

D5.1 - Communication, Dissemination and Exploitation Plan including Sustainability Plan for CDIs

GRANT AGREEMENT N° 101059954



Document Control Sheet

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Main authors	SPI (<i>Sociedade Portuguesa de Inovação</i>)
Contributors	Ricardo Duarte, Carolina Oliveira, Susana Seabra, Taisiia Bondarenko (SPI)

Reviewers

Partner	Name	Contact information
DIL	Kerstin Pasch	k.pasch@dil-ev.de

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Glossary

Abbreviation	Full form
CDI	Change-Driven Initiatives
ERA	European Research Area
K&I	Knowledge and Innovation
AKIS	Agricultural Knowledge and Innovation System
FOKIS	Food System Knowledge and Innovation System

Executive Summary

FOSTER is a 48-month Horizon Europe project under the call HORIZON-CL6-2021-GOVERNANCE-01 and Grant Agreement number 101059954. This document corresponds to the final version of the **Deliverable 5.1 - Communication, Dissemination and Exploitation Plan including Sustainability Plan for CDIs**, delivered on M6.

A pre-version has been developed in M3 and designed specifically FOSTER's Communication, Visual Identity and Engagement Strategies. This document is part of Task 5.1 "Communication Plan, Methods and Tools" of the WP5 "Engagement, dissemination and exploitation".

This version corresponds to the **Task 5.2 "Dissemination, exploitation and sustainability"**, outlining FOSTER's Dissemination and Exploitation Plan. This is a sister living document to the Communication Plan, designed on M3, that will envision the exploitation of each valuable outcome from each WP and the project as a whole with external stakeholders. This Plan will be updated regularly, outlining short-term and long-term exploitation actions. The main responsible for this deliverable and the implementation of its strategy is SPI (*Sociedade Portuguesa de Inovação*).

This **Communication, Dissemination and Exploitation Plan including Sustainability Plan for CDIs** is a living document to be used by all of the consortium and provides a set of tools that aim to ensure effective implementation of the FOSTER communication and engagement strategy in order to reach the project's different stakeholders. This document describes the strategies elaborated to promote a strong and active social media and internet community through FOSTER's Platform: by bringing together transnational networks, scientists and other stakeholders; through the mapping of stakeholders to identify the most suitable tools and channels to connect with them; and through internal and external events for active promotion of FOSTER solutions.

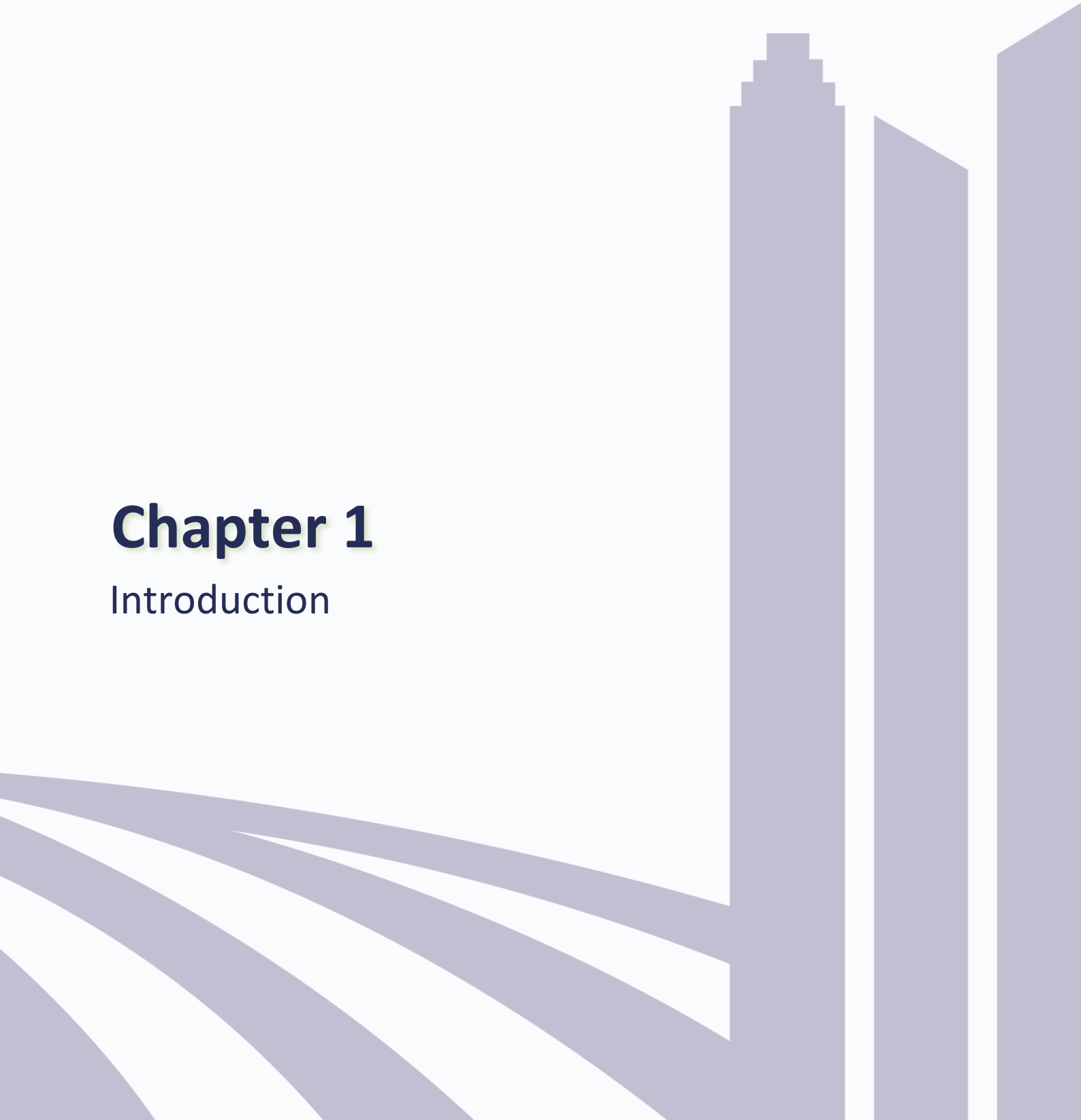
This report is divided into seven chapters:

- Introduction;
- Communication, Dissemination and Engagement Strategy: Key Messages and Key Outcomes; Audiences and Stakeholders; Goals and Action Plan; Tools and Channels;
- Visual Toolbox: Logo; Colour Palette; Illustrations and Icons; Funding Statement;
- General Data Protection Regulation;
- Evaluation: Impact Measurement; Monitoring and Reporting;
- Overall Sustainability and Exploitation Strategy: Dissemination and Exploitation Objectives; Mapping of Stakeholders; Key Exploitable Results; Sustainability Strategy for CDIs;
- Conclusion.

The following plan includes the development of the project's visual identity; communication channels and tools per stakeholder groups and project activity; participatory stakeholder engagement; approach to establish a dialogue with the EU projects of the same Call and other initiatives and mapping of external events; and the dissemination, exploitation and sustainability actions planned for FOSTER and its stakeholders. The plan also describes the key messages and outcomes of the project, and includes experiences and knowledge of different work packages.

Chapter 1

Introduction



Chapter 1 – Introduction

This document was developed as part of the “Fostering food system transformation by integrating heterogeneous perspectives in knowledge and innovation within the European Research Area” – FOSTER – project, funded by the European Union’s Horizon Europe programme under the Grant Agreement number 101059954.

It is the project’s **Deliverable 5.1 Communication, Dissemination and Exploitation Plan**, first developed in M3 designing **FOSTER’s Communication, Visual Identity and Engagement Strategies**, and updated in M6 outlining the **Dissemination and Exploitation Plan and Sustainability for CDIs**. The Dissemination and Exploitation practices from all WPs through the duration of the project will be updated throughout the project, outlining short-term and long-term exploitation actions, and reported internally for the consortium.

FOSTER communication, dissemination, engagement and exploitation actions are the core strategic dimensions of the project, that will ensure the heightened social, economic, educational, policy and technological impact and outreach of the project. The strategies for the four dimensions overlap in terms of timeline, range of target stakeholders and application of tools and channels.

WP5 encompasses the design of a unique visual identity, development of communication and exploitation plans, implementation of international stakeholder engagement initiatives, mapping of stakeholders, creation of a broad multi-disciplinary network of actors and execution of the final conference. The main objective of this WP is to ensure that the tangible and intangible outcomes of the project reach the beneficiaries and are scaled to meet their needs.

FOSTER will apply a multi-layered and evidence-based transformation to create a cascade of transformation across the food and primary production sectors. In order to engage stakeholders and end users multilaterally throughout the project, in a multi-stakeholder engagement way, FOSTER aims to apply a co-creation and co-development bottom-up approaches. This will create the key outcomes of the project and consistently improve the results through reiteration, reflection and assessment.

By definition, co-creation enables different stakeholder groups to collaborate in the design, development, implementation and validation of a service or product. Through constant feedback, shared experiences, thoughts and inputs on a specific idea, product, or concept, co-creation can assist those involved in a project in seeing beyond their self-perspectives. Indeed, co-creation implies strong interaction among diverse players with different backgrounds - age, gender, ethnicity, and cultures - which enacts innovation activities as a nonlinear, open-ended and iterative process. So, co-creation in FOSTER enables a learning process in which knowledge is built and shared in a peer-to-peer way.

This report will also provide explanation and will expand on the nature of the different objects of dissemination through a continuously updated matrix, claiming knowledge and experiences of different work packages, sharing the specific knowledges and learnings. In particular, this report will include:

- (I) specific knowledge claims about the food system;
- (II) lessons learned about the relevance of the existence of a diversity of perceptions and concerns found among the stakeholders operating in the food system;
- (III) lessons learned about how to generate better processes of deliberation when dealing with CDI;
- (IV) examples of successful stories indicating possible scaling up of the new methodology;
- (V) procedural tools that can be used as deliberation support.

The matrix will include activities, learnings and outcomes of each work package and will be updated during the project together with the project members, considering each valuable outcome.

Table 1 – Summary of FOSTER's communication activities

Format	Channels and Tools	Main Target Groups
In-person	CDI Events – Summer School Living Labs - Workshops	TG10. Citizens (learning groups, general level) TG7. Small entrepreneurs (young, female, minorities, SMEs, farmers, startups) TG9. Underrepresented communities (women, minorities, and farmers / entrepreneurs) TG8. Youth in cities and rural areas / young scientists and researchers TG2. Local-level CDIs that are not FOSTER partners TG4 - Living labs (European Network of Living Labs) and other networks/entities

	Internal Events	<p>TG7. Small entrepreneurs (young, female, minorities, SMEs, farmers, startups)</p> <p>TG9. Underrepresented communities (women, minorities, and farmers / entrepreneurs)</p> <p>TG1. ERA-related groups on Food Systems</p> <p>TG8. Youth in cities and rural areas / young scientists and researchers</p>
	External Events	<p>TG6. Scientists and researchers from agri-food fields</p> <p>TG8. Youth in cities and rural areas / young scientists and researchers</p> <p>TG5. Policymakers at the EU, regional and local levels</p> <p>TG6. Scientists and researchers from agri-food fields</p> <p>TG1. ERA-related groups on Food Systems</p> <p>TG2. Local-level CDIs that are not FOSTER partners</p> <p>TG3. Transnational networks working in Food System development and transformation</p>
Online	FOSTER Website / Platform	<p>TG10. Citizens (learning groups, general level)</p> <p>TG7. Small entrepreneurs (young, female, minorities, SMEs, farmers, startups)</p> <p>TG9. Underrepresented communities (women, minorities, and farmers / entrepreneurs)</p> <p>TG8. Youth in cities and rural areas / young scientists and researchers</p> <p>TG5. Policymakers at the EU, regional and local levels</p> <p>TG6. Scientists and researchers from agri-food fields</p>

		<p>TG1. ERA-related groups on Food Systems</p> <p>TG2. Local-level CDIs that are not FOSTER partners</p> <p>TG3. Transnational networks working in Food System development and transformation</p> <p>TG4. Living labs (European Network of Living Labs) and other networks/entities</p>
	<p>CDIs Online Activities</p>	<p>TG10. Citizens (learning groups, general level)</p> <p>TG7. Small entrepreneurs (young, female, minorities, SMEs, farmers, startups)</p> <p>TG9. Underrepresented communities (women, minorities, and farmers / entrepreneurs)</p> <p>TG8. Youth in cities and rural areas / young scientists and researchers</p> <p>TG6. Scientists and researchers from agri-food fields</p>
	<p>Social Media (LinkedIn, Instagram, YouTube, Twitter)</p>	<p>TG7. Small entrepreneurs (young, female, minorities, SMEs, farmers, startups)</p> <p>TG8. Youth in cities and rural areas / young scientists and researchers</p> <p>TG9. Underrepresented communities (women, minorities, and farmers / entrepreneurs)</p>
	<p>Videos – Presentational video of Foster/ CDI / Foster Academy</p>	<p>TG10. Citizens (learning groups, general level)</p> <p>TG7. Small entrepreneurs (young, female, minorities, SMEs, farmers, startups)</p> <p>TG9. Underrepresented communities (women, minorities, and farmers / entrepreneurs)</p>

		<p>TG8. Youth in cities and rural areas / young scientists and researchers</p> <p>TG10. Citizens (learning groups, general level)</p>
	<p>Infographics / Factsheets</p> <p>Scientific / Academic Publications</p>	<p>TG5. Policymakers at the EU, regional and local levels</p> <p>TG1. ERA-related groups on Food Systems</p> <p>TG2. Local-level CDIs that are not FOSTER partners</p> <p>TG3. Transnational networks working in Food System development and transformation</p> <p>TG6. Scientists and researchers from agri-food fields</p> <p>TG8. Youth in cities and rural areas / young scientists and researchers</p>
	<p>Newsletter / Blog</p>	<p>TG7. Small entrepreneurs (young, female, minorities, SMEs, farmers, startups)</p> <p>TG8. Youth in cities and rural areas / young scientists and researchers</p> <p>TG9. Underrepresented communities (women, minorities, and farmers / entrepreneurs)</p>
	<p>Press Releases</p>	<p>TG10. Citizens (learning groups, general level)</p> <p>TG7. Small entrepreneurs (young, female, minorities, SMEs, farmers, startups)</p> <p>TG5. Policymakers at the EU, regional and local levels</p> <p>TG6. Scientists and researchers from agri-food fields</p>
In-print	<p>Brochures / Flyers</p>	<p>TG1. ERA-related groups on Food Systems</p>

TG2. Local-level CDIs that are not FOSTER partners

TG3. Transnational networks working in Food System development and transformation

TG3. Transnational networks working in Food System development and transformation

TG5. Policymakers at the EU, regional and local levels

TG6. Scientists and researchers from agro-food fields

TG1. ERA-related groups on Food Systems



Chapter 2

FOSTER Communication,
Dissemination and Engagement
Strategy

Chapter 2 – FOSTER Communication, Dissemination and Engagement Strategy

The vision of FOSTER is to build a foundation from which a new Knowledge and Innovation (K&I) governance structure for Europe's food system can emerge. This new structure is needed because the current K&I system in the European Research Area (ERA) is insufficient to address the emerging challenges of nourishing Europe in a healthy, affordable and sustainable way.

The existing Agricultural Knowledge and Innovation System (AKIS), focused on agriculture, needs to be "improved" with K&I structure through an engaged and empowered stakeholder community – including citizens – collaborating in the transformation of the current food systems from an integrated and multidisciplinary perspective. A Food System Knowledge and Innovation System (FOKIS) is the result of a better K&I structure, combined with inclusive and broader research, and through participation, not just from the academia/science groups, but also from citizens. FOKIS will better equip the ERA to support citizens, companies, policy actors, and other groups, in the transition towards a more sustainable food system.

Communication efforts for FOSTER must reinforce the message of Food System Knowledge and Innovation transformation through citizen participation, scientific communities, and all stakeholders involved.

2.1 Target Audiences and Stakeholders

FOSTER has identified target audiences/stakeholders to engage in different ways and through different tools during the course of the project:

- TG1 - Science and technology agencies, communities of practice and local citizen and scientific initiatives that focus on the ERA;
- TG2 - Local level CDIs which are not FOSTER partners;
- TG3 - Transnational networks working in Food System development and transformation;
- TG4 - Living labs (European Network of Living Labs) and other networks/entities;
- TG5 - Policy actors on the local, regional, national and European level;
- TG6 - Scientists and researchers from agri-food fields;
- TG7 - Entrepreneurs, farmers, SMEs and start-ups in the Food Industry;
- TG8 - Youth in science and youth workers in agri-food fields;
- TG9 - Underrepresented communities, such as women, minorities, and farmers / entrepreneurs;
- TG10 - General citizens.

As co-creation and collaborative methodologies are part of the identity of FOSTER methodology, the cooperation between science and technology individuals and entities (TG1 and TG6) and groups TG7, TG8, TG9 and TG10 (engaged groups of citizens in the agri-food sector) are expected as part of Citizen Science. This

is the gateway to FOSTER's key messages and will be embraced to help broaden the food system-related disciplines in a range of citizen-driven initiatives (CDIs) to enhance understanding of complex systems.

2.2 Key messages and key outcomes of the project

FOSTER aims to understand the communication needs of each stakeholder, in order to ensure that they are involved, interested, engaged, and participating from the early stages of the project. As the project has co-creation as one of the main characteristics, it is important to see how multi-disciplinary the communication will be, with stakeholders of different backgrounds engaging with each other and within the project actions. Thus, FOSTER will disseminate the following main key messages:

Table 2 – Key Messages

Target Groups	Key Messages
Citizens (all)	FOSTER will integrate citizens (young workers, migrants, people in rural areas, women, small entrepreneurs, farmers, and more) in scientific discussions about food systems, to better understand their needs and opening the possibility to discuss broadly the problems of current food systems and finding solutions through co-creation and collaboration.
Academia and Science Agri-Food Fields	FOSTER will contribute to projects' solutions, critical analysis, relevant research, interviews, and co-creation methodologies developed alongside citizens. A database of publications, infographics/factsheets and best practices for co-creation research will be available on the FOSTER Platform.
Regional, National, and EU-level Policy Makers	FOSTER will invite EU policymakers to discuss findings, lessons and best practices at the FOSTER Academy, where the project aims to offer interactive sessions. National and regional policymakers will be involved with several departments and sectors within agri-food fields.
ERA-related groups on Food Systems	FOSTER will cooperate with scientific, academic, and technology agencies with focus on the ERA through the investigation stages of FOSTER for the discovery of new knowledge and co-creation of solutions. The creation of policy briefs, identification of types of policy support and improved R&I governance mechanisms, implementation of the FOSTER Academy, and outreach to underrepresented communities.
Local-level CDIs that are not FOSTER partners	FOSTER will engage with local-level CDIs, which can adopt new approaches, mechanisms and solutions using findings from scaled-out FOSTER CDIs.
Transnational networks working in Food System development and transformation	FOSTER will work with food system-integrated networks to generate effective ways of disseminating the results of the project to a wider audience and raising the impact of FOSTER solutions and attract participants for the FOSTER Academy.

This plan also aims to share knowledge and experiences from different work packages through a continuously updated matrix of different knowledge claims, lessons and tools, presented in the table below:

Table 3 – Key outcomes of different work packages

WP	(i) Specific knowledge claims about the food system	(ii) Lessons learned about the relevance of the existence of a diversity of perceptions and concerns found among the stakeholders operating in the food system	(iii) Lessons learned about how to generate better processes of deliberation when dealing with CDI	(iv) Examples of successful stories indicating possible scaling up of the new methodology	(v) Procedural tools that can be used as deliberation support
WP1	Workshops with CDIs promoting communication and exchange of experiences about new knowledge.	N/A	Sharing different perspectives of the lessons learned.	Making use of the methods provided by the CDIs (esp. in the Summer School) and taking part in the workshops.	Foresight tools: Mental Time Travel, Tetralemma, Backcasting, BATWOVE for structuring discussions and Roadmaps for strategizing are tested.
WP2	Different knowledge claims of the CDIs based on their particular place and contribution to the food system in terms of their activities and outcomes, possibly resulted in a positive transformation of the system, considering input and transformations across the CDIs.	The variety of perspectives and diversity of activities in the CDIs through exploring the different interests, aspirations, and ways of working in achieving food system change, where one way of addressing the complexity is by actively embracing and co-creating transformations across the food system.	N/A	N/A	Combination of tools presented in the food systems toolkit and the themes addressed in summer schools, generating the types of discussions that can then be brought into the CDIs and FOSTER's deliberation process.

WP	(i) Specific knowledge claims about the food system	(ii) Lessons learned about the relevance of the existence of a diversity of perceptions and concerns found among the stakeholders operating in the food system	(iii) Lessons learned about how to generate better processes of deliberation when dealing with CDI	(iv) Examples of successful stories indicating possible scaling up of the new methodology	(v) Procedural tools that can be used as deliberation support
WP3	Sharing information about the CDIs' theories of change and ways to reconstruct them.	N/A	Exploring the CDIs gaps and needs in order to understand how science and R&I policy may help them to achieve their ambitions as society based drivers of transformative change in the food system.	New linkages between policy makers, citizens and scientists.	N/A
WP4	<p>The needs and gaps assessments of CDIs on networks and relations (Task 4.2 outcome in Milestone 14);</p> <p>R&I policy support options for furthering food systems science (D4.1 due M30, Feb. 2025).</p>	<p>Governance typology presenting divergency of views;</p> <p>The maps of stakeholder networks for each CDI, and related to that, the maps of actual and desired relations with the FOKIS that will be created in the coming half year.</p>	<p>The processes with CDIs of defining the desired network relations in the FOKIS innovation network;</p> <p>The processes with CDIs of defining, selecting actions and interventions to improve governance and network relations;</p> <p>The engagement of CDIs with the multilevel governance (Expert panel) and with policy makers in their local or national context;</p>	Ground-proofs and recommendations for EU food systems transformation (D4.2 - M48).	<p>The canvas / worksheet for defining and selecting interventions;</p> <p>WP3 methods for developing agendas and implementation for action research;</p> <p>Tools for involving underrepresented communities/actors in FOKIS.</p>

			Ground-proofs and recommendations for EU food systems transformation (D4.2 - M48).		
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2.3 Goals and Action Plan

The main objectives of the FOSTER Communication, Dissemination and Engagement Plan are to ensure widespread awareness of the project and the development of its visual identity, contributing towards the improvement of the Food System Knowledge and Innovation System, towards a more sustainable one. In order to reach these objectives, the main and specific objectives have been defined and summarized in the table below.

Table 4 – Main and Specific Objectives

Main Objectives		Specific Objectives
M01	Ensure that the tangible and intangible outcomes of the project reach the beneficiaries and are scaled to meet their needs.	<p>SO1. Building ‘FOSTER Knowledge Platform’, a “living” database as an online knowledge platform offering state-of-the-art knowledge in food systems;</p> <p>SO2. Designing and launching the ‘FOSTER Academy’, a framework for integrating food system-related disciplines and citizen science to enhance food system understanding across the ERA;</p> <p>SO3. Disseminating the annual inter- and transdisciplinary co-learning Summer Schools to enable food systems and scenario scientists to increase their capabilities in food system thinking by working with citizen scientists from the CDIs;</p> <p>SO4. Have the ERA Food System Leaders Alumnus, comprising successive cohorts of ‘graduates’ from the Summer Schools, as part of content strategies and success stories;</p>

<p>M02</p>	<p>Gain insight into how knowledge and innovation systems can be adapted, made more inclusive and better governed to transform Europe's food system outcomes for health, enterprise and the environment.</p>	<p>SO1. Identifying and describing trends, disruptions and threats, and by jointly developing environmental multi-dimensional scenarios of EU food systems to 2040 for better communication reach;</p> <p>SO2. Build and stabilize a skilled community of scientists, people of citizen-driven initiatives and policymakers in the ERA, to enable them to foster food system transition processes, through the FOSTER Platform;</p>
<p>M03</p>	<p>Inspire the implementation of an adapted K&I system, more integrated and inclusive from a food-oriented perspective.</p>	<p>SO1. Eliciting and implementing communication citizen science strategies and transdisciplinary knowledge in six CDIs as case studies, emphasizing youth, women, and underrepresented communities, and their participation throughout the project;</p> <p>SO2. Disseminating the benefits of co-developing food system science and citizen science K&I outputs to promote new citizen science initiatives.</p>

The planned actions will see to the maximal application of theoretical and practical knowledge acquired from the CDIs, implementation of citizen science strategies, Foster Academy, reorienting of R&I governance, and knowledge-transfer activities.

2.4 Tools and Channels

This section details FOSTER's communication tools and channels, as well as the partners' roles. All eighteen organisations working in FOSTER will communicate the project and its results, although a more active participation is expected from partners on WP5.

The tools and channels that will be used in the Communication of the FOSTER project, are described below, including the role of each partner, in order to maximize awareness of the project. Such tools will include the project's official website and platform, E-Newsletters, Press Releases, and other social media actions taken by the partners to promote the project activities and calls.

All the partners are working together, providing important inputs about the visual identity, website structure and tools, social media networks and ethics of communication. The website and social media tools, play a crucial role in FOSTER communication, and will also take part in the project activities and dissemination of results.

Table 5 – Tools and Channels

Channel	Contributors	Communication Frequency	Target Group
FOSTER Platform	SPI + all partners	When relevant	TG1 – TG10
Social Media (LinkedIn, Instagram, and Twitter)	SPI	Bi-weekly / weekly (During workshops and summer school the frequency will increase)	TG7-TG10
Social Media (YouTube)	SPI + all partners	When relevant	TG1-TG8
Infographics/Factsheets	SPI	Once per year	
CDI Videos	SPI + all partners	When relevant	TG1-TG2 TG4-TG10
CDI events – Summer School and others			TG4-TG10
External Events			TG1-TG2 TG6-TG8
Quarterly Newsletter	SPI	Every three months	TG1/TG3/ TG5-TG8
Press Releases		When relevant	
Forum			

2.4.1 Website – FOSTER Platform

Foster Platform, “A Future Food Systems Knowledge Management System”, is the main website (www.fosterfoodsystem.eu) to be used as a full and complex platform, where all stakeholders can co-create multi-disciplinary information on the future and sustainability of food systems. The FOSTER website will serve

as a platform for storing and displaying results as well as for discussions and exploring challenges in the food system. It will also serve as a place for the project to communicate with different stakeholders, containing the project identity, activities, achievements and most important the outcomes through the 4 years of the duration of the project. Here users can have public and easy access to the scientific publications, such as working papers and articles, resulting from FOSTER. We expect many different outputs and will display findings, selected by the responsible project team. The Platform will provide findings from the horizon scanning activities, partly using semi-automated tools, partly involving searches and discussions within the whole consortium including CDIs. Context scenarios of EU food systems up to 2040 are created by the consortium including CDIs and will be displayed for all to be used for their own possible futures. The platform will also serve as a place to connect with other EU food system projects and networks. Users will have the opportunity to share their input.

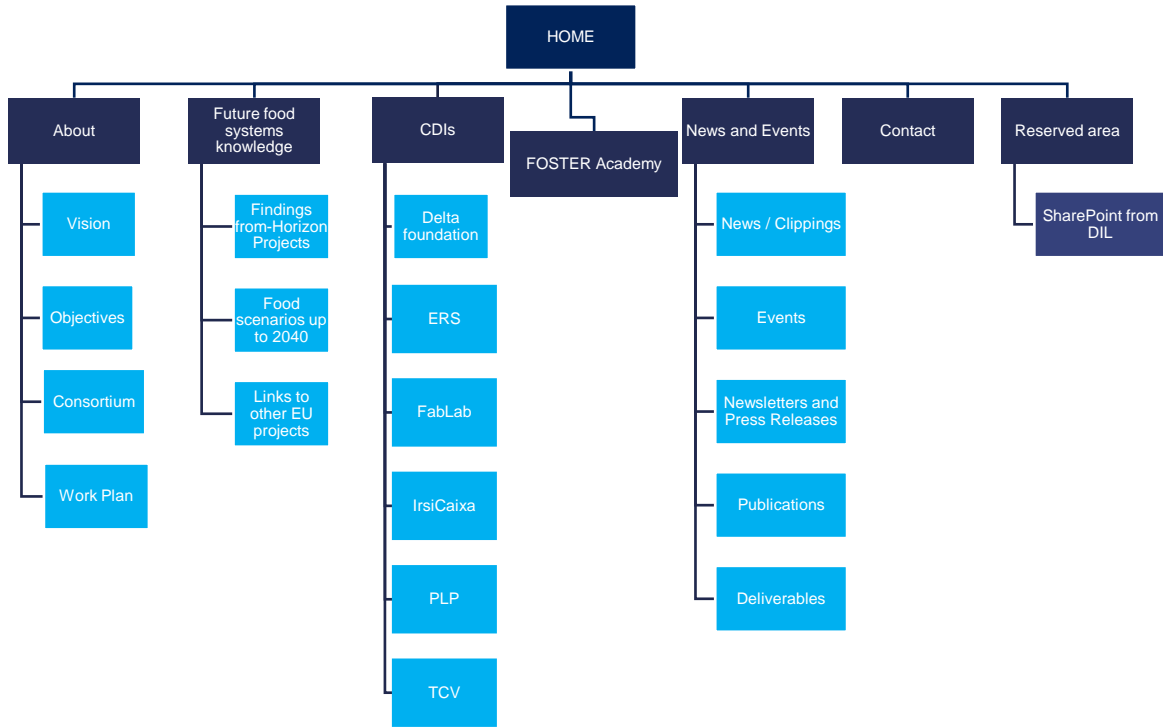


Figure 1 – FOSTER Platform Structure

FOSTER public website was launched in November 2022 and serves as a central dissemination tool, reaching a wide range of stakeholders, through different interfaces.

Lately, the FOSTER Knowledge platform was updated with the topics and links from the Horizon Scanning activities and food context scenarios. The work was conducted by the project members including the CDIs.

The Horizon Scanning activities started in 2023 and finished in 2024 and this work was based on a framework concept adapted from Foresight4Food and adjusted according to the project findings and sources. Some topics and links are available on the FOSTER Platform.

Food Context Scenario work started in 2023 and was based on the scenario processes and the Horizon Scanning results. Four online workshops were conducted on January, 29th and January 24th 2024, December 29th and November 13th 2023. These workshops aimed to discuss factors (key factors, categories) and assumptions/options/alternatives of the future and to develop context scenarios in FOSTER. Project members did a scenario work and focused on connecting developments to scenarios. The completed work resulted in six context scenarios, describing possible future environments of food systems in 2040. The scenarios are available on the FOSTER Knowledge platform.

The platform will be further updated within the progress of the project's activities by the task leader SPI (*Sociedade Portuguesa de Inovação*). Throughout the work developed especially in WP1 "Establishing the FOSTER Platform", the website will be also updated, and modified if needed, displaying outputs from WP2, WP3 and WP4.

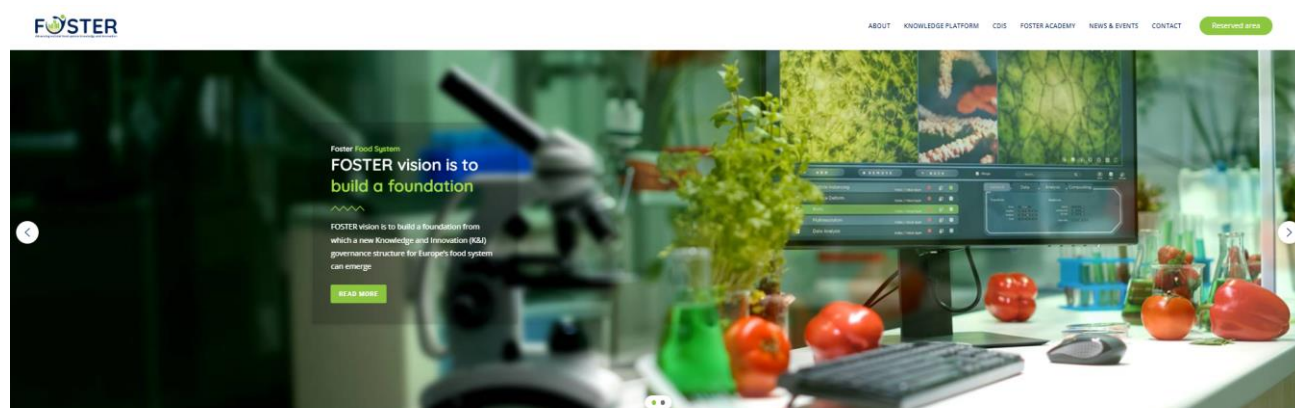


Figure 2 – Project Website Homepage

2.4.2 Social Media

Different social media platforms will be used to communicate the FOSTER project, in order to reach different public targets and create awareness of the project results and mission. We will take advantage of the tools provided by different social media platforms such as Instagram, LinkedIn, Twitter, and YouTube.

Instagram is one of the most used social media platforms, with a wide range of reach, used by public as well as private institutions, from the common citizen to the governmental institutions. YouTube is a useful and free social media tool of easy access, focused on video and audio content, that attracts especially younger

audiences. LinkedIn specializes in professional networking, which could be especially useful to reach a particular niche of researchers and other stakeholders. Twitter has over 450 million monthly active users, allowing information to be shared quickly and start conversations.

In all the social media platforms used during the project, FOSTER partners will play an important role in engaging with the content, commenting and sharing it. The outputs of the different social media platforms will be continuously evaluated, and if needed, new platforms will be used.

To better communicate and disseminate content through social media channels, the keywords “food systems”, “sustainability”, “co-creation”, “society”, “innovation”, “research” should be used. To integrate content, the hashtags make content easier to locate: #fosterfoodsystems, #horizoneuropefoster.

All three platforms will be managed by the communications team at SPI, targeting mostly FOSTER partners, public and private sectors, policymakers, academia, researchers, and the general public.

Social Media Accounts:

LinkedIn: www.linkedin.com/in/fosterfoodsystem

Instagram: <https://www.instagram.com/Foster.Food.System/>

YouTube: https://www.youtube.com/channel/UCpBYwikE_NqJKJnG97Z-2HQ

Twitter: <https://twitter.com/FosterEUProject>

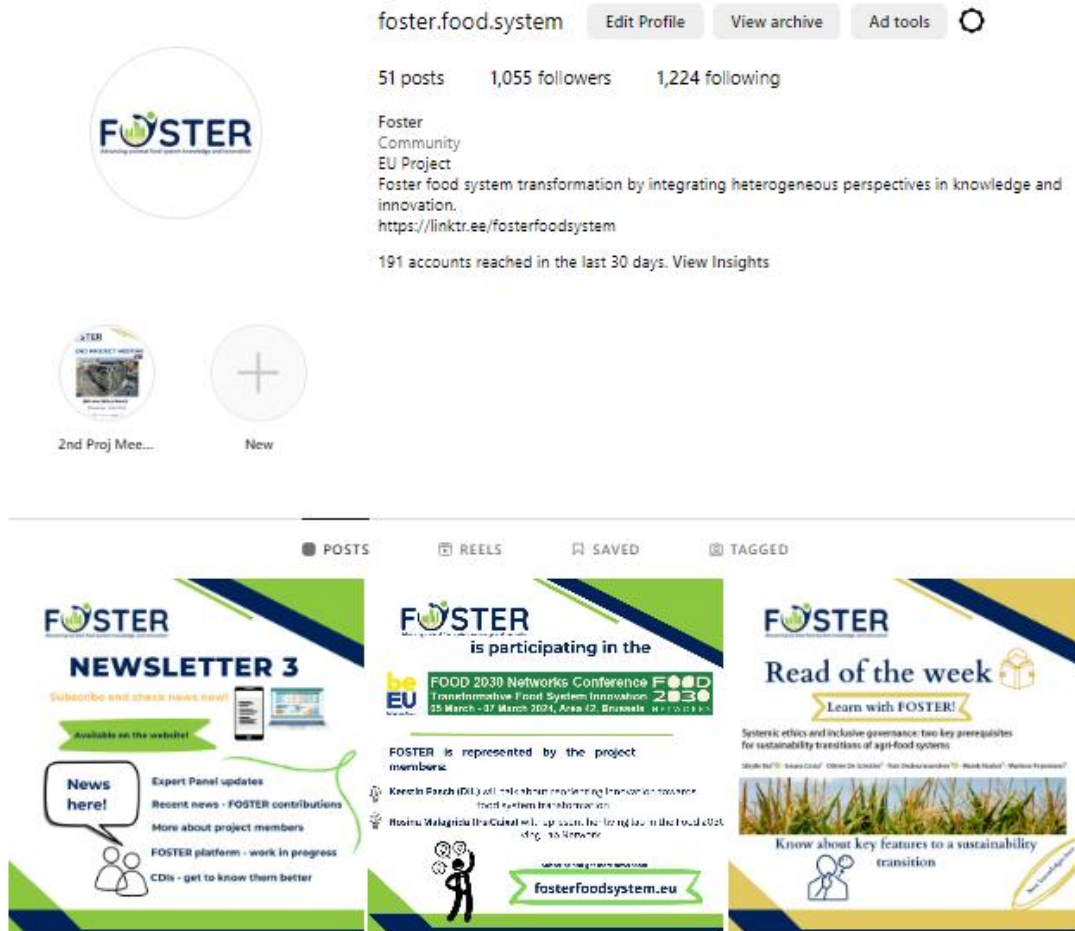


Figure 3 – FOSTER Instagram



Foster Food System
Horizon Europe Project

Activity

715 followers

Foster Food System posted this • 1w



This is our team, which will be working on FOSTER EU Horizon Project!
Please see more information at <https://lnkd.in/dzw9iJum>

...show more

19

Foster Food System posted this • 2w



Citizen Science refers to any activity that engages the common citizen in scientific activities and that therefore has the potential to bring science, policy makers and society closer together in order to create impact.

...show more

8

Figure 4 – FOSTER LinkedIn

2.4.3 Newsletter

FOSTER foresees the publication of a quarterly newsletter every 3 months. These newsletters will describe the project's evolution, past and future events, feature publications, and report on relevant news for the audience.

Seeking to inform on the project's main news and upcoming activities to all involved parties of FOSTER, it will be disseminated by email to a contact list of various stakeholders such as researchers, policymakers, ERA groups, and food networks.

Visitors to the FOSTER webpage will be invited to subscribe to the newsletter in order to receive the emails, following GDPR regulations.

2.4.4 News and Events

2.4.4.1 Workshops

The project intends to develop a total of 20 workshops to disseminate results, organized by the partners together with the CDIs. These workshops will include a discussion of FOSTER-related topics, to seek the transformation of the food system with the participation of citizens and scientific communities, to improve the EU science-policy interface. These workshops will include the evaluation of possible scenarios of the Food System in 2040, recommendations for "future themes" in Food Systems and a science-policy interface that will feed into FOSTER Academy.

2.4.4.2 Meetings with the Change Driven Initiatives (CDIs) as part of the baseline assessment (Focus groups)

Focus groups with the CDIs took place as part of the baseline assessment to understand the CDIs' ambitions, their theories of change and their activities, to examine their target stakeholder groups, and their embedding in networks and to understand relevant knowledge sources, and how CDIs access knowledge and interact with the K&I system. Five focus groups took part within the scope of the Task 3.1 "Engaging the CDIs in a base-line assessment" (Table 6).

Table 6 – The focus group session overview

Date	Academic Partner	CDI (number of participants)	Country
25.04.2023	IRTA	Fab Lab IAAC (1) + Living Lab IrsiCaixa (3)	Spain
17.05.2023	KIS	PLP (3)	Hungary
22.05.2023	UHOH	ERS (3)	Germany
12.06.2023.	BIOS	DELTA (1) and stakeholders (3)	Serbia
13.06.2023	WUR	TcV (2) and stakeholder (1)	The Netherlands

Each CDI worked in tandem with an academic partner (AP), who acted as translators between CDIs and the formal academic system, as well as facilitators during the knowledge co-production process. This work resulted in the Deliverable 3.1.

2.4.4.3 Meetings with the CDIs to clarify on their knowledge gaps and needs

Meetings to provide an assessment of the knowledge needs and gaps of the CDIs took place within the scope of the Task 3.2 "Access the CDIs needs and gaps". The following questions were addressed: identifying the knowledge needs and gaps of the CDIs to achieve their vision, identifying science and the K&I system contribution for some of these knowledge needs, and identifying FOSTER contribution for some of these knowledge gaps. Five online meetings were held with the CDIs of FOSTER (Table 7). The work resulted in the Deliverable 3.2.

Table 7 – Feedback meetings between APs, WP3, WP1, WP4 and the CDIs

Day	CDI	WPs and roles present
13th of November, 2023	Food Transition Coalition	AP, WP3, WP4
14th of November, 2023	Fab Lab Barcelona and Living Lab IrsiCaixa	WP3, WP1, WP4
14th of November, 2023	Pannon Helyi Termék Nonprofit Ltd.	AP, WP3, WP4
20th of November, 2023	Food Policy Council City Region Stuttgart	AP, WP3, WP1, WP4
20th of November, 2023	Delta Foundation	AP, WP3, WP1, WP4

2.4.4.4 Summer Schools

The Summer Schools will be annual events, provided by the FOSTER Academy for food system thinking and foresight activities. These events will have a duration of 3-4 days each, for around 40 participants, will be held in different CDIs, to boost engagement and will include a wide range of people to ensure optimum co-learning. The planning of the different Summer Schools will be elaborated by the FOSTER consortium.

The first Summer School was held on October 3rd -5th, 2023 in Wageningen, Netherlands. It was organised by **University of Oxford** and hosted by **Wageningen University & Research** and the **Food Transition Coalition** in Wageningen, the Netherlands. Over 35 participants – consortium members from academia and CDIs took part in co-learning. The goals of the event were to establish mutual learning, shared language, and use of concepts, explore how CDIs goals and FOSTER goals relate, examine how to operationalise Participatory Action Research in FOSTER, and explore what food system training needs are for all participants. The second Summer School of FOSTER took place in Barcelona, Spain on May 22nd – 24th. It was organised by the University of Oxford in cooperation with Fraunhofer Institute for Systems and Innovation Research. Over 40 participants took part in the event with the aim to expand the participants' knowledge on foresight thinking. The event was focused on practical Foresight experiences and applications for specific CDI issues together with exploring various system thinking tools. The main objectives of this Summer School were: to recap on food systems thinking and foresight approaches; to explore examples of food systems foresight methods; to apply food system methods for CDIs' activities; and to reflect on foresight methods in relation to CDIs' activities and action plans.

2.4.4.5 Dialogue with Horizon Europe Projects

To integrate important discussions, FOSTER proposes the interaction and dialogue with Horizon Europe projects, on the same call or not, with similar ideas and proposals for future food systems. Other Horizon Europe projects can be contacted and integrated into the FOSTER Platform, through shared news, publications, workshops, and conferences. Examples: FUSILLI, NewHoRRizon, InSPIRES, FIT4FOOD 2030, CISCODE, FoodE, COMFOCUS, STARGATE, SMARTCHAIN, agROBOfood, Food Trails, are some of the projects to dialogue with.

2.4.4.6 Final Conference

The Final Conference is a two-day conference launched through the final European networking conference, that will link and explore synergies with a wide scope of the diverse national and European initiatives, working to better the food system. It will include different types of activities applied during the project, e.g., workshops, webinars, roundtables, pitches, presentations, etc.

In this conference FOSTER's main outcomes will be disseminated towards citizen science facilitators and policymakers in the food sectors, contributing to four policy briefs.

2.4.5 Other Tools

2.4.5.1 Videos

A series of videos/podcasts will be developed, covering interviews with young scientists and researchers' experts from FOSTER, lay audiences and policymakers, disseminated to foster knowledge and experience sharing. Videos will be available and disseminated on the FOSTER website and social media channels. SPI will assist in the production of an animated presentational video of Foster, showing its main goals and mission and 6 short videos with the CDIs, on how the CDIs are forging to apply innovative solutions to transform the food system.

2.4.5.2 Quizzes and Polls

SPI will develop these tools, to be employed during the engagement with citizens and social media users. It will be a powerful tool to understand who are the citizens engaging with the project, what they want, and how can FOSTER help them. Quizzes and polls will be also integrated into the website, in forums.

2.4.5.3 Infographics

Infographics will visually describe a selection of results and outcomes, highlighting the achieved numbers of involved stakeholders, territorial areas, utilised tools and methods, and state duration of interventions, among others. All the tools will be available in the dissemination and communication platforms of FOSTER, such as the webpage and social media channels.

2.5 Internal Communication Activities

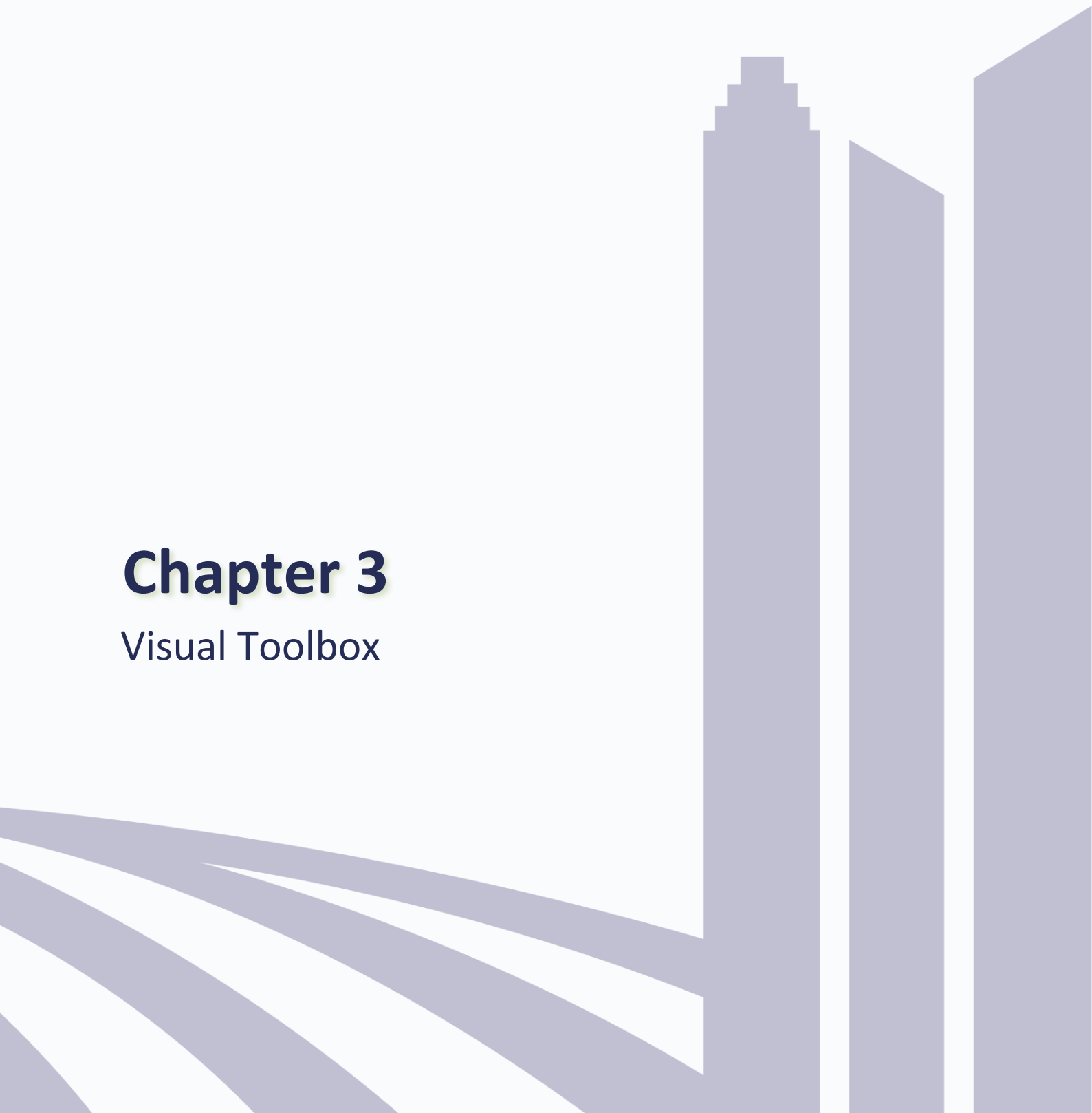
To ensure continuous communication and interaction within all the different FOSTER partners, several platforms and project management tools will be employed, detailed in Table 8.

Table 8 – Tools for Internal Communication

Tools	Procedure
Mailing list	A project mailing list ensures that all project staff members are included in all internal communications.
Documents storing and sharing platform	For any project internal communication, FOSTER SharePoint platform is hosted by DIL (project coordinator). In this platform, documents are stored and shared, as minutes and deliverables, set important dates on a shared schedule, and other functionalities.
Teleconference meetings	FOSTER partners are organizing SG (steering group) meetings and GA (general assembly) meetings on a regular basis, to discuss the ongoing project management issues and progress of the different work package activities.

Chapter 3

Visual Toolbox



Chapter 3 – Visual Toolbox

This set of tools comprises printable communication and promotion-related materials (e.g.; leaflets, flyer, posters, brochures, etc.). These materials are a representation of the project’s graphical identity and are developed for the project as a whole and to present the results achieved.

3.1 Logo

FOSTER consortium was consulted during the first months of the project in order to create and establish the project’s visual identity in line with the goals of integrating the ideas of citizenship, food systems, and innovation.



Figure 5 – Project Logo



Figure 6 – FOSTER Typography

3.2 Colour Palette

The colour palette composed for this project was conceived through discussions with the partners and a design team. The colours green, blue and yellow are found in nature and transmit an organic feel to the logo and graphics.

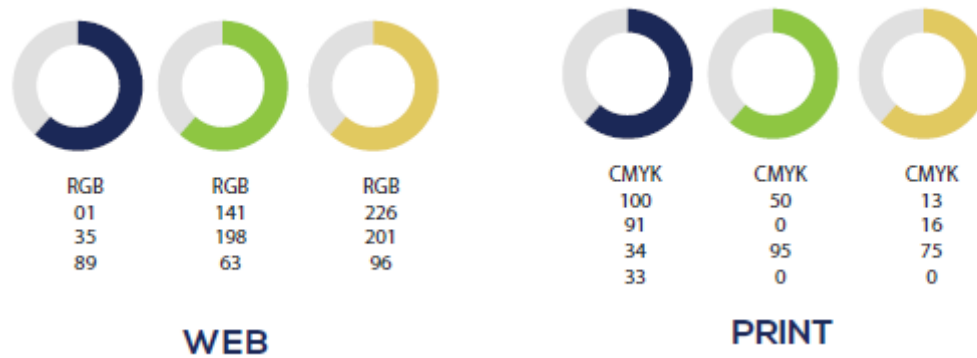


Figure 7 – FOSTER Colour Palette

3.3 Icons and Illustrations

Furthermore, a set of visual tools has been developed to be used in all communication channels – website, social media, newsletters, infographics, factsheets, etc. Several templates regarding the project will be developed, to document all related project activities:

- Word template for project deliverables and reports
- PowerPoint template for presentations
- Other (templates will be developed as needs occur)

All dissemination materials to be developed and used in the project will be based on this project branding. The goal is to make the project instantly recognizable.

3.4 Funding Statement

As part of the [official guidelines](#) from the European Commission for Horizon Europe, “Beneficiaries of EU funding must display the EU flag and funding statement (“Funded by the European Union”) in all their communication and dissemination activities and any infrastructure, equipment, vehicles, supplies or major results funded by the grant”.

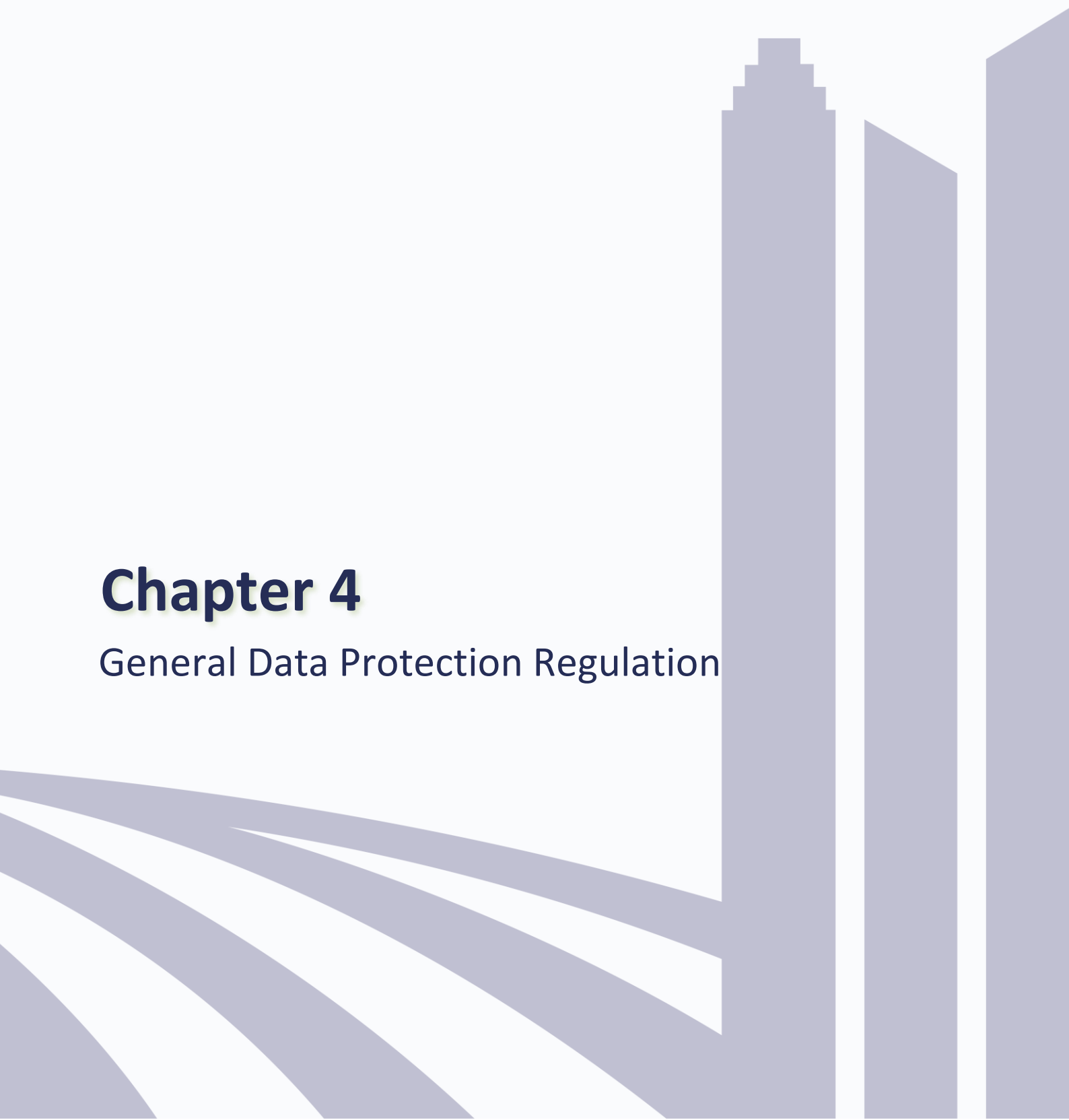
For any publication, please add the following disclaimer: “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.” Further information on the use of the EU emblem in the context of EU programmes can be found [here](#).



Funded by the
European Union

Chapter 4

General Data Protection Regulation



Chapter 4 – GDPR

FOSTER is committed to deploying fully privacy-compliant large-scale pilots in the participating cities. The consortium is committed to protecting privacy rights, including personal data (information that relates to an individual who can be directly or indirectly identified), in full conformity with the new European General Data Protection Regulation (GDPR) as well as its relevant directives. This includes the European Directive on the protection of individuals concerning the processing of personal data and on the free movement of such data (95/46/EC) and the Directive 2002/58/EC concerning the processing of personal data and the protection of privacy in the electronic communications sector (Directive on privacy and electronic communications)¹. The consortium is committed to addressing those obligations with care and with a proactive approach.

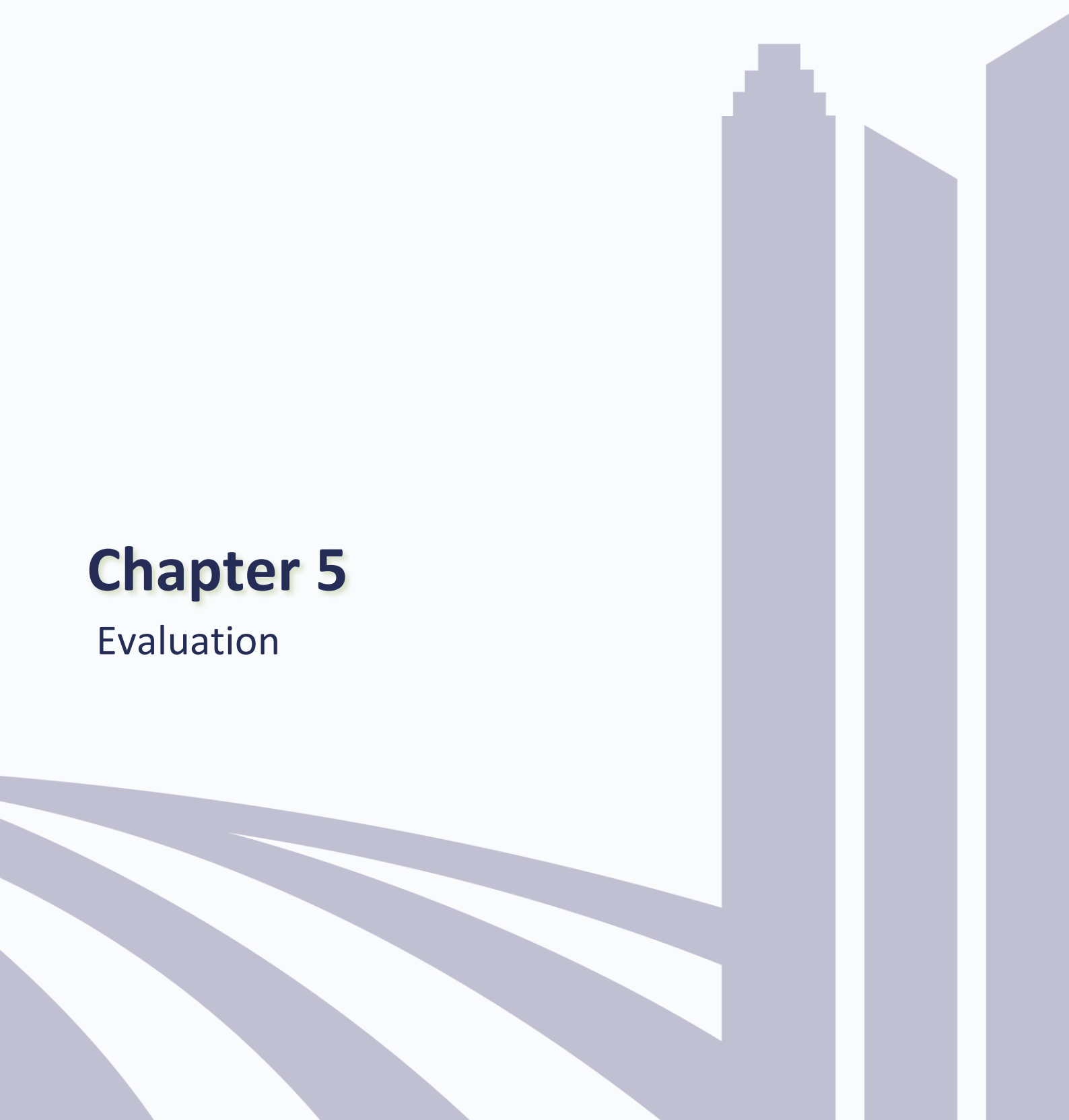
IP addresses should be considered as personal data as the text includes "online identifier", in the definition of "personal data". Tracking the IPs of website visitors without their consent in Europe could lead to legal consequences under the rules of GDPR. The consortium is committed to addressing those obligations, legal requirements, and consequences, with a proactive approach.

- **Newsletters:** Contact data will be collected for the distribution of newsletters, which implies the existence of a project mailing list. The collection of data is ensured by voluntary registration and can be undone at any time by a request addressed to k.pasch@dil-ev.de.
- **Website visitor tracking:** In order to optimize the user experience on FOSTER's website, information such as name, email, IP address, date and location of access may be collected when allowing cookies on your navigator.
- **Events:** Personal information is collected through registration, such as Name; Position; Email; Interests. Communications may also be sent by email to event attendees, who may request the removal of their information from the communication listings by sending an email to k.pasch@dil-ev.de.

¹ <https://gdpr.eu/what-is-gdpr/>

Chapter 5

Evaluation



Chapter 5 – Evaluation

The primary goal of the evaluation is to make sure that the communication plan is well executed. It is crucial to conduct a separate evaluation of the project's communication efforts because their impact is key to the successful project implementation. To ensure accurate impact assessment, quality of implementation, and updates or redefinition of communication activities, this process will be done continuously.

5.1 Impact Measurement

The quantitative indicators below specify target values for the key performance indicators (KPI's) related to the activities. Additional indicators might be considered during the project's lifetime.

Table 8 – Impact Measurement

Method, Tools and Channels	Indicators and Target Value	KPIs achieved so far
FOSTER platform	10,000 Visitors	2300 Visitors
Social media	1,000 followers and 10,000 impressions	4170 followers. Average impression rate – 1500 per post
FOSTER Blogs	16 posts, 300 subscribers	51 posts, 1056 subscribers
Quizzes/Polls	10 quizzes and polls, 300 votes	Under development
Infographics	5 infographics, 200 downloads	Under development
Video interviews	8 podcasts, 400 listeners	Under development
Position papers	4 position papers, 20 citations	Activity not started yet
Policy briefs	4 Policy briefs, 12 decision and policymakers	Activity not started yet
FOSTER Academy	4 Summer Schools, 4 days, each 40 participants	1 Summer School, 3 days, 35 participants
CDIs scenario videos	1 video for each CDI, 150 views	Under development
Presentational video of Foster	1 animated presentational video, 500 views	Under development
Synergies with EU projects and other initiatives and external events	Presentation in 30 external events, creation of 12 synergies	Activity not started yet

Stakeholder events and co-creation workshops	>19 events, 300 participants	Activity not started yet
Final conference	Ca. 200 participants	Activity not started yet

5.2 Monitoring and Reporting

All partners must register the communication activities they carry out in order to enable proper monitoring and assessment of the communication activities. To facilitate this, all partners will be able to track every communication activity or publication through an online template developed and shared by SPI.

As previously mentioned, in alignment with the performance measurement procedures, the results of the communication activities will be collected every three months and reported to the partners during a yearly communications meeting with the partners, in order to review the results and adapt the strategies in place, if needed.



Chapter 6

Overall Sustainability and Exploitation
Strategy

Chapter 6 - Overall Sustainability and Exploitation Strategy

This chapter will envision the exploitation of each valuable outcome from each WP and the project as a whole with external stakeholders, by outlining short and long-term exploitation actions.

The concept of exploitation differs from the concept of dissemination, and it is crucial to understand the concepts of each one²:

Dissemination — The public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

Exploitation — The use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.

Even though exploitation and dissemination are different concepts, an exploitation strategy is intrinsically linked to the development of dissemination activities. Therefore, while dissemination is related to making the results of the project visible, the exploitation is responsible for guaranteeing the use of the project results in other activities during and after its implementation. Thus, the definition of a well-structured sustainability plan is key to ensure a successful exploitation of FOSTER results.

6.1 Dissemination and Exploitation Objectives

The Dissemination and Exploitation Objectives sub-chapter developed on M6 will foresee upcoming practices from all WPs through the duration of the project, and updated regularly, outlining short-term and long-term exploitation actions. The planned actions will see to the maximal application of theoretical and practical knowledge acquired from the CDIs, implementation of citizen science strategies, FOSTER Academy, Reorienting of R&I governance and knowledge-transfer activities and build up the legacy for the project to supply across the range of targeted stakeholders.

In collaboration with WP3 and WP4, the exploitation actions will be included into local policy actions and this will then be transmitted to the sustainability strategy. This task also foresees the co-design of a knowledge-transfer model/business model together with CDIs and its key stakeholders to ensure the scaling up of the

² Horizon Europe - Communication, Dissemination, Exploitation and IP management in Horizon Europe.
https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/other/events/20210609/1_intro2comm-diss-expl_en.pptx

local initiatives to the European level. This model will include the strategy for the policy brief to be developed in the final conference and how the project results can be exploited by each of the CDIs post-project.

Some of the objectives already lined up for FOSTER, separated by dissemination and exploitation actions:

Dissemination	Exploitation
<ul style="list-style-type: none"> - Creating synergies: 12 sister EU projects and initiatives, and presentation of FOSTER in 30 external events to showcase the project results and exchange best practices; - 8 interview podcasts with FOSTER CDIs and academic/practitioners; - Production of interactive, informative communication materials to engage with citizens: 5 infographics; - 10 interactive quizzes/polls; - 1 final conference to disseminate solutions of the project and present the policy briefs; - 1 living platform and 4 social media channels to reach out different target stakeholders; - Appropriation and display of the key results on the Cordis, EU Academy and Horizon Results platforms. 	<ul style="list-style-type: none"> - 16 blog posts on the FOSTER platform and allowing target audiences to communicate with the partners through a chat functionality; - Development and publication of 4 position papers and 4 policy briefs with academic partners, external experts in Food Science, Policymakers and CDIs; - Co-design of a sustainability plan for FOSTER solutions and CDIs with external stakeholders and end-users; - Organisation of >19 capacity building events to engage stakeholders e.g., for scaling of solutions, co-creation, discussion of scenarios; - 5 videos for CDIs-case studies to present about transformation of food systems through citizen-driven actions and citizen science; - Setting up sessions in ECSA Conference to inform ECSA working groups.

Through a multi-stakeholder engagement, FOSTER will apply a multi-layered and evidence-based transformation to create a cascade of transformation across the food and primary production sectors. In order to engage stakeholders and end-users multilaterally throughout the project, FOSTER aims to apply co-creation and co-development bottom-up approaches to create the key outcomes of the project and consistently improve the results through reiteration, reflection and assessment. To understand better the roles of the stakeholders, their relations with partners and their WPs, and the key groups in the exploitation of FOSTER, are mapped next.

6.2 Mapping of FOSTER Stakeholders

FOSTER has ten target stakeholder groups which were considered as the main beneficiaries of the project. These stakeholder groups are either entities or individuals that can apply the knowledge and solutions that were co-designed and co-produced during the project in their own activities within their specific contexts. All the exploitation actions programmed to be implemented within FOSTER have an overall goal of serving the needs and expectations of these groups of stakeholders through the provision of highly relevant results and

solutions. In a future post-FOSTER era, the key target stakeholders of the outputs will remain the same. However, not all the results of FOSTER are applicable and relevant to each stakeholder and thus, require a targeted approach with a careful pre-assessment study of the stakeholders' needs. The chart below shows the ten target groups of FOSTER and how the partners with highest proximity have engaged them.

Table 9 – FOSTER Stakeholders and Partners

Stakeholder Target Groups	Mapping of Profiles	Relation between Stakeholders and Partners
TG1	Science and technology agencies, communities of practice and local citizen and scientific initiatives that focus on the ERA	This target group has connections with all work packages (WP1, WP2, WP3, WP4, WP5 and WP6) as these stakeholders are to be engaged in the academia, research and investigation stages of the project for discovery of new knowledge and co-creation of solutions, which involves all WPs of FOSTER.
TG2	Local level CDIs which are not FOSTER partners	This target group has connection with WP1, WP2, WP3, WP5 and WP6. This target group can absorb and adopt new approaches, mechanisms and solutions using the findings from the FOSTER CDIs, especially through scaling out and deep in task 5.3.
TG3	Transnational networks working in Food System development and transformation	This target group has connection with all WPs of FOSTER, and most specifically WP1, WP2 and WP5, as it includes networks in which the project partners are directly involved and can gather a safe number of parties through personalised direct contact. This would increase the uptake of FOSTER solutions and help the project gain visibility to attract participants for the FOSTER Academy.
TG4	Living labs (European Network of Living Labs) and other networks/entities	This target group has connection with WP2, WP3, WP5, and WP6. These stakeholders, networks and labs for co-creation, are important for the replication and uptake of transformative practice in food systems.
TG5	Policy actors on the European level	This target group has connection with WP3, WP4, WP5 and WP6. This target group includes existing and emerging R&I governance structures (SCAR AKIS, SCAR FOOD, ENOLL, EU Food System Partnership, SSFS), policy makers from DG Agri and DG Research.
TG6	Policy actors on the regional level/local	This target group has connection with WP3, WP5 and WP6 and includes structures at regional/local level, such as regional governments, regional development/public agencies and municipalities/city councils.
TG7	Policy actors on the national level	This target group has connection with WP3, WP4, WP5 and WP6 and includes governmental structures at national level, such as research councils, ministries of education and science, ministries of agriculture and ministries of industries.
TG8	Scientists and researchers from agri-food fields	This target group has connection with all WPs of FOSTER, from the platform establishment to the final conference. These stakeholders will contribute to the discussion on scientific exploitation of the FOSTER approaches and solutions, especially in the sustainable development of the Summer School programme, scaling new knowledge and methodologies developed in FOSTER CDIs, methodologies for science and policy contextualisation and development, and creating new linkages between citizens and scientists in practice.

TG9	Entrepreneurs, famers, SMEs and start-ups in the Food Industry	This target group has connection with WP1, WP2, WP3, WP5 and WP6, especially with the work with CDIs in order to foster uptake of FOSTER-generated practice-based know-how and solutions. These groups will notably include farmers and other innovators working in novel ways along the food value chain, who will benefit from various aspects of the project activities as participants in events, training programmes, workshops, consultancies and co-learning implemented in their contexts.
TG10	Youth in science and youth workers in agri-food fields	This target group has connection with WP1, WP2, WP3, and WP5, with focus on WP3 and WP5. Young workers and researchers can engage with FOSTER through CDIs, research and policy aiming to improving living conditions in rural areas and agricultural fields.
TG11	Underrepresented communities, such as women, minorities, and farmers / entrepreneurs	This target group has connection with WP2, WP3 and WP5 and are target stakeholders and necessary contributors in the FOSTER prototyping and validation of new approaches and solutions. They will be mobilised from bottom-up in CDIs and scaling initiatives.
TG12	General citizens	This target group has connection with WP2, WP3 and WP5, engaging with CDIs to learn more about Food Systems and how Knowledge and Innovation can be generated through collective citizen-action and enactment of citizen-science. They will also be given the opportunity to express their views, understandings, concerns and solutions as citizens.

Next, it is important to map how FOSTER can interest the targeted stakeholders, and how they can influence the project. The upcoming chart will detail the roles of each of the ten stakeholder groups, and to match their degree of engagement from high to low.

Table 10 – FOSTER Influence x Interest

Stakeholder Target Groups	Interest : High, Medium or Low	Project's aspects likely to be of interest	Potential ways to motivate engagement	Key message from the project to stakeholder	Influence: High, Medium or Low	How the stakeholder can influence the project
TG1	High	Engagement and increase of interest in discussion, researching, and policymaking, about scientific initiatives in the ERA.	Academics and researchers can submit articles and papers to the FOSTER Platform, to increase their visibility by citizens and other stakeholders; participation in the final conference; a network of research about food systems in the ERA.	FOSTER Platform will develop and establish a knowledge portal for science-based information about food systems, to gain, manage and provide Futures Food systems knowledge.	High	The target group will support the development of policy briefs, identifying types of policy support and improved R&I governance mechanisms, implementation of the FOSTER Academy and outreach to underrepresented communities.

Stakeholder Target Groups	Interest : High, Medium or Low	Project's aspects likely to be of interest	Potential ways to motivate engagement	Key message from the project to stakeholder	Influence: High, Medium or Low	How the stakeholder can influence the project
TG2	Medium	A well-established consortium of entities to support local level CDIs through a network of R&I and promote growth in local-level citizens' initiatives.	Local level CDIs can absorb and adopt new approaches and solutions from the findings from FOSTER CDIs.	FOSTER will engage with local-level CDIs to foment citizen driven science and entities researching food systems development and transformation to make a stronger network of science and research.	High	Local level CDIs can influence how FOSTER CDIs work through good practices to be replicated and scaled out.
TG3	Medium	The project partners and inserted in networks in which those target groups are also inserted, and the connection can be interesting for some stakeholders to be participating as well.	Networks researching and working within the food system sector can be active key stakeholders in FOSTER by disseminating the Platform and the Academy within its contacts.	FOSTER will bring together transnational networks working in the food system development and transformation with an aim to create a European network to foster R&I in the sector.	High	The target group can help the dissemination of the project, and help the visibility for the FOSTER Academy to have more participants.
TG4	Medium	The engagement with existent CDIs and the creation of FOSTER CDIs are vehicles for living labs and co-creation practices.	The replication and adoption of transformative practice in food systems relies on this target group, and living labs are intrinsically connected to the CDI practices.	FOSTER will interact with local-level CDIs, citizens, workers and researchers in the agri-food fields, to engage in co-creation practices.	Medium	Living labs and other entities are an essential part of the co-creation and co-learning model for the CDIs, being great influencers on how citizens can understand and engage with the project.

Stakeholder Target Groups	Interest : High, Medium or Low	Project's aspects likely to be of interest	Potential ways to motivate engagement	Key message from the project to stakeholder	Influence: High, Medium or Low	How the stakeholder can influence the project
TG5	Medium	<p>Policymakers will be informed and consulted, and asked for contributions on the mapping of R&I governance mechanisms and strengthening science policy interfaces for food system science.</p>	<p>Policymakers will be assisted by a network of scientists and practitioners that share their knowledge on methods for and approaches to inciting transformative change.</p>	<p>FOSTER aims that Universities, research institutions, citizen scientists and policymakers can co-create the necessary new foundation for a new K&I governance structure for Europe's food system. For that, workshops will be organised with the participation of the policy makers representatives to foster the dialogue for moving towards FOKIS.</p>	High	<p>A wide network of policymakers working towards system transformations of the K&S system for food.</p>
TG6	Medium	<p>Scientists and researchers can have in the project a change to engage with citizens through co-creation and co-learning as a way to disseminate knowledge about the challenges of the current ERA and its food systems.</p>	<p>The project wants to address the inadequacies of the current K&I system in the ERA in addressing the emerging challenges of nourishing Europe in a healthy and sustainable way.</p>	<p>FOSTER Academy will be a powerful tool to motivate citizen science and to circulate scientific knowledge to other peers in the academia/scientific fields, but also to the general public.</p>	High	<p>These stakeholders will contribute to the discussion on scientific exploitation of the FOSTER approaches and solutions, especially in the sustainable development of the Summer School programme.</p>
TG7	Medium	<p>This group of stakeholders will benefit from various aspects of the project activities as participants in events, workshops, consultancies and co-learning.</p>	<p>Stakeholders can be motivated through participation of citizens in CDIs for exploitation actions fostering know-how and solutions reached during the project.</p>	<p>FOSTER will engage with novel initiatives and ideas inside of the food chain and its workers to foster good practices into being scaled up and replicated during and after the project.</p>	High	<p>Entrepreneurs, SMEs, farmers, start-ups, and other players can engage with other stakeholders to discuss best practices for the new FOKIS based on their know-how on the private sector.</p>

Stakeholder Target Groups	Interest : High, Medium or Low	Project's aspects likely to be of interest	Potential ways to motivate engagement	Key message from the project to stakeholder	Influence: High, Medium or Low	How the stakeholder can influence the project
TG8	Medium	Young workers and researchers in agri-food fields can take interest in FOSTER for the chance to discuss pertinent subjects for younger generations, such as migration, climate, sustainability, work, and to engage with practices of change.	Involve young workers and researchers in discussions, potential partnerships, ways to disseminate their work and papers, give them voice in the discussion of the FOKIS.	FOSTER aims to involve from the early stages of the project young workers and researchers in the agri-food field, giving them a platform to discuss the inadequacies of the current K&I system in the ERA and motivate change.	Medium	The target group can influence by motivating other young workers and researchers, especially online, disseminating FOSTER on social media and joining FOSTER Platform, Academy, and CDIs.
TG9	Medium	Underrepresented workers in the agri-food industry can see in FOSTER the community aspect as a way to join forces to contribute to a fairer food system in the FOKIS.	To motivate this target group by engaging with them through appropriate discussions about innovative food production and distribution, showing solutions to potential problems they face on a daily basis.	FOSTER aims to support underrepresented communities inside of the agri-food fields by giving them support and a platform to express their ideas, concerns, and necessities.	High	This target group represent necessary contributors in the FOSTER prototyping and validation of new approaches and solutions. They will be mobilised from bottom-up in CDIs and scaling initiatives.
TG10	Low	Citizens will be able to learn more about Food Systems and how Knowledge and Innovation can be generated through collective citizen-action and enactment	They will be given the opportunity to express their views, understandings, concerns and solutions to a fairer food system as citizens.	FOSTER aims to listen all citizens who have doubts, concerns, or solutions, about the current food systems and the mission to nourish Europe in a healthy and sustainable way.	Low	This target group will contribute to a general overview about the food system and how citizens perceive it, from shopping, cooking, eating – and how they think a fairer food system can be achieved.

		of citizen-science.				
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Interest and Influence Matrix

High Influence + High Interest = Key Player / Stakeholder	High Influence + Medium Interest = Keep Satisfied / Actively Consult
Medium Influence + Medium Interest = Keep Informed / Maintain Interest	Low Influence + Low Interest = Monitor

Figure 8 – Matrix of Influence and Interest

Key stakeholders/players:

- **TG1 - Science and technology agencies, communities of practice and local citizen and scientific initiatives that focus on the ERA.**

Stakeholders to keep satisfied and consult often:

- TG2 - Local level CDIs which are not FOSTER partners;
- TG3 - Transnational networks working in Food System development and transformation;
- TG5 - Policy actors on the local, regional, national and European level.
- TG6 - Scientists and researchers from agri-food fields;
- TG7 - Entrepreneurs, farmers, SMEs and start-ups in the Food Industry;
- TG8 - Youth in science and youth workers in agri-food fields;
- TG9 - Underrepresented communities, such as women, minorities, and farmers / entrepreneurs.

Stakeholders to keep informed:

- TG4 - Living labs (European Network of Living Labs) and other networks/entities;

Stakeholders to monitor:

- TG10 - General citizens.

Table 11 – Key Stakeholder

Key Stakeholders	Key Resources	Value Proposition	User Journey	Channels
TG1 - Science and technology agencies, communities of practice and local citizen and scientific initiatives that focus on the ERA.	<p>Human resources: stakeholders and their skills and roles;</p> <p>Technological resources: Hardware, software, and digital tools for activities and communications;</p> <p>Time resources: 48-month timeline;</p> <p>Network resources: Relations and partnerships necessary for the project to be successful;</p> <p>Information resources: data, research and knowledge;</p> <p>Communication resources: the plan and tools used to communicate with stakeholders.</p>	<p>To provide a foundation for the creation of a new Knowledge and Innovation (K&I) governance structure for Europe's food system. This new structure is necessary due to the inadequacies of the current K&I system in the European Research Area (ERA) in addressing the emerging challenges of nourishing Europe in a healthy and sustainable way. By building this foundation, the project aims to create a more effective and efficient K&I governance structure that can better address the complex challenges facing Europe's food system.</p>	<p>Onboarding for technical and technological processes;</p> <p>FOSTER Platform with semi-automated Horizon scanning and multi-dimensional scenarios of EU food systems to 2040;</p> <p>FOSTER Academy – including 4 Summer Schools;</p> <p>Co-creation and co-learning processes with 6 CDIs;</p> <p>Workshops, Living Labs, Internal and External Events;</p> <p>Final Conference;</p> <p>Feedback surveys.</p>	<p>FOSTER Platform;</p> <p>FOSTER Academy;</p> <p>Social media;</p> <p>Internal and External Events;</p> <p>Infographics;</p> <p>Brochures;</p> <p>Living Labs;</p> <p>Newsletter;</p> <p>Press Release;</p> <p>Final Conference.</p>

In sum, The FOSTER project aims to support the European Research Area (ERA) and its stakeholders in their efforts to foster innovation in the agri-food sector. The main people who will be impacted by the project activities are science and technology agencies, communities of practice, and local citizen and scientific initiatives that focus on the ERA. The outcomes of the project can be influenced by various stakeholders including the scientific community in the ERA, Local level CDIs, transnational networks working in food system development and transformation, scientists and researchers from agri-food fields, entrepreneurs, farmers, SMEs and start-ups in the food industry, and underrepresented communities such as women, minorities, and farmers/entrepreneurs (necessary contributors in the FOSTER prototyping and validation of new approaches and solutions). Potential supporters of the FOSTER project include CDIs, scientific communities, research entities, and other organizations related to the ERA and R&I in the agri-food fields. The biggest potential

opponent might be the lack of interest for the whole duration of the project, 48 months, which is the necessary engagement for FOSTER to be successful.

6.3 Key Exploitable Results

FOSTER consortium will work closely with its partners, promoting synergy in the project, through their innovative work plan (Figure 9), generating different exploitable results, which are tangible or intangible outputs, such as data, knowledge and information for the innovation of food systems.

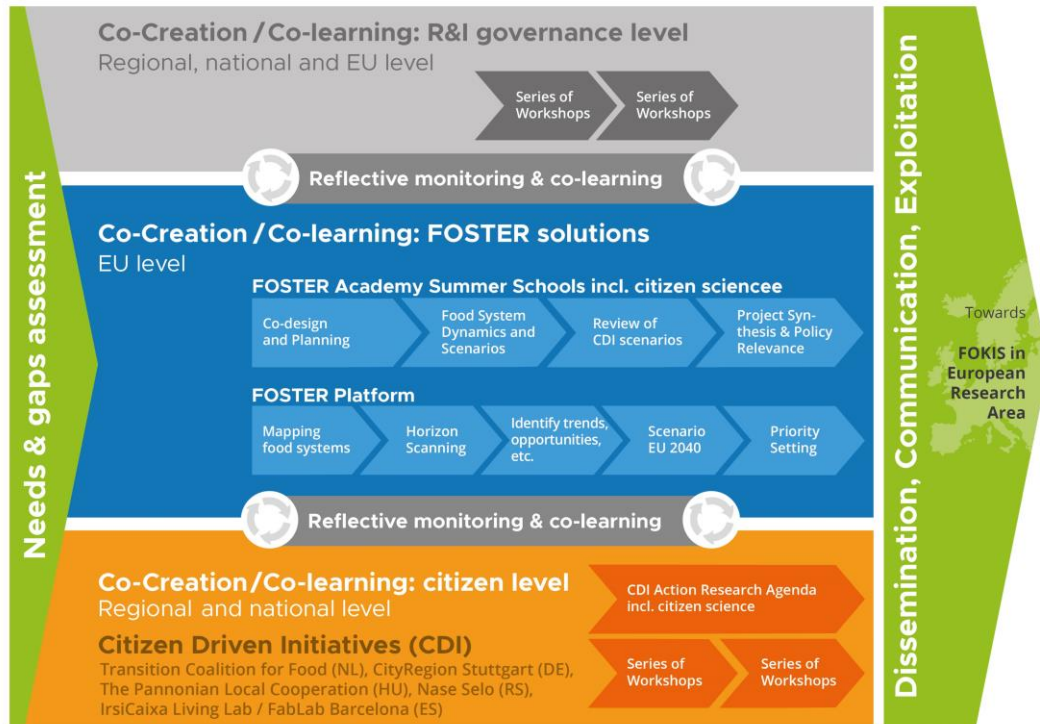


Figure 9 – FOSTER Work Plan

The Exploitation strategy will be coherently with FOSTER outputs and target multiple stakeholder groups and strongly adhere to Open Access principles. The exploitable results are sought to maximise all impacts identified in the Horizon Europe programme: societal, scientific, economic and technological, based on the new knowledge and recommendations developed.

FOSTER main exploitable results are identified and detailed below.

Table 12 – FOSTER Key Exploitable Results

N.	Key Exploitable Result
1	FOSTER Platform
2	FOSTER Academy
3	Alumnus network
4	New knowledge on Food Systems
5	Co-creation and co-development experienced at CDI level
6	Guideline/toolbox for institutional entrepreneurs for KIS
7	5 major scientific Learning Papers
8	4 Policy brief(s)
9	FOKIS methodology for CDIs
10	FOKIS methodology for EU projects and other initiatives
11	Implementation plan for a new initiative or Lab

6.3.1 Knowledge Ownership and Intellectual Property Rights

In terms of protection of project results and intellectual property (IP), the project adopts a protection policy whenever results are expected to be commercially exploitable and whenever protecting them is possible, reasonable and justified. Suitable strategies for innovation and IP management are defined within WP6 and integrated in the project final exploitation plan (where relevant). The general strategy for management and protection of intellectual property is agreed by all consortium partners (WP6, T6.1). All specific intellectual property rights (IPR) and related items in the project are registered. New intellectual property developed during the project can be transferred to the consortiums partners interested in using this IP after the project is completed. This ensures continued impact of the projects results and further the exploitation measures. If deemed necessary, an IP manager can be selected by the coordinator, as responsible for the supervision and guidance of the IPR management related actions. Led by the IPR manager, the exploitation of results and IP management is discussed in the exploitation workshops with all members of the consortium. The IPR manage role encompass determining ownership of the results, defining pre-existing knowledge of the partners, and mapping of existing results. The results from each WP can be mapped during the development of the short and long-term exploitation strategies under WP5. The consortium has full access rights to the project results and the identified background if those results or backgrounds are needed for the implementation and exploitation of the project. Thus, access rights to results and background for implementation and exploitation is granted on fair and reasonable conditions.

6.3.2 Key Exploitable Results

FOSTER Website/Platform (website all WP/ Platform WP 1, 4 and 5) <https://fosterfoodsystem.eu/>

Value: The FOSTER website/platform will be a place, where users can have public and easy access to the scientific publications and findings, such as the results from the horizon scanning activities, food context scenarios of EU food systems up to 2040 and to connect to other EU food system projects and networks. Users will have the opportunity to share their input and ask questions.

Possible target groups: From TG 1 – TG 10, all stakeholder groups, this includes a wide spectrum of target stakeholders, which can use the information still available in the homepage after the project ends, as well as scientists, CDIs, policy makers, other projects, etc.

Possible issues: It needs to be decided who will continue to manage the domain and the homepage of FOSTER Platform, while additionally ensuring that the data base is continuously updated with relevant and recent scientific publications,. This way it could ensure the continuum screening of Europe’s food system scenarios. Another point to have in mind are the costs associated with the homepage, which should also be addressed by the consortium.

Actions: The potentiality of this Key Exploitable Result (KER) will be addressed within FOSTER consortium, so this should be a point of discussion in the General Meetings. Also, the complexity of the Platform should be adapted to the main target group of the platform, to ensure maximal exploitation.

FOSTER Academy (WP 2)

Value: Summer Schools are intended to promote dynamic and interactive co-learning for food system thinking, which can be scaled-up to a new FOSTER Academy. The Academy will use the open-ended framework co-designed and utilised in FOSTER, working with researchers, policymakers, citizens, CDIs and other relevant actors. This can be adapted to different audiences, outside FOSTER consortium, as a capacity-building programme/methodology to sensitise, inform and multiply scientific knowledge on food system transformation.

Possible target groups: FOSTER Academy has the potential to be targeted to TG4 - TG10, however, depending on the project outcomes and interactions with the different stakeholders, this can be adapted and optimized to other groups of interest, such as scientists and technology agencies for communities’ practices.

Possible issues: Who will oversee such activities? How can FOSTER consortium ensure the correct implementation of the activities developed during the Summer Schools? How to standardize different FOSTER Academies for different target groups?

Actions: Discuss within the consortium the above raised questions. Who should oversee the implementation of this Academy and to which other fields and institutions.

Alumnus Network (WP 2):

Value: The Alumnus Network will result from cohorts of Summer Schools participants, built through the four editions, that will work together and with other groups, to co-create and organise webinars and other joint activities, as a dynamic multidisciplinary group. This group will have a small number of self-managing members, from the food systems science and citizen science for mutual learning and knowledge transfer across disciplines. The Alumnus Network will continue to interact after the project, pollinating food system transformations through dissemination of outcomes from the FOSTER Academy and Summer Schools, developing and delivering new activities to wider audiences.

Possible target groups: For TG5 - TG8, however, this will depend on the initial Alumnus Network built, as it can have different TG represented in their constitution, possibly resulting in lower representation from members of other fields.

Possible issues: Few members, lower representation from each target group, low dynamic, which may result in fewer implementation of FOSTER outcomes.

Actions: Though the 4 editions of the Summer Schools, a strong and dynamic group needs to be constructed, to ensure the exploitation and longevity of the Alumnus Network. This means that the criteria for the initial Alumnus Network needs to be defined and agreed by the consortium.

New Knowledge on Food Systems (All WP)

Value: FOSTER multidisciplinary approach and activity, evaluating food system innovation at different levels, can contribute to newer knowledge, that can be later exploited by different groups. Using the CDIs as case studies, will develop new outcomes for future action research agendas, possibly contributing to a more inclusive methodology that interacts with the interested regular citizens and integrates less represented groups, in the process of food system innovation. Additionally, the scientific repository and vivid

communication gathered in the Platform, can further be exploited for integrating new knowledge into other activities within the other CDIs.

Possible target groups: All the target groups could take advantage from this KER.

Possible issues: Low dissemination of the knowledge produced from FOSTER, to all the target groups.

Actions: This will require strong and diverse communication tools, specifically for each target group. This can be done through social media, or through the dissemination of the several communication activities through the correct channels and public.

Co-creation and Co-development Experienced at CDI Level (WP 2, 3 and 4)

Value: The activities develop with FOSTER CDIs, such as workshops created towards CDIs ambitions and fields of expertise, can be adopted by the CDIs in their future work, addressing new food system challenges that may arise in the upcoming years of their activity. These communication and dissemination activities could spread to non-FOSTER CDIs, setting up lasting and sustainable links of initiatives across Europe, that in turn, will contribute to future projects and workshops.

Possible target groups: FOSTER and non-FOSTER CDIs.

Possible issues: Unproper implementation of the activities develop during FOSTER. Low communication level with non-FOSTER CDIs, which are not aware of such activities, and their possible implementation in their communication activities.

Actions: Map external CDIs, making new connections with these institutions, that can allow the migration of such activities. This could be done by FOSTER consortium, through FOSTER CDIs, or through other communication channels.

Guideline/Toolbox for Institutional Entrepreneurs for KIS (WP 2, 3, 4 and 6)

Value: Through reflection and co-learning among all actor groups involved in FOSTER activities including all the CDIs, a new methodology will be developed, to train practitioners and researchers to monitor interactions and assess their approach to close the gap and create bridges between research and practice. The process will show existing drawbacks in the bridging process and the experimentation can be used to synthesise good and bad practices for CDIs, other practitioners, and academics.

Possible target groups: TG1 – TG4 and TG6 – TG9.

Possible issues: Unproper dissemination of the methodologies developed through FOSTER, for the different target groups.

Actions: Strengthen FOSTER connections with outsider stakeholders, to ensure the correct dissemination of FOSTER outcomes to the different target groups.

Five Major Scientific Learning Papers (WP 1, 2, 3, 4 and 6)

Value: Three scientific publications will result from FOSTER outputs highlighting the project learnings from the three themes. Based on the FOSTER results and internal discussions, the FOSTER expert panel “FOSTER Science-Policy Interface” (Task 4.4) will be invited to define the three transversal themes. These papers will be published in the peer-reviewed scientific journals, denoting distinct gains in understanding from specific challenges and how they were overcome.

Possible target groups: All the target groups could take advantage from this KER.

Possible issues: Quality of the scientific manuscripts, and the publication in suitable Open Access journals.

Actions: To move forward from internal process and internal results out of FOSTER to outworld process and external stakeholders, the FOSTER expert panel “FOSTER Science-Policy Interface” (Task 4.4) will be involved in the task activities to define the three transversal themes based on the FOSTER results and internal discussions so far. For each theme a workshop will be performed; external experts will be invited as participants by suggestion of the expert panel, but not limited to; further participants will be invited out of further large HE food system projects as CLEVERFOOD, FOODPATHS, FOSSNET, SCAR working group on Food Systems, and researchers across the European Research Area networks (i.e. SCAR, ENoLL, citizen science or RRI policy network) and advocacy through their working groups (e.g. Agriculture and Agri-food Working Group of Living Labs) and related groups of stakeholders. Facilitators will be involved in the processing of the workshops and in the writing of the position papers.

Four Policy Briefs (WP 4 and 5)

Value: The development of policy briefs will be based on the identified types of policy support and improved R&I governance mechanisms pointed during the project, in collaboration with the CDIs and an Expert Panel created as a Science-Policy Interface. These policies will target specifically at the EU and national-level policy makers and business, to support and improve R&I governance mechanisms.

Possible target groups: TG 5

Possible issues: Definition of the level in the policy environments which FOSTER aims to influence, and the quality of these policy briefs. Wrong selection of the elements for the Expert Panel, lacking in quality and diversity, possibly limiting policy briefs quality, and specific target.

Actions: When elaborating the Expert Panel, this will require a wide screening of the Partners Policy connections, and a good selection of specific criteria for EU Food Policy Regulation, targeting also the outside voices, usually not present at the EU, and less represented groups, which needs to be taken into consideration. The panel also needs to be representative of the message FOSTER is trying to achieve to the right target group.

FOKIS Methodology for CDIs (WP 1, 2, 3, 4 and 5)

Value: The CDIs learnings, methodologies, best approaches, practices, and risk mitigation measures in the betterment of the food system innovation challenges will be developed as a scalable methodology. This methodology aims to transfer solutions and knowledge derived from FOSTER CDIs, adaptable to different local/regional contexts through co-creation with all relevant local/regional stakeholders. The created methodology can be promoted among the CDIs and other relevant stakeholders who may benefit from it.

Possible target groups: TG 1 – TG 4

Possible issues: Lack of diversity of the CDIs, and the variability in dimensional organization of the CDIs. The methodologies developed need to be scalable to other relevant stakeholders, that share similar environments and, in some cases, specific expertise. Problems may arise also from the complexity of such methodologies that cannot be applicable to the majority of CDIs, and in this case are case specific. A common problem is also the correct dissemination of this methodologies to non-FOSTER CDIs.

Actions: Mapping of other non-FOSTER CDIs, which can benefit from these recommendations; from that FOSTER needs to build new bridges during the duration of the project, and possibly involve them in FOSTER activities. The degree and specificity of these methodologies will be discussed by the FOSTER consortium, based on the profile of the CDIs working in the project.

FOKIS Methodology for EU Projects and Other Initiatives (All WP)

Value: This new scalable methodology is aimed to other complementary EU projects and initiatives, through co-development and co-production of FOKIS. As FOSTER initially interacted with other relevant EU Projects (sister projects), to learn from their experiences, to develop better approaches for food system transformation, assisting in the transition from AKIS to FOKIS. The learnings from FOSTER and its

methodologies will be discussed and promoted with other complementary EU projects and initiatives, on how to uptake such methodology on ongoing/new EU initiatives. FOSTER partnership will remain in contact in order to explore further cooperation opportunities under the EU framework programmes, to establish connections with other relevant EU projects that will be developed.

Possible target groups: TG 1, TG 3 – TG 6

Possible issues: As the main communication channel of the project, and data repository of FOSTER outcomes, the homepage, this domain will need to be available so that other EU projects and initiatives can access it.

Actions: Ensure and discuss who will maintain FOSTER homepage functioning after the project ends.

Implementation Plan for a New Initiative or Lab (WP 1 and 6)

Value: This new initiative or Lab will be created as part of the recommendations for new topics in relation to food systems innovation, trends and future scenarios predicted from FOSTER Platform. The new initiative or Lab can be implemented as a real-life project in the region of Lower Saxony by preparing a concrete follow-up project. Based on FOSTER learnings this new project would promote creativity, cooperation, networking, employment, and a sustainable development environment in food system thinking transformation.

Possible target groups: All the target groups can benefit from the implementation of a new Lab.

Possible issues: The main difficulty could be the lack of funding for the implementation of this new Lab.

Actions: Select relevant financing programs to apply for. Elaborate a fitting proposal for this New Initiative or Lab, considering the program it is applying.

In general, the exploitation of FOSTER results will require a proper dissemination of activities and the establishment of strong connections with each target group during the project. Each KER will also be elaborated and optimized for the main target group it is intended to reach to produce the desired effect, and so FOSTER will need to know in depth who the target groups are, their needs, the best ways to approach them, and the possible issues in their engagement and interest in the project and in its exploitation actions. Additionally, it is also necessary to have good communication within FOSTER partners to increase the quality of FOSTER outcomes, creating long-lasting connections and allowing the best transition of FOSTER knowledge to other environments, initiatives, projects, and relevant stakeholders.

6.4 Sustainability Strategy

FOSTER will engage with its CDIs to foment citizen driven science perspective, to establish best practices that can lead AKIS to develop into an effective and citizen inclusive food system knowledge and innovation system aimed at transformative change “FOKIS”. Through the duration of the project, FOSTER will build a broad inter- and transdisciplinary network of food-oriented relevant stakeholders, which will have an important role in the transition of AKIS to FOKIS. FOSTER CDIs will actively participate in this process, absorbing and adopt new approaches, mechanisms and solutions, that can have a great impact on their sustainability.

CDIs will use the relevant KER, and when possible, implement them into their strategy, to ensure their sustainability and relevance for the upcoming food-related challenges. This will include: (A) building and actively consolidating new networks created within the FOSTER efforts; (B) ‘anchoring’ accumulated knowledge, foresight methods, tools; (C) increase their participation in R&I policy governance; (D) actively contribute to a continuation of the dynamics incited in FOSTER to other citizen science institutions.

A) Consolidation of new networks created within FOSTER

FOSTER has a diverse consortium composition, that will address specific topics for the transformation of food systems, promoting new synergies with external stakeholders, from scientists and researchers from agri-food fields; entrepreneurs, farmers, SMEs and start-ups in the food industry; and underrepresented communities such as women, minorities, and policy makers. CDIs will create and consolidate the connections established during FOSTER, expanding their reach and knowledge. This will provide feasible co-learning, new insights from different environments, integration of RRI principles in professional research practice, deliberation and inter- and transdisciplinary research to accelerate food system innovation.

B) ‘Anchoring’ accumulated knowledge, activities, foresight methods, and tools

FOSTER new knowledge, developed activities, methodologies, and tools have the potential to be adopted, implemented and exploited by the CDIs. CDIs will have the opportunity to strengthen their main field of expertise, while also having access to new thematic outside of their activity, improving their profile and role in the food systems transformation. FOSTER developed activities during the project have good probability to be scaled-up and implemented by the CDIs, such as the Summer Schools, FOSTER Academy, workshops and podcasts, brought to a new public, gathered during the project. FOSTER Platform will provide up to date relevant scientific literature related with food system innovation, assisting in the production of foresight on trends, disruptions and threats, providing possible scenarios for future food systems, which can be addressed in the CDIs Action Research Agendas. Additionally, among FOSTER CDIs the different learnings, best approaches, practices and risk mitigation measures developed to improve food system governance will result in a scalable methodology, which can be adopted by them. From all of that was mentions, this has the potential

to be implemented or to improve existing citizen science and innovation activities, serving as potential drivers for food system transformation.

C) Increase their participation in R&I Policy Governance

CDIs will have the opportunity to interact closer with policy makers, during the development of FOSTER science-policy-practice interface, with the policy recommendations for the transformation of AKIS to FOKIS. This will provide the CDIs additional opportunities to participate and understand the dynamics of multilevel governance mechanisms influencing food systems innovation, building new science-policy interfaces to support the transformation needs at local, regional, national and EU levels. Interactions with WP4 will provide complementary knowledge about possibly new collaborations, policy stimulus, and opportunities already existing at the EU level, and possible at a regional level, which CDIs might use to further assist in the development of an upcoming strategy. Engagement with policy makers, will provide new insight in leverage points for K&I system change, knowledge on policy options for governance of food systems, increasing CDIs importance and capacity to navigate in complex systems.

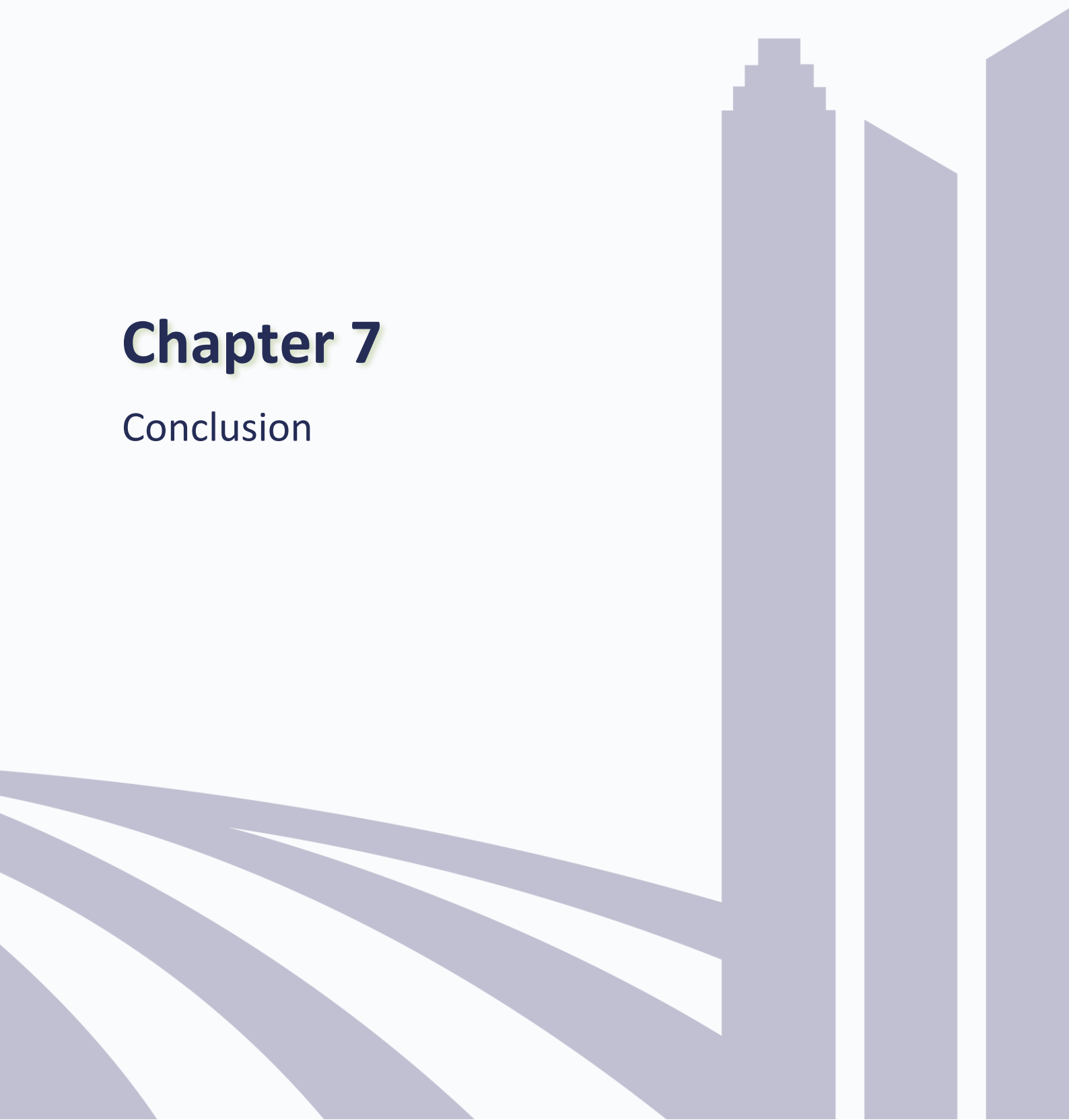
D) Actively contribute to a continuation of the dynamics incited in FOSTER to other citizen science institutions

The knowledge, activities, foresight methods, and tools adopted by FOSTER CDIs, can be scaled out to other citizen science institutions. Other institutions will benefit from FOSTER knowledge, and CDIs can establish new relevant external connections, for instance, with the transmission of good practices, new approaches, mechanisms, solutions and knowledge, adaptable to different local/regional contexts through co-creation. This will strengthen the CDIs connections, diversifying them, and consolidate their network, improving the capacity to address new challenges of future food systems. Helping to build-up a European network of citizen-driven initiatives, which could establish lasting and sustainable links, improving their longevity and effectiveness to accelerate food system innovation and sustainable transformation.

The sustainability plan of the CDIs will be addressed throughout the project, codesigned by all partners through two co-creation workshops in which the project results and the capacity of the partners and relevant stakeholders will be analysed to evaluate and co-design a robust sustainability strategy that has long-term impact on an organisational level.

Chapter 7

Conclusion



Chapter 7 – Conclusion

The current document is of an organic nature and will be updated throughout the project, under the task 5.1 Communication Plan, Methods and Tools and task 5.2 Dissemination, Exploitation and Sustainability of the WP5 “Engagement, dissemination and exploitation”. Overall, the consortium is committed to build a foundation from which a new Knowledge and Innovation System (KIS) for Europe’s food system can emerge, and the present communication plan has been developed in this light. FOSTER will plan, implement, and promote inclusive communication practices that value inputs from citizens, researchers, scientists, policymakers, project partners, and other relevant and influential stakeholders in a quadruple helix approach. These activities and practices will avoid a one-size-fits-all approach and will be developed in in-person, online, and in-print formats, targeting Citizens, Academia and Scientists, Regional, National and EU-level Policymakers, ERA groups, CDIs outside of the FOSTER range, and Food Networks through the project website, workshops and other events, co-creation practices, living labs, infographics, brochures, press releases, social media, and newsletters.

As a result of the elaboration of this document, FOSTER’s Communication, Dissemination and Exploitation Plan including Sustainability Plan for CDIs has been developed and is being implemented with the assistance of all partners.

Appendixes



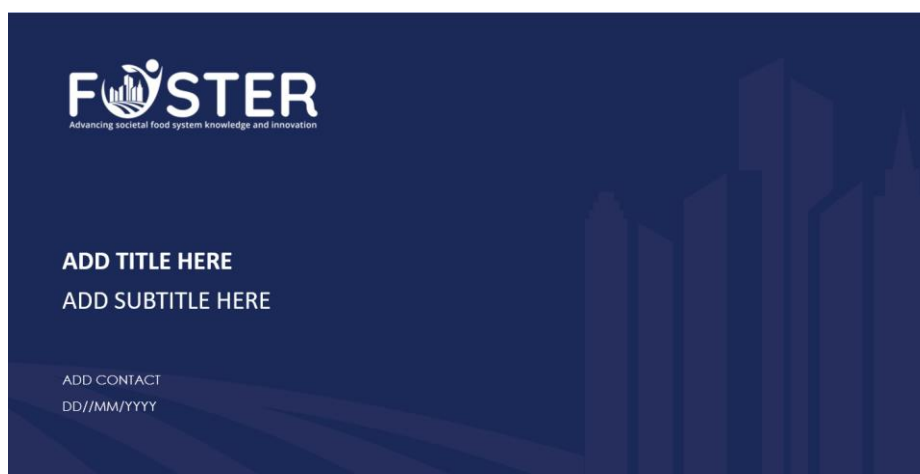
Appendixes


Appendix A. Communication Monitoring Template

COMMUNICATION TOOLS & CHANNELS					
List of communications & tools that project partners will use to sustain the communication impact of the project					
Partner	Media Name/Title	City, Country	Date	Potential outreach	Link
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Events			
Future events where the project should participate in or where you intend to participate in representing the project			
Partner	Event name	Date or Year	Location or Country
DIL			
UHOH			
ECSA			
Fraunhofer			
IRTA			
BIOS			
WR			
SPI			
VU			
TI			
PLP			
KIS			
DELTA			
SF			
IAAC			
TcV			
IRSI			
UOXF			

Appendix B. Foster Power Point and Word Templates



 This project is funded by the European Union under the Grant Agreement n° 10105954. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.



Insert deliverable number here

Insert deliverable title here

ADD CONTACT

DD//MM/YYYY



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