**, **#ResearchImpactEU**, suggested by the European Commission, accompany each post to emphasise the EU direction of the project.

Progress/achievements so far

Notably, **2,550 users** across platforms, as illustrated in the figure below, have already followed Data4Food2030's social media channels since the beginning of the project in September 2022, substantially exceeding the initial target of 2,000. This overachievement highlights strong early visibility, effective digital outreach strategies, and a growing interest in the project's themes and activities among relevant audiences. During the second reporting period (M18-M36), **223** social media posts have been published, surpassing significantly the initial target of 33 posts that was set for this period. In total, **441 social media posts** have been published across the project's social media platforms, exceeding remarkably the initial target of 90 social media posts, throughout the duration of the project.

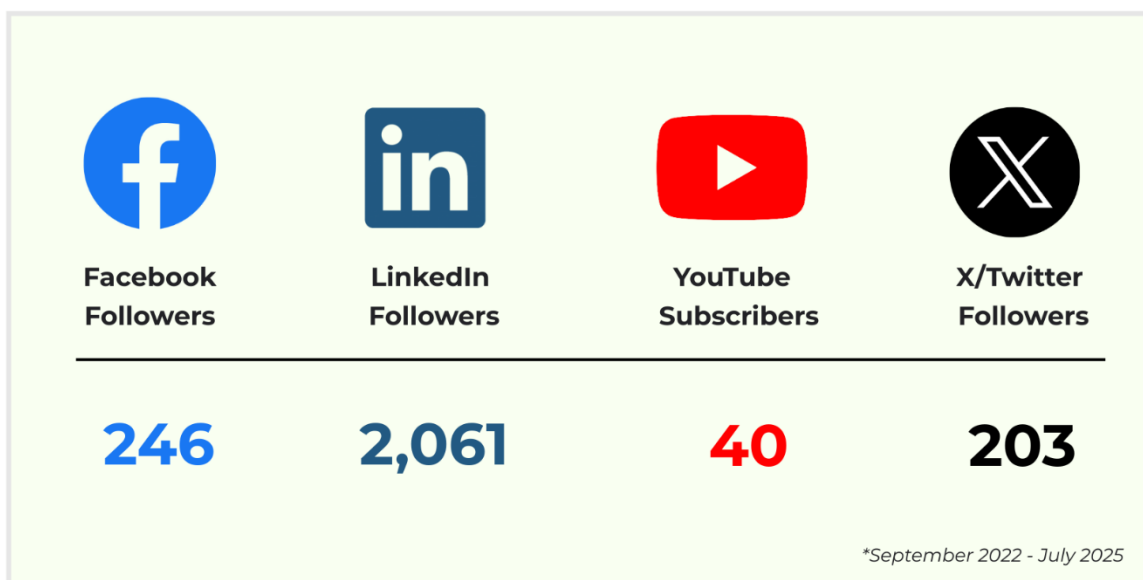


Figure 59: Data4Food2030 Social media audience

Social Media Strategy and Key Points

Social media posts are published on project’s social media accounts on LinkedIn, Facebook and Twitter with a standard frequency of one post in two weeks, and adjusted according to the project’s needs, for example in case of an (online) event. This social media strategy aims to maintain the audience’s engagement and inform about various topics related to the project, which are presented below:

- Updates regarding Data4Food2030 partners event participation and activities including conferences, webinars, workshops etc.
- Data4Food2030 Case Studies developments and events
- Data4Food2030 insights and important updates from internal meetings
- Interesting reads, articles or news related to the project’s main concepts, namely data spaces, food systems and data economy
- Data4Food2030 featured in media outlets
- Newsletter & blog posts updates
- Relevant International Days

All followers/ subscribers of the Data4Food2030 social media channels are given the opportunity to react in posts, comment and spark conversations or repost the project’s content, depending on the respective social media platform.

Table 34: Data4Food2030 Social Media KPIs per partner

C3- Social Media	Total	Assigned	WR	RFF	INRAE	EV	ATB	WU	LC	VUB	INTRA	EFFOS T	EUROF	BSC	SGGW	TSE	EPS	ANYSO	ITC	WRLS	LAKES	ADH	IFIP	UM	UHLAV	LUKE
C3.1 Social media channels	5	5		5																						
C3.2 Social media posts	>90	91	5	20	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Table 35: Data4Food2030 Social Media KPIs per Reporting Period

C3- Social Media	RP1 (M1-M18)	RP2 (M19-36)	RP3 (M37-M48)
C3.1 Social media channels	5		
C3.2 Social media posts	25	33	33

4.2.12. Newsletter

At least 15 electronic newsletters will be published on a quarterly basis, starting from M04, aiming to provide updates and relevant information to more than 2.000 subscribers and consortium members over the course of the project. Each issue offers the latest developments and activities, upcoming events, and workshops, as well as insightful reports and publications, relevant to the project. The target audience of the newsletter includes **Academia, Food Systems Stakeholders, Industry Associations and Technology Clusters, Policy makers and Regulators**. Subscription to the newsletter is facilitated through the project’s website, utilising an easy fill-in box for a friendly User Experience. MailChimp is used to send the newsletters.

4.2.12.1. Newsletter Analytics

Since the beginning of the project, a total of 10 newsletter issues has been released. During the second reporting period (M19–M36), 5 issues were distributed to the newsletter’s subscribers. A brief overview of these, including the topics touched upon, as well as their performance, can be found below:

o **Newsletter – [Issue 06](#)**



Figure 60: Newsletter #6 overview

The 6th newsletter released on 31/01/2024, was focused on the project’s latest updates, as well as our participation in the GAIA launch event and the Data Act news. Namely, it included:

- Supporting Gender Equality at the GAIA Launch event
- Legal developments about data spaces: Data Act, Data Governance Act
- Data Act enters into force: What it means for you?
- FOOD2030 Network’s mission
- 1,000 members in LinkedIn
- Upcoming: International Day of Women & Girls in Science campaign

Figure 61 provides an overview of the 6th newsletter analytics, regarding the audience’s location, successful deliveries, clicks per unique opens, total opens and total clicks:

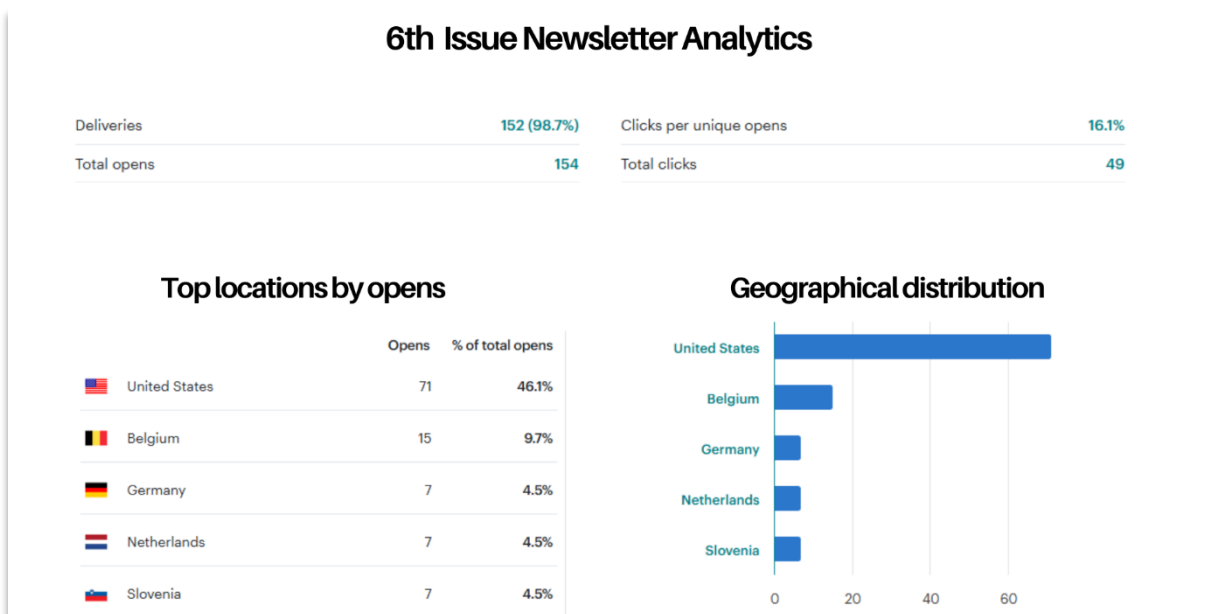


Figure 61: Newsletter #6 Analytics

o Newsletter – [Issue 07](#)

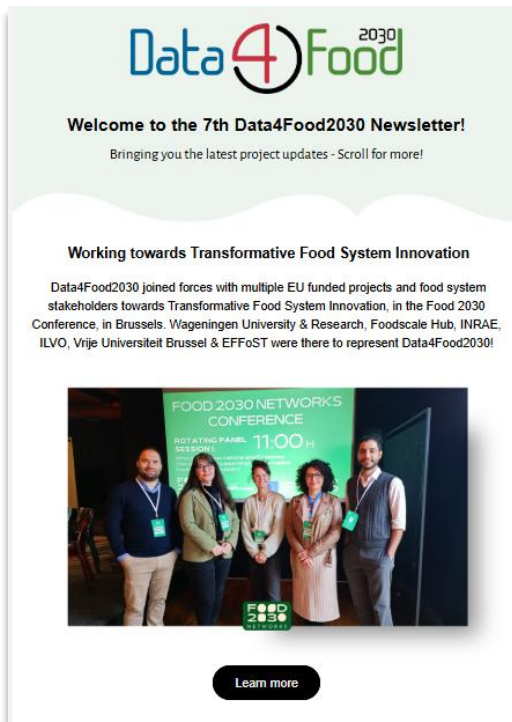


Figure 62: Newsletter #7 overview

The 7th newsletter released on 29/03/2024, was focused on the project’s latest updates.

Namely, it included:

- Data4Food2030’s participation in the Food 2030 Conference, in Brussels
- A dedicated article on the International Day of Women & Girls in Science, featuring quotes and insights from the women of our team
- A dedicated section on our Interactive workshops focused on future scenarios of the DE4FS
- A call to action to sign GAIA’s manifesto for the support of gender equality in the European Elections of 2024

Figure 63 provides an overview of the 7th newsletter analytics, regarding the audience’s location, successful deliveries, clicks per unique opens, total opens and total clicks:

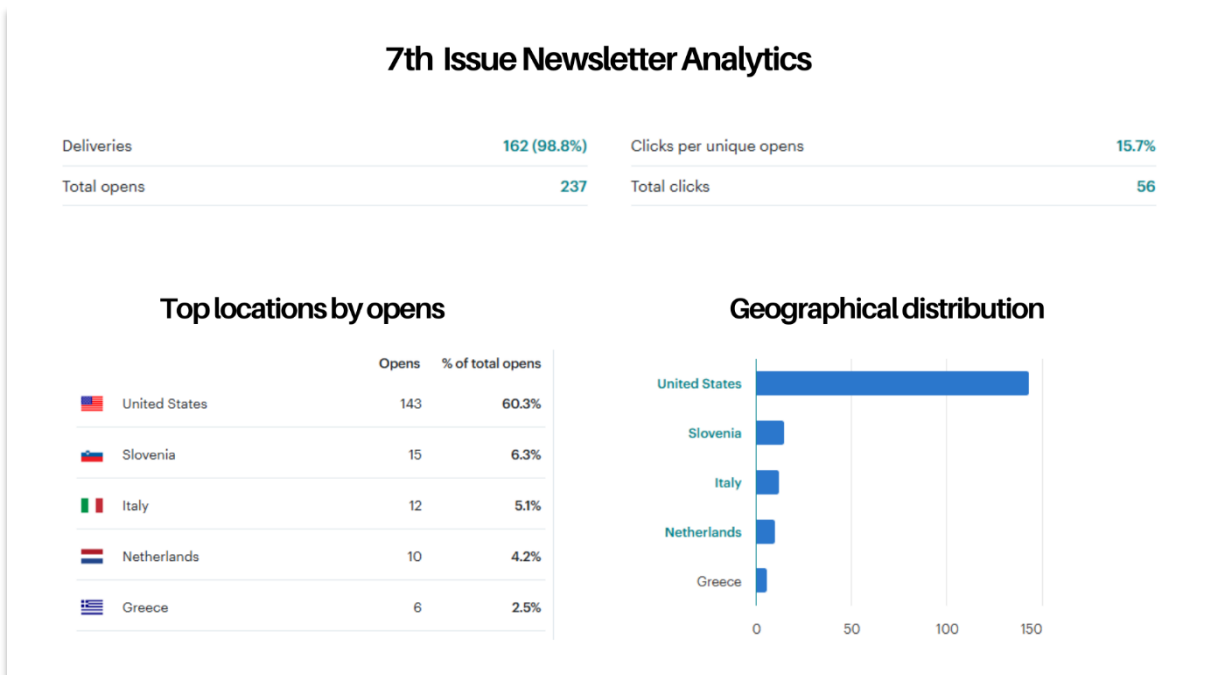


Figure 63: Newsletter #7 Analytics

○ Newsletter – [Issue 08](#)



Figure 64: Newsletter #8 overview

The 8th newsletter released on 05/09/2024, was focused on the project’s latest updates. Namely, it included:

- A series of the Data4Food2030 co-creation workshops, focusing on the Mallorca workshop
- The European Data Act has entered into force, featuring a factsheet and an article
- Data4Food2030 at the Food Forum 2024
- Advancing the Balearic Agricultural Data Space: Anysolutions signs an MoU with Son Pou de San Majorala
- Celebration of the completion of 2 successful years for Data4Food2030
- Upcoming: Data4Food2030 in Synergy Days 2024!

Figure 65 provides an overview of the 8th newsletter analytics, regarding the audience’s location, successful deliveries, clicks per unique opens, total opens and total clicks:

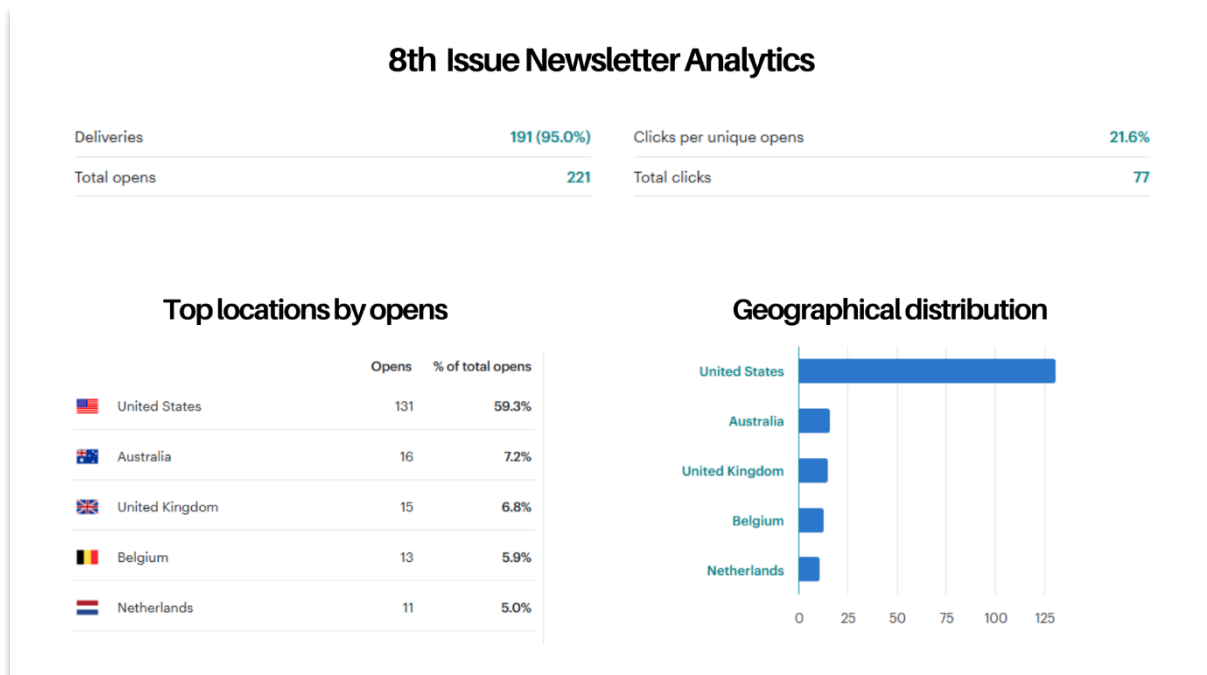


Figure 65: Newsletter #8 Analytics

○ Newsletter – [Issue 09](#)

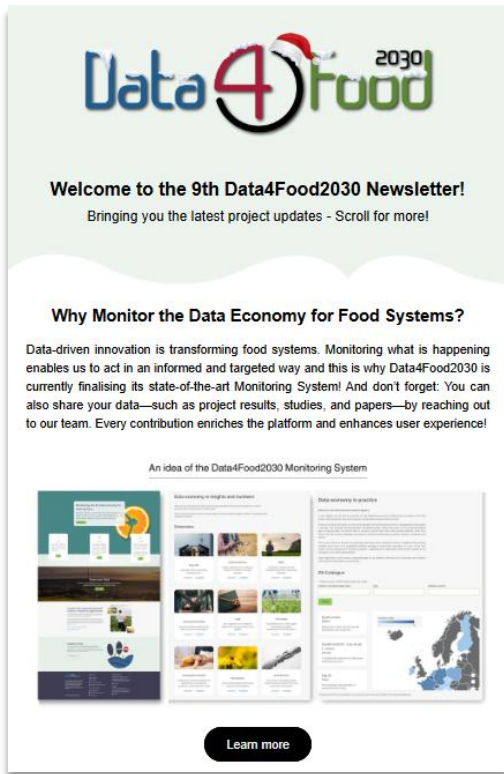


Figure 66: Newsletter #9 overview

The 9th newsletter released on 23/12/2024, was focused on the project's latest updates.

Namely, it included:

- An article dedicated to the Data4Food2030 Monitor: Why Monitor the DE4FS?
- A section on Data4Food2030's participation in the Synergy Days 2024 Conference
- Data4Food2030 X FoodDataQuest at EFFoSt Conference
- 2nd International Workshop on Digital Innovation
- Data4Food2030 Recent event highlights
- Our 3rd Project Meeting in Barcelona

Figure 67 provides an overview of the 9th newsletter analytics, regarding the audience's location, successful deliveries, clicks per unique opens, total opens and total clicks:

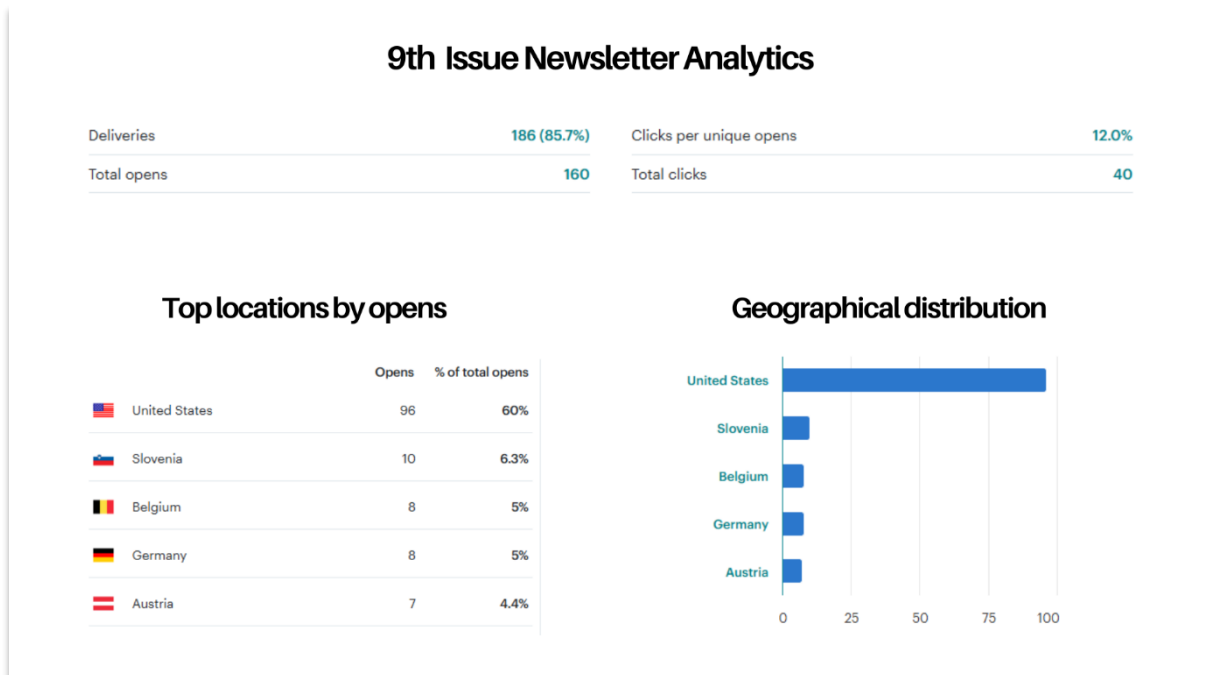


Figure 67: Newsletter #9 Analytics

○ Newsletter – [Issue 10](#)

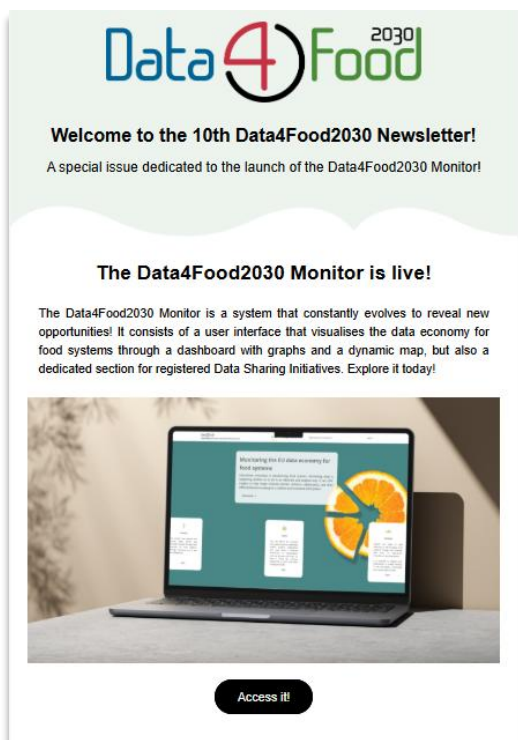


Figure 68: Newsletter #10 overview

The 10th newsletter released on 23/12/2024, was a special issue dedicated to the launch of the Data4Food2030 Monitor. Namely, it included:

- An announcement regarding the launch of the Data4Food2030 Monitor
- A section focused on the target audience of the Monitor
- A call-to-action for users to share their data through the Data4Food2030 Monitor
- An article dedicated on how the Monitor works
- The relative press release, accompanied by the mentions in the press
- The Data4Food2030 Monitor flyer

Figure 69 provides an overview of the 10th newsletter analytics, regarding the audience's location, successful deliveries, clicks per unique opens, total opens and total clicks:

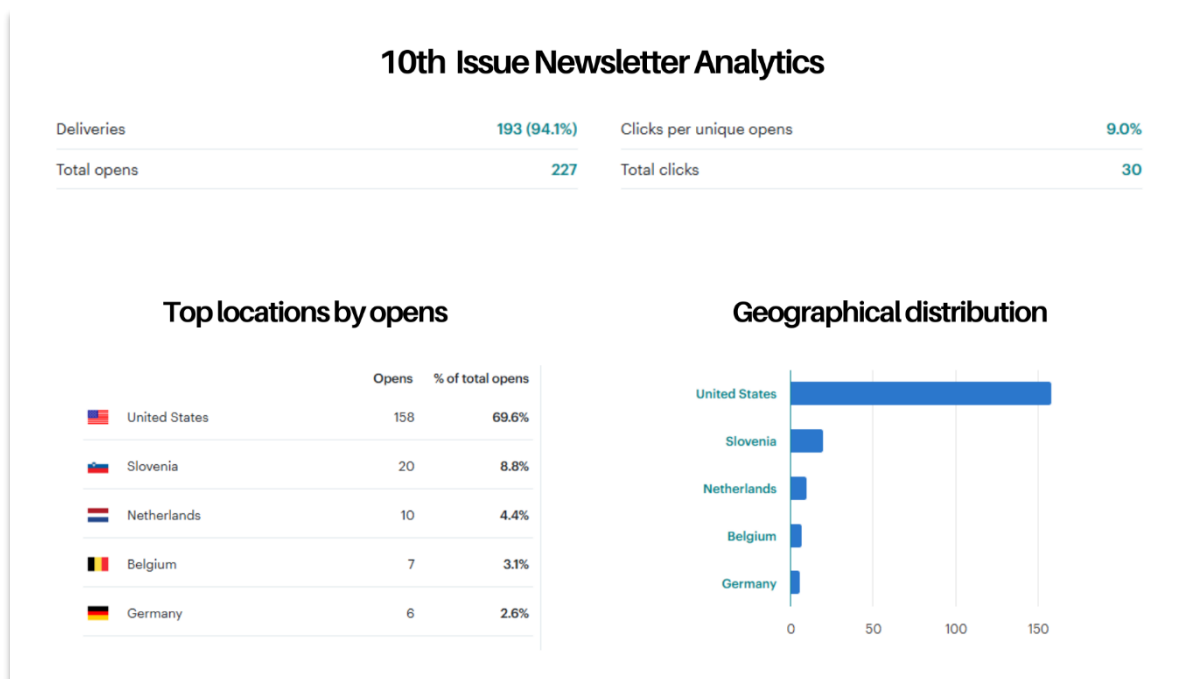


Figure 69: Newsletter #10 Analytics

Table 36: Data4Food2030 e-newsletter and Email campaigns KPIs per partner

C4- e-newsletter and Email campaigns	Total	Assigned	RFF
C4.1 Quarterly newsletters (with > 2.000 subscriptions & > 3.000 interactions)	15	15	15

Table 37: Data4Food2030 e-newsletter and Email campaigns KPIs per Reporting Period

C4- e-newsletter and Email campaigns	RP1 (M1-M18)	RP2 (M19-36)	RP3 (M37-M48)
C4.1 Quarterly newsletters (with > 2.000 subscriptions & > 3.000 interactions)	6	6	3

Progress/achievements so far

During the second reporting period (M18–M36), **5 newsletter issues** have already been released, as mentioned, with the final issue for this period currently under preparation for publication in M36 (August 2025). This upcoming edition will feature the latest project developments, with a special focus on the Future Scenarios for the DE4FS. Since the project's launch in September 2022, a total of 10 newsletters has been published and actively promoted via social media, successfully attracting 207 subscribers and generating 976 interactions—demonstrating growing interest and engagement. Looking ahead, additional newsletter issues beyond those originally planned will be issued and promoted to maximise outreach. These forthcoming editions are anticipated to attract significantly more traction and interaction, as they will coincide with the final and most dynamic phase of the project. At this stage, project updates become more concrete and impactful, while the project's established presence provides a stronger foundation for reaching broader and more engaged audiences.

4.2.13. Press Releases

Data4Food2030 partners will produce a minimum of **8 press releases** to provide information about the key activities implemented and to share important updates related to project milestones, such as the development of a conceptual framework of the DE4FS or the launch of the Monitor. Table 19 below presents the indicative planning of the press releases based on the achieved milestones and tasks throughout the course of the project. 6 have been pre-determined, leaving room for 2 additional to be included when most relevant, at least one of which will feature the case studies.

Table 38: Press releases planning

Month	Scope of press release
M2	Linked to the project kick off (<i>Milestone 1</i>) and to the conceptual framework of the DE4FS (<i>Milestone 2</i>)
M12	Linked to Milestone 3: The Data4Food2030 Monitor

M27	Linked to Milestone 6: Scenarios of the DE4FS
M32	Linked to Milestone 7: Design principles for DE4FS
M34	Linked to Milestone 8: Scientific, collective book
M36	Linked to Milestone 9: Roadmap EU Dataspace for Food systems

To increase accessibility by local stakeholders, the consortium will translate all press releases into all consortium partners' languages (Table 3). A press release template has also been developed ([Annex C](#)) and shared with partners.

4.2.13.1. Press Releases | Status

The [first press release](#) (Figure 70) was successfully released in M2. Relevant screenshots of the press release published in national and pan-European media are in [Annex C](#).



Figure 70: 1st Data4Food2030 Press Release

The [second press release](#) (Figure 71) providing an update of the Data4Food2030 Monitor was successfully released on M12 and can be accessed via the project's website.

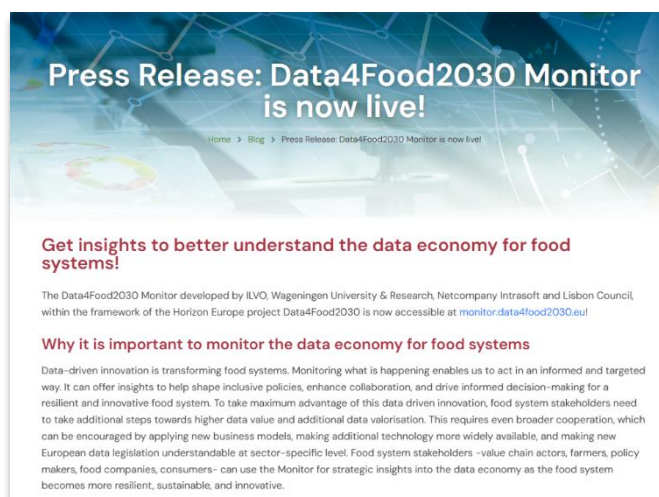


Figure 71: 2nd Data4Food2030 Press Release

The [third press release](#) (Figure 72), officially released on M33, announces the launch of the Data4Food2030 Monitor, developed by ILVO, Wageningen University & Research, Netcompany Intrasoft and Lisbon Council and can also be accessed through the project's website.

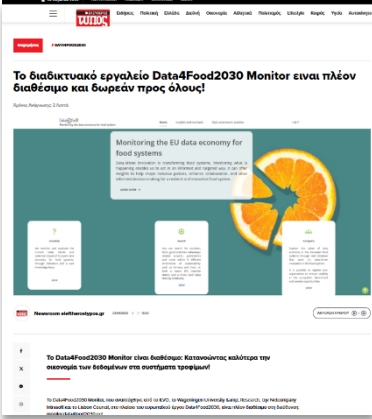



Figure 72: 3rd Data4Food2030 Press Release

The third press release, announcing the launch of the Data4Food2030 Monitor, was very well received by both local and EU-level media outlets, generating significant visibility and numerous press mentions, as presented in the table below.

Table 39: 3rd Press Release / Press Mentions

Media outlet	Screenshot
agronews	

<p>eleftherostypos.gr</p>	
<p>businessvoice.gr</p>	
<p>startupper.gr</p>	
<p>techpress.gr</p>	


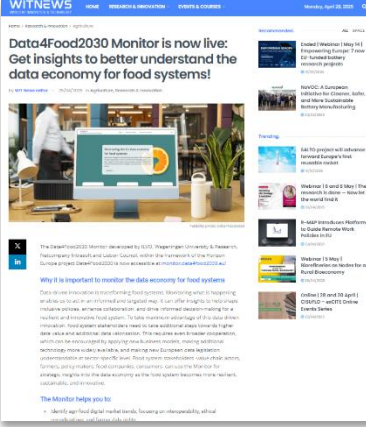
<p>Μονάδα Καινοτομίας και Επιχειρηματικότητας του Δ.Π.Θ</p>	
<p>WIT NEWS (World of Innovation and Technology)</p>	

Table 40: Data4Food2030 Multiplier campaign Press releases KPIs per partner

C5- Multiplier Campaign	Total	Assigned	WR	RFF	INRAE	ILVO	LC
C5.1 Press releases	8	9	2	4	1	1	1

Table 41: Data4Food2030 Multiplier campaign Press releases KPIs per Reporting Period

C5- Multiplier Campaign	RP1 (M1-M18)	RP2 (M19-36)	RP3 (M37-M48)
C5.1 Press releases	2	4	3

Progress/achievements so far

During the second reporting period (M18–M36), two press releases were developed and disseminated to the media, contributing to the project’s broader visibility efforts. Two additional press releases initially planned for RP2, one focusing on the Future Scenarios for the DE4FS and the other on the project’s nine case studies—have been strategically rescheduled to align with the maturation of the respective project outputs. The Future Scenarios press release is being postponed allowing for the integration of key stakeholder input, as the scenarios are still undergoing refinement. This ensures that the final communication will reflect a validated and comprehensive outcome, maximising both credibility and relevance. Likewise, the press release on the case studies will be launched in conjunction with nine recently released podcast

episodes dedicated to the same topic. This combined approach aims to offer a richer, more engaging narrative by complementing written information with audiovisual storytelling. These adjustments reflect a deliberate and quality-driven communication strategy. By aligning the timing of releases with the readiness of key project deliverables, the consortium demonstrates its commitment to ensuring that communications are not only timely but also meaningful and impactful. The rescheduled releases are now planned for early RP3, when the project's final phase will generate heightened interest, allowing for stronger messaging and greater outreach potential.

4.2.14. Interviews

Radio and TV interviews maximise the visibility of the project activities and reach a target audience that is not familiar with other digital channels such as the website and social media. The interviews will be focused on the promotion of key activities of the project (e.g., case studies, development of the monitoring system for DE4FS, attendance at significant events) and will target the broader public. The interviews concern both radio and TV and the goal is to achieve **at least 10 interviews**.

4.2.14.1. Interviews | Status

The **first TV interview** (Figure 74) was achieved by the project partner reframe.food in May 2023, in which Dimitris Fotakidis (RFF) presented Data4Food2030, in the Greek TV channel TV100, informing the Greek audience about the project and its mission ([Annex C](#)). The **second TV interview**, (Figure 73) also achieved by the partner reframe.food, in June 2025, on the Greek TV channel VERGINA TV, where Christos Avdellas, Project Manager at reframe.food, shares the launch of the Data4Food2030 Monitor with the Greek audience and discusses the project, its key concepts and its updates to date. ([Annex C](#)).



Figure 73: reframe.food interview in Greek TV



Figure 74: reframe.food interview in Greek TV channel VERGINA

Progress/achievements so far

During the second reporting period (M18–M36), one television interview was conducted, focusing on the promotion of the Data4Food2030 Monitor, a key milestone of the project. Although the initial target for this period was five TV/radio interviews, the remaining ones have been strategically rescheduled to better align with the ongoing development of related project outputs. Given that the Data4Food2030 Monitor was only recently released, the consortium agreed that additional media appearances would be more impactful after the launch. This decision reflects the project's commitment to delivering communications that are not only

timely but also meaningful and grounded in substance. The remaining interviews are now planned for early RP3, a period expected to generate increased interest and visibility as the project enters its final phase. By aligning key communications with mature outputs—such as the forthcoming work on future scenarios—the consortium aims to ensure stronger messaging, broader outreach, and greater uptake among target audiences.

Table 42: Data4Food2030 Multiplier campaign TV/Radio interviews KPIs per partner

C5- Multiplier Campaign	Total	Assigned	WR	RFF	EV ILVO	ATB	EPS	ANYS OL	ITC	WRLS	LAKES	IFIP
C5.2 TV/radio interviews	>10	11	1	2	1	1	1	1	1	1	1	1

Table 43: Data4Food2030 Multiplier campaign TV/Radio interviews KPIs per Reporting Period

C5- Multiplier Campaign	RP1 (M1-M18)	RP2 (M19-36)	RP3 (M37-M48)
C5.2 TV/radio interviews	2	5	4

4.2.15. Promotional videos

Data4Food2030 will develop marketing-style videos with the aim of promoting the project’s nine case studies, as well as the organisations behind them. In total **10 promotional videos will be produced**.

4.2.15.1. Videos | Status

The [first video](#), which provides an overview of the project in an animated and easy-to-understand way, is already available in the project’s YouTube channel and has also been promoted through social media and at various events ([Annex C](#)). In addition, various videos with success stories and interviews have been produced to date, aiming to further enhance the project’s presence on traditional and online media. An indicative example is presented in

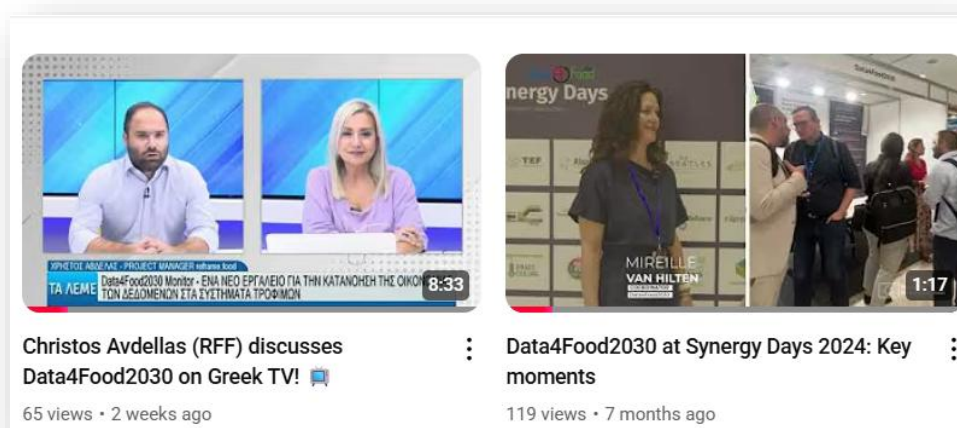


Figure 75: Data4Food2030 videos with success stories and interviews

Figure 75. Extra steps and efforts will be taken to producing more videos in the next months, as the project has advanced and has more results and updates to communicate.

Table 44: Data4Food2030 Multimedia KPIs per partner

C6- Multimedia	Total	Assigned	WR	RFF	EV ILVO	ATB	EPS	ANYSOL	ITC	WRLS	LAKES	IFIP
C6.1 Videos with success stories and interviews	>10	11	2	1	1	1	1	1	1	1	1	1

Table 45: Data4Food2030 Multimedia KPIs per Reporting Period

C6- Multimedia	RP1 (M1-M18)	RP2 (M19-36)	RP3 (M37-M48)
C6.1 Videos with success stories and interviews	2	4	3

Progress/achievements so far

During the second reporting period (M18–M36), a total of **11** videos featuring success stories and interviews were produced and published, significantly enriching the project's multimedia outreach. These videos serve as engaging, accessible tools for communicating project progress, outcomes, and partner insights to a wide audience. Among them, one video captured the Project Coordinator's key takeaways from Synergy Days 2024 in Barcelona, offering a high-level reflection on the project's role within the wider innovation ecosystem. Another featured an interview with Christos Avdellas from *reframe.food*, who presented the project on a local Greek television channel, contributing to its visibility at the national level. The remaining nine videos are part of a dedicated vidcast series, each highlighting a different case study from the project. Produced in an online format, these episodes feature one-on-one interviews with nine consortium members, who explain the scope, objectives, and key insights of their respective case studies. This approach not only showcases the diversity of the project but also brings forward the human element behind the research and implementation efforts.

4.2.16. Podcasts

The project aims to integrate **2 podcast series**, and a total of 10 episodes in its communication mix, which will be uploaded on YouTube, as vidcasts (combining audio and video) and on Spotify (as audio only), to facilitate distribution and reach as many stakeholders as possible. Podcasts are selected as a powerful means of communication since they have been increasing in popularity over the past 5 years. They are mostly preferred nowadays from users of all ages and in multiple times of a day, as they do not require visual observation and can effectively distribute content related to business, science, and well-being, as well as entertainment.

The first series has already been conducted and was dedicated on introducing the project's nine case studies to the Data4Food2030 audience. The second series will feature consortium experts discussing the definition of the data economy, an overview of the project and its main

achievements to date, key concepts like data sharing and main findings of the conducted research.

4.2.16.1. Podcasts | Status

So far, one podcast series comprising nine episodes has been produced, with the use of the dedicated platform Riverside, by the project partner [reframe.food](#). This series focuses on the nine case studies of the Data4Food2030 project and features special guests, including representatives from each case study. The tone of voice used in the podcast is simple, friendly, and easy to understand, ensuring that the content is accessible to non-experts. This approach facilitates wider distribution and allows the general public to engage with the topics without requiring prior knowledge. To support this, the guests carefully explain all key terms and concepts, while significant effort has been made to maintain a conversational and approachable format throughout the episodes.

The episodes have been published on YouTube and Spotify to maximise outreach and accessibility and will be further promoted through the project's social media channels. In addition, a dedicated section will be created under the Newsroom tab of the Data4Food2030 website to host all podcast episodes, enhancing visibility and facilitating access for potential viewers and listeners. All nine podcast episodes conducted so far can be found in dedicated playlists, both on [YouTube](#) (Figure 76) and [Spotify](#) (Figure 77).

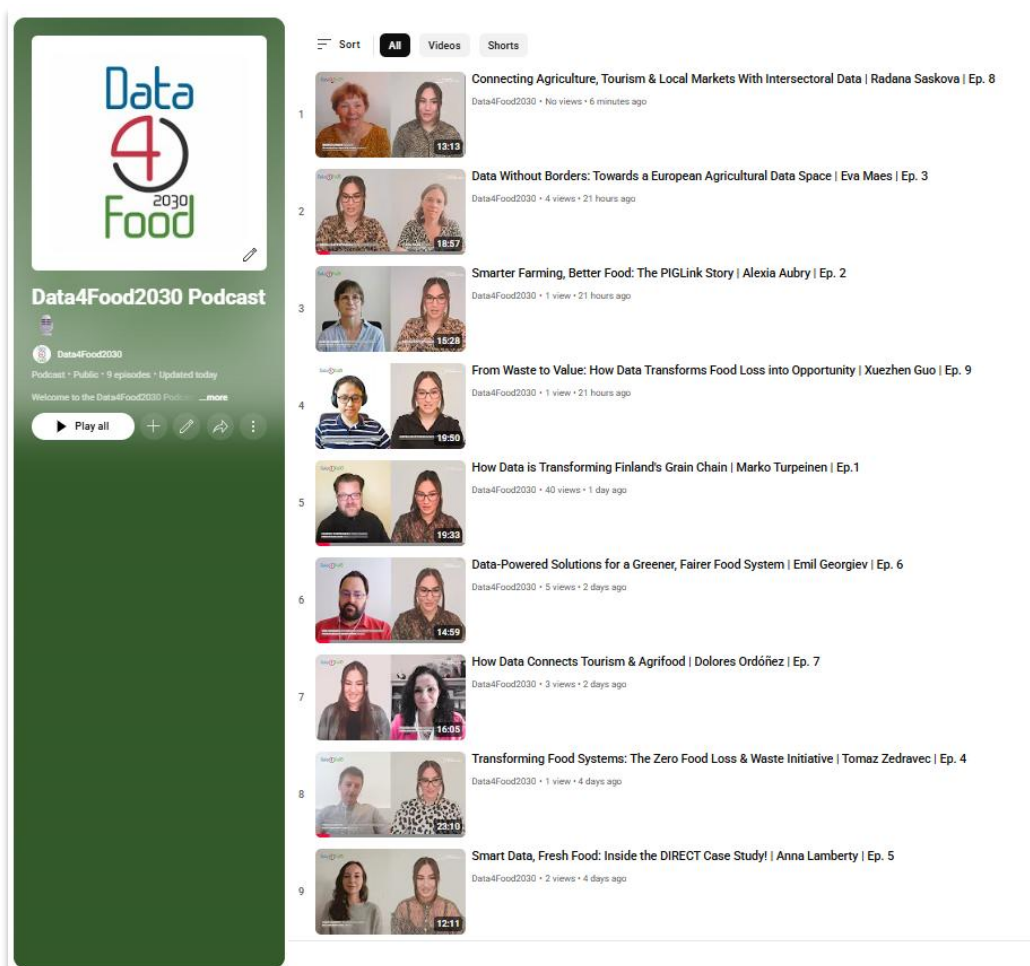


Figure 76: Data4Food2030 Podcast series #1 Playlist on the project's YouTube channel

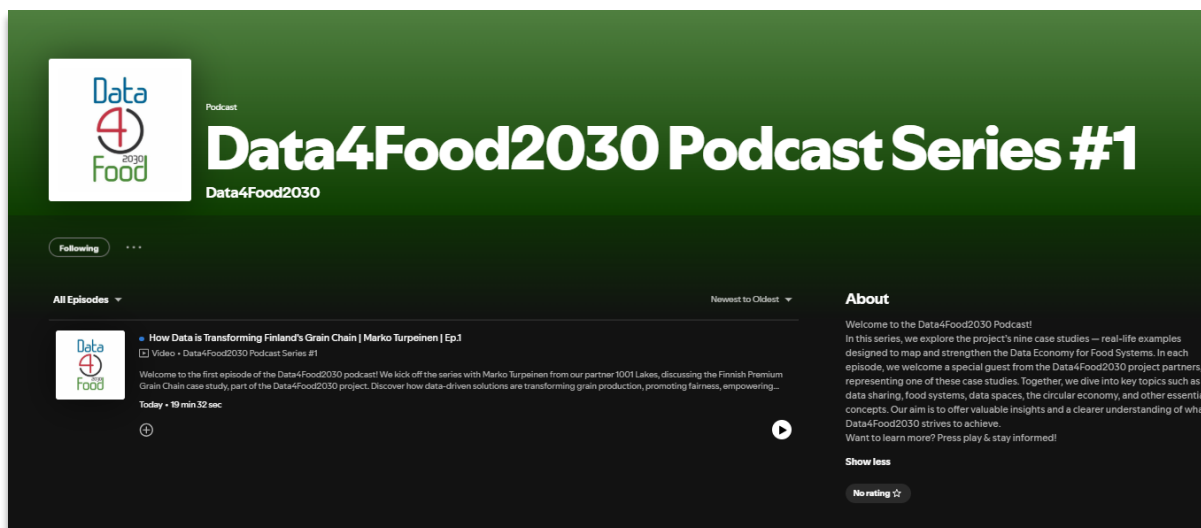


Figure 77: Data4Food2030 Podcast series #1 Playlist on Spotify

To ensure that the podcasts are accessible and easy to understand for all interested stakeholders, all episodes have been recorded in English and include English subtitles. This approach enhances accessibility, particularly for non-native speakers or individuals with hearing impairments. The same inclusive approach will be followed for the upcoming second podcast series, ensuring equal access to information for all audiences. In addition, short highlight clips from each podcast episode will be published across the project's social media platforms. These bite-sized videos aim to promote the podcast series more widely, while also attracting younger audiences who typically engage more with shorter, dynamic content. By showcasing key moments and insights from each episode in an easily shareable format, the project enhances its reach and encourages broader interest in the themes of data economy and food systems.

Table 46: Data4Food2030 Multimedia Podcast series (2) episodes KPIs per partner

C6- Multimedia	Total	Assigned	RFF
C6.2 Podcast series (2) episodes	>10	11	11

Table 47: Data4Food2030 Multimedia Podcast series (2) episodes KPIs per Reporting Period

C6- Multimedia	RP1 (M1-M18)	RP2 (M19-36)	RP3 (M37-M48)
C6.2 Podcast series (2) episodes		6	5

Progress/achievements so far

During the second reporting period, **nine podcast episodes** were produced, significantly surpassing the initial target of six episodes set for this phase. This achievement reflects the project's strong commitment to engaging communication and audience outreach through accessible and popular formats. By the end of the project, more than 15 podcast episodes will have been released—well above the original goal of 11. The upcoming episodes, part of the second podcast series, will delve into key project concepts such as the Data4Food2030 Monitor and the DE4FS. These topics will be presented by project experts in a clear and relatable manner, helping listeners and viewers gain a deeper understanding of the project's core themes. The podcast format, widely preferred by audiences today, has proven to be an effective tool for conveying complex information in an engaging, human-centred way. This strategic use of multimedia not only enhances the accessibility of the project's outputs but also broadens its reach, fostering greater awareness and understanding among diverse stakeholder groups.



Figure 78: Overview of the nine podcast episodes focused on the project's case studies

Key Communication Highlights

- ✓ New brochures, banners etc.
- ✓ Project website update (based on the 1st Review Meeting)
- ✓ Social Media Campaign Celebrating 10 Years of the International Day of Women and Girls in Science
- ✓ 2,000 followers on LinkedIn
- ✓ Launch of the Data4Food2030 Monitor campaign
- ✓ Press releases re-published in European and national media

An overview of communication KPIs per partner is available in [Annex K](#).

5. Exploitation Activities

The exploitation plan outlines the first structured steps to ensure that the knowledge, tools, and outcomes generated by Data4Food2030 are actively reused, scaled, and sustained beyond the lifetime of the project. As the project advances into its final phase, the exploitation strategy will continue to evolve, supporting uptake across diverse stakeholder groups within Europe's food systems, including farmers, technology providers, researchers, policymakers, and civil society actors.

The exploitation strategy of Data4Food2030 aims to:

- Ensure the **use, re-use, and dissemination** of knowledge, methodologies, and digital assets produced throughout the project;
- Highlight the **added value of Data4Food2030's results** in advancing a fair, inclusive and innovative Data Economy for Sustainable Food Systems;
- Promote **long-term sustainability and impact**, through the creation of pathways for **replication, scaling, and integration into policy and practice**.

Exploitation in Data4Food2030 may take multiple complementary forms:

- **Financial and commercial exploitation:** e.g. through new services, tools, or business models for data sharing and reuse, developed for and by SMEs, farmers, agri-food stakeholders, and digital service providers;
- **Research and development:** using project insights and KERs to initiate new R&I collaborations, develop follow-up projects, and inform joint research agendas;
- **Education and capacity building:** delivering workshops, trainings, and open resources that transfer expertise and build stakeholder capacity around data-driven innovation in food systems;
- **Ecosystem engagement and empowerment:** encouraging stakeholder ownership and uptake of project results through participatory engagement and co-creation within and beyond the nine case studies;
- **Knowledge transfer:** facilitating reuse and scaling of project outputs through guidelines, toolkits, the Monitor, the Business Model Playbook, and integration into European knowledge platforms and networks;
- **Policy contribution:** informing and supporting the development of evidence-based, inclusive, and future-proof policies at EU, national, and regional levels, particularly within the context of the Green Deal, Farm to Fork Strategy, and Digital Europe Programme.

This exploitation strategy is closely linked to other components of WP6, including IPR management, stakeholder engagement, and communication, and will remain dynamic and co-owned by partners. With multiple mechanisms in place (IP workshops, multiplier network, and stakeholder co-creation), the project ensures that its outcomes are not only visible, but also actionable and sustainable across contexts.

These pathways are supported by defined Key Performance Indicators (KPIs), ensuring that exploitation activities are monitored and adjusted in line with audience engagement targets, stakeholder feedback, and policy relevance.

5.1. Exploitation Strategy and Measures

As Data4Food2030 progresses into its final implementation phase, project partners are expected to identify and consolidate Key Exploitable Results (KERs), including both initially

foreseen outputs and additional exploitable assets emerging from the case studies, the Data4Food2030 Monitor, business model activities, and policy engagements. To ensure coherence, transparency, and long-term impact, the project has established a structured internal procedure for proposing, validating, and integrating new KERs into the overall exploitation strategy. This procedure is closely linked to the project’s IPR management activities and contributes to the preparation of sustainability-relevant content in the final phase.

This structured approach allows the consortium to:

- Maximise the relevance, visibility, and reuse of project results;
- Ensure fair recognition and ownership among contributing partners;
- Reflect the multiple intended pathways for result uptake across commercial, policy, research, and stakeholder domains;
- Monitor the readiness level and uptake potential of each result.

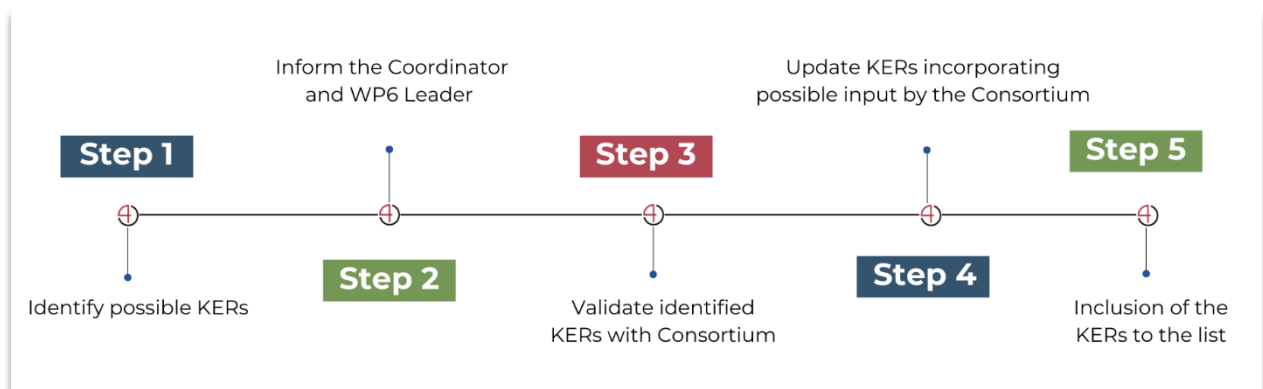


Figure 79: Identification of new KERs procedure

5.1.1. Step-by-Step Procedure

The identification of a new potential KER begins with the responsible partner notifying the WP6 leader (RFF) and the Project Coordinator (WR), briefly describing the nature and novelty of the result. The partner is then provided with the standard KER Identification Template (see Figure 80) to characterise the asset and assess its exploitation potential.

Each proposed KER is described according to:

- **Scope of exploitation** (why the result is valuable and relevant);
- **Target groups** (to whom the result is intended to be transferred or applied);
- **Means of exploitation** (how the uptake will occur - e.g. open access, licensing, policy use, service offering).

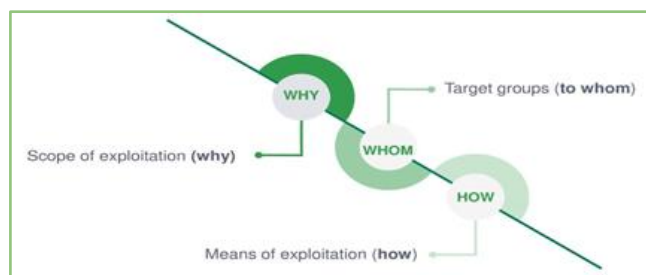


Figure 80: KERs analysis

Once submitted, the WP6 leader reviews the form and presents it to the Project Steering Group (PSG). Comments, clarifications, or objections can be raised during PSG meetings. Upon validation, the new KER is added to the project’s internal KER inventory and tracked as part of the exploitation and sustainability planning process.

Each validated result is assessed against:

- Its strategic relevance to the project’s goals and work package activities;
- Its feasibility and timing for uptake, both during and beyond the project;
- Its reusability and replicability across different types of food system actors and territories;
- Any existing or emerging links to IPR, ownership, access rights, or licensing needs.

To support this process, a structured KER characterisation form has been developed (see Figure 89). This form captures essential information on the KER’s status, type, potential impact, contributing partners, and applicable IP or access conditions.

Where relevant, IPR ownership, licensing strategies, and access rights are clarified in consultation with WP6 (RFF) and the Project Coordinator (WR) and formally recorded in the project’s joint exploitation file and internal tracking tools.

KERs (Key Exploitable Results)							Target groups [to whom]	Means of exploitation (how)	Linked IPRs to the KERs		
KER no	Please add any other exploitable results if relevant	Scientific	Policy making	Societal	Commercial	other (please specify)	For additional KERs please see note for the list of target groups	For the existing KERs please update the means of exploitation, if necessary. For additional KERs please describe the means of exploitation.	Please indicate what might be the possible IPRs, where relevant (one KER might be subject to more than one type of IPR)		
									IPR	IPR	if other please specify
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					

Figure 81: Template for the identification of new KERs and IPR process

5.1.1.1. Exploitation Methodology Framework (10-step approach)

Data4Food2030 follows a structured methodology for exploitation that unfolds in three phases, aligned with project implementation milestones and the evolution of Key Exploitable Results (KERs):

- **Phase I – Identification:** Early scoping of results, mapping of partner intentions, and preliminary assessment of value and ownership. This includes the use of the KER identification template (Annex B) and captures both individual and joint partner interests.
- **Phase II – Validation:** Refinement of exploitation potential through feedback from stakeholders and case study work, linking KERs with potential uptake mechanisms and sustainability considerations.
- **Phase III – Consolidation:** Finalisation of exploitation strategies for validated results, including mapping of target groups, value propositions, and responsibilities for follow-up actions. This includes integration with the Business Model Playbook (BMP), the Network of Multipliers, and other WP6 outputs.

This structured approach ensures that all validated results, whether digital tools, policy outputs, methodologies, or capacity-building resources, are well-positioned for appropriate reuse, scaling, or uptake. The following sections describe the main exploitation pathways that partners may pursue depending on the nature and purpose of each KER.

5.1.2. Exploitation Pathways

For each Key Exploitable Result, a distinct exploitation pathway is defined in line with its target audience, level of maturity, intended reuse, and potential post-project trajectory. These pathways may fall under either commercial or non-commercial/institutional categories. Both types of results are considered equally critical for ensuring the project's long-term impact.

5.1.2.1. Commercial Exploitation

Some results, especially those stemming from technological development, data-enabled services, or methodological innovations, may present clear commercial potential for further development and reuse by consortium members or third parties.

For such results, the exploitation pathway typically includes:

- Identification of the partner(s) responsible for ongoing development, validation, and post-project maintenance;
- Target user groups, such as SMEs, digital solution providers, consultancy firms, agri-food actors, or public-private partnerships;
- A defined value proposition describing the specific challenge addressed and the solution provided;
- Possible revenue mechanisms, where applicable, such as licensing, data-driven services, training offers, or public-sector procurement.

Where relevant, the development of commercial results will be informed by internal assessments of technology readiness, regulatory context, and data governance considerations. These include aspects such as IPR protection, compliance with data-related regulations, and alignment with emerging standards relevant to food systems and digital innovation.

These exploitation routes are supported by the ongoing mapping of actors via the Network of Multipliers and supported through internal IPR and exploitation workshops conducted as part of WP6. In addition, outputs such as the Business Model Playbook provide practical guidance to partners on how to articulate value, design reuse strategies, and identify potential follow-up channels within or beyond the project's lifetime.

5.1.2.2. Non-Commercial and Institutional Reuse

Some of the project's core results are intended for non-commercial exploitation, particularly within research, policy, and public innovation ecosystems. These results include policy recommendations, methodological tools, the conceptual framework for the data economy, the Data4Food2030 Monitor, training materials, and stakeholder engagement methodologies.

Such results are designed to support:

- Institutional adoption by public authorities, EU policy actors, research and innovation networks, or thematic platforms;
- Open access dissemination, using repositories such as Zenodo, the Data4Food2030 website, and other publicly accessible platforms;
- Integration into knowledge-sharing infrastructures supporting food systems transformation, data governance, or digital transition strategies;
- Capacity-building initiatives, including training modules, targeted workshops, and transferable practices for stakeholders involved in the DE4FS.

In these cases, sustainability is not driven by revenue models, but by the relevance, accessibility, and ability of partners or affiliated institutions to maintain and promote the assets beyond the lifetime of the project.

To support this, exploitation routes for non-commercial results typically include:

- Clear designation of a responsible partner or stewardship arrangement for post-project continuity;
- Definition of access modalities, such as licensing terms (e.g. Creative Commons), downloadable toolkits, or public guidance notes;
- Estimation of reuse potential, whether localised, national, cross-border, or EU-wide;
- Consideration of support needs, such as translation, periodic updating, integration into existing workflows, or alignment with policy cycles.

In cases where non-commercial results involve structured methodologies or system-level frameworks (e.g. the conceptual framework of the DE4FS or the Monitor), a modified business model approach may be applied. This approach focuses not on monetisation, but on value delivery, usability, and alignment with long-term stakeholder needs.

These pathways are also reinforced by the stakeholder engagement conducted under WP4 and WP6, as well as by connections established through the Network of Multipliers and related initiatives.

5.1.2.3. Uptake and Integration Across Project Phases

The definition and refinement of exploitation pathways in Data4Food2030 is an **iterative process**, integrated into the project's internal methodology and WP6 coordination framework. This approach enables project partners to align exploitation decisions with the evolution of Key Exploitable Results (KERs), stakeholder interactions, and emerging opportunities for sustainability or transfer.

The process is structured around three interrelated phases:

- **Phase I – Identification:** Partners indicate potential exploitation pathways for emerging results using the KER Identification Template (Annex B). This includes preliminary assumptions around value, target users, and type of reuse (e.g. institutional, policy, commercial).
- **Phase II – Validation:** Assumptions are refined based on feedback gathered during case study work, WP4 and WP6 engagement activities, internal peer discussions, and interactions with the Project Steering Group (PSG). This phase also includes initial alignment with IPR and access considerations.
- **Phase III – Finalisation:** Final exploitation routes are confirmed for each validated KER, including roles, access modalities, and — where relevant — linkages with the Business Model Playbook, Network of Multipliers, or post-project continuity measures.

Throughout this process, the pathway associated with each result informs decisions on:

- Whether the result qualifies and is validated as a **Key Exploitable Result (KER)**;
- Whether any **support mechanisms** (e.g. partnership alliances, stakeholder synergies, training actions) are required to facilitate uptake;
- Whether any form of **post-project coordination or stewardship** is needed to ensure long-term visibility, access, or integration into relevant ecosystems.

This structured but flexible approach enables the consortium to respond to emerging opportunities, reflect real-world conditions, and ensure that exploitation planning remains practical, impact-oriented, and embedded across all relevant work packages.

5.2. Data4Food2030 Key Exploitable Results (KERs)

Data4Food2030 is expected to produce a range of results, including a set of Key Exploitable Results (KERs) that hold particular value for both commercial and non-commercial exploitation. These KERs are closely linked to the project's IPR management scheme and the Business Model Playbook and form the basis for broader sustainability and impact strategies.

All KERs are potentially subject to IPR and may be exploited commercially and non-commercially and may take multiple forms:

- **Commercial exploitation:** creating sellable products or monetised services;
- **Research and innovation:** leveraging project outcomes to support new R&I projects or collaborations;
- **Education and training:** integrating results into academic curricula, workshops, and capacity-building efforts;
- **Community and ecosystem engagement:** raising awareness and enabling shared ownership through open access and reuse;
- **Knowledge transfer:** promoting uptake through scientific dissemination, practical toolkits, and stakeholder collaboration;
- **Policy impact:** supporting evidence-based policymaking, regulatory design, or funding alignment.

All KERs will be openly accessible and free of charge during the project. After the project completion, selected results, particularly the Data4Food2030 Monitor, will be further developed with a view to long-term sustainability and reuse by the wider food systems data community. A final sustainability and exploitation roadmap will be delivered in M48.

Below, the three main KERs identified during the proposal phase are described in structured tables. Each table outlines the result's purpose, development partners, target groups, intended exploitation routes (commercial and/or non-commercial), and a unique value proposition (UVP) to express its impact clearly and accessibly.

Table 48: Description of the Data4Food2030 Monitor as a Key Exploitable Result

KER #1 Data4Food2030 Monitor			
Description: The MS is a fully functional platform resulting from the integration of all the data sources generated in the project (at macro and case study level), providing effective, all-encompassing assessment and monitoring of the development, performance and impact of the DE4FS.			
Target Groups	Farmers and Agricultural Producers, Data Intermediaries and Service Providers, Government and Regulatory Bodies, Research and Academic Institutions, Business and Industry Stakeholders, Multi-actor collaborations/Data Space Initiatives	Partners contributing to its development	EV ILVO, LC, INTRA, WR

<p>Unique Value Proposition: The Monitor will include advanced features (e.g., multiple filtering criteria, activity maps), a macroeconomic model and system dynamic simulations incorporating a series of scenarios, aiming to extrapolate and forecast the impact of increasing the size of the data market on the overall economy, the impact of strategic options and the impact of generalisation of case studies. It will be progressively (i.e., per iteration) enriched with data from the CSs and validated by stakeholders.</p>	
<p>Means of Exploitation</p>	
<p><u>Non-commercial:</u></p> <p>Scientific: The exploitation can derive from the diffusion of knowledge related to the development, performance and impact of the data economy in food systems that will be monitored through the MS. Academic and research organisations will have access to information related to the state-of-play but also to insights into possible foresights, trends and scenarios that forecast future states of the DE4FS.</p> <p>Policy Making: Through the impact assessment that will be made by the MS, policy makers will be able to identify where and how they can improve their policies to steer the DE4FS into a desirable direction, which allows them to consider perspectives of EU citizens, considering variables such as gender, geographic location and socio-economic background.</p>	<p><u>Commercial:</u></p> <p>The exploitation can be attained by a) technology providers by enabling them to build new applications and services, utilising the platform (e.g., predictive analytics) and exploiting innovative business models and b) consulting SMEs by the deployment of the commercial and scientific consulting services built upon the MS.</p>

Table 49: Description of the conceptual framework of the data economy as a Key Exploitable Result

<p>KER #2 Conceptual framework of the data economy</p>			
<p>Description: The framework aims to study the DE4FS and identify already-known critical issues, drivers and barriers, positive and negative impacts, environmental and societal potentials. The KER foresees the implementation of a philosophical analysis of core concepts and a definition of the DE4FS, to be completed by knowledge coming from other WPs.</p>			
<p>Target Groups</p>	<p>Government and Regulatory Bodies, Research and Academic Institutions</p>	<p>Partners contributing to its development</p>	<p>WR, INRAE, EV ILVO, ATB, WU, LC, VUB</p>
<p>Unique Value Proposition: Up-to-date scientific knowledge, validated through the case studies and incorporated with feedback from the stakeholders, leading to a functional, empirically tested conceptual framework.</p>			
<p>Means of Exploitation</p>			
<p><u>Non-commercial:</u></p> <p>Scientific exploitation: The exploitation can derive from the use of the scientific breakthroughs under other existing research activities, new research projects and for</p>			

educational/training purposes. The framework will align academia and other stakeholders in terms of conception of the DE4FS, fostering the identification of its correlations.

Policy Making exploitation: The exploitation can derive from the formation of innovative policies fostering the knowledge derived from the framework.

Table 50: Description of policy recommendations as a Key Exploitable Result

KER # Policy recommendations			
Description: The KER constitutes a roadmap for the stimulation of the DE4FS as well as a dedicated recommendations' report for policy makers (including alternative scenarios and political choices to make).			
Target Groups	Government and Regulatory Bodies	Partners contributing to its development	WR, INRAE, WU, LC, VUB
Unique Value Proposition: Policy recommendations and an actionable roadmap for boosting DE4FS, will be co-created based on the dialogues/exchanges among stakeholders at EU level.			
Means of Exploitation			
<u>Non-commercial</u>			
Policy Making exploitation: The exploitation can derive from the introduction of strategic options into the DE4FS policy agenda, and alignment of policies at EU level. The policy recommendations will be publicly accessible via Zenodo and uploaded upon their completion.			

6. Data4Food2030 Strategy for the management of IPR

Data4Food2030 has developed a structured strategy for the management of Intellectual Property Rights (IPR), aiming to ensure that all project results, whether scientific, methodological, digital, or policy-oriented, are appropriately identified, protected, and positioned for long-term reuse. The strategy balances the need to safeguard the interests of individual partners with the project's commitment to openness, collaboration, and wide accessibility of knowledge.

The IPR strategy is implemented in alignment with the Horizon Europe rules on ownership, protection, and exploitation of results, as well as the internal provisions of the Consortium Agreement. It applies to a variety of outputs, including Key Exploitable Results (KERs), software components, conceptual frameworks, datasets, and capacity-building resources.

In addition to ensuring legal clarity, the IPR management approach supports exploitation planning, post-project sustainability, and stakeholder trust. The process is closely linked to the development of the Business Model Playbook (chapter 7), the internal KER validation mechanism (as described in chapter 5), and the broader impact maximisation activities under WP6.

The following sections outline the governance, roles, internal procedures, and sustainability considerations that underpin this strategy.

6.1. IP procedures

The practical implementation of the Data4Food2030 IPR strategy is organised through a clear set of internal procedures that ensure project results are handled responsibly, transparently, and in alignment with the Horizon Europe framework. These procedures support the secure disclosure of new knowledge, enable fair ownership recognition, and promote the exploitation and reuse of project outputs.

To this end, Data4Food2030 applies a two-level approach for managing IP:

- During the project, partners follow an internal workflow for identifying, characterising, and validating new intellectual property, particularly in connection with Key Exploitable Results (KERs);
- After the project, sustainability and access considerations guide decisions on licensing, protection, or public release of selected results.

6.1.1. Level 1: During the project

Information sharing will comply the specifications described in the Consortium Agreement (Article 10.1) whereby:

All information in whatever form or mode of communication, which is disclosed by a Party (the “Disclosing Party”) to any other Party (the “Recipient”) in connection with the Project during its implementation and which has been explicitly marked as “confidential” at the time of disclosure, or when disclosed orally has been identified as confidential at the time of disclosure and has been confirmed and designated in writing within 15 calendar days from oral disclosure at the latest as confidential information by the Disclosing Party, is “Confidential Information”. In addition:

Table 51: Exceptions to the Confidentiality Obligation under the Grant Agreement

The commitment of non-disclosure under the GA for a period of 5 years after the end of the project includes the following:	The aforementioned does not apply if the recipient can show the following:
<ul style="list-style-type: none"> - not to use Confidential Information otherwise than for the purpose for which it was disclosed; - not to disclose Confidential Information without the prior written consent by the Disclosing Party; - to ensure that internal distribution of Confidential Information by a Recipient shall take place on a strict need-to-know basis; - to return to the Disclosing Party, or destroy, on request all Confidential Information that has been disclosed to the Recipients including all copies thereof and to delete all information stored in a machine-readable form to the extent practically possible. The Recipients may keep a copy to the extent it is required to keep, archive or store such Confidential Information because of compliance with applicable laws and regulations or for the proof of on-going obligations provided <p>that the Recipient complies with the confidentiality obligations herein contained with respect to such copy.</p>	<ul style="list-style-type: none"> - the Confidential Information has become or becomes publicly available by means other than a breach of the Recipient's confidentiality obligations; - the Disclosing Party subsequently informs the Recipient that the Confidential Information is no longer confidential; - the Confidential Information is communicated to the Recipient without any obligation of confidentiality by a third party who is to the best knowledge of the Recipient in lawful possession thereof and under no obligation of confidentiality to the Disclosing Party; - the disclosure or communication of the Confidential Information is foreseen by provisions of the Grant Agreement; - the Confidential Information, at any time, was developed by the Recipient completely independently of any such disclosure by the Disclosing Party; - the Confidential Information was already known to the Recipient prior to disclosure, - the Recipient is required to disclose the Confidential Information in order to comply with applicable laws or regulations or with a court or administrative order

Newly generated knowledge and IP will be recorded, recognized, and assessed through appropriate mechanisms and tools, in order to identify all relevant IP and clarify ownership, screening and managing any new IP that arises. All involved actors in the various steps of the project will be asked to sign Nondisclosure Agreements (NDAs) and the consortium shall ensure that no unauthorised third party will have access to such information, applying information security policies and standards. The specific procedure for identifying new IP is summarised in Figure 82.

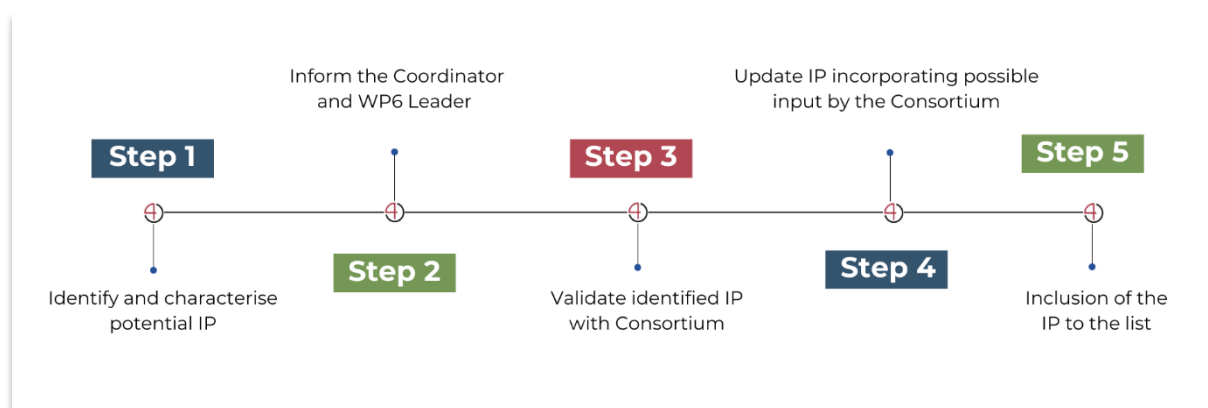


Figure 82: Procedure for newly identified IP

The identification of new IP is closely related to the identification process of KERs described above. In that way, when a new KER is identified, the partner follows a similar procedure, first by characterising the IP and informing the Project Coordinator and the WP6 leader RFF on the relative IP that is linked to the KER.

Once the previous step is concluded the partners will be asked to validate the new IP. Comments and suggestions of the partners will be recorded while possible objections will be discussed and addressed appropriately. Finally, after the new IP is validated, it will be included in the project's IP list.

6.1.1.1. Democratisation of scientific knowledge

The consortium will publish the overall project results in the project website, publications, and seminars, without charging intellectual property rights. All partners will deposit scientific peer reviewed publications in a centralised repository (Open Research Europe) as mandated by the Horizon Europe "Open science policy."

6.1.2. Level 2: Post-Project IP Strategy

Systematic management of IP risks and the contractual environment is one of the building blocks of post-project sustainability. To this end, RFF will offer services for the whole lifecycle to Data4Food2030 partners concerning appropriate protection of results, provided that protecting them is possible, reasonable, and justified (given the circumstances).

Post-project sustainability requires concrete, constant consideration from the beginning of the project, which take the form of four pillars (Figure 83):

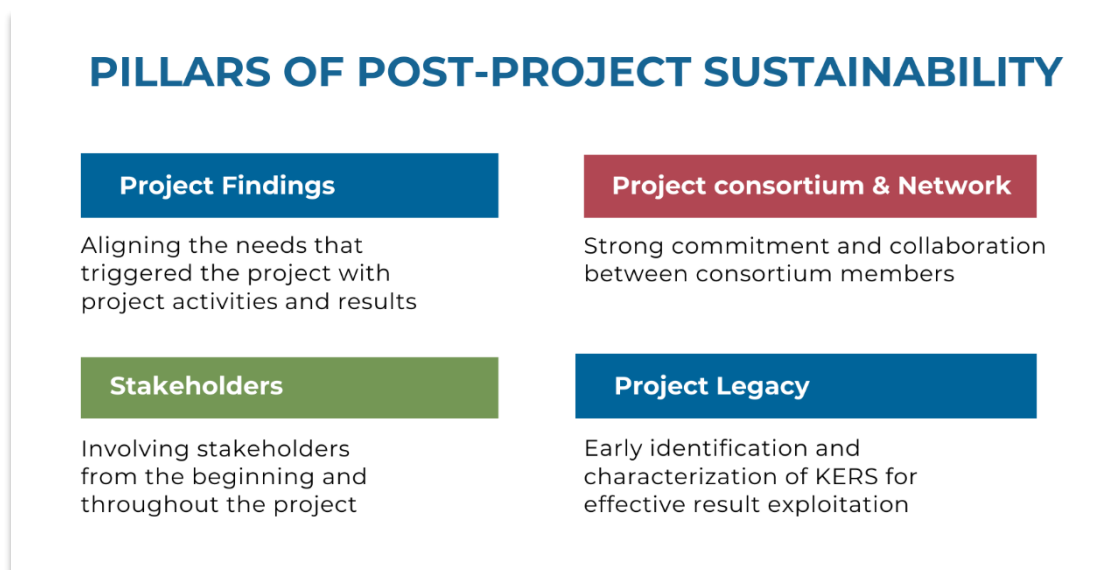


Figure 83: Pillars of post-project sustainability

6.1.2.1. Pillar 1: Project Findings

The needs to be addressed were identified during the proposal stage (Figure 92) and are continuously re-evaluated and expanded through stakeholder engagement. WP4 has conducted extensive interviews and surveys with stakeholders across Europe. In parallel, WP3 is responsible for nine case studies showcasing Pan-European examples of available data

sources, data technologies, and data-sharing practices. These case studies support the analysis, mapping of stakeholder needs, and identification of areas for improvement to promote data-enabled business models. Maintaining a strong focus on these needs will help define the project's positioning and guide its trajectory beyond its completion.

● ● ● Specific Needs [SN]

SN#1

Need to enlarge the knowledge base and insight into the DE4FS (including the actual and potential impacts, the drivers, barriers and enablers of digital transformation, its fairness and inclusiveness).

SN#2

Need for defining and mapping the stakeholders and their roles in various systems and data.

SN#3

Need for a broad stakeholder dialogue to facilitate new insights, to boost mutual learning and cooperation, to increase awareness about the benefits and pitfalls of digital transformation, and to generate new ideas and approaches to improve governance of the DE4FS.

SN#4

Need to broaden the group of citizens, communities, companies and other food system stakeholders that can benefit from the digital transformation and facilitate a paradigm shift.

SN#5

Need to determine how to upscale data-driven innovations to a higher level of adoption and broader integration.

SN#6

Need for higher requirements on interoperability between software systems and data in order for data-based solutions to operate within a system of systems context.

SN#7

Need for a sustainable monitoring system that coherently describes the knowledge of all relevant aspects of the DE4FS and its impact on relevant policies.

Figure 84: Data4Food2030 Specific Needs

6.1.2.2. Pillar 2: Project consortium and network

A pro-active consortium has been established, and project partners are invested and engaged in developing and achieving the project's goals and intended impact. Chapter 3 will elaborate about partner networks and the strategy for making the most out of existing synergies and developing a specific network of multipliers.

6.1.2.3. Pillar 3: Stakeholders

Involving stakeholders from the beginning of the project is crucial for expanding the network and ensuring interest in the DE4Fs continues after the project ends. Distinct target groups, key messages to summarise the project's benefit to each group as well as specific dissemination and communication tools have been identified in the first iteration of the project's Dissemination Exploitation and Communication Plan (D6.1) and have been updated and presented in section 2.2 of this document. These target groups have been further enhanced by integrating the

stakeholders identified during WPs interviews and surveys and by distinguishing the specific stakeholders from the Case Studies.

6.1.2.4. Pillar 4: Project legacy

The identification and characterisation of KERs as early as possible and evaluating their progress will ensure the timely and effective exploitation after the project. The procedures and the toolkit described in this document will further contribute post-project sustainability.

6.2. Partner obligations

Data4Food2030 will follow all IP management requirements described in the Grant Agreement as well as the signed Consortium Agreement.

6.2.1. Access Rights

Partners must give each other, and other involved participants access to the background identified as needed for implementing the action, subject to any specific rules of the Grant Agreement. '*Background*' means any data, know-how or information - whatever its form or nature (tangible or intangible), including any rights such as intellectual property rights — that is:

- held by the partners before they acceded to the Agreement.
- needed to implement the action or exploit the results.

If background is subject to rights of a third party, the partner concerned must ensure that it is able to comply with its obligations under the Grant Agreement.

According to the Consortium Agreement and specifically Article 9, all partners have identified and agreed on the background for the project and have also, where relevant, informed each other that Access to specific background is subject to legal restrictions or limits.

6.2.2. Results and ownership

'*Results*' means any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether it can be protected, as well as any rights attached to it, including intellectual property rights.

Joint ownership is governed by Grant Agreement Article 16.4 and its Annex 5, Section Ownership of results. In case of joint ownership, each of the joint owners shall be entitled to exploit the joint results as it sees fit, and to grant non-exclusive licences, without obtaining any consent from, paying compensation to, or otherwise accounting to any other joint owner, unless otherwise agreed between the joint owners. The joint owners shall agree on all protection measures and the division of related cost in advance.

6.2.3. Transfer of results

Each involved partner may transfer ownership of its own results, including its share in jointly owned results, following the procedures of the Grant Agreement Article 16.4 and its Annex 5, Section Transfer and licensing of results, sub-section "Transfer of ownership".

Each partner may identify specific third parties it intends to transfer the ownership of its results to in Attachment (3) of the Consortium Agreement. These parties hereby waive their right to

prior notice and their right to object to such a transfer to listed third parties according to the Grant Agreement Article 16.4 and its Annex 5, Section Transfer of licensing of results, sub-section “Transfer of ownership”, 3rd paragraph.

Partners shall, however, at the time of the transfer, inform the other parties of such transfer and shall ensure that the rights of the other parties under the Consortium Agreement and the Grant Agreement will not be affected by such transfer. Any addition to Attachment (3) after signature of this Consortium Agreement requires a decision of the General Assembly.

6.2.4. Access rights to results

Partners grant each other access - under fair and reasonable conditions - to results needed for exploiting their results. Partners must grant each other access -under fair and reasonable conditions – to background needed for exploiting their results, unless the beneficiary that holds the background has — before acceding to the Agreement — informed the other beneficiaries that access to its background is subject to restrictions.

Requests for access must be made — unless agreed otherwise in writing — up to one year after the end of the action (see Data Sheet, Point 1 of Consortium Agreement).

For the avoidance of doubt any grant of Access Rights not covered by the Grant Agreement or the Consortium Agreement shall be at the absolute discretion of the owning Party and subject to such terms and conditions as may be agreed between the owning and receiving Parties.

6.2.5. Dissemination of results

During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination, subject to the following provisions.

Prior notice of any planned publication shall be given to the other parties at least forty-five calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the coordinator and to the involved partner(s) proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

An objection is justified if:

- a. the protection of the objecting Party's Results or Background would be adversely affected, or
- b. the objecting Party's legitimate interests in relation to its Results or Background would be significantly harmed, or
- c. the proposed publication includes Confidential Information of the objecting Party.

The objection must include a precise request for necessary modifications. In addition, the unpublished results or background of any partner will not be used for dissemination purposes without obtaining the owning Party's prior written approval.

Access rights for software adhere to the same rules as described above. Access rights do not include source or object code ported to a certain hardware platform or software documentation beyond what is available from the party granting the access rights. The Data4Food2030 Monitor will be licensed under a copyleft licence (e.g., GPLv3, AGPL), mandating the open

distribution of the source code, ensuring freedom of use, and encouraging further knowledge sharing.

Consequences of non-compliance

If a partner breaches any of the obligations of the Grant Agreement (Section 2), the grant may be reduced.

Non-disclosure of information

All information in whatever form or mode of communication, which is disclosed by a Party (the “Disclosing Party”) to any other Party (the “Recipient”) in connection with the Project during its implementation and which has been explicitly marked as “confidential” at the time of disclosure, or when disclosed orally and has been confirmed and designated in writing within 15 calendar days from oral disclosure at the latest as confidential information by the Disclosing Party, is “Confidential Information”.

The Recipients hereby undertake in addition and without prejudice to any commitment on non-disclosure under the Grant Agreement, for a period of 5 years after the end of the Project:

- a. not to use Confidential Information otherwise than for the purpose for which it was disclosed.
- b. not to disclose Confidential Information without the prior written consent by the Disclosing Party.
- c. to ensure that internal distribution of Confidential Information by a Recipient shall take place on a strict need-to-know basis; and
- d. to return to the Disclosing Party, or destroy, on request all Confidential Information that has been disclosed to the Recipients including all copies thereof and to delete all information stored in a machine-readable form to the extent practically possible. The Recipients may keep a copy to the extent it is required to keep, archive or store such Confidential Information because of compliance with applicable laws and regulations or for the proof of on-going obligations provided that the Recipient complies with the confidentiality obligations herein contained with respect to such copy.

The Recipients shall be responsible for the fulfilment of the above obligations on the part of their employees, or third parties involved in the project and shall ensure that they remain so obliged, as far as legally possible, during and after the end of the project and/or after the termination of the contractual relationship with the employee or third party.

6.2.6. Preliminary IPR Assignments to KERs

At this stage of the project, the Data4Food2030 Monitor is the only result associated with a clearly defined intellectual property rights (IPR) strategy. It is expected to be licensed under a copyleft licence (e.g. GPLv3 or AGPL), which mandates the open distribution of the source code, ensures freedom of use, and encourages further knowledge sharing across the food data ecosystem.

The table below presents the current IPR assignments for the three Key Exploitable Results (KERs) identified during the preparation of this deliverable:

Table 52: Data4Food2030's KERs & linked IPRs

KERs		Linked IPRs to the KERs
1	Data4Food2030 Monitor	Copyright
2	Conceptual framework of the data economy	no IPR
3	Policy Recommendations	no IPR

These assignments are preliminary. As the project enters its final phase, all KERs will be reviewed to assess whether the initial IPR linkage remains appropriate. Adjustments may be made based on the maturity of each result, stakeholder feedback, and the emerging exploitation and sustainability strategy.

6.3. IPR and Exploitation Workshop Series

To support consistent implementation of the IPR strategy and help partners align with Horizon Europe requirements, Data4Food2030 has established a dedicated series of workshops on intellectual property (IP), exploitation, and sustainability planning. These workshops are coordinated by RFF and aim to build a shared understanding of key terminology, internal procedures, and partner responsibilities related to IP and exploitation.

Each session builds upon the last, creating opportunities to review the status of Key Exploitable Results (KERs), clarify protection options, and guide partners through the evolving process of result validation and strategic uptake. While RFF does not offer legal protection of results, it facilitates the process and may recommend consulting external IP or legal experts when justified.

6.3.1. 1st IPR and Exploitation Workshop (June 2025)

The first **Exploitation and IPR Workshop** was held online on **20 June 2025**, organised and presented by **RFF** with the active participation of all project partners. The objective was to introduce the consortium to key concepts and internal procedures related to IP and KERs, and to begin formalising exploitation pathways.

Key goals of the workshop included:

- Clarifying the concepts of IP and IPR in the context of Horizon Europe;
- Outlining the project's internal KER/IP identification workflow;
- Validating the KERs proposed at the proposal stage and introducing expectations for new KERs;
- Introducing the templates to be used in the second reporting period;
- Initiating exploitation readiness across partner teams.

6.3.1.1. Topics Covered

The 90-minute workshop was structured into five key sections:

1. Intellectual Property (IP) & Intellectual Property Rights (IPR)

- Defined IP and IPR in the context of EU projects;

- Clarified the difference between registrable and unregistrable rights;
- Emphasised the strategic value of protecting intellectual assets.

2. IP Protection Measures

- Reviewed major IPR categories (e.g. patents, copyrights, trademarks, trade secrets);
- Covered general principles: territoriality, protection duration, rights conferred.

3. IP in EU-Funded Projects

- Outlined Horizon Europe's IP expectations and responsibilities;
- Walked through exploitation terminology and the structure of the D4F2030 KER/IP Catalogue;
- Revisited the KERs identified at proposal stage and invited updates.

4. Exploitation and IP Strategy: Next Steps and Expectations

- Introduced the KER/IP template and internal validation process;
- Provided instructions for submission, review, and timeline expectations.

5. Q&A Session

- Addressed partner-specific questions;
- Documented open questions to be included in the next internal FAQ iteration.



Figure 85: Screenshot of the 1st online Exploitation and IPR workshop, 20 June 2025 (RFF)

6.3.2. Next Steps

Following the first workshop, all partners are expected to:

- Review their results and assess whether any new outputs qualify as a Key Exploitable Result (KER);
- Complete the KER/IP identification template where applicable;

- Submit proposed KERs to RFF and the Coordinator for validation;
- Contribute to the ongoing refinement of the Exploitation and IPR Catalogue;
- Appoint an internal IPR Manager per partner organisation to coordinate internal IP issues and participate in the IPR Management Group.

To support this process, an Exploitation and IPR Catalogue has been introduced. This internal working tool enables partners to define the scope, target groups, means of exploitation, and potential IPR for each result — and will serve as the central inventory for tracking the evolution of KERs throughout the project.

Two additional workshops are planned for the second half of the project. These will address more advanced topics, including:

- Licensing models and access rights;
- Long-term exploitation scenarios and sustainability planning;
- The role of the Business Model Playbook in supporting KER uptake post-project;
- Dispute resolution and joint ownership clarification;
- IP conflict scenarios and updating the IP inventory.

These sessions will further consolidate the consortium's IP knowledge and ensure readiness for the final phase of exploitation and impact maximisation. The outcomes will also feed into the preparation of Deliverable D6.3, due at the end of the project (M48), which will provide the final version of the Exploitation of Results and IPR Catalogue.

7. Business Model Playbook

The Business Model Playbook (BMP) is the second component of the integrated toolset for multiplying the impact of Data4Food2030. It provides stakeholders with a structured, practical, and accessible guide to exploiting available and generated data in the DE4FS. The playbook presents business models that are designed to be inclusive, adaptable, and oriented toward long-term value creation.

The BMP supports the project's mission to counteract power imbalances, vendor lock-ins, and exclusion risks often associated with data-driven models by promoting fair, open, and sustainable business practices. The business models are grounded in principles of data re-use, valorisation, interoperability, and data altruism, ensuring that public interest and systemic transformation remain central.

While the BMP is not a formal deliverable under the Grant Agreement, it is foreseen as an internal resource developed under Task 6.3 (Integrated toolset for multiplying impact) to support exploitation, continuity, and scale-up of the project's results. Its relevance has been acknowledged in internal planning documents and during official consortium and review meetings.

As of M36, the BMP has been developed as a living document, consolidating inputs from WP5, WP6, the case studies, and stakeholder consultations. The current version is presented in this deliverable (D6.2) and will continue to be refined internally, with a final version planned for M48.

The full internal version will remain accessible to the consortium and may be made available upon request to the EC services or interested stakeholders supporting the project's exploitation and sustainability goals.

- **>4** innovative business models with **>10** assessment indicators
- **>500** companies informed about the business model.
- **>10** companies adopting the innovative business models.

Preliminary validation of the BMP and the Data4Food2030 Monitor has already taken place through case study interactions, stakeholder dialogues, and targeted dissemination activities. Early feedback from innovation actors, public authorities, and agri-food stakeholders confirmed the tools' practical relevance and their potential to support business model development, exploitation strategies, and data-sharing practices. These insights will inform refinements in RP3 and help guide structured engagement with multiplier organisations and interested external parties.

7.1. Objectives

Exploiting data and data-driven solutions in food systems requires extensive collaboration with a wide range of stakeholders, from data providers to end users. This process culminates in the development, adaptation, and implementation of innovative and inclusive business models that enable the reuse, valorisation, and responsible governance of data.

Data4Food2030 addresses business modelling through several complementary activities across the project, including:

- Gaining knowledge on current and new business models⁷. This includes considering the business models developed by the AgriDataSpace and Divine projects and the work done towards the common European dataspace.
- Utilising the use cases to examine available data for reuse and innovation, taking into account both business models for monetization/valorisation as well as data altruism from different stakeholders' perspectives.⁸
- Defining strategic options for data value propositions, including the development of innovative business models to be validated by the stakeholder network⁹.

The objective of the Business Model Playbook is to consolidate the outcomes of the various tasks in order to create an easy-to-follow guidebook on exploiting available and/or owning generated data.

7.1.1. Target audience

The Business Model Playbook is designed to address the needs of a broad and evolving audience. It begins by supporting the internal activities of the Data4Food2030 consortium and gradually expands its reach to include the case studies, the stakeholder network, and the wider ecosystem.

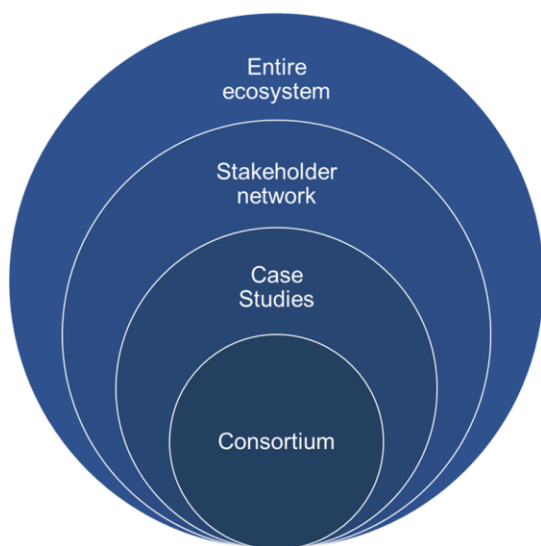


Figure 86: Target audience of the Business Model Playbook

Consortium

Partners within the consortium will benefit from the playbook for the exploitation of their results.

Case Studies

The case studies represent the DE4FS in practice and can actively use the playbook to consider their current business models and the innovative modes developed by the project.

Stakeholder Network

The stakeholder network is composed of parties interested and actively involved in the data economy both directly and indirectly and can use the Playbook to better understand the ownership and exploitation of data.

Wider ecosystem

The Business Model Playbook will be openly shared with the public and can be a useful tool for any interested parties in learning more about the data exploiting and ownership in the context of the DE4FS.

⁷ Data4Food2020. Grant Agreement: T1.3 Ethical, legal, and societal aspects involved in the improvement of the data economy for food systems (M12-M36) [Leader: WU - Partners: INRAE, VUB]

⁸ Data4Food230 Grant Agreement: T3.2 Case Study Set-up, Operation & Improvement (M3-M36) [Leader: ATB - Partners: RFF & Case Study Teams]

⁹ Data4Food2030. Grant Agreement: T5.2 Identification & selection of strategic options for uptake of key data value propositions (M24-M36) [Leader BSC - Partners: WR, INRAE, LC, VUB, SGGW]

The BMP may be shared selectively with stakeholders as part of the exploitation and communication activities of Task 6.3, and its summary is made available in this deliverable to support transparency and engagement.

7.2. Strategy

The Business Model Playbook presents the business models developed throughout the project in a clear and practical format, supporting their potential uptake by relevant stakeholders.

The strategy behind the Playbook is to:

- Offer a concise presentation of business models aligned with the DE4FS;
- Reflect findings from Data4Food2030 case studies and related EU initiatives, such as AgriDataSpace and DIVINE;
- Ensure that the models are understandable, adaptable, and relevant to different user groups, particularly within the food, agriculture, and bioeconomy sectors.

As of M36, the Playbook serves as a strategic resource, consolidating inputs from across the consortium. It will continue to be refined and validated internally, with stakeholder feedback informing its finalisation by M48.

7.2.1. Structure

The structure of the BMP will be expanded upon through the collaboration with partners developing the business models and conducting relevant research as their work progresses. The task dedicated to business modelling (T5.2) does not begin until M24, therefore the structure presented below is a preliminary plan that will be adapted to accurately reflect the final set of business models developed.

7.2.1.1. Introduction

The introduction of the BMP will present a brief overview of the Data4Food2030 project to provide context for the reader. It will also present a summary of the methodology used to develop the business models. The section will outline the structure and objectives of the Playbook (including what readers should gain from using it).

“The Business Model Playbook will be a tool for businesses to innovate and improve operations, presenting business models relevant to the data economy that can be imitated and recombined, and ultimately adapted to fit the specific situation.”

7.2.1.2. Categories

To facilitate navigation and improve usability, the business models included in the Playbook will be grouped into **broad thematic categories**. These categories are designed to help readers reflect on their strategic priorities and identify models most relevant to their operational context.

As of M36, the following categories are under consideration:

- **Customer Segment:** Models that focus on addressing the specific needs of different user groups, enabling more targeted and inclusive service delivery across the food system.

- **Revenue Streams:** Models that explore alternative income sources or pricing strategies, including subscription-based access, pay-per-use, freemium structures, or public-private hybrid mechanisms.
- **Value Network:** Models that emphasise collaboration, risk-sharing, and joint resource mobilisation among multiple actors within a data-driven ecosystem.
- **Value Proposition:** Models that articulate the unique value offered to customers or partners, aligning with long-term strategic goals such as transparency, sustainability, or data sovereignty.

These categories will be refined as the development of the Playbook progresses, and additional classification layers may be introduced based on sector, use case, or data sharing approach.

7.2.1.3. Business Models

Each business model included in the Playbook will be accompanied by a graphical representation and structured presentation, enabling users to understand its key features at a glance. The aim is to provide practical, easily digestible guidance that facilitates comparison, reflection, and adaptation across different use cases.

As of M36, the following standard elements are foreseen for each model entry:

- Overall purpose of the business model, including how it works and why.
- Key success factors
- Unique characteristics
- Fundamentals of its application
- Examples

7.2.1.4. Indicators

The Business Model Playbook will include a set of assessment indicators to help stakeholders reflect on both their current business models and those presented in the Playbook. These indicators are designed to support strategic analysis and adaptation, not to prescribe a single path forward.

As of M36, the following thematic dimensions are foreseen as part of the indicator set:

- The competitive advantage
- Value network
- Value proposition
- Internal rules and processes and strategy
- Cost elements
- Revenue and pricing¹⁰

Additional questions that can be used to evaluate current and new business models include:

1. How difficult/expensive is it for your customer to switch to the competition?
2. How rapidly and easily can you scale your business model?
3. Can your business model produce recurring revenues?
4. Do you earn before you spend?
5. How much do you get customers or third parties to do the work (for free)?
6. How much does your business model protect you from the competition?

¹⁰ Morris, Michael & Schindehutte, Minet & Richardson, J. & Allen, J. (2006). Is the business model a useful strategic concept? Conceptual, theoretical, and empirical insights. *Journal of Small Business Strategy*. 17. 27-50.

7. Is your cost structure better than your competitors'?¹¹

In addition, the key principles of business model innovation, and how to make the most of those presented will be integrated into the BMP. For example:

- **Building off existing foundations:** avoiding unnecessary repetition and work and using the business models presents as a starting point from which to adapt and tailor to specific needs.
- **Avoid industry restrictive mindset:** business models can be applied across multiple industries; innovation comes from finding a unique context for an existing model.
- **Review and rebuild-** looking at new business models can help assess and evaluate existing business models and can support slight changes to complete restructuring.
- **Stay flexible-** business models should not be seen as rigid and unchanging, but rather they should be used to inspire and build something optimal to each situation. ¹²

¹¹ Pereira, D. 2022. *Business Model Assessment*. <https://businessmodelanalyst.com/business-model-assessment/>

¹² Learning Loop. *Business Model Patterns*. <https://learningloop.io/playbook-collections/business-model-patterns/>

8. Network of Multipliers

In the context of communication and dissemination “**multiplier**” refers to the stakeholders that have the potential to amplify key messages and bring greater visibility to the project, its activities, and results. These are the organisations, initiatives and individuals that recognise the added value of the project and are motivated to increase the outreach of the project.

8.1. Goal and Scope

Within the integrated toolkit, the goal is to identify and connect with potential multipliers and work together to promote the project’s contributions to the DE4FS.

By M36, the network of multipliers has grown in line with project priorities and internal consultations (including feedback gathered during the Mallorca workshop and updates from WP4 stakeholder engagement). The benefits of engaging this network are threefold:

- **Gathering diverse feedback** (via interviews, focus groups, workshops) on the data economy and the project’s tools;
- **Raising awareness** and **building interest** in the Data4Food2030 Monitor, business models, and policy recommendations;
- **Ensuring continuity** of results and fostering the long-term development of the DE4FS beyond the project’s duration.

By M48, the final network is expected to consist of at least 30 organisations, including **>20** Digital Innovation Hubs (DIHs) and **>5** AKIS networks. This includes actors such as SmartAgriHubs, Foodity, LAMASUS, and national platforms involved in data spaces, digital agriculture, food innovation, and sustainability.

8.2. Strategy

The strategy for building and activating the **Network of Multipliers** follows a structured, three-step process aimed at progressively identifying, prioritising, and collaborating with high-potential actors. It builds upon initial stakeholder mapping done in the proposal phase and expanded in WP4, as well as engagement experience accumulated during the first 36 months of the project.

Step 1: Identify stakeholders

The first step is to identify all stakeholders that could be interested in the Data4Food2030 project and its results and to categorise them into groups based upon what they can gain from the project. This process was started in the proposal phase and has been expanded to include stakeholders and groups that were identified in WP4. A full description as well as specific communication tools and channels selected for each is provided in chapter 2 and specifically Figure 9.

Step 2: Identify multipliers

Engaging with stakeholders is central to the successful understanding and long-term vision of a fair DE4FS, however not all stakeholders have the same capacity to multiply impact. This step involves identifying and categorising multipliers based upon their influence, level of engagement and means of engagement.

The following categories have been defined:

- **Projects**
- **Digital Innovation Hubs (DIHs)**
- **Data Sharing Initiatives (DSIs).**
- **Agricultural Knowledge and Innovation Systems (AKIS) networks**
- **Clusters**
- **Associations**

The multiplier mapping is continuously updated. Gaps in coverage are identified, and partner organisations are consulted to validate and refine the list. A final set of at least 30 committed organisations will be confirmed by M48, including a minimum of 20 DIHs and 5 AKIS networks, in line with project KPIs.

Step 3: Collaboration

Once multipliers have been selected, an individualised approach for convincing them to take action and promote the project is determined. This involves:

- Familiarising with their objectives and mandates to identify commonalities with the project.
- Identify the priorities that should be promoted, including a set of basic expectations (as reassurance that we are not asking too much)
- Propose the ways in which the project can advocate on their behalf and offer them support for example:
 - Integrate their perspectives and feedback into the project (e.g., WP4 scenarios, the Monitor, policy white papers)
 - Blog features, social media posts, links on the website, presentations at Data4Food2030 organised events
 - Capacity building, training and educational opportunities

Engagement in Action

- **General engagement**
 - The DEC plan provides the specific strategy and tools for engaging stakeholders and has already been implemented since the start of the project. This type of engagement is outgoing and is important for building trust and interest in the project.
- **Targeted engagement**
 - As project results become available more targeted communication and dissemination measures will be used to provide the most meaningful information to each specific target group. In the context of multiplying impact this will also extend to the multipliers and effectively coworking with them.

During the second reporting period (RP2), members of the multiplier network were engaged through targeted dissemination and outreach actions. These included co-promotion of project events, sharing of project outputs via partner channels, and participation in bilateral exchanges around the Monitor, the Business Model Playbook, and stakeholder engagement processes. While most multipliers are expected to be formally mobilised in RP3, these early interactions contributed to increased visibility, broader feedback loops, and initial alignment with key actors across the food and data innovation ecosystems.

8.3. Inventory of Multipliers

8.3.1. Projects

Connecting with other projects provide a three-fold benefit:

- **Network multiplication:** Engaging with project consortia allows Data4Food2030 to expand its own network while tapping into the networks of peer initiatives.
- **Progression:** Connecting with projects at different implementation stages opens opportunities to build on previous results and position Data4Food2030 outputs for reuse or uptake in follow-up projects.
- **Complementarity:** Projects working in similar thematic areas can address challenges from different angles. Coordinated events and joint stakeholder activities help broaden outreach, reduce stakeholder fatigue, and increase cost-effectiveness.

Since the beginning of the project, a planning template has been shared with partners regularly to provide the names of relevant projects they are part of. These templates and the process are described in detail in D6.1 and earlier in this Deliverable. Figure 87 presents the relevant projects divided into categories that broadly represent the different elements of the DE4FS addressed by the project.



Figure 87: Relevant projects

8.3.1.1. AgriDataSpace

AgriDataSpace, which concluded in 2024, was a Horizon Europe project focused on building a secure and trusted European data space for agriculture. It remains a strategic reference project for Data4Food2030 due to strong thematic alignment and shared partner involvement.

Several Data4Food2030 partners, including WR, 1001 Lakes, EV ILVO, and RFF, were active in leadership roles:

- RFF led WP5 Ecosystem Building and Stakeholder Engagement
- EV ILVO led WP1 on Mapping the Agricultural Data Sharing Landscape

The mapping of DSIs was an instrumental step for building a Common European Agricultural Data Space, and the AgriDataSpace map served as a comprehensive visualisation of ongoing DSIs in Europe's agricultural domain. To identify and gather information about existing DSIs a survey was used which included within the disclaimer:

"Parts of the information from this survey will also be used for the related project Data4Food2030."

This enabled us to incorporate the list of DSIs within the project's multiplier network.

8.3.1.2. SmartAgriHubs

SmartAgriHubs, which concluded in 2022, laid the groundwork for Europe's network of Digital Innovation Hubs (DIHs) in agriculture. Coordinated by WR (also the coordinator of Data4Food2030), the project built a robust ecosystem to accelerate digital transformation in farming and food systems.

Its impact continues through its extensive DIH network and legacy initiatives, such as the Synergy Days event series.

Data4Food at Synergy Days

Data4Food2030 has actively participated in Synergy Days since 2022, using the event to connect with key multipliers, showcase results, and strengthen cooperation with other EU-funded projects.

- **2022:** The project joined Synergy Days to introduce its objectives, connect with early-stage initiatives, and position itself within the European data ecosystem.
- **2023:** Data4Food2030 hosted an exhibition booth, co-organised three workshops with AgriDataSpace and FriDa, and focused on how data spaces can support food systems. Active networking with DIHs, DSIs, and policy actors marked this edition.
- **2024:** Participation continued with a second exhibition booth and the organisation of three workshops focused on exploitation, stakeholder involvement, and policy alignment. The Data4Food2030 Monitor was prominently featured.

2025 (upcoming): At the October 2025 edition in Rotterdam, the project will return with a booth and co-organise a new round of joint workshops with other participating projects, highlighting exploitation tools, data governance, and opportunities for continued collaboration.

8.3.1.3. CEADS

The CEADS (Co-creating the European Agri-food Data Space) is a Horizon Europe project coordinated by EV ILVO that aims to co-design, implement, and pilot the European Agri-food Data Space. It focuses on enabling data sharing across the agri-food value chain through interoperable, secure, and FAIR data infrastructures, while addressing governance, trust, and data sovereignty. With six partners also involved in Data4Food2030, CEADS provides direct opportunities for alignment, joint stakeholder engagement, and technical synergies. As a multiplier, CEADS helps expand the reach and uptake of Data4Food2030 results within the evolving data space ecosystem and contributes to their long-term policy relevance.

8.3.1.4. CLEVERFOOD

The CLEVERFOOD project established the FOOD2030 network to connect EU funded projects working on transforming the food system in a way that aligns with key EU policies related to food and agriculture. Data4Food2030 has joined the FOOD2030 Networks and is featured in the network's website and social media.

In addition, Data4Food2030 has participated in multiple FOOD2030 events and activities. In December 2023, Data4Food2030 participated in the FOOD2030 Conference, which took place at the European Commission's premises in Brussels. The project hosted an exhibition stand, showcased the Monitor, and engaged with EU policymakers and other research initiatives working on food system transformation.

In March 2024, the consortium took part in the workshop "Working Towards Transformative Food System Innovation", contributing to policy dialogues on data transparency, governance, and the ethical use of data in agri-food systems.

Most recently, in March 2025, Data4Food2030 joined the "Shaping the Future of Food Systems" workshop in Brussels. The project contributed to discussions around trust in digital innovation, inclusive access to data infrastructures, and the importance of data impact indicators for resilience and sustainability.

Last but not least, Data4Food2030 team members, George Beers (WR) and Grigoris Chatzikostas (RFF), contributed to the European Commission's Food 2030 Research and INnovation - Pathways for action 2.0 report¹³.

8.3.2. Digital Innovation Hubs (DIHs)

Digital Innovation Hubs are one-stop shops supporting companies and public sector organisations to respond to digital challenges and become more competitive¹⁴. They provide access to technical expertise, testing facilities, training, financing advice, and guidance on how to apply digital technologies to improve competitiveness, circularity, and environmental performance.

- **As multipliers:** they have strong potential to promote the data economy, foster capacity building, and expand awareness and uptake of Data4Food2030 results across diverse territories and sectors.

¹³ European Commission, Directorate-General for Research and Innovation, Bizzo, G., Fabbri, K., Gajdzinska, M. et al., Food 2030 – Pathways for action 2.0 – R&I policy as a driver for sustainable, healthy, climate resilient and inclusive food systems, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2777/365011>

¹⁴ <https://digital-strategy.ec.europa.eu/en/activities/edihs>

8.3.2.1. SmartAgriHubs DIHs

The SmartAgriHubs¹⁵ project has identified more than 200 DIHs across spanning the following sectors:



- Animal production
- Aquaculture
- Arable Farming
- Dairy
- Fruit
- Vegetables
- Novel foods

These DIHs represent a valuable legacy of SmartAgriHubs and serve as a natural entry point for the Data4Food2030 multiplier network. The mapped hubs are currently being evaluated to identify overlaps with:

Figure 88: SmartAgriHubs map of identified DIHs

- The **European Digital Innovation Hub (EDIH) network**
- Existing **Data Sharing Initiatives (DSIs)** from AgriDataSpace

This assessment will help prioritise DIHs that are best positioned to support stakeholder engagement, scenario dissemination, and uptake of the Data4Food2030 Monitor.

8.3.2.2. European Digital innovation Hub (EDIH) Network

The EDIH network is driven by the European Commission to build a strong community of hubs and other stakeholders to support the digital transformation¹⁶. The EDIH catalogue¹⁷ currently includes 175 DIHs across the following relevant sectors:

- Agricultural biotechnology and food biotechnology
- Environment
- Food and beverages

¹⁵ <https://www.smartagrihubs.eu/portal/network?>

¹⁶ <https://digital-strategy.ec.europa.eu/en/activities/edih>

¹⁷ <https://european-digital-innovation-hubs.ec.europa.eu/edih-catalogue?f%5B0%5D=sectors%3A318&f%5B1%5D=sectors%3A491&f%5B2%5D=sectors%3A703>



Figure 89: EDIH network map of DIHs from relevant sectors

These hubs will also be assessed to identify candidates for inclusion in the Data4Food2030 multiplier network. Selection will be based on relevance to the DE4FS, geographic balance, thematic focus, and demonstrated capacity to engage in knowledge transfer and community-building.

8.3.3. Data Sharing Initiatives

Data Sharing Initiatives (DSIs) are programmes or deliberate activities undertaken by organisations (including governments, non-profits, universities), or individuals to promote data sharing. They aim to tackle challenges such as data fragmentation and limited accessibility while promoting collaboration and innovation through safe and fair data sharing.

- **As multipliers:** DSIs play a central role in building the data economy. They often take the form of public-private partnerships, open data platforms, or sector-specific consortia and contribute to policy design, interoperability frameworks, and shared technical infrastructures.

8.3.3.1. Partner Input

The following DSIs have been identified through partner input using the Planning Form ([Annex A](#)) and ongoing updates:

The Data Spaces Support Centre (DSSC)

Their mission is to investigate the needs of data space initiatives, define common requirements and establish best practices to accelerate the formation of sovereign data spaces as a crucial element of digital transformation in all areas¹⁸. In the context of developing a network of multipliers, the DSSC has formed a Community of Practice (CoP) in data sharing, which is a group of people and organisations who work together to develop and implement data space initiatives in various sectors. They collaborate to create and use the blueprint and building blocks that make up data spaces¹⁹.

FIWARE

¹⁸ <https://dssc.eu/>

¹⁹ <https://dataspacesupportcentre.refined.site/space/DC/27983886/Community+of+Practice>

The FIWARE is an independent Open Community whose members and partners contribute to a trusted brand and technology. Their mission it to build an open sustainable ecosystem around public, royalty-free and implementation-driven software platform standards that ease the development of new Smart Applications in multiple sectors²⁰.

GAIA-X

Is the European initiative working to make combining various providers, adapting services to industry-specific challenges while processing data in compliance with the EU General Data Protection Regulation a reality by creating an ecosystem of networked data spaces. Within these data spaces, data can be linked, securely shared, and easily ported between different infrastructure providers through fixed standards and open interfaces²¹. In addition, GAIA-X has a number of relevant working groups including those focusing on Agriculture, Circular Economy, Geoinformation, Skills data²².

Digital Flanders

Is an agency of the Flemish government focused on the digital transformation and development of a Flemish Data Space²³.

The Food Data Finland

Is a growth Engine program that brings together key players in primary production, food industry and retail trade to develop a food chain that utilises data and to promote innovations in products and services with high added value²⁴.

The Data Sharing Coalition

The Data Sharing Coalition is a collaborative initiative that aims to develop the digital economy and enable organisations to share data across domains and sectors easily and unlock significant economic and societal value. The Data Sharing Coalition facilitates data sharing between data spaces and is working towards interoperability between existing and future data spaces with data sovereignty as a core principle. To do so they work with a number of use cases²⁵.

8.3.3.2. AgriDataSpace

As part of the **AgriDataSpace** project (concluded in 2024), an extensive mapping of Data Sharing Initiatives (DSIs) in the agricultural domain was conducted by **EV ILVO**, resulting in one of the most comprehensive visualisations of DSIs in Europe.

- The interactive DSI map, available at <https://agridataspace-csa.eu/dsis-map/>, shows the **locations of 454 DSIs** across 16 countries.
- However, **detailed profiles and survey data are only available for 76 DSIs**, which completed the in-depth questionnaire circulated during the project.
- The survey included an explicit consent clause allowing selected data to be reused within the **Data4Food2030** project, supporting cross-project synergy and continuity.

²⁰ <https://www.fiware.org/about-us/>

²¹ <https://gaia-x-hub.de>

²² <https://www.gaiax.fi/working-groups/>

²³ <https://www.vlaanderen.be/digitaal-vlaanderen>

²⁴ <https://gs1.fi/en/development/food-data-finland>

²⁵ <https://datasharingcoalition.eu/unlocking-the-true-value-of-data/>

These DSIs are now part of the broader multiplier network for Data4Food2030, offering tested examples of collaborative, cross-sectoral, and technically mature data-sharing models.

Figure 98 visualises the European distribution of the mapped DSIs.



Figure 90: AgriDataSpace map of DSIs

8.3.4. Agricultural Knowledge and Innovation Systems (AKIS) networks

Agricultural Knowledge and Innovation Systems (AKIS) networks: according to EIP-Agri, AKIS encompasses the entire knowledge exchange system and is defined as “the ways people and organisations interact within a country or a region. AKIS can include farming practice, businesses, authorities, research, etc. and can vary a lot, depending on the country or sector.”²⁶

- As multipliers: AKIS networks are highly valuable for Data4Food2030, as they connect key stakeholders across local, regional, and national levels. These include farmers, advisers, researchers, training providers, cooperatives, media, ministries, and rural networks — all central to promoting data literacy, innovation uptake, and practical use of the Data4Food2030 Monitor and related outputs.

As of M36, six key AKIS-related networks have been identified as relevant and engaged:

- **ATTRACTISS**

The project is aiming to improve & embed competencies, approaches, instruments & governance models for Member States AKIS and specifically for Innovation Support Services

²⁶ EIP-AGRI Brochure Agricultural Knowledge and Innovation Systems. 2018. https://ec.europa.eu/eip/agriculture/sites/default/files/eip-agri_brochure_knowledge_systems_2018_en_web.pdf

(ISS) as a crucial AKIS actor. To do so are establishing an EU wide network of ISSs to help them connect and develop a common understanding and vision about their role and function within the AKIS²⁷.

- **Boerenbond**

Boerenbond is the professional organisation of and for every farmer, market gardener and landscaper in Flanders and East Belgium with more than 69.000 members. Their role is to actively offer their members advocacy, training, networking, innovation, creating support and providing advice²⁸.

- **EU CAP Network**

The Network is a forum through which National CAP Networks, organisations, administrations, researchers, entrepreneurs, and practitioners can share knowledge and information (e.g., via peer-to-peer learning and good practices) about agriculture and rural policy²⁹. The network also includes farmers, foresters, and rural enterprises; evaluators; CAP managing authorities and paying agencies; Local Action Groups (LAGs); agricultural and forest advisory services; and innovation support services.

- **i2connect**

i2connect is a project aiming to build on existing networks, to create a broader network of more than 40,000 advisors with the common aim of better supporting farmers and foresters³⁰. Their Advisory Service database is an EU-wide directory of professional organisations and individual actors that provide knowledge services to actors in agriculture, forestry, horticulture and related fields along the agro-food value chain, as well as to other related actors in rural areas. Through the database, it is possible to search for an advisor or advisory organisation in the EU or register³¹.

- **ModernAkis**

The project is building an EU network of more than 1.000 key AKIS actors, including AKIS coordination bodies, from all EU member states, who will spearhead the transformation of the AKIS systems towards a more effective governance and modernised European agro-food sector³².

- **SmartAKIS**

Smart-AKIS is a European Network mainstreaming Smart Farming Technologies among the European farmer community and bridging the gap between practitioners and research on the identification and delivery of new Smart Farming solutions to fit the farmers' needs.

These networks not only provide critical access to on-the-ground actors but also serve as gateways for dialogue, validation, and dissemination of project outcomes related to the DE4FS.

²⁷ <https://attractiss.eu/about-attractiss/>

²⁸ <https://www.boerenbond.be/over-ons>

²⁹ <https://i2connect-h2020.eu/about/>

³⁰ https://eu-cap-network.ec.europa.eu/about-european-cap-network_en

³¹ <https://i2connect-h2020.eu/resources/advisory-services-database/>

³² <https://modernakis.eu/objectives/>

8.3.5. Clusters

Clusters³³ are dynamic geographic concentrations of interconnected firms and related economic entities that have reached a sufficient scale to develop specialised expertise, services, resources, suppliers and skills.

- As multipliers: there are more than 3000 clusters operating in the EU and bring together businesses and other essential entities of an industrial ecosystem such as research and knowledge institutions, science and technology parks, talents and financial service providers, non-profit organisations, related public bodies.

The European Cluster Collaboration Platform (ECCP)

The mission of the ECCP is to be the EU online hub for cluster stakeholders (cluster organisations, policy makers etc..) and the reference one-stop-shop for stakeholders in third countries aiming to establish partnerships with EU counterparts. The ECCP has merged with the European Observatory for Clusters and Industrial Change (OECIC) and the European Resource Efficiency Knowledge Centre (EREK) further expanding its capacity. The ECCP has mapped over 1,200 profiled cluster organisations worldwide and provides clusters with news, and information on funding opportunities, matchmaking events, partner searches and other valuable networking services.³⁴

Search options are available by industry which include six options:

1. NACE2 Sectoral industries
2. Cross-sectoral industries
3. Industrial alliances
4. Industrial ecosystems
5. Technologies
6. Smart Specialisation Strategy (S3) priority areas

A number of sub-categories are defined under each overarching industry heading. A preliminary list of relevant clusters taken from each category and their corresponding sub-category are included in Table 53. This list serves as a starting point, and many of the clusters fall within multiple categories.

Table 53: Clusters from the ECCP, based on sector and sub-categories

NACE2 Sectoral Industries: <i>Accommodation and food services- activities: food and beverage activities</i>	Cross-sectoral Industries: <i>Digital Industries</i>	Industrial alliances: <i>Low carbon industries</i>
<ul style="list-style-type: none"> • Agri-Food Cluster North Savo • AgroTransilvania Cluster • Associació Clúster Foodservice of Catalonia • Bavarian Food Cluster 	<ul style="list-style-type: none"> • Smart Digital Solutions cluster • 4.0 Industry cluster • ACTINN-ACTUA Cluster of Innovation and New Technologies • AgriTech Ireland 	<ul style="list-style-type: none"> • The Czech Hemp Cluster • Bio and Circular Cluster • Biocluster Finland • Blue cluster • Circular Bioeconomy Cluster South-West • Circlemade

³³ Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs. 2020. European Expert Group on Clusters: Recommendation Report. file:///C:/Users/Foods/Downloads/European%20Expert%20Group%20on%20Clusters%20-%20Recommendation%20Report.pdf

³⁴ <https://clustercollaboration.eu/vibrant-platform-service-cluster-organisations>

<ul style="list-style-type: none"> • Clust-ER Agroalimentare Emilia-Romagna • Food Cluster @Business Upper - OÖ Wirtschaftsagentur GmbH • Food Cluster of Southern Greater Poland - association • Wagralim, the agri-food innovation cluster of Wallonia, Belgium • Food products quality cluster 	<ul style="list-style-type: none"> • AI and Big Data Innovations Sweden • AGRI Sud-Ouest • AIBEST • ASINCAR agrifood cluster of Asturias • BCCS (Blockchain Cybersecurity and compliance solutions) cluster 	<ul style="list-style-type: none"> • Green Tech Cluster Styria GmbH • Hemp Cluster • Lower Silesian Technology Park Cluster
Industrial ecosystems: <i>Agri-food</i>	Technologies: <i>Other</i>	S3 priority areas: <i>Digital transformation- big data, data mining, database management</i>
<ul style="list-style-type: none"> • D.A.Re. scrl • Agronym • AgroTech Export Cluster NPO • Agroväst Livsmedel AB • Aragonese Cluster of Agricultural and Livestock Production Means • Arctic Smart Rural Community, ProAgria Laplapan • Food and biocluster Denmark • Association Cluster Agroindustry • Cluster FOOD+i • CTA Agrifood • FEDACOVA 	<ul style="list-style-type: none"> • AgoBioCluster - Agri-Food and Bioeconomy cluster • Asociación de empresas de tecnología de Galicia • BITERAP cluster • Canarias Excelencia Tecnológica • Casovia New Industry Cluster • Clúster Digital Catalunya • Green Technology Cluster 	<ul style="list-style-type: none"> • ScotlandIS Digital Technology Cluster • South Catalonia ICT Cluster • Maritime cluster of Balearic Islands • ICT Cluster • ICT Cluster of Colima • ICT Cortex • Latvian IT Cluster • Galician ICT Cluster

A recent and highly relevant development is the establishment of the **Data4Food Cluster**, a joint initiative by 4 Horizon Europe projects, **DRG4Food**, **FOODITY**, **FoodDataQuest**, and **SoSFood**, all working toward shared goals of promoting trustworthy, citizen-centered, and sustainable data use in food systems.

While Data4Food2030 is not currently a formal member, initial communication has already been established to explore the possibility of joining. This emerging cluster provides a valuable platform for strategic alignment, mutual visibility, and strengthened multiplier capacity across like-minded EU-funded projects.

8.3.6. Associations

Associations are non-profit, member-based organisations that are legal established and typical promote the trade or professional interests of their members³⁵.

- As multipliers: associations bring together members with their own missions, initiatives and perspectives but also advocate the collective values of specific sectors or industries.

The following associations have been identified:

Association for innovation, business excellence, services, and technology (AIBEST)

AIBEST is the voice of the Bulgarian industry on local and regional levels, providing knowledge sharing, collaboration, and network building with the aim of driving knowledge, innovation, technology, and professional ethics to further improve the business environment, and shape the future of knowledge-based economy³⁶.

Big Data Value Association (BDVA)

BDVA is an industry-driven organisation with a mission to develop an innovation ecosystem that enables the data-driven digital transformation of the economy and society in Europe³⁷.

European Association of Fruit and Vegetable Processors (PROFEL)

PROFEL represents over 500 companies in 12 European countries through national associations or direct company membership. The associations work is three-fold, first it aims to align industry on the needs of the sectors and its positions, second to represent the sector at the EU level and promote understanding of the industry towards all stakeholders and finally to prepare the sectors and its members for changes³⁸.

FoodDrinkEurope

FoodDrinkEurope represents the interests of food and drink companies, national food and drink federations, and specific sectoral associations based in Europe and work to promote the ideas and policies that enable the European food and drink industry to make products that are not only safe but also contribute to a greener planet, healthier living and a thriving economy³⁹. Furthermore, they coordinate the work of more than 700 experts through its Committees and Expert Groups.

Hellenic Emerging Technologies Industry Association (HETiA)

HETiA is an alliance of more than 50 industrial members and 20 universities and research institutes with the common aim of promoting the uptake of digital technology and strengthening entrepreneurship in emerging technology domains⁴⁰.

Innovation Greece Association

³⁵https://single-market-economy.ec.europa.eu/sectors/proximity-and-social-economy/social-economy-eu/associations-and-foundations_en

³⁶ <https://aibest.org/>

³⁷ <https://www.bdva.eu>

³⁸ <https://profel-europe.eu/>

³⁹ <https://www.fooddrinkeurope.eu/>

⁴⁰ <https://innovationgreece.com/>

Innovation Greece is an association of innovative companies (8 full members, 8 associated members) with the shared goal of integrating innovation into everyday practices, new products, and services. Together they are working to create a competitive ecosystem for creating high calibre innovation⁴¹.

International Data Spaces Association (IDSA)



IDSA is a coalition of more than 140 member companies that share a vision of a world where all companies self-determine usage rules and realise the full value of their data in secure, trusted, equal partnership⁴².

Primary Food Processors (PFP)

PFP is the association for the European primary food processing industry. Their mission is to represent their member interests and the EU and internal levels and is executed by promoting the industry's views to EU and global institutions and organisations, improving understanding of operational requirements and providing information and advice to members⁴³.

Verbraucherzentrale Bundesverband (VZBC)

VZBC is the federation of German Consumer Organizations and acts as the umbrella organisation for the 16 German consumer associations, one in each of Germany's federal states, and for 29 other member organisations⁴⁴. It represents the interests of all consumers to policymakers, companies and other stakeholders. They also identify structural shortcoming in consumer policy, detect consumer problems and propose solutions and push for their implementations.

Partner spotlight:	
<p>EFFoST is a non-profit organisation bringing together more than 130 societies, institutes, and universities across Europe to advance the production of sustainable and healthy food. EFFoST enables knowledge sharing and collaboration between food professionals, technologies, policymakers, and businesses to promote the uptake of innovative technologies and developments. EFFoST aims to:</p> <ul style="list-style-type: none"> ● make knowledge available to showcase the crucial role of food science and engineering for food production. ● promote creativity among food professionals to spark breakthrough solutions for sustainable food system 	<div style="text-align: center;">  </div> <p>EuroFIR is a non-profit, member-based, international association that ensures sustained advocacy for food information in Europe. EuroFIR offers independent brokerage of validated food composition data and supporting information for research and commercial purposes across Europe and beyond to improve data quality, data storage, and access for a range of applications and better re-use of food composition data. EuroFIR draws high-quality food information from more than 40 compiler organisations across Europe, US and Canada, Australia, and New Zealand. EuroFIR is also an EIT Food Network Partner.</p> <div style="text-align: center;">  </div>

⁴¹ <https://innovationgreece.com/>

⁴² <https://internationaldataspaces.org/we/the-association>

⁴³ <https://www.pfp-eu.org/>

⁴⁴ <https://www.vzbv.de/en>

EuroFir and EFFoSt are active partners in the Communication, Outreach, and Impact Maximisation work package. They are both major players in the food sector and their expansive networks make them valuable impact multipliers.

8.3.7. Other Initiatives and Organisations

Based upon the feedback from partners, additional organisations have been identified that could act as valuable multipliers.

AgGateway

Provides a global forum spanning North America, Latin America and Europe and across industry sectors, so that companies can meet to solve digital challenges for agriculture and related industries. AgGateway's 200 member companies include ag retailers, distributors, manufacturers (equipment, seed, crop nutrition, crop protection, etc.), grain and feed companies, precision ag providers, specialty chemical manufacturers, and software and data service providers. Their associate members include leading industry trade associations, international standards groups, state/regional agencies, and members of academia focused on data exchange issues⁴⁵.

AgriHubi

Is a Finnish knowledge network that brings the agricultural and technology sectors together to put research expertise and innovations at the disposal of companies. The network helps technology companies identify problems to be solved together with entrepreneurs. The network enhances the use of R&D environments and highlights the training needs of companies⁴⁶.

European Consumer Organisation (BEUC)

BEUC represents more than 45 independent consumer organisations across 31 countries to EU institutions and defends the interests of EU consumers.

The European Food Information Council (EUFIC)

EUFIC is a consumer-oriented non-profit organisation, founded to make the science behind food and health more accessible and easier to understand among the public. Their mission is to produce science-based content to empower and facilitate healthier and more sustainable diets and lifestyles among European citizens⁴⁷.

Food 2030 Project Collaboration Network

Is a network bringing together projects, partnerships, networks, living labs, communities of practice and other initiatives working on positively transforming the food system⁴⁸.

Gender Alliance for Innovation in Agriculture (GAIA)

⁴⁵ <https://www.aggateway.org>

⁴⁶ <https://maaseutuverkosto.fi/agrihubi/yhteistyö/>

⁴⁷ <https://www.eufic.org/en/who-we-are>

⁴⁸ <https://food2030.eu/about/>

Is a network of universities, research centres, Digital Innovation Hubs, farmer organisations, trade unions, European projects, agrifood innovators and motivated individuals working towards gender equality in agriculture by sharing knowledge and best practices⁴⁹.

Living Lab Agrifood Technology

Partner EV ILVO's living lab brings together expertise in mechanisation, automation, prototyping, sensor technology and digitization in agri-food to make horticulture, arable farming, livestock farming and food processing more sustainable and efficient⁵⁰.

Standing Committee on Agricultural Research (SCAR)

SCAR plays a significant role advising the EC, EU Members States and their associated countries on R&I priorities to address challenges in agriculture, fisheries, food systems, forestry, and the wider bioeconomy. It also works closely with the EC to co-create impactful R&I strategies and provides recommendations and foresight studies.

In addition, they have several strategic working groups that offer unique platforms to develop R&I agendas, co-construct European R&I partnerships, and exchange experiences and best practices⁵¹.

8.4. Next Steps

As of M36, an extensive pool of potential multipliers has been identified across all relevant categories, including projects, DIHs, DSIs, AKIS networks, clusters, associations, and other strategic initiatives. The next phase involves consolidating, refining, and operationalising this network to maximise its impact.

The following steps will be undertaken:

- 1. Mapping and Streamlining:** A cross-analysis will be conducted to identify overlap and synergies between initiatives, particularly among:
 - DIHs listed under SmartAgriHubs and the EDIH network,
 - DSIs identified through AgriDataSpace and other channels,
 - Projects that share common partners, objectives, or outreach channels with Data4Food2030.
- 2. Assessment of Relevance and Role:** Each identified organisation will be reviewed in detail to determine:
 - Its thematic relevance to the DE4FS,
 - Its multiplier potential and stakeholder influence,
 - The most suitable type of collaboration (e.g., knowledge exchange, visibility boost, joint piloting).
- 3. Categorisation and Prioritisation:** Based on this review, a refined stakeholder matrix will be developed to structure engagement. It will include:
 - **Core multipliers** to be integrated into the official network;
 - **Strategic allies** for targeted joint actions or thematic collaborations;

⁴⁹ <https://www.genderalliance.eu/#mission>

⁵⁰ <https://www.agrifoodtechnology.be/nl>

⁵¹ <https://scar-europe.org>

- **General targets** for ongoing communication, dissemination, and monitoring purposes.
4. **Validation with the Project Steering Group (PSG):** The draft list of multipliers and proposed categorisation will be shared with the PSG for input and validation.
 5. **Customised Engagement Approach:** Following validation, a differentiated engagement approach will be elaborated, tailored to the profiles, interests, and capacities of each multiplier group. This will be aligned with the overall DEC plan and will draw on WP4 and WP6 tools for effective collaboration.

These next steps aim not only to formalise the multiplier network but also to ensure it evolves into an active driver of uptake, visibility, and policy alignment, during the project and beyond.

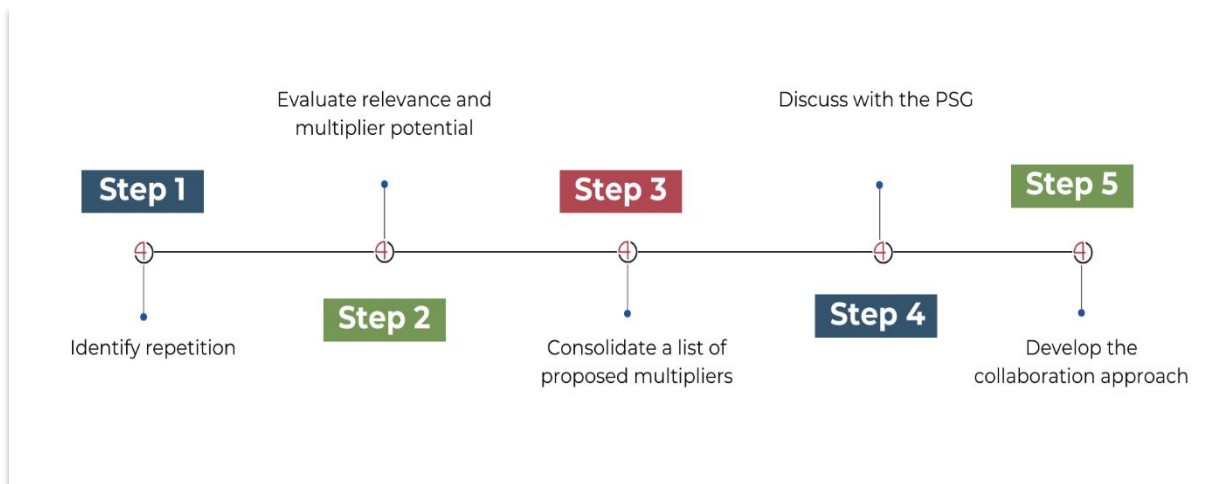


Figure 91: Next steps for creating the network of multipliers

9. Conclusions

Deliverable D6.2 “Communication, Outreach and Impact Maximisation – M36” reflects the project’s continued transition from early-stage planning to active implementation of its communication, exploitation, and stakeholder engagement agenda. During the second reporting period, WP6 evolved into a key coordination space for visibility, uptake, and alignment of efforts across the Data4Food2030 ecosystem.

Building on the foundations laid in D6.1, partners adapted and applied the DEC strategy to emerging needs, project milestones, and stakeholder dynamics. Project tools progressed toward operational readiness, and engagement channels expanded in reach and purpose. As a result, the overall visibility of the project increased and helped position its outputs for broader uptake.

This phase also underlined the importance of structured coordination, both internally and across work packages, in shaping consistent messages, identifying potential for impact, and ensuring timely outreach. These processes helped strengthen the consortium’s internal capacity and foster collaboration in anticipation of the final implementation phase.

Key activities carried out during RP2 included the launch of the IPR and Exploitation Workshop series, the delivery of a first peer-reviewed publication, the operational refinement of the Data4Food2030 Monitor, the development of the Business Model Playbook, and the initial activation of the multiplier network. These efforts contributed to strengthening the project’s tools and ecosystem connections.

Looking ahead, the final reporting period (M36–M48) will focus on finalising key resources, deepening synergies, and supporting the effective use of the integrated toolset. Particular attention will be given to targeted dissemination, publication planning, policy engagement, and long-term sustainability. The foundations laid during RP2 offer a solid base for these final actions and for extending the impact of Data4Food2030 beyond its official conclusion.

Given the timing of submission, this report covers progress and data collected up to mid-July 2025, prior to the formal end of the second reporting period (August 2025). As such, a number of final activities and outcomes will be reflected in later project outputs or communications.

Annexes

Annex A: Logo and variations



Annex B: Data4Food2030 brand book

Pathways towards a fair, inclusive and innovative Data Economy for Sustainable Food Systems

<https://data4food2030.eu>

Funded by the European Union

colors

C:19 M:96 Y:72 K:6	C:100 M:56 Y:19 K:5	C:81 M:21 Y:100 K:6	C:0 M:0 Y:0 K:100
R:170 G:53 B:66 #AA3544	R:52 G:100 B:146 #364994	R:99 G:138 B:65 #63BB41	R:0 G:0 B:0 #000000
PANTONE 7633 C	PANTONE 7691 C	PANTONE 7741 C	PANTONE 428 C

typeface

SugarSkin BTN

Aa	Bb	Cc	Dd	Ee
Ff	Gg	Hh	Ii	Jj
Kk	Ll	Mm	Nn	Oo
Pp	Qq	Rr	Ss	Tt
Uu	Vv	Ww	Xx	Yy
		Zz		

Example

Pathways towards a fair, inclusive and innovative Data Economy for Sustainable Food Systems

variations

applications

Annex C: Data4Food2030's covers in different dimensions

1. Facebook cover



2. LinkedIn cover



3. Twitter cover



4. YouTube cover



Annex D: Dissemination and Communication material

Banners



What are the perceptions and experiences of food system participants of the data economy?

Data and data-driven solutions are already shaping food systems and the ways we produce, consume and govern food.

METHOD

Food value chain actors
Food system support actors
Data actors
Actors from adjacent sectors

Food value chain actors in food value chains, farmers, processors, retailers, caterers, food service, waste management, etc. support actors.

Food system support actors include processors, food control agencies, funding bodies, and data service providers and data donors (food systems, top, shop, platform, data technology service providers, data sharing platforms, etc.).

Actors from adjacent sectors (health, environment, sectoral development).

RESULTS

- INTEROPERABILITY** (Network cases)
- INCLUSIVENESS** (Network cases)
- ENHANCEMENT** (Network cases)
- TRANSPARENCY** (Network cases)
- INNOVATION** (Network cases)
- GOVERNANCE** (Network cases)
- BALANCE** (Network cases)
- SUSTAINABILITY** (Network cases)

RECOMMENDATIONS

Key stakeholder recommendations: preconditions to arrive at full data economy

CONCLUSIONS

While the term 'data economy' is new for many food system stakeholders they are aware of the role of data in their daily professional lives. Still, many stakeholders experience limited control and influence on data economy processes.

data4food2030.eu

Data4Food²⁰³⁰

FOOD SYSTEM GOALS

Food Production
Food Supply Chain
Circular Economy

Food System Development
From Decision Support to Governance

1 Data-Driven Food Production
2 Food System Development
3 From Decision Support to Governance
4 Food Supply Chain
5 Circular Economy
6 Food System Development
7 Circular Economy
8 Food System Development
9 From Decision Support to Governance

SUSTAINABILITY & SUPPLY CHAIN GOALS

The 9 Case Studies are developing data driven solutions for the food system, providing an opportunity to analyze the data economy in real life scenarios.

Partners: LAKE, LIKES, IFFP, EV, KAO, ADH, FIC, UM, EPL, ATE, WIT, AMVOS, W, WSL, W

data4food2030.eu

Data4Food²⁰³⁰

What are the perceptions and experiences of food system participants of the data economy?

METHOD

22 interviews all EU
04 discussions BE, LV, NL, PL
60 stakeholders participated

RESULTS

- Interoperability
- Inclusiveness
- Balance
- Enhancement
- Sustainability
- Innovation
- Governance

CONCLUSIONS

While the term 'data economy' is new for many food system stakeholders they are aware of the role of data in their daily professional lives. Still, many stakeholders experience limited control and influence on data economy processes.

Contact: Tais Tisenkopfs | t.t.tisenkopfs@bcrresearch.lv

data4food2030.eu

Monitor Out Now!

Be among the first to have a look at the dashboard visualising the data economy for food systems across Europe



Monitoring System

- State of play
- Trends
- Impact



We Want you Data
Test the Monitoring System
Give your Feedback

Data4Food2030 Case Studies

9 real-life examples
7 sectors
multiple goals

The Sustainability Insight System
 Food Supply Chain | GLOBAL

Circular Economy 4 Tourism
 Circular | SPAIN, BALAERIC ISLANDS

Inter-Sectorial Data as a Service
 Circular | CZECH REPUBLIC

Mapping and valorizing food loss and waste data in the Amsterdam Metropolitan Area to improve the circular economy
 Circular | AMSTERDAM METROPOLITAN AREA

AgData Interoperability – Towards a European Data Space
 Food Production | BELGIUM, FRANCE

Short Food Supply Chain
 Fair Data Sharing in Short SC | SLOVENIA

Premium Grain Chain
 Fair Data Sharing in Short SC | FINLAND

From Farmers to Consumers
 Food Production | FRANCE

Real-Time Fresh Data
 Food Supply Chain | GERMANY

Press release template

Press Release | Date

Data4Food 2030
Pathways towards a fair, inclusive and innovative
Data Economy for Sustainable Food Systems

www.data4food2030.eu

1

Get in touch:

Project Coordinator	Project Communication
Mireille van Hilten	Grigoris Chatzikostas
Stichting Wageningen Research (WR)	reframe.food
Netherlands	Greece
Tel: +31 703 358 337	Tel.: +30 697 933 6374
mireille.vanhilten@wur.nl	gchatzikostas@reframe.food

Data4Food 2030
 Pathways towards a fair, inclusive and innovative
 Data Economy for Sustainable Food Systems

Funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

www.data4food2030.eu

2

Press release publications

PRESS RELEASES

ORGANISATIONS

PUBLISH PR

CONTACT

Climate & Environment

Innovation & Enterprise

Health & Lifestyle

Energy Efficiency

EU Treaty & Institutions

Euro & Finance

Infosociety

Social Europe & Jobs

Transport

Publish a Press Release

New EU project wants to develop a fair, inclusive data economy for Europe's food systems

Data4Food 2030

Login

Agenda

- 10 Jan 2023
EPRA Insight Brussels 2023
- 12 Jan 2023
EPRA Insight London 2023
- 17 Jan 2023

Jobs

- EURACTIV
Nachrichtenredakteur:in / Copy editor
- EURACTIV
News Editor-Germany
- CFR

Printer-friendly version

Date 04 Nov 2022 **Sections** Agriculture & Food

Launched in Lisbon on September 29th, Data4Food2030 is equipped with 10 million euros of funding, to discover the value of data economy in European food systems. The project includes a network of 24 partners from 12 different countries across Europe, led by the Dutch Wageningen Research.

The project aims to improve the data economy for food systems by expanding its definition, mapping its development, reiterating the need for a robust monitoring system, and introducing business and governance models stemming from a dialogue with stakeholders.

"While these changes are promising, the digital transformation of food systems nevertheless entered a twilight zone, which is where we find ourselves today," said Dr. George Beers, project coordinator at Data4Food2030 at Wageningen Research. "This twilight zone is where food systems, supported by data-driven innovations and data platforms, are expected to transform into a **food data economy** grounded in **data spaces**. But whether this happens and how fast, will depend on how effectively social sciences will work alongside technology, because they are closely intertwined."

TRENDING Παράταση για τις κτηνοτροφικές εγκαταστάσεις

[f](#)
[o](#)
[i](#)

NEWS DAIRY

ΓΑΛΑΚΤΟΚΟΜΙΑ • ΤΥΡΟΚΟΜΙΑ • ΚΤΗΝΟΤΡΟΦΙΑ

€+
ΜΕΙΩΣΗ ΚΟΣΤΟΥΣ

▲
ΑΠΟΔΟΣΗ

🛡️
ΑΣΦΑΛΕΙΑ

Η ΕΠΟΜΕΝΗ ΜΕΡΑ ΤΗΣ ΓΑΛΑΚΤΟΒΙΟΜΗΧΑΝΙΑΣ!
Απόλυτος έλεγχος στα γραμμή παραγωγής με την εγγύηση της AS

[🏠](#)
[ΕΠΙΚΑΙΡΟΤΗΤΑ](#)
[ΑΓΡΟΚΤΗΜΑ](#)
[ΜΕΤΑΠΟΙΗΣΗ](#)
[ΠΡΟΪΟΝΤΑ](#)
[ΑΓΟΡΕΣ](#)
[ΕΠΙΧΕΙΡΗΣΕΙΣ](#)
[ΠΕΡΙΟΔΙΚΟ & ΕΚΘΕΣΗ](#)
🔍

Home > ΑΓΟΡΕΣ > ΜΕΛΕΤΕΣ & ΣΤΑΤΙΣΤΙΚΑ > Έργο Data4Food2030 για τον κλάδο των τροφίμων

ΜΕΛΕΤΕΣ & ΣΤΑΤΙΣΤΙΚΑ
ΑΓΟΡΕΣ
ΕΠΙΚΑΙΡΟΤΗΤΑ

Έργο Data4Food2030 για τον κλάδο των τροφίμων

Για μία δίκαιη και συμπεριληπτική Οικονομία των Δεδομένων

Last updated: Οκτ 18, 2022.

Ένα νέο ευρωπαϊκό έργο επιθυμεί να αναπτύξει μία δίκαιη και συμπεριληπτική Οικονομία των Δεδομένων για τα συστήματα τροφίμων στην Ευρώπη

Το έργο Data4Food2030, με χρηματοδότηση 10 εκ. ευρώ μέσω του Προγράμματος Horizon Europe, εγκαινίασε τη δράση του στη Λισαβόνα στις 29 Σεπτεμβρίου, με σκοπό να ανακαλύψει την αξία της Οικονομίας των Δεδομένων για τα συστήματα τροφίμων (Data Economy for Food Systems) στην Ευρώπη. Το έργο υλοποιείται από ένα δίκτυο 24 εταιρών από 12 χώρες της Ευρώπης, υπό την καθοδήγηση του Wageningen Research με έδρα την Ολλανδία.

IDK

ALL OVER THE WORLD

+30 2492029240
ΕΠΙΚΟΙΝΩΝΙΕΣ ΜΑΖΙ ΜΑΣ

Μηχανήματα

περαιτέρω επεξεργασίας του κρέατος

CFS INDUSTRIAL FOOD SYSTEMS
www.cfs-industrial.gr

ΠΡΟΣΦΑΤΑ ΑΡΘΡΑ

WAGENINGEN
UNIVERSITY & RESEARCH

Education & Programmes
Research & Results
Value Creation & Cooperation

🔍

Home >
New EU project wants to develop a fair, inclusive data economy for Europe's food systems >

News

New EU project wants to develop a fair, inclusive data economy for Europe's food systems

Contact
dr.ir. G (George) Beers

Contact form

+ Show more (1)

More information

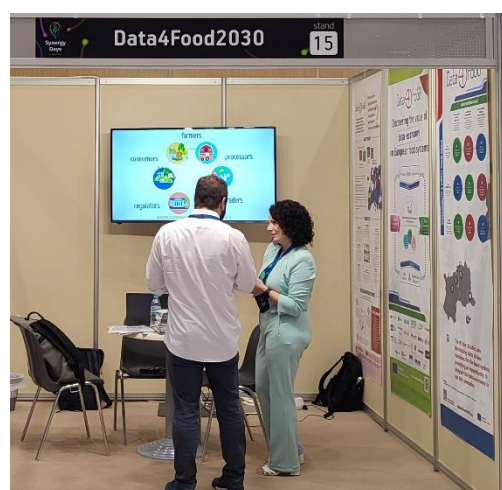
- > Food Systems
- > Food systems and how it leads to Food Security
- > Datadriven and hightech innovations

Video | Screenshot



Data4food2030 Horizon Europe Project

Video | On display



TV Interview



Annex E: Deliverable template

<p>Pathways towards a fair, inclusive and innovative Data Economy for Sustainable Food Systems</p> <p>Dx.y: [Deliverable Title]</p> <p>Lead Author: [Author Name and Surname (Partner)] Contributors: [Contributor's Name and Surname (Partner)]</p>	<p>Document Information</p> <table border="1"> <tr><td>Grant Agreement No.</td><td>101059473</td></tr> <tr><td>Project Acronym</td><td>Data4Food2030</td></tr> <tr><td>Project Title</td><td>Pathways towards a fair, inclusive and innovative Data Economy for Sustainable Food Systems</td></tr> <tr><td>Type of action</td><td>RIA - Research & Innovation Action</td></tr> <tr><td>Call ID & Topic</td><td>HORIZON-CL5-2021-GOVERNANCE-01-18: Mapping and improving the data economy for food systems</td></tr> <tr><td>Start - ending date</td><td>1 September 2022 – 31 August 2026 (48 months)</td></tr> <tr><td>Project Website</td><td>https://data4food2030.eu/</td></tr> <tr><td>Work Package</td><td>WP6: [Work Package Title]</td></tr> <tr><td>WP Leader</td><td>[Beneficiary Name (Short Name)]</td></tr> <tr><td>Deliverable type / Dissemination level*</td><td>XXX/XXX</td></tr> <tr><td>Due Date</td><td>DD Month 20YY</td></tr> <tr><td>Deliverable Submission Date</td><td>DD Month 20YY</td></tr> <tr><td>Version</td><td>Draft / Final</td></tr> <tr><td>Internal Reviewer(s)</td><td>[Reviewer's Name and Surname (Partner)]</td></tr> </table> <p><small>* Please check OAI for the deliverable type. Available options: ggr; R; Document; report; OERI; Demonstration; pilot; prototype; plan; policy; ODC; Website; service; blog; press & media; actions; video; etc. DATA: Data sets; microdata; etc. OERI: Open research information; etc. ODC: Open data commons; etc. OAI: Open Access Initiative; etc. OAI: Open Access Initiative; etc. OAI: Open Access Initiative; etc.</small></p>	Grant Agreement No.	101059473	Project Acronym	Data4Food2030	Project Title	Pathways towards a fair, inclusive and innovative Data Economy for Sustainable Food Systems	Type of action	RIA - Research & Innovation Action	Call ID & Topic	HORIZON-CL5-2021-GOVERNANCE-01-18: Mapping and improving the data economy for food systems	Start - ending date	1 September 2022 – 31 August 2026 (48 months)	Project Website	https://data4food2030.eu/	Work Package	WP6: [Work Package Title]	WP Leader	[Beneficiary Name (Short Name)]	Deliverable type / Dissemination level*	XXX/XXX	Due Date	DD Month 20YY	Deliverable Submission Date	DD Month 20YY	Version	Draft / Final	Internal Reviewer(s)	[Reviewer's Name and Surname (Partner)]	<p>Data4Food2030 Consortium</p> <table border="1"> <thead> <tr> <th>Participant organization name</th> <th>Short name</th> <th>Country</th> </tr> </thead> <tbody> <tr><td>1</td><td>STICHTING WAGENINGEN RESEARCH</td><td>NL</td></tr> <tr><td>2</td><td>PODESCALE HUB GREECE ASSOCIATION FOR SUSTAINABLEFOOD</td><td>GR</td></tr> <tr><td>3</td><td>INNOVATION ASTRO M HERIOTSWORTH ETABRIA</td><td>FR</td></tr> <tr><td>4</td><td>INSTITUT NATIONAL DE RECHERCHE POUR L'AGROALIMENTAIRE ET L'ENVIRONNEMENT</td><td>FR</td></tr> <tr><td>5</td><td>ESSEN VERBODEN VAN HET INSTITUUT VOOR LANDBOUW EN VISBEREIKINGSDIENST</td><td>BE</td></tr> <tr><td>6</td><td>INSTITUT FÜR WAGENINGEN RESEARCH SYSTEMISCHES GEMEIN</td><td>BE</td></tr> <tr><td>7</td><td>WAGENINGEN UNIVERSITY</td><td>NL</td></tr> <tr><td>8</td><td>THE LIBBON COUNCIL FOR ECONOMIC COMPETITIVENESS ABEL</td><td>LC</td></tr> <tr><td>9</td><td>VRUE UNIVERSITEIT BRUSSEL</td><td>BE</td></tr> <tr><td>10</td><td>WETCOMPANY-INTRASOFT SA</td><td>LU</td></tr> <tr><td>11</td><td>EFORTING EFFORT</td><td>NL</td></tr> <tr><td>12</td><td>EUROPEAN FOOD INFORMATION RESOURCE AIBL</td><td>BE</td></tr> <tr><td>13</td><td>INDONESIA BALTIK STUDIES CENTRE</td><td>PL</td></tr> <tr><td>14</td><td>SKOLELA GLOVINA GOSPODARSTVA WELJIKOVO</td><td>DE</td></tr> <tr><td>15</td><td>FONDAZIONE JEAN JACQUES LAFONT, FOODCURE SCIENCES ECONOMIQUE</td><td>FR</td></tr> <tr><td>16</td><td>EURO FOOD SYSTEM INTERNATIONAL (DEUTSCHLAND) GMBH</td><td>BE</td></tr> <tr><td>17</td><td>ANTYDOLITION SL</td><td>PL</td></tr> <tr><td>18</td><td>INDUSTRIOLOGIE TECHNOLOGIE GROUP MINSKA SKOLTA</td><td>SI</td></tr> <tr><td>19</td><td>PIRELESIENSKI</td><td>CZ</td></tr> <tr><td>20</td><td>1001 LABS OY</td><td>FI</td></tr> <tr><td>21</td><td>RODAGTARIB</td><td>ADN</td></tr> <tr><td>22</td><td>IFP-INSTITUT DU POCIC ASSOCIATION</td><td>FR</td></tr> <tr><td>23</td><td>INNOVACIA VIMBORING</td><td>UM</td></tr> <tr><td>24</td><td>SHALVA OYS</td><td>LV</td></tr> <tr><td>25</td><td>LUCONOVANAKRESBUS</td><td>LUKE</td></tr> </tbody> </table>	Participant organization name	Short name	Country	1	STICHTING WAGENINGEN RESEARCH	NL	2	PODESCALE HUB GREECE ASSOCIATION FOR SUSTAINABLEFOOD	GR	3	INNOVATION ASTRO M HERIOTSWORTH ETABRIA	FR	4	INSTITUT NATIONAL DE RECHERCHE POUR L'AGROALIMENTAIRE ET L'ENVIRONNEMENT	FR	5	ESSEN VERBODEN VAN HET INSTITUUT VOOR LANDBOUW EN VISBEREIKINGSDIENST	BE	6	INSTITUT FÜR WAGENINGEN RESEARCH SYSTEMISCHES GEMEIN	BE	7	WAGENINGEN UNIVERSITY	NL	8	THE LIBBON COUNCIL FOR ECONOMIC COMPETITIVENESS ABEL	LC	9	VRUE UNIVERSITEIT BRUSSEL	BE	10	WETCOMPANY-INTRASOFT SA	LU	11	EFORTING EFFORT	NL	12	EUROPEAN FOOD INFORMATION RESOURCE AIBL	BE	13	INDONESIA BALTIK STUDIES CENTRE	PL	14	SKOLELA GLOVINA GOSPODARSTVA WELJIKOVO	DE	15	FONDAZIONE JEAN JACQUES LAFONT, FOODCURE SCIENCES ECONOMIQUE	FR	16	EURO FOOD SYSTEM INTERNATIONAL (DEUTSCHLAND) GMBH	BE	17	ANTYDOLITION SL	PL	18	INDUSTRIOLOGIE TECHNOLOGIE GROUP MINSKA SKOLTA	SI	19	PIRELESIENSKI	CZ	20	1001 LABS OY	FI	21	RODAGTARIB	ADN	22	IFP-INSTITUT DU POCIC ASSOCIATION	FR	23	INNOVACIA VIMBORING	UM	24	SHALVA OYS	LV	25	LUCONOVANAKRESBUS	LUKE
Grant Agreement No.	101059473																																																																																																											
Project Acronym	Data4Food2030																																																																																																											
Project Title	Pathways towards a fair, inclusive and innovative Data Economy for Sustainable Food Systems																																																																																																											
Type of action	RIA - Research & Innovation Action																																																																																																											
Call ID & Topic	HORIZON-CL5-2021-GOVERNANCE-01-18: Mapping and improving the data economy for food systems																																																																																																											
Start - ending date	1 September 2022 – 31 August 2026 (48 months)																																																																																																											
Project Website	https://data4food2030.eu/																																																																																																											
Work Package	WP6: [Work Package Title]																																																																																																											
WP Leader	[Beneficiary Name (Short Name)]																																																																																																											
Deliverable type / Dissemination level*	XXX/XXX																																																																																																											
Due Date	DD Month 20YY																																																																																																											
Deliverable Submission Date	DD Month 20YY																																																																																																											
Version	Draft / Final																																																																																																											
Internal Reviewer(s)	[Reviewer's Name and Surname (Partner)]																																																																																																											
Participant organization name	Short name	Country																																																																																																										
1	STICHTING WAGENINGEN RESEARCH	NL																																																																																																										
2	PODESCALE HUB GREECE ASSOCIATION FOR SUSTAINABLEFOOD	GR																																																																																																										
3	INNOVATION ASTRO M HERIOTSWORTH ETABRIA	FR																																																																																																										
4	INSTITUT NATIONAL DE RECHERCHE POUR L'AGROALIMENTAIRE ET L'ENVIRONNEMENT	FR																																																																																																										
5	ESSEN VERBODEN VAN HET INSTITUUT VOOR LANDBOUW EN VISBEREIKINGSDIENST	BE																																																																																																										
6	INSTITUT FÜR WAGENINGEN RESEARCH SYSTEMISCHES GEMEIN	BE																																																																																																										
7	WAGENINGEN UNIVERSITY	NL																																																																																																										
8	THE LIBBON COUNCIL FOR ECONOMIC COMPETITIVENESS ABEL	LC																																																																																																										
9	VRUE UNIVERSITEIT BRUSSEL	BE																																																																																																										
10	WETCOMPANY-INTRASOFT SA	LU																																																																																																										
11	EFORTING EFFORT	NL																																																																																																										
12	EUROPEAN FOOD INFORMATION RESOURCE AIBL	BE																																																																																																										
13	INDONESIA BALTIK STUDIES CENTRE	PL																																																																																																										
14	SKOLELA GLOVINA GOSPODARSTVA WELJIKOVO	DE																																																																																																										
15	FONDAZIONE JEAN JACQUES LAFONT, FOODCURE SCIENCES ECONOMIQUE	FR																																																																																																										
16	EURO FOOD SYSTEM INTERNATIONAL (DEUTSCHLAND) GMBH	BE																																																																																																										
17	ANTYDOLITION SL	PL																																																																																																										
18	INDUSTRIOLOGIE TECHNOLOGIE GROUP MINSKA SKOLTA	SI																																																																																																										
19	PIRELESIENSKI	CZ																																																																																																										
20	1001 LABS OY	FI																																																																																																										
21	RODAGTARIB	ADN																																																																																																										
22	IFP-INSTITUT DU POCIC ASSOCIATION	FR																																																																																																										
23	INNOVACIA VIMBORING	UM																																																																																																										
24	SHALVA OYS	LV																																																																																																										
25	LUCONOVANAKRESBUS	LUKE																																																																																																										
<p>Glossary of terms and abbreviations used</p> <table border="1"> <thead> <tr> <th>Abbreviation #1</th> <th>Explanation</th> </tr> </thead> <tbody> <tr><td>Abbreviation #2</td><td>Explanation</td></tr> <tr><td>Abbreviation #3</td><td>Explanation</td></tr> </tbody> </table>	Abbreviation #1	Explanation	Abbreviation #2	Explanation	Abbreviation #3	Explanation	<p>Table of Contents</p> <ul style="list-style-type: none"> 1. [Chapter Title] 6 <ul style="list-style-type: none"> 1.1. [Subtitle 1] 6 <ul style="list-style-type: none"> 1.1.1. [Subtitle 2] 6 1.2. [Subtitle 1] 6 <ul style="list-style-type: none"> 1.2.1. [Subtitle 2] 6 2. [Chapter Title] 6 <ul style="list-style-type: none"> 2.1. [Subtitle 1] 7 <ul style="list-style-type: none"> 2.1.1. [Subtitle 2] 7 Annex I: Annex title 9 Annex II: Annex title 9 <p>List of Figures</p> <ul style="list-style-type: none"> Figure 1 7 <p>List of Tables</p> <ul style="list-style-type: none"> Table 1 7 	<p>1. [Chapter Title]</p> <p>Paragraph 1 Text text Paragraph 2 Text text</p> <p>1.1. [Subtitle 1]</p> <p>Paragraph 1 Text text Paragraph 2 Text text</p> <p>1.1.1. [Subsubtitle 2]</p> <p>Paragraph 1 Text text Paragraph 2 Text text</p> <p>1.1.1.1. [Subsubsubtitle 3]</p> <p>Paragraph 1 Text text Paragraph 2 Text text</p> <p>1.2. [Subtitle 1]</p> <p>Paragraph 1 Text text Paragraph 2 Text text</p> <p>1.2.1. [Subsubtitle 2]</p> <p>Paragraph 1 Text text Paragraph 2 Text text</p> <p>1.2.1.1. [Subsubsubtitle 3]</p> <p>Paragraph 1 Text text Paragraph 2 Text text</p>																																																																																																				
Abbreviation #1	Explanation																																																																																																											
Abbreviation #2	Explanation																																																																																																											
Abbreviation #3	Explanation																																																																																																											

Annex F: Event Planning Template

Data4Food2030 EVENT PLANNING

Please complete the following form with events that you are already planning on attending over the next 6 months, or any that you are aware of, and feel would be well suited for Data4Food2030I participation.

Data4Food2030 Event Planning						
#	Name and Type of event	Event link	Date(s) / Location(s)	Scale	Target groups	Potential Data4Food2030 involvement
1						
2						
3						
4						
5						
6						
...						

Annex G: Dissemination and Communication Reporting Template

M01- SEPTEMBER 2022											
<u>Photos and other material</u>											
Dissemination Activities						Communication Activities					
KPI Category	Title	Date	Link	Notes	Joint Action (YES)	If yes, with whom?	KPI Category	Date	Description	Link	Notes
Nothing to report (X)							Nothing to report (X)				
M02- OCTOBER 2022											
<u>Photos and other material</u>											
Dissemination Activities						Communication Activities					
KPI Category	Title	Date	Link	Notes	Joint Action (YES)	If yes, with whom?	KPI Category	Date	Description	Link	Notes
Nothing to report (X)							Nothing to report (X)				

Annex H: Synergy Mapping Template

Data4Food2030 SYNERGY MAPPING

Please complete the following form with projects, initiatives and/or networks that you are involved with or are aware of and that could provide an opportunity for joint activities and collaboration.

Data4Food2030 Synergy & Liaison mapping						
#	Type of Initiative	Full name	Website	Initiative Leader	Focus area	Potential joint activities
1						
2						
3						
4						
5						
6						
...						

Annex I: Publication Planning Template

Data4Food2030 PUBLICATION PLANNING

Please complete the following form with peer reviewed journal publications, industry magazines, white papers, any other publication you plan to make.

Data4Food2030 Publication Planning			
#	Type of publication	Publication website	Estimated submission date
1			
2			
3			
4			
5			
6			
...			

Annex J: Template for the Identification of new KERs & IPR process

KERs (Key Exploitable Results)							Target groups [to whom]	Means of exploitation (how)	Linked IPRs to the KERs		
KER no	Please add any other exploitable results if relevant	Scientific	Policy making	Societal	Commercial	other (please specify)	For additional KERs please see note for the list of target groups	For the existing KERs please update the means of exploitation, if necessary. For additional KERs please describe the means of exploitation.	Please indicate what might be the possible IPRs, where relevant (one KER might be subject to more than one type of IPR)		
									IPR	IPR	if other please specify
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					

Annex K: KPIs monitoring per partner

KPIs – 1. WR	TARGET	Current Status
D1- Organisation & participation in events		
D1.1 Organization of workshops	3	5
D1.2 Organization of webinars	2	
D1.3 Organization of demo events	2	
D1.4 Participation in events (e.g. conferences)	2	8
D2- Scientific and policy publications		
D2.1 Collective papers	2	1
D2.3 Articles in industry magazines		1
D2.5 Recommendation report for food sector stakeholders	1	
D3- Ecosystem building		
D3.1 Representation in food networks	1	*52
D3.2 Representation in data networks	-	1
D4- Synergies with initiatives		
D4.1 Organize joint dissemination & communication activities and share data with related national and international R&I activities and proposals funded under Horizon	2	2
D5- Internal dissemination		
D5.1 Participation in partners' events	2	
D5.2 Project links on partners' websites	1	1
D6- Standardization contribution		
D6.1 Representation in working groups	1	2
D6.2 Participation in standardization meetings	2	1
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	300	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	4	1

⁵² Data4Food2030 as a project is part of the Food2030 Network, several partners have actively participated in their events.

C3- Social Media		
C3.2 Social media posts	5	3
C5- Multiplier Campaign		
C5.1 Press releases	2	
C5.2 TV/radio interviews	1	
C6- Multimedia		
C6.1 Videos with success stories and interviews	2	

KPIs -2. RFF	TARGET	Current Status
D1- Organisation & participation in events		
D1.1 Organization of workshops	3	1
D1.4 Participation in events (e.g. conferences)	2	5
D2- Scientific and policy publications		
D2.3 Articles in industry magazines	2	6
D3- Ecosystem building		
D3.1 Representation in food networks	1	*
D4- Synergies with initiatives		
D4.1 Organize joint dissemination & communication activities and share data with related national and international R&I activities and proposals funded under Horizon	1	
D5- Internal dissemination		
D5.1 Participation in partners' events	1	1
D5.2 Project links on partners' websites	1	1
C1- Branding & material		
C1.1 Creation of visual identity and motto	1	1
C1.2 Design of flyers	4	2
C1.3 Design of banners	6	6
C1.4 Translation of banners	9	9
C1.5 Distribution of promotional material (digital/printed)	100	2,520
C2- Data4Food2030 website		
C2.1 Design of the website	1	1
C2.2 Blog posts on the website	15	26

C3- Social Media		
C3.1 Social media channels	5	5
C3.2 Social media posts	20	441
C4- e-newsletter and Email campaigns		
C4.1 Quarterly newsletters (with > 2.000 subscriptions & > 3.000 interactions)	15	10
C5- Multiplier Campaign		
C5.1 Press releases	4	3
C5.2 TV/radio interviews	2	2
C6- Multimedia		
C6.1 Videos with success stories and interviews	1	11
C6.2 Podcast series (2) episodes	11	9

KPIs - INRAE	TARGET	Current Status
D1- Organisation & participation in events		
D1.2 Organization of webinars	1	3
D1.4 Participation in events (e.g. conferences)	1	13
D2- Scientific and policy publications		
D2.1 Collective papers	2	
D2.5 Recommendation report for food sector stakeholders	1	
D4- Synergies with initiatives		
D4.1 Organize joint dissemination & communication activities and share data with related national and international R&I activities and proposals funded under Horizon	1	
D5- Internal dissemination		
D5.1 Participation in partners' events	1	2
D5.2 Project links on partners' websites	1	1
D6- Standardization contribution		
D6.1 Representation in working groups	1	
D6.2 Participation in standardization meetings	1	
C1- Branding & material		

C1.5 Distribution of promotional material (digital/printed)	200	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	3	2
C3- Social Media		
C3.2 Social media posts	3	4
C5- Multiplier Campaign		
C5.1 Press releases	1	
Extra/Other	Released 2 Newsletters for partners and organized 1 workshop	

KPIs - EV ILVO	TARGET	Current Status
D1- Organisation & participation in events		
D1.3 Organization of demo events	2	
D1.4 Participation in events (e.g. conferences)	2	75
D3- Ecosystem building		
D3.1 Representation in food networks	1	*
D3.2 Representation in data networks	1	
D4- Synergies with initiatives		
D4.1 Organize joint dissemination & communication activities and share data with related national and international R&I activities and proposals funded under Horizon	1	
D5- Internal dissemination		
D5.1 Participation in partners' events	1	
D5.2 Project links on partners' websites	1	1
D6- Standardization contribution		
D6.1 Representation in working groups	1	
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	150	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	2	1
C3- Social Media		

C3.2 Social media posts	3	8
C5- Multiplier Campaign		
C5.1 Press releases	1	
C5.2 TV/radio interviews	1	
C6- Multimedia		
C6.1 Videos with success stories and interviews	1	

KPIs - ATB	TARGET	Current Status
D1- Organisation & participation in events		
D1.2 Organization of workshop		3
D1.2 Organization of webinars	1	1
D1.4 Participation in events (e.g. conferences)	2	8
D3- Ecosystem building		
D3.1 Representation in food networks	1	
D3.2 Representation in data networks	1	
D4- Synergies with initiatives		
D4.1 Organize joint dissemination & communication activities and share data with related national and international R&I activities and proposals funded under Horizon	1	1
D5- Internal dissemination		
D5.1 Participation in partners' events	1	
D5.2 Project links on partners' websites	1	1
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	150	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	2	
C3- Social Media		
C3.2 Social media posts	3	
C5- Multiplier Campaign		
C5.2 TV/radio interviews	1	
C6- Multimedia		
C6.1 Videos with success stories and interviews	1	

KPIs - WU	TARGET	Current Status
D1- Organisation & participation in events		
D1.2 Organization of webinars	1	
D2- Scientific and policy publications		
D2.1 Collective papers	2	
D2.2 Collective book	1	
D5- Internal dissemination		
D5.2 Project links on partners' websites	1	1
D6- Standardization contribution		
D6.2 Participation in standardization meetings	1	
C3- Social Media		
C3.2 Social media posts	3	
Extra/Other	Literature Review for development working definitions	

KPIs - LC	TARGET	Current Status
D1- Organisation & participation in events		
D1.1 Organization of workshops	2	
D1.4 Participation in events (e.g. conferences)	1	3
D4- Synergies with initiatives		
D4.1 Organize joint dissemination & communication activities and share data with related national and international R&I activities and proposals funded under Horizon	1	
D5- Internal dissemination		
D5.1 Participation in partners' events	1	
D5.2 Project links on partners' websites	1	
D6- Standardization contribution		
D6.2 Participation in standardization meetings	1	
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	100	
C2- Data4Food2030 website		

C2.2. Blog posts on the website	4	1
C3- Social Media		
C3.2 Social media posts	3	
C5- Multiplier Campaign		
C5.1 Press releases	1	

KPIs - VUB	TARGET	Current Status
D1- Organisation & participation in events		
D1.1 Organization of workshops	3	1
D1.2 Organization of webinars	1	
D1.4 Participation in events (e.g. conferences)	1	7
D2- Scientific and policy publications		
D2.4 Recommendation report for policy makers	1	
D3- Ecosystem building		
D3.2 Representation in data networks	1	1
D4- Synergies with initiatives		
D4.1 Organize joint dissemination & communication activities and share data with related national and international R&I activities and proposals funded under Horizon	1	
D5- Internal dissemination		
D5.1 Participation in partners' events	1	1
D5.2 Project links on partners' websites	1	1
D6- Standardization contribution		
D6.2 Participation in standardization meetings	1	
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	100	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	1	1
C3- Social Media		
C3.2 Social media posts	3	

KPIs - INTRA	TARGET	Current Status
---------------------	---------------	-----------------------

D2- Scientific and policy publications		
D2.3 Articles in industry magazines	1	
D3- Ecosystem building		
D3.2 Representation in data networks	1	
D5- Internal dissemination		
D5.2 Project links on partners' websites	1	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	2	
C3- Social Media		
C3.2 Social media posts	3	

KPIs - EFFoST	TARGET	Current Status
D1- Organisation & participation in events		
D1.1 Organization of workshops	2	1
D1.2 Organization of webinars	2	
D1.4 Participation in events	-	1
D2- Scientific and policy publications		
D2.3 Articles in industry magazines	5	
D3- Ecosystem building		
D3.1 Representation in food networks	1	
D4- Synergies with initiatives		
D4.1 Organize joint dissemination & communication activities and share data with related national and international R&I activities and proposals funded under Horizon	1	
D5- Internal dissemination		
D5.1 Participation in partners' events	1	
D5.2 Project links on partners' websites	1	1
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	400	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	2	

C3- Social Media		
C3.2 Social media posts	3	3

KPIs - EUROFIR	TARGET	Current Status
D2- Scientific and policy publications		
D2.3 Articles in industry magazines	2	
D3- Ecosystem building		
D3.1 Representation in food networks	1	
D5- Internal dissemination		
D5.1 Participation in partners' events	1	
D5.2 Project links on partners' websites	1	1
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	400	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	2	
C3- Social Media		
C3.2 Social media posts	3	40

KPIs - BSC	TARGET	Current Status
D1- Organisation & participation in events		
D1.1 Organization of workshops	2	2
D1.2 Organization of webinars	1	2
D1.4 Participation in events (e.g. conferences)	1	2
D2- Scientific and policy publications		
D2.4 Recommendation report for policy makers	1	
D5- Internal dissemination		
D5.2 Project links on partners' websites	1	1
C2- Data4Food2030 website		
C2.2. Blog posts on the website	1	1 (joint with BSC)
C3- Social Media		
C3.2 Social media posts	3	4

KPIs - SGGW	TARGET	Current Status
D1- Organisation & participation in events		
D1.1 Organization of workshops	2	
D1.4 Participation in events (e.g. conferences)	1	20
D5- Internal dissemination		
D5.2 Project links on partners' websites	1	1
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	-	904
C2- Data4Food2030 website		
C2.2. Blog posts on the website	1	1 (joint with BSC)
C3- Social Media		
C3.2 Social media posts	3	

KPIs - TSE	TARGET	Current Status
D5- Internal dissemination		
D5.2 Project links on partners' websites	1	
C3- Social Media		
C3.2 Social media posts	3	

KPIs - EPS	TARGET	Current Status
D1- Organisation & participation in events		
D1.3 Organization of demo events	1	
D1.4 Participation in events	-	3
D2- Scientific and policy publications		
D2.3 Articles in industry magazines	1	
D5- Internal dissemination		
D5.2 Project links on partners' websites	1	1
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	150	
C2- Data4Food2030 website		

C2.2. Blog posts on the website	1	
C3- Social Media		
C3.2 Social media posts	3	1
C5- Multiplier Campaign		
C5.2 TV/radio interviews	1	
C6- Multimedia		
C6.1 Videos with success stories and interviews	1	

KPIs - ANYSOL	TARGET	Current Status
D1- Organisation & participation in events		
D1.3 Organization of demo events	1	
D1.4 Participation in events	-	12
D2- Scientific and policy publications		
D2.3 Articles in industry magazines	1	
D5- Internal dissemination		
D5.2 Project links on partners' websites	1	1
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	150	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	1	
C3.2 Social media posts	3	52
C5- Multiplier Campaign		
C5.2 TV/radio interviews	1	
C6- Multimedia		
C6.1 Videos with success stories and interviews	1	

KPIs - ITC	TARGET	Current Status
D1- Organisation & participation in events		
D1.1 Organization of workshop	-	1
D1.3 Organization of demo events	1	
D1.4 Participation in events (e.g. conferences)	1	11

D5- Internal dissemination		
D5.2 Project links on partners' websites	1	1
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	150	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	2	
C3- Social Media		
C3.2 Social media posts	3	8
C5- Multiplier Campaign		
C5.2 TV/radio interviews	1	
C6- Multimedia		
C6.1 Videos with success stories and interviews	1	
Extra/Other	Meeting with Ministry of Agriculture, Forestry and Food & Ministry of Digital Transformation - Ljubljana, Slovenia	

KPIs - WRLS	TARGET	Current Status
D1- Organisation & participation in events		
D1.3 Organization of demo events	1	
D1.4 Participation in events	-	4
D2- Scientific and policy publications		
D2.3 Articles in industry magazines	1	
D5- Internal dissemination		
D5.2 Project links on partners' websites	1	1
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	150	150
C2- Data4Food2030 website		
C2.2. Blog posts on the website	1	
C3- Social Media		
C3.2 Social media posts	3	28

C5- Multiplier Campaign		
C5.2 TV/radio interviews	1	
C6- Multimedia		
C6.1 Videos with success stories and interviews	1	

KPIs - LAKES	TARGET	Current Status
D1- Organisation & participation in events		
D1.3 Organization of demo events	1	
D1.4 Participation in events		12
D2- Scientific and policy publications		
D2.3 Articles in industry magazines	1	
D3- Ecosystem building		
D3.2 Representation in data networks	1	1
D5- Internal dissemination		
D5.2 Project links on partners' websites	1	1
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	150	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	1	1
C3- Social Media		
C3.2 Social media posts	3	2
C5- Multiplier Campaign		
C5.2 TV/radio interviews	1	
C6- Multimedia		
C6.1 Videos with success stories and interviews	1	
Extra/Other	News item - Gaia-X Finland newsletter: https://www.gaiax.fi/agrifood-data-spaces-move-forward/	

KPIs - ADH	TARGET	Current Status
D1- Organisation & participation in events		

D1.4 Participation in events (e.g. conferences)	4	
D2- Scientific and policy publications		
D2.3 Articles in industry magazines	4	
D3- Ecosystem building		
D3.2 Representation in data networks	4	
D5- Internal dissemination		
D5.2 Project links on partners' websites	4	4
D6- Standardization contribution		
D6.1 Representation in working groups	4	
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	150	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	4	
C3- Social Media		
C3.2 Social media posts	3	

* Please note that ADH is no longer part of the consortium. Where possible, the Dissemination and Communication KPIs have been reallocated to other project partners

KPIs - IFIP	TARGET	Current Status
D1- Organisation & participation in events		
D1.2 Organization of webinars	1	1
D1.3 Organization of demo events	1	1
D1.4 Participation in events (e.g. conferences)	1	2
D2- Scientific and policy publications		
D2.3 Articles in industry magazines	1	
D5- Internal dissemination		
D5.2 Project links on partners' websites	1	1
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	150	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	2	

C3- Social Media		
C3.2 Social media posts	3	2
C5- Multiplier Campaign		
C5.2 TV/radio interviews	1	
C6- Multimedia		
C6.1 Videos with success stories and interviews	1	

KPIs - UM	TARGET	Current Status
D1- Organisation & participation in events		
D1.4 Participation in events (e.g. conferences)	1	1
D5- Internal dissemination		
D5.2 Project links on partners' websites	1	1
C2- Data4Food2030 website		
C2.2. Blog posts on the website	1	
C3- Social Media		
C3.2 Social media posts	3	1
Extra/Other	2 academic publications	

KPIs - UHLAVA	TARGET	Current Status
D1- Organisation & participation in events		
D1.4 Participation in events (e.g. conferences)	1	7
D5- Internal dissemination		
D5.2 Project links on partners' websites	1	1
C1- Branding & material		
C1.5 Distribution of promotional material (digital/printed)	150	
C2- Data4Food2030 website		
C2.2. Blog posts on the website	1	
C3- Social Media		
C3.2 Social media posts	3	5

<p>Extra/Other</p>	<p>Participated in preparing and joined a networking and best practices excursion for farmers and small food producers; in coordination with Czech Rural Network and UHLAVA, informal presentation of D4F Project - Czech Republic</p>
---------------------------	--

KPIs - LUKE	TARGET	Current Status
D1- Organisation & participation in events		
D1.4 Participation in events (e.g. conferences)	1	6
D5- Internal dissemination		
D5.2 Project links on partners' websites	1	1
C2- Data4Food2030 website		
C2.2. Blog posts on the website	1	
C3- Social Media		
C3.2 Social media posts	3	
<p>Extra/Other</p>	<p>Vimeo recording on the subject 'Farmer's data, who owns it?' (in Finnish: Maatalousyrittäjän data, kenen se on?). The discussion deals with Data Act, data sharing rulebook and on-going projects. https://vimeo.com/836473858</p>	

Annex L: Data4Food2030 General Presentation main points

Data4Food²⁰³⁰
Pathways towards a fair, inclusive and innovative Data Economy for Sustainable Food Systems

Data4Food2030

General Presentation

Funded by the European Union

1

The challenge & the need

Experience from previous projects highlights **Data sharing** as a "hot potato"

Data generated across the food systems are not bringing the full added value to stakeholders

Data Economy: a new and ambiguous concept, causing uncertainty in its use in the agrifood sector

A clear definition of the Data Economy for Food Systems

A collaborative approach to ensure the fair and inclusive digitalisation of the food sector

www.data4food2030.eu

2

Data4Food2030 Case Studies

2 Perspectives
From Farm 2 Fork & Circular
From Data Sharing to Governance in the food systems

Areas Addressed
Covering 7 agri-food sectors
Exploring the added value in retail, tourism and waste management

	Fair Data Sharing in Short-SC	Food System Development	From Decision Support to Governance
Agriculture	Premium Grain Chain PGC Arable/Grain	From Farmers to Consumers PIGLink Pork	AgData-Interoperability TEUDS Arable, Dairy, Pig, Wine
Food Supply Chain	Short Food Supply Chain Zero FLW Public Food Supply, HORECA	RealTime-FreshData DIRECT Fruits & Vegetables	The Sustainability Insight System THESIS Assessing products for retail all chain up/down
Circular	CircularEconomy 4Tourism I4DATA Wine & Almonds	Inter-Sectorial Data as a Service ISDaaS Fruits, vegetables & wine	Mapping and valorizing FLW data in Amsterdam (AMA) to improve the circular economy AMAFLOW Municipality / SmartCircularFoodCity

www.data4food2030.eu p.8

Data4Food2030 Partners

24 Partners
12 Countries

data4food2030.eu 10