

FEAST

Dissemination Exploitation & Communication

Update
01

DEC



www.feast2030.eu



**Co-funded by
the European Union**

FEAST is co-funded by the European Union's Horizon Europe research and innovation programme under grant agreement number 101060536. Views and opinions expressed are 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.

UK participant in FEAST (Good Food Oxfordshire) is supported by Innovate UK grant number 10041509 and the Swiss participant in FEAST (FiBL) is supported by the Swiss State Secretariat for Education, Research and Innovation (SERI) under contract number 22.00156.

Start Date 01/07/2022, End Date 30/06/2027

Cite as: Braun, R., Braun, B., Jani, A., Smits, T., Rudd, K., Eyre, P., Wascher, D., Gjorgjioska, M. A., Tomicic, A., & Biella, C. (2024) FEAST - Dissemination Exploitation & Communication Plan (update 1) (2.0). Zenodo. FEAST project - Food systems that support transitions to hEalthy And Sustainable dieTs.

DOI: <https://doi.org/10.5281/zenodo.11388832>



This document is shared under Creative Commons Attribution 4.0 International License (CC BY 4.0).



Food systems that support transitions to hEalthy And Sustainable dieTs

Deliverable Name	DEC plan update 1
Description	Update to FEAST DEC plan based on project progress from M6-M17
Work Package (WP)	Dissemination, Exploitation and Communication (WP8)
Deliverable Related No.	D8.3
Lead Beneficiary	open science for open societies - os4os
Type	R
Dissemination Level	Public (PU)
Due Date and Project Month	December 31, 2023 / Month 18
Author(s)	Reiner Braun, Brigitte Braun(os4os), Anant Jani, , Tim Smits (KU Leuven), Kassia Rudd (ICLEI), Poppy Eyre, Dirk Wascher (Susmetro), Marija Adela Gjorgjioska, Ana Tomicic (Arete), Cristina Biella (OpenDot)
Revision	See Table History of Changes
Reviewed by (if applicable)	DEC Working group

Table of Content

Table of Content	2
List of Figures	3
List of Tables	4
Key Facts	5
ACRONYMS AND ABBREVIATIONS	6
Executive Summary	7
Introduction	10
1 Overview of FEAST's DEC Activities	11
2 Methodology: Designing and implementing DEC activities	15
2.1 Target Groups	15
2.2 Design of Target Messages	18
2.3 Selecting Tools, Planning & Implementing Activities.....	21
3 Inclusive, intersectional and non-stigmatising communications.....	42
3.1 Inclusive and intersectional communications and representation.....	42
3.2 Non-stigmatising terms about health.....	43
3.3 Accessibility of information	43
4 Academic Dissemination	43
5 FEAST's Community of Practice: External Collaboration with the EU Food Systems Community	45
6 Obligations and requirements for communication actions.....	50
6.1 Information on EU funding	50
6.2 Disclaimer excluding agency and commission responsibility	50
7 Reflections on lessons learned	50
8 Conclusion	51
Annex.....	53
Annex 1 – Partner websites, social media channels and specific sites and channels	53
Annex 2 – Brief Work Package Description.....	55
Annex 3 – Links and statistics related FEAST's website and social media use and activities.....	57
References	58

List of Figures

Figure 1	Strategic plan for dissemination, exploitation, and communication activities in FEAST	10
Figure 2	FEAST communication activities	11
Figure 3	FEAST dissemination activities	13
Figure 4	FEAST exploitation activities	14
Figure 5	FEAST methodology for DEC activities	15
Figure 6	How FEAST will account for, work with and impact the food system and its actors... 15	
Figure 7	FEAST's Food regions and living labs.....	21
Figure 8	Screenshot of the FEAST website landing page - Home (Accessed on 27.11.2023) ...	26
Figure 9	Screenshot of the FEAST Knowledge Corner (Accessed on 27.11.2022)	27
Figure 10	Screenshot of the FEAST Living Lab subpage, Guldborgsund (Accessed on 27.11.2022)	27
Figure 11	Partners are encouraged to feature FEAST on their organisational web pages, as illustrated by this image of the EuroHealthNet's website (Accessed on 15.11.2023). 30	
Figure 12	Screenshot of the FEAST website press corner page (Accessed on 02.12.2023)	31
Figure 13	Rollup's developed for the FEAST KickOff	32
Figure 14	Views, watch time, average view duration and impressions of FEAST's YouTube videos by traffic source, between October 2022 and November 2023	36
Figure 15	Views of FEAST's YouTube videos by traffic source External, between October 2022 and November 2023	36
Figure 16	FEAST approach to address the gender dimension throughout the project	42
Figure 17	Community of Practice Scope Areas	45
Figure 18	Community of Practice Invitation Flyer for Living Labs (left) and Call for Cases Flyer (right)	46
Figure 19	FEAST key scaling routes to scale impact during and after the project end date	48
Figure 20	Logos used in FEAST for information on EU funding and Non-EU funding	50

List of Tables

Table 1	Document history of changes	5
Table 2	List of acronyms and abbreviations.....	6
Table 3	State of implementation of FEAST's communication activities.....	12
Table 4	State of implementation of FEAST's dissemination activities	13
Table 5	State of implementation of FEAST's exploitation activities	14
Table 6	FEAST's MAA approach – partner type and partner's name.....	16
Table 7	Internal target groups/audience mentioned by the FEASTs partners.....	17
Table 8	FEAST External target groups of FEAST and their corresponding levels	17
Table 9	External target groups/audience mentioned by FEAST's partners.....	18
Table 10	FEAST target groups, outcomes and impacts.....	19
Table 11	Project Unique Selling Points mentioned by the FEASTs partners	20
Table 12	FEAST internal webinars already held	23
Table 13	External communication channels mentioned by the FEASTs partners.....	24
Table 14	Links to FEAST's Living Labs sites.....	28
Table 15	FEAST WP lead organisation websites and link to FEAST	29
Table 16	Description and state of implementation of FEAST for uni- and- bidirectional communication	31
Table 17	FEAST implemented social media channels, date 25.11.2023.....	34
Table 18	Ranking of LinkedIn followers and industry type of followers	35
Table 19	Ranking of LinkedIn followers and job function.....	35
Table 20	Social media channels managed by the FEAST WP lead organisations	36
Table 21	FEAST specific sites and channels	37
Table 22	Selection of events and meetings in which FEAST partners have participated.	38
Table 23	FEAST OS roadmap framework: Research output and FEAST measures to address the FAIR principles and ensure reproducibility	43
Table 24	Structure of FEAST's Community of Practice (CoP).....	47
Table 25	Summary and mapping of specific needs identified, expected results and DEC measures.....	51

HISTORY OF CHANGES

Table 1 Document history of changes

HISTORY OF CHANGES		
Version	Publication Date	Changes
1.0	31.12.2023	First version See first version here: https://doi.org/10.5281/zenodo.10563490
2.0	29.05.2024	Updated of the funding logo and the disclaimer. Updated sections 6.1 and 6.2, funding logo and the disclaimer

Key Facts

Action Number: 101060536

Action Acronym: FEAST

Action title: Food systems that support transitions to hEalthy And Sustainable dieTs

Date: 29.05.2024

DEC version: 2.0

ACRONYMS AND ABBREVIATIONS

Table 2 *List of acronyms and abbreviations*

CoP	Community of Practice
DEC	Dissemination, Exploitation and Communication
EC	European Commission
EU	European Union
FAO	Food and Agriculture Organization of the United Nations
GDP	Gross domestic product
GHG	Greenhouse gas
LL	Living Lab
MAA	Multi Actor Approach
NCD	Non-Communicable Disease
NGO	Non-Governmental Organization
OS	Open Science
SME	Small and medium-sized enterprises
USP	Unique Selling Point
WP	Work Package

Executive Summary

This document provides an update to FEAST's DEC plan based on progress from M6-M17 of the project (the first version of FEAST's DEC plan is available on Zenodo (<https://doi.org/10.5281/zenodo.11370487>)). The updated DEC plan follows the same structure as the initial document and has been updated with concrete examples of the implementation of specific DEC activities, which is outlined in the table below:

Some key highlights include:

- 9782 visits, 22,855 page views and 144 downloads of content on FEAST's website
- 451 users following FEAST's activities and posts on LinkedIn (at least one post/week)
- 22 videos produced and published on FEAS's YouTube channel, which garnered 1,607 views and 13,158 impressions
- 8 internal knowledge exchange webinars were held on a variety of policy and non-policy related topics
- FEAST partners have presented the project's outputs at 22 European events and meetings
- 21 registrations, representing 14 unique city regions, for FEAST's Community of Practice

	Activity	Objective of activity	State of implementation & current status
COMMUNICATION	Website	To give FEAST web visibility, provide further background information and updates on project progress.	Started in July 2022 – Ongoing: Main FEAST pages include 7 distinct pages, linking to 42 subpages.
	Internal newsletter	To inform FEAST partners about updates within the WPs as well as updates on important external news.	First release January 2023 – Ongoing: Every quarter, four times per year.
	External newsletter	To inform FEAST newsletter subscribers about updates from FEAST.	First release April 2023 – Ongoing: Every six months, twice per year.
	Press releases	To update target audiences on FEAST outputs through journalists and mainstream media	First release August 2022 – Ongoing: At irregular intervals, but as soon as there is something to report to the press. Two press releases have already been issued.
	Brochures, booklets, flyer	To provide high-quality information about FEAST and its WPs through printed materials.	Started August 2022 – Ongoing: Frequency according to demand.
	Meetings, webinars, dialogs and workshops, podcasts	To inform and support FEAST partners and stakeholders regarding new developments in research, politics and co-design work in the FEAST living labs. To amplify the voices of those living and working in FEAST cities.	Started August 2022 – Ongoing: Frequency according to demand
	Social Media	To reach a wide, targeted audience, maximizing the impact and successful exploitation of project results.	LinkedIn started in July 2022 – Ongoing: Weekly posting of current topics and project updates. X (Twitter) started in March 2023 – On hold.
	Animation, animated infographics	To present a simplified, short and more accessible presentation of FEAST updates and messages.	Started in October 2022 – Ongoing: Frequency according to demand

	Activity	Objective of activity	State of implementation & current status
DISSEMINATION	Open access and open science	To make FEAST research outputs and results FAIR (findable, accessible, interoperable, and reusable).	First publication published in November 2022 – Ongoing: As soon as they can be made public.
	Hands-on workshops	To work together with external groups on relevant topics.	Ongoing
	Fairs, community talks and conferences	To inform external groups about FEAST subjects related to food, health and/or sustainability at specific events.	First conference participation in September 2022 - Ongoing: continuous review of relevant events and communication with FEAST partners about opportunities to participate.
EXPLOITATION	Zenodo	To make FEAST's data and deliverables open and accessible	Started in June 2023 – Ongoing: Upload of documents as soon as they can be made public.
	EOSC Marketplace	To promote FEAST outputs	Not started yet
	Git-Repositories	To document the software developed within FEAST and make it open source.	Not started yet
	Replicator cities	To transfer methods and results to follower cities.	Not started yet
	Hackathons	To develop new ideas and services for specific food challenges.	Started in May 2023 – Ongoing: Five during the project period
	Summer schools	To train and educate young people. (1) school pupils and (2) university students.	Not started yet

Introduction

The Multi Actor Approach (MAA), as defined by the Horizon Europe - Work Programme 2023-2024¹, is at the core of FEAST's approach to ensure that all food system actors are empowered to support the just transition to healthier and more sustainable dietary behaviour. Following a trans- and interdisciplinary logic of research and innovation, the project consortium leverages nested co-creation on multiple levels. This is achieved via collaboration with 35 partners from 15 European Countries with complementary skills, knowledge and competencies representing the food system. FEAST messages are visible during and beyond the lifetime of the project. The overall DEC framework provides guidance for partners communicating through various means including media, internet, and publications. The strategic plan for dissemination, exploitation and communication was presented in the first version of the DEC plan (see Figure 1). Dissemination and exploitation activities are designed to ensure that the results achieved meet FEAST's objectives and maximise the project's overall impact.

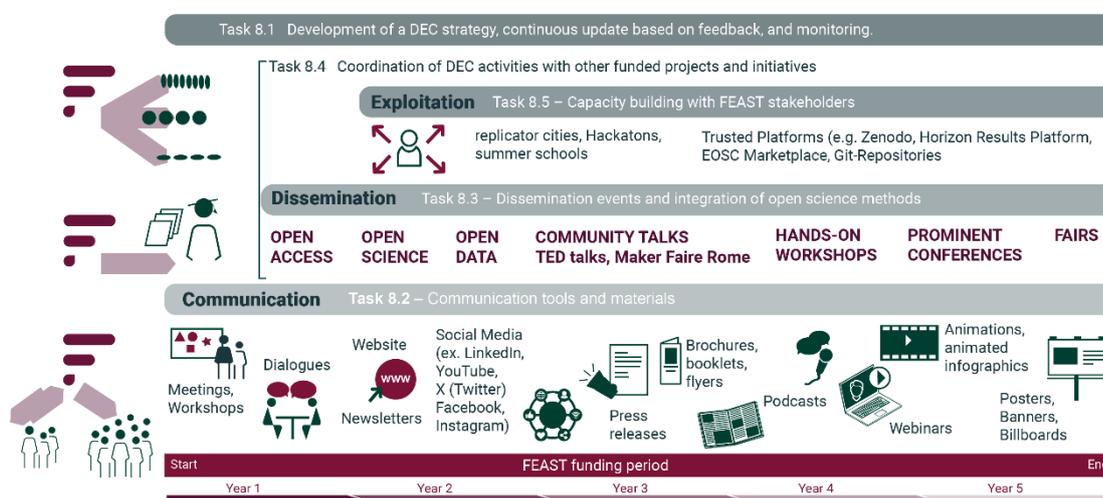


Figure 1 Strategic plan for dissemination, exploitation, and communication activities in FEAST

Dissemination, exploitation and communication are distinct but interlinked concepts. FEAST's DEC activities are designed based on the European Commission's templates² to support a paradigm shift to food systems that are fairer, healthier, and more environmentally friendly for all actors (primary production to consumption), particularly vulnerable groups. All DEC activities are being designed in an inclusive and evidence-based way to support FEAST's pathways to impact.

The overarching objective of FEAST's DEC activities is to raise levels of awareness of food system actors, including citizens, about transitions towards healthier and more sustainable dietary behaviour.

More specific objectives include:

- To create and **communicate** content to boost the visibility and support engagement of food and health system stakeholders (including media and public) with FEAST objectives and

¹ https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/wp-call/2023-2024/wp-9-food-bioeconomy-natural-resources-agriculture-and-environment_horizon-2023-2024_en.pdf#page=21 (page 21 – 23, accessed on 28.12.2023)

² https://rea.ec.europa.eu/horizon-europe-dissemination-and-exploitation_en and https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en (both accessed on 5.11.2022)

activities, for both traditional media (brochures, booklets, etc.) and digital media (i.e., website, electronic newsletters, podcasts).

- To **disseminate** project results to internal and external target audiences through scientific and other channels (i.e., community talks, workshops) at European and local levels.
- To utilise project results and improve the transfer of technical and scientific knowledge outside the core consortium to facilitate **exploitation** of results.

These objectives will be delivered through a wide range of activities as outlined in Figure 2, Figure 3, and Figure 4 in section 1.

1 Overview of FEAST's DEC Activities

The following section provides an overview of the planned and ongoing DEC activities in FEAST. Section 2.3 provides more concrete information and details of the activities and outputs FEAST has achieved between M6-M17.

1.1.1 FEAST Communication Activities

FEAST's communication activities aim to inform, promote and communicate FEAST activities and results to relevant actors across the food system (Figure 2):

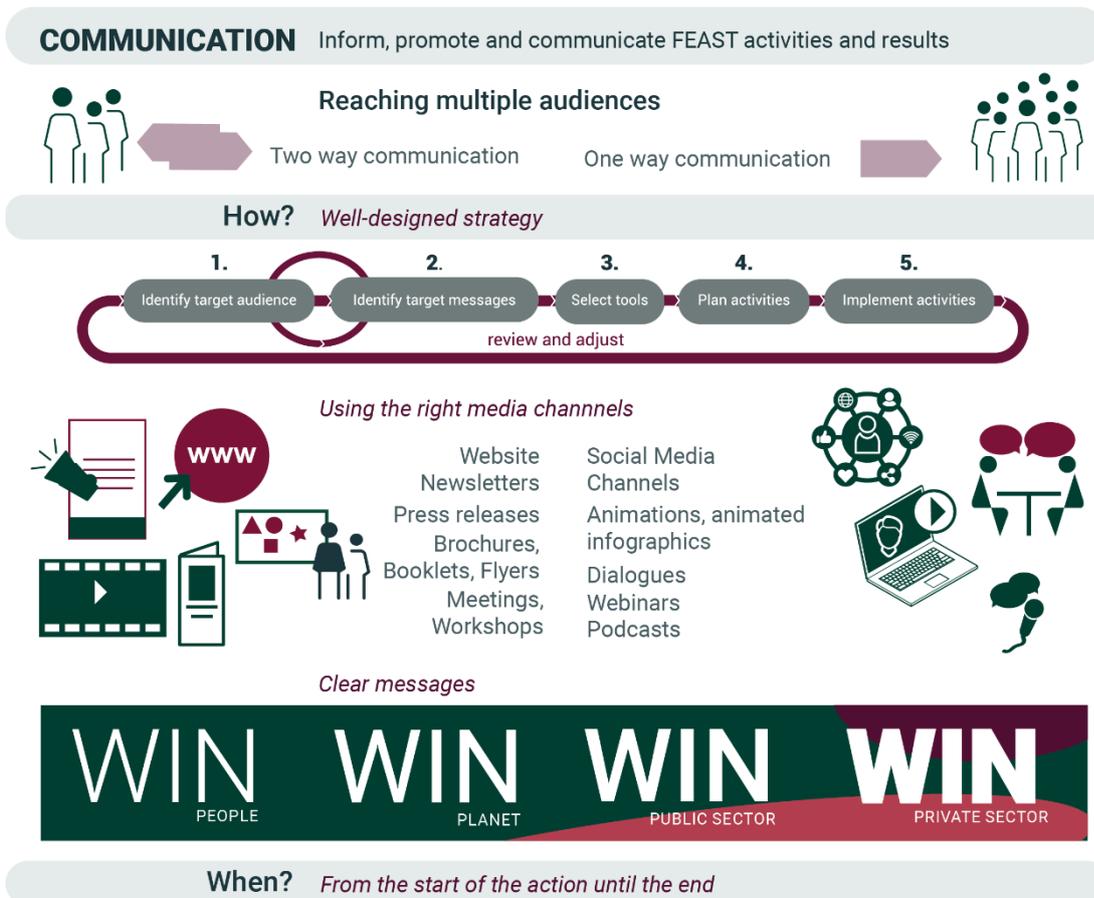


Figure 2 FEAST communication activities

Table 3 State of implementation of FEAST's communication activities

Activity	Objective of activity	State of implementation & current status
Website	To give FEAST web visibility, provide further background information and updates on project progress.	Started in July 2022 – Ongoing: Main FEAST pages include 7 distinct pages, linking to 42 subpages.
Internal newsletter	To inform FEAST partners about updates within the WPs as well as updates on important external news.	First release January 2023 – Ongoing: Every quarter, four times per year.
External newsletter	To inform FEAST newsletter subscribers about updates from FEAST.	First release April 2023 – Ongoing: Every six months, twice per year.
Press releases	To update target audiences on FEAST outputs through journalists and mainstream media	First release August 2022 – Ongoing: At irregular intervals, but as soon as there is something to report to the press. Two press releases have already been issued.
Brochures, booklets, flyer	To provide high-quality information about FEAST and its WPs through printed materials.	Started August 2022 – Ongoing: Frequency according to demand.
Meetings, webinars, dialogs and workshops, podcasts	To inform and support FEAST partners and stakeholders regarding new developments in research, politics and co-design work in the FEAST living labs. To amplify the voices of those living and working in FEAST cities.	Started August 2022 – Ongoing: Frequency according to demand
Social Media	To reach a wide, targeted audience, maximizing the impact and successful exploitation of project results.	LinkedIn started in July 2022 – Ongoing: Weekly posting of current topics and project updates. X (Twitter) started in March 2023 – On hold.
Animation, animated infographics	To present a simplified, short and more accessible presentation of FEAST updates and messages.	Started in October 2022 – Ongoing: Frequency according to demand

1.1.2 FEAST Dissemination Activities

FEAST's dissemination activities aim to make FEAST results public to ensure our results can be adopted by relevant food system actors (Figure 3):



Figure 3 FEAST dissemination activities

Table 4 State of implementation of FEAST's dissemination activities

Activity	Objective of activity	State of implementation & current status
Open access and open science	To make FEAST research outputs and results FAIR (findable, accessible, interoperable, and reusable).	First publication published in November 2022 – Ongoing: As soon as they can be made public.
Hands-on workshops	To work together with external groups on relevant topics.	Ongoing
Fairs, community talks and conferences	To inform external groups about FEAST subjects related to food, health and/or sustainability at specific events.	First conference participation in September 2022 - Ongoing: continuous review of relevant events and communication with FEAST partners about opportunities to participate.

1.1.3 FEAST Exploitation Activities

FEAST's exploitation activities aim to support relevant actors to make concrete use of FEAST results (Figure 4):

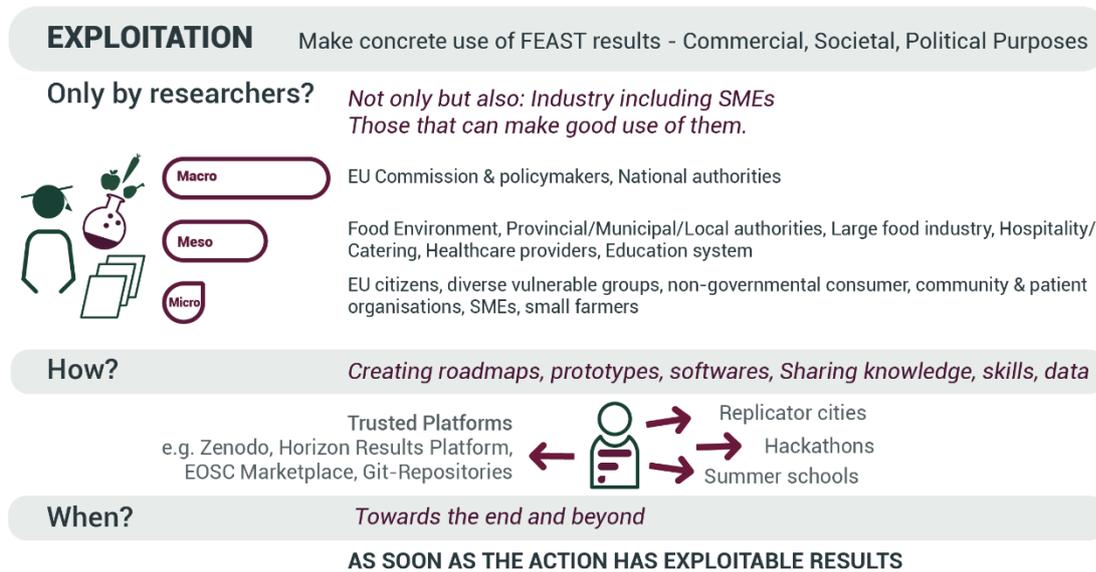


Figure 4 FEAST exploitation activities

Table 5 State of implementation of FEAST's exploitation activities

Activity	Objective of activity	State of implementation & current status
Zenodo	To make FEAST's data and deliverables open and accessible	Started in June 2023 – Ongoing: Upload of documents as soon as they can be made public.
EOSC Marketplace	To promote FEAST outputs	Not started yet
Git-Repositories	To document the software developed within FEAST and make it open source.	Not started yet
Replicator cities	To transfer methods and results to follower cities.	Not started yet
Hackathons	To develop new ideas and services for specific food challenges.	Started in May 2023 – Ongoing: Five during the project period
Summer schools	To train and educate young people. (1) school pupils and (2) university students.	Not started yet

2 Methodology: Designing and implementing DEC activities

FEAST's methodology for DEC activities involves five steps (identify target audience and messages, select tools, plan and implement activities) in a continuous loop, including a subloop between steps 1 and 2, with updates planned yearly (Figure 5):



Figure 5 FEAST methodology for DEC activities

For each of the groups in the food supply chain, specific decisions must be made during the course of the project for which messages are being sent, with which tools, and when activities will take place. This is a continuous process with the individual activities being reviewed in terms of their effectiveness in reaching our intended audience and they are adjusted if necessary.

2.1 Target Groups

Figure 6 illustrates how FEAST accounts for, works with and impacts Europe's food system and its actors. Here, the food system is defined as "all the elements (environment, people, inputs, processes, infrastructure, institutions) and activities that relate to the pre-production, production, processing, distribution, preparation and consumption of food and the outputs of these activities, including socioeconomic and environmental outcomes"³ (see Annex 2 for a description of FEAST WPs).

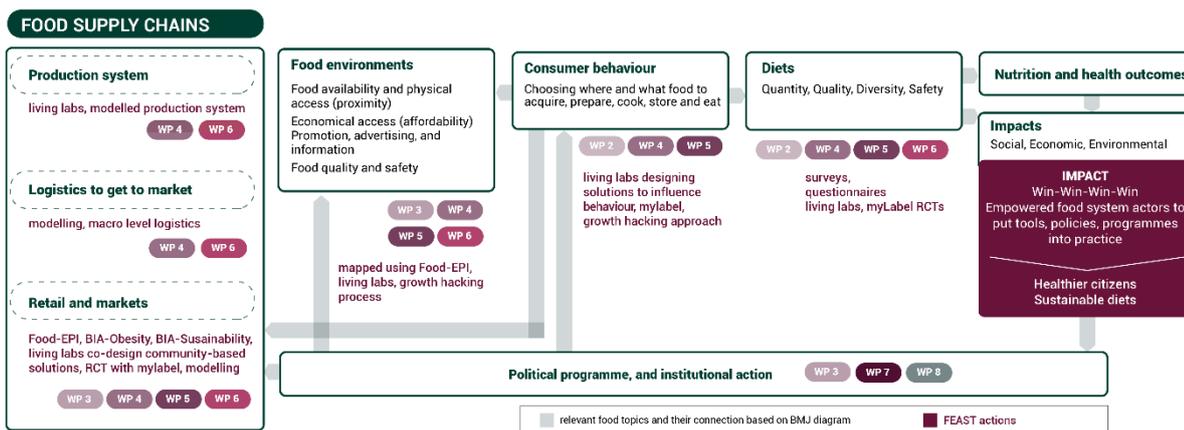


Figure 6 How FEAST will account for, work with and impact the food system and its actors.

FEAST partners can be broadly classified as being from higher education & research, non-governmental organisations (NGOs), public bodies and private companies (see Table 6). Considering the size of the consortium, we have developed a DEC strategy that takes into account the different DEC needs of the different types of partners in the consortium so that they can effectively reach their intended audiences (e.g. ensuring that the materials are available in different languages, ensuring that different approaches are designed to communicate with different types of vulnerable groups). Additionally, given the size of our consortium, we also work to ensure effective communications to our partners. Moreover, the consortium size and the FEAST activities and

ambitions are already resulting in project-related partnerships that are leading to third-party stakeholders in the FEAST DEC strategy. In the following sections, the internal and external target groups are explained in more detail.

Table 6 FEAST's MAA approach – partner type and partner's name

Partner Type	Partners name
Higher education & research – 14 in total	University of Heidelberg, NCSR “Demokritos”, Roskilde University, Sciansano, University College Cork, Institut national de Recherche Pour L'Agriculture, Institut de Recherche Pour Le Development, Sant’Anna School of Advanced Studies, Università degli Studi di Scienze Gastronomiche, University of Graz, Instituto Politecnico de Viana de Castelo, University of Lodz, Katholieke Universiteit Leuven, Forschungsinstitut für biologischen Landbau
NGOs – 10 in total	EuroHealthNet, EAT Foundation, Arete, Ökosoziales Forum Österreich & Europa, ICLEI Europe, Louis Bolk Institute, open science for open societies, Good Food Oxfordshire, Leuven2030, OpenDot
Public bodies – 9 in total	Comunidade Intermunicipal do Alto Minho, Commune d'Avignon, Opština Prilep, Municipality of Sitia, LEADER-Region Weinviertel Donauraum, City of Gent, Azienda USL Toscana, City of Rotterdam, Guldborgsund
Private companies – 2 in total	myLabel, Susmetro

2.1.1 Internal Target Groups

BOX Nr. 1 - Definition of internal target groups

By internal target group we mean the project team, employees at the project partners institutions and people that can directly be involved in FEAST research activities. Partner projects in which FEAST project partners are involved fall into the category of external groups.

FEAST has two broad categories of internal groups within our partner organisations:

Tier 1: individuals at FEAST partner organisations directly involved with FEAST

Tier 2: individuals at FEAST partner organisations not directly involved with FEAST

FEAST partners were asked which internal target groups/audiences were most important for them to effectively communicate FEAST outputs to and who could benefit from the project's insights; the results are highlighted in Table 7:

Table 7 Internal target groups/audience mentioned by the FEASTs partners

Partner Type	Summary of the answers
Higher education & research	University researchers, academic staff, students, team colleagues, alumni, visiting professors, institutional climate change center, and trans-academic research manager
NGOs	Farmer and Business Association, Politicians, Administration Officers, Universities, internal team members, partners from municipalities, tech people, health specialists, makers and designers
Public bodies	Management of the city, municipal and regional administration, national level (Ministries and government), politicians (to allocate money), schools, caretakers, the press, producers of local food and LLs from Prilep, Gent, Oxfordshire, and Leuven
Private companies	Engaged people in associations, people conscious of the planet, jobless people, independent NGOs, brands, labels, start-ups, and retailers

2.1.2 External Target Groups

BOX Nr. 2 – Definition of external target groups

External target groups of FEAST are those not falling within internal target groups.

Given FEAST's outreach to micro, meso and macro levels of the food system (Figure 6 and Table 7), there is a requirement to communicate with a variety of external audiences to ensure effective dissemination of the knowledge and insights coming from the project and facilitate the scaling of FEAST's outputs across Europe as highlighted in Table 8.

Table 8 FEAST External target groups of FEAST and their corresponding levels

Level	Target group categories and examples
Macro	<p>Representative bodies (e.g. CGIAR, EU Food Policy Forum)</p> <p>Intergovernmental organisations (e.g. WHO, UN bodies)</p> <p>Policy makers (e.g. EU, national)</p>
Meso	<p>Healthcare professionals (e.g. pediatricians, those working on CVD/NCDs)</p> <p>Food producers (e.g. farmers (advocacy groups), companies producing processed foods)</p> <p>Food-related businesses (e.g. retailers, distributors LL communities, local food councils)</p>
Micro	<p>Food producers (e.g. farmers (individual))</p> <p>Other entities (e.g. Academics/Researchers, NGOs working with vulnerable groups)</p>

Within the different levels of the food system, there are also certain external target groups that are a priority for FEAST partners to communicate with (Table 9):

Table 9 External target groups/audience mentioned by FEAST's partners

Partner Type	Summary of the answers
Higher education & research	<p>Cluster academic: Academic audiences, scientific journals, audience during external lectures, conferences</p> <p>Cluster policy: Policy makers and interest groups (Chamber of Agriculture, city administration, politicians interested in the topic), public bodies like municipalities regions states and the EU</p> <p>Vulnerable groups: Children and youth, elderly, people with type 2 diabetes, managers of care homes</p> <p>Society: Civil society organizations (food coops), social economy actors (innovative cooperative solutions); local communities, CoLabs, citizens of the municipality</p> <p>Food sector: farmers, food producers, retailers, wholesalers, food service industry people</p> <p>Media: Local media and newspaper, press companies communities citizens NGOs, local radio, social media</p>
NGOs	Our NGOs named researchers and Universities, politicians at national government, municipality, local and national media, farmers and citizens.
Public bodies	Municipalities and local authority, school communities (teachers, students, parents, etc.), small farmers and fishermen (also their associations), citizen, groups related to policies (health authorities, social work), Urban Lab partners and network of NGOs.
Private companies	Municipalities, urban planners and individuals

2.2 Design of Target Messages

The design and delivery of FEAST's messages aim to ensure that they align with FEAST's Theory of Change (Section 2.2.1 - Table 10) and are framed under FEAST's Key Messages (Section 2.2.2) and Unique Selling Points (Section 2.2.3). In addition to this, the different interests and priorities of FEAST's target internal and external audiences are taken into account to ensure that FEAST outputs are framed into messages that align with the language (i.e. jargon and non-jargon), communication modalities and priorities of stakeholders across the food system.

2.2.1 FEAST's Theory of Change

FEAST's goal is to transform food systems to ensure all individuals can easily eat a healthier and more sustainable diet. Achieving this goal requires working across the micro, meso and macro levels of food systems and supporting different actors to deliver impact. Table 10 outlines FEAST's theory of change which underpins all actions within the project as well as the design of FEAST's DEC activities, all of which are guided by our Theory of Change-informed Key Messages (Section 2.2.2) and Unique Selling Points (Section 2.2.3).

Table 10 FEAST target groups, outcomes and impacts

Target Groups	Outcomes	Impacts
<p><u>Micro Level</u></p> <ul style="list-style-type: none"> - EU citizens, including diverse vulnerable groups. - Non-governmental, consumer, community and patient organisations. - SMEs. - Small farmers. <p><u>Meso Level</u></p> <ul style="list-style-type: none"> - Food Environment. - Provincial/Municipal/Local authorities. - Large food industry (producers, distributors, retailers). - Hospitality/Catering. - Healthcare providers. - Education system. <p><u>Macro Level</u></p> <ul style="list-style-type: none"> - National Authorities. - EU Commission & policymakers. 	<p><u>Micro Level</u></p> <p>- Individuals, especially vulnerable groups, have more knowledge on what constitutes healthier and more sustainable diets; the knowledge is put into action by these individuals adopting healthier and more sustainable dietary choices; less food insecurity; medium to long-term we will see a reduction in NCDs.</p> <p><u>Meso Level</u></p> <ul style="list-style-type: none"> - Food environments that support healthier and more sustainable diets - Businesses: fewer unhealthy and unsustainably produced dietary products on offer; increase in affordable, local, healthier and more sustainably produced products on offer; --Institutions: increased availability and use of healthier and more sustainable meal options. <p><u>Macro Level</u></p> <p>- Increased adoption of food and health policy interventions at National and EU levels that support the just transition to healthier and more sustainable diets by all stakeholders in the food system.</p>	<p><u>Scientific</u></p> <p>- Advancing the state of the art to improve knowledge and understanding of the factors (barriers and facilitators), across the micro-, meso- and macro-levels of the food system influencing the dietary behaviours of different target groups (in particular, vulnerable groups) across Europe.</p> <p><u>Social</u></p> <ul style="list-style-type: none"> - Health: Decreased NCD burden; reduced health inequalities; decreased need for public sector expenditure (especially healthcare) stemming from NCDs. - Environment: Decreased environmental impact of the food system. - Economy: Improved opportunities and livelihoods for small farmers and food SMEs. <p><u>Policy</u></p> <p>Stronger scientific basis to inform the design and implementation of evidence-based policies by policymakers and Member States to build 'Win-Win-Win-Win' food systems that will empower individuals to adopt healthier and more sustainable dietary behaviours.</p>

2.2.2 Key Messages

Clear messages are important for good communication. They need to convey the content and goals of the project while also appealing to various target groups. The following key messages are based on FEAST's Theory of Change and are used to inform DEC activities for different target groups.

BOX Nr. 3 – FEAST's top level key messages

First key message

FEAST aims to make it easy for every European to eat a healthy and sustainable diet.

Second key message

FEAST aims to catalyse Europe's just transition to a 'Win-Win-Win-Win' food system that sees major gains for people, the planet, and the public and private sectors.

Third key message

FEAST aims to ensure the EU's policies actually walk the walk, not just talk the talk.

2.2.3 FEAST's Unique Selling Points (USP)

In consultation with our project partners, we aimed to identify their perspectives on FEAST's key unique selling points (USPs), which are summarised in Table 11 below:

Table 11 Project Unique Selling Points mentioned by the FEASTs partners

Partner Type	Summary of the answers
Higher education & research	Partners from higher education & research see the USP in the broad applicable approach of FEAST; the integrated and inclusive approach to food; health and environment to tackle the challenge of healthy and sustainable food systems; engagement with the living labs; the overall systems based solutions to food system challenges and the transition to Win-Win-Win-Win food systems.
NGOs	NGOs mentioned personal discussions, multi-actor approach and improved wellbeing of people.
Public bodies	Affordable food for vulnerable groups; practical impact; public cooperation on promotion of healthy food (e.g. in schools); health and sustainability through food is achievable for ALL; the international, integral & holistic perspective which leads again to the transition to Win-Win-Win-Win food systems.
Private companies	Actual change in lives with real life solutions backed by science leading to impact, practical & trustful food systems.

Building on the USPs identified by partners, DEC activities highlight a core mechanism through which FEAST will embed co-ownership: FEAST's 'living labs'- user-focused experimental

environment in which municipalities, end-users (citizens) and stakeholders are supported to co-create innovative solutions in real-world settings. Figure 7 displays the FEAST living lab network, associated sites and food regions. FEAST's associated large city living labs provide the ideal avenue for identifying and recruiting vulnerable populations for our co-creation actions.

Living Lab spotlights—as blogs and as part of social media campaigns—center co-creation processes in varied local contexts. To ensure representation across the EU, FEAST's living labs include rural areas, small/medium cities, and associated large city living labs according to a specific typology of food systems that cover aspects including regional diets, food production systems, and welfare systems (i.e., Beveridge/Bismarckian healthcare systems) characteristics. This diversity of location and situation are reflected in our communication materials. Furthermore, non-recurrent opportunities, such as the featuring of a city on an external podcast or other multi-media product, are being taken advantage of when they arise.

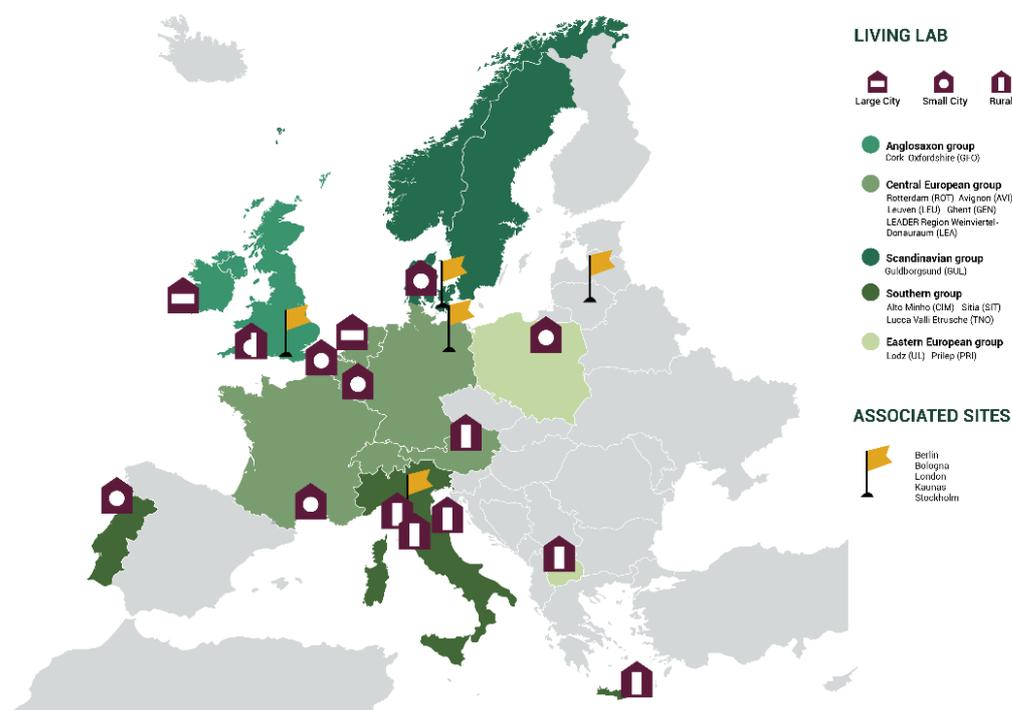


Figure 7 FEAST's Food regions and living labs

2.3 Selecting Tools, Planning & Implementing Activities

As outlined in Figure 1, FEAST has several general communication channels, including FEAST's website, internal and external newsletters, social media channels like LinkedIn and X (Twitter) (digital channels), as well as brochures, booklets, and flyers (printed media) (Section 2.3.3). The aim of using different channels and tools is to reach a broad audience based on their preference for receiving material. To this end, we consulted for the development of our first DEC plan with our project partners to understand preferred communication channels for both internal and external target audiences (Sections 2.1.1 and 2.1.2).

In the following section examples are given to show activities FEAST has undertaken from M6-M17 linked to the use of:

- FEAST's key messages for different DEC activities
- Different channels to reach our internal and external target audiences

- FEAST's existing and newly created communication and dissemination materials
- To support exploitation of FEAST's outputs

2.3.1 DEC Approaches for Internal Audiences

For the development of the first DEC plan, FEAST partners were asked which communication media they currently use for internal communication. The corresponding tools for internal project communication were derived from the insights garnered from the survey (Section 2.3.3).

To date, the following channels have been established for DEC activities targeting internal audiences:

- Members of the DEC working group attended bi-weekly WP meetings and reported on their DEC-related activities. Furthermore, this activity was used to evaluate the needs of the individual WPs (listening to their needs).
- File sharing and internal communication with Teams and SharePoint including:
 - separate channels for each WP
 - a channel where all recordings for the internal webinars, consortium meetings, hackathons, and policy chats are available
 - a channel related to ethics, sharing general resources related to ethics
- Email lists for internal communication:
 - Admin email list - Membership: All participants involved in FEAST, including admin staff, are included in this list and it is used to communicate updates on administrative issues
 - Research email list – Membership: Generally non-admin staff are included in this list (e.g. both academic and non-academic FEASTies)
 - Methods email list - Membership: Currently, only WP and task leads as well as living lab (LL) academic partners are included in this list. Junior researchers and any other FEAST member can 'opt-in' to join this list. The purpose of this list is to coordinate and harmonise methods across FEAST WPs and to “scientifically” discuss relevant political or policy aspects. Anyone in this list can post, and the focus is on the methods used in the studies being conducted within FEAST. The methods group can also serve as a place for junior researchers to learn and share.
 - Living Lab email list – People active in the Living Lab actions. Posting: anyone part of this list can post and it is meant for general updates including news from the Living Labs.
- Bi-monthly internal email newsletter to communicate the project's progress, present partner profiles, or highlight upcoming conferences and relevant publications.
- Internal webinars on policy, to inform and support FEAST partners to navigate developments in research, politics and ground work at the living labs. EuroHealthNet, lead of WP7 (Policy dialogues to inform food system governance), initiated the first series of internal webinars called “FEAST Policy Chat” with the following format:
 - Online event of 1-1.5 hours held on a regular basis.
 - Start of the event, WP7 representatives present two or three of the main policy developments that have occurred between M6-M17.
 - Q&A session and conclusion

Table 12 shows the webinars already held on policy chats and other topics. The purpose of these webinars is to increase the internal exchange of knowledge, create stronger linkages between WPs as they relate to policy aspects and to develop concepts for external webinars.

Table 12 FEAST internal webinars already held

Nr.	Title	Brief description of the webinar	Length	Date
1	1 st training session for living labs Held by OpenDot	Human Centered Design and Co-Design. Practical guide on how to find meaningful solutions based on user needs.	1 hour 23 minutes	13.02. 2023
2	2 nd training session for living labs Held by OpenDot	From Brief to Concept: make your ideas "cubic"- Practical guide on how to trigger creativity in participatory processes.	1 hour 24 minutes	27.02. 2023
3	3 rd training session for living labs Held by OpenDot	From Concept to Prototypes. How to create a concrete way to test your ideas in the field.	1 hour 26 minutes	13.03. 2023
4	1 st Policy Chat Meeting Held by EuroHealthNet	Introduction to the structure of the meetings. A common target: healthier and more sustainable food systems.	1 hour	17.03. 2023
5	Open Research Europe - FEAST, PLAN'EAT and SWICHT Held by F1000 (external)	Introduction to Open Research Europe (ORE) by F1000, how to publish on ORE. What is Open Diamond, what are the FAIR data principles, data sharing and types of articles in ORE.	1 hour	12.05. 2022
6	2 nd Policy Chat Meeting Held by EuroHealthNet	Food security	54 minutes	02.06. 2023
7	3 th Policy Chat – SFS Held by EuroHealthNet	End () of the Sustainable Food System policy?	57 minutes	24.10. 2023
8	1st webinar - FEAST reporting period Held by University of Heidelberg	Processes linked with reporting - including the completion of time sheets, signing into the EU portal and filling out the relevant forms on the Horizon Europe portal.	49 minutes	28.11. 2023

2.3.2 DEC Approaches for External Audiences

FEAST partners were also asked in the survey about their preferred communication channels with external actors. Suggestions included:

- Informal talks, meetings, calls, face-to-face talks, direct conversation, seminars

- Department-owned email lists for employees
- Website and intranet
- Newsletter articles at the homepage and newsletter with MailChimp
- Podcasts
- Newspaper and press
- Google docs for writing articles
- Tools: Teams, Slack, WhatsApp, OneDrive, Outlook, Canva
- Social media: LinkedIn, X (Twitter), Instagram, Facebook

The updates for the external audiences are linked with the general DEC approaches, which can be seen in Section 2.3.3

2.3.3 General DEC Approaches

To maximise the effectiveness and efficiency of FEAST's DEC activities, we will design and utilise FEAST-specific DEC approaches, which are described in the sections below. In addition to this and to fully capitalise on network effects, FEAST also uses the existing channels available to FEAST partners (Table 13).

Table 13 External communication channels mentioned by the FEASTs partners

Partner Type	Summary of the answers
Higher education & research	Website, press release, and email Social media: LinkedIn, YouTube, X (Twitter), Facebook, Instagram, Podcasts Print: Posters, leaflets, banners
NGOs	Email for press release and website Social media: LinkedIn, YouTube
Public bodies	Institutional website, emails, and stakeholder events Social media: Facebook, YouTube, X (Twitter), Instagram
Private companies	PR and LinkedIn

2.3.3.1 Project Websites

2.3.3.1.1 FEAST's Project Website

To give FEAST online visibility, the domain www.feast2030.eu has been reserved for the project over the next eight years – the five years of the project and three years following the conclusion of the project. The FEAST website will be continuously developed and will receive regular updates and upgrades to its functionalities. The first version of the website was published on July 24, 2022, coinciding with the creation of the [FEAST LinkedIn group](#).

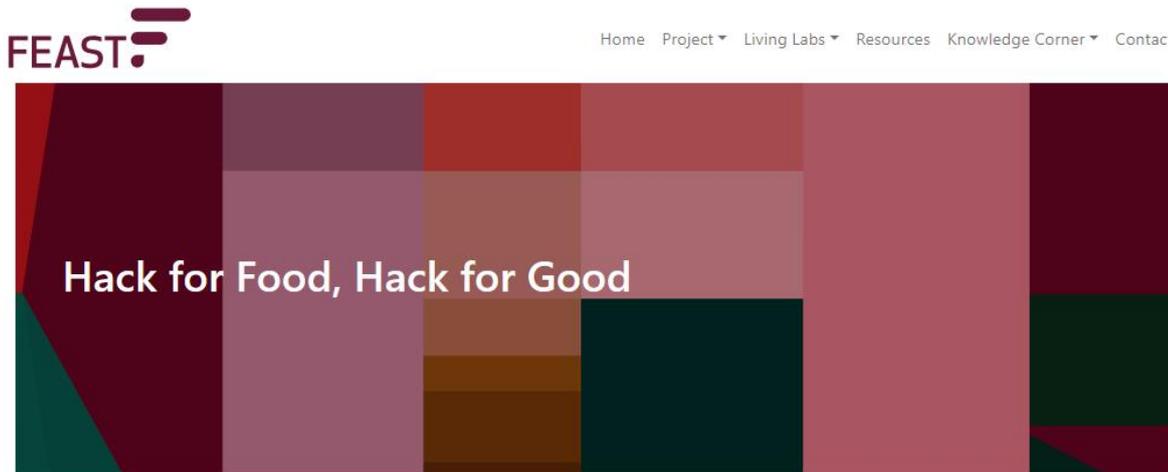
The technical implementation is realized with the open-source content management system Drupal (<https://www.drupal.org/>). Drupal provides the balance between powerful functionality out of the box and the flexibility to make it your own.

Since the release of the first version of the website, there have been several updates to the functionalities.

The website includes the following elements at the moment:

- Home (Landing page)
- Project
 - About – gives an overview of FEAST's objectives
 - Activity areas - focusing on WP activities, including subpages for each WP (see Table 14)
 - Research Activities – focusing on current and upcoming activities. Provides details about the hackathons, myLabel trial and WP surveys.
- Living Labs
 - Overview – gives an overview of Living Lab activities and local food challenges
 - Introduction – gives an overview of FEAST's food regions and living lab sites, including subpages for each living lab
- Resources – area where FEAST material is made available for download
- Knowledge Corner –
 - News – Blog posts on relevant topics related to FEAST's research topic, discuss and present new studies on the topics that FEAST addresses, and present the work of our research partners, as well as our municipal partners.
 - FEAST glossary - glossary of terms relevant for FEAST's research activities
- Contact – information on how to get in contact with FEAST.

Figure 8 shows a screenshot of the page about *FEAST's hackathons* "Hack for Food Hack for Good". The page provides information about the aim of the hackathons, the hackathon formats and how to participate in the hackathons.



Hackathons in Europe create social impact solutions for healthier and more sustainable diets

Hack for Food Hack for Good is a series of European hackathons organized and run with FEAST partner [OpenDot](#), a Milan-based fab lab and hub of social innovation.

As part of the FEAST project, OpenDot acts as a facilitator of innovation and experimentation processes and has identified in the hackathon format the most effective way to identify novel solutions, starting from one or more "challenges".

The "hackathon" format comes from the computer-technology field: a



Figure 8 Screenshot of the FEAST website landing page - Home (Accessed on 27.11.2023)

Figure 9 is a screenshot of the Knowledge Corner. Articles posted here are linked to our social media channels.

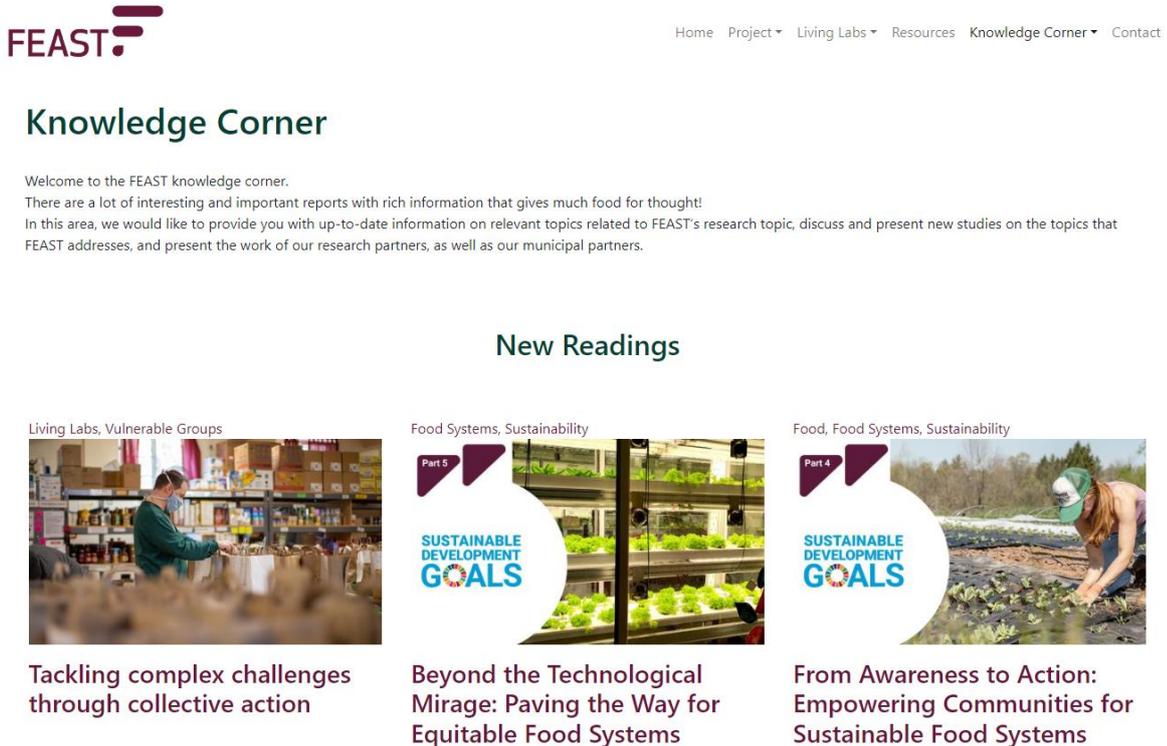


Figure 9 Screenshot of the FEAST Knowledge Corner (Accessed on 27.11.2022)

Figure 10 is an example screenshot of the Living Lab subpage of our partner Guldborgsund. Visitors get detailed information about the local food challenges, links to the YouTube channel and frequently asked questions to the LL. Table 14 provides an overview of the living lab sites and subpages.



Figure 10 Screenshot of the FEAST Living Lab subpage, Guldborgsund (Accessed on 27.11.2022)

Table 14 Links to FEAST's Living Labs sites

Title and Link to Living Lab site	Subtitel of the site (Living Lab message)
<i>Avignon FEAST Living Lab</i>	Healthy food education and meals in Avignon schools
<i>CIM Alto Minho FEAST Living Lab</i>	Transitioning to healthier and more sustainable food systems in Alto Minho's school canteens Children inspire change
<i>Ghent FEAST Living Lab</i>	Provide sustainable food accessible to all
<i>Guldborgsund FEAST Living Lab</i>	School Food and Nutrition Education in Guldborgsund Municipality
<i>LEADER Weinregion Donauviertel FEAST Living Lab</i>	Enhance the the food options provided at the canteens of manufacturing and service companies
<i>Leuven FEAST Living Lab</i>	Healthy and sustainable diets for vulnerable groups - through digital platforms and communication
<i>Senior-WIGOR Day Care Centre FEAST Living Lab</i>	Elderly people have very specific dietary and nutritional needs
<i>Oxfordshire FEAST Living Lab</i>	Understanding and exploring ways to support healthy and sustainable diets in vulnerable groups in Oxfordshire
<i>Prilep FEAST Living Lab</i>	Promoting and preserving traditional and sustainable diets
<i>Rotterdam Boulevard Zuid FEAST Living Lab</i>	Exploring and implementing innovative solutions for promoting healthy diets in Rotterdam
<i>Tuscany Region FEAST Living Lab</i>	A healthy and conscious approach towards food and nutrition
<i>Sitia (Greek Σητεία) FEAST Living Lab</i>	Ensure the long-term sustainability of Sitia olive oil

The development of the website is a continuous process for communicating and disseminating project outputs, living lab actions, news, blog posts from presentations, publications, and events.

Some statistics on the use of FEAST's website between 2022-07-24 to 2023-11-30 include:

- total website visits: 9 782 (direct entries 63%, from search engines 23%, from websites 7%, from social networks 7%)
- total page views: 22 855
- total downloads of resources provided at FEAST website: 144

2.3.3.1.2 FEAST's Partner Websites

Each FEAST partner has been asked to refer to FEAST on their websites and to describe the FEAST activities they are mainly involved in (see Figure 11, an image of the ICLEI Europe website). Table 15 presents a list of the FEAST WP lead organisation websites and links to the FEAST subpages on their websites.

Table 15 FEAST WP lead organisation websites and link to FEAST

Partner	Hyperlink
University of Heidelberg (Lead: WP1, 5 and 9)	https://www.uni-heidelberg.de/en <i>FEAST on the HIGH website</i>
EuroHealthNet (Lead: WP7)	https://eurohealthnet.eu <i>FEAST on the EuroHealthNet website</i>
Sciensano (Lead: WP3)	https://www.sciensano.be/en <i>FEAST on the Sciensano website</i>
ICLEI Europe (Lead: WP4)	https://iclei-europe.org <i>FEAST on the ICLEI website</i>
Institut national de Recherche Pour L'Agriculture (Lead: WP6)	https://www.inrae.fr <i>FEAST on the INRAE website</i>
open science for open societies (Lead: WP8)	https://os4os.org/en <i>FEAST on the os4os website</i>
Sant'Anna School of Advanced Studies (Lead: WP2)	https://www.santannapisa.it/en

Partners with their own newsletters and blogs are also looking for opportunities to highlight their connection with FEAST in order to foster engagement, interest, and participation among their target internal and external audiences, thus enhancing the project's visibility.



Figure 11 Partners are encouraged to feature FEAST on their organisational web pages, as illustrated by this image of the EuroHealthNet's website (Accessed on 15.11.2023).

Each partner has internal guidelines on how projects should be presented on their own websites as well as project-specific requirements resulting from FEAST. To ensure that FEAST content is widely disseminated, the following best practices are recommended for our parnters:

- if possible, the FEAST key messages should be mentioned
- integrate a link to the FEAST website www.feast2030.eu
- integrate links to FEAST's social media channels

These measures ensure that interested visitors are provided with further information and that the results are visible.

2.3.3.2 Press Work

Press releases for newsworthy elements linked to FEAST (including important outputs, innovations and resources) are being prepared regularly. The FEAST DEC team is reaching out to local and European level media to present them with these newsworthy elements from FEAST while also supporting dissemination of their material that is relevant to FEAST's objectives. Furthermore, all project partners, in particular our living lab cities and communities, share project news of local significance with local and national contacts.

To date, FEAST has released two press releases; information on these can be found in the Press Corner of the FEAST website (Figure 12).



Record Heat Highlights Urgency of Just and Sustainable Food System in EU Project

Europe is currently experiencing record heat, with July receiving the unfortunate accolade of hottest month recorded worldwide. This trend extends beyond Europe, with 2023 predicted to be the hottest year recorded on Earth (Cordis, 2023¹), with potentially drastic implications for the global food system (Guardian, 2023²). The food system - from production to distribution to waste management- both contributes to and is a victim of climate change (Mirzabaev et. al, 2023³). On the one hand, up to 1/3 of all greenhouse gas emissions worldwide can be attributed to the food system. At the same time, the resulting high temperatures can negatively impact farm worker health, reduce harvests, and ultimately decrease food availability while increasing prices. In this scenario, nobody wins.

9 October, 2023
Heidelberg, Germany

Media Contact

Name: Dr. Anant Jani
E-Mail: anant.jani@uni-heidelberg.de

Enter FEAST, a Horizon Europe project partnering directly with 12 communities across Europe to dream up and implement locally relevant strategies for increasing the sustainability of the food system-yielding benefits for both environmental and human health.

Press Release Overview

In its first year, the project laid the groundwork for a more equitable, sustainable, and nutritious food system by partnering with schools, kindergartens, senior residencies, and local governments, impacting over 14 million people. Each city involved in FEAST is in the process of developing a locally relevant food systems intervention adapted to their unique contexts and local priorities. In Milan, Italy, the question at the top of everyone's minds is food waste. In May 2023, the city of Milan hosted a hackathon focused on reducing food waste. Beyond FEAST, the city has an established commitment to a more just and sustainable food system as evidenced by the Milan Urban Food Pact Policy⁴. Their work reduces [Privacy settings](#) the city and efficiently re-

Record Heat Highlights Urgency of Just and Sustainable Food System in EU Project - 02/10/2023

New EU initiative reimagines the European foodscape - 18/08/2022

Figure 12 Screenshot of the FEAST website press corner page (Accessed on 02.12.2023)

2.3.3.3 Project Brochures and other Materials

A suite of materials that are essential for uni- and- bidirectional communication activities for use at scientific conferences, fairs, and other events have been developed. Table 16 provides an overview of the communication activities and their state of implementation.

Table 16 Description and state of implementation of FEAST for uni- and- bidirectional communication

Type	Short description and state of implementation
Brochures	<p>FEAST 1st year package is a brochure of the project achievements in the first 12 months and is currently available in English.</p> <p>Next steps: To increase FEAST visibility, the brochure will be translated into Dutch, German, Portuguese, French, Italian, Polish, Danish, and North Macedonian.</p> <p>State - Ongoing</p>
Posters	<p>Two conference posters were presented at the NetworkNature annual meeting 2023 conference in Brussels and also at the CLEVER Cities conference in Hamburg.</p> <p>Next steps: Collect and upload more posters presented by FEAST partners.</p> <p>State - Ongoing</p>

Promotional video	In total 22 videos were produced and published on FEAST's YouTube channel and website. Next step: State - Ongoing
Project templates	State - finished

Figure 13 shows two example rollups developed for the FEAST KickOff event in Heidelberg on Oct 5-6, 2022. The left one displays the main FEAST themes (food, health and sustainability) in a simple way through the three icons specially designed for this purpose. The rollup on the right side shows the key facts of FEAST e.g. number of involved countries, partners, and living lab sites.



Figure 13 Rollup's developed for the FEAST KickOff

2.3.3.4 Social Media

Social media allows us to reach a wide, targeted audience, maximizing FEAST's impact and successfully exploiting our project results. Social media is being used for both our communication and dissemination. Before launching our project on a specific social media platform, the pros and cons of each specific platform are evaluated.

As social media platforms evolve over time, projects like FEAST are always in the situation to evaluate their strategies. Questions like:

- Does the platform share the values of the project?
- Is the audience we want to reach changing?

- Is the business model of the platform changing, and might this impact the project?
- Are we also reaching our collaborators via the platform, i.e. other projects?

One good example of how a platform is changing is X (Twitter). Since Elon Musk bought Twitter, not only has the name changed to X, but also their users and how people communicate on the platform have changed. At the same time, X remains one of the most used platforms to engage with other Horizon Europe/2020 projects. While other projects do not belong to our primary target audience group, they are relevant for the exchange of information and amplification of our posts.

Due to these developments, the FEAST DEC working group decided to take on a passive role on X (Twitter) in mid-2023. The account will continue to exist, but we will reduce our activities and observe how X continues to develop.

Another example is ResearchGate (*Home Feed | ResearchGate*); in February 2023 a FEAST project site was created on ResearchGate. On March 31, 2023, ResearchGate retired the projects feature and removed all projects from the site. See the following announcement: *ResearchGate Updates | Projects have been discontinued. Here's what we learned — and what we're working on next*

Other relevant channels that will be further analysed for use in FEAST include (not implemented yet):

- Facebook (<https://www.facebook.com/>)
 - State: Not-started, under review.
- Instagram (<https://www.instagram.com/>)
 - State: Start February 2024
- Mastodon (<https://mastodon.social/>)
 - State: Not-started, under review

To ensure our messages are getting to the right audiences, we will use a carefully curated list of social media hashtags that reach a wide audience and those that are more niche to ensure our messages are effectively reaching our target audiences. Some examples of hashtags we are currently using include:

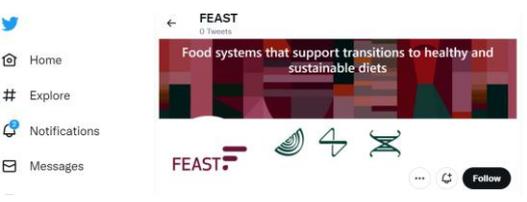
#FEAST2030, #food, #foodwaste, #foodsecurity, #foodavailability, #foodaffordability, #foodsystems, #foodpolicy, #health, #healthydiet, #hunger, #malnutrition, #sustainability, #foodjustice

This list will be continually updated over the course of the project.

2.3.3.4.1 FEAST's Social Media Channels

Table 17 shows the already implemented social media channels, including the target groups and the hyperlink to the relevant channel.

Table 17 FEAST implemented social media channels, date 25.11.2023

Channel	Target groups	Hyperlink
<p>LinkedIn</p> 	<p>Research and education, businesses policy makers, civil society organizations, municipalities and local authorities, associations representing different stakeholders in the food system.</p>	<p>LinkedIn FEAST2030</p>
<p>X (Twitter)</p> 	<p>Research and education, businesses policy makers, civil society organizations, municipalities and local authorities, associations representing different stakeholders in the food system, citizens, local media (including newspapers), press companies, communities.</p>	<p>X (Twitter) FEAST2030</p>
<p>YouTube</p> 	<p>Research and education, businesses policy makers, civil society organizations, municipalities and local authorities, associations representing different stakeholders in the food system, education and school communities (teachers, students, parents, etc.), citizens, small farmers.</p>	<p>YouTube FEAST2030</p>

We started FEAST's LinkedIn channel in July 2022 with posts being made at least once per week. Regular posting ensures that interested users are always informed about the latest progress of the project. A total of 451 people are already following FEAST's activities and the posts have generated more than 30,000 views. Table 18 and Table 19 show the type of industry and professional functions of the followers. The two industry types that have the greatest representation among FEAST followers are 'Research Services' and 'Higher Education'.

Table 18 Ranking of LinkedIn followers and industry type of followers

Rank	Industry	Total followers
1	Research Services	93
2	Higher Education	70
3	Government Administration	28
4	Non-profit Organizations	23
5	Public Policy Offices	18
6	Hospitals and Health Care	14
7	Civic and Social Organizations	12
8	Business Consulting and Services	10
9	Wellness and Fitness Services	9
10	Biotechnology Research	7

Table 19 Ranking of LinkedIn followers and job function

Rank	Job function	Total followers
1	Research	80
2	Education	49
3	Business Development	45
4	Program and Project Management	31
5	Operations	28
6	Media and Communication	27
7	Healthcare Services	25
8	Community and Social Services	22
9	Information Technology	10
10	Administrative	9

FEAST's YouTube channel includes 22 videos and has 1,607 views and 13,158 impressions. Impressions include how many times the video thumbnails were shown to viewers on YouTube, not on external sites or apps. Figure 14 shows the views of FEAST's YouTube videos by traffic source. Most of the views come from external sources, external sources are websites and apps in which FEAST videos are embedded. Figure 15 shows the breakdown of the external sources. LinkedIn is in first place, followed by Instagram, LinkedIn App, google search and the FEAST website. This

illustrates how important it is to link content across platforms. A full list of all FEAST's YouTube videos can be found in Table A3 1 in Annex 3.

Traffic source	Views ↓	Watch time (hours)	Average view duration	Impressions
<input type="checkbox"/> Total	1,607	19.0	0:42	13,158
<input type="checkbox"/> External	625 38.9%	8.4 44.1%	0:48	–
<input type="checkbox"/> Channel pages	378 23.5%	3.5 18.3%	0:33	2,471
<input type="checkbox"/> Direct or unknown	182 11.3%	1.9 9.9%	0:37	–
<input type="checkbox"/> YouTube search	142 8.8%	1.3 6.9%	0:33	2,698
<input type="checkbox"/> Playlists	129 8.0%	1.8 9.6%	0:50	935

Figure 14 Views, watch time, average view duration and impressions of FEAST's YouTube videos by traffic source, between October 2022 and November 2023

Traffic source > External	Views ↓	Watch time (hours)	Average view duration
<input type="checkbox"/> Total	625	8.4	0:48
<input type="checkbox"/> linkedin.com	158 25.3%	2.4 28.4%	0:54
<input type="checkbox"/> instagram.com	63 10.1%	0.2 1.9%	0:09
<input type="checkbox"/> linkedin.android	45 7.2%	0.6 6.6%	0:44
<input type="checkbox"/> Google Search	41 6.6%	0.4 4.6%	0:33
<input type="checkbox"/> feast2030.eu	21 3.4%	0.3 3.8%	0:53

Figure 15 Views of FEAST's YouTube videos by traffic source External, between October 2022 and November 2023

2.3.3.4.2 FEAST Partner Social Media Channels

In addition to the project's main social media channels, social media channels managed by the FEAST WP lead organisations (Table 20; the full list can be found in the Annex) are being used to maximize outreach and leverage network effects.

Table 20 Social media channels managed by the FEAST WP lead organisations

Partner	Hyperlink
University of Heidelberg (Lead: WP1, 5, and 9)	LinkedIn: https://www.linkedin.com/company/university-of-heidelberg X (Twitter): https://twitter.com/UniHeidelberg Instagram: https://www.instagram.com/uniheidelberg/?hl=en Facebook: https://www.facebook.com/uniheidelberg
EuroHealthNet (Lead: WP7)	LinkedIn: https://www.linkedin.com/company/eurohealthnet/mycompany/

	X (Twitter): https://twitter.com/EuroHealthNet Facebook: https://www.facebook.com/EuroHealthNet.eu/
Sciensano (Lead: WP3)	X (Twitter): https://twitter.com/sciensano https://www.sciensano.be/en
ICLEI Europe (Lead: WP4)	LinkedIn: https://www.linkedin.com/company/iclei-europe X (Twitter): @ICLEI_Europe @SF4C_Project @buy_betterfood
Institut national de Recherche Pour L'Agriculture (Lead: WP6)	Facebook: https://www.facebook.com/Inrae.France/ X (Twitter): https://twitter.com/INRAE_France Instagram: https://www.instagram.com/INRAE/ LinkedIn: https://www.linkedin.com/company/test-science/
open science for open societies (Lead: WP8)	LinkedIn: https://www.linkedin.com/company/os4os X (Twitter): https://twitter.com/os4os_ Instagram: https://www.instagram.com/_os4os/
Sant'Anna School of Advanced Studies (Lead: WP2)	LinkedIn: https://www.linkedin.com/school/scuola-superiore-sant'anna/ X (Twitter): https://twitter.com/ScuolaSantanna/ Facebook: https://www.facebook.com/scuolasuperioresantanna

2.3.3.5 Partner Dissemination, Exploitation and Communication Resources

In addition to partner websites and social media channels, FEAST partners are involved in other networks or operate platforms themselves that serve as resources for FEAST DEC activities. Table 21 shows the WP leads specific DEC resources.

Table 21 FEAST specific sites and channels

Partner	Hyperlink and Purpose
University of Heidelberg (Lead: WP1, 5 and 9)	UKHD – under development FabLab - http://www.opendotlab.it/fablab/ Growth hacking – myLabel - https://mylabel.io
EuroHealthNet (Lead: WP7)	EU Food Policy Coalition: https://foodpolicycoalition.eu/ CHAIN: https://www.ntnu.edu/chain EuroHealthNet Magazine : https://eurohealthnet-magazine.eu/ EuroHealthNet Communication Network
ICLEI Europe (Lead: WP4)	Buy Better Food campaign - https://buybetterfood.eu/ City Food program - https://cityfood-program.org/

	<p>ICLEI iNews (newsletter) and online newsroom (https://iclei-europe.org/news/)</p> <p>CitiesWithNature - https://citieswithnature.org/</p> <p>NetworkNature - https://networknature.eu/</p> <p>SchoolFood4Change - https://schoolfood4change.eu/</p> <p>ICLEI Sustainable Procurement Platform - https://sustainable-procurement.org/</p>
open science for open societies (Lead: WP8)	www.openscience.eu - The Platform can be used for the dissemination and exploitation of our results. Mainly to promote FEAST's OS results.

2.3.4 Events

2.3.4.1 Project internal events

The events that will take place annually include:

- Annual online General Assembly meetings (every spring).
- In person General Assembly meetings (second year in autumn)

2.3.4.2 External meetings/Events

Table 22 shows a selection of events and meetings FEAST partners attended where they presented FEAST-related material.

Table 22 Selection of events and meetings in which FEAST partners have participated.

No	Partner and date	Type of event and description of event
1	EuroHealthNet 23.09.2022	Collaboration with EU-funded projects – Presentation of FEAST on Health Inequalities in food systems at the joint meeting of the Scientific and Stakeholder Advisory Boards of the JPI “A healthy diet for a healthy life” (JPI HDHL). EuroHealthNet presented FEAST at this advisory board meeting, speaking on health inequalities and explaining how FEAST is going to address this issue. After the presentation, a debate followed with questions from CSOs, member state representatives, patient representative organisations and medical doctors.
2	EuroHealthNet 26.09.2022	Conference – EuroHealthNet presented FEAST at the European Health Forum in Gastein. 26-29 SEPTEMBER 2022 the 25th European Health Forum Gastein. EuroHealthNet's Policy Manager spoke about FEAST in a panel on Co-creating better food systems in Europe: The role of consumers' informed choices in transitioning to healthier and more sustainable food systems.
3	EuroHealthNet 28.11.2022	Conference – FEAST presentation at a FEPS (Foundation for European Progressive Studies) Expert Meeting "Breaking Down the Silos: Climate Mainstreaming and Holistic Policy Design". EuroHealthNet participated

		<p>in this roundtable to discuss health challenges in food systems. During the discussions, EuroHealthet presented the work done and planned in FEAST as an example of how a systemic approach to food systems to benefit health.</p>
4	<p>myLabel 29.11.2022</p>	<p>Conference – Testify myLabel-FEAST in the context of the “Ambition Europe day”. MyLabel was invited to testify in context of the “Ambition Europe day” organized by the Auvergne Rhône-Alpes Region on November 29. The CEO of myLabel spoke at an important time of the day, in the plenary room of the region's headquarters, a great opportunity to talk about and discover the FEAST project.</p>
5	<p>Good Food Oxfordshire 01.05.2023</p>	<p>Round table event – Childhood Food Poverty Policy recommendations. A roundtable event on Childhood Nutrition was held at the University of Oxford in May 2023. In total 65 stakeholders came together to share local experiences and explore opportunities for collective action. The views from this event have helped to not only shape the policy recommendations but also were used to inform areas of interest for the Oxfordshire LL.</p>
6	<p>IPVC and Comunidade Intermunicipal do Alto Minho 08.05.2023</p>	<p>Meeting – Strategy alignment meeting and formalization of partnerships between FEAST CIM/IPVC team and associations for regional development AdriMinho and Adril, May 8, Viana do Castelo, Portugal.</p>
7	<p>University of Lodzki 30.05.2023</p>	<p>Conference – Active participation in Social Policy Congress in Warsaw, Poland (40th National Conference of Social Politicians; "Social Policy as a Foundation of Social and Economic Development") organised under the auspices of the Social Insurance Institution and the Polish Academy of Sciences. Speech on "Local food policy and sustainable consumption as new, interdisciplinary challenges for social policy". Information about the FEAST project included in speech, both verbally and visually.</p>
8	<p>ICLEI Europe 07.06.2023</p>	<p>Conference – NetworkNature Annual Event. Poster presentation.</p>
9	<p>Comunidade Intermunicipal do Alto Minho and IPVC 13.06.2023</p>	<p>Meeting – Alto Minho's baseline diagnosis preliminary results presentation. Aiming to have a clearer picture of the approach undertaken in Alto Minho's schools on food-related topics, CIM Alto Minho and IPVC carried out a baseline diagnosis targeting both Alto Minho municipalities and Alto Minho's school groupings. The preliminary results of the diagnosis were presented during the Alto Minho Education Committee meeting, held on June 13th, 2023.</p>
10	<p>Commune d'Avignon 15.06.2023</p>	<p>Education and training events – Event on food for children. It was a free event open to the municipal schools to experiment many aspects of what sustainable food could mean. Various activities were proposed to the children: discovering bees' world, reflecting on food marketing, planting seeds, participating in a cooking workshop, etc..</p>

11	University of Lodzki 19.06.2023	<p>Conference – Participation in 6th International Conference on Aging & Technology Fair organised by the Czech Active Aging Centre, Keynote Company, International Visegrad Fund under the auspices of Czech Ministry of Labour and Social Affairs. Plenary conference speech "Food Insecurity among the Elderly: Case Study of the Polish "Living Lab" within the FEAST Project". Presentation of FEAST's main goals & assumptions. Public screening of Lodz Living Lab video.</p>
12	IPVC, os4os and ICLEI Europe 26.09.2023	<p>Conference – Poster at Clever Cities Nature in the City conference. Poster of LL Alto Minho's activities.</p>
13	Guldborg Municipality, City of Gent, IPVC, ICLEI Europe and os4os 27.09.2023	<p>Conference – Session at Clever Cities conference "Nature in the City" - Co-Developing Community Based Solutions for Healthy and Sustainable City Food Systems. This world cafe style workshop featured Living Labs from the Horizon Europe Food Systems project FEAST. Emphasis was placed on links between sustainable and healthy city food systems for all, nature-based solutions, and co-creative planning processes. Through the presentation of real-life challenges the Living Labs face on their journey, the goal was to foster cross-pollination and enhance collaboration throughout the disciplines of food systems and nature based solutions. After a brief introduction of three representative Living Labs (Guldborgsund, Denmark/Gent, Belgium/Alto Minho, Portugal) we will gathered in small groups to discuss the challenges these Living Labs encounter in starting co-creation processes. The involved stakeholders vary from non-governmental, public organizations to educational institutions. We wanted to showcase how co-creation can work in real life and what awaits along the way.</p>
14	Good Food Oxfordshire 01.10.2023	<p>Conference – Consumer Data Research Centre (CDRC) annual conference. Presentation made by GFO Director at the CDRC annual forum.</p>
15	Azienda USL Toscana 16.10.2023	<p>Meeting – Pre-kick-off event: presentation of Tuscany Living Lab to all Health Promotion Units of Tuscany Region. Showcasing of the FEAST project and TNO Living Lab: context, trigger for participation, objectives, status of activities, outcomes and future steps. Attendees showed great interest in the project and expressed willingness to be updated on subsequent activities.</p>
16	University of Lodzki 20.10.2023	<p>Meeting – FEAST project got an official nomination as a "Research Project of the Future" from the Polish Smart Development Forum. The FEAST project has been selected by the jury of the Polish Smart Development Forum as a nominee for the award of a Research Project of the Future. Dr Kaja Zapadowska-Kling, one of the FEAST team members at the University of Lodz, got an award of a Scientist of the Future in a category "A Woman of Science who changes the world". She introduced the idea of FEAST project during the final gala.</p>

17	SUSMETRO 26.10.2023	Conference – FoodSHIFT 2030 Policy Conference. Keynote and panel debate with input on FEAST.
18	Good Food Oxfordshire 08.11.2023	Clustering activities – Annual Celebration. This event is an opportunity for the GFO team and the wider network to come together and celebrate our collective successes from the past year. As part of the event Fiona Steel, GFO Manager, presented the key projects and campaigns, of which FEAST was one. After the presentation there was an opportunity to network, and for the project team to promote the projects vision and planned outcomes with key stakeholders.
19	University of Heidelberg, EuroHealthNet and EAT Foundation 08-11.11.2023	Conference – Plenary session at the annual European Public Health Association (EUPHA2023) conference. In the plenary, organised by Caroline Costongs (EuroHealthNet - FEAST partner) and Suzanne Costello, the panelists highlighted concrete actions to address our imbalanced food systems. Key takeaways: Prof Tim Lang: get citizens involved in demanding change for our food systems Dr Francesco Branca: drive ambitious policies to create a new baseline for what is possible Dr Gunhild Anker Stordalen (EAT - FEAST partner): bridging silos across policy, science and business to transform food systems
20	University College Cork 10.11.2023	Conference – CFPC EUPHA2023 Presentation Workshop. INFORMAS and FEAST partnered in a session at the EPH (Europeach Public Health Conference) in Dublin this year. As part of the session the video showed Janas Harrington from UCC Cork, a FEAST partner who shared the work of the Cork Food Policy Council. CFPC not only works on ongoing policy interventions at city level, but also organises educational and community-building events to bring local producers, cooks and eaters together.
21	ICLEI Europe and City of Gent 16.11.2023	Education and training event – Kantine Zukunft Talk Food Environments.
22	IPVC 24.11.2023	Education and training event – Heroes crew joining FEAST (6-9 year old children), fruit paintball - colouring activities (6-8 year old children) and work on recognising local products and assets in the form of a quiz . Guess who I am? (9-12 year old children). Work to recognise products and assets from the region and raise awareness of healthier eating habits.

3 Inclusive, intersectional and non-stigmatising communications

3.1 Inclusive and intersectional communications and representation

FEAST is actively inviting and working with individuals representing the full spectra, diversity and intersectionality of European society (e.g. characteristics including gender, race, ability, socio-economic status, culture, language, technology access, etc.) through FEAST team members and associated stakeholders. We are actively integrating and applying intersectional analyses across all components of the project to ensure that we are continuously evaluating norms and stereotypes, particularly linked to vulnerable groups, while also ensuring that we are considering and addressing the emerging needs of the full diversity of European society. This is being achieved by utilising inclusive and neutral language and avoiding narratives surrounding different roles and social constellations that reinforce potential stereotypes. All outputs are reviewed by multiple partners, who themselves have varied identities, to ensure that any given author's positionality does not result in problematically oriented content. Opportunities for professional development on this front, such as trainings and educational material, are also being sought out and shared with partners, to ensure that our inclusive and intersectional lens extends to consortium members' internal and external communication and not only project outputs.

Furthermore, a small working group within WP8 is advising on the inclusivity and intersectionality of our communications, including our partners from the University of Lodz, who are part of the Women's Studies centre which has extensive experience in the gender dimension. For the most critical communications linked to WP-related tasks we also consult with our Independent Ethics Advisor, Abha Saxena, to ensure that our work adheres to ethical principles.

Given that FEAST addresses all elements of the food system, the general approach we are taking is to (see Figure 16):

- (1) Ensure that we are collecting and analysing information from different sectors of the food system (i.e., consumers, producers, distributors, retailers) in a way that accounts for the diversity of European society by actively recruiting individuals across different groups, particularly vulnerable groups, for their views while also accounting for these dimensions in our analyses (WP2, WP3, WP4, WP5, WP6, WP7).
- (2) Ensure that FEAST's co-designed community-based, technology-based and policy-based solutions are done with diverse individuals, and in a way that takes account of their needs and preferences, so these solutions can be actively used by all EU citizens across all groups to support the transition to healthier and more sustainable dietary behaviour (WP4, WP5, WP7).
- (3) Ensure that FEAST's dissemination, exploitation and communication fully accounts for the different dimensions, as outlined above, while also being designed to reach them in ways they want, and are likely, to be reached (WP7, WP8).



Figure 16 FEAST approach to address the gender dimension throughout the project

3.2 Non-stigmatising terms about health

Food and health are intertwined; it is difficult to advocate for a shift in the food system without addressing and celebrating the potential for improved health outcomes at the population level. At the same time, it is essential to avoid language that stigmatises certain dietary practices or diet-related conditions and illnesses. FEAST achieves this by following the guidance outlined in the *Rural Health Toolkit*, which encourages centering individuals and communities in communication, rather than a condition or circumstance. For example, we would use the phrase ‘individuals impacted by malnutrition’, rather than ‘malnourished individuals’.

3.3 Accessibility of information

FEAST’s main language of communication is English, but given that activities are being carried out at a local level in different countries, more targeted material is also being developed for specific channels, tasks, and outputs that are aligned with preferred communication channels for local actors. We are monitoring the need for the translation of materials, and local teams are organising the work of translation into country-specific languages in different communication modalities, such as text and audio. Furthermore, English language communication written for the general public are written at the 8th grade level to ensure the content is accessible to the widest possible audience

4 Academic Dissemination

Knowledge is being shared at all stages of FEAST’s research and innovation lifecycle and across different disciplines. The FEAST consortium is committed to the implementation of open practices (open access, open source, open data, etc.). Members who are already actively adhering to and applying these principles are supporting consortium members new to the approach in integrating open practices into their academic dissemination work. FEAST’s use of open practices underlines the consortium’s commitment to FEAST’s MAA approach and empowering food system actors with knowledge to drive change on the ground, by reducing barriers to access. The Open Science (OS) strategy is coordinated by os4os (Open Science for Open Societies), which has extensive experience in designing, implementing and promoting open science practices.

FAIR (Findable, Accessible, Interoperable and Reusable) principles are the basis for FEAST’s research work. As FAIR does not systematically mean “Open”, we are also following the principle ‘as open as possible and as closed as necessary’ for output sharing and achieving a high impact. Several measures are being implemented to foster OS of the research outputs (scientific publications, data, software, algorithms, protocols) as highlighted in Table 23.

Table 23 FEAST OS roadmap framework: Research output and FEAST measures to address the FAIR principles and ensure reproducibility

OS Integration across FEAST	FEAST measures to address the FAIR principles and ensure early sharing & reproducibility of results
OS Approaches & Methods	- OS capacity building: All partners are being trained on the latest OS practices and tools (i.e., latest standards and services created/validated by EOSC).

	<p>- <u>Citizen science</u>: Research design based on citizen sciences methods - i.e., multistakeholder co-creation processes and integration of non-scientists into research live cycle.</p>
<p>OS Outputs</p>	<p>- <u>General information (FEAST website)</u>: A section dedicated to OS is being integrated into the FEAST website (with links to research outputs, training materials) and a public download section (data hub) for information which cannot be stored on EC data spaces is being provided.</p> <p>- <u>Licensing & copyright</u>: FEAST is using systematically, and obligatory, open licensing models (mainly CC-BY), as defined by the <i>Open Knowledge Foundation</i>. The licensing models are applied to publications, content, data and code.</p> <p>- <u>Research outputs</u>: Research outputs (i.e., figures, models, workflows, software) and data are being made open and machine-understandable (i.e., sharing of metadata and description of how artefacts and data can be used for assessment and reproduction of research results). FEAST research data align with the EC strategy on <i>Web of FAIR Data</i> and Services to interlink data spaces. Software will be identified by the use of persistent identifier (PID), code will be stored at partner Git repositories (i.e., <i>GitHub</i> or <i>GitLab</i>), and the FEAST Git repository (which will be launched early in the project).</p> <p>- <u>Storage</u>: Certified trusted repositories applying FAIR principles are being used. FEAST cloud services (i.e., model exploitation, data analysis, exploitation tool kit) will be made publicly available over the <i>EOSC marketplace</i>.</p> <p>- <u>Scientific publications</u>: Scientific publications are being shared over preprint platforms wherever possible (i.e., as long as the target journal allow preprint publishing). Furthermore, research plan(s) are being made available in <i>Zenodo</i> or other platforms allowing preregistration and preprints. At least ten publications will be submitted in <i>Open Research Europe</i> (ORE). Further, articles will be published in open access (OA) journals linked with <i>ORCID iD</i>. Outputs and findings from our work will also contribute to openly accessible <i>Lancet publications</i> (Lancet Health and Climate Change countdown, EAT Lancet 2.0).</p>

5 FEAST's Community of Practice: External Collaboration with the EU Food Systems Community

FEAST is building and growing a Community of Practice (CoP), which functions as a platform to bring together relevant European Stakeholders (mainly virtually) for targeted exchange on topics that fall within the CoP scope.

During Q2 2023, the CoP concept draft was finalized (V9.0), outlining the CoP scope, objectives, added value, structure and key activities. For example, the CoP scope has now been defined as shown below in Figure 17.

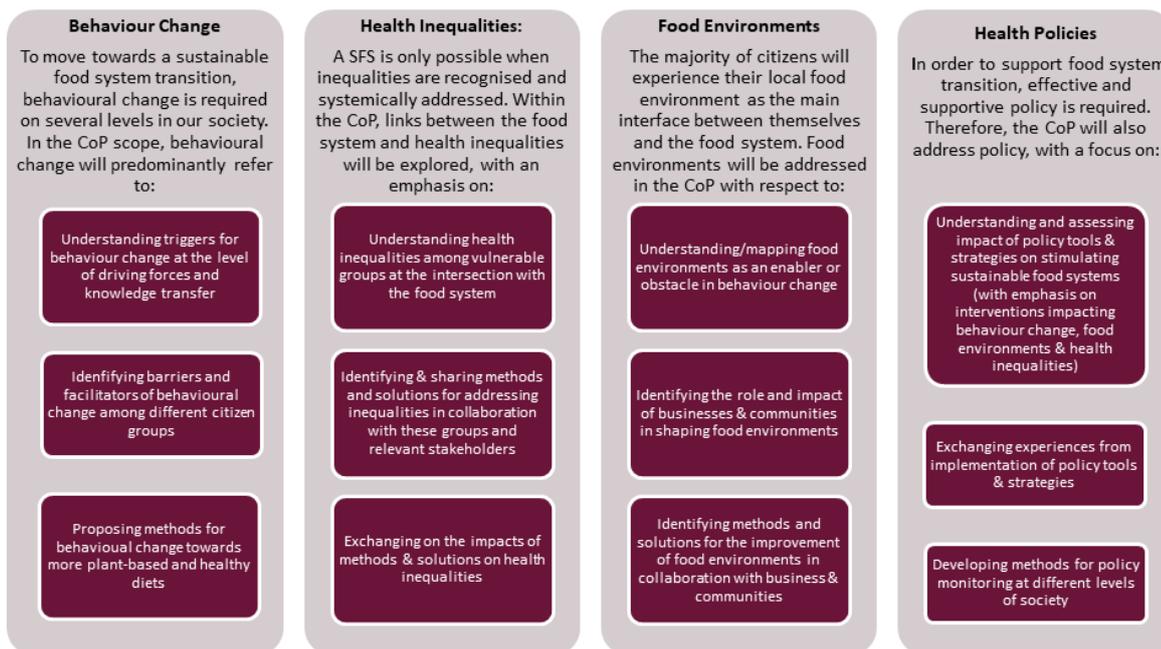


Figure 17 Community of Practice Scope Areas

With these scope areas in mind, the preliminary CoP objectives are:

- To facilitate knowledge brokerage
- To generate policy impact
- To stimulate industry dialogue

Regarding the target group of the CoP, Living Labs will be the main target of CoP activities and objectives. Living Labs have been chosen as the CoP target group in order to support practical, on-the-ground challenges regarding food and health, by stimulating the exchange of effective solutions and enabling the engagement of experts from academic and policy fields where needed. In this context, the CoP will facilitate the translation of research and policy into concrete actions among Living Labs, whilst building and sharing knowledge across Living Labs.

Launch of the CoP

On Monday 25th September 2023, the CoP was officially launched among the FEAST Living Labs in collaboration with WP4. The CoP concept was presented and Living Labs were encouraged to register. Since the launch among FEAST Living Labs, the CoP has also been launched in the FOODSHIFT2030 and PLAN'EAT projects, inviting their Living Labs to join the CoP. The invitation flyer

for Living Labs is shown in Figure 18 (left). At the time of writing, 21 registrations for the CoP have been received from Living Lab representatives. These registrations represent 14 unique city regions. The scope areas of (1) Behaviour Change and (3) Food Environments appear as the two most popular / priority scope areas among registered Living Labs.

CoP Events

Several CoP events have been scheduled for Q1 2024. These events will take the form of 1.5 hour sessions dedicated to a case submitted by CoP members. This case will take the form of a challenge or goal from a Living Lab for which they require extra support. The sessions will be facilitated by the CoP organizing core who will develop a session program based on the case requirements. Figure 18 (right) shows the Call for Cases flyer distributed to CoP members in preparation of the CoP sessions.



Figure 18 Community of Practice Invitation Flyer for Living Labs (left) and Call for Cases Flyer (right)

Collaborations with other networks

The CoP is structured into three main groups (Table 24):

Table 24 Structure of FEAST's Community of Practice (CoP)

	Description	Who	Engagement Level
1. Organizing Core	Task 8.4 partners who contribute to the set-up, design, and organization of the CoP.	<ul style="list-style-type: none"> • SUS (lead) • UKH • ScS • EHNet • EAT • FIBL • ICLEI • USG • UGR 	Collaborate
2. CoP Members	Representatives who form the bulk of the CoP and participate in regular CoP activities. These representatives are the main target group for the CoP objectives.	<ul style="list-style-type: none"> • FEAST Consortium • EU Food Project Family Consortium Members • Other relevant Horizon & EU projects 	Involve, Collaborate & Empower
3. Network Partners	Network partners are welcome to join as regular CoP members, but will most likely be involved on a more ad-hoc basis when there are targeted activities and discussions relevant to their interests.	<ul style="list-style-type: none"> • Healthcare professionals • City officials • Relevant NGOs / CSOs • Industry players • Educational institutes • FabLab Network • MUFPP cities 	Consult

A key strength of the FEAST consortium are the strong networks of its partners. These networks provide the project with accessible channels for our DEC activities and to empower and support Europe's stakeholders in all parts of the food systems (Figure 19):

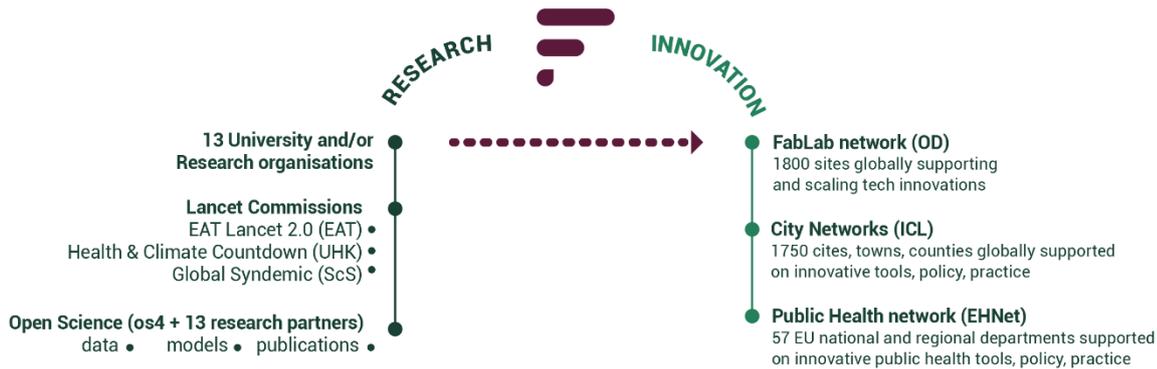


Figure 19 FEAST key scaling routes to scale impact during and after the project end date

During the first year of the project, the CoP has identified other food systems networks and social media campaigns to which FEAST can participate. This work will occur alongside clustering activities with sibling Horizon projects involved in food systems, many of which FEAST partners are already actively contributing to:

- **FOODTRAILS** (H2020 - Roskilde University and EAT): Food Trails are piloting 11 activities in participating cities in order to better co-create urban food policy. The goal is to make the farm-to-fork journey sustainable and to empower communities, promote zero-waste use of resources, promote environmentally friendly behaviour change and ensure people have healthy and secure diets.
- **SchoolFood4Change** (H2020 – ICLEI, Ghent): Starting in January 2022, 34 partners from 12 European countries (including 16 local governments) will work over four years to implement solutions aimed at switching to healthy and sustainable school meals with a whole school food approach. Over 3,000 schools with more than 600,000 children and young people in 12 EU Member States will be impacted.
- **BUY BETTER FOOD** (Coalition of members including ICLEI): Campaign calling for the uptake of public food procurement rules that work for the environment, consumers, and workers, and that provide healthy food to European citizens in public places such as schools, hospitals and elderly care homes.
- **JPI-PEN** (University College Cork): JPI-PEN will provide an overview of public policies with direct/indirect potential influence on food and physical activity policy environments. It will build on existing tools including the Food Environment Policy Index (Food-EPI) developed by the INFORMAS group.
- **INFORMAS** Group (Sciensano): INFORMAS (International Network for Food and Obesity / Non-Communicable Diseases (NCDs) Research, Monitoring and Action Support) is a global network of public-interest organisations and researchers that aim to monitor, benchmark and support public and private sector actions to increase healthy food environments and reduce obesity, NCDs and their related inequalities. They have developed a variety of tools to evaluate food environments and businesses including Food EPI, BIA-Obesity and BIA-Sustainability. 43 countries are actively using INFORMAS' food environment and policy surveys.
- **EcoFoodMap** (Leuven2030): EcoFoodMap is an interactive tool that maps the food system in and around Leuven. The tool provides the necessary information about all initiatives, actors, experts and indicators in the Leuven food system. The goal is to stimulate new collaborations and provide insights that further improve connections and decision-making for a more sustainable and resilient urban food system.

- **Lancet Commissions** (EAT Foundation, University of Heidelberg, Sciensano): EAT Lancet 1.0 and the newly launched EAT Lancet 2.0; Lancet Health and Climate Change Countdown; Global Syndemic Commission.

Sister projects PLAN'EAT and SWITCH

In addition to the above projects, FEAST explored opportunities for collaboration with the two sister projects *PLAN'EAT* and *SWITCH* which are funded under the same Horizon Europe Farm2Fork call as FEAST.

All three projects are complementary and supplementary in using similar approaches and methods (e.g. use of living labs and policy labs/dialogues), which are presenting important opportunities for synergy and collaboration.

Furthermore, FEAST is collaborating with WHO Europe³ (engagement has already begun), the Good Food Finance Network⁴ (engagement has already begun), and the Regional Office for Europe of the World Health Organization.

Projects completed in 2023.

- **FOODSHIFT2030** (H2020 - Susmetro, Commune d'Avignon, INRAE): In partnership with engaged citizens, NGOs, SMEs, researchers, local administration, and policy makers, FOODSHIFT2030 has established nine living labs across Europe to incubate local food system innovations.

***FEAST's contribution:** FoodSHIFT 2030 Policy Conference. Keynote and panel debate with input on FEAST.*

- **Join Action Best-ReMaP** (EuroHealthNet): a Europe-wide Joint Action (2020-2023) that seeks to contribute to an improved quality of food supplied to citizens of Europe by facilitating the exchange and testing of good practices concerning: i) the monitoring and analysis of how the food that people consume changes at the European and national level; ii) the regulations on the marketing of food and beverages to children and; iii) the procurement of food by public bodies for educational institutions, social care facilities, etc..

***FEAST's contribution:** FEAST's DEC team is working BestReMap on a strategy to promote the results from the BestReMap project.*

- **COACH** (H2020 – ICLEI): This project facilitates collaboration between farmers, consumers, local governments and other actors to scale up short agri-food chains.

³ <https://www.who.int/europe/about-us/about-who-europe> (accessed on 15.11.2022)

⁴ <https://goodfood.finance/> (accessed on 15.11.2022)

6 Obligations and requirements for communication actions

6.1 Information on EU funding

As FEAST receives funding from the EU, Innovate UK and the Swiss State Secretariat for Education, Research and Innovation (SERI) we use the logo Co-funded by the European Union in our DEC activities as described in article 17 of the GA.



Figure 20 Logos used in FEAST for information on EU funding and Non-EU funding

6.2 Disclaimer excluding agency and commission responsibility

FEAST is adopting standard practices or disclaimers. Statements include:

“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.”

In addition to this, FEAST-specific disclaimers are also included:

- Project No 101060536.
- This work was supported by Innovate UK [grant number 10041509] and the Swiss State Secretariat for Education, Research and Innovation (SERI) under contract number 22.00156.
- Start Date 01/07/2022, End Date 30/06/2027

7 Reflections on lessons learned

Effective communication ideally promotes the activities and results of a project, attracts experts, increases collaboration and engagement with end users, makes citizens aware of how public money is spent, and creates visibility. Dissemination activities support sharing research results with the scientific community, commercial players, civil society, and policymakers. During the first reporting period, FEAST carried out more than 80 individual communication and over 20 dissemination activities, not including individual social media posts by FEAST and FEAST partners.

As described in Section 2, FEAST's methodology for DEC activities involves five steps (identify target audience and messages, select tools, plan and implement activities) in a continuous loop.

The following reflections on lessons learned can be drawn after 17 months of the project:

- Digital platforms are essential for good internal communication within the team and with the communication teams of the partners.
- The use of templates for presentations and reports facilitates a common visual language.

- The production of materials in local languages enables access to local stakeholders. See for example, the [YouTube videos on the Living Labs](#).
- Social media allows FEAST to reach a wide, targeted audience, maximizing FEAST's impact and successfully exploiting our project results. Social media is being used for both our communication and dissemination. Before launching our project on a specific social media platform, the pros and cons of each specific platform need to be evaluated. As social media platforms evolve over time, projects like FEAST are always in the situation to evaluate their strategies. Questions like:
 - Does the platform share the values of the project?
 - Is the audience we want to reach changing?
 - Is the business model of the platform changing, and might this impact the project?
 - Are we also reaching our collaborators via the platform, i.e. other projects?
- Cross-platform linking (LinkedIn, partner websites, FEAST's website, newsletter, etc.) enables easier access to our materials.
- Some audiences are known at the start of the project, and others are not. The communication material should, therefore, be created in such a way that communication can adapt accordingly to changing needs.
- Regular analysis of the activities enables readjustment and continuous improvement.

8 Conclusion

FEAST's DEC approach aims to incorporate evidence-based and state of the art practices to support the efficient and effective utilisation of FEAST's results to build capacity at the micro, meso and macro level of Europe's food systems to empower and enable stakeholders to transition to healthier and more sustainable dietary behaviour and ensure that these changes 'stick'. Table 25 summarises the target audiences, their needs, FEAST's expected results related to these target audiences as well as the DEC approaches that will be used to achieve these results.

Table 25 Summary and mapping of specific needs identified, expected results and DEC measures

Specific Needs	Expected Results	D & E & C Approaches
<p>We currently have 'Lose-Lose-Lose-Win' food systems in Europe where only large businesses 'Win' at the expense of people, planet, public sector and small enterprises.</p> <p>People</p> <p>- NCD-linked morbidity and mortality linked to</p>	<p>1. Established baselines and sampling tools for ongoing monitoring, that can be used in the short-, medium- and long-term to understand the health and sustainability metrics of the food system at all levels (micro, meso, macro).</p> <p>2. An integrated health and sustainability impact assessment approach, including scenario modelling, for solutions on organizational, municipal,</p>	<p>Dissemination</p> <p>- FEAST Community of Practice (leveraging 1800 fab labs, 1750 city network; 57 public health bodies).</p> <p>- At least 10 FEAST open access scientific publications; development of evidence-based policy recommendations; participation in (after year 2) at least: 3 conferences/year; 2 local community-based talks/year through our NGO and public</p>

<p>poor quality diets (75% of all diseases and 85% of all deaths in Europe can be attributed to NCDs).</p> <p>- Increased health inequalities and food insecurity.</p> <p><u>Planet</u></p> <p>- Huge GHG and environmental burden stemming from dietary choices (26% of GHG emissions, 50% of global habitable land use, 70% of freshwater use, 78% of eutrophication and 60% of biodiversity loss).</p> <p><u>Public Sector</u></p> <p>- 7-10% of GDP, 70% of healthcare budgets (~€700 billion) spent on NCDs.</p> <p><u>Private Sector</u></p> <p>- Struggling primary producers (average EU farmer earns ~50% of the average EU worker) and SMEs.</p>	<p>national and EU levels that can be used to understand costs and benefits of different food system solutions in the medium-long term.</p> <p>3. Tools, policies and programmes that can empower European food systems actors (micro, meso, macro levels) to support just transitions to healthier and more sustainable dietary behaviour.</p> <p>4. A toolbox of effective co-created solutions (community, technology) that can be leveraged by food system actors, including policymakers, to support the transition to healthier and more sustainable diets.</p> <p>5. A co-designed set of communication strategies and tactics that can be used by EU policymakers at all levels of government as well as interest groups, retailers, education systems and the media to facilitate dissemination and monitoring of effective solutions to facilitate the transition to healthier and more sustainable diets.</p>	<p>sector partners; one hands-on workshop/year.</p> <p>- Open Science datasets and scientific publications (14 research partners, OS infrastructure, 3 Lancet Commissions including EAT Lancet 2.0).</p> <p><u>Exploitation</u></p> <p>- 8-12 replicator cities (outside of FEAST consortium) take up FEAST solutions.</p> <p>- Uptake, scaling and development of the Open Source Educational Kit (for children, teachers, parents) via 3,000 schools involved in SchoolFood4Change.</p> <p>- Use of FEAST open datasets and models.</p> <p>- Build/expand CAxP & EFMs (current reach of 1.5 million citizens).</p> <p>- Empower 10,000s of consumers across Europe via <i>myLabel</i> app.</p> <p><u>Communication</u></p> <p>- Regularly updated FEAST website.</p> <p>- Traditional media campaigns.</p> <p>- Social media campaigns & online events.</p> <p>- Science cafes.</p>
---	--	---

Annex

Annex 1 – Partner websites, social media channels and specific sites and channels

Table A1 1 FEAST organisation websites and links to FEAST on the partners websites

Partner	Hyperlink
University of Heidelberg	https://www.uni-heidelberg.de/en <i>FEAST on the HIGH website</i>
Comunidade Intermunicipal do Alto Minho	http://www.cim-altominho.pt
NCSR “Demokritos”	https://www.demokritos.gr
EuroHealthNet	https://eurohealthnet.eu <i>FEAST on the EuroHealthNet website</i>
Roskilde University	https://ruc.dk
EAT Foundation	https://eatforum.org <i>FEAST on the EAT website</i>
Sciensano	https://www.sciensano.be/en <i>FEAST on the Sciensano website</i>
Arete	https://aretenet.org
University College Cork	https://www.ucc.ie/en
Ökosoziales Forum Österreich & Europa	https://oekosozial.at
ICLEI Europe	https://iclei-europe.org
Institut national de Recherche Pour L'Agriculture	https://www.inrae.fr <i>FEAST on the INRAE website</i>
Institut de Recherche Pour Le Development	https://www.ird.fr
Louis Bolk Institute	https://louisbolk.nl/en
myLabel	https://mylabel.io
open science for open societies	https://os4os.org/en <i>FEAST on the os4os website</i>
Sant'Anna School of Advanced Studies	https://www.santannapisa.it/en

Susmetro	https://www.susmetro.eu <i>FEAST on the Susmetro website</i>
Università degli Studi di Scienze Gastronomiche	https://www.unisg.it/en
Commune d'Avignon	http://www.avignon.fr
University of Graz	https://www.uni-graz.at/en
Instituto Politecnico de Viana de Castelo	https://www.ipvc.pt/en
OpenDot	http://www.opendotlab.it <i>FEAST on the OpenDot website</i>
Opshtina Prilep	https://www.prilep.gov.mk
University of Lodz	https://www.uni.lodz.pl/en
Municipality of Sitia	https://www.sitia.gr
LEADER-Region Weinviertel Donauraum	http://www.leaderwd.at
Katholieke University of Leuven	https://www.kuleuven.be/english
Leuven2030	https://www.leuven2030.be <i>FEAST on the Leuven 2030 website</i>
City of Gent	https://stad.gent
Azienda USL Toscana	http://www.uslnordovest.toscana.it
City of Rotterdam	https://www.rotterdam.nl
Guldborg Municipality	https://www.guldborgsund.dk
Good Food Oxfordshire	https://goodfoodoxford.org
Forschungsinstitut für biologischen Landbau	https://www.fibl.org <i>FEAST on the FIBL website</i>

Annex 2 – Brief Work Package Description

WP 1 & 9 - Project Management & Ethics requirements

The overall purpose of the activity is to provide project management and coordination for the FEAST project across all other activities. All partners will contribute to effective management through a contract and delivery of technical and financial reports.

WP2 - Mapping & monitoring dietary patterns

Current research on mapping and monitoring dietary behaviours is limited to a few EU countries using different survey focuses, methods, and tools. The most popular 'food frequency questionnaire', for example, can measure adherence to healthy diets and in few cases minimally or partially capture the behavioural and communication aspect of food that leads to improved healthy diets. Our approach will advance the state of the art by first reviewing current literature and subsequently improving and integrating tools while applying robust methods including cross-sectional surveys, experiments and the collection of primary data through citizen science initiatives to triangulate our data and overcome these limitations. Our aim will be to fully capture which foods are over- and under-consumed by vulnerable societal groups and the factors influencing their behaviours. These insights will support the development of targeted strategies for specific population segments to enable the transition to healthier and more sustainable diets.

WP3 - Mapping and Monitoring factors that shape food environments

Food environments (consisting of public and private sectors as well as communities) have an important role in determining the types of food citizens have access to. The individual and collective actions of these sectors will, to a large extent, determine the opportunities that citizens have to eat healthy and sustainable diets. We will apply rigorous methods to gain insight into the roles of business, governments and communities in influencing the transition to healthier and more sustainable food environments in line with Farm2Fork aims. The overarching objective here is to improve our understanding of the barriers and enabling factors affecting food system actors' efforts to improve food environments and to produce, process, promote and provide affordable, sufficient, healthy and environmentally, socially and economically sustainable food products, processes and services to respond to citizens' needs, requirements and preferences.

WP4 - Co-developed community-based solutions

Food systems across Europe are very heterogeneous. Despite the fact that different areas will face similar problems (such as high consumption of unhealthy/unsustainable diets, especially among vulnerable groups), the root causes that lead to and perpetuate these problems will be different across different contexts. This means that it will not be possible to create one-size-fits all solutions for these problems and it means that co-created solutions that account for local contextual factors will be essential to effectively tackle these problems. The overarching objective of WP4 is to co-develop community-based solutions to support the just transition to healthier and more sustainable dietary behaviour.

WP5 - Co-developed tech-based solutions

Technology-based solutions can play a very important role in supporting the transition to healthier and more sustainable dietary behaviours at the micro and meso-levels of food systems. The goal of WP5 is to design novel technology-based solutions, scale solutions and evaluate the causal impact of existing technologies for promoting the transitions to healthier and more sustainable diets, particularly in vulnerable groups. These solutions will be tested for both individuals and communities.

WP6 - Understanding and measuring the impacts

Our goal with this WP is to work on a common modelling framework that can be used across regions (both cities and rural areas) with a vision of weaving outcomes together for regional and global comparative analyses. Simulation models that are able to more clearly articulate how actions on a micro level are going to have an impact on a macro level can be used to design solutions at a macro level and vice versa. The applicability for policy makers will be key and the produced model will be as easy to handle as possible. Formally, the model will make it possible to i) characterise and prioritise the determinants of food system evolution and ii) assess the impacts of public actions or changes in behaviours. Our approach will directly address the challenge of building an architecture that takes into account the heterogeneity of the nature of the information and the scales of relations.

WP7 - Policy dialogues to inform food system governance

The primary objective of WP7 is to co-design policy and recommendations for policymakers using a policy dialogue methodology underpinned by scientific evidence and stakeholder engagement to facilitate the transition towards healthy and sustainable diets. The key output will be a road-map and set of policy briefs identifying opportunities across different policy levels, involving different food system actors, to achieve a fairer/more equal transition to healthy and sustainable dietary behaviours.

WP8 - Dissemination, Exploitation and Communication

FEAST is designed to create a paradigm shift for food systems to ones that are fairer, healthier and more environmentally friendly for all actors (primary production to consumption), particularly vulnerable populations. Our pathway to impact will begin by working through our Multi-Actor Approach (MAA) to leverage the results and outputs from FEAST to ensure broad-scale strategic dissemination of the project's findings and key messages, enabling their uptake and integration in future strategies and practices developed by local, regional and national governments, and simultaneously engaging the general public (consumers, citizens), production/supply side actors and young professionals in the implementation of such strategies - thus inspiring each target group to move upwards in the engagement pyramid, and further exploiting FEAST's potential to build capacity. The dissemination and exploitation planning will ensure the generated results achieve FEAST's intended outcomes and maximises the overall impacts of the project by efficiently reaching clearly defined stakeholders through wide-reaching communication activities, efficient dissemination and impactful capacity building. The overarching objective of WP8 is to raise levels of awareness of food systems actors, including citizens, about transition towards healthy and sustainable food behaviours.

Annex 3 – Links and statistics related FEAST's website and social media use and activities

Table A3 1 Full list of FEAST YouTube videos, ranked by views

Title	Video publish time	Views
<i>Happy FEAST-O-Ween 2022</i>	28.10.2022	214
<i>FEAST Kick Off Impressions</i>	13.10.2022	147
<i>Good Food Oxfordshire a FEAST Living Lab</i>	23.01.2023	120
<i>FEAST Trailer</i>	12.07.2023	115
<i>Leuven 2030 FEAST Living Lab</i>	07.02.2023	96
<i>Hackathon Milan 2023 Trailer</i>	06.06.2023	93
<i>Rotterdam – Beijerlandsewaan / Groene Hilledijk a FEAST Living Lab</i>	06.02.2023	88
<i>Hack for Food, Hack for Good, FEAST Hackathon Milan 2023, Dr. Anant Jani</i>	26.06.2023	88
<i>Guldborgsund Municipality a FEAST Living Lab</i>	07.03.2023	73
<i>Tuscany FEAST Living Lab</i>	10.07.2023	72
<i>CIM Alto Minho a FEAST Living Lab</i>	06.04.2023	66
<i>Prilep FEAST Living Lab</i>	23.03.2023	66
<i>Sitia Municipality a FEAST Living Lab</i>	10.03.2023	64
<i>Ghent FEAST Living Lab</i>	14.03.2023	61
<i>Avignon FEAST Living Lab</i>	21.02.2023	49
<i>Lodz FEAST Living Lab</i>	19.03.2023	37
<i>FEAST holidays 2022</i>	19.12.2022	37
<i>CFPC EUPHA2023 Presentation Workshop</i>	17.11.2023	24
<i>LEADER Weinviertel Donauraum</i>	18.08.2023	19
<i>Hack for Food, Hack for Good, FEAST Hackathon Milan 2023, Nicolas</i>	27.06.2023	17
<i>Hack for Food, Hack for Good, FEAST Hackathon Milan 2023, Francesca</i>	27.06.2023	17
<i>Hackathon Milan 2023 Interview Elisa</i>	26.06.2023	16

References

1. European Commission. Farm to Fork Strategy. For a fair, healthy and environmentally-friendly food system. Available at https://food.ec.europa.eu/system/files/2020-05/f2f_action-plan_2020_strategy-info_en.pdf.
2. EU Comission F2F strategy. Farm to Fork strategy for a fair, healthy and environmentally-friendly food system. *European Comission*, p.4 (2020).
3. Branca, F. *et al.* Transforming the food system to fight non-communicable diseases. *BMJ* **364**, l296; 10.1136/bmj.l296 (2019).

www.feast2030.eu



**Co-funded by
the European Union**

FEAST is co-funded by the European Union's Horizon Europe research and innovation programme under grant agreement number 101060536. Views and opinions expressed are 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.

UK participant in FEAST (Good Food Oxfordshire) is supported by Innovate UK grant number 10041509 and the Swiss participant in FEAST (FiBL) is supported by the Swiss State Secretariat for Education, Research and Innovation (SERI) under contract number 22.00156.