



Interim Report on Communication with local and regional actors along the food supply chain

Deliverable 9.7

EFFoST, M24



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Executive summary

Communication and dissemination play a vital role in the FOX – Food processing in a bOX – project. Based on the FOX Communication & Dissemination plan (D9.1), this deliverable 9.7 highlights the communication and dissemination activities aimed at local and regional actors along the food supply chain.

1. Purpose (“Why?”)

The aim of the communication and dissemination activities of the FOX project is to ensure information about the project’s objectives and results are effectively disseminated to relevant audiences.

2. Target audiences (“Who?”)

The FOX project addresses a wide range of stakeholders and audiences, each requiring appropriate tailored information channels. The dissemination and communication strategy identified four main audiences:

- SMEs, large industries along the food supply chain and associations representing their interests
- Food scientists and technologists
- Policymakers, regulators and authorities
- General public incl. consumers

To maximize the chance of reaching the audiences concerned, every outreach task is being carefully designed and translated to local languages where needed. Moreover, audience-specific messages are disseminated on 4 geographic levels: the European, national, regional level, and local level.

This Deliverable 9.7 Interim Report focuses on the communication and dissemination to local and regional actors (SMEs, large industries and associations) along the food supply chain, with the aim to increase the awareness on the benefits of mild processing technologies in a mobile container and to inform these specific stakeholders on the project outputs and get them involved in the European interest group setup by the FOX project.

3. Message (“What?”)

In the early stages of the FOX project, dissemination activities focussed on general messages to raise awareness about the FOX project, mainly down-scaled fruit and vegetables processing technologies and related topics, such as short food supply chains, food and vegetable sector, seasonality, and sustainability. Since project results



started to become available, specific messages on the project's progress and achievements were produced for each outreach activity.

4. Dissemination activities & tools (“How?”)

Through small-scale events that are organized in the FOX model regions, a dialogue will be created with local farmers and producers, to engage them and allow them to provide into the project development. For these events we will make use of the FOX Small Scale Food Processors Interest Group (SSFPIG). Whenever these local and regional events are also aimed at the general public, we will link with the FOXLINK consumer engagement activities in WP6.

The FOX Small Scale Food Processors Interest Group (renamed) is the main tool to bring technical innovation towards local and regional actors in the food supply chain in a decentralized manner, via an EU-wide platform for the transfer of innovative technologies and new business models creating new market opportunities. For more information on how this Interest Group was setup, we refer to D8.1 Report on launch European Interest Group of Small Scale Food Producer.

The FOX Small Scale Food Processors Interest Group has currently 61 members. The Interest Group is expected to grow over the time of FOX, with an estimate of 100 – 150 members.

The first FOX European Stakeholder Workshop was held as planned in M18 (24 and 27 November 2020). The scope of this first workshop was to stimulate an open and mutual beneficial discussion on best practices of small scale (on farm) food processing. Participants were carefully selected according to their practical experience on small scale food processing and regional distribution over the FOX food circles.

Due to the Covid-19 situation the workshop was turned into an online event with two workshop days:

- Insights Workshop Session 1 – 24 November 2020: In the first workshop, European fruit farmers reflected on on-farm processing and the position of the farmer in the food chain.
- Insights Workshop Session 2 – 27 November 2020: In the second workshop, we continued the dialogue with farmers' representatives, policy makers and researchers.

Currently, the next FOX European Stakeholder Workshop is planned for 23 and 28 June 2021 and will deal with 'How to speed-up small-scale food processing innovations in Europe'. This workshop will take place as an online event and the discussion will be

about the distribution and marketing of processed fruits and vegetables in short food supply chains.

The FOX communication tools (e.g., website, press releases, social media) described in D9.3 are also used to reach these specific stakeholders and get them involved in the Interest Group.

5. Monitoring and evaluation

Key performance indicators

The main objective of the monitoring and evaluation is to ensure that the dissemination and communication activities reach the expected impact. This is vital to ensure overall quality but also to redefine and adapt activities and tools to evolving needs. To achieve this, KPIs and monitoring activities have been set, of which the progress is outlined in this section.

Communication tool	KPI	Status May 2021
A series of small-scale events in each of the FOX regions to reach local and regional actors	At least 1 per FOX model region	<ul style="list-style-type: none"> The FOX technologies will be demonstrated at these small-scale events in the final year of the project
European Stakeholder Workshop with participation of local and regional actors		<ul style="list-style-type: none"> The first European Stakeholder Workshop: Best Practice in FOX Regions was organized as online event on 24 and 27 November 2020. Participants were carefully selected according to their practical experience on small scale food processing and regional distribution over the FOX food circles. The next event will take place on 23 and 28 June 2021.
Multi-stakeholder conference	1	Planned M42-54