



D7.6 – Report on dissemination and communication activities

WP7- Dissemination, communication, exploitation and training

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NB OF PAGES 40	LEAD RESPONSIBLE PARTNER P17-IFA	DIFFUSION Public (PU)
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°101000723

Project information

Project Acronym:	FAIRCHAIN
Project Full Title:	Innovative technological, organisational and social solutions for FAIRer dairy and fruit and vegetable value CHAINS
Grant Agreement:	101000723
Project Duration:	50 months (November 2020 - December 2024)
Project Coordinator:	Institut National de Recherche pour l'Agriculture, l'alimentation et l'environnement (INRAE)
Contact:	fairchain-coordination@eurtd.com

Deliverable information

Deliverable Status:	Final
Deliverable Title:	D7.6 – Report on dissemination and communication activities
Deliverable Nature:	Report (R)
Dissemination Level:	Public (PU)
Due Date:	M50
Submission Date:	M50
Work Package (WP):	WP7- Dissemination, communication, exploitation and training
Deliverable Leader:	P17-IFA
Deliverable approved by the WP leader/ CO	<input checked="" type="checkbox"/>
File Name:	FAIRCHAIN_D7.6_Report on dissemination and communication activities-FINAL.pdf

History of changes

Author	Date	Comments	Release
IFA	12/12/2024	[Initial draft]	V0.1
IFA	13/12/2024	[Second draft]	V0.2
INRAE Geneviève Gésan-Guiziou	19/12/2024	Peer review	V0.3
IFA	27/12/2024	Third draft	V0.4
INRAE, Geneviève Gésan-Guiziou	07/01/2025	Final approval and submission to the E.C	V1.0

1 Executive Summary

The Communication and Dissemination activities play a pivotal role in ensuring the visibility, accessibility, and impact of project outcomes by effectively engaging stakeholders, fostering knowledge exchange, and promoting the adoption of innovative solutions across diverse audiences. To maximise impact of projects' results, FAIRCHAIN has used a wide range of dissemination and communication tools and channels presented in detail in this report. Firstly, FAIRCHAIN created a strong visual identity and a virtual ecosystem, and various branded goodies distributed in scientific and professional events. Secondly FAIRCHAIN has shared results through a wide range of communication and dissemination activities including news for the written media, radio and tv (24), [newsletters](#) (external 7, internal 7), [scientific publications and publications in peer-reviewed technical magazines](#) (10), [practice abstracts](#) (53), organisation of events (54), participation in events (56) and [videos](#) (75). Also, partners used their own tools and made more than 60 mentions of the project and organised 27 activities in cooperation with similar projects. Overall, the target audiences considered were scientific society, industry, civil society, general public, media, policy makers, customers, investors and others and according to the estimations more than 200k people were reached in English and in the national languages of the CSs countries. Close collaboration was established with the sister projects also through the [Sustainable Food System Innovation Platform](#), with FAIRCHAIN as managing project strongly increasing impact and ensuring the sustainability of results even after the end of the project. Further, FAIRCHAIN has implemented different training approaches with innovative methodologies and targeted to various stakeholder types: 3 online courses, available on the [ISEKI Moodle Platform](#), complemented by two blended face-to-face sessions, 3 [Food Factory 4Us](#) international student competition games, 1 Food Hack and 6 CS workshops and demonstrations. Accordingly, all the KPIs were exceeded except for the e-learning platform where a low number of users finish the learning by M49. The courses will remain available for the next 3 years and can be done by interested users at any time.

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List of Acronyms

Abbreviation / acronym	Description
Aus	Austria
Bel	Belgium
CD	Communication and Dissemination
CS	Case Study
D	Deliverable
Fra	France
GA	Grant Agreement
Gre	Greece
IFA	Iseki-Food Association
KPI	Key Performance Indicators
M	Month
MoU	Memorandum of Understanding
SoMe	Social media
SFSI Platform	Sustainable Food Systems Innovation Platform
Swe	Sweden
Swi	Switzerland
UGhent	University of Ghent
WP	Work Package

2 Introduction

Deliverable (D) 7.6 is the summary report of all communication and dissemination (CD) activities did by all project partners during the lifetime of the project. The structure follows the description of activities as included in the CD plan (D7.1) submitted at Month (M) 6 and updated at M22 and M35. All activities are included with details including target audience and number of participants when available as reported by each partner and Annex 1 presents the Key Performance Indicators (KPI) at M49.

3 Communication and Dissemination tools and activities

The tools and activities described below are based on the structure of the CD plan (D7.1).

3.1 FAIRCHAIN visual identity

3.1.1 Logo, tagline and branding

ACTIA and INRAE produced a logo (Figure 1) to promote recognition and awareness of the project. The logo was used along the lifetime of the project on all communication materials, together with the project tagline: "FAIRCHAIN, an EU-funded project (2021-2024) testing innovations to build sustainable intermediate food value chains" and the EU emblem and disclaimer (Figure 2).



Figure 1: FAIRCHAIN logo



The FAIRCHAIN project has received funding from the European Union's Horizon 2020 research and innovation programme under the grant agreement No: 101000723

Figure 2: EU emblem and disclaimer

The graphical identity (fonts, logo, visual guidelines) as well as templates for meeting minutes, deliverables and presentations were made available to all partners in the project collaborative platform, based on the sharepoint technology. <https://projectworkspace.eu/sites/FAIRCHAIN/SitePages/Project%20Documents.aspx>

3.1.2 Poster, leaflet, roll - up

Project [poster](#), [leaflet](#), [roll-up](#) and a general [PowerPoint presentation](#) of the project were prepared at the start of the project and uploaded on the project website. Goodies (e.g., bookmarks, notebooks, pens) were made available to project partners when attending or organising events, depending on the audience and desired communication. These activities were led by ACTIA.

An animated video introducing the project was done and uploaded on the project [website](#) and [YouTube](#) and had 312 views by M49. Further introductory videos for CS in [France](#) (271 views), [Belgium](#) (59 views), Sweden in [English](#) (27 views) and [Swedish](#) (43 views) were created. Each CS has also an animated final video to present the results and innovations developed: [Austria](#) (26 views), [Belgium](#) (12 views), [France](#) (22 views) [Greece](#) (7 views) [Sweden](#) (11 views) and [Switzerland](#) (77 views). Videos views are given for M49. Videos were produced by IFA and ACTIA with the contribution of CS teams. At M49 the videos have still low numbers of views as they were launched during the final event in November 2024. However, they will stay available on YouTube and can be viewed at any time.

Further CS flyers with QR code linking to the website page of the respective CS were prepared by IFA, both in English and in the local languages of each CS. As well a flyer for the project with QR code linking to the website and one for the Sustainable Food System Innovation (SFSI) Platform with QR code were created. All flyers were made available to the project partners and uploaded on the website and used during participation in different event. In total the QR codes were scanned for 123 times.

3.2 FAIRCHAIN virtual performance

3.2.1 Project website

The project website (<https://www.fairchain-h2020.eu>) was built by ACTIA and provides information about the project objectives, approach, case studies, news & events, partners of the consortium, resources library with publications, practice abstracts and public deliverables. The website was regularly updated by ACTIA with the contribution of IFA and of WP and CS leaders. The website links with the [SFSI Platform](#), the [training](#), and with the [sister projects](#) funded under RUR-06 and RUR07 calls. The website will be maintained for at least one more year by INRAE to ensure the sustainability of project results.

The analytics of the website are shown in Annex 1. In July 2023, Google Analytics migrated to a new platform called G4 and therefore it is not possible to have a complete report regarding the website analytics from the start of the project until M49. However, in the third update of the CD plan we have included the data extracted from Google Analytics for M1 to M31 as follows: visits 132/month, pages/visit: 2.81, Time/visit: 3min10sec and excluded the number of posts from the KPIs as this is not possible to be estimated. According to the new G4 report the data from M32 to M49 are visits 132/month, pages/visit: 2.80, Time/visit: 3min17sec. Accordingly, the data are similar for both periods and the average has been now included in Annex 1, website section, and they are slightly exceeding the estimation done at the start of the project.

3.2.2 Sustainable Food System Innovation Platform

FAIRCHAIN (represented by IFA) together with the sister project CO-FRESH took over the management of the [Sustainable Food System Innovation Platform](#) after the end of the SMARTCHAIN project. The SFSI Platform is an online environment to share knowledge on food systems and raise awareness about the project among different stakeholders (farmers & cooperatives, industry & retail, policy makers, technology providers, consumers) and is involved in its regular updates. The platform hosts 6 inventories of innovations, initiatives, case studies, publications, practice abstracts and weblinks which can be browsed or searched or filtered in multiple ways with outputs from 16 EU projects including the sister projects. FAIRCHAIN [Case studies](#), [practice abstracts](#), [publications](#), [trainings](#) and [innovations](#) are already available on the platform. This will ensure their sustainability after the end of the project. The SFSI Platform development is part of the activities in WP8 (Task 8.2). KPIs of the platform are shown in Annex 1. As the platform is jointly managed with other EU projects, analytics are extracted and made available to all projects for each year and in Annex 1 are included KPIs corresponding to Jan 2024 – Dec 2024.

3.2.3 FAIRCHAIN e-learning platform

A separate section on the [IFA e-learning platform](#) has been created for training related to the food value chains called Innovative Food Supply Chains and including the 3 new courses developed within the project: [Introduction to Intermediate Food Value Chains](#), [From Short to Intermediate Food Value Chains](#), [Case-studies by co-creation - learn from real life examples](#).

By M49, despite a good number of registrants 120 in total, only 8% finished at least one of the courses while 38% reached the end but did not complete the Final Quiz. This is below the estimation done in the beginning of the project (see Annex 1). However, the online trainings have been complemented by training workshops (2), Food Factory 4Us student competitions (3) and Food Hack (1) with a high participation of students and active involvement. The courses will remain open for at least three years on the IFA Moodle and will be regularly publicised in the training section of IFA newsletter, released every three months and reaching + 8000 members. Details can be found in D7.5 Report on Training.

3.2.4 Social Media

FAIRCHAIN uses [LinkedIn](#), [X](#), [Facebook](#), [Instagram](#) and [YouTube](#) to communicate and disseminate towards a diverse audience. The content published here includes among others presentation of the project, of partners, objectives, case studies, as well as project progress, outputs, news and events, videos. The project has built a strong community on all platforms, which is represented at M49 on LinkedIn (666 followers), X (420 followers), Facebook (102 followers), Instagram (83 followers) and YouTube (35 subscribers) (Annex I). The type of audience on the SoMe platforms is difficult to establish. According to the LinkedIn analytics the audience is very diverse, and followers are mainly working in research and education 31.2 % and food and beverages industry 13.6 % as well as in farming 3.8 %, business administration and services 3.3 % and government administration 3.3 %. The numbers of posts are at M49 LinkedIn (455 posts), X (392 posts) Facebook (385 posts) and Instagram (282 post). The focus of social media activities was LinkedIn as suggested by the project partners at the start of the project and being the most used network for scientific projects. Twitter, now X, had very good analytics at the beginning but has decreased engagement and popularity lately probably due to the management changes within the platform. Instagram was started later in the project at M13 when outputs from CS could be nicely presented in pictures and has good analytics considering the type of activities promoted on this platform. Despite a low number of subscribers, a high number of videos (75) were published on YouTube with a high number of views, as interested audience can watch the videos without subscribing to the channel. Furthermore, as agreed with the sister projects the #H2020FoodSis has been used in all social media posts, and X tweets with this hashtag were included in the feed of the SFSI Platform. IFA was responsible for the social media activities of the project. All SoMe analytics are detailed in Annex 1 and are exceeding the estimation done at the beginning of the project.

3.2.5 Podcasts and webinars

Podcasts were not foreseen in the GA but were considered of use to better explain the CSs. Therefore, podcasts have been recorded for each CS in the form of an interview with the leaders answering the same 5 questions. IFA coordinated this activity and edited the final videos. Podcasts were recorded in the local language to reach the target audience of local stakeholders. All

podcasts are available on YouTube, number of views are given for M49: [Austria](#) (46 views), [Belgium](#) (71 views), [France](#) (39 views), [Greece](#) (44 views), [Sweden](#) (59 views), [Switzerland](#) (82 views).

Recorded webinars of Fraunhofer (FH) ISI are also available on YouTube:

- [WP1 webinar](#) September 2021 (6 views)
- [Definition of intermediate food value chains](#) (60 views)
- [Success factors of IFVC](#) (33 views)
- [Characteristics of IFVCs](#) (80 views)
- [IFVCs to be implemented in FAIRCHAIN](#) (55 views)
- [Real examples of IFVCs](#) (108 views)
- [Concepts of alternative FVCs](#) (52 views)
- [Transition pathways towards IFVCs](#) (106 views)
- [Introduction and objective of the webinar: From large and small to IFVCs](#) (64 views)

Numbers of views are given for M49.

3.3 Publications, articles, and media dissemination

3.3.1 News for the written media, radio, and TV

In total 24 news for the written media radio and TV were done by FAIRCHAIN project partners including: 16 articles published in online or written magazines, in local languages done by RISE, PETREL and INRAE, 3 press releases prepared by IFA and circulated among project partners and their networks, and sister projects, 2 Radio intervention in Swedish from RISE project partner and 3 TV appearance in German by JOANNEUM available also on YouTube, which allows subtitles in many languages, and in Swedish by RISE. This type of activities reaches a very high number of people from the general public as well as specialized audience according to the type of publication and have a local impact being done in the national language. For Details see Table 2.

3.3.2 Newsletter

FAIRCHAIN produced 2 types of newsletters one external (lead RISE) and one internal (lead CONFAGRICOLTURA), both sent biannually (14 in total at M49). The external newsletter has an Mailchimp format with different sections: coordinator corner, news about the project, results, collaboration with sister project, news and events. Table 1 shows the number of recipients, how many opened the newsletter and how many clicked on it as well as total numbers of clicks. Even if the first newsletter was sent to a very low number of recipients the % of openings and clicks was considerable high. After some strong campaigns of promoting the Newsletter on SoMe, through the project partners and their networks and on the website, the numbers of recipients increased significantly reaching a total of 116. However, the number of openings and clicks was low and varying according to the topics included. Each issue of the newsletter has been publicized on SoMe using video teasers and is available on the project [website](#). The newsletter targeted all types of audiences, but this kind of data cannot be extracted from the Mailchimp analytics. The newsletter was prepared by RISE with the support of IFA and with contributions from all project partners but mainly the CSs and WPs leaders. The last issue was released by the end of M50.

Table 1– External newsletter analytics

Issue no.	Date	No of recipients	Opens %	Clicks %	No of total clicks
1	April 2021	10	60	40	1087
2	Sept 2021	92	46.7	4.3	7
3	March 2022	101	41.6	13.9	26
4	Oct 2022	105	31.4	4.8	10
5	May 2023	111	38.8	6.8	15
6	Oct 2023	102	36.3	4.9	35
7	April 2024	116	29.3	5.2	26

The internal newsletter was aimed at FAIRCHAIN Community members (consortium partners and partners from related RUR projects) and included the latest updated related to the project in the form of a website link. Readers were then redirected to the FAIRCHAIN website or any other relevant online resources. Therefore, analytical data could not be extracted, but it has increased the traffic on the website. The newsletter has been sent to an average of 150 recipients. It can be found also on the website [here](#) and last issue will be sent by the end of M50.

3.3.3 Scientific papers and publications in peer-reviewed technical magazines

Project development and results were disseminated through 10 scientific publications and publications in peer-reviewed technical magazines published mainly in the second part of the project, once results were made available and many by project partners involved in the CSs (Table 3). The target groups include the scientific society as well as the industry including technology providers and specific food actors and stakeholders.

3.3.4 Practice abstracts

A total of 53 Practice abstracts, following the EIP-AGRI common format, business and practical recommendations were published. They focused on issues which are relevant and attractive for farmers, farm advisers and other related practitioners, but at the same time aim to be interesting, accessible, and understandable to a broader audience. Some of the practice abstracts were made available also in the local languages of the case studies. INRAE was responsible for the collection of the practice abstracts and preparation of related deliverables (D7.9 and D7.10) but all partners were involved in writing them. All practice abstracts are available on the project [website](#), on the [SFSI Platform](#) and on the [EIP-AGRI](#) website. Therefore, we cannot estimate the total number of consultations as foreseen in the KPIs.

3.4 Events

Two types of events are reported here: events organised by FAIRCHAIN project partners (Table 4), and events where project partners represented FAIRCHAIN (Table 5).

In total 54 events were organised by project partners, including 46 events foreseen in the GA and other 8 (Table 4). Events foreseen in the GA: i) conferences or special sessions in events, here included are the mid-term and final events organised by IFA in cooperation with CS and WP leaders at the 36th EFFoST International Conference 2022 and 38th EFFoST International Conference 2024; ii) Case studies co-creation workshops (goal defining see D1.3; Implementation see D1.4, Final review see D1.7) and business model generation; iii) CSs training and demonstration – 4th year events organised as national training and demonstration events (by each CS to reach a broad public at the national level (see D7.8)); iv) Training events including: blended learning sessions at the ISEKI-Food 2022 and IUFoST 2024 conferences (IFA and CS leaders), three online student competitions on intermediate food chain challenges (IFA) and one Food Hack for students (RISE) (see D 7.5). The target audience varied depending on the type of event and counted: scientific community (507), industry (185), others (120), policy makers (95), civil society (93), customers (20), general public (10), media (6), investors (4). Further, in the CS workshops around 200 participants were present but many of them attended all workshops as required by the methodology.

FAIRCHAIN was represented by project partners in 56 different events: 22 conferences, 10 exhibitions, 9 workshops, 3 webinars, 2 fairs and 10 other types of events giving 21 oral presentations and 4 poster presentations, mainly in person but also online, mainly in English but also in the local languages, all over Europe and in Canada and India. Partners involved were: ACTIA, COGITERRE, CONFAGRICOLTURA, DSS+, FH-ISI, JOANNEUM, IFA, INRAE, RISE, SYNELIXIS, SLU, UGENT. The events were aimed at different target groups, but a real estimation is difficult as participants do not have access to the participant list of these events.

According to our initial strategy the aim was to distribute flyers during participation in events or during events organised by the project partners. Later in the project we created the flyers with QR codes (see Section 2.1.2) to facilitate the easy access to information and therefore there was no need of distributing flyers. Also, packages with various goodies were distributed in different events but not reported by the project partners. With the data we have we can estimate a total of 300 packages as being distributed during main events: mid-term and final events, IUFoST 2024 and ISEKI Conference 2022.

3.5 Partners' own dissemination channels

Partners have been active in communicating about FAIRCHAIN project as listed in Table 7. By M49, 61 mentions were made in websites (23), SoMe (22), newsletters (13), mass emails (2), press releases (1). The estimate reach was more than 155K people according to the partners report including all target audiences. This is far more than expected at the start of the project (Annex 1).

3.6 Dissemination activities in cooperation with RUR-06-07 projects and others

Good collaboration was established with the sister projects, through the creation of the Working Group of Communication and Dissemination with representatives from all projects meeting

quarterly meeting to update and identify possibilities to collaborate. Therefore, there was no need for signing Memorandum of Understanding (MoU) as foreseen in the KPIs.

Activities in cooperation with sister project and similar projects by M49 are:

- Newsletter articles published about FAIRCHAIN in sister projects newsletter: [FOODRUS](#) (October 2021, January 2022, November 2022, April 2023, November 2023, April 2024) [Ploutos](#) (December 2021, July 2022, December 2022, July 2023) [LOWINFOOD](#) ([May 2022](#), [November 2022](#), [November 2023](#)) [CO-FRESH](#) ([April 2021](#), [December 2021](#), [August 2022](#), [March 2024](#))
- Joint activities: Workshop on mapping approach (FH-ISI, March 2021), Workshops on co-creation methodology (FH-ISI, June 2021 and June 2022), EU Green week 2021- partner event (INRAE, May 2021), Copa Cogeca Research & Innovation workshop on H2020 and Horizon Europe projects (INRAE, April 2023), Round Table: Experiences and lessons learnt; Joint Event Sister Projects' Cooperation Experience (INRAE, Oct 2023), Participation Food2030 (UGhent, March 2024), [Presentation at 36° meeting NFTPs Bucharest](#) (CONFAGRICOLTURA; Oct 2024)
- Other: presentation at the Webinar FARM2FORK, Cluster 6: Project H2020-FAIRCHAIN Testimony (INRAE; Dec 2021), Presentation of FAIRCHAIN in EU4ADVICE KoM (IFA, Oct 2022), oral presentation at the First symposium "Mediterranean Fruit: Hub for Innovation"(IFA, dss+, ISI-Fraunhofer, INRAE, May 2024)

4 FAIR FAIRCHAIN Data Management policy

Data produced in this deliverable have not been stored in a dataset.

5 Conclusion

In conclusion, FAIRCHAIN has created a strong visual identity and a virtual capable of thriving well beyond the project's timeline, and the CD activities are in line with the KPIs. Since M1 of the project CD tools have been created (logo, tagline, poster leaflet, website, SoMe accounts, e-learning Platform) and used for a wide range of activities: news for the written media, radio and tv (24), Newsletter (external 7, internal 7), scientific publications and publications in technical magazines (10), practice abstracts (53), organisation of events (54), participation in events (56), podcasts and other videos (75). Also, partners used their own tools and made 61 mentions of the project and organised 27 activities with other similar projects. The target audiences considered were scientific society, industry, civil society, general public, media, policy makers, customers, investors and others and according to the estimations more than 200k people were reached in English and in the national languages of the CS countries. Except for the e-learning platform where a low number of users finish the learning, all the other KPIs were exceeded.

Table 2 – News for the written media, radio, and TV

No	Date	Title	Partner	Type	Reach (Type and Number)
1	Nov 2020	The FAIRCHAIN project held its kick-off meeting	IFA	Press release	Scientific community 4, Industry 12, Civil society 1, Others 3
2	July 2021	Communication about FAIRCHAIN project	RISE	P4 Extra - Radio intervention	General public 60000
3	July 2021	Länets bortglömda förmögenhet	RISE	Article in local written media Västerbottens Kuriren	General public 13000
4	Dec 2021	FAIRCHAIN, un projet européen pour inventer la supply-chain alimentaire de demain	PETREL	Article in online technical magazine	Industry 200, Civil society 1000, General public 1000
5	Feb 2022	The Sustainable Food System Innovation Platform now available	IFA	Press release	-
6	May 2022	Dålig vinst på bär" (Bad income on picking berries) article in local journal (Västerbottningen, Umeå, Sweden)	RISE	Article in local written media Västerbottningen	General Public 3000
7	May 2022	Wissenswert: Nachhaltige Lebensmittelketten	FH JOANNEUM	ORFst TV – Interview (available on YouTube)	General public 170000
8	Aug 2023	Plocka, rensa och förädla –Tyra sommarjobbade inom bärbranschen	RISE	Article in local written media Västerbottningen	General public 5000
9	Dec 2023	Une boisson faite à partir de petit lait ? Des chercheurs y pensent.	INRAE	Article in local written media – La voix de Jura	General Public (loca press)
10	Dec 2023	Un projet européen - Deux produits retenus sur neuf élaborés - Ces chercheurs de l'ENILBIO qui testent de nouveaux débouchés pour le petit-lait	INRAE	Article in local written media – Le Progrès	General public (local press)
11	July 2024	Västerbottningen Det ska bära sig	RISE	Article in local written media Västerbottningen	General public 3000

12	July 2024	SVT_Nytt bärföretag i Bjurholm - ska handla med "schysta bär"	RISE	Article in local written media SVT NYHETER	General public 80000
13	July 2024	P4 Västerbotten	RISE	SverigesRadio - Radio intervention	General public 80000
14	July 2024	Västerbottens Folkblad_Nytt bärföretag i Bjurholm vill förändra spelplanen	RISE	Article in local written media - FOLKBLADET	General public 22000
15	July 2024	Västerbottenskuriren_Nystartad förening vill förändra kritiserad bärbransch	RISE	Article in local written media Västerbottens Kuriren	General public 67000
16	Aug 2024	Västerbottenskuriren_Ny app ska hjälpa i blåbärsplockningen	RISE	Article in local written media Västerbottens Kuriren	General public 67000
17	Aug 2024	SVT_Ny app ska hjälpa fler att hitta bär – projektledaren: Förutsäger var bären bör vara	RISE	Article in local written media SVT NYHETER	General public 80000
18	Aug 2024	SVT_Ny app ska hjälpa fler att hitta bär – projektledaren: Förutsäger var bären bör vara	RISE	News at the national TV programme	General public
19	Sept 2024	Créer de la valeur ajoutée pour la filière fruits	dss+	Article in online publication	Scientific community 50, Industry 50, Civil society 50, General public 50, Policy makers 20, media 10, Investors 20, Customers 50, Others 50
20	Oct 2024	Innovaties in voedselverpakkingen met Fairchain	PACK4FOOD UGhent	Article in online technical publication	-
21	Oct 2024	Economie Circulaire. Mieux valoriser les écoproduits issus de la transformation de fruits.	dss+	Article in online publication	Scientific community 20, Industry 50, Civil society 50, General public 50, Policy makers 20,



					Media 10, Investors 20, Customers 50, Others 50
22	Nov 2024	The sustainable food system innovation platform now available	IFA	Press release	-
23	Nov 2024	Valoriser les coproduits du lait à l'échelle régionale	INRAE	Article in technical magazine – Process Alimentaire	-
24	Nov 2024	Project FAIRCHAIN: Chestnut sorting system	FH - JOANNEUM	ORFSt TV – Interview (available on YouTube)	General Public 170000

Table 3 - Scientific papers and publications in peer-reviewed technical magazines

No.	Date	Name	Authors	Partners
1	June 2023	Life cycle inventory and life cycle impact assessment datasets of PDO Feta production in Stymfalia region, Greece	S. Le Féon, et al.	INRAE, SYNELIXIS, STYMFALIA
2	June 2023	Evaluating collaborative scenarios for short food supply chains: a case study on high-level processing technology	E. Van Parys et al.	UGhent, INRAE
3	Dec 2023	Life cycle assessment of a small-scale and low-input organic apple value chain including fresh fruit, juice and applesauce	S. Le Féon, et al.	INRAE, UGhent
4	Dec 2023	Datasets for the environmental assessment of an apple value chain including fresh fruits, juice and applesauce from an organic low-input production farm	S. Le Féon, et al.	INRAE, UGhent
5	Jan 2024	Experiences Using Ethereum and Quorum Blockchain Smart Contracts in Dairy Production	F. Melissari, et al.	SYNELIXIS, STYMFALIA, UGhent
6	Jan 2024	Blockchain in Agri-Food Supply Chains	F. Melissari et al.	SYNELIXIS, STYMFALIA
7	Feb 2024	Consumers' valuation of blockchain-based food traceability: role of consumer ethnocentrism and communication via QR codes	D. Tran, et al.	SYNELIXIS, UGhent
8	Aug 2024	Air quality assessment in (semi) liquid food packaging environments	P.-J. Loveniers, et al.	UGhent
9	Aug 2024	Towards tailored guidelines for microbial air quality in the food industry	P.-J. Loveniers, et al.	UGhent
10	Dec 2024	Life cycle assessment based optimization of scenarios of reusable glass bottles using context-specific key parameters	S. Le Féon, et al.	INRAE

Table 4 – Events organised by FAIRCHAIN project partners

No	Date	Name	Type	Place	Partner(s)	Reach (Type and Number)
1	April 2021	Goal Defining Workshop CS Aus	Workshop	Austria	FH-JOANNAEUM	Participants 23
2	June 2021	Goal Defining Workshop CS Swi	Workshop	Switzerland	dss+	Scientific community 20, Industry 20, Civil society 10, Policy makers 5, Media 2 Customers 10
3	June 2021	Goal Defining Workshop CS Gre	Workshop	Greece	SYNELIXIS	Participants 19
4	June 2021	Goal Defining Workshop CS Swe	Workshop	Sweden	RISE	Participants 14
5	July 2021	Implementation WS CS Aus	Workshop	Austria	FH-JOANNEUM	Participants 16
6	Aug 2021	Goal Defining Workshop CS Bel	Workshop	Belgium	UGhent	Participants 17
7	Sept 2021	Goal Defining Workshop CS Fra	Workshop	France	INRAE	Scientific community 12, Industry 18, Civil society 8, Policy makers 4, Media 0 Customer 1
8	Dec 2021	Implementation WS CS Bel	Workshop	Belgium	UGhent	Participants 14
9	Jan 2022	Implementation WS #1 CS Fra	Workshop	France	INRAE	Scientific community 9, Industry 9, Civil society 13, Policy makers 2, Media 0 Customer 1
10	Jan 2022	Implementation WS CS Gre	Workshop	Greece	SYNELIXIS	Participants 16
11	Feb 2022	Implementation WS CS Swi	Workshop	Switzerland	dss+	Scientific community 10, Industry 10, Customers 10
12	March 2022	Implementation WS CS Swe	Workshop	Sweden	RISE	Participants 20
13	April 2022	Copa Cogeca Research & Innovation Working Part	Workshop	Italy	CONFAGRICOLTURA	Scientific community 16, Industry 14, Civil society 3, Policy makers 5, Media 1, Others 38
14	May 2022	Implementation WS #2 CS Fra	Workshop	France	INRAE	Scientific community 8, Industry 15, Civil society 19, Policy makers 7, Media 0 Customers 2
15	Nov 2022	Special session EFFoST "Innovations for food producers and food SMEs"	Mid-term event	Ireland	INRAE	Scientific community 100

		How to encourage putting innovations into practice"				
16	Dec 2022	WP RES Copa Cogeca in Brussels	Workshop	Belgium	ACTIA	Scientific community 20, Civil society 5, Policy makers 20,
17	Dec 2022	Copa Cogeca Research & Innovation Working Part	Workshop	Italy	CONFAGRICOLT URA	Scientific community 18, Industry 12, Civil society 2, Policy makers 8, Media 1, Others 35
18	Dec 2022	Food Factory 4us Final conference	Training	Online	IFA	Scientific community 12
19	May 2023	Business Model Generation Workshop - CS Aus	Workshop	Austria	dss+	Scientific community 3, Industry 3,
20	June 2023	Food Factory 4us Final conference	Training	Online	IFA	Scientific community 46
21	June 2023	Policy game seminar	Workshop	Italy	CONFAGRICOLT URA	Scientific community 50, Civil society 30 Policy makers 30,
22	July 2023	Intermediate Food Value Chains in Practice	Training	France	IFA	Scientific community 5
23	Sept 2023	Foodhack	Training	Sweden	RISE	Scientific community 5, Civil society 30
24	Sept 2023	Business Model Generation Workshop - CS Gre	Workshop	Greece	dss+	Scientific community 3, Industry 5, Investors 2
25	Sept 2023	Nordic Wild Berry conference	Conference	Sweden	RISE	Scientific community 40, Industry 20, Policy makers 10, Media 2, Others 30
26	Oct 2023	Business Model generation Workshop - CS Swe	Workshop	Sweden	dss+	Scientific community 3, Industry 3, Investors 2
27	May 2023	Training on Circular Economy	Training	France	dss+	Scientific community 25
28	Dec 2023	Presentation of The FAIRCHAIN project and first results of CS-fra	Workshop	France	INRAE	Scientific community 10, Industry 2, General public 5, Media 2, Other 5
29	Jan 2024	Business Model generation – CS Fra	Workshop	France	dss+	Scientific community 6, Industry 8, Civil society 1,
30	Feb 2024	4 th Year WS CS Swi - Biochar	Training and Demonstration	Switzerland	dss+	Scientific community 5, Industry 15, Policy makers 3

31	Feb 2024	FRUIT LOGISTICA 2024	Workshop		CONFAGRICOLU TURA	Scientific community 5, Civil society 10, Policy makers 5,
32	Feb 2024	Business Model generation WS - CS Swi	Workshop	Switzerland	dss+	Scientific community 3, Industry 8,
33	March 2024	Business Model generation WS – CS Bel	Workshop	Belgium	dss+	Scientific community 5, Industry 5,
34	March 2024	Co-creation review WS CS Swe	Workshop	Sweden	RISE	Scientific community 4, Industry 3, Policy makers 2, Others 2
35	April 2024	Colloque FAIRCHAIN	Conference	Switzerland	IG	Scientific community 12, Industry 3, Civil society 1, General public 10
36	April 2024	Food Factory 4us Final conference	Training	Online	IFA	Scientific community 20
37	April 2024	Co-creation review WS CS Swi - Vinegar	Workshop	Switzerland	dss+	Scientific community 3, Industry 10, Civil society 1, Policy makers 1,
38	April 2024	4 th Year WS CS Swi - Vinegar	Training and demonstration	Switzerland	dss+	Scientific community 3, Industry 10, Civil society 1, Policy makers 1,
39	April 2024	Nordic Wild Berry R & D Network Country Webinar	Webinar	Sweden	RISE, SLU	Scientific Community 21
40	June 2024	4 th Year WS - CS Aus	Training and Demonstration	Austria	FH-JOANNEUM	Participants 23
41	June 2024	Co-creation review WS CS Aus	Workshop	Austria	FH-JOANNEUM	Participants 8
42	Aug 2024	4 th Year WS - CS Swe	Training and Demonstration	Sweden	RISE	Participants 14+
43	Sept 2024	Digital microlearning in the intermediate value chains	Training	Italy	IFA	Scientific community 20, Industry 10
44	Sept 2024	Co-creation review WS CS Bel	CS Workshop	Belgium	UGhent	Scientific community 12, Industry 23, Policy makers 1
45	Sep 2024	4 th Year WS CS Bel	Training	Belgium	UGhent	Participants 33
46	Sept 2024	4 th Year WS CS Fra: Production de boissons fermentées	Training and Demonstration	France	INRAE	Scientific community 20, Industry 6, Policy makers 1, Others 3



47	Sept 2024	4 th Year WS CS Fra: Réemploi de bouteilles consignées	Training and Demonstration	France	INRAE	Scientific community 20, Industry 10, Policy makers 2, Others 8
48	Sept 2024	4 th Year WS CS Gre	Training and Demonstration	Greece	SYNELIXIS; STYMFALIA	Scientific community 8, Industry 12 Policy makers 2, Others 3
49	Sept 2024	Co-creation review WS CS Gre	CS worksop	Greece	SYNELIXIS; STYMFALIA	Scientific community 8, Industry 12 Policy makers 2, Others 3
50	Sept 2024	Co-creation review WS CS-Fra	Workshop	France	INRAE	Scientific community 20, Industry 10, Policy makers 2, Others 8
51	Oct 2024	4 th Year WS - CS Bel	Training	Belgium	UGhent	Participants 5
52	Nov 2024	4 th Year WS - CS Bel	Demonstration	Belgium	UGhent	Participants 5
53	Nov 2024	Final Event – Plenary session	Conference	Belgium	CS leaders, WP leaders	-
54	Nov 2024	Final Event - Networking session	Workshop	Belgium	CS leaders, WP leaders	Research community 20, Industry 10, Policy makers 4, other 6,

Table 5 – Participation in events

No	Date	Name	Place	Partner	Type of event	Reach (Type and Number)
1	March 2021	StarTerre thematic conference - coproduction valorisation	Switzerland	dss+	Other	Scientific community 10, Industry 10, Civil society 50, General public 50, policy makers 10, Media 1
2	June 2021	6th International ISEKI Food Conference	online	IFA	Conference	200
3	June 2021	SWG SCAR AKIS 5th Mandate - 6th Meeting	online	INRAE	Other	Scientific community 10, Policy maker 30
4	Sept 2021	20th European Roundtable Sustainable Consumption and Production	Austria	FH -JOANNEUM	Conference	Scientific community 200
5	Oct 2021	Presentation of the project at Bio association	Switzerland	COGITERRE	Other	Industry 10
6	Oct 2021	Ecomondo - The Green Technology Expo	Italy	CONFAGRICOLTURA	Exhibition	Scientific community 200, Industry 80, Civil Society 520, General public 4000, Policy maker 10, Media 2, Others 60
7	Oct 2021	IDEAS Seminar: Co-creation approach for the innovative design of agri-food value chains Example of the European project FAIRCHAIN	online	INRAE	Other	Scientific community 50
8	Nov 2021	35th EFFoST International Conference 2021 : Improving food system sustainability through technological, social, and organizational innovations in intermediate food value chains	Switzerland	IFA	Conference/ Oral presentation	Scientific community 300, Industry 300
9	May 2022	National strength for industrial and urban symbiosis in Härnösand Sweden	Sweden	RISE	Workshop	Scientific community 50, Industry 30, Policy makers 20,

10	May 2022	Sustainability Science Days Conference 2022: Challenges and working practices for the application of Blockchain in Intermediate dairy Value Chains	Finland	INRAE, FH-ISI, SYNELIXIS	Conference/ Oral presentation	Scientific community 50, Industry 50, Civil society 20, General public 100, policy makers 20, Media 10, Investors 5, Customers 50
		Intermediate value chains as new model for local and regional actors in the agro-food-system – a path towards a sustainable transition?	Finland	FH-ISI	Oral presentation	Scientific community 50, Industry 50, Civil society 20, General public 100, policy makers 20, Media 10, Investors 5, Customers 50
		Multi-actor co-creation approach in the establishment of intermediate food value chains	Finland	FH ISI	Oral presentation	Scientific community 50, Industry 50, Civil society 20, General public 100, policy makers 20, Media 10, Investors 5, Customers 50
11	June 2022	9th EAAE PhD Workshop: Stakeholder evaluation of collaborative business models: A case study on high-level food processing technology	Italy	UGhent, INRAE	Workshop/ Oral presentation & paper	
12	June 2022	Perspektiven landwirtschaftlicher Wertschöpfungsketten	Germany	FH-ISI	Conference	General public 400
13	Oct 2022	AGROTICA 2022	Greece	SYNELIXIS	Exhibition	Scientific community 100, General public 113000, Policy maker 100, Media 100
14	Oct 2022	Science day: climate awaykening	France	INRAE	Other	Scientific community 5, Civil Society 150, General public 150, Media 2
15	Nov 2022	36th EFFoST International Conference 2022: <u>Innovative upgrades to value and packaging of small quantities of liquid food products</u>	Ireland	UGhent, INRAE, ACTALIA, dss+, RISE, FH-ISI, Laboratoires Standa, MONTS & TERROIRS, Sodiaal International	Conference/ Oral presentation	Scientific community 200, Industry 100, Civil society 100, General public 100, policy makers 100, Media 100, Investors 100, Customers 100

		Environmental impacts of innovative sustainable agri-food value chains: rights, duties and potentialities of Life Cycle Assessment	Ireland	INRAE, RISE	Poster presentation	Scientific community 200, Industry 100, Civil society 100, General public 100, policy makers 100, Media 100, Investors 100, Customers 100
		Screening of lactic acid bacteria to produce sustainable fermented whey-based drinks	Ireland	INRAE	Poster presentation	Scientific community 200, Industry 100, Civil society 100, General public 100, policy makers 100, Media 100, Investors 100, Customers 100
		Showing the opportunities of fruits by-products valorization through carbon removal technology in Central Wallis	Ireland	dss+	Oral presentation	Scientific community 200, Industry 100, Civil society 100, General public 100, policy makers 100, Media 100, Investors 100, Customers 100
16	Nov 2022	Ecomondo - The Green Technology Expo	Italy	CONFAGRICO LTURA	Exhibition	Scientific community 50, Civil society 50, Policy maker 30, Media 100, Customers 100
17	Feb 2023	FRUIT LOGISTICA 2023	Italy	CONFAGRICO LTURA	Exhibition	Scientific community 100, Industry 500, Civil society 300, General public 200, Policy maker 50, Media 10, Investors 200, Customers 500, Others 1000
18	March 2023	Innovation partnership high-level meeting of region representatives	Sweden	RISE	Others	Scientific community 8, Policy maker 7
19	April 2023	Vinitaly 2023	Italy	CONFAGRICO LTURA	Exhibition	Industry 20, Civil society 20, General public 50, Policy maker 10, Media 50, Investors 10, Customers 50, Others 10
20	April 2023	Cibus 2023	Italy	CONFAGRICO LTURA	Exhibition	Industry 20, Civil society 20, General public 50, Policy maker 10, Media 50, Investors 10, Customers 50, Others 10
21	May 2023	Macfrut	Italy	CONFAGRICO LTURA	Exhibition	Scientific community 50, Civil society 50, Policy maker 30, Media 100, Customers 100

22	May 2023	Accompagner l'innovation dans l'agriculture et l'alimentation	Switzerland	dss+	Workshop	Scientific community 50, Industry 20 Civil society 5, Policy makers 5, Media 1
23	May 2023	Green Food Tech 2023 : How to encourage putting technological innovations for food producers and food SMEs into practise : The experience of the EU-FAIRCHAIN project	Canada	INRAE	Conference/ Oral presentation	Scientific community 130, Industry 15
24	June 2023	Estonian Embassy - Pitch FAIRCHAIN & Swedish CS	Sweden	RISE	Other	Scientific community 5, Policy maker 10
25	June 2023	14th edition of the International Congress on Engineering and Food (ICEF14) : How to involve the stakeholders in the sustainability assessment process of a technology or food value chain	France	INRAE	Conference/ Oral presentation	Scientific community 500, Industry 100
26	July 2023	Bjurholms market days	Sweden	RISE	Trade fair	Scientific community 5, General public 1500
27	Aug 2023	Climate resilient and sustainable forest management IBFRA Conference 2023 : Identifying potential locations for bilberry picking with remote sensing, in-situ field data and phone-application	Finland	RISE, SLU	Conference/ Oral presentation	Scientific community 350, Industry 10, Civil society 10, policy makers 10, Media 2, Investors 2
28	Aug 2023	17th European Association of Agricultural Economists congress: Influence of short food supply chain characteristics on consumer perceptions for sustainable packaging	France	UGhent	Conference/ Oral presentation	Scientific community 800
		How do consumers value traceable traditional food? A case of feta cheese	France	UGhent	Oral presentation	Scientific community 800

29	Sep 2023	Nordic Wildberry conference 2023: Mapping potential location for bilberry picking with remote sensing, local field data and phone-application	Sweden	RISE	Conference/ Oral presentation	Scientific community 40, Industry 20 policy makers 10, Media 2, Others 30
		Participation	Sweden	SLU	Conference	Scientific community 40, Industry 20 policy makers 10, Media 2, Others 30
30	Sept 2023	Berry festival	Sweden	RISE	Trade fair	Scientific community 10, Industry 10, General public 200, Policy makers 10, Media 3
31	Oct 2023	18e congrès national de la SFM - Microbes 2023: Ability of Lactic acid bacteria to ferment cheese whey to produce whey-based drinks	France	INRAE	Conference/ Oral presentation	
32	Nov 2023	Ecomondo: the green technology expo	Italy	INRAE	Exhibition	-
33	Dec 2023	Production and distribution of new drinks based on whey produced by small and medium-sized cheese dairies EU-FAIRCHAIN project - Case study France, Poligny	France	INRAE	Other	Scientific community 10, Industry 2, General public 5, Media 2, Others 5
34	Jan 2024	Des modèles ACV simplifiés à l'outil d'aide à la décision - Application au réemploi des bouteilles en verre	France	INRAE	Workshop	Scientific community 60
35	Feb 2024	AGROTICA 2024	Greece	SYNELIXIS	Conference	
36	Feb 2024	Fruit Logistica	Italy	UGhent	Exhibition	Industry 20
37	March 2024	Food 2030 Networks Conference - Transformative Food Systems Innovation	Belgium	IFA	Conference	Scientific community 350, policy makers 50, Media 10

38	March 2024	Open Food Conference : The role of processing in a sustainable future food system	Belgium	UGhent	Conference	Scientific community 17, Policy maker 33
39	March 2024	Innovatie en duurzaamheid in de korte keten	Belgium	UGhent	Other	Scientific community 5, Industry 60
40	April 2024	Les incontournables pour dynamiser et sécuriser la démarche d'innovation alimentaire	online	ACTIA	Webinar	Industry 10
41	April 2024	Presentation of the FAIRCHAIN Project	Switzerland	INRAE	Workshop	
42	April 2024	FAIRCHAIN: Le cas d'étude Français: Approches et enseignements	Switzerland	INRAE	Workshop	
43	May 2024	Innovations durables: comment favoriser leur acceptation par les consommateurs ?	Online	ACTIA	Webinar	Industry 10
44	May 2024	Les ferments au service du développement durable: Projet EU-FAIRCHAIN	France	INRAE	Workshop	Scientific community 20, Industry 30, Policy makers 5
45	June 2024	Colloque du Club des Bactéries Lactiques : Production de boissons fermentées à partir de lactosérum de fromage Franks-Comtois : une plus-value pour la filière, un défi pour la recherche	France	INRAE	Other/ Oral presentation	
46	June 2024	Decarbonation (Sustainability) for SMEs (value chains involving SMEs) in FAIRCHAIN project	France	INRAE	Workshop	Scientific community 20, Industry 15, policy makers 5
47	Aug 2024	32nd International Conference of Agricultural Economists : Consumers' Valuation Of Blockchain-Based Traceability For Feta Cheese In Greece: A Segmentation Study	India	UGhent	Conference/ Oral presentation	Scientific community 1000

48	Aug 2024	48th Joint SABE (Society for the Advancement of Behavioural Economics)/IAREP (International Association of Research in Economic Psychology) conference: Trust Development In Blockchain Implementation: An Empirical Framework	Scotland	UGhent	Conference/ Oral presentation	Scientific community 250
49	Aug 2024	11th Conference on Sensory and Consumer Research: Influence of short food supply chain characteristics on consumer perceptions and willingness to pay for sustainable packaging in processed food	Ireland	UGhent	Conference/ Oral presentation	
50	Sep 2024	14th International Conference on Life Cycle Assessment of Food 2024: LCA to feed multi-criteria sustainability assessment of intermediate food value chains	Spain	RISE, INRAE	Conference/ Oral presentation	
		Simplified parametrized LCA user-friendly tool to eco-design reusable bottle scenarios	Spain	INRAE	Poster presentation	
51	Sep 2024	Presentation at the Alimentarium as part of Taste Week - Theme: co-products	Switzerland	dss+	Workshop	Civil society 20, General public 20, Media 1, Others 10
52	Sept 2024	Présentation de démarche d'innovation pour la valorisation des co-produits: le cas du projet FAIRCHAIN	France	ACTIA	Webinar	Scientific community 20, Industry 80
53	Sept 2024	IDF World Dairy Summit 2024: Interactive approach between the market, consumers and development for	France	Actalia, INRAE, dss+	Conference/ Poster presentation	



		developing an innovative fermented whey-based drink				
54	Oct 2024	38th EFFoST International Conference 2024 : User-friendly tool based on simplified parametrized Life Cycle Assessment models to optimize returnable packaging	Belgium	INRAE	Conference/ Oral presentation	
55	Nov 2024	CONFAGRICOLTURA's european projects related to green and circular economy: FAIRCHAIN	Italy	CONFAGRICOLTURA	Exhibition	Scientific community 2, Industry 5, Civil society 1, General public 5, Others 5
56	Nov 2024	Journées CNES des Jeunes Chercheurs 2024 : Food Ecodesign Organisational issues European FAIRCHAIN project	France	INRAE	Other/ Oral presentation	

Table 6 – CD activities done by partners within their networks

No	Date	Name	Partner	Type	Reach (Type and Number)
1	Nov 2020	Presentation of the FAIRCHAIN project	ACTIA	Non - scientific article in ACTIA newsletter	Other 2600
2	Nov 2020	Project FAIRCHAIN	IFA	Website article	
3	Dec 2020	NEW PROJECT: FAIRCHAIN – Food from small and mid-sized players	IFA	Non-scientific article in ISEKI e-news Issue 36	Scientific community 7000, Industry 500, Others 500
4	Dec 2020	Lancement du projet européen H2020FAIRCHAIN	INRAE	Website article	Scientific community 200, Industry 50, Civil society 10, General public 10,
5	Dec 2020	FAIRCHAIN: Des solutions technologiques, organisationnelles et sociales innovantes pour des chaînes de valeur de produits laitiers et fruits & légumes plus équitables	ACTIA	Website article	Others 13500
6	Jan 2021	Project information & link to the Autumn newsletter	PETREL	Social media post	Industry 1500, Media 100
7	Jan 2021	Lancement du projet européen FAIRCHAIN pour favoriser les chaînes de valeur alimentaires intermédiaires	INRAE	Website article	General public 1000, Civil society 500, Industry 500, Scientific community 10000
8	March 2021	Vers une répartition équilibrée de la valeur dans les secteurs des fruits, des légumes et des produits laitiers	ACTIA	Website article	Scientific community 500, Industry 1500,
9	April 2021	FAIRCHAIN: An innovative packaging machine for small and medium-sized actors	UGhent	Website article	
10	May 2021	FAIRCHAIN presentation	RISE	Website article	General public 5000
11	June 2021	FAIRCHAIN workshops for scaling up short food supply chains	IFA	Non-scientific article in ISEKI e-news Issue 38	Scientific community 7000, Industry 500, Others 500



12	Sept 2021	FAIRCHAIN newsletter launches its second issue	IFA	Non-scientific article in ISEKI e-news Issue 39	Scientific community 7000, Industry 500, Others 500
13	Oct 2021	le projet H2020 FAIRCHAIN fête ses 1 ans et prépare sa première conférence annuelle	INRAE	Website article	Scientific community 200, Industry 50, Civil society 10, General public 10,
14	Nov 2021	Petrel s'engage dans le projet européen FAIRCHAIN pour une alimentation durable	PETREL	Press release	Media 350
15	Dec 2021	FAIRCHAIN definition of intermediate food value chains available on YouTube!	IFA	Non-scientific article in ISEKI e-news Issue 40	Scientific community 7000, Industry 500, Others 500
16	Feb 2022	Presentation of FAIRCHAIN	RISE	Social media post	General public 500
17	March 2022	FAIRCHAIN – The Sustainable Food System Innovation Platform is now available for you!	IFA	Non-scientific article in ISEKI e-news Issue 41	Scientific community 7000, Industry 500, Others 500
18	May 2022	#FAIRlearn Belgium Case study	UGhent	Social media post	
19	June 2022	Fairchain, pour une alimentation durable et locale !	PETREL	Website article	General public 300
20	June 2022	The FAIRCHAIN training programme begins	IFA	Non-scientific article in ISEKI e-news Issue 42	Scientific community 7000, Industry 500, Others 500
21	June 2022	FAIRCHAIN project update	PETREL	Social media post	General public 1700
22	July 2022	FAIRCHAIN video	FH-ISI	Social media post	
23	Aug 2022	Perspektiven landwirtschaftlicher Wertschöpfungsketten	FH-ISI	Social media post	Others 400
24	Oct 2022	Halfway through the FAIRCHAIN project	INRAE	Website article	Scientific community 200, Industry 50, Civil society 10, General public 10,



26	Dec 2022	An (aseptic) filling machine accessible to all	UGhent	Social media post	
27	Dec 2022	FoodFactory-4-Us by FAIRCHAIN: Innovative solutions to modernizing traditional foods contributing to regional food value chains	IFA	Non-scientific article in ISEKI e-news Issue 44	Scientific community 7000, Industry 500, Others 500
28	Feb 2023	Plateforme d'innovation pour un système alimentaire durable	ACTIA	Website article	Scientific community 500, Industry 1500
29	March 2023	FAIRCHAIN E-learning course "Introduction to Intermediate Food Value Chains"	IFA	Non-scientific article in ISEKI e-news Issue 45	Scientific community 7000, Industry 500, Others 500
30	April 2023	FAIRCHAIN organized a special session at EFFoST 2022!	INRAE	Website article	Scientific community 200, Industry 50, Civil society 10, General public 10,
31	April 2023	Innovative fermented whey-based drinks !	INRAE	Website article	Scientific community 200, Industry 50, Civil society 10, General public 10,
32	June 2023	Workshop on "Intermediate Food Value Chains in Practice" at the ISEKI-Food conference is part of FAIRCHAIN blended learning program	IFA	Non-scientific article in ISEKI e-news Issue 46	Scientific community 7000, Industry 500, Others 500
33	Sep 2023	The FAIRCHAIN e-trainings are open!	IFA	Non-scientific article in ISEKI e-news Issue 47	Scientific community 7000, Industry 500, Others 500
34	Feb 2024	Video of CS Swiss	dss+	Social media post	Scientific community 100, Industry 100, Civil society 100, General public 100, Policy maker 50, media 50, Investors 50, Consumers 50, Others 200
35	March 2024	Demonstration event – CS Swi	dss+	Social media post	Scientific community 100, Industry 100, Civil society 100, General public 100, Policy maker 50, media 50, Investors 50, Consumers 50, Others 200
36	March 2024	FAIRCHAIN: Intermediate Food Value Chains, get to know more with our free online trainings	IFA	Non-scientific article in ISEKI e-news Issue 49	Scientific community 7000, Industry 500, Others 500

37	April 2024	Demonstration WS - CS Swi	dss+	Social media post	Scientific community 100, Industry 100, Civil society 100, General public 100, Policy maker 50, media 50, Investors 50, Consumers 50, Others 200
38	April 2024	Vers une répartition équilibrée de la valeur dans les secteurs des fruits, des légumes et des produits laitiers	ACTIA	Website article	Scientific community 200, Industry 800
39	May 2024	New development of innovative whey-based drinks	INRAE	Social media post	
40	May 2024	Workshop Grangeneuve	INRAE	Social media post	
41	June 2024	FAIRCHAIN, l'étude de cas français : Aider une fromagerie de taille moyenne et ses agriculteurs associés	ACTIA	Website article	Scientific community 500, Industry 1500
42	July 2024	Journées de présentation FAIRCHAIN CS-Fra	ACTIA	Social media post	Scientific community 200, Industry 700, General public 100
43	July 2024	A short interview, in French, about the innovations developed in the CS Fra	INRAE	Social media post	
44	July 2024	Projet européen H2020 FAIRCHAIN : 2 journées de présentation des innovations développées dans ce cadre	ACTIA	Website article	Scientific community 500, Industry 1500
45	July 2024	Présentation des journées innovations boissons fermentées et réemploi	ACTIA	Website article	Scientific community 200, Industry 1800
46	Sept 2024	Webinaire Valorisation des co-produits	ACTIA	Website article	Scientific community 200, Industry 1800
47	Sept 2024	Etudes consommateurs en situation réelle	ACTIA	Website article	Scientific community 200, Industry 1800
48	Sep 2024	FAIRCHAIN final event	IFA	Non-scientific article in ISEKI e-news Issue 51	Scientific community 7000, Industry 500, Others 500
49	Sept 2024	2 days in Poligny for the CS-Fra	INRAE	Social media post	

50	Sep 2024	Co-creation Workshop – CS Bel	UGhent	Social media post	
51	Oct 2024	Événement final du projet FAIRCHAIN	INRAE	Website article	
52	Oct 2024	FAIRCHAIN FINAL EVENT - Réservez la date et rejoignez-nous !	INRAE	Website article	
53	Oct 2024	Tutorial CS Belgium: The role of air quality during packaging by Pieter-Jan Loveniers	UGhent	Social media post	
54	Oct 2024	Invitation to the FAIRCHAIN Final event	INRAE	Social media post	
55	Oct 2024	FAIRCHAIN FINAL Event and CS-Swe	RISE	Social media post	Followers 2217
56	Nov 2024	Tutorial CS Belgium: Hygienic Design by Thierry Benezech	UGhent	Social media post	
57	Nov 2024	Development of a user-friendly tool made within the INRAE and the MEANS platform	INRAE	Social media post	
58	Nov 2024	The FAIRCHAIN project showcases innovative foods at its Final Event	INRAE	Website article	Scientific community 500
59	Nov 2024	Tutorial CS Belgium: Sustainable food packaging solutions by Prof. Peter Ragaert (Pack4Food)	UGhent	Social media post	
60	Nov 2024	FAIRCHAIN Final Event	IFA	Mass email	Scientific community 6000, Industry 500, Others 500
61	Nov 2024	FAIRCHAIN project: e-learning courses available!	IFA	Mass email	Scientific community 6000, Industry 500, Others 500

Annex I. Key performance indicators

KPI			Target at M48	Status at M49
Dissemination tools	Definition of the indicator	Type of data required		
Project website	Visits	Website analytics (Google Analytics and G4)	100/month	132/month
	Pages/visit		2	2.8
	Time/visit		[1-2] min	3.13 min
	Posts		1-2/month	n/a
Innovation platform	Visits	Website analytics (Google Analytics and G4)	100/month	150/month
	Pages/visit		2	6
	Time/visit		[1-2] min	2.25 min
	Posts		2-4/month	n/a
	Docs. consulted		50/month	n/a
E-learning platform	Nº of courses	E-learning platform	To be defined	3
	Nº trainees/course		15	40
	% completed trainings		80%	8%
Social Media	LinkedIn followers	Hootsuite analytics	75-150	666
	Posts/month		2-4	9
	Interactions		3 /post	8
	Post engagement rate %			
	X followers		150-300	420
	Tweets/month		2-4	8
	Views/tweet		100	2
	Interactions / tweet		10/tweet	6
	Facebook followers		75-150	102
	Posts/month		2-4	8
	Interactions		3 /post	11
	Post engagement rate %			
	Instagram followers		-	83

KPI			Target at M48	Status at M49
Dissemination tools	Definition of the indicator	Type of data required		
	Posts/month		-	7
	Post engagement		-	2
	YouTube subscribers	Youtube analytics	75-150	35
	Number of videos		To be defined	71
	Reproductions		100/video	46/video
News for the written media, radio and TV	Nº of news	Sharepoint reporting tables	2 on the international events 6 on the demonstration events	24
	People reached		Not target number, but information requested for the report	+200k
	Publications/new		2-4	4
External Newsletter	Releases	MailChimp analytics	2/year	7
	Subscribers		150	160
Internal newsletter	Releases	Sharepoint reporting tables	2/year	7
	Subscribers		100	150
Scientific and technical publications	Publications	Sharepoint reporting tables	1/case study	10
Practice abstracts	Abstracts	Website analytics	50	53
	Consultations		3/abstract	n/a
Contributions to external events	External events	Sharepoint reporting tables	1-2 every six months	56
	Flyers distributed		50/dissemination event	n/a
International events (mid-term and final)	Participants	Event reports	100	160
	SoMe posts		3	10+
	Dissem package (flyer+goodie+...)		100	300



KPI			Target at M48	Status at M49
Dissemination tools	Definition of the indicator	Type of data required		
	Guests of honour		2-4	0
National demonstration events	Participants		To be defined	183
	Target groups		At least 3 different	5
	Dissem package (flyer+goodie+...)		One per participant	n/a
Liaison activities and synergies	Projects invited to FAIRCHAIN events	List of attendees	2-4	4
	Organization, experts invited at project events	List of attendees	4-8	10+
	MoU signed and/or collaboration activities initiated with related initiatives/projects	Copies of MOUs	2-4	n/a
	Cooperation activities (common events and other clustering activities)	Sharepoint reporting tables	2-4	27
Partners dissemination channels	Logo and link on own website	Sharepoint reporting tables	All	23
	Newsletters and press releases shared		All	14
	Posts shared		1/month	22