



# SISTERS

**S**ystemic **I**nnovations for a **S**ustainable reduction  
on the **E**u**R**opean food wa**S**tage

Grant Agreement No. 101037796

## DELIVERABLE 5.1

### Dissemination & Communication Plan for Consumers

#### Document Type

R\_Report

#### Dissemination Level

P\_Public

# Document information

Document history			
Issue	Date	Comment	Author
V1	30/06/2022	1 <sup>st</sup> version	Federica Grassi (SAFE)

Additional author(s) and contribution	
Name	Organisation
Federica Dolce	SAFE

Document distribution		
Issue	Date	Distributed to
V1	01/07/2022	European Commission

Verification and approval		
	Date	Name
Verification final Draft by SAFE	01/07/2022	Federica Grassi (SAFE)
Approval Final Deliverable by AITIIP	01/07/2022	Carolina Peñalva (AITIIP)

## Disclaimer and acknowledgements

"This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 101037796"



Horizon 2020  
European Union Funding  
for Research & Innovation

This document reflects the views of the author(s) and does not necessarily reflect the views or policy of the European Commission. Whilst efforts have been made to ensure the accuracy and completeness of this document, the European Commission shall not be liable for any errors or omissions, however caused.

# Index

<b>1</b>	<b>Introduction .....</b>	<b>5</b>
1.1	Scope of the document.....	5
1.2	Overview of WP5: partners and D&C actions .....	6
1.3	Objectives of the D&C plan for consumers .....	6
1.4	Specific messages and targeted keywords.....	7
<b>2</b>	<b>Foreseen actions .....</b>	<b>7</b>
2.1	A plan to engage with consumers.....	8
<b>3</b>	<b>Conclusions.....</b>	<b>10</b>
<b>4</b>	<b>Annex I.....</b>	<b>11</b>

# Executive Summary

This document is the *Dissemination and Communication Plan for consumers* (Deliverable 5.1 of Work Package 5 *Impact of SISTERS Innovations at the Consumption Stage*) of the SISTERS project (Grant Agreement nº 101037796).

This plan further develops the points and activities targeted to engage with consumers that are included in the general *D&C Plan of the SISTERS project* (8.1) submitted in M6 (April 2022).

The main objective of this D&C Plan for consumers is to provide all project partners with an overview of the actions intended to spread the main messages of the project for consumers, and strategies on how to inform them about the project development.

The mentioned D&C actions are part of an online and offline strategy that includes social media campaigns, dissemination activities, events, workshops, articles, and publications on relevant national and EU newspapers. These actions are complementary to the general project's D&C Plan (D8.1).

Minimum support in communication actions is expected from each partner. Regarding knowledge management and ethics, this document offers a broad overview of the main points to consider and refers to the specific deliverables that tackle this topic.

To sum up, this document describes and presents the most relevant aspects of the Communication and Dissemination strategy for making consumers more aware of and familiar with the SISTERS project, and to engage with them.

# 1 Introduction

## 1.1 Scope of the document

This document describes the Dissemination and Communication Plan (D&C Plan) of the SISTERS project, targeted specifically to consumers. It covers the actions that will be carried out for the achievement of the objectives raised in the Grant Agreement. The document has been prepared by SAFE Food Advocacy Europe, leader of Work Package 7 (Synergies with the European Commission Services and with Selected and Relevant Projects), as well as leaders of task 5.4 (Fostering systemic innovation for consumers). SAFE will oversee the implementation, coordination, and execution of the actions included in this document & will count on the support of AITIIP, BMS, REBUS, EROSKI, FEM, ARCHA, ENCO and INNOVARUM.

The consortium of the SISTERS project consists of an international and multidisciplinary range of public and private institutions (primary producers, industries representative for each link of the food value chain, universities, technology centres, government agencies, NGOs) who are able to engage with the different stakeholders involved in the *Farm to Fork*. Within the SISTERS consortium, 10 leading SMEs are included, assuring the transference of the results to the industry, and scaling up capacity. A coordinated action among the partners, specialised in different and all levels of the food value chain, will allow SISTERS to build bridges and breaking silos between actors and to implement an effective systemic solution that foster the transference of the measures to all operators (via INNOVARUM, PROEXPORT and EROSKI; WP 1-4) and consumers (via SAFE, INNOVARUM & FEM; WP5). This will lead to a straightforward transition to the market after project ends.

The D&C Plan for consumers is the deliverable 5.1 of the SISTERS' project Work Package 5 (WP5). In M51 the consortium will also disseminate a *Report on impact of the D&C plan for consumers (D5.5)*, that will be coordinated and implemented by SAFE. While the D&C Plan for consumers (D5.1) is a public deliverable, the report on impact of the D&C plan for primary producers (D.5.) will be a confidential deliverable, only for the partners of the consortium (including the Commission Services).

**The D&C Plan for consumers is the document outlining the project's dissemination and communication activities that are specifically engage with consumers.** This plan is fundamental for a good coordination of all initiatives, defining the comprehensive content of the messages, which should be adapted to the targeted audience, getting the required D&C impact, and effectively communicating the project results while maximising the impact on the targeted audience.

**The SISTERS project** includes a wide range of activities targeted to different stakeholders within the Farm to Fork value chain in Europe. Moreover, all the project actions at each stage of the value chain are fundamental to reach the project goals and have an impact on the whole food production chain.

This document includes:

- A description of the WP5 and the partners involved
- An outline of the main objectives of the D&C Plan for consumers
- A more detailed description of the actions for consumers
- The target audience that the D&C Plan for consumers wants to reach

**NOTE: To properly monitor the success of the activities, the document is integrated with an external excel table showing the timeline and the related KPIs for each task described below.**

## 1.2 Overview of WP5: partners and D&C actions

The title of WP5 is *Impact of SISTERS Innovations at the Consumption Stage (M 7-51)* and the main objectives within this Work Package are:

1. Developing a labelling scheme for consumers to help them make an informed decision regarding FLW
2. Evaluating the effect on consumer acceptability of different materials in eco-friendly packs for food, of the information about them and of different labelling schemes.

The leader of WP5 is **FEM**, and the following partners are involved in the implementation of the activities within this WP: **AITIIP, BMS, REBUS, EROSKI, ARCHA, ENCO, INNOVARUM, SAFE**.

The D&C task 5.1 is called *Consumer's engagement for packaging prototyping and consumer's acceptance survey: M7-M48* (lead by FEM; supported by SAFE/ENCO/AITIIP/EROSKI). Within this task, consumers involvement towards eco-friendly packs prototypes will be investigated with the following actions:

- Providing useful information for packaging prototyping WP3 (Task 3.1) by means of an online survey investigating the acceptance of consumers ( $\approx 1,000$  subjects) towards the packaging prototypes. Pack user-friendliness and congruence/appropriateness with specific food products will be also investigated. As preparatory to task 5.3., the information that the consumer would like to receive by smart labelling (QR code) will also be explored.
- Hedonic, sensory & emotional profiles on prototypes will be obtained by involving a panel of consumers ( $\approx 100$  subjects).
- To investigate the final consumers' acceptance of food packed with the solutions developed by SISTERS, the following activities will be performed:
  - an acceptance test evaluating the effect of information about the production material for packs on liking of selected specific food products
  - demographic data collection, willingness to buy eco-friendly products, attitudes towards sustainability will be also collected in order to identify different segments of consumers and thus to evaluate the information effect in groups of consumers with different characteristics, behaviours and attitudes

## 1.3 Objectives of the D&C plan for consumers

The D&C plan for consumers will feed the general SISTERS D&C plan (D8.1) with a strategy to engage with consumers around Europe, and it will further elaborate the tailored actions and channels to reach this target groups, that also involves EU Institutions, other project representatives and different kind of stakeholders operating in the food waste sector.

SISTERS aims to change behavioural dynamics through the involvement of EU citizens & food system stakeholders at all levels and uptake of SISTERS innovations. To ensure this goal, key actions will be tailored and tested. In particular, **the main objectives of the SISTERS D&C Plan for consumers are:**

- Delivering and implementing the actions of this plan for dissemination, communication and engagement with consumers
- Running social media campaigns, co-creating workshops and survey
- Publishing guidelines for consumers, tailored thanks to their help as well
- Publishing articles on national and EU newspapers
- Organising consumers' engagement activities that will directly target raising consumer awareness - the assessments will lead to measure the potential for a behavioural change (Task 5.1).

## 1.4 Specific messages and targeted keywords

As the market needs a social science approach for analysing root causes of consumers' behaviours and treat them, SISTERS plans to generate the biobased and Home compostable packaging adaptable to single-individual households, in line with current citizens' lifestyle, and integrate a new QR eco-labelling codification. Accordingly, the activities listed in this D&C Plan for consumers aim to increase the levels of involvement of citizens, so that they could become more careful about home economics and environmental damage caused by food waste, hence adopt more sustainable consumption habits to reduce food waste at household level.

The following messages and keywords have been pre-approved by the SISTERS consortium. They can be used for general publications. Any other content or messages must be validated by the leader of the WP on D&C (INNOVARUM) before publishing.

### Keywords example

Some examples of keywords for SEO positioning and the creation of #hashtags in Social Media platforms are **agriculture, agri-food, agro, food loss, food waste, zero waste, reduce waste, farm to fork, farming, farmer, sustainable agriculture, farm, food, sustainability, consumers awareness, consumers, green transition**

Generally, these messages can be helpful for publications-articles in magazines or for social media content creation targeted to **consumers**. These are a couple of general examples:

### Approved messages

SISTERS will provide new systemic innovations to reduce the food surplus that market factors force farmers to grow every year and that represents more than 20% of the EU production, leading farmers to lose a large part of their investment.

**How?** SISTERS will design the 1st European Short Chain Platform (App) for farmers to sell their otherwise discarded production, favouring local economies, providing access to nutritious and healthy food to the less favoured consumers.

**The market need:** at the production stage, to promote local business and boosting the damaged economies of European primary producers.

**SISTERS proposition:** the discarded food in good conditions is each time more frequent. SISTERS will engage with consumers to help them reducing their food waste and be part of the green transition.

WP5 dissemination activities (Tasks 5.1, 5.4) will pay close attention to the achievement of relevant project milestones and WP5 deliverables to produce the necessary output for both social media and website, peer reviewed journals, newspapers, and events.

## 2 Foreseen actions

All the specific actions targeted to consumers will use and benefit from both **online and offline channels**. These channels include social media, creation and dissemination of informative materials, workshops, and publications of articles in both national and EU newspapers.

## 2.1 A plan to engage with consumers

SAFE designed a list of activities to be performed during all the duration of the SISTERS project.

### 2.1.1 Activities for 2022

#### Online activities

- Launch a monthly newsletter for SAFE's members to inform them on SISTERS' activities and update them on food policy related to food losses and waste (FLW)
- Launch of a bi-monthly newsletter to SISTERS' consortium partners to inform them about latest development at EU level
- Launch of social media campaign and social media activity. Consumers will use SISTERS social media channels to give their views and advice on how to reduce FLW at household level. The idea is to launch simple online surveys to ask them the tricks they use to reduce FLW
- Yearly webinar on combatting food waste at primary production level
- Presenting SISTERS project in at least two events and/or fairs (online or offline)
- Development of two policy brief showing consumers concerns and support on main EU legislative initiatives addressing food waste

#### Offline activities

- Execution of working groups with experts to identify best ways to help consumers and main challenges in projects
- Attending at least two conferences related to food waste and/or broader environmental EU policies and reporting to SISTERS partners

### 2.1.2 Activities for 2023

#### Online activities

- Launch of the social media campaign for consumers called "**What do you do to reduce food waste?**" at the end of which SAFE will publish the guidelines for consumers as a result of the inputs received. In case of lack of inputs, SAFE will still develop the guidelines based on best practices, and will share them
- Publication of guidelines "Guidelines for consumers on how to decrease food waste at the household level" and implementation on dissemination activities on social media
- Throughout the whole year, the partners involved in the dissemination by contacting eventual national journals through the material (like press releases) created by SAFE and INNOVARUM for national media to promote the Guidelines and SISTERS project.
- The dissemination and EU media outreach will also be performed by SAFE.
- All year long, partners will use social media posting as a tool to provide consumers with relevant information
- Continuation of newsletters for SAFE member and SISTERS partners
- Second yearly webinar on "Best practices on the production level, sustainable food packaging as a solution to combat food waste?"
- Development of two policy brief showing consumers concerns and support on main EU legislative initiatives addressing food waste

#### Offline activities

- All year long, every 3 months, SAFE will continue organise the working groups started in 2022
- Development of Working Groups within SAFE members to engage consumers in the problematic of food waste
- Presenting SISTERS project in at least two events and/or fairs (online or offline)
- Attending at least two conferences related to food waste and/or broader environmental EU policies and reporting to SISTERS partners
- Presenting SISTERS project in at least two events and/or fairs (online or offline)



### 2.1.3 Activities for 2024

Once the SISTERS platform has been launched, the activities of 2024 will mainly focus on giving information to consumers, EU authorities, and stakeholders:

#### Online activities

- Launch and dissemination to EU officials and other EU stakeholders of a report on the results coming from the case-study carried out on the development of the Platform (under task 1.4)
- All year long - posts on social media channels, press releases, and at least 1 article published on national and/or EU newspapers focused on consumers
- All year long - dissemination of the report conducted by SAFE on the results of the platform
- Continuation of newsletters for SAFE member and SISTERS partners
- Development of two policy brief showing consumers concerns and support on main EU legislative initiatives addressing food waste

#### Offline activities

- All year long - promotion of the report through the organisation of the working groups started in 2022
- M36 - organisation of a conference to promote the platform and its results (under task 1.4)
- Development of Working Groups within SAFE members to engage consumers in the problematic of food waste
- Continuation of the Working Groups on projects management with external experts
- Presenting SISTERS project in at least two events and/or fairs (online or offline)
- Organisation of a webinar on retailers' role in food waste management making consumers part of the dialogue involving national organisation and presenting the report results
- Attending at least two conferences related to food waste and/or broader environmental EU policies and reporting to SISTERS partners

### 2.1.4 Activities for 2025

The activities of 2025 will mainly focus on building on the message previously developed through the dissemination of the report and other activities, giving information to consumers, EU authorities, and stakeholders on food waste prevention

#### Online activities

- All year long – promotion through social media channels of the project showing updates and content created by INNOVARUM
- Reaching out to national and EU media to engage and inform consumers on SISTERS projects and food waste problems in general
- Webinar on consumers role in preventing food waste at the household level
- Development of Working Groups within SAFE members to engage consumers in the problematic of food waste
- Continuation of the Working Groups on projects management with external experts

#### Offline activities

- Continuation of the working groups
- Organization of education courses in schools to raise awareness among young people on food waste and presenting concrete ways to tackle it
- Presenting SISTERS project in at least two events and/or fairs (online or offline)
- Attending at least two conferences related to food waste and/or broader environmental EU policies and reporting to SISTERS partners

As regards **in-person events**, all the partners will track relevant events and coordinate with each other to ensure the achievement of KPIs as well the impact of the project, since the General D&C Plan of the SISTERS project encourages all partners - as experts in their field with local/regional understanding and connections - to suggest and select the events they wish to participate in within the framework of the

## 3 Conclusions

The D&C plan for consumers in the framework of WP5 implements the D8.1 SISTERS D&C plan, and further elaborates the tailored actions and channels to reach this target group.

The D&C plan for consumers is a document that will be used as a guide and starting point for the further development of D&C activities to target consumers. The goal is to engage consumers in the process and make them more aware of the impacts of FLW.

This document is meant to set the basis for the understanding of the SISTERS' strategy to communicate and disseminate information with consumers, to maximise the project's impact on this specific audience group. The elaboration of this plan is meant to organise and estimate the workload for task 5.1 within enough time to the official start date of the foreseen actions. Further updates will be available once the partners will agree on this Plan.

## 4 Annex I

WP	Activity	Who	Total KPI
1	European Conference organised by SAFE	Lead: SAFE Support: AITIIP, BMS, REBUS, EROSKI, FEM, ARCHA, ENCO INNOVARUM and SAFE	2
1	Report on Platform results and dissemination of results to EU institutions and stakeholders	Lead: SAFE Support: AITIIP/ENCO	1
1	Social Media campaign for consumers on the report showing the Platform results	Lead: SAFE Support: INNOVARUM	1
5	Working Groups on Food Waste (projects)	Lead: SAFE Support: AITIIP, BMS, REBUS, EROSKI, FEM, ARCHA, ENCO INNOVARUM and SAFE	15
5	Educational courses	Lead: SAFE	<b>at least 2 schools (in Belgium)</b>
5	Scientific Publication	Lead: SAFE Support: INNOVARUM	5
7	Working Groups on Food Waste (consumers)	Lead: SAFE	6
7	Development of policy briefs for EU Institutions and stakeholders	Lead: SAFE	8
7	Webinars	Lead: SAFE Support: all partners	4
7	Monthly Newsletter to SAFE members	Lead: SAFE Support: INNOVARUM	40
7	Bi-monthly Newsletter to SISTERS partners	Lead: SAFE Support: all partners	21
7	Articles on EU media	Lead: SAFE	6
7	Articles on national media	Lead: SAFE Support: all partners	6
7	Social Media campaign "What do you do to reduce food waste?"	Lead: SAFE Support: INNOVARUM	1
7	Publication of Guidelines for consumers on food waste	Lead: SAFE	1
8	General social media dissemination on SAFE SoMe channels on SISTERS project	Lead: SAFE Support: INNOVARUM	1
8 and 5	Events/fairs presenting SISTERS to stakeholders*	Lead: SAFE	5
8 and 5	Events/fairs attended by SAFE*	Lead: SAFE	10





# SISTERS

**S**ystemic **I**nnovations for a **S**ustainable  
reduction on the **E**u**R**o**e**pean food wa**S**tage

**Grant Agreement No. 101037796**

