DELIVERABLE 6.2: COMMUNICATION, DISSEMINATION AND NETWORKING REPORT

WP6: Dissemination, communication and exploitation

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the European Union

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Executive Summary

1. This report documents the communication, dissemination and networking (CDN) activities implemented under Work Package 6 (WP6) of the SOSFood project during the first reporting period (M1–M18, February 2024 – July 2025). The CDN strategy aims to maximise awareness, stakeholder engagement and uptake of project results across the European food system, in compliance with the obligations set out in the Grant Agreement (No. 101134894) and the approved Communication and Dissemination Plan (D6.1).
2. Key achievements during the reporting period include: the establishment and continuous operation of the project website (over 1,700 visitors and 10 news articles published); the launch and active management of social media channels across Facebook, LinkedIn, X, BlueSky and YouTube, generating more than 150 posts and 464 followers; the creation and distribution of the project brochure and poster; the preparation and submission of Practice Abstracts – Batch 1 (D6.7) in EIP-AGRI format; the organisation of the stakeholder conference "Driving Sustainability through Healthy Diets" (Brussels, March 2025); and the establishment of clustering activities with Data4Food2030, BEATLES, OpenAgri and the PREMIERE Network. Additionally, one-on-one meetings were conducted with all consortium partners to align on communication responsibilities and reinforce engagement across the partnership.
3. The main audiences reached during M1–M18 include food system actors (producers, processors, retailers), policymakers and public authorities at regional, national and EU levels, researchers and innovation communities working on sustainability, AI and food systems, digital innovation hubs and EU project networks, consumer organisations and cooperative members, as well as the broader scientific community through peer-reviewed publications and conference participation.
4. The most impactful activities during this period were: (i) the conference "Driving Sustainability through Healthy Diets" organised at the European Economic and Social Committee in Brussels, which reached approximately 3,800 participants; (ii) LinkedIn as the most effective professional communication channel; (iii) the Data4Food2030 cluster engagement, positioning SOSFood within the EU food data ecosystem; and (iv) the AgriFood Forum '24 in Vilnius, which provided exposure to over 4,000 attendees (on-site and online). While several KPIs are on track, others – such as video production, lab visits and training activities – require intensified efforts in the upcoming reporting period.

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INTRODUCTION

Purpose of the Report

This report presents the Communication, Dissemination and Networking activities implemented under WP6 during the first reporting period (M1–M18) of the SOSFood project (Grant Agreement No. 101134894). It fulfils the periodic reporting obligations set out in Article 21 and complies with the communication, dissemination and visibility requirements established in Article 17 of the Grant Agreement.

In line with the Communication and Dissemination Plan (D6.1) and Objective 6 of the action, this report documents the implementation of the approved strategy to maximise outreach, stakeholder engagement and impact. It ensures transparency towards the granting authority and provides a structured assessment of activities carried out during the reporting period.

In accordance with Task 6.2, led by AgriFood Lithuania DIH (AFL) with the participation of all consortium partners, the report provides a structured overview of:

- the establishment and operation of the project website as the central dissemination hub, including its public and private sections;
- communication activities implemented through digital channels and complementary tools;
- dissemination actions aimed at transferring project knowledge and results to identified target audiences;
- networking efforts and synergies developed with relevant initiatives and stakeholders;
- the preparation of Practice Abstracts in the EIP-AGRI format to facilitate uptake of results by end-users.

The activities implemented during M1–M18 directly support the overall objectives of SOSFood as defined in Annex 1 of the Grant Agreement. Communication and outreach measures contribute to the consolidation of the multi-actor network (Objective 1) by promoting transparent information exchange and stakeholder engagement across the food system. Dissemination actions facilitate the uptake of results related to sustainability assessment frameworks, AI-based predictive models, digital twins and decision-support tools (Objectives 2–4), translating technical outputs into accessible formats for actors throughout the value chain. Networking activities further reinforce validation, clustering and replication efforts (Objective 5), strengthening visibility and scalability at regional and European levels.

Overall, this report serves both as a compliance document and as an internal monitoring instrument, enabling the consortium to assess progress, identify areas for improvement and ensure continued alignment with EU visibility, transparency and impact requirements under the Grant Agreement.

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Current Phase of the Project (M1–M18)

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. According to the communication phasing defined in D6.1, the project is currently transitioning from the Vision phase (M1–M12) into the early stage of the Awareness phase (M13–M28).

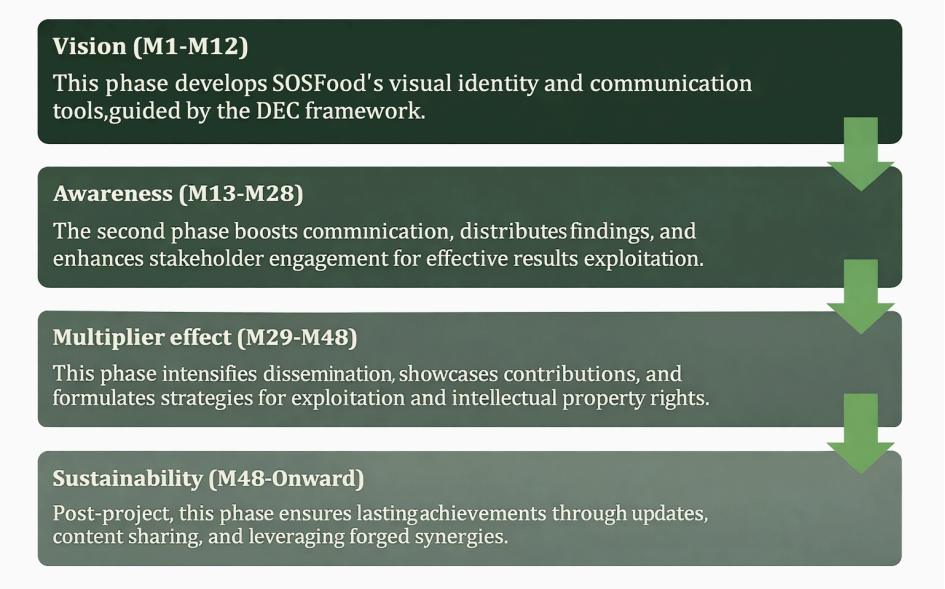

Figure 1. DEC strategy

During M1–M12, the focus was on establishing the foundations for effective communication and dissemination. This included the development of the project's visual identity, preparation and submission of the Communication and Dissemination Plan (D6.1), launch of the website and social media channels, creation of branding guidelines and templates, and set-up of structured reporting and KPI monitoring mechanisms.

From M13 onwards, the project entered the Awareness phase, which emphasises broader communication, initial dissemination of findings and increased stakeholder engagement. During this early Awareness period (covered partially within M1–M18), activities have included intensified social media presence, participation in external events, organisation of stakeholder-oriented conferences, and the preparation of Practice Abstracts (D6.7, M18). The focus has shifted from infrastructure-building to active outreach and ecosystem positioning.

However, as the project remains within the first half of the Awareness phase, most dissemination and networking actions are still oriented toward visibility, relationship-building and introduction of early results. More mature technical outputs, exploitation strategies and structured multiplier activities are foreseen for the subsequent phases (M19–M48), when validated tools, case studies and policy recommendations will be available for broader uptake and replication

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Communication Activities

Communication Channels and Tools

Communication activities during M1–M18 were implemented in line with Task 6.1 and Task 6.2, ensuring structured visibility, outreach and stakeholder engagement across digital and institutional platforms.

1. Project website

The project website (Figure 1) serves as the central communication and dissemination hub for SOSFood. During M1–M18, the website was fully operational and regularly updated, with 10 news posts published and more than 1,700 visitors recorded.

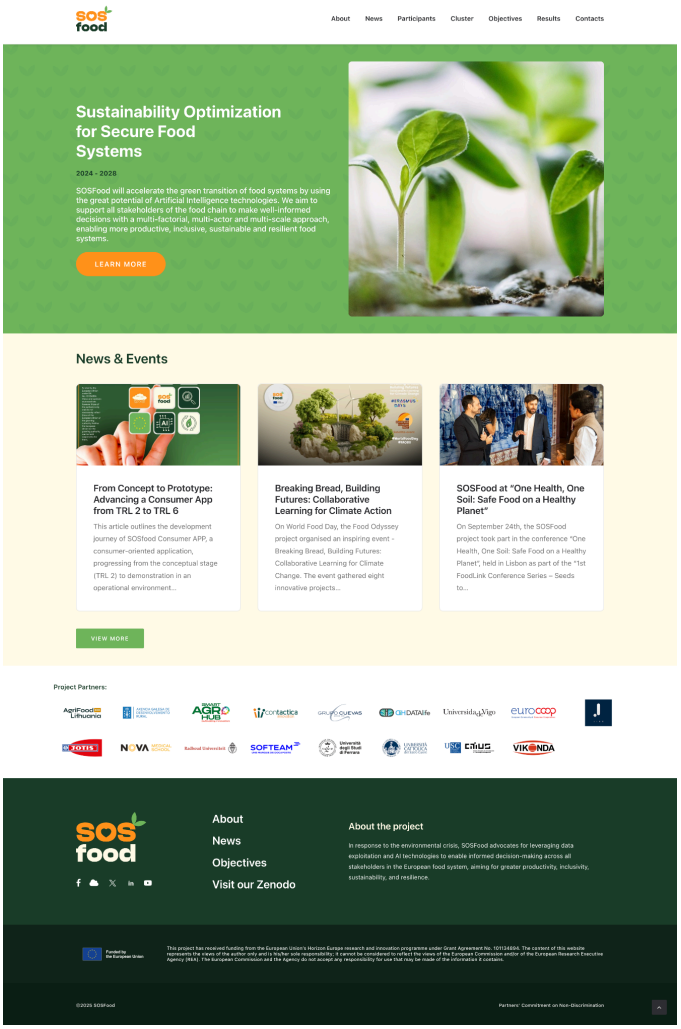

Figure 2. SOSfood website

The website provides:

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- comprehensive information on project objectives, consortium members and activities;
- updates on milestones, events and results;
- access to public deliverables and dissemination materials;
- integration with social media channels to maximise reach.

In addition to the website, a dedicated Zenodo account was created to ensure long-term open access, visibility and citability of SOSFood results, strengthening compliance with open science principles.

The website remains the primary reference point for stakeholders seeking reliable and structured information about the project.

Blog posts

A centralised D&C news register was introduced to coordinate partner contributions to the SOSFood project website. Each consortium partner was assigned a scheduled publication date and invited to submit content aligned with their respective work package deliverables.

News date	Participant	Topic	The content of the news	The text of the news to be published (150 - 250 words)	Link to material (text in MS Word, photo, video) upload. Document name: responsible partner, document name and date (eg: UVIGO_Zenodo integration_01.07.2024)	Contact email
01.07.2024	UVIGO	SOSFOOD integration within Zenodo's repository	SOSFOOD project proudly announces the launch of SOSFOOD Zenodo EU Community!	This repository aims to gather diffe	Materials for news on website	Eloy Miranda García
04.11.2024	EURO COOP	D1.1 – SOSFood multi-actor network and MS3 - SOSFood multi-actor network establishment - REPORT	Deliverable 1.1: Establishing a Multi-Actor Network for a Sustainable Food Future	players from different sectors invol	Materials for news on website	Annalisa De Chirico - adechirico@eurocoop.coop
17.12.2024	DIH DATAlife	Data collection Strategy	Data collection Strategy	ctly impacts the validity of the findi	Materials for news on website	raffaele@dihdatalife.com | comunicacion@dihdatalife.com
06.01.2025	JIBE	D4.5-First prototype of the predictive dashboard	D4.5-First prototype of the predictive dashboard	"JIBE is spearheading the develop	Materials for news on website	

Figure 3. News register

During the first 18 months of the project, the SOSFood consortium published 11 blog posts on the project website as part of its WP6 dissemination activities, coordinated by AgriFood Lithuania DIH (AFL). Posts covered a range of content types — project milestones, deliverable announcements, event recaps, and calls for external participation — targeting audiences across the food value chain including researchers, policymakers, food industry professionals, and civil society organisations. Particular attention was paid to reaching non-technical stakeholders: posts such as the Data Collection Strategy and the Deliverable 1.1 recap translated complex methodological outputs into accessible language, while the coverage of the "Driving Sustainability Through Healthy Diets" conference in Brussels explicitly addressed consumer advocacy groups, public authorities, and retailers. Externally-facing events such as the Agricultural University of Athens conference and the Data4FoodCluster online workshop broadened the project's visibility beyond the consortium, connecting SOSFood with the wider EU food data research community.

#	Blog Post Title	Publication Date
1	SOSFood project launches to transform EU food systems with AI innovation	6 May 2024

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2	Proudly announcing the start of the SOSFood Zenodo EU Community	1 July 2024
3	Building a Multi-Actor Network for a Sustainable Food Future (Deliverable 1.1)	6 November 2024
4	Data Collection Strategy	19 December 2024
5	First prototype of the predictive dashboard (Deliverable 4.5)	7 January 2025
6	Join us at "Driving Sustainability Through Healthy Diets" event in Brussels	30 January 2025
7	Key takeaways: "Driving Sustainability Through Healthy Diets" Conference	4 March 2025
8	Recap of the 3rd Project Meeting: Advancing Sustainability Goals	5 March 2025
9	SOSFood presented at the Conference on Food Systems Transformation in Athens	20 May 2025
10	SOSFood joins Data4FoodCluster	30 May 2025
11	Online Workshop: Sharing Data for Sustainable Food Solutions	3 June 2025

Table 1. Blog posts M1-M18

2. Social media

Social media activities implemented during M1–M18 follow the strategic framework defined in the Communication and Dissemination Plan (D6.1) and contribute to fulfilling the communication, dissemination and visibility obligations set out in the Grant Agreement. These channels complement the project website and serve to broaden outreach, increase stakeholder engagement and support impact maximisation under Objective 6.

Target Groups

In line with D6.1 (p. 16-18), social media communication targets a diversified audience, including:

- food system actors (producers, processors, retailers, distributors);
- policymakers and public authorities at regional, national and EU levels;
- researchers and innovation communities working on sustainability, AI and food systems;
- digital innovation hubs and EU project networks;
- consumer organisations and informed citizens interested in sustainable food systems.

Content is adapted to the specific interests and professional profiles of these audiences, ensuring accessibility while maintaining scientific credibility.

Platforms and Content Strategy

During the reporting period, SOSFood actively managed and populated the following platforms:

- Facebook (https://www.facebook.com/SOSFoodProject)
- LinkedIn (https://www.linkedin.com/company/sosfood-project)
- X (formerly Twitter) (https://x.com/sosfoodproject)
- BlueSky (https://bsky.app/profile/sosfood.bsky.social)

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- Youtube (https://www.youtube.com/@SOSFoodProject)

More than 150 posts were published across these channels during M1–M18, contributing to a cumulative audience of 464 followers by M18 (against a target of 1,000).

LinkedIn

LinkedIn functions as the primary professional channel, targeting researchers, policymakers, industry representatives and EU project communities. Posts typically include:

- Introduction of the consortium members and project goals;
- updates on project milestones and deliverables;
- participation in EU events (e.g. Synergy Days, EDIH Summit);
- announcements of conferences and stakeholder events;
- clustering activities with other Horizon Europe initiatives;
- dissemination of Practice Abstracts and scientific outputs.

The tone is professional and policy-oriented, reinforcing SOSFood's positioning within EU research and innovation networks.

Figure 4. SOSfood post on LinkedIn

X (formerly Twitter) and BlueSky

These platforms are used for shorter, timely updates and broader engagement within EU research and digital innovation communities. Content includes:

- live updates from conferences and workshops;
- cross-promotion of partner activities;
- interaction with EU clusters (e.g. Data4Food2030) and related projects;
- amplification of sustainability and food system discussions.

Their format enables rapid information exchange and visibility within specialised thematic networks.

Figure 5. SOSfood post on BlueSky

Facebook

Facebook supports outreach to a wider audience, including consumers, local stakeholders and non-specialist followers. Posts focus on:

- simplified explanations of project objectives and results;
- visual materials (infographics, event photos, posters);
- announcements of public-facing events and stakeholder conferences;
- highlights of consortium achievements.

This platform contributes to raising awareness beyond the academic and policy communities.

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Figure 6. SOSfood post on Facebook

Role in Impact Maximisation

During the first 18 months of implementation, social media activities have primarily focused on building visibility, establishing a consistent project identity and positioning SOSFood within relevant EU research and innovation communities. The period M1–M18 can be characterised as a foundation and awareness-building phase, during which channels were launched, regularly populated and progressively expanded.

With more than 150 posts published and a growing follower base, communication efforts have successfully introduced the project's scope, partners, events and early outputs to target audiences. At this stage, content has largely concentrated on promoting milestones, clustering activities and stakeholder events, laying the groundwork for stronger engagement

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and uptake in the next phase of the project, when more mature technical results and validated tools will be available for wider dissemination and practical use.

3. Visual identity and branding (logos, templates, guidelines)

The project's visual identity and branding framework were developed and formally presented in Deliverable D6.1 – Communication and Dissemination Plan and have been consistently applied throughout M1–M18. Rather than introducing new elements during the reporting period, the focus has been on systematic implementation of the approved guidelines across all communication channels and materials.

The established branding system (Annex 1) includes the SOSFood logo and its approved versions, defined colour palette, typography rules, layout principles and mandatory guidance on the use of the EU emblem, funding statement and disclaimer in accordance with Article 17 of the Grant Agreement. Standardised templates for deliverables, reports and presentations were developed under Task 6.1 and have been used by all partners to ensure visual consistency and compliance.

In addition, branded assets for digital communication (including social media visuals) as well as a project brochure and poster were designed and made available to partners to support dissemination activities. During M1–M18, these materials were actively used in website publications, social media posts, stakeholder events and conferences, ensuring a coherent and recognisable project image across both online and offline environments. Representative figures illustrating the implementation of the visual identity – including the logo with EU acknowledgment, PowerPoint template cover slide, brochure cover page and examples of branded social media posts – are included in the following sections. The full branding guidelines are formally defined in D6.1.

Implemented Communication Actions

Communication activities during M1–M18 were implemented in a structured and time-sequenced manner, following the planning and reporting framework defined in D6.1 and operationalised through the shared Excel monitoring tool (Figure 7).

1. A - Event Planning (until 31-01-2028)									Reporting of the delivered activities 31-0				
#	Scale of event	Name of event	Dissemination Acitivity Name	Event link (if applicable)	Date(s)	Location(s)	Potential SOSFood involvement	Status of dissemination activity	Type of dissemination activity What?	Target groups Who?	Supporting information	The number of participants	
1	International	Euro Coop Board meeting	Other	Hybrid	07/11/2024	Turin (Italy)	Presentation	Delivered	Meetings	Industry Business partners	Program - Agenda		
2	International	Euro Coop Board meeting	Seminar	Hybrid	04/04/2024	Brussels (Belgium)	Presentation	Delivered	Meetings	Industry Business partners	Program - Agenda		
3	International	Euro Coop General Assembly	Seminar	Hybrid	13/06/2024	Lichfield (UK)	Presentation	Delivered	Conferences	Other	Program - Agenda		
4	International	Euro Coop Board meeting	Seminar	Hybrid	26/02/2025	Sofia (Bulgaria)	Presentation	Delivered					
Notes/ Comments:									Online directory where to upload supporting				
2. B - Synergy & Liaison mapping (until 31-01-2028)									Reporting of the delivered activities 31-0				
#	Type of Initiative	Full name	Website		Initiative Leader	Potential joint activities	Status of dissemination activity		Type of dissemination activity What?	Target groups Who?	Supporting information	The number of participants	
1	Association	ILVO	https://ilvo.vlaanderen.be/en/		Siavash Farahbakhsh	Participation in common events	Delivered						
2	Other initiative	Milan Urban Food Policy Pact	https://www.milanurbanfoodpolicypact.org/		Andrea Parnuco, Elisa Porreca	Participation in common events	Delivered						
3	Association	FoodDrink Europe	https://www.fooddrinkeurope.eu		Bo Dolmen	Participation in common events	Delivered						
4	Association	Independent Retail Europe	https://independentretaileurope.eu/en		Andrea Schierbaum	Participation in common events	Delivered						
5	Association	Safe Food Advocacy Europe	https://www.safefoodadvocacy.eu/		Luigi Tozzi	Participation in common events	Delivered						
Notes/ Comments:									Online directory where to upload supporting				
3. C - Publication Planning (until 31-01-2028)									Reporting of the delivered activities 31-0				
#	Type of publication			Publication website					Estimated submission date				
				https://www.eurocoop.coop/news/508-Join-us-at-the-EESC-for-the-Driving-sustainability-throug									
Notes/ Comments:									Online directory where to upload supporting				

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Figure 7. Communication and dissemination reporting tracker

The period covers the project start (M1 – January 2024) through M18 (June 2025), moving from set-up and awareness-building (M1–M6) to intensified engagement and visibility (M7–M18). During M1–M3 (Jan–Mar 2024), the focus was on operationalisation: finalisation and submission of D6.1, launch of the website and social media accounts, activation of branding templates, and establishment of internal reporting procedures.

From M4–M6 (Apr–Jun 2024), structured awareness campaigns were implemented, including partner presentation posts and thematic content on sustainable diets and food systems. In June 2024 (M6), a training webinar on Agriculture Data Spaces was delivered, with coordinated website and social media dissemination.

Between M7–M12 (Jul–Dec 2024), communication shifted towards thematic storytelling aligned with technical progress: AI-based tools (M11), sustainability indicators (M10), case studies (M11–M12), and policy-relevant messaging. Participation in Synergy Days 2024 (M10, October 2024) and the EDIH Summit 2024 (M11, November 2024) was actively communicated through event coverage posts and networking highlights.

During M13–M18 (Jan–Jun 2025), activities intensified under the awareness/engagement phase. Content included success stories, industry insights, digital twin spotlight (M18), and preparation and dissemination of Practice Abstracts – Batch 1 (M18). A major milestone was the conference "Driving Sustainability through Healthy Diets" (M15 – March 2025, Brussels), organised by EUROCOOP, supported by coordinated promotion before and after the event. In parallel with content-driven communication, a series of one-on-one meetings was conducted with each consortium partner during October 2024 (M10). These bilateral sessions, led by AFL DIH as WP6 leader, served to reinforce partner awareness of their communication responsibilities, review the D&C reporting framework, align on social media engagement expectations, ensure correct application of project branding guidelines and identify partner-specific dissemination opportunities. The meetings proved instrumental in strengthening consortium-wide commitment to the CDN strategy and increasing the regularity of partner contributions to the shared reporting tools.

Event Planning

Table 1 below summarises the key events organised or attended during M1–M18 that contributed to the project's communication and visibility objectives. It presents the activities, identifies the responsible partner(s), and outlines the dissemination measures implemented in connection with each event (e.g. website news, social media coverage, promotional materials). This structured overview ensures clarity on how event-based communication was planned, executed and amplified across channels during the reporting period.

Timing	Event / Activity	Partner	Dissemination Actions
M6 (June 2024)	Training Webinar: Agriculture Data Spaces	UVIGO / AFL DIH	Website news article; LinkedIn, X, Facebook posts; visual assets

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M10 (Oct 2024)	Synergy Days 2024 participation	Consortium partners	Event coverage posts; networking visibility; tagging EU initiatives
M11 (Nov 2024)	EDIH Summit 2024	Consortium partners	Social media reporting; website highlight
M15 (Mar 2025)	"Driving Sustainability through Healthy Diets" Conference (Brussels)	EUROCOOP (lead)	Pre-event promotion posts; event coverage; website article; branded visuals
M18 (Jun 2025)	Practice Abstracts. Batch 1 dissemination	AFL DIH	Website publication; social media announcement; stakeholder outreach

Table 2. SOSfood event register M1-M18

Synergy & Liaison Mapping

Table 2 demonstrates how strategic liaison activities were embedded within the broader communication framework, ensuring that collaboration efforts were systematically translated into measurable visibility and strengthened positioning within EU food systems and digital innovation networks.

Timing	Initiative / Network	Partner	Dissemination & Visibility
M8–M10 (Aug–Oct 2024)	Data4Food2030 cluster (via FoodDataQuest)	UVIGO / Consortium	Cross-posting; cluster tagging; networking visibility
M9–M12 (Sep–Dec 2024)	BEATLES & OpenAgri projects	Consortium	Online interaction; shared posts; clustering references
M11 (Nov 2024)	PREMIERE Network membership	Consortium	Visibility post; inclusion in networking materials
Continuous (M6–M18)	Contacts with EU regulatory and policy bodies	All partners	Event participation; targeted communication materials

Table 3. SOSfood project Synergy & Liaison Mapping

Dissemination of Project Results

Dissemination Objectives

Dissemination during M1–M18 has been implemented in accordance with Deliverable D6.1 – Communication and Dissemination Plan and the obligations set out in the Grant Agreement regarding communication, dissemination and visibility. The objective is to ensure that project results are made accessible, understandable and usable for identified target groups, while supporting transparency and EU-funded research visibility.

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The main categories of results disseminated in this reporting period include:

- Strategic and planning outputs, notably D6.1, which establishes the dissemination framework and target-group-oriented communication approach.
- Technical and methodological developments, including the sustainability assessment methodology, AI-based predictive tools, food data space architecture and digital twin concepts.
- Practice Abstracts, Batch 1 (D6.7, M18), providing concise and actionable guidance in EIP-AGRI format to facilitate uptake by end-users.
- Policy-oriented insights, contributing to the preparation of future Policy Recommendations (D6.4, due M48).
- Communication toolkit materials, including brochure, poster and visual assets developed under WP6 to support dissemination at events and online.
- Open access outputs, supported by the creation of a Zenodo repository to ensure long-term visibility and citability of project results.

The rationale for disseminating these results at this stage (M1–M18) is threefold. First, to ensure compliance with EU transparency and visibility requirements, including proper acknowledgment of EU funding. Second, to raise awareness and progressively engage governmental institutions, policymakers, the scientific community, agri-food stakeholders and consumers, as defined in the target group analysis of D6.1. Third, to prepare the ground for effective exploitation and uptake in later phases by introducing methodologies, tools and validation contexts early in the project lifecycle.

At this stage, dissemination has primarily focused on awareness-building and stakeholder engagement, while progressively introducing technical developments. As results mature and further deliverables become available, dissemination activities will increasingly emphasise validated outputs, demonstrable benefits and practical application across the European food system.

Dissemination Activities

During M1–M18, dissemination activities focused on ensuring structured and timely communication of project outputs to relevant stakeholders. In line with the dissemination strategy, activities combined formal publication of deliverables with active participation in conferences, workshops and webinars. This approach enabled both documented knowledge transfer and direct engagement with target groups.

The sections below summarise dissemination through:

- Publications (reports, briefs, guidelines and practice abstracts); and
- Events (conferences, workshops and webinars).

Together, these activities contributed to increasing visibility, supporting stakeholder engagement and facilitating the progressive uptake of project results during the first reporting period.

Publications (reports, briefs, guidelines)

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Over the first reporting period, the consortium produced a range of written outputs spanning formal project deliverables, practice-oriented publications, and ongoing web-based communications. These included public deliverables submitted to the EU Funding & Tenders Portal, open-access entries on the project's Zenodo repository, and practice abstracts prepared in EIP-AGRI format for practitioner audiences. Dissemination responsibilities were primarily led by AFL DIH under WP6, with contributions from UVIGO and the wider consortium. The table below provides a full overview of publications produced during M1–M18, including the dissemination channel and responsible partner for each.

Date	Title	Website / Issue	Type of Publication	Partner	Dissemination Indicated
M6 – June 2024	D6.1 Communication and Dissemination Plan	EU Funding & Tenders Portal	Public Deliverable (Report)	AFL DIH	Public deliverable; referenced on website; framework document
M6 – June 2024	D7.2 Data Management Plan (Initial Version)	EU Funding & Tenders Portal	Public Deliverable (Report)	UVIGO	Public deliverable; compliance with FAIR principles
M18 – June 2025	D6.7 Practice Abstracts – Batch 1 (EIP-AGRI format)	Project website; distributed to stakeholders	Practice Abstracts / Guidelines	AFL DIH	Website publication; stakeholder dissemination; social media promotion
M1–M18 (continuous)	Website News Articles (Table 1)	www.sosfood-project.eu	Website Articles	AFL DIH + Consortium	Cross-posted via social media; visibility reporting
M1–M18 (continuous)	Zenodo Repository Entries	Zenodo platform	Open Access Repository Publications	AFL DIH + Consortium	Ensures citability and long-term open access

Events (conferences, workshops, webinars)

Table 3 presents the conferences, forums and meetings implemented during M1–M18 as recorded in the project's dissemination planning and reporting file. The events include both international and national-level activities, ranging from the project Kick-off Meeting (M1) to sector-specific conferences and governance meetings organised or attended by consortium partners. These events served as key dissemination channels for presenting SOSFood objectives, early developments and stakeholder-oriented insights to policymakers, industry representatives, research communities and sector organisations.

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Date	Event Title	Location	Type of Event	Partner	Dissemination Indicated
04 March 2025	Driving Sustainability through Healthy Diets	Brussels, Belgium	Presentation / Conference	EUROCOOP	Conference participation; dissemination to sector stakeholder
04 April 2024	Euro Coop Board Meeting	Brussels, Belgium	Meeting / Seminar	EUROCOOP	Internal stakeholder dissemination; reporting indicated
May 2025	Conference on Food Systems	Athens, Greece	Conference	EUROCOOP	Conference participation; dissemination to sector stakeholder
11 June 2025	"What helps and hurts when sharing data for sustainable food solutions."	Online	Workshop	Data4Food Cluster	Joint workshop session; Stakeholder dissemination
13 June 2024	Euro Coop General Assembly	Lichfield, UK	Conference	EUROCOOP	Stakeholder dissemination; communication recorded
07 November 2024	Euro Coop Board Meeting	Turin, Italy	Meeting	EUROCOOP	Stakeholder-level dissemination
26 November 2024	AgriFood Forum '24	Vilnius, Lithuania	Forum / Presentation	AFL DIH	Presentation; 315 on-site and 3,695 online participants; stakeholder networking
31 January 2025	Zootechnia – 8th Pan-Hellenic Conference on Meat and Its Products	Greece	International Conference	Smart Agro Hub	Conference participation; dissemination to sector stakeholders
26 February 2025	Euro Coop Board Meeting	Sofia, Bulgaria	Meeting	EUROCOOP	Stakeholder dissemination; reporting recorded
05 March 2025	Consortium Meeting	Brussels, Belgium	Meeting / Seminar	All partners	Internal stakeholder dissemination; reporting indicated
13 June 2025	DeCPS 2025 / AEiC 2025	Paris, France	Conference / Workshop	SOFTEAM	Paper presentation on privacy and security compliance in food data lakes

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20 June 2025	Italian Association of Agricultural Economists Conference 2025	Pisa, Italy	Conference		Presentation of the project

Table 4. Event participation and dissemination activities

Networking and Stakeholder Engagement

Networking Activities

During M1–M18, networking and stakeholder engagement activities were implemented under Tasks 6.3 and 6.5, with the objective of positioning SOSFood within relevant EU research, innovation and policy ecosystems and fostering structured dialogue with food system actors. In line with the communication phases defined in D6.1, this reporting period primarily corresponds to the awareness and early engagement phase, during which the focus was on visibility building, initial clustering and structured stakeholder outreach.

Participation in External Events

Consortium partners actively participated in international and national conferences, governance meetings and thematic workshops (see Table 3). During this phase, participation primarily served to introduce the project, present its objectives and early developments, and initiate dialogue with policymakers, cooperatives, researchers and sector stakeholders. Engagement has therefore focused on relationship-building and ecosystem positioning rather than on dissemination of fully validated results.

Organisation of Project-led Networking Events

A key milestone was the conference "Driving Sustainability through Healthy Diets" (M15, Brussels), organised by EUROCOOP. This event strengthened multi-actor dialogue on sustainability and healthy diets and contributed to stakeholder visibility of SOSFood.
The Data4Food Cluster joint workshop (M18) further reinforced cross-project dialogue on data-sharing challenges and opportunities in sustainable food systems, supporting early-stage clustering and knowledge exchange.

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Figure 8. Social media announcements to promote SOSfood conference

Collaboration with Other Projects and Initiatives

In accordance with Task 6.3, the consortium engaged with EU-level initiatives including the Data4Food2030 cluster, BEATLES, OpenAgri and the PREMIERE Network. During M1–M18, these collaborations focused on initial alignment, visibility and mutual awareness.
More structured technical collaboration, joint dissemination outputs and potential co-development activities are expected to intensify in subsequent phases as project tools, digital components and validation results mature.

Partnerships and Synergies

Through sector conferences, cooperative assemblies and thematic workshops, SOSFood expanded its network among agricultural economists, food cooperatives, digital innovation actors and policy stakeholders. These interactions laid the groundwork for deeper collaboration in the next reporting period.

Synergies with EU / National / Regional Initiatives

At EU level, the project positioned itself within food system and digital innovation ecosystems, particularly through engagement with cluster initiatives and Horizon-related platforms. At national and regional level, participation in sector-specific events enabled dialogue with local actors and research communities.During M1–M18, synergies were primarily exploratory and positioning-oriented. As technical results, digital tools and validation case studies become available in future phases, these relationships are expected to evolve into more concrete collaborations, joint initiatives and potential uptake pathways.

Contribution to Wider Innovation or Food System Ecosystems

The first 18 months have contributed to raising awareness of SOSFood's objectives within European food and data innovation discussions. However, the project is still in its early implementation phase. More substantive ecosystem contributions — including integration of AI-based tools, sustainability assessment frameworks and policy-relevant outputs — are expected to materialise in the subsequent engagement and uptake phases defined in D6.1.

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Overall, networking and stakeholder engagement during M1–M18 have established the necessary foundations for strengthened synergies, deeper stakeholder involvement and broader impact generation in the next stages of the project lifecycle

Challenges and Lessons Learned

What worked well

Several aspects of the communication, dissemination and networking strategy performed well during M1–M18. The early establishment of the project website and social media channels enabled a consistent and recognisable online presence from the outset. Social media posts exceeded the planned target, with more than 150 posts accumulated against a target of 50 for the period, reflecting strong editorial coordination led by AFL DIH. LinkedIn emerged as the most effective professional engagement channel, particularly for reaching policymakers, researchers and EU project networks. The conference "Driving Sustainability through Healthy Diets," organised by EUROCOOP at the European Economic and Social Committee (March 2025). The project reached approximately 3,800 stakeholders and represented a significant milestone in stakeholder engagement.
Furthermore, the one-on-one meetings for WP6 conducted with all consortium partners during October 2024 proved effective in clarifying communication responsibilities, reinforcing the reporting framework and increasing partner buy-in for dissemination activities (Annex 2). Each session was individually tailored to the partner's specific WP responsibilities, following a structured agenda covering partner-specific content topics for the project website, news submission procedures, social media engagement expectations, branding compliance and event planning; written meeting notes and clearly defined action items were distributed to each participant after the session. Clustering with Data4Food2030, BEATLES, OpenAgri and the PREMIERE Network was initiated successfully, positioning SOSFood within relevant EU research ecosystems.

Challenges encountered

A number of challenges were encountered during M1–M18 that affected the pace and scope of dissemination activities, though many of these reflect the natural trajectory of a project still in its foundation-building phase rather than structural shortcomings. The Communication and Dissemination Plan (D6.1) explicitly positions the first year as dedicated to establishing the project's visual identity and communication infrastructure, with broader audience reach anticipated in the "Awareness (M13–M28)" phase now underway. Website traffic and social media following remain below their four-year targets, as expected at this stage, though social media posting activity has already exceeded its full-project target of 50 posts, demonstrating consistent engagement across the consortium. Activities such as workshops, webinars, lab visits, and public lectures have not yet commenced, primarily because they are designed to present demonstrable technical outputs — notably the predictive dashboard and consumer app — which are still in active development. As these tools reach higher technology readiness levels and results from the three case studies become available, the conditions for more

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intensive and visible public-facing dissemination will be in place. Conference participation, clustering activities, and contributions to specialised publications are all progressing at a pace consistent with the reporting period, and the remaining gaps are expected to close substantially across the next two phases of the project lifecycle.

Key challenges included: (i) the early phase of the project meant that limited validated technical outputs were available for dissemination, constraining the scope of content that could be shared beyond awareness-level messaging; (ii) uneven levels of partner engagement in reporting and content submission, requiring additional coordination effort by the WP6 leader; (iii) the absence of a project video, initially foreseen but deprioritised in favour of other communication assets during the set-up phase; and (iv) limited reach of events targeting primary school and university audiences, lab visits and training activities, which depend on the availability of demonstrable tools and validated case studies expected in subsequent project phases.

Adaptations made during implementation

Several adaptations were introduced during the reporting period to address the challenges identified above. To strengthen partner engagement, one-on-one meetings were organised with each consortium partner (October 2024) to review communication guidelines, social media responsibilities and the reporting framework. These meetings, led by AFL DIH using a dedicated presentation on project communication and dissemination guidelines, covered topics including social media activity expectations, content submission procedures, monitoring documents, branding compliance and individual partner responsibilities. This targeted approach improved the regularity and quality of partner contributions to the shared reporting tools. In addition to the communication channels foreseen in D6.1, a Zenodo account was created to ensure long-term open access and citability of project results, and a BlueSky account was launched to expand reach within emerging academic and policy-oriented networks. The D&C planning and reporting Excel tool was introduced as a centralised monitoring instrument, enabling systematic tracking of events, synergies and publications across all partners. Social media content production was intensified, with a focus on thematic storytelling and event-driven campaigns, which contributed to exceeding the social media post target.

Lessons for future project phases

The first reporting period provided several valuable lessons for the continuation of CDN activities. First, the importance of early and structured partner engagement was confirmed; the one-on-one meetings significantly improved collaboration and should be repeated at regular intervals. Second, the KPI gap analysis demonstrates the need for a targeted acceleration plan in RP2, particularly for video production, training activities, lectures, lab visits and policy-oriented outreach. Third, content production benefits from alignment with technical milestones – as validated tools and case study results become available from M19 onwards, the dissemination potential will increase substantially. Fourth, a diversified social media strategy combining professional (LinkedIn), real-time (X, BlueSky) and general-audience (Facebook) channels has proven effective and should be maintained. Finally, the centralised D&C reporting tool has demonstrated its value as a monitoring

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instrument and should be further streamlined to reduce reporting burden on partners while maintaining data quality.

Conclusions and next steps

During the first reporting period (M1–M18), the SOSFood consortium successfully established the foundational infrastructure and implemented the initial phase of its communication, dissemination and networking strategy in accordance with the Grant Agreement and the approved Communication and Dissemination Plan (D6.1). The project achieved a visible and consistent presence across digital channels, initiated structured stakeholder engagement, established meaningful clustering relationships with EU-funded projects and networks, and delivered its first set of key dissemination outputs, including Practice Abstracts in EIP-AGRI format (D6.7).

The KPI review confirms that while several indicators are progressing satisfactorily – notably social media post volume, event outreach and clustering activities – others require targeted acceleration in the second reporting period. In particular, video production, training activities, lab visits, lectures and policy-oriented outreach will need to be prioritised as validated technical outputs become available from the ongoing work packages.

For the next period (M19–M36), the following priority actions are foreseen: (i) production and release of the project promotional video to address the outstanding KPI gap; (ii) intensified participation in conferences, workshops and webinars as technical deliverables mature; (iii) preparation of the second batch of Practice Abstracts (D6.8); (iv) organisation of additional stakeholder engagement events, including workshops and lab demonstrations at pilot sites; (v) deepening of clustering activities with FOOD2030, Horizon Europe and EDIH networks; (vi) strengthened outreach towards schools, universities and training institutions; (vii) initial development of policy recommendations and exploitation-oriented communications; and (viii) continuation of the one-on-one partner engagement approach to sustain coordination quality across the consortium. These activities will align with the Engagement phase (M13–M28) and the early Uptake phase (M29–M36) of the CDN strategy, progressively shifting from awareness-building towards structured dissemination of validated results and facilitation of uptake pathways.

Annexes

Annex 1 - Brand book

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Annex 2 - Presentation for 1-on-1 meetings with consortium partners

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Project communication and dissemination guidelines

2024 10 14-17

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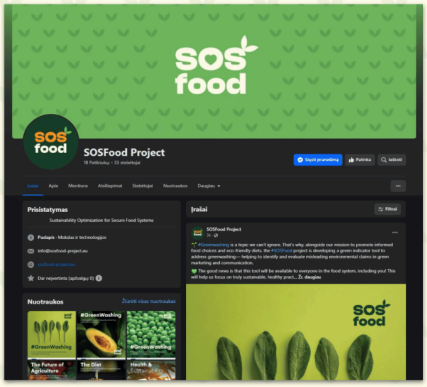
2024

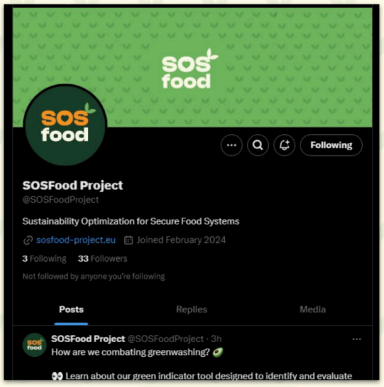
SOS FOOD project social media

Facebook



LinkedIn

X (Twitter)



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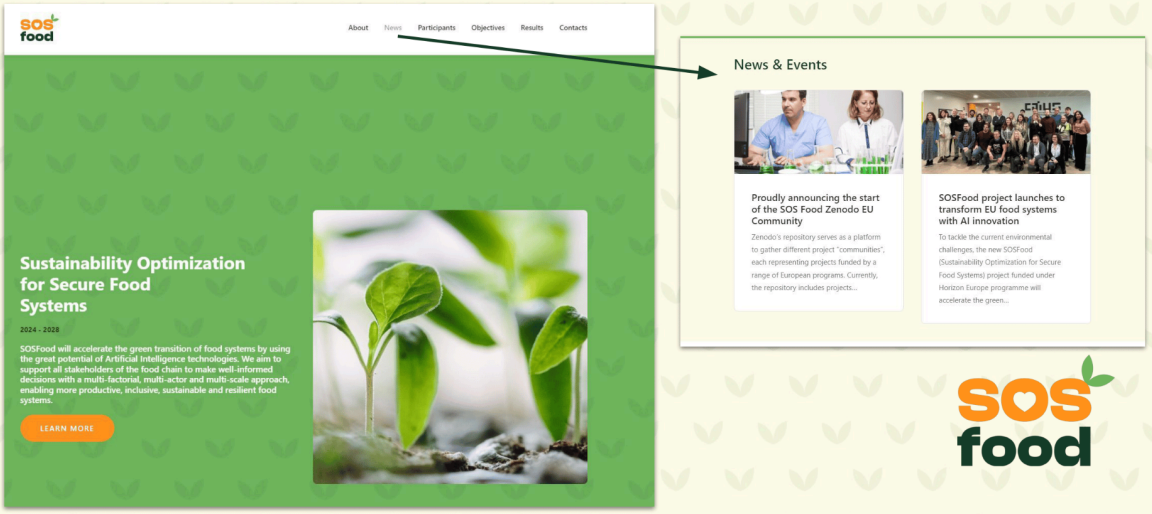
SOS FOOD project social media

- Hashtags:
  - **#sosfood**
  - **#sosfoodproject**
- Tags: **it is very important to fill this file** with right links of your organization social media: Partners social media accounts
- Likes and reshares: **like and reshare** project social media posts to increase project visibility in your region.

Website

Link: https://www.sosfood-project.eu/#news



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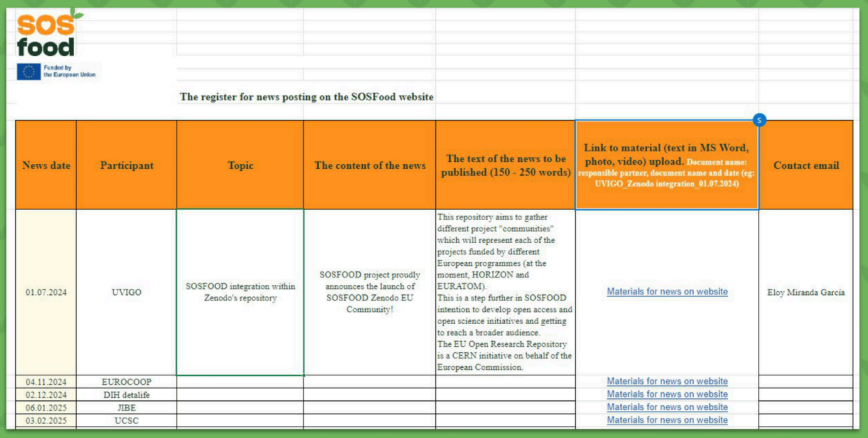
Register for news posting

Link: [The register for news posting on the SOSFood website]



The register for news posting on the SOSFood website

News date	Participant	Topic	The content of the news	The text of the news to be published (150 - 250 words)	Link to material (text in MS Word, photo, video) upload. Document name: responsible partner, document name and date (eg: UVIGO_Zenodo integration_01.07.2024)	Contact email
01.07.2024	UVIGO	SOSFOOD integration within Zenodo's repository	SOSFOOD project proudly announces the launch of SOSFOOD Zenodo EU Community!	This repository aims to gather different project "communities" which will represent each of the projects funded by different European programmes (at the moment, HORIZON and EURATOM). This is a step further in SOSFOOD intention to develop open access and open science initiatives and getting to reach a broader audience. The EU Open Research Repository is a CERN initiative on behalf of the European Commission.	Materials for news on website	Eloy Miranda Garcia
04.11.2024	EUROCOOP				Materials for news on website	
02.12.2024	DIH detalife				Materials for news on website	
06.01.2025	JIBE				Materials for news on website	
03.02.2025	UCSC				Materials for news on website	

Information needed

- Each partner needs to provide information about the project's implementation and results.
- The text should be original and not copied from the grant agreement or other official documents.
- It should include objective details such as dates, countries, locations, companies, and people involved, along with a **quote from the responsible person** about the project and its progress.
- The AFL team will prepare the final message, but **partners are expected to submit a draft or raw version of the text**.
- Provide information 2-3 weeks in advance to jovita@agrifood.lt and simona@agrifood.lt

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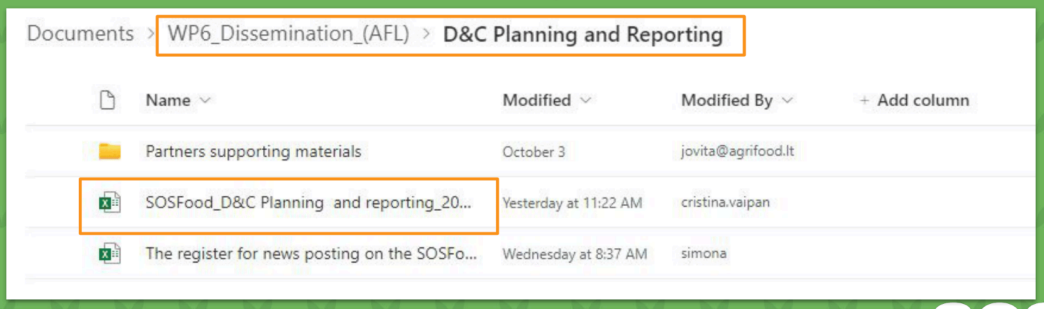
Reporting

Link: SOSFood_D&C Planning and reporting_2024-08-31



Dissemination reporting

Link: SOSFood_D&C Planning and reporting_2024-08-31

Planning

Reporting

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Communications reporting

Link: [SOSFood_D&C Planning and reporting_2024-08-31]

Reporting

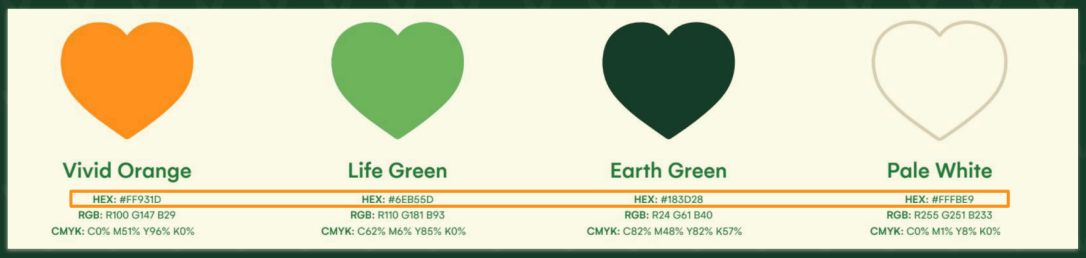
Responsible partner	Date	Communication Activity Name	Description	Who? Target audien	How? Communication Chan	Outcome (Link)	Status
AFL	2024 -Mar-01	SOSFood LINKEDIN PROFILE	Kick Off meeting	Investors	Social media	https://www.linkedin.com/posts/sosfood_sosfoodproject-sosfood-sustainableeating-activity-7169346085583339520-FF4I?utm_source=share&utm_medium=member_desktop	Ongoing
AFL	2024 -May-06	SOSFood WEBSITE	Kick Off meeting	Business partners	meeting	https://www.sosfood-project.eu/sosfood-project-launches-to-transform-eu-food-systems-with-ai-innovation/	Ongoing
AFL	2024 -Jun-13	SOSFood LINKEDIN PROFILE	SOSFood partners communication campaign | UVIGO	Citizens	Social media	https://www.linkedin.com/posts/sosfood-project_sosfood-sosfoodproject-activity-7207010415623495680-4i75?utm_source=share&utm_medium=member_desktop	Ongoing
AFL	2024 -Jun-13	SOSFood FACEBOOK profile	SOSFood partners communication campaign | UVIGO	Citizens	Social media	https://www.facebook.com/SOSFoodProject/posts/pfbid02JQAGhHMR255bU9CYAou17Wz5cXxRnZnCdhHmBa1FynDcE7VE72Lq2owwAhom4aVjl	Ongoing
						https://www.facebook.com/SOSFood	

SOS FOOD Branding

Fonts:

- **Galion**: graphic design elements, general texts (information and descriptions).
- **Barlow**: substitute text font (alternative) in case **Serif** font is required.

To effectively define SOS Food brand experience, typography must be aligned across every touchpoint, from partner to employee.



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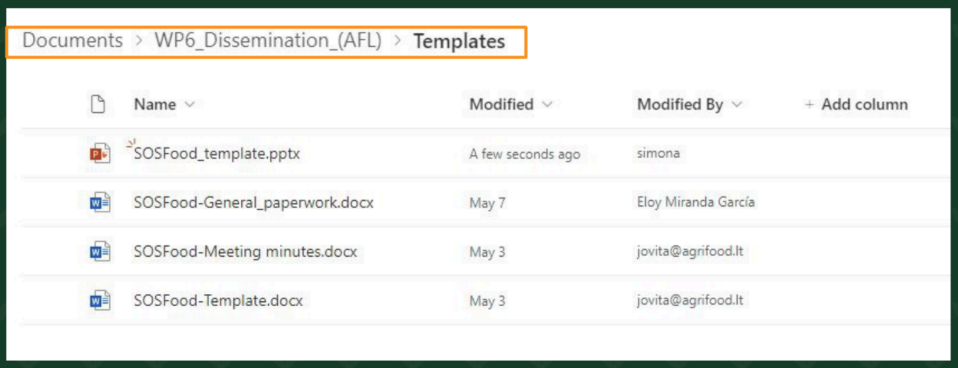
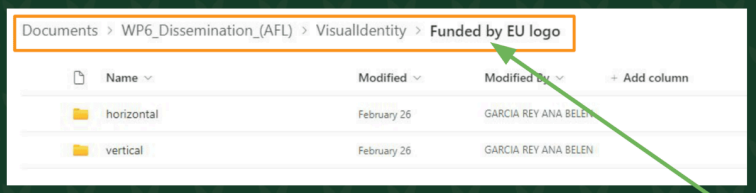
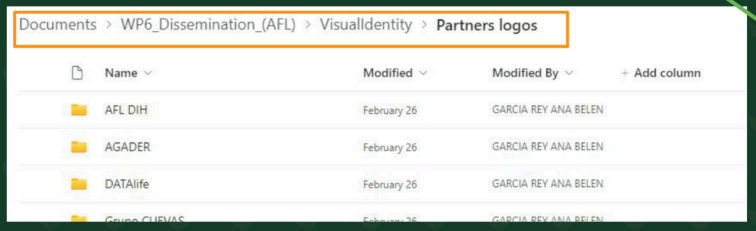
SOS FOOD Branding

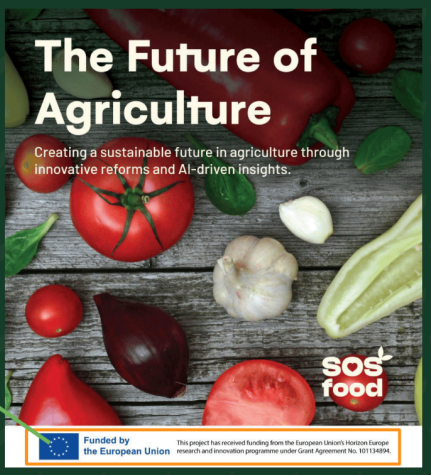
Before using templates, make a copy of them.



Logos







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