



Interim Report on Communication with policy makers and regulators

Deliverable 9.9

EFFoST, M24



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Authors	Jeroen Knol, Afroditi Karapliafi, Virginie Maenhout
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Table of Contents

<i>Executive summary</i>	4
1. Purpose (“Why?”)	5
2. Target audiences (“Who?”)	5
3. Message (“What?”)	5
4. Dissemination activities & tools (“How?”)	6
5. Monitoring and evaluation	7



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 9.9 highlights all communication and dissemination activities aimed at reaching policy makers and regulators.



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, farmers cooperatives, large industries along the food supply chain and associations representing their interests
- Food scientists and technologists
- Policymakers, regulators and authorities
- General public including 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 9.9 Interim Report focuses on the communication and dissemination to policymakers, regulators and authorities with the aim to inform policy makers on the findings of the project and to engage them into policy suggestion based on the outcomes.

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?”)

Relevant European high-level events and meetings dealing with topics such as healthy and sustainable food, food technology development and short supply chains/regional food policies are being identified and mapped during the project such as FoodDrinkEurope, SCAR and EIP-AGRI events, to ensure that the appropriate output from FOX can be submitted and presented to a policy audience.

During the first FOX European Stakeholder Workshop, held at M18 (24 and 27 November 2020), the session on 27 November focused on the dialogue with farmers’ representatives, policy makers and researchers. Due to the Covid-19 situation the workshop was turned into an online event with two workshop days.

In March 2021, FOX partner Fraunhofer ISI had the opportunity to present the FOX Brochure to the European Commission. The presentation took place during a lunch debate organized by the Directorate-General for Agriculture and Rural Development (DG AGRI). The FOX Brochure describes three scenarios for Europe’s food sector in 2035. These scenarios were presented to DG AGRI and formed the basis of an interesting discussion about food trends.

https://www.isi.fraunhofer.de/content/dam/isi/dokumente/ccv/2020/Fox_Scenario_Brochure.pdf

The next event to inform policymakers and regulators is 35th EFFOST International Conference, 1-4 November 2021 in Lausanne, Switzerland with the theme “Healthy Individuals, Resilient Communities, Global Food Security”.

For a more on-going consistent communication, policy and practice notes will be developed by EFFoST when results are becoming available: they consist of short (maximum 2 pages) briefings and aim at disseminating key findings of the research and technology segment, the impact segment and the outreach segment, highlighting the project’s contribution to practitioner challenges as well as its potential for exploitation.

The FOX communication tools (e.g., website, press releases, social media) described in D9.3 are also used to reach these specific stakeholders.

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
Policy and practice notes	At least 4	Major scientific developments are monitored, when opportunity is there policy and practice notes will be created
Attendance of high-level events to reach policymakers	At least 5	Past events - FOX European Stakeholder workshop, 27 November 2020, Online - DG Agri Lunch Debate, March 2021 Upcoming events - 35 th EFFoST International Conference, 1-4 November 2021, Lausanne, Switzerland
Multi-stakeholder conference	1	Planned M42-54

