



Deliverable 4.1



FOODSAFER

Plan for the dissemination & exploitation, incl. communication activities

#EVERYBODY'S BUSINESS

Deliverable D4.1 Plan for the dissemination & exploitation, incl. communication activities



Work package number and title	WP4: Open Digital Hub
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[foodsafer.com](https://www.foodsafer.com) – #FoodSafeR #EverybodysBusiness

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Summary

This document presents the Dissemination, Communication and Exploitation Plan for FoodSafeR. As FoodSafeR embodies integrated approaches to food safety hazard and risk identification, assessment and management to deliver a first of a kind suite of future-oriented frameworks, tools, methods, strategies, models, guidance & training materials, deployed in **an open and accessible digital hub**, this digital hub is a central pillar of our integrated approach to the dissemination and exploitation of the projects outputs, as well as its communication strategy for effectively targeting risk managers and assessors, food safety authorities and relevant FBO actors and stakeholders operating in the **European food safety system** to enable proactive risk management to be performed based on effective hazard identification, and in particular emerging hazards.



Introduction

This document outlines our plans for Communication, Dissemination, and Exploitation activities, and we will build out from the preliminary plan we had already identified at proposal development stage.

We will start by outlining the differences between Communication, Dissemination and Exploitation, as follows:

- **Communication activities** are aimed at a wider audience (general public and mass media) to promote and increase the public visibility of the project and its results using accessible and non-specialised language.
- **Dissemination activities** ensure that the project results are available to the scientific community, policy makers, industry, businesses and other special stakeholders – using scientific and/or technical language.
- **Exploitation activities** encompass is the regular assessment of the project results and the transfer of these results into practical application in business, policy and regulatory areas.

Essentially this present plan sets out a strategy to maximise the impact of the project, to increase its visibility, and to ensure that project outputs reach a wide audience of relevant stakeholders on a regional, national and European/international level. Stakeholders will be reached through a wide range of targeted efforts and events. Importantly, the FoodSafeR consortium is composed of a world-class team of well positioned universities, institutes, organisations, SMEs and industry from along the value chain for food safety risk assessment, and as such a significant emphasis will be placed on tapping into the networks and communication channels that the project partners already have, through their membership base, newsletters, social media reach, etc. Moreover, through its impressive Advisory Board of 22 Members representing EU and global multi-actors, FoodSafeR has a unique opportunity to forge links with FAO, Copa Cocega, DG Santé, the Food Safety Network, EFSA (European Food Safety Authority), Global Food Safety Initiative (industry-driven initiative for the development of food safety management systems to ensure food facilities are processing safe food for consumers), among others, to gain EU (and global) leverage and to maximize project impact.

In a future forward approach, FoodSafeR's strategy is to centralise our Dissemination and Communication activities, and importantly, our post-project exploitation and legacy, around the **FoodSafeR Digital Hub**, a one-stop-shop digital space for uniting an international community of food safety experts and stakeholders and an accessible interface for a powerful suite of tools for food safety risk assessment and management, with an emphasis on emerging hazards.



Communication & dissemination strategy

An integrated approach to communication and dissemination

First of all, we would like to highlight that we are adopting an integrated approach to our communication and dissemination activities, with the aim of helping to maximize the effectiveness and impact of our project's communication and dissemination efforts and making the most effective and impactful use of resources. As such, by designing a cohesive and targeted approach, we will be more effective in building awareness and engagement for our FoodSafeR Digital Hub, and drive positive outcomes for our stakeholders. This is entirely in sync with the cocreation approach that we are adopting across our project.

By integrating communication and dissemination efforts across different channels and platforms, an organization can ensure a consistent message and branding across all touchpoints, which will help to reinforce key messages and build awareness and recognition for the organization and its offerings. Our integrated strategy will strive to allow our project to tailor its messaging to different audiences and channels, ensuring that messages are relevant and impactful for specific target groups for maximized effectiveness of our communication and dissemination efforts and increase engagement with key stakeholders. By using multiple channels and platforms to communicate and disseminate information, an integrated strategy will help to reach a wider audience and increase the visibility and awareness of our project's outputs. It will also help to build a stronger FoodSafeR brand. An integrated strategy can also help to optimize resources and minimize costs by leveraging existing communication and dissemination channels and assets.

The FoodSafeR Open Digital Hub (which will also service the 'project website' function)- is a key vehicle for the project's integrated Communication and Dissemination effort.

Communication Activities will centre on building a critical mass of registered users (Community & Network) in the Digital Hub- the aim will be to drive visitors to the Hub whereby the initial 'call to action' will be register to the FoodSafeR community and food system network (facilitated by Single Sign On integrations with Microsoft and Google, as well as a LinkedIn integration so that users can use their LinkedIn profiles if they so prefer). Communication activities thereafter will aim at growing the Community and mobilizing participation in cocreation activities through the Virtual Living Labs, participating in events, working groups, webinars, training sessions, which will all be organized and facilitated through the Hub.

As a dissemination tool, the Digital Hub will make all the public results of the project freely available for access and consultation by registered users.



Brand positioning and value proposition

Importantly, with FoodSafeR, we are driven to build a strong and enduring brand, and this has been a central strategy right from the conception of FoodSafeR back at the proposal development stage. We want FoodSafeR to become a reference in the European (and eventually global) food safety system, and we want FoodSafeR to endure beyond our projects life and to continue to grow and thrive well into the future. We are interested in generating enduring impact and creating a legacy.

As such, we aim to build a strong brand over the course of the project, and this will be the golden thread of our communication and dissemination activities and will also facilitate our post-project exploitation strategy.

Building a brand is an ongoing and dynamic process that requires ongoing evaluation and refinement in order to effectively communicate our project's values and offerings to our target audiences. Our goal is to take a cocreation and iterative approach, taking advantage of our partners, Advisory Boards and Living Labs to ensure that we move towards the creation of a strong and impactful brand that resonates with stakeholders over time.

Logo

A central component of our brand is our visual identity or logo. At proposal stage, we started out with the following logo:



An analysis of this logo was performed in the first months of the project, and in consensus with marketing experts the logo was evolved to its current version:



The rationale for the adapted logo is as follows: the logo needed to be tweaked to make it more prominent and workable when used on different formats. The new logo design is modern, compact and resembles a seal or badge, which will make it easily suited to and prominent in multiple formats and contexts. It also has three font styles and colours that are effective in the Digital Hub.





The Brand Book that has been prepared to provide guidelines and instructions for the correct use of the logo, its colours and fonts is included in the Annexes to this document.

Brand values and claim

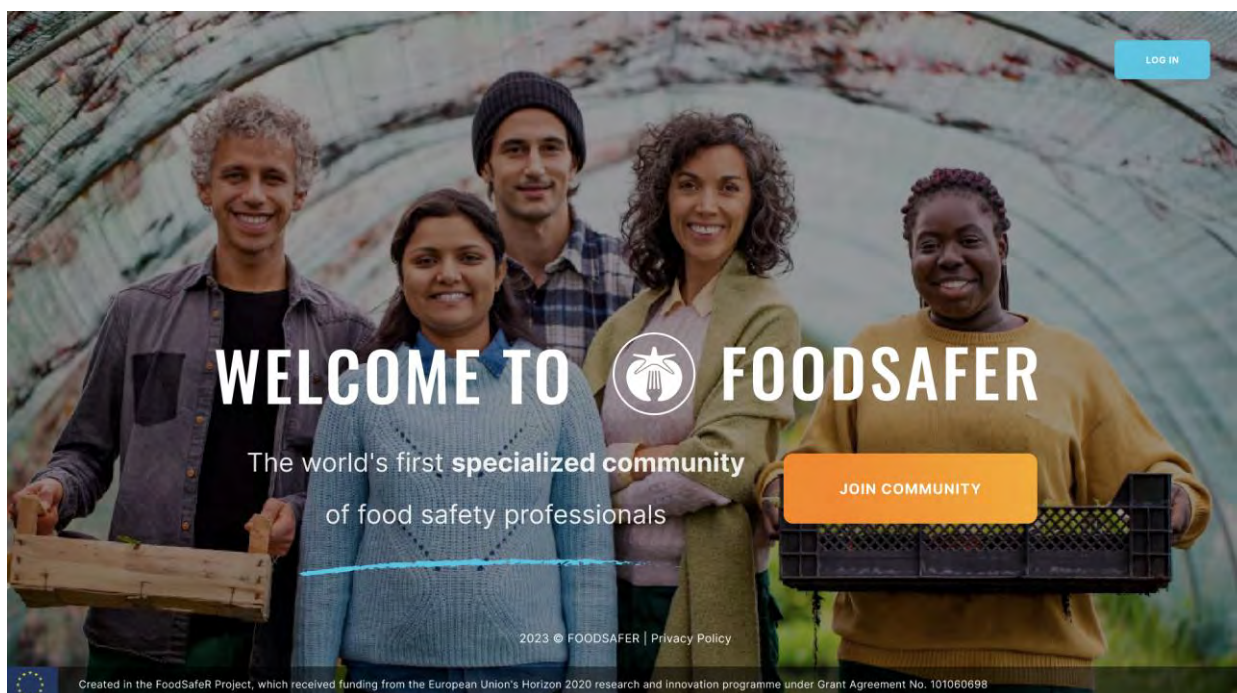
In addition to the visual identity, a brand encompasses a complex set of associations, values, and perceptions that are built up over time through interactions with stakeholders.

The brand claim that features with our logo is EVERYBODY'S BUSINESS. This will also be used as a hashtag. EVERYBODY'S BUSINESS is a catchy way to promote a culture of food safety that recognizes the shared responsibility of all stakeholders involved in the food system. It will help us to communicate the idea that food safety is not only the responsibility of a specific group or organization but is a shared responsibility of all stakeholders involved in the food system, including food businesses, regulators, researchers, as well as consumers. The use of this hashtag will help to raise awareness and encourage everyone to take an active role in ensuring food safety, and it will also be used to promote collaboration and dialogue among different stakeholders and to highlight the importance of cooperation and shared accountability.



Positioning of the FoodSafer Digital Hub and its Value Proposition

The initial positioning of the FoodSafer Digital Hub is as a professional community of food safety system stakeholders. Thanks to feedback from the FoodSafer partners and Advisory Board, as part of the Living Lab 1 that was held in Barcelona from 26th -28th April 2023, we have been able to arrive at first positioning statement of 'The world's first specialized community of food safety professionals'.



We have also centred our value proposition for our community-based digital platform with tools for emerging hazards identification that is targeted at professionals from the EU food safety system, as:

1. PROFESSIONALS-BASED
2. EVIDENCE-BASED
3. MODERATED BY THE SCIENTIFIC COMMUNITY

The rationale behind each value proposition is summarised in Table 1.

Table 1- FoodSafer Value Propositions

Value Proposition	Rationale
Professionals-based	By emphasizing that the platform is designed specifically for food safety professionals, will help is to attract a targeted audience that is interested in staying up-to-date with the latest scientific research, tools, and best practices in the field. This should help to increase engagement and participation on the platform, leading to more valuable insights and collaboration.
Evidence-based	Emphasizing the platform as evidence-based will reassure users that the information and insights presented on the platform are based on sound scientific research and analysis. This will enhance the credibility and



	trustworthiness of the platform, making it more likely that users will adopt and act on the information presented for impact.
Moderated by the scientific community	Reinforcing that the platform is moderated by the scientific community, will assure users that the platform is a reliable and trustworthy source of information. Such moderation by the scientific community will also ensure that discussions and debates on the platform are conducted in a respectful and constructive manner, leading to a more productive and collaborative community.

It is considered that these value propositions are fundamental for establishing the platform as a credible, reliable, and valuable resource for food safety professionals, encouraging engagement, collaboration, and knowledge-sharing among the community.

As we progress with the project, and in line with further analysis and consultations with stakeholders and our target audiences thanks to our cocreation Living Labs, we will continue to iterate and optimise our Brand positioning and value proposition, which underpins our entire communication, dissemination, and exploitation strategy.

Communication and Dissemination Plan

Underpinned by our strategy, the communication and dissemination plan addresses the following elements:

- Purpose (“why?”)
- Messages (“what?”)
- Key audiences (“who?”)
- Methods (“how?”)
- Time (“when?”)

Each is discussed in turn in this section.

Purpose (“why?”)

The overall aim of FoodSafeR is to create a future-proof system and FoodSafeR digital hub providing international knowledge and competence in the context the identification of emerging hazards for improved risk management on food safety which integrates stakeholders from the whole food chain, including researchers, policy makers and implementers, industry and the general public.

The specific aims are to:



- Establish an international community of experts and stakeholders in the field of food safety research, including the International Advisory Board;
- Provide the community of experts and stakeholders with tools and resources for emerging hazard identification towards protecting public health in the European food system
- Reduce overlap and fragmentation between EU and other national and international initiatives;
- Integrate relevant data from different project, databases and other sources;
- Educate and provide training for skills development in food safety, risk assessment and management.

FoodSafeR takes a food systems approach, in support of the FOOD 2030 initiative, and will deliver impact through appropriate communication, dissemination and dialogue with relevant stakeholders, to ensure uptake and multiplication of its message, ideas and research results.

Messages (“what?”)

As discussed above as part of ‘building the brand’ that is recognised, a tagline has been created, which will be consistently mentioned when communicating about the project. The tagline is: **“Everybody’s business”**

Although the main aims of building the brand, increase visibility, and increase the impact of FoodSafeR will remain throughout the project, the content of the messages and target audiences may change slightly as the project phases evolve.

During the first phase of the project, the main FoodSafeR messages are of a more general nature to build the FoodSafeR ‘brand’ and community, create awareness of the project and its aims, and engage the relevant stakeholders to build up the Community. Once the project starts to generate outputs, the general messages will be accompanied by specific messages promoting results and other activities, still with the aim to strengthen the FoodSafeR community and brand, and ultimately to increase the impact of the project to the food industry and community.

Key audiences ("who?")



As described in our initial proposal, food safety is a cumulative process involving share- and stakeholders from the Food System connecting primary production, food processing, food distribution and retailing, food services, food consumption, food safety, nutrition and public health, and food waste streams, as well as research actors and policy makers. All these actors rely on food safety best practices across a wide range of disciplines.



As such, FoodSafeR aims to disseminate and promote the FoodSafeR Digital Hub, its community, resources, tools and impact, as well as align research and innovation actions and approaches on food safety nationally and internationally. This requires approaching a wide range of stakeholders and audiences that relate to the food system, often requiring appropriate tailored presentation of information. While our target groups are broad (and we have an ambitious vision to reach them via our FoodSafeR Open Digital Hub), we have clustered them as follows:

Table 2- FoodSafeR target audience

Target audience	Objective	Approach
Risk assessors and managers, food regulators	Access to the FoodSafeR next level in future oriented tools to allow for the proactive management of food safety risks.	<ul style="list-style-type: none"> • Access to risk early warning tools for prevention and de-escalation, • Decision Support Tools for risk mitigation strategies, • Capacity building- Learning Pads, • Networking and knowledge sharing. <p>Tools: Hub, Publications, Meetings</p>
Food business operators (FBOs)	Target companies in processing, packaging, storage, transportation, distribution of food, imports and including food services, sale of food, or food ingredients.	<ul style="list-style-type: none"> • Access to critical knowledge on good agricultural practices: • How to handle animals and monitor their health status, • How to avoid waste, protect water sources, and other food safety practices, • Support and capacity-building to achieve compliance. <p>Tools: Hub</p>
Small FBOs, star-ups	Target companies like fuzzy food networks, small scale processors and direct marketers, including new food network actors (e-commerce, last mile), dietitians, social workers often in close contact with vulnerable consumer groups (elderly, diseased	<p>Individual capacity building and tailored specifically to their needs.</p> <p>Tools: Hub, Learning pads</p>



	individuals). Caterers are also major stakeholders in food safety and risk mitigation.	
Government/Food competent authorities	FoodSafeR provides science-based evidence for helping to develop strategic & coherent food safety programmes that proactively address problems	<ul style="list-style-type: none"> • Real-time information on emerging food safety risks, • Cost-effectiveness and risk benefit analyses, • Multi criteria decision analyses <p>Tools: Publications, Hub, Recommendations</p>
Consumers / Citizens	Access to safe and nutritious food is an essential requirement for maintaining their overall health and wellbeing	<ul style="list-style-type: none"> • Raise awareness on safe storage, safe handling and preparation of food at home, • Mobilise citizen participation <p>Tools: Consumer FoodSafeR App and links to the FoodSmartphone app.</p>

Method (“how?”)

As the Coordinators of the FoodSafeR project, [FFoQSI](#) will coordinate the communication and dissemination activities, working closely with the project partners and leverage their existing communication channels and networks to ensure that the maximum outreach and impact. [IRIS Technology Solutions](#) as the developers of the Open Digital Hub will also be instrumental in this process, as they are the authors of the FoodSafeR branding and visuals and thus far have been key creators behind the brand strategy and positioning in a consultative process with the partners and the Advisory Board.

A Communication Toolbox is established and available for use by all partners to ensure consistency and quality in achieving our communication goals and objectives. This Communication Toolbox (which will be continually expanded on over the course of the project), consists of:

- Visual identity and brand (refer to the Brandbook in the Annexes)
- FoodSafeR Project introduction deck
- FoodSafeR Roll-Up
- FoodSafeR Leaflet



- FoodSafeR Flyer
- FoodSafeR Cocreation Booklet

As part of our collective effort to Communication and Dissemination, we encourage the proactive communication of all the FoodSafeR partners when content/articles/materials are ready to be disseminated, so that partners can, as appropriate, disseminate via their own digital and social media channels, as well as engage with relevant national and local media (print, radio, television, digital). In addition, the partners will also contribute content to the communication and dissemination effort, based on their work and contribution to project outputs.

Active connections are also being established with projects (such as the sister-project [HOLIFOOD](#) that is being coordinated by Wageningen University & Research, who are also partners in FoodSafeR) networks and organisations external to the consortium including our **International Advisory Group**, all of whom will be tapped into to disseminate project messages and actively contribute to the Open Digital Hub.

Beyond a Project website

From the outset, our approach is to cross-cut our project with a digitalization strategy that will serve as a major contribution to the global knowledge space also after the funding is terminated. The centrepiece of this strategy is the codesign (with end-users including Food Safety Authorities, Risk Assessors & Risk Managers), building and deployment of a the FoodSafeR Open Digital Hub) which for the first time connects and engages stakeholders, FBOs and consumers from across the food system (including risk assessors and managers, food safety control authorities, SMEs, and citizens) and serves as a unique interface for accessing the project outputs.

As opposed to a project website, the FoodSafeR approach is to develop a community-based platform. Our rationale is that a community-based platform approach will be more engaging, collaborative, and dynamic than a static project website. By encouraging user engagement, content creation, feedback and input, continuous improvement, and scalability, the FoodSafeR platform aims to build a strong and active community around the project and ensure that the platform remains relevant and valuable over time.

Of course, the platform itself will be supported by an open public site, which will provide public interest information, content and resources, and it will also serve the function of pushing relevant professionals from the food safety system to join the community-based platform as registered users. To date, and in anticipation of the Digital Hub (which is under development) a teaser website has been designed and deployed at <http://www.foodsafer.com> as a temporary website for announcing the upcoming platform, providing information about the projects, and with a 'Call to action' for visitors to leave us their email so that we can build up a database of interested parties that can be contacted once the Platform/Hub is ready.



Fig. 2: Screenshot Landing Page to announce the upcoming FoodSafeR Digital Hub

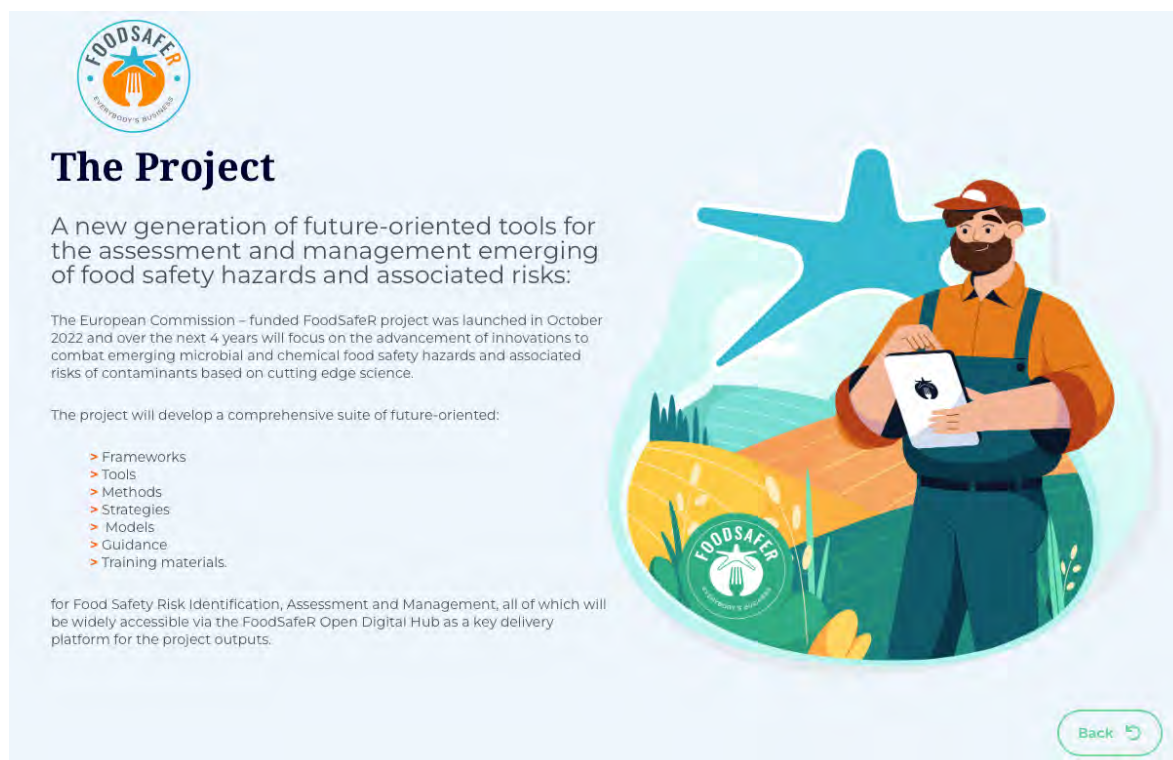


Fig. 3: Screenshot of Project section of the temporary teaser site



The Hub is the central communication, dissemination and co-creation platform integrating the FoodSafeR Community targeted at professionals from the food safety system. Community building will be a central goal of our communication activities to reach a critical mass of experts, whereby FoodSafeR will provide open access to publicly available data, results and outcomes through the Open Digital Hub. As such, FoodSafeR communication activities aim at growing the Community and mobilizing participation in co-creation activities through the Virtual Living Labs, participating in events, working groups, webinars, training sessions, which will all be organized and facilitated through the Hub. As a dissemination tool, the Digital Hub will make all the public results of the project freely available for access and consultation by registered users.

The table below provides a summary of the main **communication and dissemination tools that will be used to implement our plan.**

Table 3- Communication and Dissemination Tools

Tools	Description
1. Communication Material	Banners, posters, flyers (print media), videos, digital flyers (multimedia). Relevant printable pdf templates will be provided to the consortium partners that they can print locally an amount they need.
2. Content	Blogs, newsletters (>8), white papers (>4)
3. Social Media	<p>FoodSafeR account on LinkedIn, Twitter – specific campaigns will be designed.</p> <p>Social media will be used to share project messages and primarily to drive users towards the FoodSafeR Hub. A LinkedIn community group is under construction, and thereafter we will assess which Social Media channels need additional social media channels need to be set up (Facebook, Instagram, Twitter, YouTube...). The initial core social media marketing (SMM) strategy is to leverage the existing and established social media channels of the project partners and to use the hashtags #FoodSafer #EverybodyBusiness.</p>
4. Events	Participation at major industry tradeshow, exhibitions, fairs, etc. (list of events in Table 4- this is a dynamic list that will be continually added to)
5. Publications	Commercial publications online and offline (>6)



6. Press Release Strategy	Well timed and prepared Press Releases (issued through relevant press channels, including the European Commission News Section) to coincide with major project milestones, achievements and outputs.
7. Trainings and workshops	Major outputs of FoodSafeR will be presented (>4) and the Learning Pads will be accessible via an eLearning module on the FoodSafeR Hub.
8. Practice abstracts	10 practice abstracts will be published on EIP-AGRI.

Table 4- List of events that will be attended

Event and Date	Responsible Project Partner
2023 Seafood Expo Global/Seafood Processing Global, Barcelona. April 25-27 2023 Dissemination of Leaflets, Roll Up and demonstration of FoodSafeR Open Digital Hub prototype	IRIS
Presentation on FoodSafer in the meeting of the Heads of European Food Safety Authorities during the Swedish presidency, 3 rd May 2023	FSAI + FfoQSI
Presentation of the FoodSafer Hub in the Emerging Risks Exchange Network on 3th and 4th May 2023	FSAI (+ESFA from the Advisory Board)
Digital Enterprise Show, Malaga June 13-15, 2023 Dissemination of Leaflets, Roll Up and demonstration of FoodSafeR Open Digital Hub prototype	IRIS
FOOD MICRO Conferences 2024 and 2026	UBU (2024)
FEMS Conferences (Congress of European Microbiologists) 2023, 2024	



IAFP Conference (International Association of Food Protection) 2024	
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Time ("When?")

In relation to the timing of our communication and dissemination strategy, on the one hand the timing of communications activities will be aligned with the purpose of each campaign to ensure that they are well-received and have maximum impact, and on the other hand the dissemination of content resulting from project outcomes and other activities will be published online as they become available.

Below we provide a tentative timeline of communication and dissemination activities (largely based on assumptions, which are dependent on the timings of project activities).

Public Website:

- Processing over the entire project period
- General project data: M4
- General messages 'food safety' and 'digital tools and food': M8+
- News/Events: Continuously
- Project results: Continuously (as available)

FoodSafeR Open Digital Hub:

- Start of the promotion of the platform: M9+
- Ongoing campaigns to promote registration of stakeholders to the FoodSafeR Community

Social media:

- Regular posts on social media channels (see social media strategy)
- LinkedIn profile page set up: M9
- Additional channels: Facebook, Instagram, Twitter, YouTube: M10-M12

Content:

- Regular blogs
- Newsletters (≥ 8 over the course of the project)
- White papers (≥ 4)

Videos:

- Video presenting the project and the key-messages: M12
- Video Tutorials to coincide with various FoodSafeR Hub releases



- Videos with stakeholder statements: Continuously (depending on events)
- Videos with project partner statements: M12+ (Recording during the project partner meetings)
- Video project results: M48

Joint events, workshops, round tables

- Living Lab Workshops (e.g., LL1: Barcelona, April 26–28 2023; LL2: Dublin, November 2023...)
- Events & conferences: importantly, we do not intend to organise our own FoodSafeR conference; we aim to partner with other EU-consortia and/or with professional conference organisers with agreements to include FoodSafeR outcomes in dedicated sessions of food safety conference(≥8), etc.

Demonstration, showcase, exhibition stand

- Training sessions for relevant stakeholders: planned start: approx. M31
- Participations at sectoral fairs (see event list)

Scientific and other publications

Scientific publications (≥40) in relevant highly cited peer-reviewed Open Access journals: M12+

- Conference papers and poster presentation: M12+
- Commercial publications in online/offline magazines and blogs (≥6).



Exploitation strategy

Our **exploitation strategy** is to make use of the results for societal, scientific, business, policy and even political purposes (e.g., value & impact of FoodSafeR for addressing the food safety societal challenge).

Our exploitation actions include:

- Patent publications (≥ 3)
- Developing, creating and marketing a product or process, or creating and providing a service- see our Business Model Canvas below and our preliminary Go to Market (GTM) strategy,
- Utilizing the project results in further research activities other than those covered by the concerned project (or use of the results for academic purposes (PhD, post-PhD...)),
- Using the results in educational curricula, training and lifelong learning programmes,
- Information and support, for evidence-based policymaking and related risk assessment activities and implementation needs, in particular for the development of effective regulatory control and enforcement aspects in the area of food safety.

We have used the Business Model Canvas approach as a lean tool to summarize the initial strategy for the post-project exploitation of the Key Exploitable Results or outputs of the FoodSafeR project through the Open Digital Hub. The most recent version of the Business Model Canvas is provided below:



The Business Model Canvas

FoodSafeR Key Exploitable Results

May 5 2023

Version 1.3

Key Partners <ul style="list-style-type: none"> Internal partnership Third party services and applications (levered via the API Economy) Key actors and multipliers for promoting the Hub (e.g., Food Safety Authorities, Federations, Associations, Cooperatives, Clusters, among others). 	Key Activities <ul style="list-style-type: none"> Development of the Hub and digitizing the Project Outputs (Key Exploitable Results) Hosting of Cocreation Living Labs Post-project scale up and routing to market Deployment and upgrading of Hub Key Resources <ul style="list-style-type: none"> Data Open Digital Hub and API Patents and other IP Consortium Team Networks (including Advisory Board and relevant projects that are linking in their outputs, knowledge, etc.) 	Value Proposition <p>One stop shop, community-based Hub of decision support, tools, methods, guidelines, information, alerts for detecting, assessing, and mitigating relevant food safety risks along the food system</p> <p>HAZARD IDENTIFICATION THAT IS:</p> <ul style="list-style-type: none"> PROFESSIONAL-BASED EVIDENCE-BASED MODERATED BY THE SCIENTIFIC COMMUNITY 	Customer Relationships <ul style="list-style-type: none"> Digital Hub (API connected) for Community building and linking and enabling the value chain of actors Living Labs (cocreation and engagement; (as a powerful relationship builder with users and prospective clients) Channels <ul style="list-style-type: none"> The Digital Hub (a major channel in its own right) Social media channels (and content strategy for inbound marketing) Via multiplier networks and referrals EC Communication Services (can be very useful for visibility and inbound marketing) Outbound marketing channels 	Customer Segments <ol style="list-style-type: none"> Risk assessors and managers Scientific Community Government/food competent Authorities & their risk assessors & managers Food business Social actors in the food system (dietitians, social workers in close contact with vulnerable consumer groups) Consumer Associations consumers/citizens
Cost Structure <ul style="list-style-type: none"> Personnel Overhead- rent, utilities, admin Costs for post-project up-scaling and acceleration to market Certification, regulatory and legal costs Customer Acquisition costs + Territory acquisition costs Customer support 		Revenue Streams <ul style="list-style-type: none"> Digital Hub SaaS- Freemium model (for social innovations- contribute to brand building and awareness) and subscription models (for premium services) Big Data services Consultancy services 		



Annexes

FOODSAFER

LOGO QUICK GUIDELINES



Round Logo



Negative



Horizontal Logo

Negative



FOODSAFER
•EVERYBODY'S BUSINESS•



FOODSAFER
•EVERYBODY'S BUSINESS•

Icon



Negative



Round Logo Clearance & Color



Beer
 #F68714
 R: 246 G: 135 B: 20
 C:0 M:45 Y:92 K:4
 PANTONE: 1495 C

Blue Green
 #36B9D0
 R: 54 G: 185 B: 208
 C:74 M:11 Y:0 K:18
 PANTONE: 631 C

Stormcloud
 #536163
 R: 83 G: 97 B: 99
 C:16 M:2 Y:0 K:61
 PANTONE: 425 C

Horizontal Logo Clearance & Color



Beer

#F68714

R: 246 G: 135 B: 20
C: 0 M: 45 Y: 92 K: 4
PANTONE: 1495 C

Blue Green

#36B9D0

R: 54 G: 185 B: 208
C: 74 M: 11 Y: 0 K: 18
PANTONE: 631 C

Stormcloud

#536163

R: 83 G: 97 B: 99
C: 16 M: 2 Y: 0 K: 61
PANTONE: 425 C

Round Logo Scheme Color



Beer



Maximumm Blue Green



Stormcloud



Horizontal Logo Scheme Color



FOODSAFER
•EVERYBODY'S BUSINESS•

Beer



FOODSAFER
•EVERYBODY'S BUSINESS•

Maximumm Blue Green



FOODSAFER
•EVERYBODY'S BUSINESS•

Stormcloud



FOODSAFER
•EVERYBODY'S BUSINESS•



FOODSAFER

SAMPLE COVER
COLOR PAGE

#EVERYBODY'S BUSINESS



FOODSAFER

SAMPLE COVER
COLOR PAGE

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FOODSAFER

SAMPLE COVER
COLOR PAGE

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FOODSAFER
SAMPLE COVER
PICTURE PAGE

#EVERYBODY'S BUSINESS



FOODSAFER
SAMPLE COVER
PICTURE PAGE

#EVERYBODY'S BUSINESS



FOODSAFER
SAMPLE COVER
PICTURE PAGE

#EVERYBODY'S BUSINESS

Typography

LOGO

Logo Typograph Oswald Medium

**ABCDEFGHIJKLMN OPQR
STUVWXYZ
abcdefghijklmnopqrstuv
wxyz
0123456789**

Content

Aeonik **Bold**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwx
yz
0123456789**

Headings

Sanomat Regular

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwx
yz
0123456789**

Sanomat *Italic*

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwx
yz
0123456789**

Sanomat Light

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwx
yz
0123456789**

Sanomat *Light Italic*

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwx
yz
0123456789**

Aeonik Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwx
yz
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Aeonik *Regular Italic*

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FOODSAFER

A JOINED-UP APPROACH TO THE IDENTIFICATION,
ASSESSMENT AND MANAGEMENT OF EMERGING FOOD
SAFETY HAZARDS AND ASSOCIATED RISKS



FoodSafeR: Addressing Emerging Global Food Safety Challenges

The European Commission-funded **FoodSafeR** project was launched in October 2022.

It has a **world-class consortium** of 18 organisations from across 14 European countries, integrating science, industry, SMEs and policymakers.

Over the next 4 years we will focus on the advancement of innovations to combat emerging microbial and chemical food safety hazards and associated risks of contaminants based on **cutting edge science**.





FoodSafeR: a joined-up approach

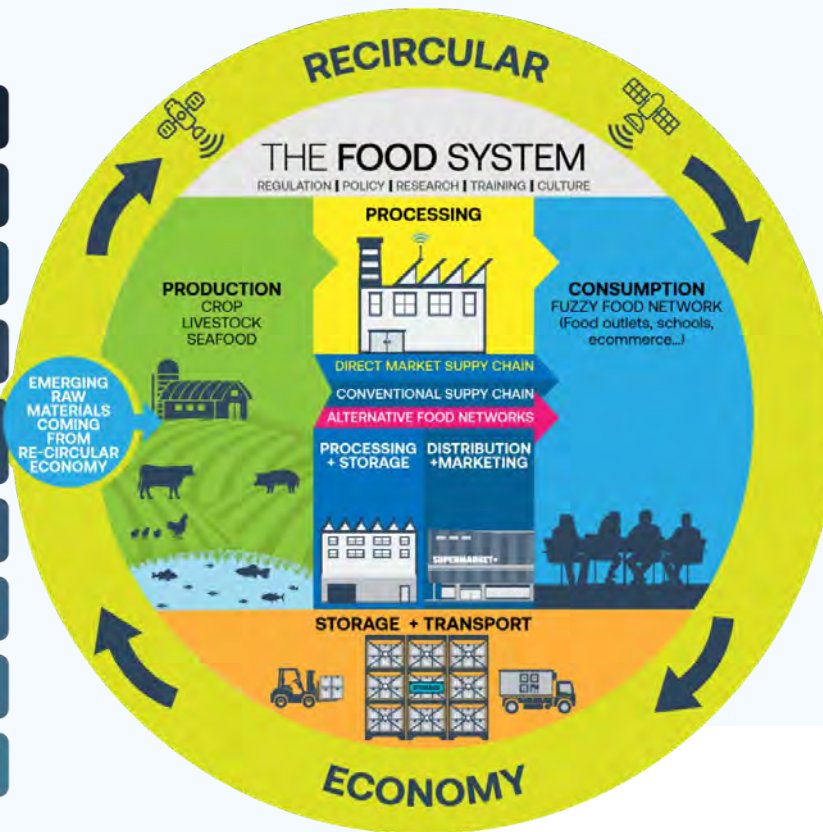
FoodSafeR embodies **integrated approaches** to food safety risk identification, assessment and management, in a **comprehensive suite of future-oriented** frameworks, tools, methods, strategies, models, guidance and training materials, which will be widely accessible via an **open digital hub** as a key delivery platform for the project outputs.





FoodSafeR: a joined-up approach

- Knowledge of drivers and key factors for food safety risk emergence in the food system
- Indicators for drivers of food safety risk emergence
- Ground-breaking holistic and proactive risk-benefit and cost-benefit assessment framework
- Map of risks of alternative supply chains & food networks vs. convention chains
- Models of persistence phenomenon in foodborne bacteria define novel concepts for prevention of persistence in food processing environments
- Understanding of persistence of viruses in food chains
- Knowledge into the risk of emerging ABR traits for defining improved risk mitigation strategies
- Advanced Big Data-based prediction tools for mycotoxin and plant toxin occurrence
- Smartphone-based tools for the determination of plant and fungal toxins



-
- OPEN DIGITAL HUB**
- Lifelong learning material for curricula and educated consumers
 - Training module on the aspects of early identification of emerging food safety hazards, food safety management, holistic risk-benefit and cost-benefit assessment, interactions between risk assessment and risk management
 - Future-proof toolkit for proactive risk management systems
 - Food risk mitigation/ de-escalation strategies
 - Future-oriented detection devices & tools for combating key emerging contaminants in view of globalisation and food fraud
 - Novel approaches for the reduction of furans and mycotoxins through mechanical and thermal processing at industrial scale



Going beyond the **state-of-the-art**

Combine **mathematical tools** to implement forecasting in a food chain network modelling, aided by **classical predictive modelling** encompassing stochastic algorithms and combining it with **molecular analysis** and **food system information**.

Within **microbiological case studies**, work on chain-derived impacts, both from a food processing and food distribution point of view.

In the field of **chemical hazards**, advance the technology for early warning and monitoring of (emerging) biotoxins by taking advantage of cutting-edge technology and expertise in the application of satellite images, machine learning, on-site testing approaches, big data handling and management.





Going beyond the **state-of-the-art**



Further develop the **integrated immunodiagnostic-based 'food smartphone'** technology (advancing the highly successful H2020 FoodSmartphone ITN project).

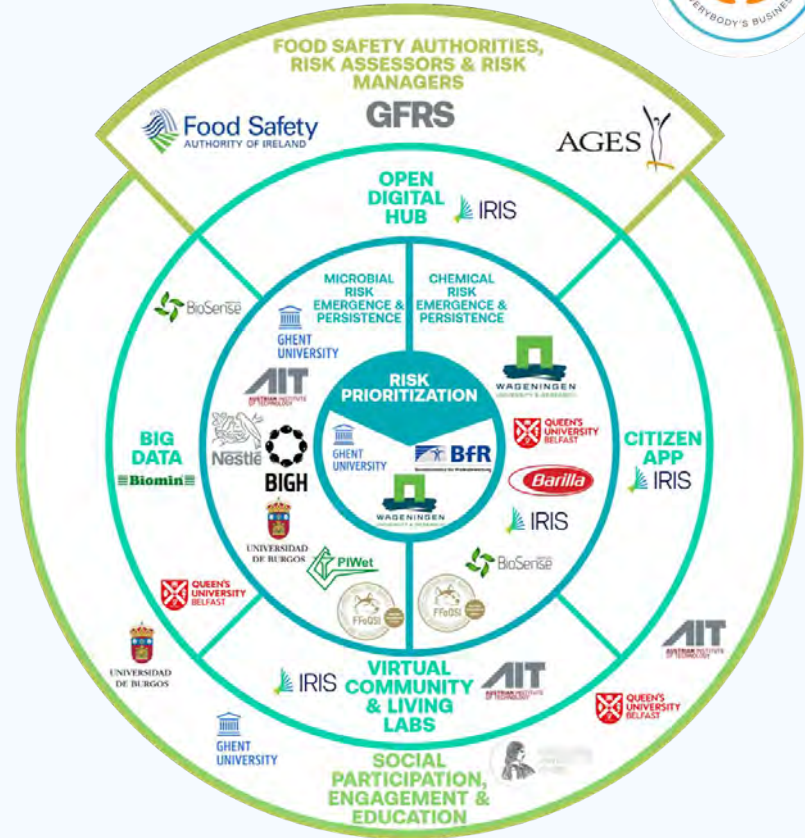
Carry out a **horizon scanning exercise** for the presence of emerging (toxic) secondary metabolites and agrochemicals both in a targeted and untargeted manner using tandem-mass spectrometry and high-resolution mass spectrometry-based metabolomics, respectively.

Design of a **holistic and proactive framework**, considering multiple criteria in risk management and real-time information on the emergence of food safety hazards and associated risks (based on the real-time data of the indicators).

FoodSafeR: world-class

The **FoodSafeR consortium** of 18 leading academic, research and industry organisations from across Europe, is led by FFoQSI, the Austrian Competence Centre for Food and Food Quality, Safety and Innovation.

Our Advisory Board of 22 leading stakeholders from the food safety field gives us a global reach.





Join us soon at
www.foodsafer.com

#Everybody's Business



Welcome to

The World's biggest community of food safety stakeholders

EVERYBODY'S BUSINESS





EVERYBODY'S BUSINESS





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This Project has Received funding from the European Union's Horizon Europe Research and Innovation Programme Under Grant Agreement No. **101060698**

Stay Ahead of Emerging Food Risks:

The FoodSafeR Open Digital Hub for Risk Managers and Risk Assessors provides the tools and resources you need to stay up-to-date on emerging food safety risks and protect public health in the European food system.



Food Safety is #Everybody's Business



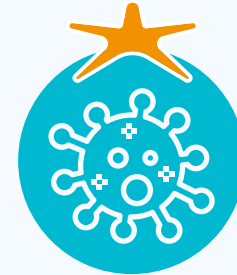
According to the World Health Organization, an estimated 600 million people fall ill every year due to contaminated food, and 420,000 people die as a result.



In the European Union (EU), around 23 million people are affected by foodborne illnesses every year, and approximately 5,000 of them die as a result.



Foodborne illnesses can have serious long-term effects, including kidney failure, chronic arthritis, and even brain and nerve damage.



Emerging food safety risks, such as those posed by new pathogens, antimicrobial resistance, and climate change, present ongoing challenges to food safety and public health.



According to a report by the European Food Safety Authority (EFSA) and the European Centre for Disease Prevention and Control (ECDC), the cost of foodborne illnesses in the EU is estimated to be around €9 billion annually. This includes both direct (healthcare expenses and lost productivity) and indirect (impact on consumer confidence and the reputation of the food industry) costs.



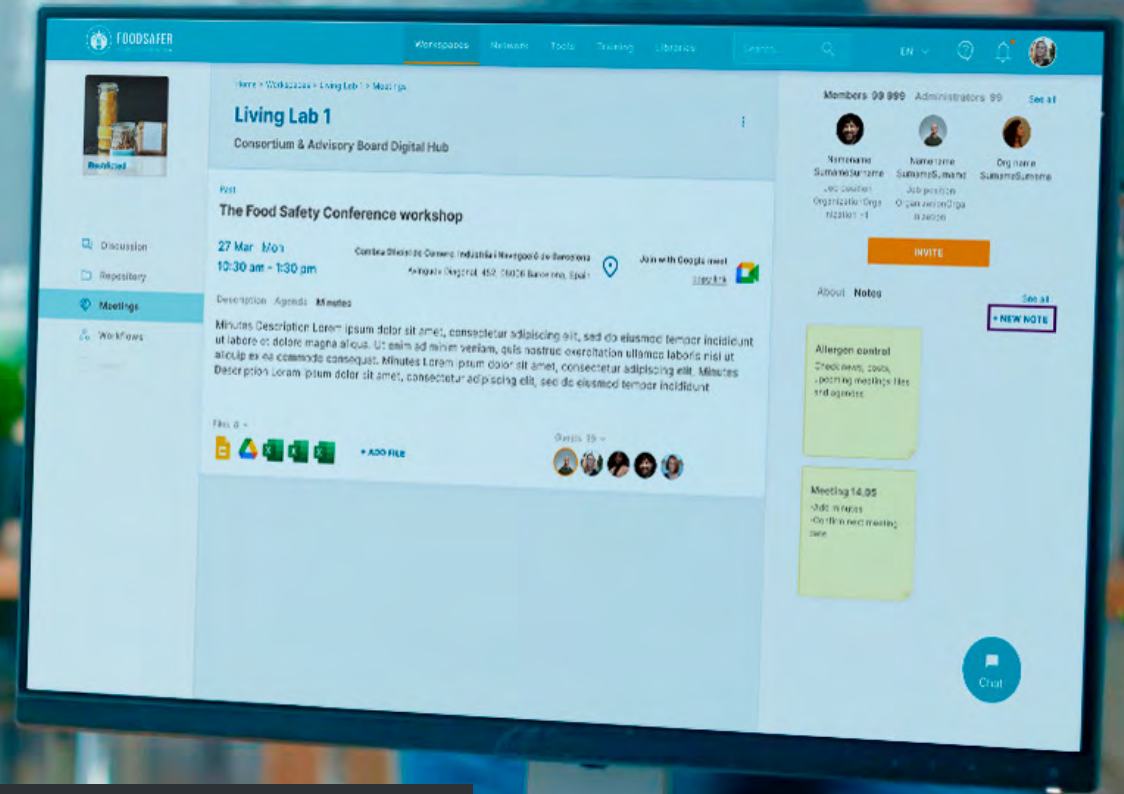
Food Safety is #Everybody's Business

Collaboration and shared responsibility are important in promoting food safety and protecting public health.

We need to:

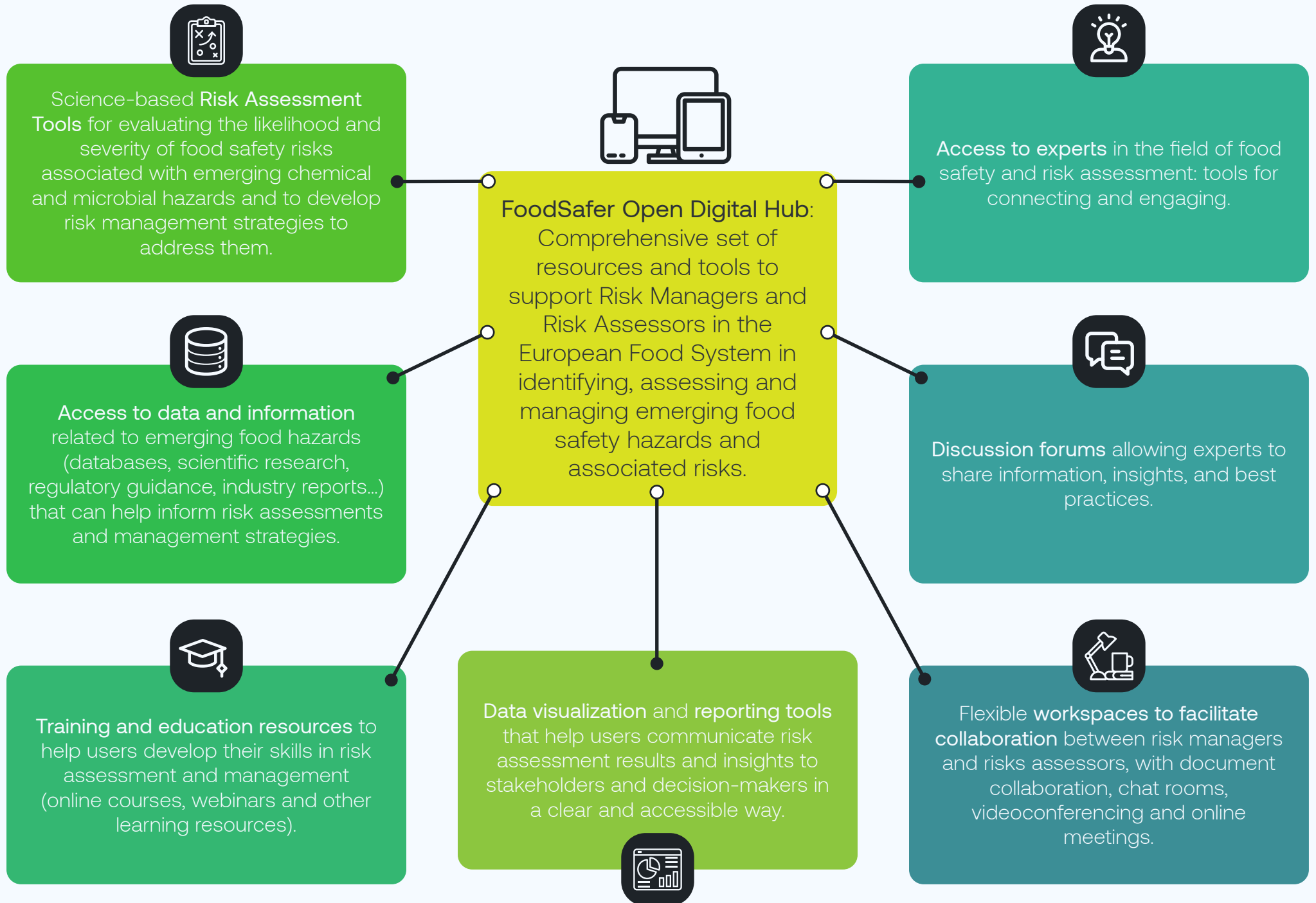
- ▶ Build awareness and engagement among stakeholders in the food industry, regulatory bodies, and the public, and encourage a collective effort to address emerging food safety risks.
- ▶ Help promote collaboration and knowledge-sharing across the food industry and regulatory landscape.





WHAT DOES THE FOODSAFER HUB OFFER?

#EVERYBODY'S BUSINESS



Who is the Hub targeted at?



- ▶ Risk managers and risk assessors working in food production, processing, and distribution, who need to identify, assess, and manage emerging food safety risks.
- ▶ Food Safety Authorities and Government regulators responsible for setting food safety standards and enforcing regulations to protect public health.
- ▶ Researchers and scientists involved in studying emerging food safety risks and developing new risk management strategies.
- ▶ Food safety experts and consultants who provide advice and guidance to food industry stakeholders on risk management practices.
- ▶ Industry associations and advocacy groups who represent the interests of the food industry and promote food safety initiatives.

Why should you use FoodSafeR?



Comprehensive Information

One-stop-shop for information related to emerging food safety risks, providing access to data and insights from a wide range of sources to help risk managers and risk assessors stay up-to-date on the latest developments and make more informed decisions.



Risk Assessment Tools

Tools and resources to help risk managers and risk assessors identify and assess emerging food safety risks, including risk assessment models, hazard identification tools, and risk communication guidelines.



Collaboration Opportunities

Opportunities for collaboration and knowledge-sharing among risk managers and risk assessors, enabling them to learn from each other and work together to mitigate food safety risks.



Improved Efficiency

Streamlining risk management processes and improve efficiency, reducing the time and resources required to identify, assess, and manage food safety risks.



Better Public Health

Making food safety #everybody's business and contributing to timely and accurate information and resources could help prevent foodborne illnesses and improve public health outcomes in the European food system.



The FoodSafeR Project

A new generation of future-oriented tools for the assessment and management emerging of food safety hazards and associated risks.



www.foodsafer.com



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FOODSAFER

•EVERYBODY'S BUSINESS•



Building the world's biggest community of food safety stakeholders

Making food safety #EVERYBODY'S BUSINESS

An Open Digital Hub connecting risk managers, risk assessors, business managers, quality managers, food safety authorities, and relevant stakeholders operating in the European food system, and providing them with the future forward tools for identifying, assessing and managing emerging food safety hazards and associated risks.

The FoodSafeR Hub allows users to:

Connect with Stakeholders



Engage with food system actors from across the globe

Access Information, Technology & Tools



One-stop-shop suite of science-based decision support tools, methods, guidelines, information & alerts

Collaborate



Virtual community workspaces

Find out more at

www.foodsafer.com

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FOODSAFER

•EVERYBODY'S BUSINESS•



Join the world's biggest community of food safety stakeholders

Making food safety

#EVERYBODY'S BUSINESS

An Open Digital Hub connecting risk managers, risk assessors, business managers, quality managers, food safety authorities, and relevant stakeholders operating in the European food system, and providing them with the future forwards tools for identifying, assessing and managing emerging food safety hazards and associated risks.

Food safety, nutrition and food security are closely linked. According to the World Health Organisation (WHO), unsafe food leads to a vicious cycle of disease and malnutrition that particularly affects infants and young children, pregnant women, the elderly, and immunocompromised or sick people.

FoodSafeR aims to make a significant contribution to making the food system safer.

FoodSafeR is being driven by a team of 19 leading academic, research and industry organisations from across Europe, under the leadership of the Austrian Competence Centre for Food and Food Quality, Safety and Innovation (FFoQSi). The FoodSafeR Advisory Board of 22 leading stakeholders from the food safety field gives us a global reach.

What does FoodSafeR offer?

- Holistic and proactive risk-benefit and cost-benefit assessment framework
- Novel concepts for prevention of persistence in food processing environments
- Determination & prediction tools and devices identifying chemical & microbial hazards
- Toolkit for proactive and sustainable risk management systems
- Food safety risk management strategies for food-related SMEs & farmers
- Training & education material for risk assessors, risk managers, consumers & citizens

What benefits will it deliver?

- Future-proof tools based on state-of-the-art science and the use of novel techniques – including big data processing – to facilitate future data-driven management by the stakeholders involved.
- Promote the creation of proactive and evidence-based information and thus targeted risk management.
- Collaboration Opportunities and knowledge-sharing.

Who is the target?

- Risk managers and risk assessors
- Business Managers and Quality managers from the food system
- Food Safety Authorities and Government regulators
- Researchers and scientists
- Food safety experts and consultants
- Industry associations and advocacy groups

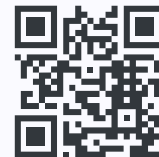
Find out more at



www.foodsafer.com



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Making food safety
#EVERYBODY'S BUSINESS



FoodSafer Cocreation Session in Barcelona

27th & 28th April 2023

On behalf of the FoodSafer consortium, we look forward to you joining us in beautiful Barcelona for our first cocreation session (which is part of Living Lab 1 of our FoodSafer Project).

We will be delighted to count on your expert input and guidance to help us build a useful digital space for uniting an international community of food safety experts and stakeholders and for creating an effective interface for a powerful suite of tools for food safety risk assessment and management, with an emphasis on emerging hazards.



SESSION DAY 1

Thursday 27th April 2023

- 09:00** Welcome and overview of the FoodSafeR project
- 09:15** Goals and Achievements: where we are to date.
- 09:30** Presentation by Bernard Bottex
- Team Leader Emerging Risks - EFSA
- 10:00** Summary of feedback received from the Advisory Board in response to the pre-meeting questionnaire
- 10:15** Advisory Board Meeting representatives round table I:
Emerging Microbiological & Chemical hazards and associated risks in your respective region/country/ hemisphere and how to combat them
- 11:30** Coffee, Tea, Fruits
- 11:45** Advisory Board Meeting representatives round table II:
Which options- e.g. external data sources or existing digital platforms/services- do you think could be useful to connect to our FoodSafeR open digital hub? Which options do you see to collaborate with FoodSafeR?
- 13:30** Lunch
- 14:30** Afternoon session: Digital HUB demo and open discussions
Facilitated cocreation process- brainstorming, scoping, idea generation.
- 17:30** Wrap up and future engagement with Advisory Board
- 19:30** Social Activity and Dinner
Sagardi BCN Centre
Calle Muntaner 70, 08011 Barcelona
[Click here to access the location on google maps](#)

SESSION DAY 2 (OPTIONAL)

Friday 28th April 2023

- 09:30** Working meeting: Analysis of feedback from Advisory Board
- 10:30** Clear action plan for digital development
- 12:30** Close of Meeting



On-site venue

*hybrid facilities will be available.



Chamber of Commerce of Barcelona

Hub Cambra Digital- 2nd Floor
Av. Diagonal, 452
08006 Barcelona

[Click here to access the location on google maps](#)

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