



FOX – Innovative down-scaled food processing in a box

Final Report on communication with consumers and the general public

D9.4

EUFIC



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Executive summary report

Communication and dissemination have played a vital role within FOX - Food in a Box project. Aligned with the FOX Communication & Dissemination plan (D9.1), this deliverable comprehensively details all communication and dissemination (C&D) activities conducted from the project's inception in June 2019 to its conclusion in November 2023, specifically targeting consumers and the general public.

Throughout the project duration, a diverse set of C&D tools and activities were employed. These included the creation of project leaflets, articles tailored for a lay audience, press releases, a well-thought-out social media strategy, engaging infographics, and an informative e-newsletter that provided regular updates on project developments. Additionally, short videos were developed to enhance engagement and improve understanding.

The Key Performance Indicators presented in this deliverable reflect the successful collaborative efforts of EUFIC and FOX partners in effectively reaching consumers and the general public. Media monitoring reports, consolidating data from partners and analytic tools, serve as crucial assessments of the project's outreach.

This deliverable also outlines plans for sustaining communication about the FOX project post-project completion, thereby ensuring the longevity of its outcomes and providing input into the toolbox from task 9.5.

1. Introduction

The current landscape of food production is predominantly centralised, with localised production remaining a minority. In response, the FOX project embarked on a mission to explore innovative, small-scale technologies housed in mobile or flexible processing units. This research targeted applications for small and medium enterprises, as well as farmers in the European fruit and vegetable sector. The goal was to develop sustainable and flexible technology, rooted in seasonality and demand, fostering stronger connections between producers and consumers.

Recognising consumers' desire for natural food they can trust, FOX concentrated on mild processing technologies. These included low temperature drying, mild extraction, and preservation techniques using pulsed electric fields or high pressure. The project also delved into innovative conditioning, packaging methods, and rapid quality testing. This holistic approach aimed to produce a variety of fruit and vegetable products characterized by superior physical and nutritional quality, thereby contributing to a healthier diet. By this, a variety of fruit/vegetable products could be produced with superior physical and nutritional quality and so contributing to a healthier food diet.

2. Purpose (“Why?”)

The goal of the communication and dissemination work package (WP9) is to maximise the impact of the project by reaching all relevant audiences.

Given the significance of these advancements, effective communication of the FOX project was deemed essential. This not only ensured a better connection with producers but also sought to engage citizens. This report serves as an overview of the project's communication and dissemination activities during the final period. Both EFFoST and EUFIC collaborated closely with project partners to process, tailor, and target communication materials for efficient dissemination, communication, and exploitation of FOX project outcomes.



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

In order to maximize the chance of reaching targeted audiences, every outreach task is being carefully designed and translated to local languages where needed. Moreover, audience-specific messages are disseminated on four geographic levels: the European, national, regional level, and local level. This deliverable focuses on the communication and dissemination to the general public and consumers.

4. Message (“What?”)

In the early stages of the FOX project, dissemination activities concerned general messages to raise awareness about the FOX project. Topics included down-scaled fruit and vegetable processing technologies, short food supply chains, fruit and vegetables sector, seasonality, and sustainability. Since results started to become available during the course of the project, specific messages on the project’s progress and achievements have also started being disseminated.

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

Materials for dissemination and communication were developed in close collaboration with the FOX Food Circles (WP1-WP4) and the impact work packages WP5-WP8. Project dissemination and communication were divided between centralised dissemination and communication (EUFIC and EFFOST) and regional/local dissemination and communication in the FOX model regions, where disseminating and communicating in the local language was essential.



The following describes the work carried out within Tasks 9.1, 9.2, 9.3.1 "Communication to the general public/consumers" (M3-M54), encompassing nine communication activities:

- Project website and identity.
- Developed two project leaflets.
- Created two articles in EUFIC's multi-lingual Food Today newsletter.
- Issued press releases.
- Produced popular articles.
- Established a specific section about the project on www.eufic.org, EUFIC's multi-lingual website.
- Implemented a social media strategy.
- Designed four infographics.
- Published an e-newsletter.
- Produced four short videos.

These activities were undertaken to effectively communicate the FOX project's goals and outcomes to the general public and consumers.

5.1. Project website

The FOX website, registered at <http://fox-foodprocessinginabox.eu>, served as the primary information hub for the project. Detailed insights into the website's development and structure are provided in Deliverable 9.2 - Project Identity and Website.

EUFIC, in a continuous effort to enhance user experience, regularly updated and improved the project website. This involved the addition of news, blogs, and layout adjustments to ensure user-friendliness. Notable enhancements included the incorporation of pages for Frequently Asked Questions (FAQ), scientific presentations, and publications. The Resources section has been updated with various materials, such as leaflets, infographics, the FOXLINK app, brochures, the FOXCOMM Toolbox, videos, a description of the technologies and the public deliverables. The website offers a description of the different Food Circles, as well as the business model, consumer engagement, and sustainability and health impacts, with an information page dedicated to each. News and events are also constantly updated within specific pages. Furthermore, the FOX website underwent translation into six additional



languages (German, Polish, Czech, Spanish, French, Dutch) to broaden accessibility. Partners were consistently encouraged to actively share and utilize the project website within their institutions, companies, and on social media accounts dedicated to scientific projects.

Since the website's launch in August 2019, it has garnered more than 82K pageviews and has welcomed more than 24,331 unique visitors. The top European countries were: Germany, Netherlands, France and Spain.

5.2. Project identity

To establish a unified project identity within the consortium and enhance awareness and recognition among external stakeholders, a comprehensive project identity was



developed at the project's inception. This encompassed the creation of a FOX logo, Word template, PowerPoint template, icons, stickers, and a roll-up banner. For further details, refer to Deliverable 9.2 on Project Identity and Website in the more extensive report.

Figure 1. FOX logo.

Intro and outro video: For consistent and recognizable branding, FOX developed introductory and concluding video fragments. These FOX video segments were incorporated as the opening and closing sequences in videos produced by the FOX project (refer to Figure 1). An illustrative example video is available for viewing [here](#).

Templates: The FOX Word and PowerPoint templates were consistently employed by FOX partners for both internal and external communications related to FOX. Additionally, a Word Template designed specifically for project deliverables was developed and shared among partners. This initiative aimed to ensure uniform and cohesive reporting of the project's progress across all collaborators.

Roll-up banner: To enhance the project's visibility, a roll-up banner was created and distributed among project partners (refer to Figure 3). Despite the challenges posed by the COVID pandemic, FOX partners diligently maintained the banner's visibility by featuring it prominently in online events and photographs.



Figure 2. Partners promoting the FOX project using the roll-up banner (L.) Fruchtwelt Fair, Bodensee, (R.) DIL offices Quakenbrück.

5.3. Leaflets

In February 2020, the initial FOX leaflet was crafted, providing a graphical representation of the project's objectives and its impact on fostering healthier and more sustainable foods (refer to Figure 3). Notably, the leaflet's unique design allows it to be folded into a box shape, ensuring easy recognition by external stakeholders. This visually engaging resource is conveniently accessible on the FOX website homepage, allowing users to download and print it. Additionally, printed copies of the leaflet were distributed to all 25 partners and played a central role in the recently launched social media campaign (refer to Chapter 5.7 – social media). The leaflet has received 175 views until December 4th, 2023: 161 visits to the English version, 4 to the French, 4 to the Dutch, 2 to the German, 2 to the Spanish, 1 to the Polish and 1 to the Czech versions. The first leaflet can be accessed [here](#).



Figure 3. FOX leaflet 1.

A second leaflet was developed in November 2023, highlighting the project's main results. This final leaflet counts with an interactive feature which allows to find more information by clicking on pulsing animated tags. It is worth noting that both leaflets underwent translation into the languages of the FOX model regions, ensuring broad accessibility and impact. They can be found in the PressKit, in the [resources section of the FOX website](#).



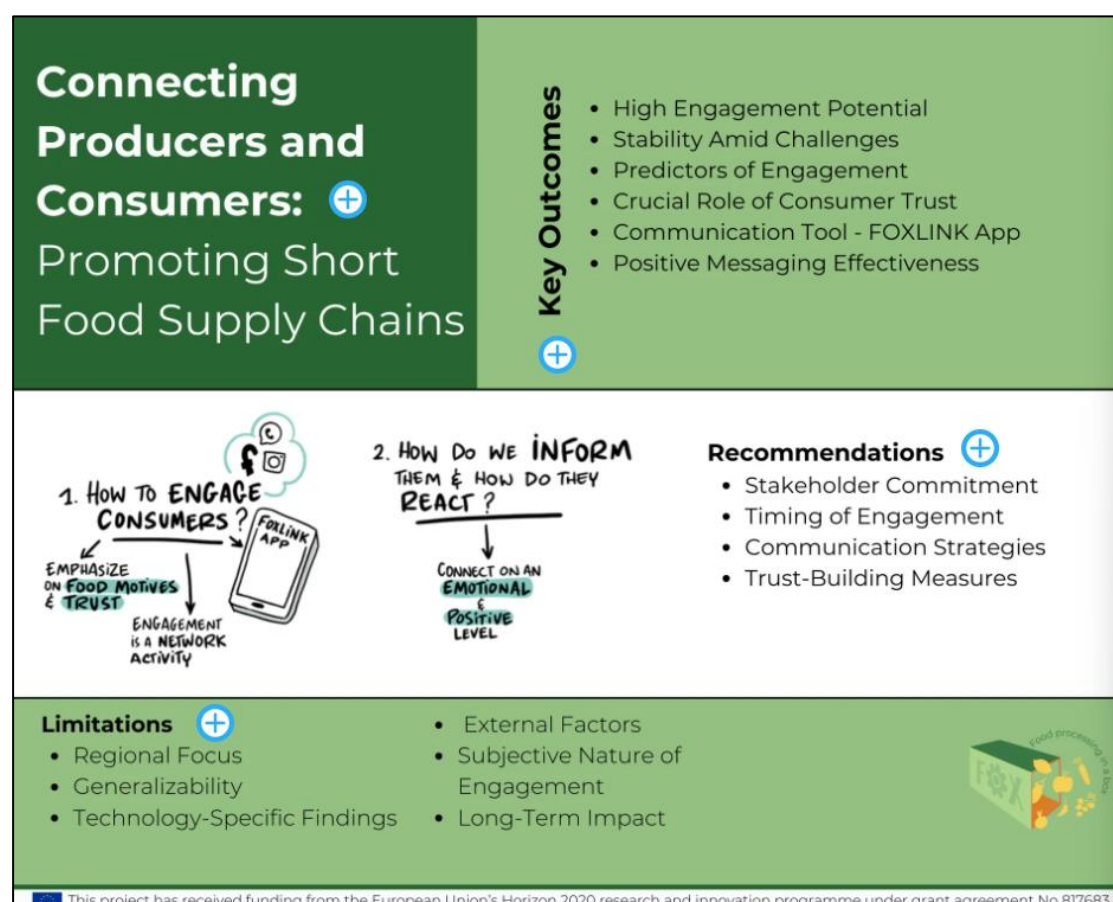


Figure 4. Section of final leaflet.

5.4. Articles

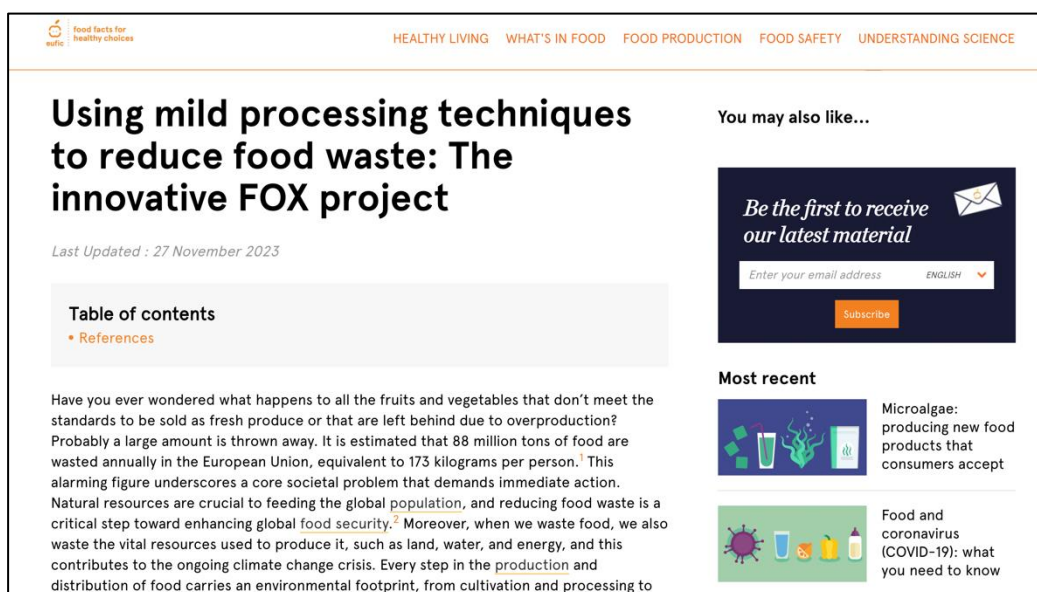
To raise awareness of the FOX project and highlight project findings, the FOX project published two articles for lay audience. The first one was published in the [Project Repository Journal](#), an open-access journal dedicated to science dissemination of EU-funded projects. It was published on 28th October 2021 (Figure 5). According with the information shared with EUFIC by the journal, the publication is distributed to over 220,000 people quarterly, the open rates range from 190,000 to 300,000 people and the unique opens stand at circa 80-85% of the total opens.



Figure 5. Screenshot of the article written for the Project Repository Journal.

A second [article on how the project contributes to reducing food losses](#) was done in collaboration with Eufic and published in the Eufic website in November 2023.

Figure 6. Screenshot of the article on how FOX contributes to reducing food losses.



5.5. Press releases and media coverage

Since the project's inception, FOX partners DIL, FRAUNHOFER ISI, WR, and WULS-SGGW have issued press releases, receiving communication support from EUFIC as needed. In addition to press releases, extensive coverage has been achieved through partner engagement with local media, resulting in a multitude of popular articles. EUFIC diligently tracked all media engagement activities.

During the project period, 6 main press releases were published by the FOX partners.

- DIL gewinnt neues EU-Großprojekt -11th July 2019
- Which trends will influence Europe's food sector until 2035? - 12th November 2019
- Was essen wir morgen? - 26th May 2020
- Restjes prei of appel na de oogst? Via app uit Helmond wordt dit niet weggegooid maar verwerkt tot voedsel - 4th November 2021
- The FOX project announces its Final Conference: "Small-Scale, Big Impact: Innovative Approaches for Local Food Processing" – 25th September 2023
- Local Food Systems: How sustainable are the business models for local food chains? – 26th September 2023

The potential reach of the press releases has been estimated to be 32M people.

As one of the final activities, a master press release has been developed by EUFIC, with the help of partners and consortium partners of ZeroW, a European project funded under the Horizon 2020 programme under the grant agreement No 101036388. On September 25th, 2023, the English version of the press release was shared by EUFIC directly with 30 journalists based in Brussels via email and published in EUFIC's website "The FOX project announces its Final Conference: "Small-Scale, Big Impact: Innovative Approaches for Local Food Processing".

Using the monitoring software Meltwater, data on the media mentions of the keyword "FOX" AND (" Food processing " OR " Food in a box " OR " Food supply " OR " EU

funded")) NOT (" Fox Ridge Care Community" OR "Fox Business" OR "Fox News" OR "FOX, Richard" OR "Fox Valley" OR "Jamie Burton" OR "FOX 17" OR "FOX Business ")) for M1-53 were gathered. Data from June 2019 until November 2023 revealed a total of 125 media mentions of the FOX project in press releases and popular articles. The full list of media coverage of FOX can be found in Appendix 1.

Table 1: Media mentions (press releases, articles, web articles, interviews)

Total number of mentions	125
Mentions in Spanish	48
Mentions in German	30
Mentions in English	16
Mentions in Slovenian	9
Mentions in Polish	6
Mentions in French	6
Mentions in Dutch	5
Mentions in Czech	3
Mentions in Italian	1
Mentions in Portuguese	1

5.6. EUFIC website's section for FOX

To help drive traffic to the FOX website and increase the project visibility, a [dedicated page about the FOX project](#) was created in EUFIC's multi-lingual website with currently over 5 million web visits annually. The page describes the objectives of FOX and includes a link to the official FOX website. The page was published on 18 March 2021 and has been updated with the results produced for and during the final conference. To date (November 13th, 2023), the page has received 141 pageviews.




HEALTHY LIVING WHAT'S IN FOOD FOOD PRODUCTION FOOD SAFETY UNDERSTANDING SCIENCE

FOX – Innovative down-scaled FOod processing in a boX

1 June 2019 – 30 November 2023

Overview

EUFIC Outputs

Contact

When thinking of food production, the image of big factories, often located outside the city, comes to mind. But imagine that a small box much closer to your home can do the same thing. **FOX – Food processing in a Box** – is a project that aims to develop exactly that; transforming large-scale technologies for processing fruits and vegetables into small, flexible and mobile units in your neighbourhood!

Why focus on fruit and vegetable processing? Europe's fruit and vegetable sector needs innovative and flexible processing technologies to be sustainable. The FOX project focuses on mobile and flexible processing units of small and medium-sized companies and farmers that offer advanced technology applications.

FOX – Food Processing in a Box is a 4.5-year research, innovation and demonstration project stimulating short food supply chains for fruit and vegetables by applying small innovative mild processing technologies: from preservation to packaging and quick quality control for healthier food production. Furthermore, FOX aims to downscale innovative technologies for juice extraction, low-temperature drying and mild preservation, minimise the use of

Themes

Food waste Food systems Processed foods

Would you like to collaborate with us?

CLICK HERE

Related articles



FOX – Food processing in a Box: Innovative local fruit and vegetable processing for a sustainable future

Figure 7.FOX section on www.EUFIC.org

5.7. Social media strategy

Social media is a useful tool for increasing public awareness of projects. It was used to share the project's outcomes, events and help redirect users towards the website. To maximise the outreach and communication about the FOX project, social media activities were carried out through multiple channels. These include the LinkedIn group "FOX – processing food in a Box", as well as the EUFIC-managed Twitter (@SciFoodHealth), YouTube (@SciFoodHealth) and, new since February 2023, SciFoodHealth LinkedIn account and other partner's social media channels. The hashtag for all social media posts is #FOXfoodinabox and all partners were encouraged to use the hashtag when posting about the project. Moreover, relevant FOX partners were tagged in each post and they have been actively engaging and re-sharing the messages.

Twitter

The EUFIC-managed Twitter account EU Food Health ([@SciFoodHealth](https://twitter.com/SciFoodHealth)) was used to tweet about the FOX project and FOX related topics (Figure 8). The account currently has over 24K followers that are interested in EU project research outcomes, including short food chains and mild processing innovations.

Since the beginning of the project and the launch of the hashtag #FOXfoodinabox, until the 27th October 2023, 52 posts related to FOX have been published on @SciFoodHealth. These posts have obtained a total of 128.824 impressions and 1.996 engagements (e.g., likes, retweets, clicks) (Source: Twitter Analytics). Relevant FOX partners are being tagged in each post and they have been actively engaging and re-tweeting the messages. A total of 94 tweets with the hashtag #FOXfoodinabox posted by accounts other than @SciFoodHealth were measured since the June 2019, using the monitoring software Meltwater.



Figure 8. Example of Social Media post (October 18th, 2023)

LinkedIn

To build up a community of stakeholders interested in the FOX project and related topics, the [FOX - Food Processing in a Box](#) LinkedIn account has been established in



Figure 9. Example of LinkedIn post

November 2019. The account provides a space for partners to post project updates, but also for discussion of any FOX-related topic, such as short food supply chains, innovative processing technologies, and sustainable packaging. To ensure continuous engagement on the platform, EUFIC posts weekly about project updates or other FOX-related topics. As of 29 November 2023, the group has 385 members, who have been regularly sharing content on FOX or FOX-related topics.

Social media campaign #TheFacesofFOX



Figure 10. The #TheFacesofFOX social media campaign on the website, Twitter, and LinkedIn

To increase the social media presence of FOX as well as to stimulate engagement of FOX partners, a social media campaign called #TheFacesofFOX was launched in March 2021. The campaign includes a designated gallery [webpage](#) on the FOX website as well as weekly posts on twitter and LinkedIn (in addition to the general weekly post), in which FOX partners have been actively contributing to the campaign and, to

date (29 November 2023), 24 posts have been published on Twitter and 25 on the LinkedIn group. To disseminate results of the FOX project, more social media campaigns will be initiated throughout the project, using all EUFIC's social media accounts (see table 3). From the beginning of the project till 27th October 2023, FOX was mentioned in 210 posts (181 on Twitter -excluding retweets-, 13 on LinkedIn, 15 on Facebook and 1 on Instagram). Twitter posts reached almost 300K impressions and received 6,497 engagements (i.e., likes, retweets and clicks) and LinkedIn posts gained 7,674 impressions and received 430 engagements.

Even though FOX social media strategy was mainly focused on the LinkedIn group and the SciFoodHealth accounts, during the lifespan of the project EUFIC used also its main accounts. EUFIC - Facebook posts reached 24,718 impressions and 699 engagements, while EUFIC Instagram account reached 3,494 impressions and 135 engagements. In addition, many of the posts were shared by project partners, showing their keen interest in communicating about the project and shared their work, greatly contributing to increase the project's reach.

Table 3. Number of posts, sums of Impressions and Engagements

Social media	Post	Sum of impressions	Sum of engagements
@EUFIC on X/Twitter	16	38,797	1,542
@SciFoodHealth on X/Twitter	165	258,669	4,925
EUFIC on Instagram	1	3,494	135



EUFIC on Facebook	15	24,718	699
EUFIC on LinkedIn	1	2,414	117
SciFoodHealth on LinkedIn	12	5,260	313
FOX LinkedIn group	176	n.a.	8,922

YouTube

To maximize the reach of videos produced by FOX partners, they have been published on the EUFIC managed YouTube channel [SciFoodHealth](#). As of 30th of November, the channel boasts 733 subscribers. Across 37 FOX project-related videos, they have achieved a cumulative viewership of 10,910. To increase visibility, the videos were also shared on the other social media channels as well as on the website as news items.

Table 4. FOX-related videos disseminated through SciFoodHealth YouTube channel and the total of views per video.

Date	Video	Views
27 th Sep 2019	Juice extraction FOX Food Processing in a Box - YouTube	265
11 th May 2020	3D Model of mobile fruit processing unit (Video 1) FOX Food Processing in a Box - YouTube	947
	3D Model of mobile fruit processing unit (Video 2) FOX Food Processing in a Box - YouTube	821
16 th Nov 2020	Overview of Valencia, Ainia, and the role of Ainia in the FOX project - YouTube	75
	Food Circle 3 in the FOX project - YouTube	379
20 th Nov 2020	FOX mobile apple juice system LCA studies presented at the LCA International Conference - YouTube	88
	Health impact assessment of the FOX food products presented at the LCA International Conference - YouTube	60
24 th Nov 2020	Future scenarios and LCA in the food and agricultural sector - FOX at the LCA event - YouTube	102
29 th Jun 2021	Dried fruit and vegetable snacks - Low-temperature drying methods at SGGW - YouTube	4032
22 nd Jul 2021	Behind the scenes of FOX partner KOB - YouTube	165
14 th Jun 2022	Fruit Processing - Drying strawberries Food processing in a box (FOX) - YouTube	508



	Suszenie żywności Food processing in a box (FOX) - YouTube	74
22 nd Jul 2022	Fermenteren met reststromen voor het ontwikkelen van nieuwe voedingsmiddelen FOX - YouTube	14
	Toepassing van membraanfiltratie op wortelsap Food processing in a box (FOX) - YouTube	38
3 rd Aug 2022	FOXLINK App – How to use the app? Food processing in a box (FOX) - YouTube	108
8 th Aug 2022	Innovative local fruit and vegetable processing units Food processing in a box (FOX) - YouTube	1177
	Das Kompetenzzentrum Obstbau Bodensee (KOB) Food processing in a box (FOX) - YouTube	180
	The FOX container in the Kompetenzzentrum Obstbau Bodensee (KOB) Food processing in a box (FOX) - YouTube	481
	Pulsed Electric Field (PEF) treatment of fruit before drying Food processing in a box (FOX) - YouTube	672
5 th Oct 2023	Fresh, local, and healthy juice in a mobile container unit Food processing in a box (FOX)	84
	Local and healthy dried snacks in a mobile container Food processing in a box (FOX) - YouTube	125
	Sustainable packaging of fresh-cut produce in a mobile container Food processing in a box (FOX)	56
	Zero waste by upscaling fruit & vegetable side streams Food processing in a box (FOX) - YouTube	128
18 th Oct 2023	FOX Conference Highlights: Small-Scale, Big Impact: Innovative Approaches for Local Food Processing - YouTube	88
18 th Oct 2023	FOX Conference: Welcome and Opening - YouTube	11
	FOX Conference: Policy perspectives on Regional Food Systems - YouTube	7
	FOX Conference: From Policy to Economic Growth - Unleashing the Potential of Localised Production	4
	FOX Conference: Local and healthy dried snacks in a mobile container	7
	FOX Conference: Sustainable Packaging of fresh-cut fruits and vegetables in a mobile container - YouTube	16
	FOX Conference: Zero Waste by Upcycling Side Streams - YouTube	36
	FOX Conference: Insights from the Field: Stakeholders perspectives share during FOX's live events	22
	FOX Conference: Business Opportunities for Food Producers and Regional Food Systems - YouTube	50
	FOX Conference: Connecting Producers and Consumers: Promoting Short Food Supply Chains - YouTube	8



	FOX Conference: Environmental and socio-economic opportunities for local food processing - YouTube	4
	FOX Conference: Can innovative technologies support production of healthier foods? - YouTube	21
	FOX Conference: Localised food systems - What's next? Policy discussion	51
	FOX Conference: Closure of the Conference - YouTube	6
	Total views by 30th November 2023	10910

5.8. Infographics

To support the public communication and outreach of the FOX project, EUFIC created four infographics (each one has been translated the six languages of the FOX model regions German, Polish, Czech, Spanish, French, Dutch). The infographics provide an attractive medium to engage audiences and provide a summary of the work undertaken in the FOX food circles (see table 5). The infographics are primarily directed at a lay audiences to make them familiar with the scope of the project. All infographics are available on the project website under the tab 'Resources' (link <https://www.fox-foodprocessinginabox.eu/research/resources/>, last access November 2023) and used as communication and dissemination material i.e., on Twitter or LinkedIn. Further, the infographics have been distributed via the project newsletter.

Table 5: Views of the infographics on the website (from the beginning of the project to Mid-July 2023)

Language	Food Circle 1	Food Circle 2	Food Circle 3	Food Circle 4	Total per Language
English	358	300	286	363	1307
German	1	6	7	11	25
Polish	0	2	0	3	5
Czech	0	0	1	1	2
Spanish	0	6	2	6	14
French	3	0	14	6	23
Dutch	3	3	9	23	38
Total per Food Circle	365	317	318	413	1413





Figure 11. Infographic on Food Circle 1 (WP1)

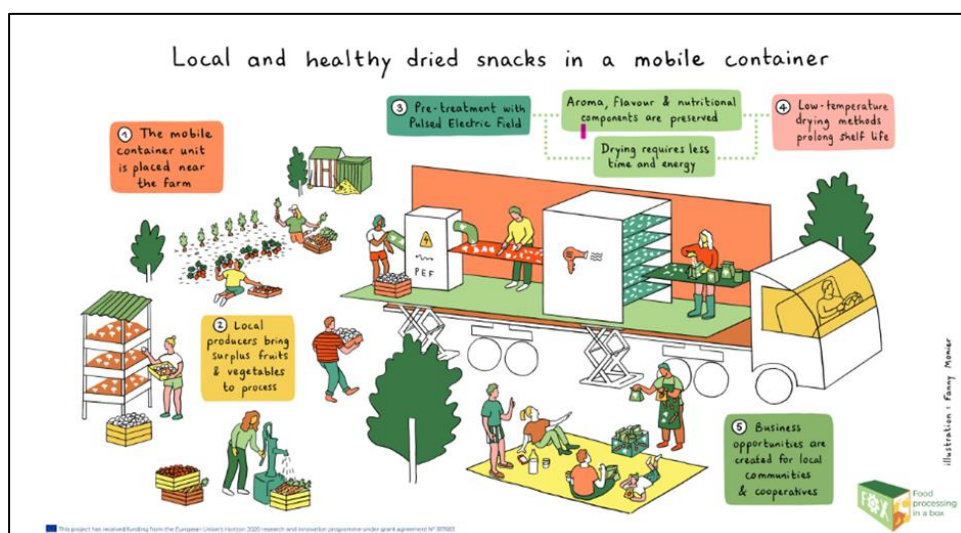


Figure 12. Infographic on Food Circle 2 (WP2)





Figure 13. Infographic on Food Circle 3 (WP3)

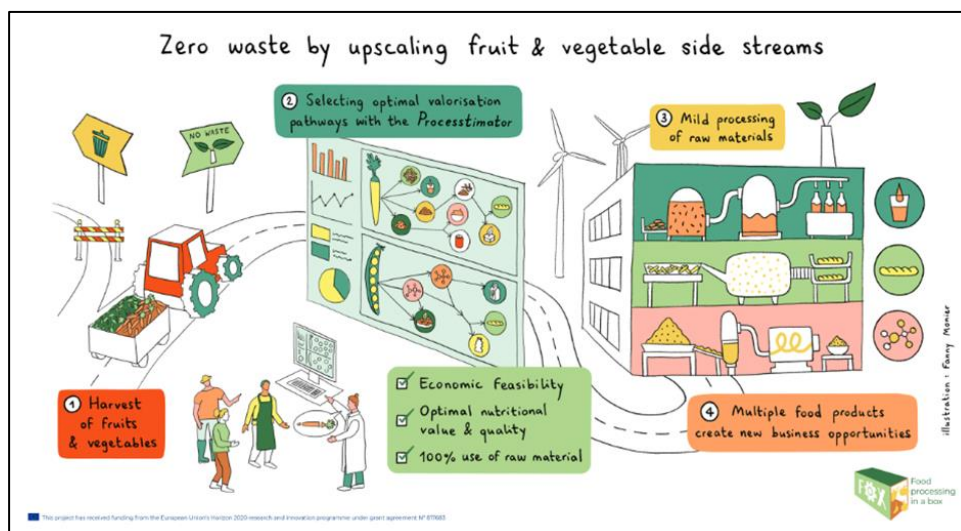


Figure 14. Infographic on Food Circle 4 (WP4)

5.9. Newsletter

To further improve the dissemination of the FOX project's activities, a dedicated E-newsletter was created by EUFIC. The newsletter highlights activities of the project, Events, and the most recent dissemination materials. The newsletter is being sent to a list of subscribers. Subscribing to the newsletter is promoted via the project website and social media. As 29 November 2023 the newsletter list contains 293 subscribers. 98 are food scientists or technologists, 65 are farmers, SME or Large Industry along with Food Supply Chain, 48 are consumers, 11 are policy makers or regulators, 71 are not categorised, Further, the newsletter is being actively distributed to the private



networks of the partners and made public through the project's social media channels and website.

Since February 2020, 9 newsletters have been sent to the subscribers (see more details in Table 6). The ninth newsletter was specifically used to give a summary of the event as well as some other activities during the end of the project whereas the eighth newsletter was designed to promote the project's final conference. Further, it was highlighted that newsletter subscribers should follow the social media channels for further info on the project. On October 18th, a dedicated newsletter for the final conference was dispatched to all subscribers (N=298), including both existing subscribers and 84 new subscribers who opted to receive our newsletter during their registration process for the event.

Further, the newsletter has been actively distributed to the private networks of the partners and made public through the project's social media channels and website, including the EUFIC newsletter for its members (N=114 recipients) in July and September 2023. The project has also been mentioned in the newsletter of the EUFIC managed Sustainable Food Systems Network on its editions of the 22nd of July 2023 and 15th September 2023, received by more than 1600 recipients each time.

Table 6: Statistics of FOX newsletter

Newsletter	Subscribers	Opens	Clicks
1st newsletter (19 th February 2020)	53	15	7
2nd newsletter (8 th October 2020)	97	47	19
3rd newsletter (19 th May 2021)	138	66	25
4th newsletter (25 th November 2021)	164	58	16
5th newsletter (10 th May 2022)	184	73	27
6th newsletter (22 nd November 2022)	205	63	20
7th newsletter (28 th February 2023)	212	79	18
8th newsletter (19 th June 2023)	216	85	16
9th newsletter (18 th October 2023)	298	128	52
10th newsletter (15 th December 2023)			



5.10. Short animated videos

Online videos are an effective way of communicating about different aspects of the project. EUFIC has collaborated with other project partners to establish four videos (figure 15) to be shared through different social media platforms. All videos are stored both on FOX's website and on the @SciFoodHealth YouTube channel and will be accessible beyond the duration of the project. The videos explain the work undertaken in WP1, WP2, WP3, and WP4 to a lay audience.



Figure 15. Screenshot of one of the four videos.

- WP1: "[Fresh, local, and healthy juice in a mobile container unit | Food processing in a box](#)" (last access 29th November 2023)
- WP2: "[Local and healthy dried snacks in a mobile container | Food processing in a box \(FOX\)](#)" (last access 29th November 2023)
- WP3: "[Sustainable packaging of fresh-cut produce in a mobile container | Food processing in a box \(FOX\)](#)" (last access 29th November 2023)
- WP4: "[Zero waste by upscaling fruit & vegetable side streams | Food processing in a box \(FOX\)](#)" (last access 29th November 2023)

The WP2 and WP3 video were updated, and new versions were uploaded on the 5th of October 2023, together with the WP1 and WP4 videos.

In addition, an [animated video](#) explaining the project was developed, uploaded to the website and used in diverse communication on social media and presentations. This video has reached 1,177 views from the date it was uploaded (8th August 2022) until the 30th of November 2023.

Finally, as a product of the conference the following videos were developed:

- The [video with the highlights of the event](#)
- The [recordings of each of the PM sessions in a webinar format](#)

More information is available in the YouTube section above.



Conclusion

Throughout the FOX project, a broad spectrum of audiences, including scientific, policy, industry stakeholders, and engaged citizens, were engaged through diverse communication channels. The results section encapsulates the comprehensive array of activities and materials orchestrated by the consortium, encompassing mediums such as leaflets, stickers, videos, and infographics, disseminated via the project website, social media, press, and newsletters.

The communication and dissemination outputs were strategically designed for sustainability, ensuring their relevance beyond the project's conclusion. Post-dissemination initiatives include:

- Maintaining the project website for an additional three years beyond the project's completion.
- Showcasing the FOXCOMM toolkit on prominent platforms such as the FOOD 2030 Online Platform, EUFIC website, and the Sustainable Food Systems Network.
- The final conference's video recording is accessible on the FOX website for those interested in viewing it.
- All public dissemination and communication materials will remain accessible on the project website.
- Leaflets distributed to FOX partners will continue to be utilized at events, guiding interested parties to the project's online resources.



Appendix 1. Media outreach: FOX Press releases and articles.



FOX - Press Releases and popular articles

Date/Period	Title	Source
2019-02-12	Lokale Lebensmittelkreisläufe im Trend	Die Milchwirtschaft
2019-07-19	DIL gewinnt neues EU-Großprojekt – mehr als eine Million Euro gehen nach Quakenbrück	DIL Homepage
2019-07-20	Wie der Weg vom Apfel zum Saft kurz bleibt	Regional Newspaper - Oldenburger Münsterland
2019-07-25	DIL aus Quakenbrück gewinnt neues EU-Großprojekt	NBank
2019-08-19	<i>Soucasti mezinarodniho projektu</i> - Article on FOX in Změdělec	Změdělec
2019-09-09	Les technologies douces à l'étude pour valoriser les fruits et légumes	France Process Alimentaire
2019-10-08	Retour sur le « segment meeting » du projet fox !	CTCPA
2019-11-07	DIL gewinnt neues EU-Großprojekt – mehr als eine Million Euro gehen nach Quakenbrück	DIL Homepage
2019-11-14	MARKT/196: Welche Trends prägen die europäische Lebensmittel-Branche bis 2035? (idw)	Schattenblick
2019-11-14	Welche Trends prägen die europäische Lebensmittel-Branche bis 2035?	Industrielle Automation
2019-11-15	Welche Trends prägen die europäische Lebensmittel-Branche bis 2035?	Vegconomist
2019-11-15	Mit diesen 4 Lebensmitteltrends essen wir in Zukunft besser und nachhaltiger	Perspective Daily
2019-11-15	Nahrungsmittel als Klimakiller	taz
2019-11-17	Kleinschalige maar hoogwaardige voedselverwerking met FOX	Topsector Agri & Food
2019-11-18	Which trends will influence food sector until 2035?	Yumda Food & Drink business info
2019-11-18	Fraunhofer ISI: Was essen wir 2035?	Fruchthandel Online
2019-12-02	Lokale Lebensmittelkreisläufe im Trend	Die Milchwirtschaft
2019-12-08	<i>Soucasti mezinarodniho projektu</i> - Article on FOX in Změdělec (trans. Farmer - the biggest weekly newspaper in Czech republic)	Print, Czech Republic
2019-12-11	Which trends will influence Europe's food sector until 2035?	Fraunhofer ISI Homepage
2019-12-11	Welche Trends prägen die europäische Lebensmittel-Branche bis 2035?	PresseBox - DE
2019-12-17	Kleinschalige maar hoogwaardige voedselverwerking met FOX	Newletter (email and online) of Topsector Agri&Food, Netherlands



2019-12-27	Was kommt auf die Lebensmittelbranche bis 2035 zu? - ingenieur.de	ingenieur.de
2020-03-18	FOX – Food processing in a Box: Innovative local fruit and vegetable processing for a sustainable future	EUFIC
2020-05-26	Was essen wir morgen?	Badische Neueste Nachrichten
2020-06-10	Slovenija: Nutris vabi na delavnico Najboljše prakse inovacij z evropskimi kmeti	In Store Inštitut za nutricionistiko
2020-09-01	The research in the Institute of Food Sciences	Agricola (magazine published by Wuls-SGGW)
2020-10-12	Who drives the European food sector towards more sustainability? Three scenarios for 2035	Fraunhofer ISI Homepage
2020-11-09	La innovación como herramienta fundamental para el desarrollo de envases más sostenibles	Technical magazine "Valor ecológico" nº 80
2020-11-17	PRZETWARZANIE ŻYWNOSCI PRZY WYKORZYSTANIU TECHNOLOGII PEF (Food processing using PEF)	Online (webpage and fb fanpage)
2021-01-02	Transformation de fruits et légumes à petites échelles dans des unités mobiles et flexibles à proximité de chez vous ? Fox relève le défi !	CTCPA
2021-01-04	Appelpulp, wortelschillen of oesterzwamvoetjes over? Bied jouw reststromen aan in de FOX voedselverwerking app!	Innovatiehuis de peel
2021-03-17	Projekt FOX - Trajnostna predelava živil v mobilnih enotah z namenom krepitev zdravja in zaupanja v prehransko verigo (Obzorje 2020)	NUTRIS
2021-04-10	Restjes prei of appel na de oogst? Via app uit Helmond wordt dit niet weggegooid maar verwerkt tot voedsel (on paper)	Brabantsdagblad en Eindhovensdagblad
2021-09-04	Restjes prei of appel na de oogst? Via app uit Helmond wordt dit niet weggegooid maar verwerkt tot voedsel	AD, online
2021-09-30	FOOD PROCESSING IN A BOX - šance pro malé zpracovatele	Journal Selska revue
2021-11-02	La première infographie #foxfoodinabox sur l'unité mobile de traitement des jus de fruits est disponible !	CTCPA
2021-11-16	Diseñan un contenedor móvil para que agricultores procesen frutas y hortalizas de forma sostenible	Newspaper Valencia Plaza
2021-11-16	AINIA diseña un contenedor móvil para procesar frutas y hortalizas de manera local y sostenible	Poscosecha
2021-11-16	Diseñan un contenedor móvil para que agricultores locales puedan procesar frutas y hortalizas	Agrodiario Huelva
2021-11-16	Diseñan un contenedor móvil para que agricultores locales procesen frutas y hortalizas de manera sostenibles	Gente Digital



2021-11-16	AINIA diseña contenedor móvil para procesar F&V de manera local y sostenible	Fruittoday
2021-11-16	Diseñan contenedores móviles para que agricultores locales puedan procesar sus frutas y hortalizas de forma sostenible	Fresh Plaza
2021-11-16	AINIA diseña un contenedor para que agricultores locales puedan procesar sus frutas y hortalizas de forma sostenible	Financial Food
2021-11-16	AINIA diseña un contenedor movil para que agricultores locales puedan procesar sus frutas y hortalizas de manera sostenible	Agronews CV
2021-11-16	AINIA diseña un contenedor móvil para que agricultores locales puedan procesar sus frutas y hortalizas de manera sostenible	Cuaderno Agrario
2021-11-16	Diseñan un contenedor móvil para que agricultores locales procesen frutas y hortalizas de manera sostenibles	Noticias de
2021-11-16	Diseñan un contenedor móvil para que agricultores procesen frutas y hortalizas de forma sostenible - Castellonplaza	castellón Plaza
2021-11-16	Diseñan un contenedor móvil para que agricultores procesen frutas y hortalizas de forma sostenible	Alicante Plaza
2021-11-16	Diseñan un contenedor móvil para que agricultores locales procesen frutas y hortalizas de forma sostenible	Europa Press
2021-11-16	Diseñan un contenedor móvil para que agricultores locales procesen frutas y hortalizas de manera sostenibles (20minutos.es)	20 Minutos
2021-11-17	PRZETWARZANIE ŻYWNOSCI PRZY WYKORZYSTANIU TECHNOLOGII PEF (Food processing using PEF)	Food Fakty portal
2021-11-17	AINIA diseña un contenedor móvil para que los agricultores locales procesen frutas y hortalizas de forma sostenible	Agrodiario
2021-11-17	AINIA diseña un contenedor movil sostenible para los agricultores	Frutas y hortalizas
2021-11-19	AINIA diseña un contenedor movil para que agricultores locales puedan procesar sus frutas y hortalizas de manera sostenible	IDE
2021-11-21	Envasado y pelado a pie de campo	Newspaper Levante - El mercantil valenciano
2021-11-22	Ainia diseña un contenedor móvil sostenible	Revista Aral
2021-11-30	Diseñan un contenedor móvil para procesar sus frutas y hortalizas de manera sostenible	FoodNewsLatam.com
2021-12-17	Producteurs : de la visibilité auprès des consommateurs grâce à fox!	CTCPA
2021-12-31	Food in a BOX. Processing food on the farm	European research collaborations



2022-01-01	FOX (Food in a Box)	FoodTechBrainport
2022-01-14	Thinking outside the box on sustainability	Eurofruit's magazine
2022-01-25	Trenutni trendi v pridelavi hrane	NUTRIS
2022-01-25	Kaj bo aktualno v živilskem sektorju do leta 2035	NUTRIS
2022-02-03	Aktualni trendi prehranskih in nakupovalnih navad potrošnikov	NUTRIS
2022-02-19	Trendi v pridelavi hrane	NUTRIS
2022-02-28	Higher added value for surplus goods thanks to mobile processing	Fresh Plaza
2022-03-01	Dołącz do projektu i pobierz aplikację FOX!	WULS-SGGW
2022-03-04	Maggiore valore aggiunto alle eccedenze grazie alla trasformazione mobile	Fresh Plaza (IT)
2022-03-15	Innovación y tendencias en envases y embalajes para frutas y hortalizas.	Revista Mercados
2022-03-16	Trendi v ponudbi hrane in odnosu do potrošnikov	NUTRIS
2022-03-30	Trend: trajnostna poraba virov	NUTRIS
2022-05-13	W dniach 11-12 maja 2023 r. odbyła się na naszym wydziale	WULS-SGGW
2022-06-10	Delavnica: Najboljše prakse inovacij z evropskimi kmeti	NUTRIS
2022-07-20	FOXLINK app web page	EUFIC
2022-09-01	Téléchargez l'appli FOX !	La gazette (Agroparc Avignon)
2022-09-23	Vertrauen der Verbraucher in die Lebensmittelkette in Europa wächst	Meinungs Barometer
2022-10-05	¿Qué se está haciendo desde Europa para fomentar el consumo de frutas y hortalizas de proximidad? - AINIA	Actualidad Ainia
2022-10-20	AINIA organiza un showroom de procesado - Noticias - Poscosecha	Poscosecha
2022-10-24	La IV gama sobre el terreno de cultivo ya es posible	Aen Verde
2022-10-26	AINIA muestra cómo procesar frutas y hortalizas en campo	Ecomercio Agrario (ES)
2022-10-28	Dos soluciones tecnológicas para consumir frutas y hortalizas de proximidad	redit
2022-10-28	Ainia desarrolla nuevas formas de consumir frutas y hortalizas de proximidad	Food Retail
2022-10-31	Tecnología para fomentar el consumo de frutas y verduras de proximidad	ABC Online
2022-10-31	Desarrollan dos soluciones tecnologicas para consumir frutas y hortalizas de proximidad	agrodiariohuelva
2022-10-31	Un contenedor móvil para que los pequeños productores procesen sus frutas y hortalizas	extremadura21
2022-10-31	AINIA presenta una unidad móvil para procesar frutas y hortalizas de IV gama en el campo	Revista Mercados Es



2022-12-05	AINIA presenta un contenedor móvil para consumir frutas y hortalizas de proximidad	Phytoma
2022-12-31	As of today, plastic fruit and vegetable packaging is prohibited: what alternative do we have?	The Postedia
2023-01-03	Adiós al plástico en frutas y hortalizas	Revista Mercados
2023-01-10	Spain's plastic law comes into force	Eurofresh Distribution
2023-04-20	Una unidad móvil permite procesar y envasar las frutas y hortalizas en el campo	Efeagro.com
2023-04-20	Empresas hortofrutícolas se interesan por la unidad móvil de procesamiento de frutas en campo de AINA	Infoagro.com
2023-04-20	Una unidad móvil para procesar f&h en campo - FruitToday	FruitToday
2023-04-20	Empresas hortofrutícolas se interesan por la unidad móvil que procesa frutas y hortalizas en campo - Redit	Redit
2023-04-20	AINIA presenta una unidad móvil que procesa frutas y hortalizas en campo	Revista Mercados
2023-04-20	Una unidad móvil permite procesar y envasar frutas y hortalizas en el campo	FyH
2023-04-20	Presentan una unidad móvil que procesa frutas y hortalizas en el propio campo	Agronewscastillayleon
2023-04-20	Empresas hortofrutícolas se interesan por la unidad móvil que procesa frutas y hortalizas en campo	FreshPlaza
2023-04-21	Una unidad móvil permite a los agricultores procesar frutas y hortalizas IV	Agronews Comunitat Valenciana
2023-04-21	Fruit and vegetable companies are interested in the mobile fruit and vegetable processing unit	FreshPlaza
2023-04-25	Ainia presenta unidad móvil para procesar hortícolasINNOVAGRI	innovagri.es
2023-04-29	AINIA - Workshop proyecto FOX: procesamiento de frutas y hortalizas IV gama en una unidad móvil - Food For Life-Spain	Food For Life-Spain
2023-05-09	AINIA impulsa el proyecto AccelerEAT para acelerar la transformación de la cadena de valor alimentaria	FEDIT Federación que lidera a nivel nacional la representación de los Centros Tecnológicos, principales entidades de investigación aplicada
2023-05-10	Empresas hortofrutícolas se interesan por la unidad móvil que procesa frutas y hortalizas en campo	Envaspres
2023-05-18	Agricultores se apoyan de nueva unidad móvil de la Comisión Europea	The Food Tech
2023-05-29	XXVII Sesja Naukowa Sekcji Młodej Kadry Naukowej - podsumowanie - Przegląd Rynku Spożywczego	foodfakty.pl



2023-09-04	Webinar 'Projeto FOX: processamento de hortofrutícolas IV gama numa unidade móvel' em setembro	lalimentar
2023-09-25	The FOX project announces its Final Conference: "Small-Scale, Big Impact: Innovative Approaches for Local Food Processing"	EUFIC Homepage
2023-09-26	Local Food Systems: How sustainable are the business models for local food chains?	Fraunhofer ISI Homepage
2023-09-26	Local Food Systems: Wie zukunftsfähig sind Geschäftsmodelle für lokale Lebensmittelkreisläufe?	News-research
2023-09-26	Local Food Systems: Wie zukunftsfähig sind Geschäftsmodelle für lokale Lebensmittelkreisläufe?	Presse-Blog
2023-09-26	Local Food Systems: Wie zukunftsfähig sind Geschäftsmodelle für lokale Lebensmittelkreisläufe?	Industrie Box
2023-09-26	Local Food Systems: Wie zukunftsfähig sind Geschäftsmodelle für lokale Lebensmittelkreisläufe?	News Blast
2023-09-26	Local Food Systems: Wie zukunftsfähig sind Geschäftsmodelle für lokale Lebensmittelkreisläufe?	DP – Deutscher Presse Index
2023-09-26	Local Food Systems: Wie zukunftsfähig sind Geschäftsmodelle für lokale Lebensmittelkreisläufe?	MY NEWS CHANNEL
2023-09-26	Local Food Systems: Wie zukunftsfähig sind Geschäftsmodelle für lokale Lebensmittelkreisläufe?	It it PROF
2023-09-26	Local Food Systems: Wie zukunftsfähig sind Geschäftsmodelle für lokale Lebensmittelkreisläufe?	TECHNOLOGIEBOX
2023-09-26	Local Food Systems: Wie zukunftsfähig sind Geschäftsmodelle für lokale Lebensmittelkreisläufe?	idw – Informationsdienst Wissenschaft
2023-09-26	Local Food Systems: Wie zukunftsfähig sind Geschäftsmodelle für lokale Lebensmittelkreisläufe?	PRESSEBOX
2023-09-26	Local Food Systems: Wie zukunftsfähig sind Geschäftsmodelle für lokale Lebensmittelkreisläufe?	PRESSEBOX
2023-09-28	Lebensmittel aus der Region	Frankfurt live
2023-10-02	Mobile Einheiten zur Obst- und Gemüseverarbeitung als Zukunftsmodell	Fruitnet.com
2023-10-04	Obst- und Gemüse: Was bringt Zukunft?	Head Topics
2023-11-14	Udział w 37th EFFoST International Conference 2023	WULS-SGGW



