

# **Building a fellowship of FOODRUS Associated Regions**

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**Strategy to recruit  
follower regions**

**Task leader: ACR+**

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# Executive summary

The FOODRUS project – an innovative collaborative circular food system to reduce food waste and losses in the agri-food chain – aims to develop and implement a circular food approach through a collaborative network based on the use of the ICT technologies to reduce food losses and waste along the agri-food value chain. FOODRUS will demonstrate at pilot level innovative action to address food loss and waste in three food product value chains: vegetables (Spain), meat and fish (Denmark), bread (Slovakia).

In order to contribute to a European transition of the agri-food sector towards a more circular and food waste free model, the FOODRUS project will reach out to other territories and will support activities aimed at adapting and replicating some project's approaches and solutions into follower regions, called "FOODRUS Associated Regions". Six FOODRUS Associated Regions are included in the project, 5 as partners and 1 via a letter of support: Timisoara (Romania), Budapest (Hungary), Linz (Austria), Plovdiv (Bulgaria) Halandri (Greece) and Valencia (Spain). In addition, ACR+ the Association of Cities and Regions for sustainable Resource management has been tasked to define a strategy to engage with FOODRUS Associated Regions, in close collaboration with the FOODRUS communication and dissemination strategy and activities.

The main output will be the drafting of a Replication Roadmap by each FOODRUS Associated Region that will identify and detail replication priorities and actions. The Replication Roadmaps will be co-constructed with the involvement of relevant local stakeholders active in the territories of FOODRUS Associated Regions and will take into account local specificities and context. Local stakeholders will be engaged via replication workshops.

The FOODRUS "Strategy to recruit other follower regions" paves the way for the implementation of replication activities by FOODRUS Associated Regions. It includes the following elements:

- List of benefits for FOODRUS Associated Regions, in particular access to project results and opportunities of exchanging with FOODRUS experts;
- Recruiting regions for replication activities, including mapping of potential FOODRUS Associated Regions and description of the process of recruitment;
- Details about the approach of the replication events, in particular national replication workshops and local replication workshops;
- Guidance on the development of roadmaps of actions by FOODRUS Associated Regions for the replication and adaptation of FOODRUS solutions.

# List of acronyms

<b>CCN</b>	Cooperation and Collaboration Network
<b>ECESP</b>	European Circular Economy Stakeholder Platform
<b>EWWR</b>	European Week for Waste Reduction
<b>FLW</b>	Food Losses and Waste
<b>FL</b>	Food Loss
<b>FW</b>	Food Waste
<b>FVC</b>	Food Value Chain
<b>ICT</b>	Information and Communication Technology
<b>IoH</b>	Internet of Humans
<b>IoT</b>	Internet of Things
<b>LCA</b>	Life Cycle Assessment
<b>LL</b>	Living Lab
<b>KPI</b>	Key Performance Indicator
<b>PAYT</b>	Pay As You Throw
<b>SC</b>	Steering Committee (of FOODRUS project: gathering one empowered representative of each partner of the consortium, and chaired by the Project Coordinator)
<b>TC</b>	Technical Committee (of FOODRUS project: gathering the Project Coordinator, the Work Package leaders and the Regional Pilot Teams Leaders)

# Introduction: upscaling FOODRUS results to other territories

## FOODRUS in a nutshell

The FOODRUS project – an innovative collaborative circular food system to reduce food waste and losses in the agri-food chain – aims to develop and implement a circular food approach through a collaborative network based on the use of the ICT technologies to reduce food losses and waste along the agri-food value chain.

FOODRUS will deploy 23 technological, social, financial, ethical, educational, political, labelling and organizational innovative solutions involving the mobilization and active participation of more than 40 actors to overcome the specific challenges of the selected Value Chains and follower regions consisting on: experts on agro-industry, LCA, social innovation and economy, sensitisation, culinary arts, nutrition, labelling, fiscality and ICT tools; municipalities; policy makers; ethical finance organizations, stakeholders of the entire food value chains (producers, farmers, retailers, packaging and logistics services, HORECA, consumers associations and communities); waste managers; entrepreneurs; NGOs; Food Banks; social kitchens; educational centres and civil associations. FOODRUS will screen three value chains focused in three specific types of food in Europe:

- Cross-regional Spanish pilot focused on vegetables and IV range salads (Navarra/Basque Country);
- Danish pilot analysing the value chain for meat and fish (Copenhagen);
- Slovak pilot analysing the bread value chain (Nitra and Bratislava).

## Objectives of this strategy

In order to contribute to a European transition of the agri-food sector towards a more circular and food waste free model, the FOODRUS project aims at expanding the outreach of the project to other territories by supporting replication activities of project's approaches and solutions into follower regions, called "**FOODRUS Associated Regions**" (as part of the project work package 5 - WP5). ACR+ has been tasked to define a strategy to engage with FOODRUS Associated Regions, in close collaboration with the FOODRUS communication and dissemination strategy and activities.

Each FOODRUS Associated Region will identify and detail replication priorities and actions in a “**Replication Roadmap**” addressing food loss and waste. The Replication Roadmaps will be co-constructed with the involvement of relevant local stakeholders active in the territories of FOODRUS Associated Regions and will take into account local specificities and context. Local stakeholders will be engaged via replication workshops. Considering that it is still crucial to learn from the experience of others, the FOODRUS Associated Regions will have the possibility to interact with other FOODRUS partners and exchange on issues and potential solutions to build sustainable food systems.

This strategy paves the way for the implementation of replication activities by FOODRUS Associated Regions. It includes the following chapters:

- Benefits for FOODRUS Associated Regions;
- Recruiting regions for replication activities;
- Implementing the FOODRUS replication events;
- Developing FOODRUS Replication Roadmaps.

## Target audiences

The main target audiences of the strategy are:

- **FOODRUS Associated Regions:** Local and regional authorities (cities, regions and other public actors active at local or regional level) are currently promoting new models of governance, for instance launching new institutional settings like Food Policy Councils, and creating regional and international networks advocating for and supporting more sustainable food systems, and coordinating initiatives to address food waste-related challenges in an integrated manner, from food production to food distribution. Six FOODRUS Associated Regions are included in the project, 5 as partners and 1 via a letter of support: Timisoara (Romania), Budapest (Hungary), Linz (Austria), Plovdiv (Bulgaria) Halandri (Greece) and Valencia (Spain), In addition, other local and regional authorities will be contacted and encouraged to join the network of FOODRUS Associated Regions and to initiate their own food waste free journey.
- **Local and regional stakeholders:** A multi-stakeholder approach is necessary to address the complexity of the food loss and waste issue along the whole value chain. Particularly in the perspective of the replication strategy, these stakeholders (other public authorities<sup>1</sup>, academic sector, private companies, NGOs and civil society, financial sector representatives) will contribute to co-develop and implement the FOODRUS

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<sup>1</sup> In the case of public authorities, we are talking here about the ones that are not already involved as representatives of the FOODRUS Associated Regions. A flexible approach has to be adopted since they can involve among others the local, regional or national administration, local or regional operators or agencies working on food systems and food waste issues, etc.

Associated Regions' roadmaps addressing food loss and waste. These stakeholders will be engaged via local replication workshops (see chapter 3).

# 1. Benefits for FOODRUS Associated Regions

The overall benefit for European cities and regions to be involved in FOODRUS as Associated Regions is to enhance the resilience and sustainability of their local and regional food systems by adapting and replicating innovative solutions and approaches that will support sustainable and cooperative models for prevention, re-use, recovery and valorisation of food losses and waste paying special attention on perishable food, including cooked food.

## **Benefits of FOODRUS for the territory:**

Through their participation in the replication process, the FOODRUS Associated Regions will be more equipped:

- To reduce FLW by means of effective multi-actor approach prevention strategies (social, ethical, financial, managerial, organizational and technological);
- To provide precise reliable and long-term quantification and monitoring tools (IoT, IoH, Blockchain, Fiware);
- To combine quantitative information with qualitative citizen-science based approaches to learn about the intricate causes and identify potential drivers;
- To promote resource efficiency from farm to household consumption and final disposal (process optimization, audit, capacity building, healthy and sustainable dietary and consumption toolkits);
- To promote and foster long term behavioural changes through the use of educational materials, legal instruments and collaborative approaches, citizen science activities, sustainable and ethical finance, bioeconomy and last mile logistics;
- To apply a multi-criteria assessment methodology to evaluate the impact and feasibility of the implemented strategies in terms of FLW reduction, economic, environmental and social impacts (KPIs);
- To build up a solid multi-actor alliance towards food sovereignty based on new sustainable and cooperative models.

**Benefits for the preparation of future actions addressing food loss and waste:**

In order to reach the result of including in their roadmaps of actions the development of strategies, the implementation of actions and the use of tools and approaches, FOODRUS Associated Regions will get access to:

- Results of the project, in particular the tools, methods and demonstrator cases (including deliverables and summary of deliverables, video interviews of experts);
- Support activities to facilitate transfer these results and put them in perspective with their local context (exchanges with FOODRUS experts and peers, legal and economic barriers);
- Guidance for the preparation of replication events (chapter 3) and Replication Roadmaps (chapter 4).

## 1.1. Access to FOODRUS results

FOODRUS will deliver a deeper understanding of how local and regional food ecosystems are affected by food overproduction and overconsumption and ultimately by FW and about the most successful strategies and policy mix that might contribute to resilience and sustainability of them through the implementation of 23 solutions.

### 1.1.1. LIST OF FOODRUS RESULTS

These solutions (S) (ICT tools, e-learning materials, fiscal and financial instruments, last mile solutions and co-creation methodologies) are listed in the following table and grouped according to the expected output in “Results” (R). One result (R) can be a solution or a set of solutions (Toolkit). It is also indicated if they will be implemented in the Vegetables (V), Meat and Fish (MF) or Bread (B) pilots.

Result and type		Agri-food chain stage	Description
R1	<b>Process optimization tool</b>	Primary production (farming, harvesting) and Processing	(S1.1) A decision-making tool for: <ul style="list-style-type: none"> <li>• Adjustment of production based on demand and quality of products forecast (forecasting in cascade from end consumers to farmers);</li> <li>• Traceability of the product to increase of productivity detecting in real-time alterations in the product (in the field, in the industrial plants and in the retailing) and optimizing the use of resources;</li> <li>• Traceability of the cold chain to minimize breaks and predict the shortening of product life;</li> <li>• Fluent communication with stakeholders, coordination and</li> </ul>

## D5.3: STRATEGY TO RECRUIT OTHER FOLLOWER REGIONS

R2	<b>Food losses and wastes toolkit</b>	Whole chain	<p>(S2.1) A decision-making tool to:</p> <ul style="list-style-type: none"> <li>• Detect if a product does not fulfil quality requirements (“ugly” food, problems in the manufacturing...);</li> <li>• Detect if a product is damaged (why and when);</li> <li>• Predict its useful life for its correctly management in an agile and optimum way according to the circular food strategy chosen and based on waste hierarchy principles: low-cost vending, donation, secondary products production, animal feet, valorisation and final disposal;</li> <li>• Recommend best practices according to the results and considering the characteristics of the region.</li> </ul> <p>(S2.2) E-learning materials to learn about the best practices available.</p>
R3	<b>Audit toolkit</b>	Whole chain	<p>(S3.1) A decision-making tool to: support during food assurance certification by Blockchain; unify &amp; track date marking; assess the consideration of multicriteria sustainability indicators in the audit process, generate alerts in preventive mode involving all the agents, detect trends, risks and opportunities.</p> <p>(S3.2) E-learning materials in certification using blockchain.</p>
R4	<b>Sustainable market toolkit</b>	Wholesale, Retail, Service and Consumption	<p>(S4.1) A set of last mile solutions to ease local market and agile management of edible food: primary products, ugly food at low cost, new secondary products.</p> <p>(S4.2) An alert system to notify the offer of products in different marketplaces.</p> <p>(S4.3) E-learning materials to learn about new secondary products through best available technologies.</p>
R5	<b>Stocks optimization tool</b>	Retail and Service	<p>(S5.1) A decision-making tool for daily planning of stocks considering a variable safety margin depending of demand prediction and the subsequent adjustment of prices according to expired dates.</p>
R6	<b>Citizen Science based living labs methodology</b>	Whole chain	<p>(S6.1) A Citizen Science driven methodology (CS) to empower all the agents of the agri-food chain and create more inclusive food circular strategies to:</p> <ul style="list-style-type: none"> <li>• (CS1) Participate in working and observatory groups to identify the main causes of FW;</li> <li>• (CS2, CS9) Define specific contents for R8 to promote healthy and equilibrated plates with local products &amp; transforming current non-edible food in edible food and promote active ageing involving elderly women to recover their historical memory regarding the culture of maximum use of food recovering their plates;</li> <li>• (CS3) Assess the gender dimension;</li> <li>• (CS4, CS5 and CS7, CS8) Co-create the solutions of the project (define the needs, functionalities, usability) and test them in real environments;</li> <li>• (CS6) Working groups to discuss about the implementation of the quantification methodology;</li> <li>• (CS10) Discuss innovative models with entrepreneurs (social and</li> </ul>
R7	<b>Equilibrated diet tool</b>	Consumption	<p>(S7.1) A tool for weekly planning of menus with the donated food for people in need and follow up of their health.</p>

## D5.3: STRATEGY TO RECRUIT OTHER FOLLOWER REGIONS

R8	<b>Good Food toolkit</b>	Service and consumption	(S8.1) Food Loop App to know about food waste generation. (S8.2) Cook App to promote plates based on local and sustainable products and the maximum exploitation of food. (S8.3) E-learning materials to improve understanding about date marking and knowledge about food conservation. (S8.4) A dashboard for consumers with information about product traceability.
R9	<b>Food waste management toolkit</b>	Whole chain	(S9.1) A tool to track waste generation and food waste separate collection (quality of biowaste and plastics fractions) to define specific social awareness campaigns and optimize their collection (routes, frequency). (S9.2) Innovative PAYT system that include not only biowaste separate collection but also FWP approaches and the use of Blockchain (smart contracts). (S9.3) E-learning materials to foster self-composting and calculator of prediction of quality.
R10	<b>Prevention of FW by legal instruments briefing</b>	Public administration	(S10.1) A briefing with the results of the assessment of the policies regarding the reduction of food waste as well as fiscal incentives, civil responsibility and other legal set of recommendations.
R11	<b>Building capacity strategies for circular food briefing</b>	Whole chain	(S11.1) A briefing with the results of the assessment of alternative strategies of crowdfunding, crowdlending and, crowd equity through the collaboration of the ecosystem. Other strategies as ethical loans, microcredits, Business Angels, public grants will be assessed as drivers for the sustainability of the food waste prevention measures thanks to the use of Blockchain.
R12	<b>FOODRUS Knowledge Hub</b>	Whole chain	(S12.1) FOODRUS dashboard that will allow: <ul style="list-style-type: none"> <li>• To quantify and monitor food waste;</li> <li>• To monitor the impact of the initiatives targeted to reduce food waste;</li> <li>• To identify root causes of the food waste issue from an integral perspective;</li> <li>• To identify the best practices of the project to ease their replicability and transferability;</li> <li>• To provide the basic information for the previous results.</li> </ul> (S12.2) A repository of e-learning materials.

*Table 1 FOODRUS results and description of related solutions*

The results and main outputs of FOODRUS will be explained in the project deliverables, the most relevant of them being mentioned in annex 1.

## 1.1.2. SUPPORT TOOLS FOR THE TRANSFER OF FOODRUS RESULTS

In order to facilitate access to FOODRUS deliverables, **publishable summaries** of the FOODRUS deliverables will be drafted by each deliverable's responsible partner and their access will be granted to FOODRUS Associated Regions. These summaries are aimed at providing synthetic information about the key elements and results of the activities of the project, either as an 'introduction' to public deliverables or as a summary of confidential deliverables (in order to avoid the disclosure of confidential information, project partners in charge of the deliverables will in charge of providing the content for the publishable summaries). Publishable summaries

will be drafted at the same moment as project deliverables, in order to be available when these deliverables are approved by the European Commission.

To further provide expert input on FOODRUS solutions, short **video interviews** of FOODRUS partners will be recorded and made available to FOODRUS Associated Regions. These videos will focus on some of the technological, social, financial, educational, political, labelling and organizational solutions developed by the project. The exact topics will be decided in agreement with the project partners and some short questions will be sent to the partners so that they can film themselves. Videos will be short and focus on briefly presenting the solutions, the expected benefits for food waste and loss, as well as challenges and opportunities for cities and regions to implement these solutions.

In addition, FOODRUS Associated Regions will be granted **access to the project's Circular Food Data Management Platform** (developed under WP3 of the project). This platform, called the FOODRUS Suite, will be based on Fiware and Blockchain technologies and will provide efficient data management aiming at providing stakeholders with tangible criteria and operational decision-making tools in order to holistically and cooperatively enhance the effectiveness of the deployed solutions addressing food waste.

Similarly, FOODRUS Associated Regions will have the possibility to **access the FOODRUS e-learning platform** (developed under WP2 of the project) which content will be used to train local target groups. The e-learning material will be available as from February 2023 (draft version to be tested and give feedback for improvement by April 2022; final version available by February 2023) and will include in particular presentations, documentation about the technologies developed within the project and associated business models, stakeholder engagement strategies.

In addition, FOODRUS Associated Regions will benefit from **participation of some experts from the FOODRUS** partnership in their replication events (see chapter 3 for more details on these events).

## **1.2. Privileged participation in FOODRUS activities as part of the network of FOODRUS Associated Regions**

One of the key benefits for representatives of FOODRUS Associated Regions is the possibility to directly exchange with experts from the FOODRUS project and in particular the representatives from the FOODRUS pilots. Through various opportunities of participation in FOODRUS activities that are not open to the public, they will have the chance to observe how the pilot demonstrators are developed and implemented, how to liven up the interactions with local stakeholders in order to build sustainable and cooperative local food systems, and to exchange with peers about challenges and solutions related to food loss and waste from various perspectives: social, technological, legal and economic. As much as possible, synergies in terms of dates will be considered regarding FOODRUS SC meetings, cooperation events, AB meetings, etc.

### 1.2.1. PROJECT STEERING COMMITTEE MEETINGS (INVITED PARTICIPANT)

Steering Committee (SC) meetings taking place once per semester (7 meetings in total) will give the opportunity to organize a specific session where Associated Regions will be invited. Dedicated to monitoring of project progress and capacity building, each meeting will focus on a specific topic that will be defined one month earlier according to the evolution and needs of the project. The session could for instance be structured as follows:

- Reminder of objective and summary of progress (1 slide for each activity)
- key lessons, challenges and opportunities (1 slide for each activity)
- Questions & Answers

Participation in the SC meetings could be ensured online, although the partner FOODRUS Associated Regions actually have budget to participate in FOODRUS meetings.

### 1.2.2. WP1 PILOT ACTIVITIES (OBSERVER)

FOODRUS Associated Regions will participate in WP1 activities from the very beginning of the project in order to guarantee that all the solutions are designed considering the needs and requirements of other regions and supply chains as well as during the implementation phase as observers in order to learn about the results and assess their potential transferability including main benefits and barriers. They will also act as early adopters of some of them testing or providing data to validate the tools or setting the path to implement them in the near future by setting alliances or defining local strategies.

The status of observer will enable them to interact with partners and stakeholders involved in FOODRUS pilots. In particular, the Associated Regions will be given the opportunity to participate in online workshops and surveys related to pilot activities. Access to the shared calendar will help interested observers to take part in the pilot activities. The pilot meetings will be held in the pilots' local language and it might therefore be a limitation for the active participation of FoodRUs Associated Regions that do not speak those languages.

In addition, FOODRUS Associated Regions will be invited to the first part of the TC meetings (held once per month) about the pilot sites. As mentioned in 1.2.1, one slot of the SC meetings will be also dedicated to pilots to summarize the main actions and results obtained that may be of great interest for the Associated Regions.

Finally, together with the 3 pilot sites they will also have the possibility to contribute to deliverable D1.5. "The future of Circular Food" Report which will collect the most innovative and successful knowledge generated during the project including the main barriers detected and lessons learnt to ease the transferability of the solutions to other regions and supply chains.

### 1.2.3. WP2 LIVING LABS (OBSERVER)

Living Labs are considered to be unique and innovative ecosystems where different stakeholders work together to create new products and services<sup>2</sup>. Living Labs are based on the **4Ps** (Public-people-private partnership) where all stakeholders contribute according to their different perspectives, which allows them to detect unexplored problems and needs more easily. This **open-innovation** and **co-creation** approach allows the integration of research and innovation into real life settings. Living Labs are also described as **user-centric**, meaning that citizens (end-users) are at the centre of the innovation process, which leads to better solutions tailored to the specific needs and aspirations of the local context.

**Open innovation vs. Traditional innovation**

Participants	Exchange between internal (all departments) + external (customers, ...)	Internal (scientists and creators)
Problems & needs	Better and easier understanding of customer problems and needs	More efforts on understanding customer needs and less accurately
Competition	Not the best ideas: but make the most out of internal and external ideas	To lead the competition: necessary to offer the best ideas

*Table 2 Summary of open vs. traditional innovation*

In FOODRUS, the LLs methodology will be used as a multi-actor approach ensuring collaboration between all relevant actors for instance, farmers, consumers, policy makers, other representatives of the agri-food industry. These co-creation activities will help in identifying the main causes of FW and FL, defining the e-learning materials, discussing innovative business models and assessing gender dimensions. For this reason, FOODRUS will combine living labs from the 3 pilot sites through citizen science activities where all stakeholders are involved in solving the different challenges of FW, and to foster the transition towards new circular food approaches. In addition, the FOODRUS Associated Regions participation in the LLs will also contribute to the results of FOODRUS as well as to the definition process of the quantification methodology of food waste.

Some of the identified challenges of Living Labs are difficulties with identifying the main scope and the purpose of the LL across the pilot sites as well as finding and involving all the relevant stakeholders. Communication between such a wide group of stakeholders also faces difficulties. To solve this issue a basic communication strategy and communication committee is being set up. Moreover, there could be also some hardships in finding the right location of the LLs. Currently, due to COVID-19 some of the stakeholder engagement methods will need to be revised and restructured to be able to carry them out online. Cultural differences and language barriers can also be an issue across the pilot sites for which the generation of the pilots' social programme is

<sup>2</sup> Schuurman, D., De Marez, L., & Ballon, P. (2016). The Impact of Living Lab Methodology on Open Innovation Contributions and Outcomes. *Technology Innovation Management Review*, 6(1), 7–16.

being developed alongside the overall LLs methodology. Analysing previous good practices such as LABe-DGL<sup>3</sup> and Scuderia will also help to identify potential further challenges<sup>4</sup> of the FOODRUS Living Labs.

Participation in the FOODRUS Living Labs will be open to FOODRUS Associated Regions as observers. As such the cooperation will be facilitated with other stakeholders in their regions that may be interested in the project or may contribute to spread the impact of the project. Access to the shared calendar will help interested observers to take part in the LLs activities. The LLs will be held in the pilots' local language and it might therefore be a limitation for the active participation of FOODRUS Associated Regions that do not speak those languages. Feedback about the LLs' outcomes will be shared in English with the FOODRUS partners and could thus benefit to Associated Regions.

#### 1.2.4. POLICY AND LEGAL BARRIERS (INVITED PARTICIPANT)

FOODRUS Associated Regions will also be invited to participate in a **policy roundtable with specific meetings related to the policy framework of food loss and waste** (as part of FOODRUS task 4.4 managed by ACR+). During these meetings (that will take place once per semester with relevant EU institutions and federations, including e.g. European Commission, compost/biogas associations, etc.), FOODRUS Associated Regions will have the possibility to highlight the current legal and economic barriers they face that prevent local and regional stakeholders from improving or implementing innovative solutions regarding food loss and waste. They will also have to possibility to exchange with other regions and stakeholders on how policy change could help address these legal and economic barriers.

Also a part of this activity, specific attention will be dedicated to the implementation of **pay-as-you-throw** (PAYT) in the context of the municipality of Zamudio (ES) in order to address food waste at citizen and commercial level. Regular feedback will be given on the progress of that action, at the occasion of the policy roundtable meetings.

#### 1.2.5. COOPERATION EVENTS (INVITED PARTICIPANT)

Events organized in cooperation between FOODRUS and other projects will give another opportunity of knowledge and expertise exchange benefiting to FOODRUS Associated Regions. These events will be coordinated within Task 5.2 of the project on "Cooperation with other projects and initiatives in food losses and waste", which framework of activities is given by FOODRUS deliverable D5.2 Cooperation plan. Some of the events will be dedicated to these projects and initiatives' progress and will therefore be limited to the direct project partners. Other events will allow a broader participation from interested organisations and territories, including representatives from the FOODRUS Associated Regions.

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<sup>3</sup> LABe – DIGITAL GASTRONOMY LAB – BCC Innovation. (n.d.). Retrieved March 25, 2021, from <https://innovation.bculinary.com/portfolio/project-name-5/>

<sup>4</sup> Scuderia | Future Food Living Lab – A FUTURISTIC FOOD SCENARIO EXPLORING EATING, FOOD CULTURES AND SCIENCE. (n.d.). Retrieved April 20, 2021, from <https://scuderia.futurefood.network/>

4.Basque Culinary Center. (2021). *Why Living Labs - FOODRUS*.

# 2. Recruiting regions for replication activities

## 2.1. Mapping sources of potential FOODRUS Associated Regions

Several territories already expressed interest in participating in replication activities. Indeed, five FOODRUS Associated Regions are included in the project as **partners**: Timisoara (Romania), Budapest (Hungary), Linz (Austria), Plovdiv (Bulgaria) Halandri (Greece). In addition, Valencia (Spain) expressed interest to replicate FOODRUS results via a **letter of support**.

To go beyond this first cohort and build a large fellowship of FOODRUS Associated Regions, ACR+ will investigate various sources of potential participants, including in particular relevant projects and initiatives, as well as networks of public authorities.

### 2.1.1. PROJECTS AND INITIATIVES RELEVANT TO FOODRUS TOPICS

ACR+ will identify potential FOODRUS Associated Regions among the cities and regions that are partners in European projects and initiatives related to food loss and waste prevention specifically, or sustainable food systems or circular economy. For all of the identified projects and initiatives, the direct contacts of participating cities and regions should be identified if possible.

#### **Projects related to food loss and waste:**

About 40 projects have been identified as potential participants in the FOODRUS' so-called **Cooperation and Collaboration Network (CCN)**, as part of FOODRUS task 5.2 on cooperation with other projects & initiatives in food losses and waste. These projects, including Horizon 2020 "sister projects" from the same RUR calls for proposal (RUR 06 and RUR 07), are very good potential sources of Associated Regions, especially for projects with which a cooperation with FOODRUS or its partners have already been established (e.g. RUR sister projects, projects in which the FOODRUS partners are also involved).

Not all of these projects have interacted with local and regional authorities (as partners or as organisations involved in pilot or demonstration activities). This will be sorted out and clarified via direct contacts with these projects.

The list of projects identified for the Cooperation and Collaboration Network (CCN) is included as annex 1 of the strategy. Priority contacts for replication will be established with the projects that confirmed participation in the FOODRUS CCN.

**Projects and initiatives related to circular economy:**

<b>Name</b>	<b>URL</b>	<b>Contact person</b>	<b>(Other) Cities and Regions involved</b>	<b>If contacted by FOODRUS (date + who + answer N/Y)</b>
European Circular Economy Stakeholder Platform (ECESP)	<a href="https://circulareconomy.europa.eu/platform/">https://circulareconomy.europa.eu/platform/</a>	INNOWO (Food waste, food systems, bioeconomy Leadership Group)		
European Week for Waste Reduction (EWWR)	<a href="https://ewwr.eu/">https://ewwr.eu/</a>	ACR+ (Technical Secretariat of the EWWR)	20 regional Coordinators were involved in the EWWR in 2020 <sup>5</sup>	
FORCE (finished project)	<a href="http://www.ce-force.eu/">http://www.ce-force.eu/</a>	Copenhagen	Hamburg, Genova, Lisbon <sup>6</sup>	
CircE	<a href="https://www.interrgegeurope.eu/circe/">https://www.interrgegeurope.eu/circe/</a>	Lombardy region	Government of Catalonia; LWARB; Province of Gelderland; Association of Municipalities and Towns of Slovenia; Marshal's Office of Lower Silesia Voivodeship; Sofia Municipality	

<sup>5</sup> These 20 regional Coordinators were in charge of the EWWR in the following cities and regions: Brussels, Wallonia, Greater Porto, Região do Vale do Sousa (municipalities of Castelo de Paiva, Penafiel, Paços de Ferreira, Lousada, Paredes and Felgueiras), Amares, Braga, Póvoa de Lanhoso, Terras de Bouro, Vieira do Minho e Vila Verde, Azores, Distrito de Évora (Alandroal, Arraiolos, Borba, Estremoz, Évora, Montemor-o-novo, Mora, Mourao, Redondo, Reguengos de Monsaraz, Vendas Novas e Vila Viçosa), Lisboa (Norte) and West Region, Cascais, Oeiras, Mafra and Sintra municipalities, Aragon, Balearic Islands, Basque Country, Madrid, Catalonia, Comunitat Valenciana, Extremadura, Scotland, Northern Ireland, Monaco, Andorra

<sup>6</sup> Ask direct contact of partners to the ACR+ members that are involved in the project: Genova, Lisbon

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REPLACE	<a href="https://www.interr-europe.eu/replace/">https://www.interr-europe.eu/replace/</a>	Lazio Region	Lazio Region; Lodzkie Region, Crete Region, Province of Friesland	
CityLoops	<a href="https://cordis.europa.eu/project/id/821033">https://cordis.europa.eu/project/id/821033</a>	ICLEI	Apeldoorn; Bodo; Porto; Sevilla; Murcia; Roskilde; Hoje- Taastrup; Region Hovedstaden	
Reflow	<a href="https://cordis.europa.eu/project/id/820937">https://cordis.europa.eu/project/id/820937</a> and <a href="https://reflowproject.eu/">https://reflowproject.eu/</a>	Copenhagen Business School	Amsterdam, Paris, Milano; Vejle; Cluj- Napoca	
CITYCIRCLE	<a href="https://www.interr-eu-central.eu/Content.Node/CITYCIRCLE.html">https://www.interr-eu-central.eu/Content.Node/CITYCIRCLE.html</a>	Technical University of Košice	Varaždin, Kranj, Udine, Friuli Venezia Giulia	

Table 3 List of main projects and initiatives related to circular economy

## 2.1.2. NETWORKS OF PUBLIC AUTHORITIES

In addition to ACR+ members, other networks of public authorities will be contacted in order to engage with their members and encourage them to become FOODRUS Associated Regions. The main following networks have been identified as relevant for cooperation.

Name	URL	If contacted by FOODRUS (date + who + answer N/Y)
Eurocities	<a href="http://www.eurocities.eu/eurocities/home">http://www.eurocities.eu/eurocities/home</a>	
ICLEI	<a href="https://www.iclei.org/">https://www.iclei.org/</a>	

Council of European Municipalities and Regions (CEMR)	<a href="https://ccre.org/">https://ccre.org/</a>	
NALAS – Network of Associations of Local Authorities of South-East Europe	<a href="http://nalas.eu/">http://nalas.eu/</a>	
Eurometrex – Network of European Metropolitan Regions and Areas	<a href="https://www.eurometrex.org/">https://www.eurometrex.org/</a>	
Union of Baltic Cities	<a href="https://www.ubc.net/">https://www.ubc.net/</a>	
United Cities and Local Governments (UCLG)	<a href="https://www.uclg.org/en">https://www.uclg.org/en</a>	
MedCities	<a href="http://www.medicities.org">http://www.medicities.org</a>	
European Region for Innovation in Agriculture, Food and Forestry (ERIAFF)	<a href="http://www.eriaff.com">http://www.eriaff.com</a>	

*Table 4 List of main relevant networks of local and regional authorities*

## 2.2. The recruitment process of FOODRUS Associated Regions

The recruitment of FOODRUS Associated Regions will be implemented via cooperation with identified projects and networks and calls to express interest in becoming a FOODRUS Associated Region.

### 2.2.1. COOPERATION WITH IDENTIFIED PROJECTS AND NETWORKS

When direct contact details of local and regional authorities participating in relevant projects, networks and other initiatives (including project proposals) are available, this will be used as a preferred option. ACR+ will prepare a standard message to be used when necessary when contacting cities and regions.

As an alternative or complement to direct contact with local and regional authorities, the cooperation with intermediate organisations that have access to such authorities (via projects, networks and other initiatives identified in section 2.1) will include the following activities:

- Present FOODRUS during an online meeting (progress and results, including tools, examples of pilots, recommendations, etc.). Such meeting can be bilateral or involve several target organisations/networks;

- Ask for (co)organizing a clustering event to present each other and build a community of food loss and waste experts (online or physical event), that could be part of the FOODRUS task 5.2 setting up a Cooperation and Collaboration Network;
- Ask for sharing FOODRUS outputs and tools on the projects or network's platforms and via their channels, and encourage projects partners (cities and regions) and network's members to use FOODRUS outputs and become FOODRUS Associated Regions (e.g. through disseminating the call to participate – see below – to their members and partners);
- Potential participation of experts in National or Local Replication Workshops (see chapter 3).

Specifically for the **European Week for Waste Reduction**, which involves 38 decentralised public coordinators in 32 countries, a webinar will be organized by ACR+ to present FOODRUS and its features (including the invitation to become a FOODRUS Associated Region, as well as the foreseen FOODRUS day – implemented as part of WP7).

### 2.2.2. CALL FOR EXPRESSION OF INTEREST

ACR+ will coordinate the launch of a call for interest in participating as a FOODRUS Associated Region. The content of the call will focus on the challenge related to food loss and waste for cities and regions, the benefits for FOODRUS Associated Regions and the objectives of improving local and regional food systems and their impact on resources and the environment.

The call for expression of interest will be launched **by month 8** in the form of a survey (e.g. EUSurvey) as a tool for the application procedure. EUSurvey, a well-known tool familiar for many stakeholders will give credit to the initiative and on the other hand, allow the publication of the call-in different languages and facilitates the completion and exportation of results.

The consortium will make use of several communication channels to raise awareness of the call (in cooperation with WP7 on communication and dissemination):

- The call will be announced on the FOODRUS website, including a link for interested cities and regions to access the call for expression of interest and the contact email of the partner in charge of managing the call (ACR+, as WP5 leader). A reminder to respond to the call for expression of interest will be announced on the FOODRUS website at least once. By making use of the project contact form, the consortium will send reminders directly to the email addresses of organisations that could be potential participants in the replication process.
- Social media will be used extensively for this purpose, including looking into digital marketing options like promoted social media posts (Twitter, Facebook and LinkedIn accounts to be created and actively managed as from the beginning of the contract).

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- Publication of the call in the FOODRUS newsletter.
- Wide dissemination through the partners of the FOODRUS consortium in order to raise awareness. In particular in the case of ACR+:
  - ACR+ newsletters: weekly Newslines sent to all ACR+ members (+/- 520 recipients) + ACR+ Update sent 3 times a year to ACR+ subscribers & members (around 2000 recipients).
  - Website: <http://www.acrplus.org> (73,000 visits in 2020).
  - Social media – Twitter (@ACRplus) more than 2800 followers & LinkedIn more than 1500 followers.

The call will also be shared during events in which the FOODRUS partners will participate, including presentations in public events, organization of events by FOODRUS partners (e.g. the joint online workshop “Collaborative and circular food systems to reduce pollution and improve health” organized by the 5 RUR sister projects on 27/05/2021), working groups involving local and regional authorities, etc.

# 3. Implementing the FOODRUS replication events

Two types of replication events will be organized in FOODRUS: National Replication Workshops, organized by the FOODRUS pilots, and Local Replication Workshops, organized by FOODRUS Associated Regions.

Some general preliminary recommendations are applicable to both types of workshops:

- Consider online or on-site presence (possibly mix of both) to ensure a good outreach and level of interaction while respecting safety, in particular in specific health context<sup>7</sup>.
- Consider options to minimize the environmental impact of the event, especially considering the aspects related to venue, accommodation, mobility, catering, material & communication<sup>8</sup>.
- Different audiences might generate different expectations (different needs), so it might be interesting to prioritise a certain type of target audience (or a limited number of them) in order to better tailor the content of the workshop and increase knowledge uptake.

## 3.1. National Replication Workshops

Three National Replication Workshops will be organized, one for each FOODRUS demonstrator region (pilot), under the coordination of the pilot leaders and with the cooperation of other partners involved in the pilot demonstration.

### 3.1.1. OBJECTIVES, TARGET AUDIENCES AND CONTEXT

The National Replication Workshops aim at encouraging the learning and facilitating the transfer of knowledge from FOODRUS demonstrator regions to other territories (cities and regions), especially the ones that are located in the same countries than the demonstrator regions. Proximity of regulatory framework (national scale)

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<sup>7</sup> Several reliable online meeting tools are available to conduct online workshops, even if the attendees are in other countries, amongst which examples count: Skype, Zoom, GoToMeeting, Microsoft Teams, Jitsi Meet, ClickMeeting, BlueJeans, etc.

<sup>8</sup> An example of guidance material about low environmental impact events has been elaborated in the framework of the European Week for Waste Reduction and can be found on the [FOODRUS shared drive](#)

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as well as of social context (culture and language) will increase the uptake of FOODRUS results by neighbouring territories. International participation will still be encouraged via an exchange session held or simultaneously translated in English.

Expected participants could include in particular:

- National authorities: ministry departments of environment, agriculture and bioeconomy, research and innovation, economic development;
- Local and regional authorities: elected representatives and policy makers, local and regional authorities (including administrative departments from cities and regions, e.g. environment, food & agriculture, innovation departments), local and regional agencies and utilities;
- Private sector (including national federations): farmers, producers, retailers, food service providers (HORECA), food waste management companies, food advisors;
- NGOs and community based initiatives: consumer associations, food Banks, representatives from community-based initiatives addressing food waste;
- Academic and research: universities and research centres working on FLW, public and private schools;
- Financial sector: ethical banks, other banks, etc.

Summary of local context of each of the demonstrator regions:

- **Spanish pilot (Basque Country (Zamudio)-Navarre)**
  - Leader: AIN
  - Value chain: Vegetables (convenience salads)
  - Main stakeholders<sup>9</sup>: Florette Horticola Navarra; Other cooperatives; FLORETTE\*, CORREOS\*, EROSKI\*, Municipality of Zamudio\*, Consortium EDER\*, HAZI\*, ELIKA\*, Behargintza, AUNAR, Food Banks, Schools, Local Trade, Andre Elkartea (elderly women's), Txorierrri
  - Short description of the issues: Main FL and FW in salad bags production are related to the consumer although all stages make the FVC inefficient. Main drivers are: products not achieving intended market because they do not meet requirements; field losses (volume harvested is less than planted); storage weight loss related to the inherent physiology of the fresh product, inefficient control systems throughout the supply chain. In Spain (7th country in the EU wasting the most food), 80% of the FW are fresh, special fruits and vegetables and distribution of vegetables waste along the FVC is as follows: 29.2% (primary production), 5.6% (storage and distribution), 24.7% (processing), 22.5% (wholesale and retail) and 18% (households).
- **Danish pilot (Copenhagen)**
  - Leader: Aarhus University
  - Value chain: Fish and meat

<sup>9</sup> Organisations marked with a \* are partners from FOODRUS.

- *Main stakeholders<sup>10</sup>: Danish Association of organic farmers, food producers and consumers, Grambogaard Oxneholm\*, Friske Fisk\*, Jespers Torvekøkken\*, Hørkram FoodService\*, Danish Food Bank, Stop Wasting Food, Risø Campus Cantina, Danish Technological University, Danish Food Innovation, OKLIN, ECOFITT*
- *Short description of the issues: 20% of the meat produced is lost or wasted<sup>11</sup>. In Denmark (2015), FW amounts to 700,000 tonnes and comes mostly from household (36%), while the service sector represents 31% (23% from retail, 4% from hotels and restaurants and 4% from institutions and large kitchens). Denmark is one of the countries with the highest meat intake per capita per day and trends towards low meat are strategic.*
- **Slovak pilot (Nitra and Bratislava)**
  - *Leader: Slovak University of Agriculture in Nitra*
  - *Value chain: Bread*
  - *Main stakeholders<sup>12</sup>: NEDU\*, TBS\*, Senické a skalické pekárne, Free Food*
  - *Short description of the issues: In Slovakia 0,86 million tonnes of FW is generated on an annual basis. Food is wasted across the entire supply chain, from initial agricultural production to final household consumption. However, consumers are responsible for the biggest losses, representing more than half of the food wasted. The average Slovak inhabitant generates more than 160 kilograms of food wasted per year, with up to 9% of households throwing food out daily, mainly vegetables and fruits, bread and cooked food.*

### 3.1.2. PROPOSED APPROACH, CONTENT AND FORMAT

Considering that the focus (FVC), local context and stakeholders of the three pilots are different, a flexible approach must be adopted: each National Replication Workshop will focus on the issues and audiences that are the most relevant or have the highest replication potential. To estimate that potential it might be useful to launch a survey to ask for interest in participation in such event (the survey could be distributed via various channels, in particular intermediate bodies like food sector federations, national networks of local and regional authorities, etc.).

Various kinds of experts can be involved for the delivery of key presentations and/or moderation of interactive sessions and discussion groups.

Content to address could include in particular:

- **National/regional framework:** regulatory and stakeholder wise (ministry, food and bioeconomy sector federations & main actors, main NGOs, main financial programmes/bodies for sustainable projects, main academic experts) – some representatives of these stakeholders categories could be asked to participate as experts in order to provide input with their perspective;
- **Presentation of the pilot,** including governance (and stakeholder engagement), strategy and actions, ambition/results, costs, business models, sustainability and next steps – a focus on **practical steps** for

<sup>10</sup> Organisations marked with a \* are partners from FOODRUS.

<sup>11</sup> <http://www.fao.org/save-food/resources/keyfindings/infographics/meat/en/>

<sup>12</sup> Organisations marked with a \* are partners from FOODRUS.

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preparation and implementation, as well as **challenges and mitigation actions** would increase the understanding and uptake of the pilot activities;

- **Presentation of FOODRUS and its main features**, in particular on the basis of the e-learning material and upon availability of the project results;
- **Exchange session with peers**: other practices and experiences from other territories could be shared and discussed (are they similar, what are the results, what are the reasons of different results e.g. local conditions and governance), challenges and opportunities in the food sector (this value chain, other value chains). This could open a discussion on how the pilot could be adapted to other contexts and work collaboratively on its further implementation.

Format and process:

- **Timing**: Demonstrator regions are free to decide the time when they want to organize their National Replication Workshop and at least ensure that sufficient progress is made on the implementation of the pilot to be able to present concrete information and results. Considering that the FOODRUS e-learning modules and platform (WP2) will be available in their final version at M28 (February 2023), it is suggested that National Replication Workshops are not implemented before that moment, in order to benefit from these outputs. It remains possible to implement the workshop before the FOODRUS e-learning modules and platform are finalized but the content of the events will miss a useful output.
- **Duration** should normally not be longer than 1 day. Tentatively a generic structure of the event could be as follows:

Timing	Module	Content and objectives
Morning	Theory	<ul style="list-style-type: none"> <li>• National/regional framework</li> <li>• FOODRUS project</li> <li>• Presentations of the pilot and the results</li> </ul>
	Exchange session	How to implement relevant solutions on other territories: introduction of other cases, discussion between participants
Afternoon	Site visit	Demonstration, Q&A

- The National Replication Workshop should be organized in synergy with local stakeholders' empowerment activities (WP2) in order to benefit from the local dynamic and the contacts of these stakeholders with other organisations of the same country;
- The **exchange session** should be an interactive capacity building session focusing on concrete aspects of the demonstrators (e.g. citizens' acceptance and participation, technical aspects, or the use of digital solutions) and how they could fit with other contexts;
- A **study visit** should be organized to present the local implementation of the pilot. In case of online event, a virtual tour should be organized in advance using pictures and short videos taken on the site(s) of the pilot.

## 3.2. Local Replication Workshops

Each FOODRUS Associated Region will be in charge of organizing a Local Replication Workshop. Therefore at least six workshops will be implemented under the leadership of the following organizations already identified for the replication process:

- Timisoara (Romania): Regional Development Agency - ADRVEST (*FOODRUS partner*)
- Budapest (Hungary): National Food Chain Safety Office - NFCSO (*FOODRUS partner*)
- Linz (Austria): Business Upper Austria - BIZUP (*FOODRUS partner*)
- Plovdiv (Bulgaria): Plovdiv Chamber of Commerce of Industry - PCCI (*FOODRUS partner*)
- Halandri (Greece): Municipality of Halandri (*FOODRUS partner*)
- Valencia (Spain): Rural development, agriculture, climate emergency, and ecologic transition department of Valencia (*commitment via support letter*)

Additional FOODRUS Associated Regions will be recruited as described in chapter 2 and will also implement the proposed approach for the organization of Local Replication Workshops.

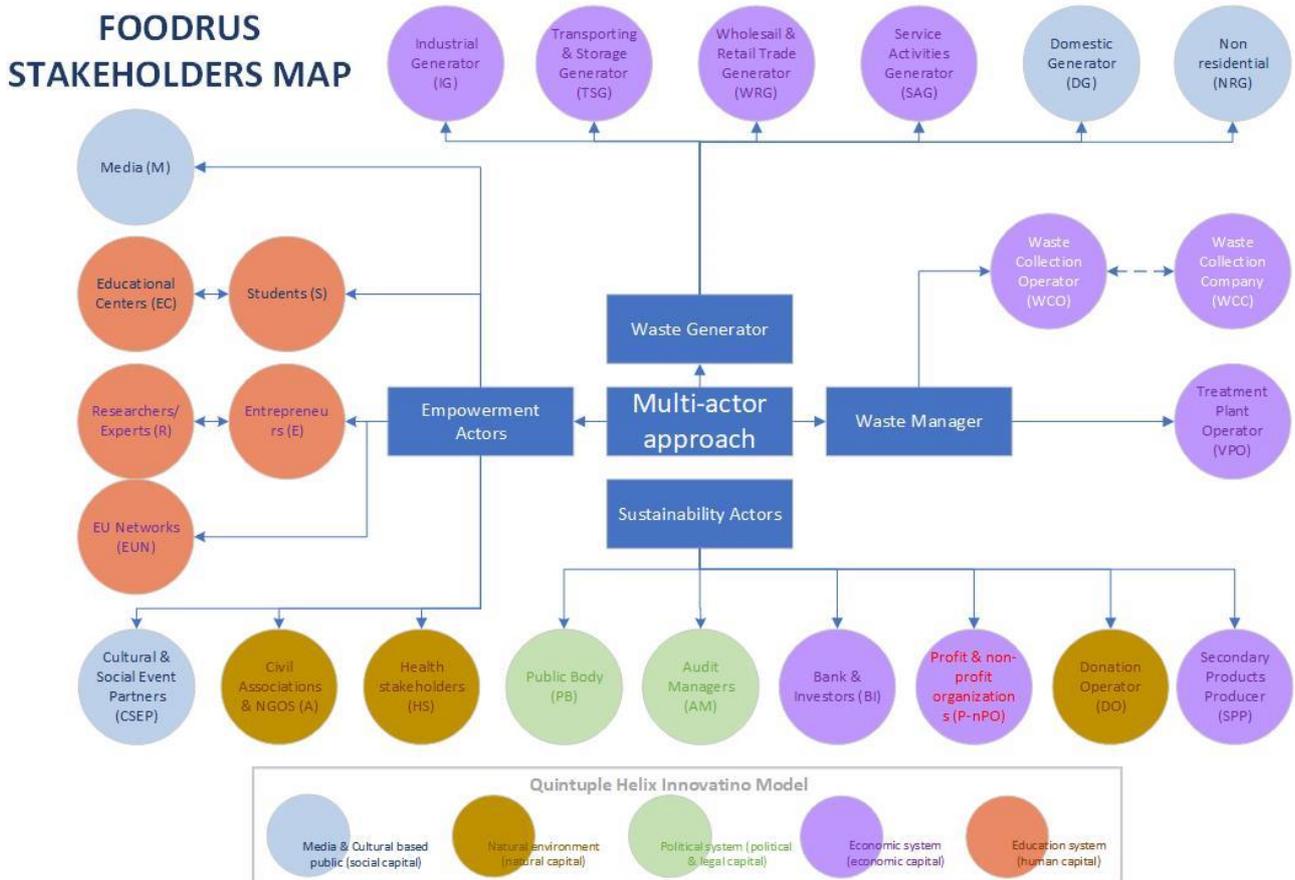
### 3.2.1. OBJECTIVES AND TARGET AUDIENCES

To ease the transfer of FOODRUS approaches and solutions and make the results of the project beneficial to the relevant stakeholders, a participative approach will be developed toward citizen, decision makers and any other relevant actor of the agri-food value-chain. The objective is to engage regional stakeholders to propose and discuss local solutions, and to **co-construct a roadmap** for the implementation of the FOODRUS approaches and solutions in the medium-term after the end of the project. FOODRUS partners will support the implementation of the Local Replication Workshops through participation to the events.

FOODRUS Associated Regions are encouraged to implement a **stakeholders mapping** and analysis targeting relevant stakeholders of their territory. This method will ensure the collaboration of a diverse set of stakeholders and the incorporation of their different views and suggestions. FOODRUS Associated Regions can benefit from the FOODRUS Stakeholders Map prepared for WP1 and composing the FLW ecosystem as highlighted in figure 1 below<sup>13</sup>.

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<sup>13</sup> Source: deliverable D1.1: Circular Food Strategies Documentation



*Figure 1 FOODRUS Stakeholders Map*

The mapping exercise of stakeholders shall include if possible representatives from the following groups:

- Public authorities: local/regional elected representatives and policy makers, local and regional authorities (including administrative departments from cities and regions, e.g. environment, food & agriculture, innovation departments), local and regional agencies and utilities;
- Private sector: farmers, producers, retailers, food service providers (HORECA), food waste management companies, food advisors;
- NGOs and community-based initiatives: consumer associations, food Banks, representatives from community-based initiatives addressing food waste;
- Academic and research: universities and research centres working on FLW, public and private schools;
- Financial sector: ethical banks, other banks, etc.

The first step of the stakeholder mapping would be to start with an internal discussion on what type of stakeholders will be necessary for the FOODRUS Associated Region to achieve its set-out objectives. To

support the mapping, we advise to create a **stakeholder map** organized as a grid displaying stakeholders on the basis of both their influence and impact on the one hand, and easiness to be involved on the other hand. This might help to prioritise which stakeholders to involve by positioning each stakeholder on a grid depending on their power and interest to influence the overall food and FLW framework, for instance as showed in figure 2 below.



*Figure 2 Power/Interest grid for stakeholders prioritisation<sup>14</sup>*

The position that you allocate to a stakeholder on the grid shows you the actions you need to take with them:

- High power, highly interested people (Manage Closely): you must fully engage these people, and make the greatest efforts to satisfy them.
- High power, less interested people (Keep Satisfied): put enough work in with these people to keep them satisfied, but not so much that they become bored with your message.
- Low power, highly interested people (Keep Informed): adequately inform these people, and talk to them to ensure that no major issues are arising. People in this category can often be very helpful with the detail of your project.
- Low power, less interested people (Monitor): again, monitor these people, but don't bore them with excessive communication.

Then, FOODRUS Associated Regions should start **engaging with the stakeholders** to identify if/how they can contribute to the development and implementation of the roadmap. It is advised to have a clear idea about the objectives and challenges the FOODRUS Associated Regions want to address in order to understand what

<sup>14</sup> Adapted from Mendelow, A.L. (1981). 'Environmental Scanning - The Impact of the Stakeholder Concept,' ICIS 1981 Proceedings, 20

their expectations from the stakeholders are. Different approaches can be taken for the engagement of stakeholders: a broad multi-stakeholder group can be large and effective quite quickly, especially if building on existing networks and projects, while in other cases a stepwise approach to gradually expand stakeholder engagement throughout the project could be preferred.

### 3.2.2. PROPOSED APPROACH AND FORMAT

Local Replication Workshops can be a concrete way to start or confirm engagement with relevant stakeholders. It can also be a way to fine tune or complete the identification of these stakeholders.

The content of the Local Replication Workshops should be in line with the **preparation of the FOODRUS Replication Roadmaps** and should help to draft the roadmaps and start or continue the collaboration between the various stakeholders on the topics of food loss and waste addressed by the FOODRUS Replication Roadmaps.

Various kinds of experts can be involved for the delivery of key presentations and/or moderation of interactive sessions and discussion groups. These presentations can help to set the scene for the interactive part of the workshops.

Discussion and exchange with local stakeholders should enable to provide and share information that will help to **characterize the FOODRUS Associated Region's context** and could address the following issues:

- National and/or regional context for food waste prevention;
- Current legal and economic barriers preventing local and regional stakeholders from improving or implementing innovative solutions regarding food waste;
- Existence of CE or (food) waste prevention strategy at local level;
- Knowledge of resource flows and metabolism;
- Pre-existing cooperation with some stakeholders;
- Cases on actions already implemented in the (food) waste prevention sector.

A significant part of the exchanges should be dedicated to collaborative work on the selection and preparation of the actions that will be the main content of the FOODRUS Replication Roadmaps. Local Replication Workshops can have diverse formats to foster these exchanges, which could involve one or several of the following elements:

- **SWOT analysis** of the territory and its context with regards to: value chain and knowledge of local specificities, including knowledge of resource flows and territorial metabolism (identification of issues related to FLW and selection of priorities), in order to define the objectives that should be addressed by the actions that will be included in the Replication Roadmap;

- **Governance and stakeholders** engagement for the preparation and implementation of actions, based on presentation of pre-existing cooperation with some stakeholders and building of stakeholder mapping (as described in section 3.2.1);
- **Hackathon** on proposing potential innovative solutions (social and technological) to address FLW prevention<sup>15</sup>, including presentation of expected FOODRUS results (summaries) and session(s) on **project (action) building** (using sustainable business canvas process).

**Timing** for the implementation of the Local Replication Workshops is flexible and will depend on the local context as well as the opportunities to make synergies with other initiatives and events (at local, national or European level). Deciding on the period/date of the Local Replication Workshops should at least ensure that sufficient progress is made on the implementation of the project actions to be able to present concrete information and results. Considering that the FOODRUS e-learning modules and platform (WP2) will be available in their final version at M28 (February 2023), it is suggested that Local Replication Workshops are not implemented before that moment, in order to benefit from these outputs. It remains possible to implement the workshop before the FOODRUS e-learning modules and platform are finalized but the content of the events will miss a useful output. If deemed necessary and depending on the local situation and objectives (e.g. definition of issues and needs, training of stakeholders, project building, etc.), several workshops could be implemented.

Take **opportunity of local events** that have been identified as relevant at the proposal stage of FOODRUS: ADVREST events organized by the entity and local festivals; PCCI own events at regional level; TMG Upper Food (annual major event of the Food Cluster); Zukunftsforum (annual major event of Business Upper Austria); NFCSO National Agriculture and Food Exhibition; local events organized by Halandri municipality.

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<sup>15</sup> The STREFOWA project experimented a method on how to organize food waste hackathons in five countries (Austria, Italy, Hungary, Poland and the Czech Republic): <http://www.reducefoodwaste.eu/organize-a-food-waste-hackathon.html>

# 4. Developing FOODRUS Replication Roadmaps

## 4.1. Objective and approach of the Replication Roadmaps

Produced by each FOODRUS Associated Region, the Replication Roadmap is a context-specific document providing details on how the main learnings of the FOODRUS demonstrator pilots will be replicated and adapted and how the solutions developed by the FOODRUS project will be used to address the food loss and waste objectives of the FOODRUS Associated Regions. The Replication Roadmap will include tools and actions needed to implement approaches to reduce food loss and waste, including the intended audience and scope of action in each local context where replication can happen.

**FOODRUS Associated Regions have to deliver the Replication Roadmaps to ACR+ no later than October 2023 (M36 of the project).**

Replication Roadmaps will particularly address the following questions and objectives:

- How can the FOODRUS Replication Roadmaps address the local issues on food loss and waste and support the national, regional and local strategies and objectives on food loss and waste prevention?
- If there is no food waste prevention strategy at local level, the FOODRUS Replication Roadmap could be a contribution to preparing such strategy;
- Does the FOODRUS Replication Roadmap and the actions detailed in it include strategic, pre-intervention, intervention and post-intervention elements/phases?

Each FOODRUS Associated Region is different in terms of local context, priorities and initiatives already implemented. Therefore the FOODRUS Replication Roadmaps are meant as **flexible tools** that will identify the actions from FOODRUS that will be the most fitting for replication considering those context, priorities and initiatives, and that will propose steps to prepare the implementation of the FOODRUS actions. The Roadmap can include either only one action or several actions. The degree of details to be provided is up to each FOODRUS Associated Region, but the roadmap should be sufficiently clear to allow understanding about how the FOODRUS project results will be used to address the FLW challenges in the FOODRUS Associated Region's territory.

The FOODRUS Replication Roadmaps will get **input and content** from:

- the work of the FOODRUS Associated Region representative organization (already NFCSO, ADRVEST, Halandri, BIZUP, PCCI, Valencia);
- the discussions with FOODRUS experts during the meetings and project activities mentioned in section 1.2, as well as during the National Replication Workshops when relevant;
- the discussions with local stakeholders held in particular during the Local Replication Workshops.

In order to substantiate the strategic choice of the action(s) that will be included in the Replication Roadmap, each Replication Roadmap should include a summary of the state of the art in the FOODRUS Associated Region and a **snapshot of the local context** that could cover in particular the following issues<sup>16</sup>: policy and strategy context on FLW, legal and economic barriers to innovative actions on FLW, food and bio-waste flows and territorial metabolism, relevant stakeholders, existing initiatives on FLW on the territory.

Ideally, this snapshot of the local context will enable to perform a **SWOT** analysis of the territory (Strength/ Weakness/ Opportunity/ Threat) with regards to FLW, in particular on issues related to the local and regional value chain(s) and especially the big food and FW producers (in terms of mass and environmental impact, for instance), which could be among the key criteria to select the sectors and stakeholders that should be addressed by the actions mentioned in the Replication Roadmap.

The Replication Roadmap should highlight the **governance** of the FLW actions and how **stakeholders** will be engaged. The approaches developed within WP2 and especially the living labs, as well as the stakeholders mapping as a preliminary step of the Local Replication Workshops could be useful (see sections 1.2.3 and 3.2.1).

The Replication Roadmap should provide **details about the FOODRUS solution** that will be replicated or adapted in the FOODRUS Associated Region, as a complementary activity to actions already implemented with regards to FLW prevention in the territory. The minimum information to be provided in the Replication Roadmap includes the nature of the activities to be implemented, their timeframe, the stakeholders involved, the costs and funding sources. Each action mentioned in the Replication Roadmap should be **SMART**:

- Specific – target a specific area for improvement;
- Measurable – quantify or at least suggest an indicator of progress;
- Achievable – specify who will do it;
- Realistic – state what results can realistically be achieved, given available resources;
- Time-related – specify when the result(s) can be achieved.

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<sup>16</sup> As a support to the elaboration of this summary, FOODRUS Associated Regions can take inspiration of the process described in the toolkit developed by FAO about the characterization of city region food systems: <http://www.fao.org/in-action/food-for-cities-programme/toolkit/crfs-scan/characterisation-of-the-crfs/en/>

Particular attention should be given to **resources and finances** that will make each action viable<sup>17</sup>. These actions will indeed require some financial support in different stages (Business Angels, start-up and patient capital, ethical loans, credit lines, microcredits, mortgages, public grants, etc.), which can be offered on the basis of different schemes, among which we can highlight crowd-based financial instruments (crowd funding, crowd lending, crowd equity), alternative currencies and Barter systems. FOODRUS will examine those schemes from different perspectives, in order to ensure real sustainability of the whole circuit, and will develop a proposal of a coherent and sustainable business model, where different financial products (even coming from financial schemes) can coexist during the different development stages of the project - Deliverable D4.2 “Building capacity strategies for circular food” briefing (Result R11) will collect the main results of this task.

## 4.2. Proposed structure of the roadmaps and potential issues to be addressed

The following structure should not necessarily be seen as a strict template but as a recommended format to prepare the Replication Roadmap.

### 4.2.1. CHAPTER 1: LOCAL CONTEXT AND STRATEGIC FRAMEWORK

#### 1. Snapshot

The Replication Roadmap action plan should include elements of context that will highlight in particular the key issues on food loss and waste for the territory as well as reference to activities that may have already been initiated in relation to FLW. This information should not be long: the objective is to use it as a scan of the FOODRUS Associated Regions’ situation.

Local context and strategic framework	Qualitative and quantitative data	Is there enough data to assess if further action on FLW prevention is relevant (Y/N)?
National and/or regional policy & regulatory context about food waste prevention	<i>(e.g. Law or regulation with impact on waste management, food surplus management, etc.)</i>	

<sup>17</sup> Several organisations have identified potential sources for the financing of actions on FLW prevention, for instance (and among others):

- The Ellen MacArthur Foundation published a report in 2020 on “Financing the circular economy”, highlighting how financial services firms can support the circular economy
- The EIB and the Urban Agenda Partnership on Circular Economy launched in 2020 a portal on financing the circular economy: <https://www.circularcityfundingguide.eu/>

## D5.3: STRATEGY TO RECRUIT OTHER FOLLOWER REGIONS

Current legal and economic barriers preventing local and regional stakeholders from improving or implementing innovative solutions addressing food waste	<i>(e.g. interdiction of food surplus donation to charities or use for animal feeding, etc.)</i>	
Existence of CE or (food) waste prevention strategy at the level of the FOODRUS Associated Region	<i>(e.g. specific chapter of Law or regulation on waste management, etc.)</i>	
Knowledge of resource flows and metabolism	<i>(e.g. material flow analysis, urban food metabolism, etc.)</i>	
Pre-existing cooperation with some stakeholders	<i>(e.g. identification of main stakeholders involved in joint actions)</i>	
Cases on actions already implemented in the (food) waste prevention sector	<i>(e.g. awareness raising campaigns, sustainable public procurement, etc.)</i>	
Additional information on local/regional context	<i>Provide details</i>	

## 2. SWOT

As a complement to the data gathered via the above table on local context and strategic framework, a short analysis of the needs should be implemented in the format of a SWOT analysis of the food system of the FOODRUS Associated Region. The objective is to highlight the main issues that will be selected as priorities to be addressed by the actions mentioned in the Replication Roadmap.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li><i>Add summarized information in bullet points</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Add summarized information in bullet points</i></li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li><i>Add summarized information in bullet points</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Add summarized information in bullet points</i></li> </ul>

### 3. Selected actions

Identification and selection of FOODRUS solutions, results and approaches that can be replicated/adapted/used as actions addressing the key issues of the FOODRUS Associated Region with regards to FLW.

R1	Process optimization tool	R7	Equilibrated diet tool
R2	Food losses and wastes toolkit	R8	Good Food toolkit
R3	Audit tool	R9	Food waste management toolkit
R4	Sustainable market toolkit	R10	Prevention of food waste by legal instruments briefing
R5	Stocks optimization tool	R11	Building capacity strategies for circular food briefing
R6	Living labs	R12	FOODRUS Knowledge Hub
Other approach and action (e.g. from pilot demonstrator)		<i>Provide details</i>	

#### 4.2.2. CHAPTER 2: PLANNING AND DETAILS ON REPLICATION ACTION

*This chapter should be duplicated as many times as there are actions replicating/adapting FOODRUS solutions, results or approaches.*

Name of the action	
Relevance to FOODRUS	<i>Describe how this action derives from the FOODRUS project and in particular on which result the action will build on</i>
Nature of the action	<i>Describe precisely the content of the action (What are the specific activities to be implemented?)</i>
Timeframe	<i>When is the action planned to be implemented? What are the main steps?</i>

## D5.3: STRATEGY TO RECRUIT OTHER FOLLOWER REGIONS

Relevant stakeholders (involved or to involve)	<i>List stakeholders that are relevant internally (including political) &amp; externally</i>
Resources and funding	<ul style="list-style-type: none"> <li>• <i>Provide details on human resources (team), other expected resources to be committed</i></li> <li>• <i>Provide details on potential funding sources</i></li> </ul>
Define KPIs and monitoring	<ul style="list-style-type: none"> <li>• <i>What activities (e.g. launch of the action, geographical scale)</i></li> <li>• <i>What results (e.g. number of stakeholders reach)</i></li> <li>• <i>What impacts (e.g. quantity of food loss and waste prevented or reduced, economic and social impact)</i></li> </ul>
Executing the action	<i>Provide details about the launch of the action</i>
Monitor execution, results and impacts	<ul style="list-style-type: none"> <li>• <i>Provide details about the implementation (actions, results, impacts)</i></li> <li>• <i>Are there specific challenges expected or faced during the implementation and what are the mitigating solutions that can be / have been applied?</i></li> </ul>

# Annex 1: List of FOODRUS deliverables

Deliverable number and title	Short summary	Due date
<b>D1.1 Circular Food Strategies Documentation</b>	Technical documentation defining the cross-cutting aspects of the project Objectives: 1) Establishing the FLWQP methodology, 2) Fix the scope of the Circular Food Strategies and social engagement framework	M6
<b>D5.2 Cooperation plan</b>	Report including the joint actions identified by the networking body of the Cooperation and Collaboration Network involving FOODRUS and relevant projects and initiatives	M6
<b>D5.3 Strategy to recruit other follower regions</b>	Report of the strategy to engage with follower regions (current deliverable)	M6
<b>D7.1, D7.3, D7.5 Communication, Dissemination and Stakeholder Engagement Plan</b>	Confidential report	M6, M18, M42
<b>D7.2 Communication material and website</b>	Report introducing the communications materials produced for FOODRUS including the visual identity, logo, templates, leaflet, poster, roll-up banner and website.	M6
<b>D2.1 Pilot's social programme</b>	Report of the social programme and the strategic and integral awareness/participation campaign.	M8
<b>D3.1 &amp; D3.3 Interoperability and backend platforms architecture &amp; implementation</b>	Confidential report and demonstrator	M12 & M18
<b>D6.1 Description and procedure for the EIB management</b>	Confidential report	M12

<b>D1.2 Preparatory actions report</b>	Report including the overall progress of the pilot's implementation activities during the preparatory actions	M18
<b>D2.2 Implementation of the FOODRUS e-learning platform</b>	User-friendly online learning platform with training modules, downloadable documents and interactive functions, as part of the FOODRUS Knowledge Hub	M18, M28
<b>D2.3 Citizen Science based methodology for FL and FW reduction and prevention</b>	Report, on the Citizens Science activities, including detail on the different monitoring groups demographics, the designed methodologies applications and results of the healthy and sustainable diets intervention.	M18, M28
<b>D3.2 Circular food model specifications</b>	Confidential report	M18
<b>D4.1 Innovation catalogue of food loss and waste valorisation opportunities</b>	Report documenting a review of innovative food loss and waste valorisation opportunities. The report will present a framework based on the food waste hierarchy on how to avoid rebound effect from future FL and FW valorisation systems.	M18, M40
<b>D4.6 Prevention of food losses and waste by legal instruments</b>	Report, on policy recommendations addressing EU/national levels about food losses and waste prevention by legal instruments.	M18, M36
<b>D5.1 Report on Advisory Board meetings</b>	Confidential report of results of the 3 Advisory Board meetings.	M18
<b>D4.2 Building capacity strategies for circular food</b>	Report including the results of the assessment of ethical financial strategies to support the proposed business models, through the collaboration of the local ecosystem	M18, M30, M40
<b>D6.2 Exploitation plan and market assessment for each key result obtained</b>	Confidential report	M18
<b>D6.5 Description of Business models identified, business plans and exploitation plans</b>	Confidential report	M18

<b>D7.4 Report on Awareness raising campaign</b>	This document reports on the results of the awareness raising campaign	M18, M30, M41
<b>D7.6 &amp; D7.7 Practice Abstracts</b>	The resulting innovative knowledge and easy accessible end-user material from this project will feed into the EIP-AGRI (The agricultural European Innovation Partnership) website for broad dissemination.	M18, M42
<b>D6.3 Value innovation analysis report</b>	Confidential report	M24
<b>D1.3 Preliminary test report</b>	Report including the overall progress of the pilots implementation activities during the Deployment & Preliminary Test Phase.	M28
<b>D2.4 Last mille logistics network</b>	Report on the assessment of last-mile logistic networks as a solution to distribute local products, food surpluses and alternative new products.	M28
<b>D3.4 &amp; D3.5 FOODRUS suite: design &amp; implementation of the operation &amp; management and blockchain tools</b>	Confidential report and demonstrator	M28 & M40
<b>D6.4 IPR strategies</b>	Confidential report	M30
<b>D1.4 Full test report</b>	Report including the overall progress of the pilots implementation activities during the Full Test Phase	M40
<b>D4.3 Process-based life cycle sustainability assessment of FOODRUS food production and supply systems</b>	Report presenting the results of process-based LCA of FVCs and improvements obtained throughout the project period	M40
<b>D4.4 A multicriteria sustainability labelling scheme quantifying the four FOOD2030 policy priorities</b>	Report documenting a proof of concept for a multicriteria labelling scheme quantifying the four FOOD2030 policy priorities	M40
<b>D4.5 Report on European Level assessment of FOODRUS solutions</b>	Report presenting the upscaling of FOODRUS local circular bioeconomy food systems	M40

<b>D5.4 Guidelines on FOODRUS replication</b>	Report sharing the results of the FOODRUS project as well as good practices on sustainable food systems	M40
<b>D5.5 Report on replication events including roadmaps from follower regions</b>	Report providing feedback on the implementation of replication events by demonstrator regions and follower regions and providing details about the implementation plans from follower regions	M40
<b>D1.5 “The future of Circular Food” report</b>	Report compiling lessons learnt and the knowledge acquired in the three Circular Food Strategies developed in the FOODRUS pilots and the five followers	M42

# Annex 2: List of projects identified for the Cooperation and Collaboration Network (CCN)

This list has been prepared in the framework of task 5.2 on cooperation with other projects & initiatives in food losses and waste.

TOPIC	RELATED PROJECTS TO FOODRUS-An innovative collaborative circular food system to reduce food waste and losses in the agri-food chain	Coordinator (C)/Partner	If contacted by FOODRUS (N/Y + who)
SISTER PROJECTS- RUR-06&07- H2020	<b>LOWINFOOD:</b> Multi actor design of low waste food value chains through the demonstration of innovative solutions to reduce food loss and waste	UNITUS- IT (C)	
	<b>FAIRCHAIN:</b> Innovative technological, organisational and social solutions for FAIRer dairy and fruit and vegetable value CHAINS	INRAE-FR (C)	
	<b>PLOUTOS:</b> Data-driven sustainable agri-food value chains	GAIA-GR (C)	
	<b>COFRESH:</b> CO-creating sustainable and competitive FRuits and vEgetableS' value cHains in Europe	CNTA- ES (C)	
CROSS-CUTTING	<b>REFRESH</b> "Resource Efficient Food and dRink for the Entire Supply Chain".	WRAP- UK	
	<b>YPACK</b> "high performance polyhydroxyalkanoates based packaging to minimise food waste	CSIC- ES (C)	
SOCIAL INNOVATION	<b>FOSTER</b> "Training, education and communication to reduce food waste in the food service industry	UNIVERSIDADE DO MINHO- PT (C)	

CONSUMERS	<b>FUSIONS</b> "Food use for Societal Innovation by Optimising waste prevention Strategies".	WAGENINGEN UNIVERSITY -NL (C)	
	<b>ESPIGOLADORS:</b> Food re-use in a transformative, participatory, inclusive and sustainable way to reduce food losses and waste	ESPIGOLADORS	
	<b>Gender-SMART</b> "Science Management of Agriculture & Life Sciences, including Research and Teaching".	CIRAD- FR (C)	
		Generalitat Cataluña	
	<b>ECOWASTE4FOOD:</b> Supporting eco-innovation to reduce food waste and promote a better resource efficient economy	Mediterranean Agronomic Institute of Montpellier	
	<b>STREFOWA-</b> Strategies to Reduce Food Waste in Central Europe	UNIVERSITY OF NATURAL RESOURCES OF LIFE SCIENCES VIENNA, ABF-BOKU (C)	
	<b>TRIFOCAL:</b> Transforming City Food Habits for Life	WRAP- UK (C)	
	<b>FOODHEROES:</b> Improving resource efficiency through designing innovative solutions to reduce food waste	Zuidelijke Land- en Tuinbouw - NL (C)	
	<b>SAVING FOOD:</b> An innovative solution to tackle food waste through the collaborative power of ICT networks	VILABS OE- GR (C)	
<b>SIRCLES:</b> Supporting Circular Economy Opportunities for Employment and Social Inclusion	Agència de Residus de Catalunya (C)		
POLICY MAKING	<b>FOODWASTEPREV</b> "Food waste prevention in the food chain to support the implementation of the 7th Environment Action Programme" (WASTELESS)	National Food Chain Safety Office - HU (C)	
	"STRENGTH2FOOD" assesses the impacts, exchanges knowledge, and informs policy making on sustainable food chains"	UNIVERSITY OF NEWCASTLE - UK (C)	
	<b>KoolZone:</b> Refrigeration control technology to minimise food waste, avoid food poisoning and minimise energy consumption	KOOLZONE TRACKING	

PREVENTION TECHNOLOGIES AND STRATEGIES		SYSTEMS GMBH - GE ©	
	<b>Perfect Fresh</b> "Intelligent storage and transport solutions with integrated monitoring to optimize the international fresh produce supply chain, significantly increasing shelf life and preventing food waste".	JANNY MT- FR (C)	
	<b>GISWASTE</b> "GIS based decision making tool for food by-products valorisation alternatives in the Basque Country"	AZTI- ES (C)	
	<b>VERTALIM</b> "Prevention and Integral management of high polluted effluents from Food SMES to urban sanitation systems"	Consortio de Aguas Bilbao - Bizkaia-ES (C)	
ICT SOLUTIONS	<b>PREFE</b> "An innovative mobile app that aims at cutting food waste at its roots thanks to the cooperation of final consumers, municipal undertakings and LSRT players".	SOFTLINE SRL-IT (C)	
	<b>PROGNOLITE</b> "The first holistic restaurant forecasting tool to reduce food waste by predicting future demand".	PROGNOLITE GmbH - CH (C)	
	<b>HORTIMED (PRIMA)</b> Implementation of analytical tools and digital technology to achieve traceability and authenticity control of traditional Mediterranean Food (2020-2023)	INKOA - ES (C)	
	<b>TICS4FRUIT:</b> ICT solutions and design to optimize the post-harvest and fruit distribution chain	ITENE- ES (C)	
VALORISATION	<b>i-REXFO</b> "Increase in the REduction and REcovery of EXpired Food".	Universit degli Studi di Perugia- IT (C)	
	<b>CLEANFEED</b> "Prevention of vegetal waste generation and reuse for animal feed in the Autonomous Community of the Basque Country (ACBC)"	BASQUE GOVERNMENT-ES (C)	
	<b>VALORLACT</b> "Full use of the whey produced by the dairy industry(Aprovechamiento integral de lactosuero generado en el sector lácteo)"	AZTI- ES (C)	
	<b>WASEABI</b> "Optimal utilization of seafood side-streams through the design of new holistic process lines"	DTU -DK (C)	
	<b>BREWERY</b> "New Strategies for Improving the Sustainability of Breweries: Full Waste Recovery for Aquaculture Feed".	AZTI- ES (C)	
	<b>CIRCULAR AGRONOMICS</b> "Efficient Carbon, Nitrogen and Phosphorus cycling in the European Agri-food System and related up- and down-stream processes to mitigate emissions"	IRTA- ES (C)	

	<b>REINWASTE</b> "REmanufacture the food supply chain by testing INNovative solutions for zero inorganic WASTE"	AGAPA- E (C)	
	<b>SEA2LAND</b> "Producing advanced bio-based fertilizers from fisheries wastes"	NEIKER - ES (C)	
	<b>NEWFEED</b> "Turn food industry by-products into secondary feedstuffs via circular-economy schemes"	AZTI- ES (C)	
	<b>BSMART</b> "Biomaterials derived from food waste as a green route for the design of ecofriendly, smart and high-performance cementitious composites for the next generation multifunctional built infrastructure".	UNIVERSITY OF LANCASTER- UK (C)	
	<b>ECOFFEED:</b> New strategies for the coffee by-products recovery as a new raw material for animal feed	AZTI- ES (C)	
	<b>ORHI</b> "Innovative solutions towards a circular economy for the agri-food sector"	SAIOLAN- ES (C)	
	<b>CEMOWAS2:</b> Estrategias de gestión y la demostración de la viabilidad de soluciones concretas en materia de residuos orgánicos y de aguas residuales	ValOrizon- FR (C)	
<b>METHODOLOGIES</b>	<b>RENDER</b> "Promoting the implementation of Product Environmental Footprint Methodology in the European Dairy Sector."	INKOA - ES (C)	
	<b>WASTE4THINK</b> "Moving towards life cycle thinking by integration advance waste management systems". this project supply the urban waste data model that will be further extended and implemented in FOODRUS for the specific case of food losses and waste involving all the stages and actors in the FVC	UNIVERSIDAD DE DEUSTO (C)	