



Sustainability Optimization for Secure Food Systems

D6.1: Communication and Dissemination plan

WP6: Dissemination, communication and exploitation

Responsible Author: Edita Karvelienė (AFL) and Jovita Ruseckaja (AFL)



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EU Project Officer:	Javier Martin-Membiela
Project Coordinator:	UNIVERSIDADE DE VIGO (UVIGO)
Address:	LG CAMPUS LAGOAS MARCOSENDE, VIGO PONTEVEDRA 36310, SPAIN
Contact Email:	jsimal@uvigo.es eloy.miranda@uvigo.gal
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Responsible Author:	Edita Karvelienė (AFL) and Jovita Ruseckaja (AFL)



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Participant list

Participants	Contact
 UNIVERSIDADE DE VIGO (UVIGO)	Jesús Simal - jsimal@uvigo.es Eloy Miranda García - eloy.miranda@uvigo.gal María García Martí - maria.garcia.marti@uvigo.gal Paz Otero Fuertes - pazoterofuertes@gmail.com
 UNIVERSIDADE DE SANTIAGO DE COMPOSTELA (USC)	Paulo Félix Lamas - paulo.felix@usc.es Ana García - anabelen.garcia@usc.es Nelly Condori Fernández - n.condori.fernandez@usc.es José María Alonso Moral - josemaria.alonso.moral@usc.es Jesús María Rodríguez Presedo - jesus.presedo@usc.es Alejandro Catalá Bolós - alejandro.catala@usc.es
 STICHTING RADBOUD UNIVERSITEIT (SRU)	M.Huijbregts - M.Huijbregts@science.ru.nl / mark.huijbregts@ru.nl Tom Claassen - T.Claassen@science.ru.nl
 UNIVERSITA DEGLI STUDI DI FERRARA (UNIFE)	Emy Zecca - emy.zecca@unife.it
 UNIVERSITA CATTOLICA DEL SACRO CUORE (UCSC)	Roberto Zoboli - roberto.zoboli@unicatt.it Andrea Pronti - andrea.pronti@unicatt.it
 UNIVERSIDADE NOVA DE LISBOA (UNL)	Ana Faria - ana.faria@nms.unl.pt Diogo Pestana - diogopestana@nms.unl.pt
 ASOCIACION DIH DATALIFE - HUB DE INNOVACION DIXITAL DATALIFE (DIH DATALIFE)	Gerencia - DIH Datalife Lucía - gerencia@dihdatalife.com Javier Doval - javier@dihdatalife.com Raffaele Bini - raffaele@dihdatalife.com Carlos Castro López - carlos@dihdatalife.com



 AgriFood Lithuania DIH (AFL)	Kristina Šermukšnytė-Alešiūnienė - kristina@agrifood.lt Edita Karvelienė - edita@agrifood.lt Donatas Rimša - donatas@agrifood.lt Jovita Ruseckaja - jovita@agrifood.lt Irmantas Čepulis - irmantas@agrifood.lt
 SMART AGRO HUB ANONYMI ETAIRIA (SAH)	George Nychas - gjn@aua.gr Chrysoula Tassou - soulatassou@gmail.com
 SOFTEAM (SOFTEAM)	Alessandra Bagnato - alessandra.bagnato@docaposte.fr Fadwa Rekik - fadwa.rekik@docaposte.fr
 JIBE COMPANY BV (JIBE)	Hans Houb - hans.houf@jibecompany.com
 CONTACTICA SL (CTA)	Anahi Fernández - anahi.fernandez@contactica.es María Culell - maria.culell@contactica.es
 IGNACIO DE LAS CUEVAS SA (CUEVAS)	Maria Teresa González Estévez - mgestevez@grupocuevas.com
 VIKONDA GRUPE, UAB (VKA)	Paulius Guzevičius - paulius.guzevicius@vikonda.lt Marius Baubkus - marius.baubkus@vikonda.lt
 YIOTIS ANONIMOS EMPORIKI & VIOMIXANIKI ETAIREIA (JOTIS)	Athina Geronikou - ageronikou@jotis.gr
 COMMUNAUTE EUROPEENNE DES COOPERATIVES DE CONSOMMATEURS (EUROCOOP)	Annalisa De Chirico - adechirico@eurocoop.coop Fabrizio Fabbri - ffabbri@eurocoop.coop



AXENCIA GALEGA DE
DESENVOLVEMENTO
RURAL

AXENCIA GALEGA DE DESENVOLVEMENTO RURAL (AGADER)

Jorge Manuel Blanco Ballón –
jorge.manuel.blanco.ballon@xunta.gal



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Executive summary

In today's environmental challenges, SOSFood emerges as a cutting-edge project aimed at revolutionizing the European Union's food system through advanced data exploitation and AI technologies. Our SOSFood Dissemination and Communication Plan is crafted to ensure the maximum reach and efficacy of our mission to promote a food system that is productive but also inclusive, sustainable, and resilient.

Objective and Purpose: Our chief goal is to effectively disseminate the vision, progress, and achievements of SOSFood to a broad spectrum of stakeholders, which includes farmers, policymakers, industry experts, consumer associations, and the general populace. Our purpose transcends the simple relaying of information; we are set on cultivating active involvement, informed decision-making, and the tangible use of our innovations in everyday life.



Article I. 1. Introduction

Section 1.01 Excellence

SOSFood is dedicated to transforming the European Union's food systems by employing cutting-edge data exploitation and AI technologies. This initiative aims to make significant advancements in food system sustainability through the development and deployment of AI-driven tools that can analyze, predict, and optimize the sustainability impacts across the entire food supply chain—from production to consumption.

Our approach involves creating a comprehensive multi-actor network that brings stakeholders from various sectors together to foster innovation and data sharing. This network will facilitate the integration of underexploited data sets from across the food, social, political, economic, technological, and climate systems into a consolidated food database. By leveraging this rich data repository, SOSFood will develop predictive analytics and digital twins to drive decision-making that enhances the sustainability and resilience of food systems.

Aligned with the EU Green Deal and contributing towards several UN Sustainable Development Goals, SOSFood aims to revolutionize food system management through technology and ensures these advancements benefit all levels of the food supply chain. By creating tools that allow for the dynamic assessment and real-time management of food systems, SOSFood sets a new standard for how data can foster a more sustainable and resilient food future. This alignment with global sustainability goals should reassure you of our commitment and the potential impact of this initiative.



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Section 1.02 Objectives

In 48 months, SOSFood aims to design, develop, and validate data-driven AI-based tools to help all food supply chain actors make evidence-based, sustainable decisions. These tools will identify causal factors conditioning the sustainability of their activities and offer specific suggestions for improving them.

Objective 1: Co-create a multi-actor and social innovation approach:

- SOSFood multi-actor network formed by more than 16 different representatives of the food systems and countries
- A database including more than 20 datasets/year (80 in total) -new and underexploited- from the food, social, political, economic, technological, and climate systems in each validation scenario, to be included in a consolidated food dataspace.
- 1 guideline on enhanced data framework and data collection strategy to drive sustainable food system transformation

Objective 2: Design a framework to measure and weigh the impacts of the food system on sustainability dimensions:

- An LCA-LCC report representing the improved methods and highlighting the main gains, hotspots, and limitations of the assessments
- Conduct surveys to more than 400 consumers in each case-study country to understand the consumers' needs and preferences
- Reformulation of more than 30 popular dishes from the 3 case scenarios taking into account avoidance of food loss; reduction of animal protein intake by more than 30% (replace for plant-based protein more than 15%); reduction of fat intake of more than 25% (and replace at least 20% foods rich in saturated fatty acids); avoid added sucrose by increasing fruit intake; increase fiber intake (double vegetable intake) and increase complex carbohydrates intake more than 25%.
- A new eco-healthy-fingerprint plot integrating information on nutritional, healthy, and sustainable aspects

Objective 3: Develop new predictive and clustering analysis methods based on machine learning (ML):

- A new method for predictive analysis based on times series data through ML, predicting the most relevant factors from the interaction of the seven defined systems (food, social, political, legal, economic, technological, and climate) for at least one actor in each stage of the value chain (production, processing, distribution, retail and market, consumption and waste recovery) in each one of the validation scenarios.
- A new methodology for deploying digital twins to predict and optimize at least 1 sustainability indicator selected by each node of a cross-production network in each validation scenario. At least one actor at each stage of the value chain will be involved as a node of the network.
- New explainable AI methods, providing satisfactory explanations adapted to each end user for each and every result from prediction, clustering and causality methods through multimodal, accessible and multilingual interface.



Objective 4: Develop and implement data-driven decision-making tools for nutritional and sustainable food systems:

- A customized dashboard to comprehensively display, track and analyze data availability and results from predictive tasks including 1 of each sector (farming, transforming industry, retail and customers) from 8 different food products in 3 different European countries (Spain, Lithuania, Greece).
- A reliable mobile app and participative network available to consumers from 5 different geographical European zones (Eastern, Western, Southern, and Northern) which will support a more fair, healthy and sustainable decision-making.

Objective 5: Validate the innovation of the project through different agri-food systems representing the disparities of the European territories and demonstration of further applicability in other communities.

- SOSFood results validated in 3 cases studies (Galician Region, Athens Metropolis, Lithuania Country) in 3 different stages of the food value chain (agriculture, food production and distribution)
- Participation in 3 new food initiatives with at least 30 stakeholders, supported by 3 existing networks (EDIH network, SmartAgriHubs consortium, Region AI) to foster inclusive, innovative and sustainable communities.
- Creation of a green indicator tool to fight greenwashing, available for all actors of the food system, assessing the green marketing and communication and protecting consumers from misinformation

Objective 6: Maximize the impact of the project through dissemination, communication and exploitation activities

- A viable Exploitation and Business Plan for the SOSFood platform considering strategy for replication in other 7 European countries
- 4 policy recommendations supporting policy-makers with evidence-based data to foster the transformative process of the agri-food policies affecting the sustainability of the food system
- Communication and dissemination KPIs (non-exhaustive list): participation in more than 20 international conferences/events; Publication of more than 30 scientific publications, cooperation with more than 8 EU bodies (at least one per partner country) for food and environment policies, clustering activities with more than 10 EU or national ongoing projects, more than 4 workshops organized by SOSFood partners



Section 1.03 Coordination and support measures and methodology

(a) 1.03.1 Justification for the project

To justify the SOSFood project through a SWOT analysis, the following strengths, weaknesses, opportunities, and threats associated with this initiative are presented below:

Table 1 SWOT analysis

Strengths
• Advanced Technology Integration: SOSFood's use of AI and Machine Learning tools will provide cutting-edge solutions to improve sustainability in the food supply chain. This technological edge will allow stakeholders to make informed decisions based on predictive insights and data-driven strategies. • Multi-Stakeholder Engagement: The project plans to involve various participants from various sectors, including academia, industry, and public institutions, ensuring a comprehensive approach to tackling sustainability issues. • Innovative Data Solutions: The creation of a federated data space that integrates data across the food system will enhance transparency and decision-making capabilities.
Weaknesses
• Complexity of Implementation: The ambitious scope involving multiple actors and advanced technologies may lead to challenges in coordination and implementation. • Dependence on Data Availability: The project's success heavily relies on data availability and quality, which might be restricted due to privacy issues or lack of infrastructure in data sharing among stakeholders.
Opportunities
• EU Policy Alignment: The project aligns with the EU Green Deal and other sustainability directives, positioning it favorably for support and integration into wider EU sustainability frameworks. • Scalability and Replicability: If successful, the methods and tools developed can be scaled and replicated in other regions, enhancing the project's impact on global food sustainability practices. • Increasing Demand for Sustainable Solutions: Growing global awareness and regulatory pressures on sustainability provide a fertile ground for adopting SOSFood's outputs.
Threats
• Technological Risks: The reliance on AI and data analytics involves risks related to accuracy, privacy, and security of data. • Regulatory Changes: Changes in data protection laws and sustainability regulations could impact project operations and data sharing capabilities. • Economic Uncertainty: Fluctuations in funding and economic stability, especially post-pandemic, could affect the continuity and resources available for the project.



(a) 1.03.2. Consortium

UNIVERSIDADE DE VIGO (UVIGO) - Project management and nutrition studies: Jesus Simal-Gandara leads a research group on Environment, Agriculture and Food Research. He has a strong record of national and international research projects granted by public administrations and private companies and published >500 research papers. His group investigates the distribution of agricultural and environmental organic chemical contaminants in the food production chain, and the sensory and quality of food, with an eye on the food chain in its globality (environment, agriculture, sustainability, nutrition and public health issues). Infrastructure: a chromatography laboratory, a pilot plant is completing our facilities with a supercritical fluid extractor, biomolecules purification units, fermenters, high pressure reactors, and high-pressure technology for food preservation.

UNIVERSIDADE DE SANTIAGO DE COMPOSTELA (USC) - Development of AI-based predictive models and services.: CiTIUS – Research Centre in Intelligent Technologies is one of the singular research centers of the Campus Vida of the USC. CiTIUS hosts >120 researchers (including 31 senior researchers selected by a Scientific Advisory Board). The center is also member of CLAIRE, associated partner of AI4Media and Network Member of TAILOR. The research carried out at CiTIUS in the field of ML aims to design and develop models, methods and technologies that allow the computer to incorporate new capabilities based on the identification of regularities in observation data. It is important to strike a balance between plasticity and generalizability, making efficient use of computational resources, minimizing their environmental impact and maximizing their economic viability. The application of machine learning is extensive to any socio-economic sector and to any scientific, social or humanistic discipline. Infrastructure: a Datacenter, with an HPC cluster, a Big Data cluster and GPU servers, ready to support SOSFood project. CiTIUS researchers have also free access to the public CESGA Supercomputing facilities that support multiple research institutions and networks in Spain and Europe and of which CiTIUS researchers regularly use the Big Data facilities. CESGA's servers are available for experimentation and research activities.

STICHTING RADBOUD UNIVERSITEIT (SRU) - Data analysis and interpretation in product development for health and sustainability: The Environmental Science (ES) group of RU aims to understand and predict both the relative and cumulative impact of anthropogenic stressors on ecosystems and humans. They translate detailed mechanisms into overarching principles, applied in models for future projections, in particular in (1) LCA of products and technologies, and (2) LC-impact assessment models to handle environmental trade-offs. The scientists working in ES have an extensive experience in sustainability impact assessments of food products and are used to collaborate in an interdisciplinary context. ES group therefore fully align with the tasks associated to the RU in SOSFood. Infrastructure: ES group at the RU has been conducting research on methodological development and application of LCA for 25 years and has direct access to all the important methods and software tools needed for such research, such as the Life-cycle impact assessment methods ReCiPe2016 and LC-IMPACT.

UNIVERSITA DEGLI STUDI DI FERRARA (UNIFE) - Data analysis and interpretation in product development for sustainability: The department of Economics and Management is leading department at both national and European level in environmental and innovation economics with many top-level researchers. Its main fields of research are environmental policy, innovation and energy economics and policy, economic evaluation by stated preference techniques, waste management and policy, climate change and development. UNIFE will be strictly involved in all the activities linked to the environmental economics and the sustainability of the food systems. Infrastructure: one of the most relevant research centers: SEEDS (Sustainability, environmental



economics and Dynamics studies) – an interuniversity research center aiming at gathering the skills on applied environmental economics of Italian researchers and organize one annual conference and various thematic workshops through the year.

UNIVERSITA CATTOLICA DEL SACRO CUORE (UCSC) - Data analysis and interpretation in product development for sustainability (Affiliated Entity of UNIFE): UCSC has a strong expertise in transitional process and societal impacts, with as main fields of research environmental policies, institutional and governance aspects of sustainability, circular economy, energy economics and energy transition. UCSC will be strictly involved in all the activities linked to the socio-economics aspects of sustainability in the food systems. Infrastructure: 1272 tenured researchers, 35 institutes, 30 departments, 87 research centers, 5 university centers and 10 spin-offs, aimed towards the study and understanding of crucial issues of life and society (new frontiers in economics and bioethics, changes in the field of law, family and cultural trends, mass media, changes in political systems, aims and goals of medicine, technological applications of mathematics and physics, and the most recent discoveries in environmental research).

UNIVERSIDADE NOVA DE LISBOA (UNL) - Impact analysis of the food chain on health systems, identifying those key factors for health improvement on vulnerable people.: NOVA Medical School (NMS) is the Medical School of UNL. NMS is at the forefront of medical education and research. CINTESIS – Center for Health Technology and Services Research is an NMS R&D Unit whose mission is to promote an integrated basic, clinical, and applied research, for accelerating the cycle of translational research through the development of methodologies, tools and technology to collect and analyze complex biomedical data and information (e.g., Big Data and AI), as well as to contribute to decision-making processes. Infrastructure: a multicenter, decentralized and flexible grounded in 46 partner institutions (29 Higher Education institutions, 12 hospitals/health institutions and 5 health companies) and 8 Higher Education institutions acting as hubs (e.g., NMS). The center aggregates >500 researchers, including medical doctors, nurses, physical therapists, nutritionists, and other health professionals, in 24 research groups working in 3 main thematic lines: Preventive Health and Societal Challenges; Clinical and Translational Research; Health Data and Decision Sciences & Information Technologies. Besides its own equipment, UNL holds close links with hospitals (private and public), patient care facilities and social structures.

SOCIACION DIH DATALIFE - HUB DE INNOVACION DIXITAL DATALIFE (DIH DATALIFE) - Data collection and analysis, Galician case study: It is a digital Innovation hub focusing on life sciences (health, agrifood & biotech). As a non-profit association funded in 2019, DATALIFE is active on several data-sharing initiatives at regional, national and European level. Infrastructure: technologies including AI, IoT, HPC and cybersecurity. It collaborates with a consortium of 4 other DIHs in the HIBA project (Interreg-POCTEP) and has been selected to be part of the initial EDIH network.

AgriFood Lithuania DIH (AFL) - Data collection and analysis, Lithuanian case study: Agrifood Lithuania is a non-profit cluster organization established since 2011 in Vilnius, Lithuania. AFL brings together major research, business and public stakeholders in Lithuania for the common mission of transforming agriculture, food and associated sectors with digital-based innovations. AFL links its stakeholders with international and cross-sectorial initiatives, provides all-round dedicated support in the research, development and deployment of agri-food innovations, and fosters the competence and capacity growth of the innovation ecosystem in general. The cluster is also operating as a Digital Innovation Hub (DIH) and has been acknowledged by the EC Joint Research Centre as an example DIH with excellence in sectorial specialization.



SMART AGRO HUB ANONYMI ETAIRIA (SAH) - Data collection and analysis, Greek case study: SAH is a dynamic competence center operating in the fields of smart farming and agrifood sustainability. It is running as an independent entity (private company) in which the Agricultural University of Athens has joined forces with 12 private Greek companies, engaged in information and automation technologies, digital & energy systems, smart farming technologies and circular agriculture. Due to consolidated relationships with the local agricultural ecosystem of farmers, agronomists, agricultural research centers, food companies and service providers, the company offers consulting services and technological solutions devoted to digitalization of agricultural processes.

SOFTEAM (SOFTEAM) – Development of SOSFood software architecture and Food Predictive Dashboard: Private software vendor and engineering company with about 1400 employees and about €135M in revenues. From 2020 SOFTEAM has become an autonomous subsidiary of DOCAPOSTE, an IT branch of La Poste to join a team developing innovative solutions in AI, blockchain, IoT and e-health. SOFTEAM gained a privileged position to address the needs of 23 000 clients in digital transformation with security and trust. SOFTEAM's R&D Department actively participates in various national and EU research projects in the software engineering and modelling domains. Among them FOODITY (HORIZON Europe) that just started in 2023.

JIBE COMPANY BV (JIBE) - SOSFood data sharing platform: JIBE is a high-tech SME organization, specialized in developing and operating large scale applications in fields of e-commerce, e- mobility, and data sharing. JIBE will be responsible for the data platform, resulting product from the H2020 PoSeIDon project and the HE FOODITY project, which will be consolidated in WP4 into an SOSFood data sharing platform and provided to the other partners and actors in the SOSFood ecosystem to facilitate safe, trustworthy and where applicable GDPR compliant data sharing. It will serve as the main technical building block for the SOSFood project.

CONTACTICA SL (CTA) - Communication & Dissemination, Exploitation, Support in project management: CTA is a private Innovation Consulting Company that guides and leads innovation processes with know-how and capacities applied to new products, services and solutions developments. It has expertise in access to international markets and alliances for the benefit of new business opportunities, including fundraising for R&D based business models. CTA has broad experience in the implementation of R&D European projects, in particular in communication and dissemination activities and coordination (or support to coordination).

Currently CTA is involved in 15 ongoing R&D European projects, conducting exploitation, communication and dissemination activities, in 2 of which CTA is coordinator (ALEHOOP and CALIMERO) and in the rest CTA supports coordination.

IGNACIO DE LAS CUEVAS SA (CUEVAS) - Validation of SOSFood results: Grupo Cuevas is a business conglomerate that began its journey in 1867 and currently operates notably in different sectors, including food distribution, with its own and franchised supermarkets and cash & carry centers distributed throughout the northwest of Spain. It also develops work in the agri-food industry, with the transformation of chestnuts into different products whose sale reaches not only the national area but also reaches more than 30 countries in the world.

VIKONDA GRUPE, UAB (VKA) - Validation of SOSFood results: Vikonda Group is located in Kėdainiai region, where fresh and underground water makes the area perfect for agriculture and food manufacturing. The group operates in the agribusiness and food production with an annual turnover of the group for year 2022 – 90 M €. The group unites over 12 growing businesses: FMCG food production, agricultural and retail and employs 540 people.



YIOTIS ANONIMOS EMPORIKI & VIOMIXANIKI ETAIREIA (JOTIS) - Validation of SOSFood results:

JOTIS is a leading food company, founded in 1930 as the first infant and baby food producer in Greece. Infrastructure: It has one production site in Athens where baby food, confectionary and cooking mixes, baking products, powder mixes for instant desserts and dessert kits are manufactured and a second plant in Agrinio for chocolates, refrigerated RTE products, low Glycemic Index desserts, syrups, glazes and toppings and partnered with the Hellenic Research and Innovation Center (HRIC), is an Institute of food safety accredited according to ISO/IEC 17025 that offers high quality chemical, microbiological, molecular and consultation services to the food industry.

COMMUNAUTE EUROPEENNE DES COOPERATIVES DE CONSOMMATEURS (EUROCOOP) —

Promoting healthy and sustainable consumer co-operatives at EU level, eco-healthy fingerprint visualization plot. EUROCOOP represents cooperatives of consumers in 20 countries across Europe. It provides information and guidance to its national members on legislative and non-legislative initiatives relevant to food retail, sustainability, enterprise and consumer policy, among others. The Sustainability and Food Policy Manager is working, among others, on the entire package related to the Farm to Fork Strategy including labelling initiatives (i.e., nutrient, sustainability and green claims). Taking part in different coalitions of stakeholders active on the F2F Strategy, his insights include an exhaustive knowledge of the challenges posed by the greening of the food systems to consumers and business alike.

AXENCIA GALEGA DE DESENVOLVEMENTO RURAL (AGADER) - Policy initiative, Galician case

study: AGADER is a legal entity dependent on and attached to the Galician Regional Minister for Rural Affairs (Xunta de Galicia, Regional government of Galicia). AGADER is in charge of promotion and coordination of Galician rural territory development, with the aim of improving the living conditions of its inhabitants and avoid depopulation. For >20 years AGADER has dealt with agrifood production projects all over Galicia rural areas. The projects Model Rural Villages and Smart Rural Villages, following the Galician Act on the recovery of Agri land, offers a chance to test on the field the feasibility of SOSFood goals and achievements.



Article II. 2. Target groups

Identifying and understanding the target audience is essential in steering the focus and maximizing the impact of the SOSFood project.

Tailored dissemination, communication, and utilization strategies will be deployed throughout the project's duration to enhance involvement and broaden the influence of the project's findings. We will craft key messages to communicate the benefits of SOSFood clearly and concisely for each audience segment. Our identified target groups include governmental institutions and policymakers, the scientific community, and the end users which consist of agriculture, food processing, manufacturing, distribution stakeholders, consumers, and nutrition & health specialists. This section will detail the composition of each group, the significance of their participation, and the specific messaging and engagement tactics, tools, and channels that will be utilized to reach them.

Table 2 Target audiences

Target Audience	Objectives and message	Communication methods/tools
Governmental institutions and policy-makers	O: Supporting governance for the EU food system by providing a comprehensive view of the network, tailoring algorithms for specific applications, and contributing to BREF documentation M: Offering an AI-generated overview of the EU food system, highlighting flaws, and providing predictions and solutions with a systemic, multi-stakeholder approach.	Food data space and predictive dashboard available to policy-makers via: Dissemination actions and tutorials on the use of the tools via the website, workshops, attendance events organized by regulatory authorities and telecommunication tools; Presenting SOSFood's recommendations generated by the algorithms for every level of the food system to public bodies.
Scientific community	O: Facilitate access to data and promote discussion among the scientific community for further research and development in the agrifood (and health) sector beyond the state of the art M: AI-technologies represent a real solution to many challenges of the society and are a useful tool to target sustainability of food systems	Sharing findings regarding food systems and AI-technologies' use through scientific publications and conferences/fairs ≥ 6 contacts made with relevant EU regulatory institutions (one per EU country of the project partners + 3 from the new EU cases);



Agriculture stakeholders	O: Convince primary producers to use the predictive dashboard and food data space, gather useful data and feedback, and demonstrate the benefits of AI-based tools to recruit more users M: Supporting primary producers with SOSFood AI-technologies to apply more sustainable agricultural practices thanks to more accessible useful data, accurate predictions and innovative solutions	- Participation in rural development programs - Workshops and tutorials - Collaboration with AKIS advisors
Food processing, manufacturing, distribution stakeholders	O: Partner with industries to enhance the data space with relevant data, gather feedback for dashboard improvement, and demonstrate the usefulness and visibility of SOSFood's AI-based tools M: Relevance of SOSFood results for the conversion within the food industry to more transparent and sustainable activities and the development of healthier food products through AI	Reports on case studies results regarding the sustainability and cost-efficiency of industrial partners and the perception by consumers of the greening indicator, among others Attendance trade fairs The organization of workshops and networking events Collaborative development
Consumers and nutrition and health specialists	O: Inform consumers about food product sustainability and healthiness, raise awareness of the impact of their food choices on health and the environment, and use their feedback to improve tools and promote the mobile app M: SOSFood mobile App can help consumers adopt a healthier and more sustainable diet based on a multitude of factors	- Website with accessible content Regular posts on social media Collaboration with food initiatives Tutorials and explicative videos/figures on SOSFood social media and the mobile app.

All other audiences	O: Raise public awareness about the importance of SOSFood results for transitioning to inclusive and sustainable food systems, while promoting scientific vocations and making careers in food systems science attractive M: SOSFood will provide recommendations via a dashboard and app to promote adherence to sustainable and healthy diets, highlighting the importance of its innovations for a sustainable food system transition and the need for a new generation of skilled researchers and workers in the field.	SOSFood website; SOSFood promotional material (video, brochures, factsheets...); social media (YouTube, LinkedIn, twitter...); Talks on SOSFood data-driven solutions; articles in non-scientific publications; press releases; Presentation of SOSFood impact in schools; organization of visits to labs; debates/group discussions; participation in R&D festivals.
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Table 3 Outcomes and Impacts

OUTCOMES	IMPACTS
-The SOSFood data space will drive sustainable food system transformation providing: (1) policy recommendations based on data-driven solutions strengthening sustainability and resilience of food systems (2) more transparency and communication between the different stakeholders of the food system, (3) identification of unexploited industrial data useful for decision-making in the food system -SOSFood data-driven solutions will help: (1) consumers to make informed decisions in the food purchase; (2) business food supply chain actors will to improve the sustainability performance of the food systems, (3) reduce the global environmental impact of the European food system and reach a decrease of its GHG emissions	- SCIENTIFIC: implementation of new data- and AI-driven technologies, sharing knowledge on key drivers of the food systems, limitations in current solutions and paving the way to further innovation - ECONOMIC/TECHNOLOGICAL: more cost-effective, resilient and so competitive agrifood industry, more circular economy thanks to data-based predictions and waste/loss reduction, future-proof jobs incorporation, support to the endangered agricultural sector, promotion of the use of innovative technologies and collaboration across sectors and stakeholders. - SOCIETAL: better informed consumers and social engagement through an accessible mobile app, transparency of the upstream levels of the food chain, healthy and sustainable recommendations adapted to the socio-economic context of the user, support to the elaboration of policies ensuring sustainability, resilience and cost mitigation while accounting for socio-economic specificities



Article III. 3. Strategy

The Milestone 1: Dissemination strategy and action plan is part of the **WP6** and related deliverables: **Dissemination and communication plan (D6.1, D6.2, D6.3)**. The purpose of this document (milestone) is to describe the general dissemination strategy and action plan for the preparation of D6.1 (Dissemination and communication).

The SOSFood **Dissemination and Communication Plan** is pivotal in achieving our project's ambitious goals. It is designed to inform, motivate, and drive collective action toward improving our food systems. With our strategic and audience-focused communication plan, we are poised to create a significant and lasting impact on food practices, propelling us towards a more sustainable and health-oriented future. The strategic **DEC** plan for SOSFood unfolds over **four distinct phases**, beginning at **month one (M1)** and extending through the project's four-year span. Each phase is characterized by a central objective that aligns with the project's development and complements various **work package (WP)** outcomes.

Vision (M1-M12)

This phase develops SOSFood's visual identity and communication tools, guided by the DEC framework.

Awareness (M13-M28)

The second phase boosts communication, distributes findings, and enhances stakeholder engagement for effective results exploitation.

Multiplier effect (M29-M48)

This phase intensifies dissemination, showcases contributions, and formulates strategies for exploitation and intellectual property rights.

Sustainability (M48-Onward)

Post-project, this phase ensures lasting achievements through updates, content sharing, and leveraging forged synergies.

This phased approach is intended to ensure that dissemination and exploitation efforts are coherent, strategic, and responsive to the evolving nature of the project and its findings. The initial year is pivotal in laying down the groundwork for all future dissemination, communication, and exploitation activities. This phase is dedicated to establishing the SOSFood project's visual identity, creating communication templates and materials, and solidifying the DEC plan as the guiding framework for all partners, particularly for WP6, which oversees these efforts. Activities will include raising general awareness about data-driven sustainable food systems, orchestrating event participation, exploring potential partnerships and synergies, and standardizing the processes for dissemination and communication reporting among partners.



The DEC strategy deliverables will be reported via the Portal Continuous Reporting tool in accordance with the schedule and requirements stipulated by the grant agreement. This document serves as the initial DEC plan, due by M3, with subsequent updates at M24 and M48 to showcase the implementation results.



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Section 3.01 Key Performance Indicators

Key Performance Indicators (KPIs) for the SOSFood project will track the reach and impact of our dissemination and communication activities. These KPIs include metrics like the number of stakeholders engaged, usage statistics of digital tools, and audience numbers at events and workshops. We'll report on these annually, adapting our strategies as needed, with justifications for any changes included in plan updates.

The expected KPIs that will be achieved each year are presented in the table below. Changes to this initial plan will be included in subsequent updates with a justification for their necessity.

	KPIs																		
	Measurements	Target	UVIGO	USC	SRU	Unife	UCSC	UNL	DIH DATALIFE	AFL	SAH	SOFTEAM	JIBE	CTA	CUEVAS	VKA	JOTIS	EUROCOOP	AGADER
1	Website	≥ 40 news	7	1	1	1	1	1	1	6	1	1	1	4	1	1	1	4	7
		≥ 50,000 visitors																	
2	Social Media	> 50 posts	1	1	1	1	1	1	1	34	1	1	1	1	1	1	1	1	1
		≥ 1000 followers ≥ 500 video visualizations																	
3	Communication Toolkit	2 project brochures; 3 infographics; 1 project video;								ALL									
		≥ 500 downloads ≥ 2000 views																	
4	Digital & Media communication campaigns	4 press releases (1 per year); 2 interviews in mass media; 4 contributions to specialized magazines								ALL									
		10 opinion leaders engaged																	
5	Networking & clustering activities with projects, networks and policy	≥ 6 events organized by EC; Clustering with ≥ 10 ongoing projects; 4 policy recommendations*	8 events; 10 clustering with ongoing projects											4 policy					
		≥ 8 contacts made with relevant EU regulatory institutions	8																



6	Socially engaging activities for the general public	≥ 8 outreach events attended ≥ 4 lectures organized for primary school & university; ≥ 4 lab visits to show SOSFood technology with demonstrators working in real time.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
		≥ 5,000 people reached in outreach events; ≥ 400 people reached in lectures; ≥ 80 visitors to lab sites																	
7	Training activities (Workshops)	4 workshops** 3 webinars	ALL																
		≥ 1,000 people reached																	
8	Scientific publications	≥ 30*** peer-reviewed open access articles	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
9	Conferences and trade fairs	≥ 20 conferences/trade fairs attended	1	1	1	1	1	1	1	1	1	1	1	1	1	1	4	1	

We will be using live planning and reporting on our very own excel file that is shared below. This excel sheet is designed as a comprehensive tool for partners involved in the SOSFood project to systematically record and monitor their dissemination and communication activities. It includes detailed sections for planning events, identifying synergistic collaborations, and scheduling publications, ensuring that all efforts align with the overall project objectives. Additionally, it serves as a reporting mechanism where partners can document and verify their communication efforts, helping to track the project's impact and reach effectively.

Link to Reporting: [SOSFood D&C Planning and reporting 2024-08-31.xlsx](#)

We will be using a dedicated link for registering news that will be uploaded to our website. This platform is designed as a comprehensive tool for partners involved in the SOSFood project to systematically record and submit news articles and updates. It includes detailed sections for drafting news stories, identifying key highlights, and ensuring the content aligns with the overall project objectives. Additionally, it serves as a verification mechanism where partners can document and confirm the accuracy of their submissions, helping to maintain the quality and consistency of the project's public communication efforts. This streamlined process will ensure that all relevant news is efficiently collected, reviewed, and published on the website, effectively showcasing the project's progress and impact.

Link for registering news: [The register for news posting on the SOSFood website.xlsx](#)



Social Media plan (M1-M48)

	Social Media Plan M1-M48	Days 1-7	Days 8-15	Days 16-23	Day 24-31
	Post Types				
M1 - M5	Presentation of participant posts - 16 posts within the first 5 months				
	Presentation of project - 2 posts within the first 5 months				
	Awareness on public opinion about the importance of SOSFood highlighting the importance of the adherence to sustainable and healthy diets and behaviours - 3 posts within the first 5 months				
	Relevance of SOSFood innovations for a sustainable future in food system - 3 posts within the first 5 months				
M6	Introduction to SOSFood project goals	1			
	Highlighting the multi-actor network			1	
M7	Importance of sustainable food systems		1		
	Survey insights from consumers				1
M8	Detailed look at our data sets			1	
	Interview with a primary producer	1			
M9	New partnership announcements				1
	Feedback from industries		1		
M10	Impact of food choices on health	1			
	Updates on sustainability indicators			1	
M11	Overview of AI-based tools		1		
	Case study: Galician Region				1
M12	Importance of inclusive food systems			1	
	Highlighting policy recommendations	1			
M13	Success stories: Primary producers				1
	Industry partnership highlights		1		
M14	New research findings	1			
	Feedback from policymakers			1	
M15	Benefits of our multi-actor approach		1		



	Interview with a researcher				1
M16	Industry insights: Food manufacturing			1	
	Upcoming events and webinars	1			
M17	Updates on policy recommendations				1
	Importance of sustainable practices		1		
M18	Spotlight on digital twins	1			
	Industry feedback on dashboard			1	
M19	Updates from the scientific community		1		
	Importance of healthy diets				1
M20	Promoting our eco-healthy-fingerprint			1	
	Interview with a health specialist	1			
M21	Role of AI in reducing food waste				1
	Overview of new datasets		1		
M22	Policy impact: Food systems	1			
	Benefits of sustainable food practices			1	
M23	Upcoming outreach events		1		
	Success stories: Food producers				1
M24	Overview of our training programs			1	
	New research findings	1			
M25	Promoting sustainable food choices				1
	Industry insights on sustainability		1		
M26	Importance of data-driven decisions	1			
	Interview with an industry partner			1	
M27	Highlights from our multi-actor network		1		
	Overview of new policy recommendations				1
M28	Success stories: Sustainable practices			1	
	Consumer impact stories	1			
M29	Updates on eco-healthy-fingerprint plot				1
	Industry insights: food production		1		
M30	Interview with a researcher	1			



	Consumer feedback on app usage			1	
M31	Benefits of inclusive food systems		1		
	Highlights from policy recommendations				1
M32	Spotlight on food sustainability			1	
	Interview with a primary producer	1			
M33	Upcoming events and webinars				1
	Consumer testimonials		1		
M34	Promoting our training programs	1			
	Updates from the scientific community			1	
M35	Importance of data-driven decisions		1		
	Overview of eco-healthy-fingerprint plot				1
M36	Highlights from industry partnerships			1	
	Interview with a health specialist	1			
M37	Role of digital twins in decision-making				1
	Benefits of reducing food waste		1		
M38	Updates on policy recommendations	1			
	Industry insights: food manufacturing			1	
M39	Promoting healthy eating habits		1		
	Interview with a policy maker				1
M40	Success stories: Primary producers			1	
	Importance of open data sharing	1			
M41	Highlights from the food data space				1
	Industry insights: food distribution		1		
M42	Updates from the scientific community	1			
	Consumer feedback on app usage			1	
M43	Role of AI in reducing food waste		1		
	Interview with an industry partner				1
M44	Promoting our training programs			1	
	Importance of sustainable food practices	1			
M45	Highlights from policy recommendations				1



	Consumer impact stories		1		
M46	Success stories: Sustainable practices	1			
	Interview with a researcher			1	
M47	Importance of healthy diets		1		
	Industry insights: food production				1
M48	Promoting inclusive food systems			1	
	Updates on food sustainability indicators	1			



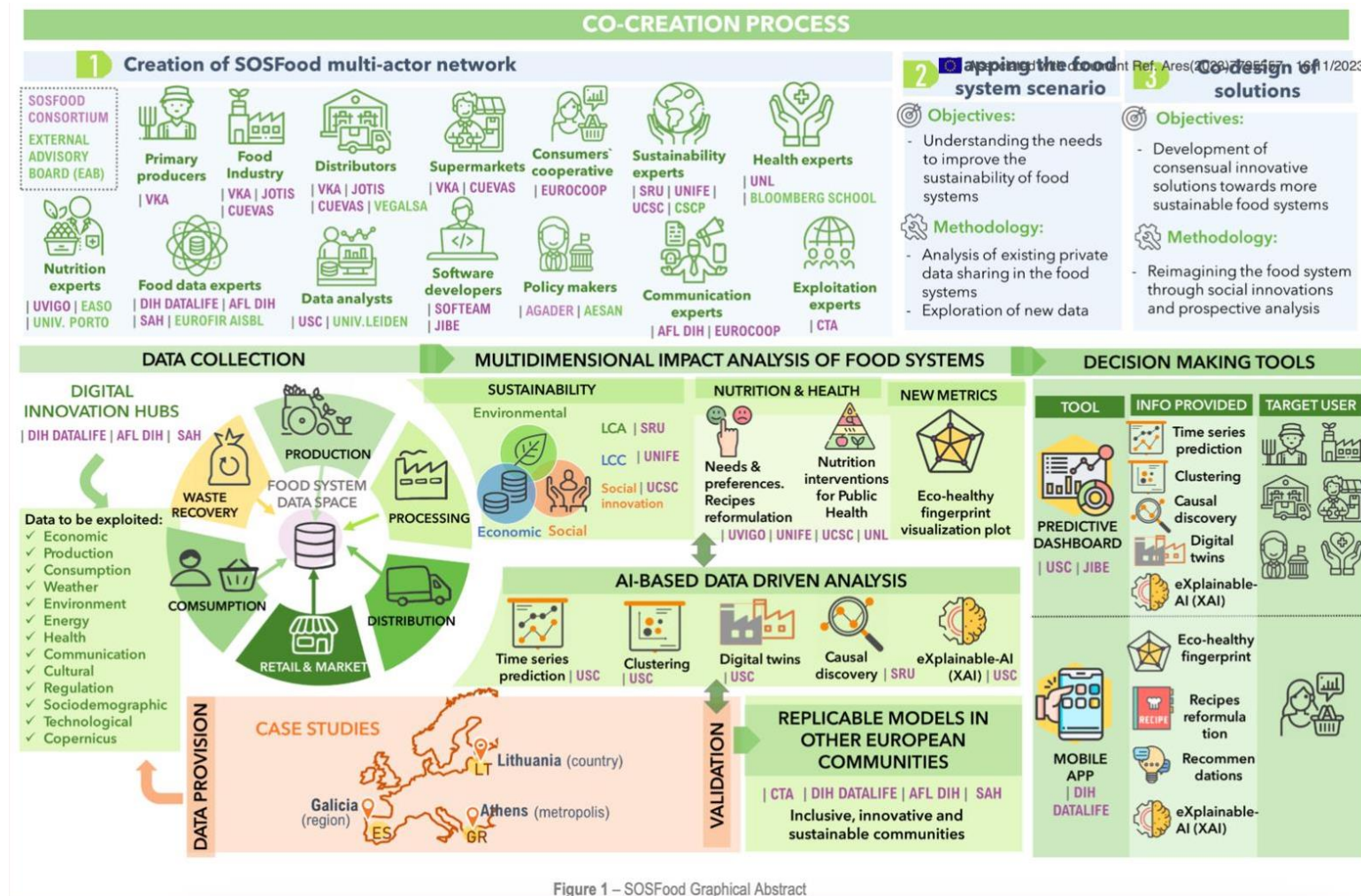


Figure 1 – SOSFood Graphical Abstract



Section 3.02 Social Media Visuals

We will be using a dedicated icon pack for our social media activities. This icon pack is designed as a comprehensive resource for partners involved in the SOSFood project to consistently brand and visually enhance their social media posts. It includes a variety of icons tailored to represent different aspects of the project, ensuring that all visual content aligns with the overall project objectives. Additionally, it serves as a creative tool where partners can select and use icons to highlight key messages and themes in their social media communications, helping to create a cohesive and recognizable brand presence across platforms. This standardized approach will ensure that all social media posts are visually engaging and effectively convey the project's mission and impact.

Link for the icon pack:

https://nubeusc.sharepoint.com/sites/SOSFood/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FSOSFood%2FShared%20Documents%2FWP6%5FDissemination%5F%28AFL%29%2FVisualIdentity%2FGraphic%20icons&viewid=558b2ce5%2D492c%2D43bb%2Db718%2D36cff0_c56153



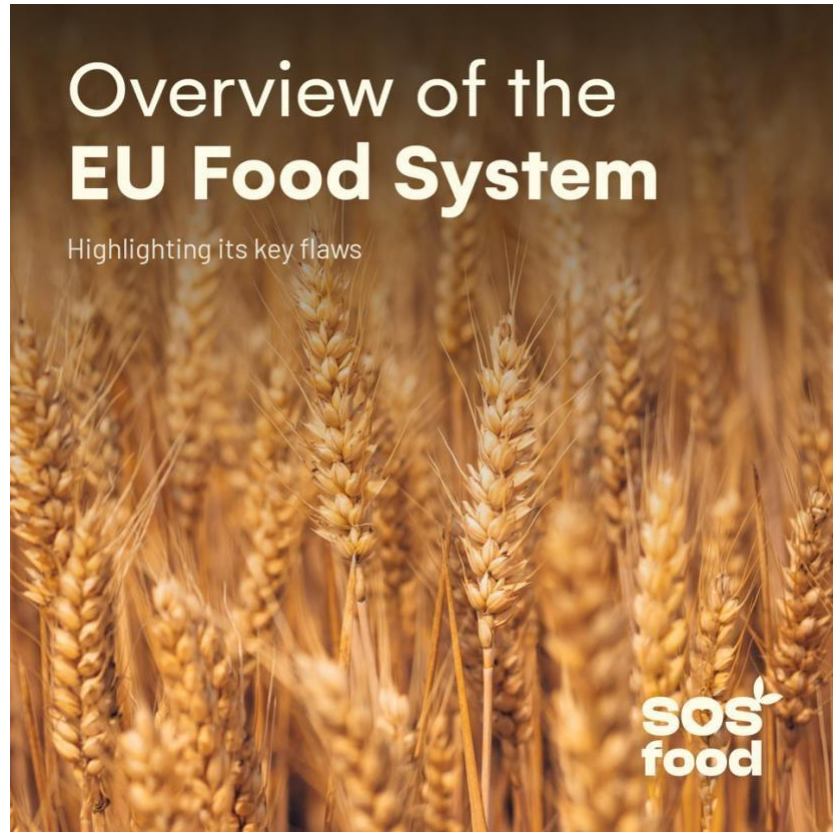
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Icon pack for Social Media use:



We will develop a detailed communication plan for each topic, structured into a series of posts. For instance, the series on the **EU Food System** will include:

Post example #1: An overview of the EU Food System, highlighting its key flaws.



Post example #2: Discussing the need for AI to predict and address these flaws.



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Post example #3: Outlining our approach to tackling these issues.



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Post example #4: Presenting the proposed solutions.



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Each topic will be explored through **2 to 7 posts**, detailing the topic's overview, its potential flaws, the necessity of our project's intervention, our approach, and the solutions we offer.

During the **initial five months (M1-M5)**, our social media campaign will introduce each participant and detail the objectives of the SOSFood project. Posts will focus on raising public awareness about the significance of adopting sustainable and healthy diets and behaviors. Additionally, we will highlight the importance and relevance of SOSFood's innovations in driving a sustainable future for food systems, engaging our audience in meaningful discussions on these critical topics. As our detailed plans for publications, conferences, events, and workshops become more defined, we will continue to expand our social media strategy by adding new posts. This ongoing update will ensure that we keep our audience engaged and informed about the latest developments and upcoming activities. By providing timely and relevant information, we aim to enhance our visibility and interaction with key stakeholders, further promoting the success of our initiatives.

The posts will be informative, with a maximum of **1500 characters** for **LinkedIn and Facebook**; maximum of **280 characters** for **X (Twitter)**. The posts must include the hashtags **#SOSFood** and **#SOSFoodProject**



SOSFood project's deliverable **D6.1: Dissemination and communication plan** will consist of the following chapters.

First chapter "Introduction" articulates the project's commitment to excellence and sustainable change in food systems, outlining our objectives, the consortium's collaborative approach, and the methodology that will drive SOSFood's implementation.

In the **second chapter "Target groups"** delineates the specific audiences we will engage with, including the academic community, the private sector, and the broader public. It explains the importance of their involvement and details the tailored communication to ensure our messages resonate effectively.

Third chapter is for Dissemination, communication, and exploitation strategy. We divide the plan into four phases, each with clear goals for the project's lifespan. This chapter establishes the steps we will take and the KPIs for tracking our progress.

Results to be disseminated will be named in **fourth chapter "Dissemination activities"**. It presents what we aim to share: innovative AI and ML technologies, the datasets, the novel agricultural practices developed, and insights into sustainable food production.

Communication tools and media kit are represented in the fifth chapter. This chapter provides a comprehensive overview of the tools and channels used in our professional endeavours and their respective purposes. It serves as a reference guide to understand their significance and application in our work.

The sixth chapter "Exploitation plan" overviews exploitation pathways and key exploitable results.



Section 3.03 Visual identity

Logotype

The visual identity of SOSFood is designed to encapsulate the essence of the project — a fusion of data-driven technology and sustainable food systems. The logo symbolizes the interconnectedness of technology and nature, depicting elements representing agricultural fields, technology nodes, and the cycle of sustainable practices. The color scheme is thoughtfully chosen to reflect growth and vitality, with shades of green and earth tones that resonate with the project's focus on sustainability. The typeface is contemporary, reflecting the innovative and forward-thinking approach of the project. Together, these design elements coalesce to form a distinctive and memorable visual identity for SOSFood, symbolizing a commitment to reshaping the future of food systems through collaboration, research, and education.



COMMUNICATION, DISSEMINATION AND VISIBILITY (Grant Agreement - ARTICLE 17)

Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.



**Funded by
the European Union**



**Co-funded by
the European Union**



**Co-funded by
the European Union**



**Funded by
the European Union**

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.



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Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate 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 [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

Specific communication, dissemination and visibility rules

Specific communication, dissemination and visibility rules (if any) are set out in Annex 5.

Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28).

Such breaches may also lead to other measures described in Chapter 5.



Safe zone

This zone should be empty when using them on various backgrounds.



Colours

Primary colours are Life Green, Vivid Orange, Earth Green and Pale White. They should be used throughout the projects branding materials. Colours must be flat, the use of **gradient colours is not authorised**.



Vivid Orange

HEX: #FF931D
RGB: R100 G147 B29
CMYK: C0% M51% Y96% K0%



Life Green

HEX: #6EB55D
RGB: R110 G181 B93
CMYK: C62% M6% Y85% K0%



Earth Green

HEX: #183D28
RGB: R24 G61 B40
CMYK: C82% M48% Y82% K57%



Pale White

HEX: #FFFBE9
RGB: R255 G251 B233
CMYK: C0% M1% Y8% K0%

Fonts

- The main font of graphic design elements is Gelion.
- The font used for general texts (information and descriptions) is Gelion.
- Barlow is used as a substitute text font (alternative) in case Serif font is required.
- To effectively define SOSFood brand experience, typography must be aligned across every touchpoint, from partner to employee.



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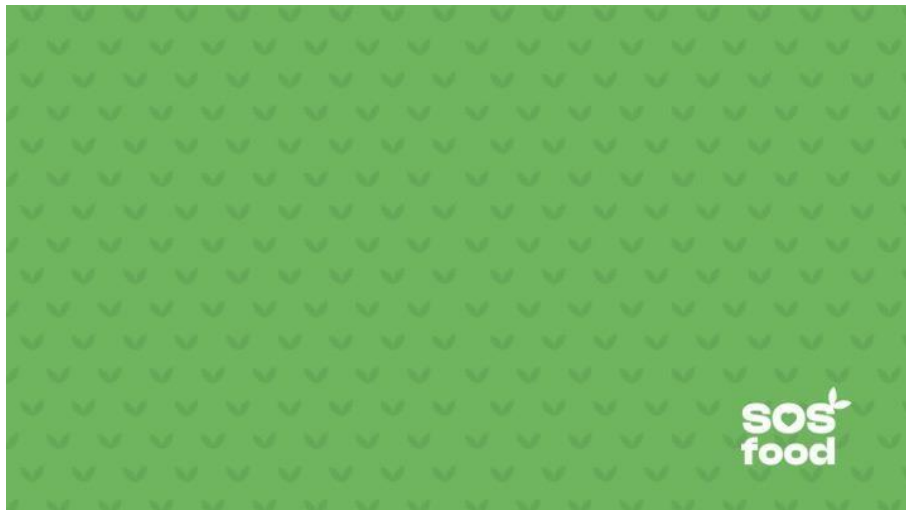
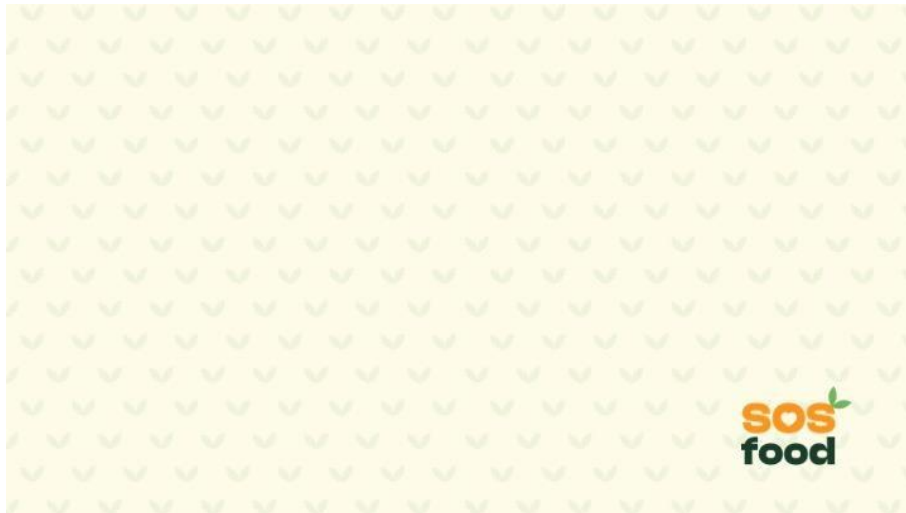
Posters

Here are some examples of posters that can be used for marketing and communications and feature the key brand design components: brand colours, typography, image style, the mark and lettering.



Backgrounds

Background will be used for video calls. We recommend using light background with a content placed on one side corner so that the person won't be blocking the view of the content or logo.



Section 3.04 Social Media Platforms

Facebook

<https://www.facebook.com/SOSFoodProject>

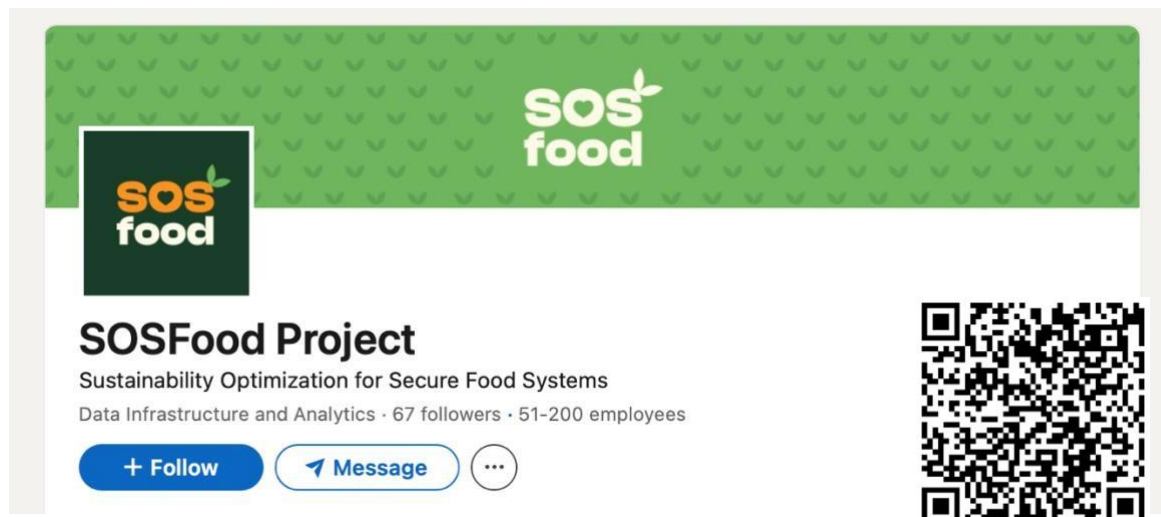
The posts must include the hashtags **#SOSFood** and **#SOSFoodProject**



LinkedIn

<https://www.linkedin.com/company/sosfood-project/>

The posts must include the hashtags **#SOSFood** and **#SOSFoodProject**



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X (Twitter)

<https://twitter.com/sosfoodproject>

The posts must include the hashtags #SOSFood and #SOSFoodProject



Youtube

<https://www.youtube.com/@SOSFoodProject>

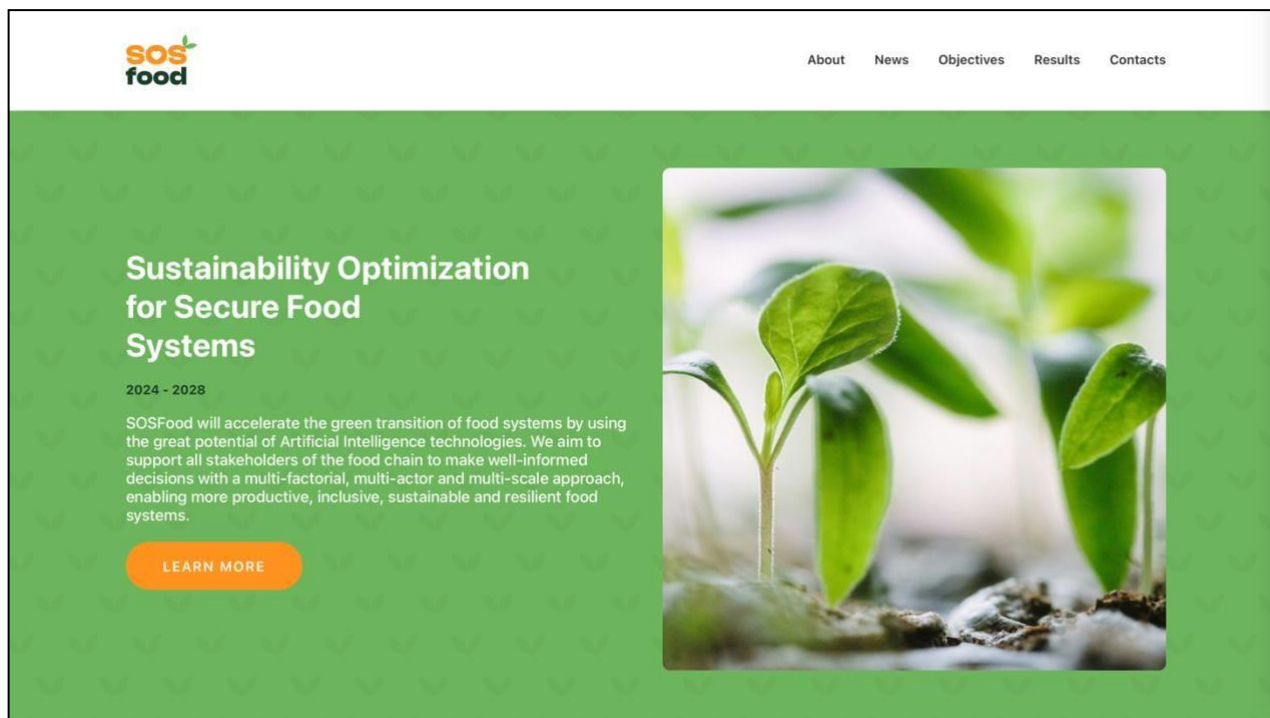
The posts must include the hashtags #SOSFood and #SOSFoodProject



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Section 3.05

Website



The **website** will feature several key sections to provide comprehensive information about the project. These sections include:

- **Project Objectives:** An outline of the project's goals and what it aims to achieve.
- **Detailed Information:** A thorough description of the project, including its scope and significance.
- **Deliverables:** A list of expected outputs and outcomes as the project progresses.
- **KPIs (Key Performance Indicators):** Metrics used to measure the project's success and impact.
- **Team:** Information about the team members, their roles, and expertise.
- **Contact Information:** Details on how to get in touch with the project team for inquiries or further engagement.

These components will ensure that visitors can easily understand the project's purpose, structure, and means of contact.



Section 3.06 Table Options

Table option 1

Heading	Heading	Heading
Text	Table text	Table text
Text	Table text	

Table option 2

Heading	Heading	Heading
Text	Table text	Table text
Text	Table text	Table text

Table option 3

Heading	Heading	Heading
Text	Table text	Table text
Text	Table text	

Table option 4

Heading	Heading		
Text	Table text	Table text	Table text
Text	Table text	Table text	Table text



Section 3.07

Life Green #6EB55D

Earth Green #183D28

Vivid Orange #FF931D

Pale White #FFFBE9

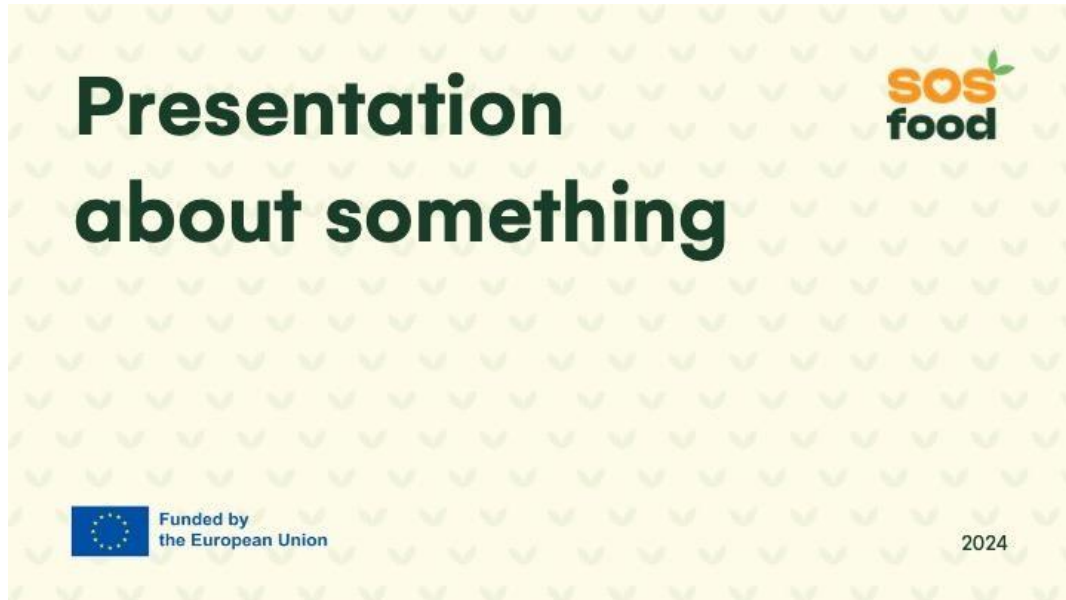


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Section 3.08 References

[ReferenceTitle] [Link]

Presentation Template



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Presentation Title

Lorem ipsum sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Plants may be absorbing **20% more** CO2 than we thought



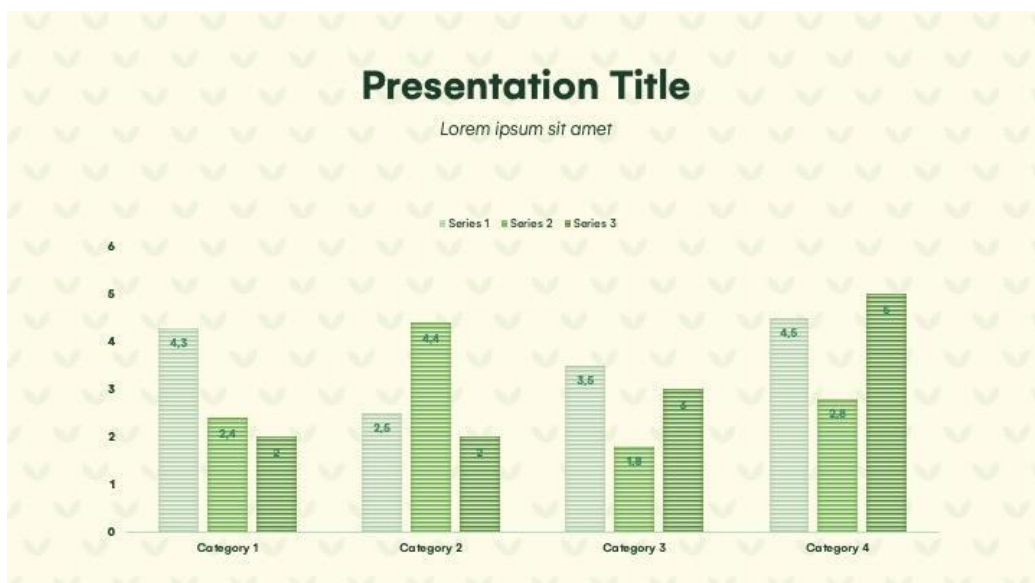
Plants may be absorbing **20% more** CO2 than we thought

Presentation Title

Lorem ipsum sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.





Thank you!

sos
food

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2024

Section 3.09

Visual Example

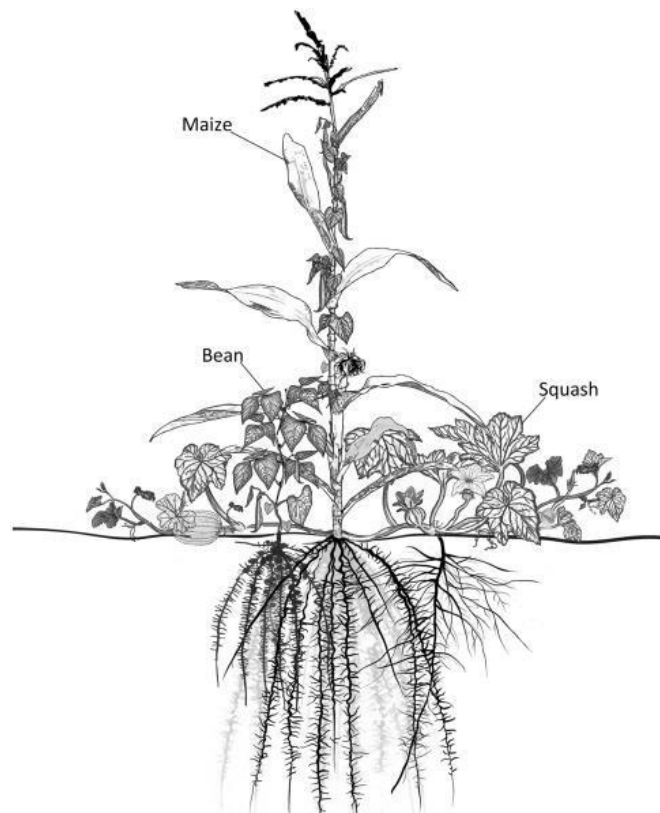


Figure 1 [Caption]



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Timeline:

- ☐ The first deliverable version – 16 May, 2024;
- ☐ Coordinator review;
- ☐ Updating according to the comments and feedback;
- ☐ The final delivery date is August.



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