





D7.9 – First set of Practice Abstracts

WP7- Dissemination, communication, exploitation and training

Authors

	
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1 Executive Summary

This deliverable describes the process by which FAIRCHAIN prepares the drafting and release of Practice Abstracts (PA), in the run of the project, as well as an overview of the topics covered by FAIRCHAIN's PAs in the first 18 months of the projects (Chapter 3).

In FAIRCHAIN, we committed to deliver a total of 50 Practice Abstracts that will be released at two key moments of the projects: month 18 (Deliverable D7.9) and month 36 (deliverable D7.10). This deliverable lists the 27 PAs that were prepared in period 1 of the project (November 2020 to April 2022).

The 27 first set of PAs are covering all important dimensions of the FAIRCHAIN projects, including some consideration about the co-creation process (3 PAs), project's methodological aspects (i.e. Life Cycle Assessment, existing business models), and a specific focus on project's societal, technological and organizational innovations (17 PAs in total).



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List of Acronyms

Abbreviation / acronym	Description
EIP-Agri	European Innovation Partnership for Agricultural Productivity and Sustainability
PA	Practice Abstracts
SoMe	Social Media
SFS Innovation platform.	Sustainable Food System Innovation Platform

2 Introduction

Practice Abstracts (PA) are a form of dissemination of project results which encourage:

- practitioners to contact project partners who have innovative and useable results
- presentation of results in a short, concise, interesting, and easily understandable way.

The European Innovation Partnership-Agricultural Productivity and Sustainability (EIP-AGRI) developed the PA format which all Horizon 2020 projects must use to give research results visibility not only among peers but also to a wider audience (i.e. food producers and innovators, administrators, policy-makers, local authorities in food).

In FAIRCHAIN, the following board/partners are involved in the preparation of the Practice Abstracts:

- **P01-INRAE**, in charge of coordinating the process of PA preparation (listing, sending reminders, answering questions, uploading on the EIP-Agri Website).
- **The Executive Board** (i.e. FAIRCHAIN WP leaders) is tasked with the identification of potential interesting topics for new PAs, during WP meetings. Interesting topics are then discussed, at project-level during the monthly Executive Board.
- The **editorial team**, composed of **P01-INRAE and P17-IFA**, provides editorial support to FAIRCHAIN partners. P01-INRAE and P17-IFA have prepared PA guidelines and perform a quality control of the PAs, to make sure partners are meeting the PA guidelines, particularly to be short, concise and written in an easy-to-understand language geared towards a particular target audience. The guidelines are attached in Annexes.

In period 1, FAIRCHAIN has released a total of 27 PAs, which are listed in Chapter 3 of this deliverable.

Once finalised, the PAs are uploaded on the EIP-Agri website by P01-INRAE: <https://ec.europa.eu/eip/agriculture/en/find-connect/projects/innovative-technological-organisational-and-social>.

The PAs are also widely disseminated via other channels, such as the FAIRCHAIN SoMe (Twitter, LinkedIn...), downloadable from the FAIRCHAIN website and the SFS Innovation platform, co-developed by CO-FRESH, SMARTCHAIN and FAIRCHAIN and which ambitions to become "the place to go to find information on innovative food systems".



3 FAIRCHAIN Practice Abstracts

PA #	WP	CS	Practice Abstracts Title	Partners
PA01	WP3	CS-AUT	Food innovation incubator	P03-JOANNEUM
PA02	WP2	CS-BEL	Air quality during food packaging	P04-UGENT
PA03	WP7	N/A	Running SoMe in H2020 projects (minutes EB7)	P17-IFA
PA04	WP2	CS-BEL	High-Tech packaging machine for all actors from small to mid-sized	P04-UGENT, P01-INRAE, P10-SCALDOPACK
PA05	WP2	CS-GRE	Trustworthy information sharing from local dairy production using Blockchain	P12-Synelixis
PA06	WP2	CS-SWI	Vinegar: a promising use in agriculture for fruit production	P14-Cogiterre
PA07	WP2	CS-SWE	Innovative ICT-tool, supporting the implementation of a shorter value chain in Swedish wild berry business	P22-SLU
PA08	WP2	CS-BEL	Air filter solutions for packaging machines	P04-UGENT
PA09	WP1	N/A	What is Co-Creation and why should it be used?	P05-FH-ISI
PA10	WP8	N/A	Cross fertilization Activities	P08-Confa
PA11	WP4	N/A	Business model typology and its implication on the intermediate value chain transition	P04-UGENT P11-Sofies
PA12	WP7	N/A	How to use SoMe to disseminate your activities to farmers	P17-IFA
PA13	WP3	CS-SWI	Alternatives to chemical inputs by fermentation of agro-foods co-products	P14-Cogiterre
PA14	WP1	N/A	How to design and facilitate a Co-Creation process?	P05-FH-ISI
PA15	WP1	N/A	How to engage the right stakeholders in a co-creation process?	P05-FH-ISI





PA #	WP	CS	Practice Abstracts Title	Partners
PA16	WP4	CS-FRA/BEL	Alternative funding system: Reward-based crowdfunding	P18-MOF
PA17	WP4	CS-FRA/BEL	Pre-orders: an attractive alternative funding system	P18-MOF
PA18	WP4	CS-FRA/BEL	Alternative funding system: the lending crowdfunding	P18-MOF
PA19	WP6	CS-FRA	Impact of Regulation on Innovation	P09-PETREL
PA20	WP4	CS-FRA	Criteria for Distribution Model selection	P09-PETREL
PA21	WP5	CS-SWI	Sustainability framework for eco-design of intermediate value chains	P02-RISE
PA22	WP5	CS-SWI	Sustainability checklist for eco-design of intermediate value chains	P02-RISE
PA23	WP5	CS-SWI	Swiss Case Study – Life Cycle Assessment (LCA)	P01-INRAE/P02-RISE
PA24	WP4	CS-FRA	FAIRCHAIN early market exploration to save time and money when launching a new product/service	P06-ACTIA
PA25	WP4	CS-FRA	Early consumer study to save time and money when launching a new product/service	P06-ACTIA
PA26	WP2	CS-FRA	Cheese wheys: too valuable to waste!	P01-INRAE
PA27	WP2	CS-FRA	Fermentation: a promising alternative to valorize cheese whey	P01-INRAE

Table 1: List of FAIRCHAIN Practice Abstracts submitted at the end of period 1 (month 18)



4 Conclusion

In period 1, PAs are describing mainly the social (4), organisational (3), and technological (8) innovations of the FAIRCHAIN Case Studies (CS FRA: 10; CS BEL: 3, CS-SWI: 5, CS-SWE: 1, CS-AUT: 1, CS-GRE: 1), but also covers some transversal aspects such as the factors leading to a successful co-creation process (3), or how sustainability can be assessed for a given innovations (3). Transversal topics such as the cross-fertilisation or C&D activities in a H2020-funded project.

The process to identify PAs has proven to be effective and the efforts to prepare PAs has proven to be a joint, collective, FAIRCHAIN efforts.

The effort will be continued during the second period of the project as the project will deliver more and more results and the innovations will start being implemented in real conditions.

Annexes



Write a Practice Abstract to Communicate Your Work

1. What are Practice Abstracts?

Practice Abstracts (PA) are a form of dissemination of project results which encourage

- practitioners to contact project partners who have innovative and useable results because
- results are presented in a short, concise, interesting, and easily understandable way.

The European Innovation Partnership-Agricultural Productivity and Sustainability (EIP-AGRI) developed the PA format which all Horizon 2020 projects must use to give research results visibility not only among peers but also to a wider audience. You can benefit by widely sharing your research results!

2. For whom are Practice Abstracts intended and where are they published?

Practice Abstracts should be of interest to practitioners: in the case of FAIRCHAIN that is food producers and innovators, administrators, policy makers, local authorities in food.

The FAIRCHAIN PAs will be published

- on the [EIP-AGRI website](#), along with PAs from other H2020 projects,
- on the Sustainable Food Systems Platform where they are in a database with PAs from the five sister projects,
- on the FAIRCHAIN website and, when applicable, on the Case Study pages

PAs are also suitable for Press Releases or as basis of short articles for the lay press or to publicise your activities to potential partners.

3. How do I write an appetizing Practice Abstract?

Practice Abstracts are like appetizers: they are small, easy to digest, and they leave you wanting more!

Here are some tips (and rules) for writing an interesting and appetizing PA:

- Stick to *why, what and how*. (Include *who, when, where* only if necessary.)
 - Use between 1000-1500 characters (not counting spaces)
- Focus on what is most innovative and most important. Why is your result interesting?
 - Tell the innovativeness of your result: process/product/marketing/organization/etc.
 - Tell the value/benefit of what you did. Why might someone else want to do the same?
 - Relate to the market: creation, advantage, increasing visibility, etc. (if relevant)
 - Relate to sustainability compared with conventional approaches (if relevant)
 - Identify potential legislative barriers on regional/national/worldwide level (if known)
- Be objective: Tell what you did and how someone else can do it or something similar
 - How time consuming will it be to transfer your result into practice
 - Describe ideal conditions: climate, technical equipment, etc.



- How expensive (moneywise) will it be?
- Use specific yet easily understandable words. Avoid jargon and academic words and phrases.
- Ensure your language is gender-sensitive, i.e. for pronouns, use the plural form where possible ("they", "them" etc.), or explicitly state both genders in the pronouns (e.g. "s/he" or "she and he", "him or her" etc.), or use gender-neutral terms where appropriate (e.g. "land-owner" instead of "landlord", or "firefighter" instead of "fireman") to avoid reproducing gender stereotypes through your writing. You can also directly address gender inequalities by explicitly mentioning those gender groups that are typically underrepresented or even excluded, e.g. "women farmers" or "male nurses" etc. For further information, please see the [EU guidelines here](#).

A more detailed guide how to write a PA developed by the EC can be found [here](#).

We are looking forward to receiving your appetizing Practice Abstracts!

