



**Addressing food safety challenges in the African informal sector through innovative strategies & use cases**

## **D5.1: DEC Plan A**

**Responsible Author: Alkis Kyriakou (FSH)**



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<b>Contributors</b>	Natassa Koufaki, Maria Zampeti, Ilias Tsaparelis (FSH)
<b>Reviewer(s)</b>	Titilayo Falade, Olumodupe Banwo (IITA)

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Participant Nr.	Participant organisation name	Short name	Country
1	INTERNATIONAL INSTITUTE OF TROPICAL AGRICULTURE	IITA	NG
2	STICHTING WAGENINGEN RESEARCH	WR	NL
3	ITC - INOVACIJSKO TEHNOLOSKI GROZD MURSKA SOBOTA	ITC	SI
4	COUNCIL FOR SCIENTIFIC AND INDUSTRIAL RESEARCH	CSIR-GH	GH
5	FOODSCALE HUB GREECE ASSOCIATION FOR ENTREPREUNERSHIP AND INNOVATION ASTIKI MI KERDOSKOPIKI ETAIREIA	FSH	GR
6	UBUNTOO BV	Ubuntoo B.V.	NL
7	FOOD SYSTEMS TRANSFORMATION SOLUTIONS (PTY) LTD	FSTS	ZA
8	UNIVERSITY OF PRETORIA	UP	ZA
9	WAGENINGEN UNIVERSITY	WU	NL
10	KNOWLEDGE ECONOMY FOUNDATION FOR SOCIETY DEVELOPMENT	KEF	EG
11	AFRICAN UNION DEVELOPMENT AGENCY - NEW PARTNERSHIP FOR AFRICA'S DEVELOPMENT	NEPAD	ZA
12	EGERTON UNIVERSITY	EGE	KE
13	AGLOBE DEVELOPMENT CENTER	ADC	NG
14	UNIVERSITAET DER BUNDESWEHR MUENCHEN	UniBw M	DE
15	BAYER AKTIENGESELLSCHAFT	BAYER	DE
16	ROYAL INSTITUTION FOR THE ADVANCEMENT OF LEARNING MCGILL UNIVERSITY	McGill	CA

## Executive Summary

This document provides the FS4Africa Dissemination, Exploitation and Communication (DEC) plan expanding upon the initial strategy described in the Grant Agreement (GA).

The underlying principles of the DEC strategy are presented, followed by a thorough description of the actions and tools that will be utilised to effectively share information within the consortium and to transfer project knowledge and results to the targeted stakeholders over the four years of the project lifespan and at least five years beyond its completion.

The key performance indicators (KPIs) that will be used to measure the performance of the DEC plan are clearly defined, along with the planning and reporting procedures all partners will need to apply.

An exploitation strategy describing the exploitable assets, the Intellectual Property Rights (IPR) management tools and a go-to-market approach will be briefly described. This is the first iteration of the DEC plan which will be updated to the end of the reporting period to reflect the project's advancements and monitor the plan's implementation.

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## Glossary of terms and abbreviations used

List of Abbreviations and Acronyms	
WP	Work Package
DEC	Dissemination, Exploitation & Communication
Del.	Deliverable
EI	Expected Impact
EO	Expected Outcome
ER	Expected Result
EU	European Union
GDPR	General Data Protection Regulation
HE	Horizon Europe
IP	Intellectual Property
IPR	Intellectual Property Rights
MS	Milestone
NGO	Non-Governmental Organisations
R&D	Research & Development
NPOs	Non-profit Organisations

# 1 Introduction

## 1.1 Project Summary

The Food Safety for Africa (FS4Africa) project is a comprehensive initiative aimed at tackling the multifaceted challenges of food safety in Africa. Recognizing the critical role of food safety in public health, economic development, and environmental sustainability, the project focuses on several key areas:

- Value Chain Organisation, Traceability & Authentication: One of the primary challenges in ensuring food safety is the weak organisation of the food value chain. FS4Africa aims to strengthen these channels to ensure that safe food reaches consumers. This includes improving traceability systems to identify the origin of food products and implementing authentication mechanisms to verify their safety.
- Mycotoxin Contamination: Mycotoxins are toxic compounds produced by certain fungi that can contaminate various food crops, including both food and feed. FS4Africa seeks to address this issue by implementing measures to prevent, detect, and mitigate mycotoxin contamination.
- Pesticide Residues: Another significant concern is the presence of pesticide residues in grains and vegetables. FS4Africa aims to reduce pesticide use through sustainable agricultural practices and to monitor and control residue levels to ensure food safety.
- Microbial Contamination: Microbial contamination, particularly *Escherichia coli* contamination, poses a serious risk to food safety. FS4Africa focuses on implementing sanitation and hygiene practices to prevent microbial contamination and improve food safety standards.
- Food Adulteration: Food adulteration, where inferior or harmful substances are added to food products, is a widespread issue. FS4Africa aims to combat food adulteration through strict quality control measures and enforcement of food safety regulations.

The overarching goal of the FS4Africa project is to improve food safety systems across Africa, with a special emphasis on the informal sector. By transforming local markets and enhancing food security, the project aims to stimulate regional trade while minimising negative impacts on the environment, biodiversity, health, and society.

To achieve these objectives, the project leverages the expertise, skills, networks, and tools available within a consortium of partners from Africa and Europe. This collaborative approach facilitates policy development, the implementation of existing policies, and the design of strategies to uplift the informal sector. Digital tools will be employed to transform the informal sector and elevate its status to a more structured level, promoting transparency and accountability.

The project adopts an interdisciplinary approach, incorporating insights from physical sciences, social sciences, humanities, behavioural science, One Health, and biodiversity preservation. By considering the interconnectedness of human, animal, environmental, and plant health, the project aims to develop holistic solutions to food safety challenges.

FS4Africa will provide financial support to researchers, start-ups, SMEs, and other multidisciplinary actors through the launch of two open calls. The first will be addressed to research and technology actors (e.g. SMEs, research organisations) to test, validate and improve the business concepts and tools of the project, while the second will be addressed to Innovation Hubs (IH) to provide training to the use cases and/or projects from the first open call.

FS4Africa is committed to sustainability, adhering to the principle of meeting "the needs of the present without compromising the ability of future generations to meet their own needs." It builds upon the activities of previous and current EU projects and collaborates with institutions like the Joint Research Centre, especially the EC Knowledge Centre for Global Food and Nutrition Security, to ensure the successful implementation and impact of the project.

## 1.2 Consortium

The **FS4Africa** consortium consists of 16 partners coming from **4 European countries, 6 African Countries and 1 from Canada** bringing together academic and research institutes, industrial companies, service providers and non-profit organisations (NPOs). This synthesis, which combines the R&I capacities of research institutes with the technology development skills of the industry and the dissemination and communication skills of NPOs, covers a broad spectrum. It thus covers the wide range of practical and theoretical expertise required to achieve the project objectives and adopts a well-structured organisational structure based on the DESCA (Development of a Simplified Consortium Agreement) project module, providing a reliable frame of reference for the **FS4Africa** consortium.

More specific FS4Africa consortium consists of partners from the following sectors:

Research, technology and innovation organisations (IITA, CSIR-GH, FSTS, WR) three of them located in Africa and one in Europe with vast expertise in multi-disciplinary themes relevant to the food security contexts within Africa and Europe.

Universities where two of them are in Africa, two in Europe and one in Canada. (UP, WU, EGE, UniBw M, McGill)

Business and Project Support Organizations (ITC, Ubuntoo B.V., KEF, ADC) with significant experience in linking small farmers to their markets, coordinating projects and enabling local stakeholders of the agriculture sector.

A Development Agency (NEPAD), part of the African Union with a mission to facilitate and coordinate the development of continent-wide programmes and projects.

Life Science company 1 (Bayer) with a more than 150-year history and core competencies in the areas of healthcare and agriculture.

One (1) Non-profit impact venture studio (FSH), with expertise in impact maximisation, open call innovation stimulation, as well as business innovation and business modelling.

## 1.3 Deliverable Overview and Report Structure

The present Deliverable D5.1 – FS4Africa DEC plan A (1st version) is developed within the framework of T5.1: Dissemination, Exploitation & Communication Plan of WP5: Ecosystem Building, Ecosystem Building, Acceleration and Upscaling. The deliverable aims to integrate the overall strategy of FS4Africa, from day one, to define the goals of DEC activities, to identify the most efficient means to achieve them, and decompose them into a detailed implementation plan.

To this end, the DEC plan sets out the objectives, tools, materials, and channels to be exploited to effectively spread FS4Africa activities, achievements, and tangible results to targeted audiences.

Additionally, the FS4Africa DEC Plan also aims to set the pace and a number of foreseen activities in order to place the cornerstone for the successful targeting all relevant actors with

tailored messages and means leading to maximum actors' involvement and alignment, as well as to link FS4Africa with other projects and initiatives.

FSH is the Leader of WP5, responsible for the Dissemination, Exploitation & Communication Plan (DEC plan) (D5.1), delivered on M06 and will be updated regularly to incorporate project advancements to achieve the FS4Africa DEC targets.

For the FS4Africa purposes, needed to proceed to build a vibrant ecosystem around the project. To do this, identified stakeholders have been approached to create links among them and at the same time facilitating synergies with relevant R&D projects in EU and Africa, organisations and initiatives in order to complete the W5 aim of Ecosystem Building & Engagement.

This document (D5.1) acts as a reference point to all FS4Africa's partners when carrying out DEC activities related to the project. Delivered in M06, D5.1 will be updated regularly at M18 (version 2), M36 (version 3), presenting progress on reaching Key Performance Indicators (KPIs) as described within.

The DEC PLAN is outlined in 6 chapters, structured to appropriately present the overall FS4Africa DEC objectives, strategy, target audiences, tools and means, channels and material for an efficient and effective implementation of dissemination, communication, and exploitation activities within and after the project lifespan.

FS4Africa Component	FS4Africa Component Outline	Respective Document Chapter(s)	Description
<b>DELIVERABLE</b>			
<b>Deliverable D5.1 - FS4Africa DEC plan</b>			
<b>D5.1: FS4Africa DEC Plan A</b>	Introduction	Chapter 1	Describes the ongoing FS4Africa project
	DEC Methodology and Approach	Chapter 2	Provides an overview of FS4Africa's Dissemination and Communication (D&C) methodology and approach, identifying the target groups and key messages.
	Dissemination Activities	Chapter 3	Describes FS4Africa's dissemination Measures & activities & Partners' Dissemination KPIs
	Communication Activities	Chapter 4	Describes FS4Africa's communication Measures & Tools and Partners' Communication KPIs, target groups and key messages
	Exploitation Activities	Chapter 5	Describes FS4Africa's exploitation strategy and project KERs
	Conclusions	Chapter 6	Conclusions of the first FS4Africa's DEC plan

*Table 1: Adherence to FS4Africa GA Deliverable & Tasks Descriptions*

## 2 DEC Methodology and Approach

A robust DEC plan is essential for achieving long-term impact and will provide a tangible roadmap for partners, enabling them to enhance FS4Africa DEC, raise awareness of project activities and maximise impact among key stakeholders and target groups at the broader social, policy, and industry level.

FS4Africa has established clear dissemination, exploitation, and communication measures to promote visibility of the project, thereby enhancing the project's benefits. The plan will adopt a targeted multi-actor and multichannel approach, with objectives and measures chosen to maximise the dissemination of information about the project and its results to all identified target groups. It will be intertwined with a sound exploitation strategy, ensuring lasting stakeholder engagement and exploitation of the Food Safety Knowledge Platform.

The FS4Africa DEC plan is inspired by the SOSTAC model which includes the following key elements: Situation analysis, Objectives, Stakeholders & Strategy, Methods & activities, Control through concrete KPIs.



Figure 1: FS4Africa DEC key elements

**Situation analysis:** A state-of-play analysis in which the current challenges to be addressed by the project, the consortium's expertise, the scientific, societal and economic impacts during and after the project and the potential IPR of the results are identified and explained.

**Objectives:** The DEC plan will elaborate upon clear and measurable objectives that will be achieved through the implementation of communication, dissemination and exploitation measures.

**Stakeholders & Strategy:** Identification of target groups and key messages for effective communication strategy.

**Methods & activities:** The DEC plan will build upon the activities, tools and channels defined in the proposal and include the contributions expected from partners, and their distribution over the duration of the project. A living catalogue of planned events will also be included, and preliminary exploitation pathways will be addressed. Open Science practices will be factored into all aspects of DEC implementation.

**Control:** Key Performance Indicators (KPIs) with specific targets determined during the proposal will be used to monitor the progress of the DEC implementation. Templates for partner reporting will also be used together with digital tools for record-keeping, all of which will be presented in chapter 4.

During the lifespan of the FS4Africa project, a tailored multi-dimensional plan for dissemination and exploitation of results including Communication measures (DEC plan) will be intertwined with a sound exploitation strategy, ensuring lasting stakeholder engagement and exploitation of the Food Safety Knowledge Platform, furthermore, the DEC Plan will unfold taking into account GDPR and Gender equality issues (social and ethical). The DEC Plan (D5.1) is delivered on M06 and updated on M18 and M36. FSH is the Leader of WP5 and is responsible for the coordination of all the tasks of WP5. The Dissemination, Exploitation & Communication Plan is a plan for dissemination and exploitation of results, including communication activities (DEC). It will be updated regularly to incorporate project advancements in order to achieve the FS4Africa DEC targets.

## 2.1 FS4Africa DEC Time Plan

Four steps will be followed to successfully implement the DEC plan. Division of the DEC plan into Four Phases is crucial, ensuring both its successful implementation and the achievement of the objectives. The four phases of the DEC plan (Phase 1: Mission, Strategy, Vision, Phase 2: Raise awareness, Phase 3: Synergies and network multipliers, Phase 4: Post-project sustainability) last from the beginning of the project until after its end, enhancing post-project sustainability.

### Phase 1: Mission, Strategy, Vision (M01-M06)

During the first 6 months of the project, we established the foundation for all subsequent communication, dissemination, and exploitation of results. A recognisable project identity has been designed through a strong visual identity and digital presence (website, social media). This phase also included the creation of the first promotional materials (brochure, banner, press release), the event participation planning, compiling, and evaluation of potential synergies. Specific activities have been distributed among partners and a preliminary time-schedule has been issued. All partners have been informed about the specific guidelines that they need to follow for D&C outreach and reporting.

### Phase 2: Raise Awareness, (M07-M36)

During the second phase and as the project results unfold, the focus was to:

- Generate and retain leads by providing up-to-date valuable content.
- Facilitate knowledge distribution on food safety to the relevant target groups
- Diffuse scientific and technological information by participating in events.
- Diffuse information in the scientific community and public by increasing social media presence.
- Establish ties with other related projects through participatory workshops/events, e-Newsletters, panel discussions, MOUs and key umbrella initiatives.
- Utilise feedback from partners and stakeholders to ensure project direction is still aligned with needs.

Additional and updated promotional materials such as brochures, videos, rollups, etc. developed to disseminate the findings and engage African informal sector key players and other relevant stakeholders.

### **Phase 3: Synergies & Network multipliers (M37-M48)**

During the third phase, the focus will be on disseminate FS4Africa's results through publications and events, and on the exploitation of the project's results, specifically the Food Safety Knowledge Platform, and the development of a go-to-market strategy. Additionally, new initiatives will be encouraged, and support will be provided for those already carried out.

### **Post-project dissemination and communication (3 years after the project completion)**

An additional final phase from year 4 to year 7 focuses on action to maximise impact beyond the project's duration. During this phase, partners will focus on long-term exploitation by following the sustainability plan to identify how the project results are sustained and exploited in the long term and keeping the interest for the FS4Africa Knowledge Platform by uploading high-quality content in the project's social media platforms and website. Also contributes to further expanding the FS4Africa food safety ecosystem

More specifically, FSH will maintain key dissemination and communication tools after the completion of the project by:

- Maintaining the project's website and social media accounts, this will include reposting relevant research or work done by project partners and posting links to events, and open-access publications.
- Updating partner contact details on the website each semester to facilitate engagement with key internal and external stakeholders and potential collaborators, incl. the co-programmed partnership on Food Safety Knowledge Platform and funded actions related to this partnership.
- Responding to enquiries from the website.
- Continuing to pursue synergies and cooperation with new projects and initiatives.
- Providing links to these projects and initiatives on the website to direct interested parties to the most relevant and up-to-date entities to continue the work begun by FS4Africa.

Each phase has an overarching objective that will provide focus to activities and create a steady workflow attuned to the work done and results produced by other WPs.



Figure 2: FS4Africa DEC phases

The four phases of Implementation of the FS4Africa's DEC Plan, concern specific activities & measures to maximise DEC impact and they are:

- Ecosystem building
- Target groups
- Multi-actor approach
- FS4Africa Ecosystem
- Open Call
- Dissemination strategy and measures
- Communication strategy and measures
- Planning and Reporting Procedures
- Dissemination and communication activities after FS4Africa's completion
- Exploitation strategy and measures
- Business Modelling
- Sustainability plan and strategies
- Strategy for the management of Intellectual Property Rights
- Go-To-Market strategy (GTM)

## 2.2 Target Groups and Messages

Target groups have been identified to categorically define all parties that could have an interest in the project and its results. To summarise the benefit to each group, key messages have been created (Figure 3) and the general breakdown of activities and channels meant to engage each group have been defined (Figure 4).

Target Groups	Actors	Key message
 Informal food sector	Small-scale farmers, informal food processors, market traders, mobile food sellers, traditionally beverage sellers, hawkers, small livestock keepers etc	"Get useful insights on how to secure financial benefits and avoid financial risks, by integrating in the formal food sector."
 Food system stakeholders	Producers (small-scale farmers, livestock keepers, fisherfolk) Processors (informal food processors), distributors (market traders, street vendors, mobile food sellers), Retailers (informal retailers, market stall owners), Consumers, Support Organisations	"Gain financial security and increased product value through the local market transformation in African food systems."
 Policy makers and regulators	Ministries and authorities related with agriculture and health, national food safety authorities, NGOs, international organisations, regional and continental organisations, certification and standardisation bodies	"Contribute to the uptake of better policies for Africa by directly developing a common food safety strategy."
 Academic and research organisations	Universities and Research Institutes, food safety thematic networks, operational groups, multi-actor projects & platforms	"Make an impact with your research on food safety in Africa, improving climate, environment, biodiversity, and citizens' health."
 Innovation Hubs	Agrifood clusters and associations, agrifood SMEs and scale-ups, food industry associations, private partners	"Seize the opportunity to get funded and expand your network through the FS4Africa open calls!"
 Food Labs	Independent laboratories, regulatory and compliance laboratories operated by governmental agencies and in-house laboratories at raw material suppliers or food manufacturers	"Get access to a new clientele and the respective financial benefits by collaborating with the informal sector."
 General Public	Consumers and their associations, NGOs and rural communities and citizens	"Avoid health risks and improve your well-being! Enjoy the environmental, financial, and nutritional benefits of food safety in your daily life (e.g., reduction of foodborne diseases like salmonella)."

Figure 3: Target groups and their key messages

D&C Activities & Channels	TARGET GROUPS						
	Informal food sector	Food system stakeholders	Policy makers and regulators	Academic and research organisations	Innovation Hubs	Food Labs	General Public
High level Events & Campaigns		✓	✓	✓	✓	✓	
Community & Ecosystem Building	✓	✓	✓	✓	✓	✓	✓
Sustainability & Internal Comms	✓	✓	✓	✓	✓	✓	
Full Branding & Web design	✓	✓	✓	✓	✓	✓	
Digital & Social Media	✓	✓		✓	✓	✓	✓
Press Outreach & Event Planning	✓	✓		✓	✓	✓	✓
Scientific & Policy Briefs			✓	✓			
Networking, Synergies & Liaison Activities	✓	✓	✓	✓	✓	✓	

Figure 4: FS4Africa's Target Groups

Additionally, to approach furthermore the above-mentioned target groups, the project's multi-actor approach will extend to the creation and implementation of the DEC plan, which means:

- Translating materials into partner's languages when applicable and favourable.
- Focusing on communicating information that matters to the information recipient.

- Using language, vocabulary and communication channels that are appealing and audience appropriate.
- Seeking synergies and collaboration opportunities with other projects, initiatives, networks, with and between academia, industry and government.
- Capitalising on partners existing connections, networks and programs.
- Fostering knowledge exchange activities and discussion.

## 2.3 DEC Objectives and KPIs

### 2.3.1 FS4Africa DEC Plan Objectives

The DEC plan objectives are S.M.A.R.T (Specific, Measurable, Achievable, Relevant, and Time-Bound) to provide a verifiable trajectory towards clear milestones and an estimated timeline to attain the goals.

Dissemination refers to the transfer of results in order to promote their use from a practical point of view. In this case, the target audience is the specialised public in a given sector, such as the scientific community or legislators. More specifically, the dissemination objectives:

- Bring together a critical mass of stakeholders and maximise outreach opportunities for FS4Africa with targeted messaging and customised content;
- Diffuse scientific and technological knowledge generated in the project and put it to productive use via capacity building under FS4Africa living labs;
- Receive and utilise feedback from key stakeholder segments and potential users to make sure project developments are going in the right direction;
- Align and integrate dissemination, communication, community building activities with exploitation efforts to ensure sustainability of our reusable assets;
- Encourage new initiatives and support those already being carried out.

Communication includes information and promotion activities to increase the visibility of the project and therefore is aimed at a more generic target (public opinion, the media). The Communication Objectives:

- Pair focused content marketing and community building strategies;
- Raise awareness, facilitate information exchange and capacity building on food safety;
- Encourage their acceptability by food informal sector stakeholders, policy maker and regulators;
- Reflect gender equality and inclusivity in the approach, tools, and channels.

### 2.3.2 Exploitation Objectives

The term "exploitation" encompasses using and gaining benefits from the outcomes of the project. Consequently, the FS4Africa project recognizes its exploitation activities as a crucial factor for achieving success. The consortium partners are dedicated to exploiting the project's outcomes. Their various and complementary research and business contexts create diverse routes and modalities for bringing FS4Africa outcomes to all intended stakeholders, such as farmers, food producers, informal market traders and distributors, agri-cooperatives, authorities & policy makers, research, and innovation networks, innovation hubs. Throughout the project's duration, a series of activities will occur, varying in intensity, contingent on the information availability and results achieved. Thus, the primary objective of FS4Africa's exploitation actions is to fashion an effective approach towards leveraging both commercial and non-commercial project outcomes during and after the project's life. To achieve this, the FS4Africa exploitation strategy concentrates on the following objectives:

- Set the ground for the planning of exploitation related WP6 deliverables. This will require first investigating links and dependencies between other project's WPs and tasks, as well as to capture exploitation-related KPIs that should be achieved by the end of the project.
- Identify and systematically validate Key Exploitable Results (KERs) that are foreseen in the project (commercial and non-commercial) through iterative sprints - with timelines adjusted to follow the timelines of piloting activities.
- Develop joint and individual exploitation plans for project partners who are foreseen to have market exploitable assets during the project's timeframe (with the focus on both organisational and financial aspects)
- Plan the main actions to be undertaken by the project's consortium to ensure the sustainability of the project and its findings after the end of the project (Sustainability Plan)
- Outline IPR management strategies guiding the joint and individual exploitation capabilities of the project partners.
- Guide the exploration of the policy and regulatory landscape in the context of the project, as well as to encourage active participation in standardisation processes for relevant topics and items developed by FS4Africa.

### 2.3.3 FS4Africa KPIs

To guarantee an exact assessment of the evolution and accomplishments of the FS4Africa project, a defined set of Key Performance Indicators (KPIs) is our guiding principle. These KPIs are not just abstract benchmarks. Key Performance Indicators are concrete, measurable targets used for monitoring and evaluating the project's progress and enabling adaptation when necessary.

In the FS4Africa framework, a clear differentiation is established between dissemination KPIs and communication KPIs. Dissemination KPIs are mainly concerned with the smooth transmission of knowledge and the depiction of outcomes, guaranteeing their immediate availability for practical applications or future consultations. Conversely, communication KPIs assume a prominent role in our endeavours to educate, publicise, and communicate the revolutionary influence and advantages of the project to the wider community. By categorising and monitoring these distinct factors, our key performance indicators facilitate the precise adjustment of our methodologies, guaranteeing that FS4Africa's communication and distribution facets are aligned to achieve maximum efficiency.

A set of dissemination and communication KPIs and targets have been identified and presented in the following tables:

Furthermore, the KPIs are distributed across the three reporting periods (M1-M18, M19-M36, M37-M48) while the DEC plan will be updated at M18, M36. Section 3 provides a breakdown of expected KPIs and targets to be achieved during each reporting period. This will be a preliminary plan that is foreseen and is subject to change and updated by each deliverable based on projections of the project activities and the scope of each partner. Furthermore, the reporting mechanism will help maintain accountability and achieve these targets.

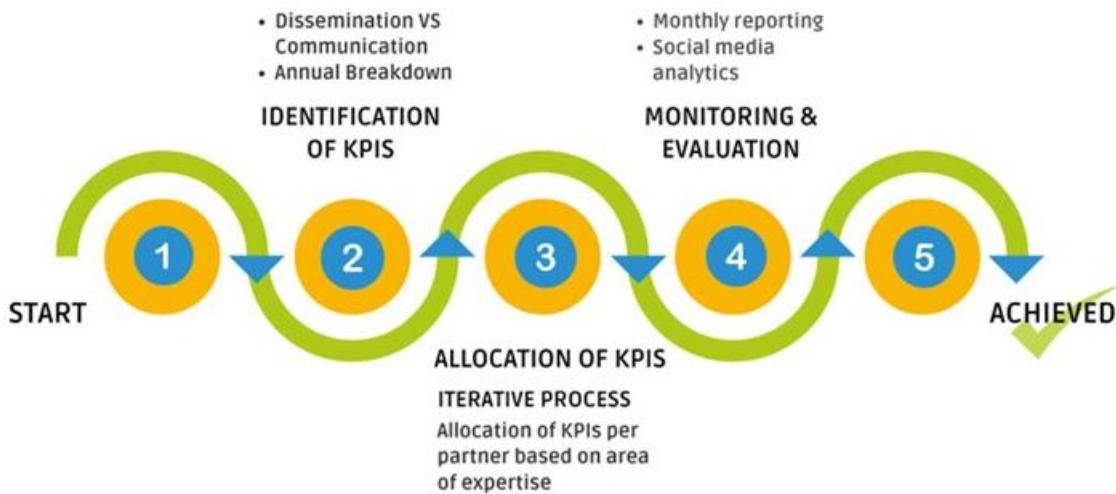


Figure 5: Methodology of the allocation FS4Africa's KPIs

The first reporting period of the project was fundamental for establishing connections and building interest around the project and was used to:

- Stakeholder Mapping: Identifying and comprehending stakeholders and their needs that demand our attention.
- Strategic Branding: Crafting the project's website, visual identity, communication materials, and dynamic social media platforms.
- Collaborative Decision-Making Protocol: Laying the groundwork for transparent event selection, publication decisions, and the identification of fruitful synergies.
- Engagement: Initiating collaborations with parallel projects and initiatives for a wider sphere of influence.
- Visible Presence: Active participation in events and dissemination via press releases and informative newsletters.
- Unified Communication: Ensuring all partners are well-versed in communication channels, templates, and protocols.
- Scientific Outreach Enhancement: Elevating our commitment to augment the project's influence and impact within scientific communities.

As we stride into the next reporting period, our efforts will intensify, embarking on:

- Enhanced Event Landscape: Orchestrating a series of compelling events and demonstrations to attract a growing community of followers and showcase FS4Africa results.
- Synergy Formation: Forge strategic ties with related projects and associations, amplifying our impact and reach.
- Democratising Knowledge: Disseminating the wealth of knowledge generated within the project through the creation of comprehensive training content.
- Press Outreach Advancement: Bolstering our proactive engagement in press outreach, we're set to further amplify our impact. This entails skilfully crafted press releases, captivating interviews, and insightful articles featured in pertinent magazines. Through these channels, we aim not only to disseminate project achievements to a wider audience but also to stimulate a deeper understanding and appreciation of FS4Africa transformative potential.

## 2.4 Multi-actor Approach methodology

FS4Africa will use a multi-actor approach, taking into account all relevant forms of experience and knowledge from a diverse set of partners and stakeholders to achieve the project aims and ensure broad communication from the start. It brings the right people together from science, practice, or anyone who can help tackle the objective of the project. All experience and knowledge are therefore taken into account and the partners create results together, to answer real problems.

The collaboration between all of these different partners also helps to implement results and broadly communicate right from the project start. The MAA puts into practice the “interactive innovation model”. It means that knowledge is co-created between practice, scientists, advisers, enterprises, NGOs, etc. This involves looking at different dimensions, including technical, organisational and social aspects which helps to bridge the gap between science and practice, applying a “systems approach”.

It will also extend to the creation and implementation of the DEC plan, which means:

- Translation of materials into the languages of the partners and into the most widely spoken languages in Africa;
- Focusing on communicating information that matters to the end user;
- Using language, vocabulary and communication channels that are appealing and audience appropriate;
- Seeking synergies and collaboration opportunities with other projects, initiatives, networks, with and between academia, industry, society, and government;
- Capitalising on partners existing connections, networks, and events program;
- Including knowledge exchange activities and discussion in event programs.



Figure 6: FS4Africa multi-actor approach

FS4Africa Multi-Actor Approach (MAA) is characterised by several defining principles:

1. Inclusivity and Collaboration: The project is a stage where all stakeholders have a role to play. By inviting diverse actors into the fold, FS4Africa catalyses meaningful interactions that transcend traditional boundaries. This inclusive environment ensures that all voices are heard, fostering a sense of ownership and commitment to the project's success.
2. Customization for Impact: The approach is rooted in recognizing the varied needs and aspirations of different stakeholders. By tailoring solutions to specific contexts and challenges, FS4Africa ensures that its innovations are not one-size-fits-all but rather attuned to the complexities of the real world.
3. Demonstration and Application: FS4Africa doesn't just stop at theoretical discussions. The project thrives on "proof of concept" demonstration cases that serve as living laboratories for innovation. By collaborating with local actors, new solutions are crafted and tested, igniting a cycle of continuous improvement.
4. Geographical Diversity: The project's reach extends across multiple countries, each offering a unique backdrop for stakeholder engagement. This geographical diversity enriches the approach by bringing together stakeholders from diverse cultural, economic, and environmental backgrounds.
5. Capacity Building and Learning: Beyond the immediate project outcomes, FS4Africa nurtures a culture of learning and empowerment. Capacity-building activities ensure that stakeholders are not just beneficiaries of innovations but active contributors to the evolving agricultural landscape.
6. Real-world Impact: The MAA underscores the project's commitment to generating real-world impact. By involving stakeholders across the value chain, from research to policy, FS4Africa ensures that its innovations resonate with the industry's needs and broader societal objectives.

This dynamic approach echoes throughout every aspect of FS4Africa. Stakeholders are invited to shape the project's course, engage in collaborative decision-making, and contribute their unique expertise. This active participation ensures that the innovations are grounded, practical, and aligned with the aspirations of those who stand to benefit most.

Furthermore, the project's multi-actor approach extends to communication and dissemination strategies. By sharing knowledge through diverse platforms, FS4Africa fosters a community of practice that thrives on the exchange of insights and experiences.

In sum, the FS4Africa MAA embodies the essence of interactive innovation, where the convergence of diverse perspectives fuels a collective journey toward transformative change. By working collaboratively, creating bespoke solutions, and prioritising the impact of their work, the project sets a precedent for a more comprehensive and successful approach to shaping the African food informal sector.

#### **2.4.1 Key Scenarios**

The MAA puts into practice the "interactive innovation model" which is promoted by EIP-AGRI (now EU CAP Network) and is primarily built on the six pilots which are active across Europe and in different contexts.

The process of interactive innovation followed by FS4Africa, will involve a series of specific scenarios and tools (based upon the LIAISON project Practitioner Handbook) which have been identified to ensure interactive innovation and the multi-actor approach are utilised during the project implementation, shown in the figure below. These methods encompass engaging and incentivising actors/stakeholders to participate, co-creation, and practical application of new knowledge.



Figure 7: Key scenarios in Multi-Actor Approach

For each of the above mentioned 6 key scenarios, relevant tools have been identified.

### Scenario 1: ENGAGING

#### Tool: STAKEHOLDERS PRIORITISATION

The tool is used for the prioritisation of the identified stakeholders' groups assessing the types of actors involved in the multi-actor approach. The prioritisation has already been made by the project partners during the proposal and team-building phase and it was based on the specific needs that FS4Africa aims to address.

### Scenario 2: EXAMINING

#### Tool: JOURNEY MAPPING

The tool is used for understanding the experiences and knowledge of the stakeholders within the project, identifying impacts of the project and their subjective evaluations of the project. The tool aims to evaluate the degree to which stakeholders' experiences align with the project's envisioned and intended outcomes, identifying specific events and experiences. Journey mapping tool can be used throughout the project implementation.

### Scenario 3: CREATING

#### Tool: GROUND RULES: IDENTIFICATION OF OPPORTUNITIES AND CHALLENGES OF AGREEMENT-BASED COOPERATION

The tool assesses cultural norms held by actors in multi-actor work to enhance the potential of diverse groups in the interactive innovation process. It should be respected. The tool has been used during the project development stage but can be used iteratively throughout the interactive innovation process.

### Scenario 4: ADDRESSING

#### Tool: TRIZ (Theory of Inventive Problem-Solving)

The tool is used for assessing how actors are examining challenges and opportunities in the interactive

innovation process, facilitating them to look at challenges and opportunities from new perspectives as well as engage in new forms of external knowledge to fuel interactive innovation. TRIZ tool can be used throughout the project implementation.

### Scenario 5: APPLYING

#### Tool: WHAT, WHO, WHY, WHERE, WHEN & HOW

The tool is used for planning multi-actor tasks in advance, identifying:

- Which actors & stakeholders will be involved – Who?
- The tasks they will be involved in – What?
- Why would they want to be involved in such tasks – Why?
- The logistics and approach of the tasks – Where? When? and
- How? The tool has been used during project development stage allowing partners to avoid fatigue, duplication and to maximise opportunities for synergies between tasks.

### Scenario 6: EVALUATING

#### Tool: 'CAUSES AND EFFECTS': BUILDING HYPOTHESES: LINKING ACTIONS TO RESULTS

The tool enables partners to develop hypotheses regarding the causal links between actions, results and objectives, whilst fact-checking and proving their theories. Participants may continuously reflect and evaluate the decision-making processes regarding project actions, in order to revise and adapt their plans accordingly. The tool will be in use throughout the project implementation period.

## 2.5 Open Calls

The FS4Africa Open Calls will provide a significant opportunity to improve African food safety systems – with particular attention to the informal sector – through local market transformation enhancing food security and regional trade while reducing negative impacts on the environment, biodiversity, health and society.

Open Call 1 (OC1) addressed to research and technology stakeholders	Open Call 2 (OC2) addressed to innovation hubs
June 2025 (M18) 10 projects	June 2026 (M29) 5 projects
<b>Targeting</b> <ul style="list-style-type: none"> <li>➢ Research and technology stakeholders (start-ups, SMEs, research organisations, and other multidisciplinary actors)</li> </ul>	<b>Targeting</b> <ul style="list-style-type: none"> <li>➢ Innovation hubs</li> </ul>
<b>Attract stakeholders to:</b> <ul style="list-style-type: none"> <li>➢ test, validate, and enhance the business concepts and tools of the project or develop ideas and tools that contribute to the project's objectives which can then be introduced to the market</li> </ul>	<b>Attract stakeholders to:</b> <ul style="list-style-type: none"> <li>➢ train use case partners, open call beneficiaries by providing mentoring and accelerating innovative business concepts, including social innovation and upscaling in view of African or European food business entrepreneurs and start-ups</li> </ul>

Table 2: Description of FS4Africa Open Calls

### Upcoming Open Call Timeline

Communication and dissemination efforts will closely follow the Open Calls planning timeline to ensure their effective and extensive promotion.

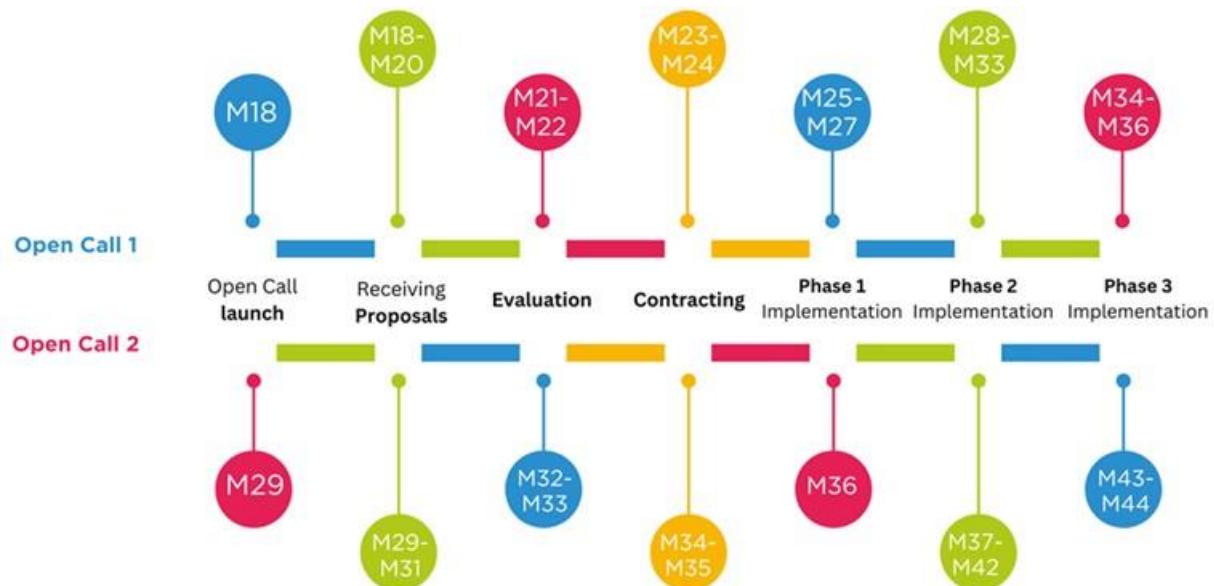
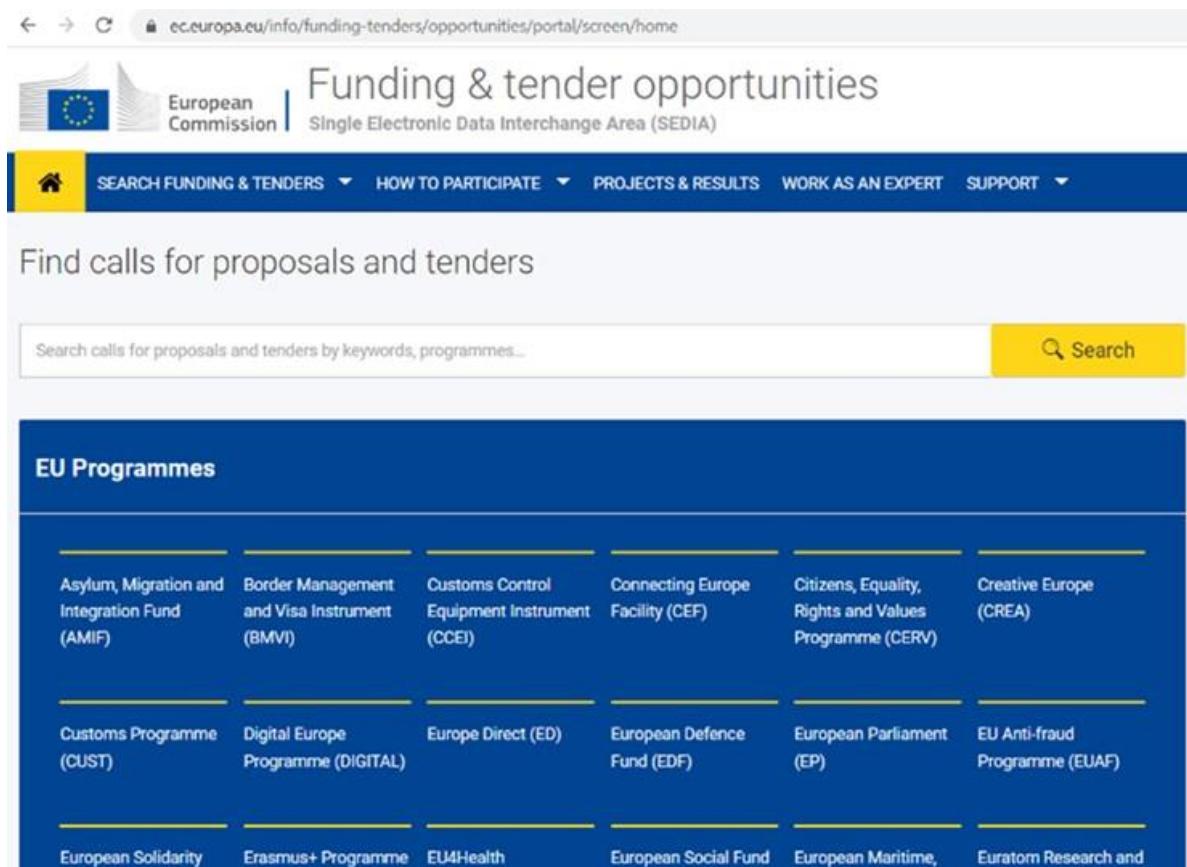


Figure 8: Upcoming timeline for Open Call planning

In the context of the DEC plan, the Open Calls will require allocating effort for both **promoting the open calls** and **spreading the results of the open calls**.

The Open Calls must be approved by the Project Officer (PO) and will follow the process outlined for cascade funding as required by the Horizon Europe Grant Agreement and will appear on the “[Search funding & tenders](#)” of the Funding and Tenders Portal.



Asylum, Migration and Integration Fund (AMIF)	Border Management and Visa Instrument (BMVI)	Customs Control Equipment Instrument (CCEI)	Connecting Europe Facility (CEF)	Citizens, Equality, Rights and Values Programme (CERV)	Creative Europe (CREA)
Customs Programme (CUST)	Digital Europe Programme (DIGITAL)	Europe Direct (ED)	European Defence Fund (EDF)	European Parliament (EP)	EU Anti-fraud Programme (EUAF)
European Solidarity	Erasmus+ Programme	EU4Health	European Social Fund	European Maritime,	Euratom Research and

Figure 9: EU Funding and Tenders Portal where the Open Calls will be published

The two Open Calls for proposals will be submitted through the Open Call Hub which is used as a transparent tool for the Open Call application and evaluation process to:

- **Select** external evaluators
- **Collect** the applications submitted by the Open Calls participants
- Have the applications **reviewed** and marked by the evaluators
- **Create** the rank list that determines the applications to be funded within the Open Call
- Communicate **transparently** with all applicants and reviewers

Open Calls will be promoted on the FS4Africa website on a dedicated tab and will include:

- An overview of the Open Call
- The FUTURAL Open Call Kit with all relevant documents uploaded
- Link to the Open Call Hub
- Announcement regarding the closing of a call.

## Spreading Open Call results

Updates and information on the progress of the Open Calls will be presented across social media channels, and at relevant events to cultivate interest even before results are generated. Once the Open Call results become available, efforts will be concentrated on their dissemination and future exploitation using all suitable tools, channels, and activities.

## 2.6 Planning and reporting procedures

Monitoring and evaluating the implementation of the dissemination and communication (D&C) activities are integral to ensuring project goals are met. This section will provide the overall methodology that will be applied, including the dissemination and communication of key performance indicators (KPIs) and barriers beyond the project's scope, as well as reporting and monitoring KPIs.

During the initial reporting phase, the project focused on pivotal tasks such as:

- Identifying stakeholders and their specific requirements.
- Creating the project's visual identity, including its website, visual branding, communication materials, and social media channels.
- Formulating templates for event selection, publication, and synergy identification.
- Initiating collaboration with other relevant projects and initiatives.
- Engaging in various events and disseminating information through press releases and newsletters.
- Orienting project partners with communication tools, templates, and reporting procedures.

An online form has been crafted and circulated among our consortium partners to facilitate comprehensive reporting on their engagement in events and communication endeavours. This initiative is pivotal in upholding accountability and sustaining active involvement in our dissemination and communication efforts.

This comprehensive Excel file includes detailed instructions, a delineation of KPIs, a breakdown across reporting periods, and individualised sheets documenting the Dissemination and Communication (D&C) KPIs per period, Dissemination KPIs per partner and Communication KPIs per partner. Within these designated spreadsheets, each participating organisation gains access to its specific KPIs, and the corresponding dissemination and communication activities slated for reporting in alignment with the respective reporting periods.

The online form has been distributed to all partners to serve as a report on event participation and communication activities and helps maintain accountability and engagement with the dissemination and communication process. Partners should include only past information in this report, meaning activities that have occurred within the last month. FSH will collect monthly information from the partners regarding their involvement in the project's D&C activities.

The reporting procedure includes the following steps:

1. FSH sends a reminder to all partners within the first week of each month to report relevant activities on the online form
2. All partners report the D&C activities they have organised/participated in, or/and attended during the last month and fill in the respective information.

3. Partners provide the information within the next 15 days from the day they receive the request/email.

Partners are also advised to send supportive material along with the reporting form to justify their involvement and progress, i.e. photos, a short description, the partner's role in the event, type of activity, etc. If partners have already uploaded social media posts regarding the event on their institutional website or social media accounts, they should tag FS4Africa accounts on LinkedIn, Facebook, Twitter, and YouTube and use the respective hashtags. Partners must also share the post link with FSH so the communications team can repost their website/social media content. This centralised form streamlines the process, empowering each parameter to seamlessly identify their responsibilities and accurately document their participation, ensuring transparency and efficacy in our communication endeavours.

In addition, a second form has been created to depict partners' planning concerning upcoming publications, events, and synergies. As such, both forms are distributed to FS4Africa's consortium to enhance the reporting and monitoring procedures (Figures 10 and 11).

All partners nominated a team member responsible for D&C activities. An online workshop was organised by the WP5 leader, and all relevant templates and procedures were presented and discussed with partner representatives.

M01- JANUARY 2024							
Partners promotional material							
Dissemination Activities							
KPI Category	Title	Date	Link	Type of Stakeholders reached	Number of Stakeholders reached	Notes	Joint Action (YES)
							If yes, with whom?
M02- FEBRUARY 2024							
Partners promotional material							
Dissemination Activities							
KPI Category	Title	Date	Link	Type of Stakeholders reached	Number of Stakeholders reached	Notes	Joint Action (YES)
							If yes, with whom?
M03-MARCH 2024							
Partners promotional material							
Dissemination Activities							
KPI Category	Title	Date	Link	Type of Stakeholders reached	Number of Stakeholders reached	Notes	Joint Action (YES)
							If yes, with whom?
M04- APRIL 2024							
Partners promotional material							
Dissemination Activities							
KPI Category	Title	Date	Link	Type of Stakeholders reached	Number of Stakeholders reached	Notes	Joint Action (YES)
							If yes, with whom?
M05- MAY 2024							
Partners promotional material							
Communication Activities							
KPI Category	Date		Description		Link		Notes
M05- MAY 2024							
Partners promotional material							
Communication Activities							
KPI Category	Date		Description		Link		Notes
M06- JUNE 2024							
Partners promotional material							
Communication Activities							
KPI Category	Date		Description		Link		Notes
M07- JULY 2024							
Partners promotional material							
Communication Activities							
KPI Category	Date		Description		Link		Notes
M08- AUGUST 2024							
Partners promotional material							
Communication Activities							
KPI Category	Date		Description		Link		Notes

Figure 10: FS4Africa individual partner online form for D&C reporting

1. FS4Africa Event Planning						
#	Name and Type of Event	Event link (if applicable)	Date(s) / Location(s)	Scale	Target Groups	Potential FS4Africa involvement
1	Prepare for the Unexpected: Bridging Gaps in the Informal Sector (Proposed title for the World Food Safety Day event)	Not yet available	Online: Zoom	International - Europe and Africa	Informal sector, food safety organisations, private and public sector actors	Co-lead with AUDA-NEPAD and UP-RISE
2. FS4Africa Synergy Planning						
#	Type of Initiative	Full name	Website	Initiative Leader	Focus area	Potential joint activities
1	Synergy meeting with national organisation to address postharvest challenges including pesticide residues, mycotoxin residues, other food safety matters	1st Postharvest Connect Conference and Exhibition (18th to 19th April 2024)	<a href="http://www.nspri.gov.ng/index.html">www.nspri.gov.ng/index.html</a>	Titilayo Falade	UCs1 and 2	Session presentation, exhibition
3. FS4Africa Publication Planning						
#	Type of publication	Publication website	Estimation submission date			

Figure 11: FS4Africa online form for D&C planning

### 3 Dissemination Activities

A structured implementation of the dissemination activities is crucial for ensuring project goals and objectives are met. This section will provide an overview of the methodology applied in reporting and monitoring KPIs per reporting period and per partner, as well as a thorough description of the dissemination measures and tools.

#### 3.1 Dissemination KPIs per reporting period and per partner achieved

KPIs are specific, quantifiable targets employed to monitor and evaluate the project's advancement, indicating adjustments and modifications whether required. The KPIs are spread over the three reporting periods (M1-M18, M19-M36, M37-M48). The DEC plan is updated at M18 and M36. To address FS4Africa needs, a series of concrete dissemination KPIs have been identified. A target has been attributed to each KPI for the duration of the project and separately for the 3 distinct reporting periods, to measure progress, maintain accountability and ensure project's vision will be accomplished. This distribution is presented in Figure 12.

	Dissemination KPIs	Target	RP1 M1-M18	RP2 M19-M36	RP3 M37-M48
<b>D1</b>	<b>Technical publications</b>				
D1.1	Publications/reports/discussion papers	≥16	2	7	7
<b>D2</b>	<b>Scientific Publications</b>				
D2.1	Publications in peer-review open-access journals;	≥10	2	4	4
D2.2	Publications in scientific conferences.	≥8		4	4
<b>D3</b>	<b>Capacity building</b>				
D3.1	Incubation and acceleration activities;	≥10	2	3	5
D3.2	Food system participants engaged in the incubation and acceleration activities;	≥100	20	30	50
D3.3	Joint events with relevant EU projects and initiatives	≥4	1	2	1
D3.4	Living Labs / Training workshops	≥4		2	2
D3.5	<b>Incubation and acceleration training material</b>	≥6		3	3
<b>D4</b>	<b>Policy Contribution</b>				
D4.1	Policy briefs	≥5		1	4
D4.2	White papers with recommendations	≥5			5
D4.3	Policy recommendation workshops (online)	≥2			2
D4.4	Policy workshop participants (connected with D4.3)	≥40			40
D4.5	Position papers validated through scientific publications	≥4			4
<b>D5</b>	<b>Community, Synergies &amp; Ecosystem Building</b>				
D5.1	Booths in exhibitions and fairs	≥4		2	2
D5.2	Community outreach presentations	≥8	2	3	3
D5.3	Organisation of joint activities/data sharing with EU/national projects/initiatives,	≥7	2	3	2
D5.4	MoUs and/or LoIs	≥40	7	15	18
D5.5	Open Call workshops / networking activities	≥2	1	1	

Figure 12: FS4Africa Dissemination KPIs per reporting period

KPIs and target values have been distributed to all partners in order to effectively share the responsibility for disseminating project results and maximising impact derived from each partner's expertise, experience and networks (Figure 13).

SU	Dissemination KPIs	Target	IITA	WR	ITC	CSIR-GH	FSH	Ubuntoo B.V.	FSTS	UP	WU	KEF	NEPAD	EGE	ADC	UniBw M	BAYER	McGill
<b>D1</b>	<b>Technical Publications</b>																	
D1.1	Publications/reports/discussion papers	≥16	1	1	1	1	1		1	2	1	1	1	2	1	1	1	1
<b>D2</b>	<b>Scientific Publications</b>																	
D2.1	Publications in peer-review open-access journals	≥10	1	2		2			2	1			1		1		1	
D2.2	Publications in scientific conferences	≥8	2	1					1	1			1		1		1	1
<b>D3</b>	<b>Capacity building</b>																	
D3.1	Incubation and acceleration activities	≥10			10													
D3.2	Food system participants engaged in the incubation acceleration activities	≥100			100													
D3.3	Joint events with relevant EU projects and initiatives	≥4	1	1		1			1									1
D3.4	Living Labs / Training workshops	≥4	1			1								2			1	
D3.5	Incubation and acceleration training material	≥6			6													
<b>D4</b>	<b>Policy Contribution</b>																	
D4.1	Policy briefs	≥5				1			1	1		1	1					
D4.2	White papers with recommendations	≥5				1			1	1		1	1					
D4.3	Policy recommendation workshops (online)	≥2				1			1									1
D4.4	Policy workshop participants	≥40				20			20									
D4.5	Position papers validated through scientific publications	≥4				1			1			1	1					
<b>D5</b>	<b>Community, Synergies &amp; Ecosystem Building</b>																	
D5.1	Booths in exhibitions and fairs	≥4	1		1		1	1										
D5.2	Community outreach presentations	≥8	1			1	1		1	1		1		1	1			
D5.3	Organisation of joint activities/data sharing with EU/national projects/initiatives	≥7	1	1		1	1			1		1		1				1
D5.4	Memorandums of Understanding (MoUs) and/or Letters of Intent (LoIs) with R&I networks/platforms, industry associations and groups	≥40	3		3	3	14	2	2	2		2	2	2	2	3		
D5.5	Open Call workshops / networking activities	≥2					2											

Table 3: FS4Africa Dissemination KPIs per partner

## 3.2 Dissemination Measures and Tools

### 3.2.1 Technical Publications

FS4Africa will develop at least 16 technical publications, as technical blog posts, articles, position/white papers, catalogues, inventories, or other sources, targeting from Policy makers & Regulators (bottom-up) to informal food system actors and consumers (top-down).

The distribution of Technical Publications per partner and per reporting period is described in the tables below.

	Dissemination KPIs	Target	RP1 M1-M18	RP2 M19-M36	RP3 M37-M48
<b>D1</b>	<b>Technical publications</b>				
D1.1	Publications/reports/discussion papers	≥16	2	7	7

Table 4: Technical Publications KPIs per reporting period

	Dissemination KPIs	Target	IITA	WR	ITC	CSIR-GH	FSH	FSTS	UP	WU	KEF	NEPAD	EGE	ADC	UniBw M	McGill
<b>D1</b>	<b>Technical Publications</b>															
D1.1	Publications/reports/discussion papers	≥16	1	1	1	1	1	1	2	1	1	1	2	1	1	1

Table 5: Technical publications KPIs per partner

### 3.2.2 Scientific Publications

FS4Africa will develop scientific publications, including at least 10 peer reviewed publications in open-access journals and at least 8 presentations in conferences or workshops to maximise the chances of building upon or reusing results improving and eventually to improve research and achieve greater impact.

All publications will be published in Open Research Europe and/ or open access journals (green or gold). A key aspect for Open Science is to make collected data available for future research and analysis, while avoiding the exposure of any personal data without consent. The availability of project outputs as Open Access will ensure:

- far higher citation counts for academic publications and reports.
- greater impact due to increased visibility with practitioners and the wider stakeholder community
- higher likelihood that future research and analysis will be able to build on and reuse the project's results rather than start again, thereby helping the reproducibility and continuity of research results.

The distribution of Scientific Publications per partner and per reporting period is described in the tables below.

	Dissemination KPIs	Target	RP1 M1-M18	RP2 M19-M36	RP3 M37-M48
<b>D2</b>	<b>Scientific Publications</b>				
D2.1	Publications in peer-review open-access journals;	≥10	2	4	4
D2.2	Publications in scientific conferences.	≥8		4	4

Table 6: Scientific publications KPIs per reporting period

SU	Dissemination KPIs	Target	ITA	WR	CSIR-GH	UP	WU	EGE	UniBw M	McGill
<b>D2</b>	<b>Scientific Publications</b>									
D2.1	Publications in peer-review open-access journals	≥10	1	2	2	2	1	1	1	1
D2.2	Publications in scientific conferences	≥8	2	1		1	1	1	1	1

Table 7: Scientific publications KPIs per partner

### 3.2.2.1 Publications in peer-review open-access journals

Publications in peer-reviewed journals are scholarly articles or papers that have undergone a rigorous evaluation process by experts in the relevant field before being accepted for publication. Examples of such publications include but need not be limited to:

- The Journal of Food Science and Hygiene (JFSH)
- African Journal of Food Science and Technology
- Journal of Food Safety
- Journal of Food Protection
- Foods (MDPI)
- Food Quality and Safety
- European Journal of Nutrition & Food Safety
- Food Safety and Risk Food Control
- African Journal of Food, Agriculture,
- Nutrition and Development (AJFAND)

### 3.2.2.2 Publications in scientific conferences

In the context of scientific conferences, "publications" typically refer to papers or articles that present original research, findings, or contributions in a specific field of study. The process usually involves a thorough peer review, and accepted papers are then presented at the conference.

Examples of such conferences include but need not be limited to:

- Africa Food Safety & Nutrition Summit
- Food & Environment
- African Food Safety Network (AFoSaN)
- 2023 Nutrition Congress: Synergy & Re-connection in a Diverse Nutrition World
- 27th International Conference on Food Fraud & Safety
- Conference on Innovations in Nutrition and Food Science (INFS-2023)
- EFFoST International Conference

### 3.2.3 Capacity building

The FS4Africa partners are equipped with the resources, practical and theoretical capacity and world-renowned expertise in their fields necessary to fulfil the project's ambitious objectives and develop an extensive capacity building program. This program will be widespread through the FS4Africa Living Labs and will include workshops, live events, and training material in partners language.

The distribution of Capacity Building activities per partner and per reporting period is described in the tables below.

	Dissemination KPIs	Target	RP1 M1-M18	RP2 M19-M36	RP3 M37-M48
<b>D3</b>	<b>Capacity building</b>				
D3.1	Incubation and acceleration activities;	≥10	2	3	5
D3.2	Food system participants engaged in the incubation and acceleration activities;	≥100	20	30	50
D3.3	Joint events with relevant EU projects and initiatives	≥4	1	2	1
D3.4	Living Labs / Training workshops	≥4		2	2
D3.5	<b>Incubation and acceleration training material</b>	≥6		3	3

Table 8: Capacity building KPIs per reporting period

	Dissemination KPIs	Target	IITA	WR	ITC	CSIR-GH	FSH	FSTS	EGE	BAYER	McGill
<b>D3</b>	<b>Capacity building</b>										
D3.1	Incubation and acceleration activities	≥10			10						
D3.2	Food system participants engaged in the incubation acceleration	≥100			100						
D3.3	Joint events with relevant EU projects and initiatives	≥4	1	1			1	1			1
D3.4	Living Labs / Training workshops	≥4	1			1			2	1	
D3.5	Incubation and acceleration training material	≥6			6						

Table 9: Capacity building KPIs per partner

### 3.2.3.1 Incubation and acceleration activities

FS4Africa's hybrid incubation workshops are designed to provide comprehensive mentoring and coaching on a range of critical business issues. These include, but are not limited to, basic business operations, financial management and brand development. The primary objective of these workshops is to support the establishment and growth of various use cases by providing practical, hands-on guidance on business operations.

Participants will benefit from:

- Basic Business Operations: Learn the fundamentals of running an efficient business.
- Financial Management: Gain insight into how to effectively manage their business finances.
- Brand Development: Discover the essentials of building a brand.

A total of ten (10) hybrid incubation workshops were planned, with the first two (2) to be delivered by ITC in the first reporting period.

### 3.2.3.2 Food system participants engaged in the incubation and acceleration activities

At least one hundred (100) participants are expected to be involved in the incubation and acceleration activities. This KPI is significant and demonstrates the need for and importance of similar activities.

### 3.2.3.3 Joint events with relevant EU projects and initiatives

To further amplify and maximise the project's impact and outreach, as well as to establish a vibrant ecosystem, FS4Africa will create liaisons with ongoing relevant EU projects, networks, and initiatives. By forging these strategic partnerships, FS4Africa aims to leverage existing resources, expertise, and networks to enhance the effectiveness and reach of our efforts.

#### Status update

On June 27, 2024, celebrating the World Food Safety Day, a webinar entitled "Bridging Gaps in the Informal Sector," was organised. For this event, there was close collaboration with the African Union Commission's African Union Development Agency-NEPAD (NEPAD), the Partnership for Aflatoxin Control in Africa (PACA), and the EU-AU Partnership for Resilient and Safe Food Systems for Everyone (UP-RISE) project.



Funded by  
the European Union



Partnership  
for Aflatoxin  
Control in Africa



Co-funded by  
the European Union



DATE  
27 June, 2024



TIME  
12:00-14:00 (GMT)

REGISTER NOW

Figure 13: e-banner for WFSD joint event

The online event gathered more than one hundred participants.

In addition, a jointly organised event was implemented during the 1st Postharvest Connect Conference. The Food Safety for Africa (FS4Africa) project partnered with the Nigerian Stored Products Research Institute (NSPRI) and others to co-host the conference in Abuja, Nigeria. The event took place from the 18th to the 19th of April 2024.



Figure 14: S4Africa in the 1<sup>st</sup> Postharvest Connect Conference

Key objectives of these liaisons include:

- Resource Sharing: Collaborating with EU projects and networks will enable FS4Africa to access a wealth of resources, including technology, and research.
- Knowledge Exchange: By connecting with established initiatives, FS4Africa can benefit from the collective knowledge and experience of other organisations. This exchange of ideas and best practices will contribute to the continuous improvement of our project strategies and methodologies.
- Broader Impact: These collaborations will help in spreading awareness about FS4Africa's goals and achievements, thus attracting more support and participation from various stakeholders.
- Building a Robust Ecosystem: Establishing connections with ongoing initiatives will facilitate the creation of a dynamic and supportive ecosystem.
- Enhanced Visibility: Working with well-established EU projects and networks will increase the visibility of FS4Africa's initiatives.

### 3.2.3.4 Living Labs / Training workshops

Within the One Health approach, improvements can be effectively developed and showcased through the implementation of living labs using a use case methodology. Living labs are collaborative, real-world environments where innovations are co-created, tested, and refined in close interaction with end-users and other stakeholders. The living labs will be established by the second reporting period of the project. This timeline ensures that the initial project results and findings are available to inform the setup and operation of the living labs.

### 3.2.3.5 Incubation and acceleration training material

Virtual incubation activities will support the establishment and growth of the use cases by providing hands-on mentoring on business operations through a virtual space. Mentoring, coaching and hybrid workshops in specialised topics will include current and emerging food safety concepts, basic business operations, financial management, marketing and brand development, successful presentation, pitch creation for attracting investment, and effective market research.

### 3.2.4 Policy Contribution

FS4Africa will address regulatory aspects by analysing the food safety legislative and regulatory landscape in the formal and informal sectors, indicating the practices to be adopted for a better and safer functioning food system and translating the legislative requirements into everyday practices resulting in shaping a new food safety and quality driven culture in view of lower cost for certification and conformity assessment.

The distribution of Policy Contribution KPIs per partner and per reporting period is described in the tables below.

	Dissemination KPIs	Target	RP1 M1-M18	RP2 M19-M36	RP3 M37-M48
D4	Policy Contribution				
D4.1	Policy briefs	≥5		1	4
D4.2	White papers with recommendations	≥5			5
D4.3	Policy recommendation workshops (online)	≥2			2
D4.4	Policy workshop participants (connected with D4.3)	≥40			40
D4.5	Position papers validated through scientific publications	≥4			4

Table 10: Policy contribution KPIs per reporting period

	Dissemination KPIs	Target	CSIR-GH	FSTS	UP	KEF	NEPAD	McGill
D4	Policy Contribution							
D4.1	Policy briefs	≥5	1	1	1	1	1	
D4.2	White papers with recommendations	≥5	1	1	1	1	1	
D4.3	Policy recommendation workshops (online)	≥2	1	1				1
D4.4	Policy workshop participants	≥40	20	20				
D4.5	Position papers validated through scientific publications	≥4	1	1		1	1	

Table 11: Policy contribution KPIs per partner

#### 3.2.4.1 Policy briefs

The contribution to policy-making focuses on addressing food safety issues and providing critical support to decision-makers in implementing effective policies that promote food safety, particularly in the informal sector. By providing evidence-based recommendations, supporting policy implementation and promoting continuous improvement, these efforts aim to enhance food safety and protect public health.

#### 3.2.4.2 White papers with recommendations

The particular activity develops policy recommendations based on the findings from the food safety reviews. These recommendations will be tailored to address the unique challenges of the informal sector. White papers will include guidelines and best practice documents that

outline effective strategies for improving food safety. These documents will serve as valuable resources for policymakers and stakeholders.

### 3.2.4.3 Policy recommendation workshops (online)

Policy-making and regulatory workshops are important forums for fostering dialogue, understanding and cooperation between key stakeholders, ultimately leading to better policy outcomes and regulatory practices. The objectives of Policy Recommendation Workshops are to share knowledge; to develop a collaborative environment; to receive feedback from different sectors; to enhance participants' skills and knowledge of policy making and regulatory frameworks; to network between policy makers, regulators, industry representatives and other stakeholders.

### 3.2.4.4 Policy workshop participants

A target of at least forty (40) participants in policy recommendation workshops will be set for the entire duration of the project.

### 3.2.4.5 Position papers validated through scientific publications

Position papers are powerful tools for presenting and advocating a particular viewpoint on an issue. By leveraging credible evidence from reputable scientific journals, these papers contribute to informed decision-making and public discourse.

Benefits of position papers:

- Can influence policymakers by presenting well-researched arguments.
- Help inform and educate the public on important issues.
- Contribute to academic and policy debates by providing clear, evidence-based viewpoints.
- Establish the author's expertise and credibility on a specific issue.

### 3.2.5 Community, Synergies & Ecosystem Building

Community, Synergies & Ecosystem Building activities will be implemented. Four booths in exhibitions and fairs, eight outreach presentations will be produced, joint activities with Eu and national projects will be organised and at least forty MoUs/Lols expected to be signed.

The distribution of Community, Synergies & Ecosystem Building KPIs per partner and per reporting period is described in the tables below.

	Dissemination KPIs	Target	RP1 M1-M18	RP2 M19-M36	RP3 M37-M48
<b>D5</b>	<b>Community, Synergies &amp; Ecosystem Building</b>				
D5.1	Booths in exhibitions and fairs	≥4		2	2
D5.2	Community outreach presentations	≥8	2	3	3
D5.3	Organisation of joint activities/data sharing with EU/national projects/initiatives,	≥7	2	3	2
D5.4	MoUs and/or Lols	≥40	7	15	18
D5.5	Open Call workshops / networking activities	≥2	1	1	

Table 12: Community, Synergies & Ecosystem Building KPIs per reporting period

	Dissemination KPIs	Target	IIA	WR	ITC	CSIR-GH	FSH	Ubuntoo B.V.	FSTS	UP	WU	KEF	NEPAD	EGE	ADC	UniBw M	McGill
<b>D5</b>	<b>Community, Synergies &amp; Ecosystem</b>																
D5.1	Booths in exhibitions and fairs	≥4	1		1		1	1									
D5.2	Community outreach presentations	≥8	1			1	1		1	1		1		1	1		
D5.3	Organisation of joint activities/data sharing with EU/national projects/initiatives	≥7	1	1		1	1			1		1		1			1
D5.4	Memorandums of Understanding (MoUs) and/or Letters of intents (LoIs) with R&I networks/platforms, industry associations and groups	≥40	3	3	3	3	14		2	2	2	2	2	2	2	2	3
D5.5	Open Call workshops / networking activities	≥2					2										

Table 13: Community, Synergies & Ecosystem Building KPIs per partner

### 3.2.5.1 Booths in exhibition and fairs

Four (4) booths will be set up at exhibitions and trade fairs for the duration of the project. Setting up a booth for FS4Africa at exhibitions and fairs is an effective strategy to raise awareness, engage stakeholders and promote FS4Africa activities. The basic objectives of such dissemination activities are to raise awareness of FS4Africa's mission and impact, to engage with stakeholders, to inform visitors about the initiatives and the broader issues that FS4Africa addresses, and to build and strengthen relationships with other organisations, experts and potential collaborators.

### 3.2.5.2 Community outreach presentations

Community outreach presentations aiming at informing about the project and the creation of a stakeholder network through the community of African food informal sector.

### 3.2.5.3 Organisation of joint activities/data sharing with EU/national projects/initiatives

FS4Africa will facilitate at least seven (7) strategic joint activities with related projects. In those joint activities, both FS4Africa and the other project, will be presenting at each other's meetings, or hosting a joint panel discussion/session live or a webinar or publishing joint publications or data sharing.

### 3.2.5.4 Memorandums of Understanding (MoUs) and/or Letters of Intents (LoIs)

During the project duration, forty (40) Memorandums of Understanding (MoUs) and/or Letters of Intent (LoIs) with R&I networks/platforms, industry associations, and groups are expected to be signed. MoUs and LoIs are non-binding agreements between two or more parties expressing their intention to collaborate, exchange knowledge, and work towards a common purpose. These documents are signed by FS4Africa's partners and other project partners, stakeholders, external experts, relevant organisations, administrative bodies, etc.

Before signing, all partners must identify interested parties, including other projects and existing collaborators, and contact them to introduce or present FS4Africa (verbally or through a presentation). The next step is to find common ground and arrange the signing of an MoU or LoI. Partners should decide which type of collaboration (MoU or LoI) suits them best, finalise the text, and inform the coordinator (cc FSH).

As an optional activity, the participating partner could arrange the place and time for signing (in case they wish to make it official), invite stakeholders and partners, and publicise the event through a press release.

After signing the MoUs/Lols, partners must inform the coordinator and send the signed document (cc FSH). This should include information about the date of signing, parties involved, and place of the event (if relevant), and provide a brief description of the collaboration, always relevant to the project (e.g., type of collaboration, purpose, expected results). Templates for both documents can be found in Annex I.

### 3.2.5.5 Open call workshops / networking activities

Two (2) Workshops will be organised to raise awareness and outreach, provide a space to explain the details, answer questions, and engage potential applicants.

## 4 Communication Activities

FS4Africa aims to increase public awareness of the project through carefully planned actions that are accessible to stakeholders, the media, and the public. Therefore, the main targets of the DEC plan are:

- Communicate the project's impacts and benefits during and after its duration using various activities, tools, and channels.
- Customise communication activities for different countries, regions, and population subgroups.

The DEC plan is crucial for:

- Highlighting the potential of knowledge and solutions related to the food informal sector.
- Making knowledge accessible to everyone.
- Attracting target groups and the general audience to address social and food sector challenges.

The DEC plan ensures:

- Alignment among stakeholders on goals, timelines, and expectations.
- Risk management by early issue identification and resolution.
- Stakeholder engagement by keeping them informed and involved.
- Collaboration among partners through explicit information sharing and conflict resolution guidelines.
- Continuous improvement by reflecting on communication effectiveness and implementing enhancements.

### 4.1 Communication KPIs per partner and per reporting period

As stated in 3.1, KPIs are specific, quantifiable targets employed to monitor and evaluate the project's advancement, indicating adjustments and modifications whether required. To address FS4Africa needs, a series of concrete communication KPIs have been identified.

A target has been attributed to each KPI for the duration of the project and separately for the three distinct reporting periods, to measure progress, maintain accountability and ensure the accomplishment of project's vision. This distribution is presented in Table 14.

#	Communication KPIs	Target	RP1 M1-M18	RP2 M19-M36	RP3 M37-M48
<b>C1</b>	<b>Branding and material</b>				
C1.1	Visual identity and Motto	1	1		
C1.2	Brochures (one per UC and one for the project)	≥5	5		
C1.3	Factsheets (one per UC and one for the project)	≥5	5		
C1.4	Banners (one per UC and one for the project) in	≥5	5		
	Translation of brochures, factsheets and banners and distributed material into partners'	6	6		
C1.6	Distributed printed/digital promotional material	≥1500	100	700	700
<b>C2</b>	<b>Website</b>				
C2.1	Website in English	1	1		
C2.2	Website in all partners languages	7	7		
C2.3	Blog posts	≥40	15	15	10
C2.4	Unique visitors (Source: Google Analytics).	≥20000	4000	8000	8000
<b>C3</b>	<b>Digital and Social Media</b>				
	Social media channels (LinkedIn, Facebook, Twitter, SlideShare, YouTube),	≥5	5		
C3.1	SlideShare, YouTube),	≥5	5		
C3.2	Social media audience	≥3000	800	1200	1000
C3.3	Social media posts	≥250	90	90	70
C3.4	Total interactions	≥15000	4000	6000	5000
C3.5	Project hashtags	3-5	5		
C3.6	Project Video	≥1	1		
C3.7	Video per UC	≥4		4	
C3.8	Podcasts	≥7		7	
<b>C4</b>	<b>Interactive e-newsletter</b>				
C4.1	Newsletters	≥8	3	3	2
C4.2	Newsletter subscriptions	≥500	100	250	150
C4.3	Newsletter interactions	≥2000	600	700	700
<b>C5</b>	<b>Multiplier campaigns</b>				
C5.1	Press releases	≥8	2	3	3
C5.2	Interviews TV/Radio	≥5	1	2	2

Table 14: Communication KPIs per reporting period

## 4.2 Communication Measures and Tools

This section outlines the communication methods and tools that will be used to reach the target groups for FS4Africa and establish a vibrant ecosystem.

All branding and promotional materials will be created for the target groups from three (3) months to three (3) years after the project's completion. This will include visual identity, communication materials, promotional items such as brochures and banners for both offline and online events, as well as social media content. All materials will be available in electronic and printed formats as required.

Additional promotional materials, with input from partners, such as factsheets, will be created by FSH.

### 4.2.1 Branding and material

Branding and material will be developed for all target groups from the first reporting period and will be distributed until the end of the project. All the material will be available in e-documents and printed when required.

The distribution of branding and material KPIs per partner and per reporting period is described in the tables below.

#	Communication KPIs	Target	RP1	RP2	RP3
			M1-M18	M19-M36	M37-M48
<b>C1</b>	<b>Branding and material</b>				
C1.1	Visual identity and Motto	1	1		
C1.2	Brochures (one per UC and one for the project) in English	≥5	5		
C1.3	Factsheets (one per UC and one for the project) in English	≥5	5		
C1.4	Banners (one per UC and one for the project) in English	≥5	5		
C1.5	Translation of brochures, factsheets and banners and distributed material into partners' languages	6	6		
C1.6	Distributed printed/digital promotional material	≥1500	100	700	700

Table 15: Branding and material KPIs per reporting period

#	Communication KPIs	Target	IITA	WR	ITC	FSH	Ubuntoo B.V.	FSTS	UP	WU	KEF	NEPAD	EGE	UniBw M	BAYER
<b>C1</b>	<b>Branding and material</b>														
C1.1	Visual identity and Motto	1				1									
C1.2	Brochures (one per UC and one for the project) in English	≥5				5									
C1.3	Factsheets (one per UC and one for the project) in English	≥5				5									
C1.4	Banners (one per UC and one for	≥5				5									
C1.5	Translation of brochures, factsheets and banners and project material (e.g. training material)	≥7		1	1	1		1	1		1	1	1	1	1
C1.6	Distributed printed/digital promotional material	≥1500	300		300	300	300		100	100					100

Table 16: Branding and material KPIs per partner

#### 4.2.1.1 Visual Identity and Motto

The visual identity establishes a specific colour palette for printed materials and web design. A minimalist approach was used to highlight research and innovation. The aim is to ensure that simple aesthetics and fine lines do not distract from the conveyed message.

The Africa shape graphic symbolises the project's main objective, which is to develop innovative approaches, convergence strategies and stable partnerships to promote food safety in Africa.

The colour variations of the materials support their use in various backgrounds and settings, aiding the partners' work and emphasising the importance of food safety in Africa. This enhances control processes and builds trust within society.

The photographic material enhances the visual experience by complementing the colours, resulting in a distinctive and engaging content aesthetic. The carefully chosen colour palette can be found in Annex II.

The logo, which was selected after design consultation and discussion, is easily recognizable and clearly indicates that this project focuses on food safety in Africa. The logo has been seamlessly integrated into digital platforms and print materials, forming an integral component of the project's brand identity.



Figure 15: FS4Africa logo

## Templates

FS4Africa will be presented at numerous events, conferences, meetings as well as other occasions to disseminate project developments and results. Deliverable, minutes & agenda templates (doc) and a presentation template (ppt) have been designed (available in Annex I) in line with the project's visual identity in order to maintain consistency, professionalism and promote its recognition. FSH has already completed these tasks at M1.

### 4.2.1.2 Brochures

Five (5) brochures will be designed to visualise the FS4Africa project. FSH will be responsible for the delivery of these designs. The general brochure in English was delivered at the M3 (available in Annex II). It will be distributed at various events where FS4Africa is involved, such as meetings, workshops, webinars, and joint events with other EU initiatives.

The brochure contains general information about the project, an introduction to the consortium, a brief overview of key activities, key challenges, key objectives and expected results.

### 4.2.1.3 Factsheets

FSH will design in total five (5) project factsheets in English, one specific for each UC and one for the project.

### 4.2.1.4 Banners

The main banner for the FS4Africa project (available in Annex II) provides a comprehensive overview of the project, featuring key details, social media handles, and a QR code that links directly to the project website for easy access to its scope and activities. The roll-up banners for FS4Africa, will enhance project visibility at physical events, making the FS4Africa booth easily identifiable. The primary banner design for the project has already been finalised.

To ensure a strong presence at live events, four (4) additional banners will be developed, one for each Use Case. Additionally, translations into 9 languages will be provided to make the information accessible to diverse ecosystem players.

#### 4.2.1.5 Translation of brochures, factsheets, banners and project material into partners' languages

Translation of project brochure, project factsheet and project banner into partners' official languages (Afrikaans, Dutch, Slovene, German, Greek, Arabic, French, Amharic, Kiswahili). Translation of UC brochures, factsheets and banners in the official languages of participating (in each UC) countries. Training materials will be produced in English, translated in local languages, and embedded in the FS4Africa knowledge platform.

#### 4.2.1.6 Distributed printed and digital material

All the material will be available in e-documents and printed and distributed in workshops and events. All partners are expected to distribute the promotional material at live events and online.

### 4.2.2 Website

The website of FS4Africa, available at <https://foodsafety4africa.eu/>, acts as the primary reference point for communication and dissemination purposes. It is designed to facilitate access for target groups and stakeholders, offering a comprehensive overview of the project's development and results. Visitors can explore the innovative strategies and use cases developed by FS4Africa.

The distribution of website KPIs per partner and per reporting period is described in the tables below.

#	Communication KPIs	Target	RP1 M1-M18	RP2 M19-M36	RP3 M37-M48
C2	<b>Website</b>				
C2.1	Website in English	1	1		
C2.2	Website in all partners languages	7	7		
C2.3	Blog posts	≥40	15	15	10
C2.4	Unique visitors (Source: Google Analytics).	≥20000	4000	8000	8000

Table 17: Website KPIs per reporting period

#	Communication KPIs	Target	IITA	WR	ITC	CSIR-GH	FSH	Ubuntuo B.V.	FSTS	UP	WU	KEF	NEPAD	EGE	ADC	UniBw M	BAYER	McGill
C2	<b>Website</b>																	
C2.1	Website in English	1					1											
C2.2	Translation of website in all partners languages	≥7		1	1		1		1	1	1	1	1	1	1	1	2	2
C2.3	Blog posts	≥40	2	2	2	2	10	2	2	2	2	2	2	2	2	2	2	2
C2.4	Unique visitors (Source: Google Analytics).	≥20000					20000											

Table 18: Website KPIs per partner

To cater to a diverse audience, the website will offer multilingual support. Specific partners have been tasked with translating the content into their respective languages, as follows:



Figure 16: Competent partners per language

The FS4Africa website is organised into five main sections: FS4Africa, Our Partners, Use Cases, Newsroom, Resources and Contact. Additionally, it features an “Open Calls” section with information on the two (2) Open Calls foreseen to provide financial support to third parties (FSTP) and a link to the Knowledge Platform for easy access to the most relevant and practical knowledge on food safety for Africa. In the next paragraphs, we provide a breakdown of each section with further descriptions.



Figure 17: Screenshots of FS4Africa's website

➤ **FS4Africa (Home menu)**

**About [sub menu]**

The “About” section provides a comprehensive overview of the project, delving into the core food safety challenges it aims to address, and project’s vision.

**Our Vision [sub menu]** The “Our Vision” sub-menu includes a detailed description of the project’s aim accompanied with specific targets in order to improve African food safety systems.

**Target Groups [sub menu]**

The “Target Groups” sub-menu includes a wide range of stakeholders crucial for food safety and sustainability. These encompass the informal food sector, food system stakeholders, policy makers, regulators, academic and research organisations, innovation hubs, food labs, and the general public. Each group contributes to shaping and enforcing food safety practices and regulations. Collaboration among these stakeholders enhances food safety, promotes sustainability, and fosters resilience within the food ecosystem.

**Results [sub menu]**

The "Results" sub-menu outlines a comprehensive array of results aimed at enhancing food safety practices and policies across various sectors.

➤ **Our Partners [menu]**

Under the "Our Partners" section, we highlight the esteemed consortium members collaborating on the FS4Africa project. This extensive showcase not only recognizes the invaluable contributions of our partners but also underscores the collaborative ethos and collective expertise fuelling the success of the FS4Africa project.

➤ **Use Cases [menu]**

Under the "Use Cases" menu, visitors can explore the four use cases showcased. Here, they will find comprehensive information on each pilot, featuring the involved countries, the objective, the proposed solution, and involved actors within each pilot.

➤ **Newsroom [menu]**

The Newsroom section serves as a reference point for engaging with our stakeholders and the broader community. Here, visitors can stay up-to-date with the latest project updates and developments.

➤ **Resources [menu]**

Visitors can access a wealth of resources here, including public deliverables, publications, and a media kit designed to provide comprehensive information about the project.

➤ **Contact [menu]**

Under the "Contact" menu the visitor will have the opportunity to contact directly with the website administrator, the Coordinator, Project Manager and Communication Manager.

There are three active fields available (Name, Email & Message) and the option to consent to FS4Africa Privacy Policy Terms is provided by ticking the appropriate box.

➤ **Open Call [menu]**

The OPEN CALLs menu is populated by information regarding the two (2) Open Calls foreseen during the project's lifetime followed by a message prompting the visitor to subscribe to the FS4Africa newsletter.

➤ **Knowledge Platform [menu]**

Under the Knowledge Platform menu, visitors can find comprehensive information about the project's online hub hosting the most relevant and practical knowledge on food safety for Africa. It will connect professionals and experts / expert organisations on the platform to facilitate knowledge exchange. Close to the Knowledge Platform launch, a direct link to the platform will become available.

#### 4.2.3 Digital and Social Media

The project aims to have a strong social media presence and establish two-way communication channels, to better reach-out and interact with target audiences and the broader public. To enhance interactive communication, five (5) media channels were selected based on the following three factors:

- The most cost-effective set of channels for sharing immediate updates from the project to all stakeholders' groups;
- The most adequate, valid and powerful media channels for spreading and influencing with novel practices, a wide spectrum and number of key-stakeholders; and

- The most popular social media platforms used by FS4Africa's partners, to communicate and interact with their customers and other stakeholders.

The distribution of digital and social media KPIs per partner and per reporting period is described in the tables below.

#	Communication KPIs	Target	RP1 M1-M18	RP2 M19-M36	RP3 M37-M48
<b>C3</b>	<b>Digital and Social Media</b>				
C3.1	Social media channels (LinkedIn, Facebook, Twitter, SlideShare, YouTube),	≥5	5		
C3.2	Social media audience	≥3000	800	1200	1000
C3.3	Social media posts	≥250	90	90	70
C3.4	Total interactions	≥15000	4000	6000	5000
C3.5	Project hashtags	3-5	5		
C3.6	Project Video	≥1	1		
C3.7	Video per UC	≥4		4	
C3.8	Podcasts	≥7		7	

*Table 19: Digital and Social Media KPIs per reporting period*

#	Communication KPIs	Target	ITA	WR	ITC	FSH	ADC
<b>C3</b>	<b>Digital and Social Media</b>						
C3.1	Social media channels (LinkedIn, Facebook, Twitter, SlideShare, YouTube),	≥5				5	
C3.2	Social media audience	≥3000				3000	
C3.3	Social media posts	≥250				250	
C3.4	Total interactions	≥15000				15000	
C3.5	Project hashtags	3-5				5	
C3.6	Project Video	≥1				1	
C3.7	Video per UC	≥4	1	1	1		1
C3.8	Podcasts	≥7				7	

*Table 20: Digital and Social Media KPIs per partner*

FS4Africa is registered and active (M3) on LinkedIn, Facebook, Twitter, SlideShare, YouTube, and has established metrics for each channel to monitor its effectiveness and implement mitigation measures when necessary.

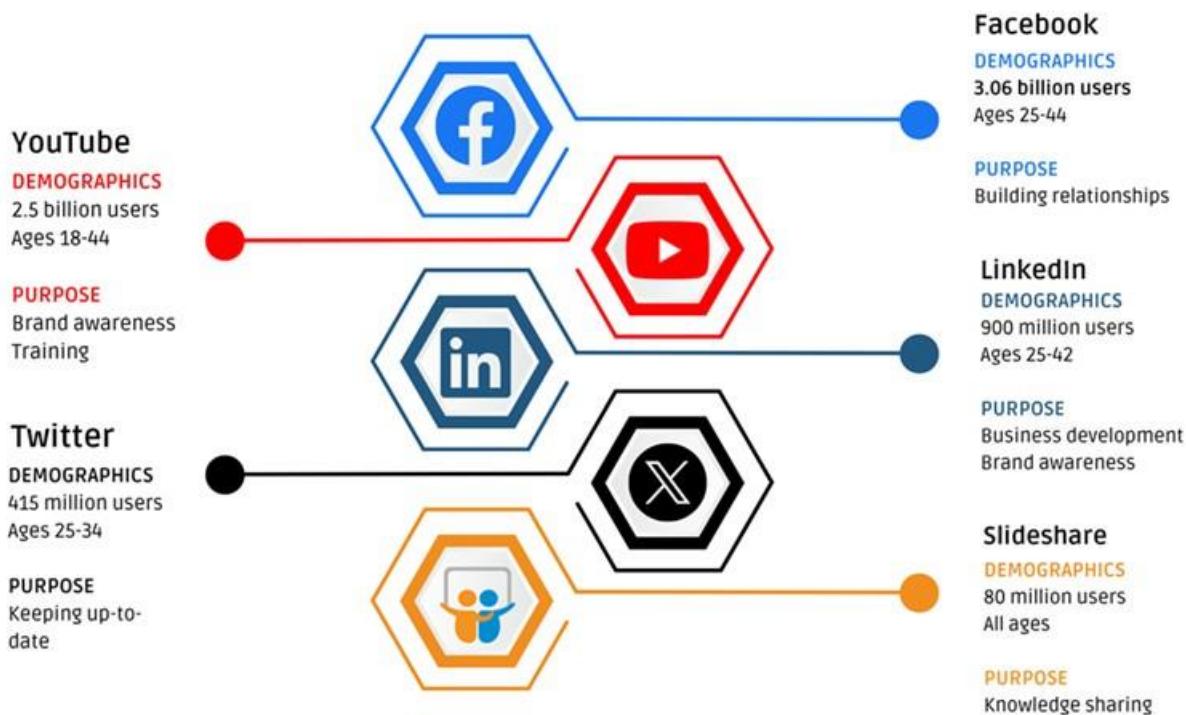


Figure 18: FS4Africa social media channels

To maximise visibility and impact of the project's events and outcomes, FS4Africa has already exploited and will continue to exploit the consortium of already developed social media networks. This means partners are expected to share, publish, and retweet content from the FS4Africa social media accounts and FS4Africa website, which will increase traction for project-related work and increase traffic on partner's websites and social media. Partners are also encouraged to create relevant content to the project's actions and share it through their channels.

After selecting the most appropriate channels there are several parameters to consider when the consortium will create social media content:

- Interactivity is the main pillar of the generated content and is the best way to reach and engage an audience. Posts will be easily understood by non-specialists to facilitate interaction.
- Eye-catching posts will lead to higher conversions with prioritisation into visuals and graphics will make the piece unique.
- Adaptability of the social media assets to the format and functionality of the several devices. The asset will be used in such a frame to maximise their placement, especially taking into consideration the placement on mobile devices.

The project has set official distinctive hashtags such as #FoodSafety4Africa #SustainableAfrica #OneHealth #FoodSafetyKnowledgePlatform which are used to monitor the posts related to the project.

Additionally, to effectively share information on social media our consortium will need to design posts based on how the audience consumes the message. The following figure explains the steps that a visually appropriate social media post shall contain and based on these high efficiency posts will be created during project's lifespan:



Figure 19: Content of the FS4Africa's social media posts

#### 4.2.3.1 Social media Dos & DON'Ts

A set of recommendations for effective social media engagement has been created to support FS4Africa partners. This will facilitate the processes followed by partners regarding social media communication and will boost the project's performance in its social media channels. Figure 20 provides a concise list of DOs and DON'Ts.



Figure 20: Social media recommended actions

#### 4.2.3.2 LinkedIn

FS4Africa has created a LinkedIn profile to network with targeted audiences and promote project activities. The LinkedIn profile is used to communicate with all identified target groups by sharing project updates.

FS4Africa's LinkedIn profile also offers partners the opportunity to engage in conversations on particular themes to attract a wider audience. Figure 21 provides an overview of the FS4Africa LinkedIn profile.

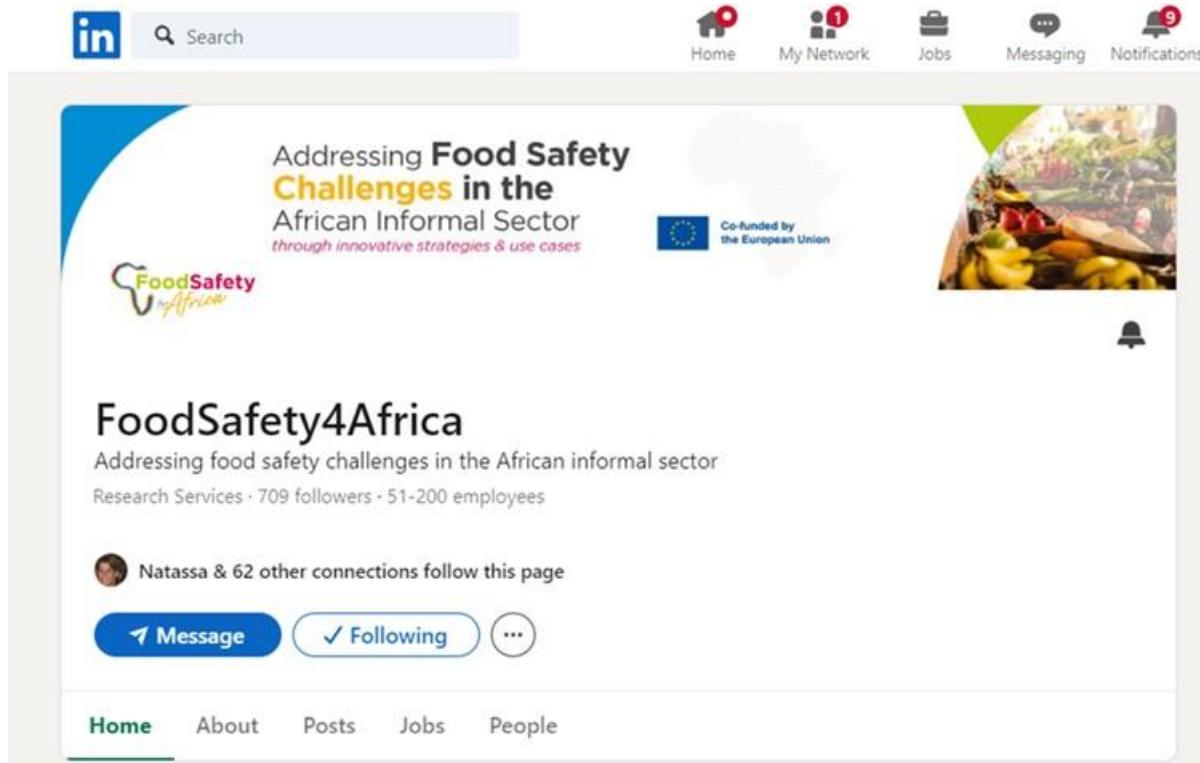


Figure 21: FS4Africa LinkedIn page overview

#### 4.2.3.3 Facebook

FS4Africa's Facebook page (<https://www.facebook.com/fs4africa>) was developed to communicate directly with target audiences on an individual level. Reviewing Facebook analytics provides essential insights into the reach and effectiveness of our project. These metrics show how our posts are interacting with the public and stakeholders, demonstrating the level of awareness we have created.



Figure 22: FS4Africa Facebook page overview

#### 4.2.3.4 Twitter (X)

A Twitter (X) account was created (<https://x.com/fs4africa>) to increase the visibility of the project and engage specific audiences such as policy makers and advisors. FS4Africa will use short messages (less than 280 characters) to interact with them, and post news, events, and updates on the project's status.

Twitter's popularity and concise, simple format makes it extremely important and useful for informing and engaging with our targeted audiences and their respective communities. Twitter will also be used to connect to 'high influencers' in the research and business topics of the FS4Africa project to successfully build an active community.

← FoodSafety4Africa  
35 posts

Addressing  
**Food Safety**  
**Challenges in the**  
African Informal Sector  
*through innovative strategies & use cases*

Co-funded by  
the European Union





[Edit profile](#)

**FoodSafety4Africa**  
@fs4africa

FoodSafety4Africa is a 4-year Horizon EU project, aiming to address food safety challenges in the African informal sector.

[foodSafety4africa.eu](https://foodSafety4africa.eu) Joined January 2024

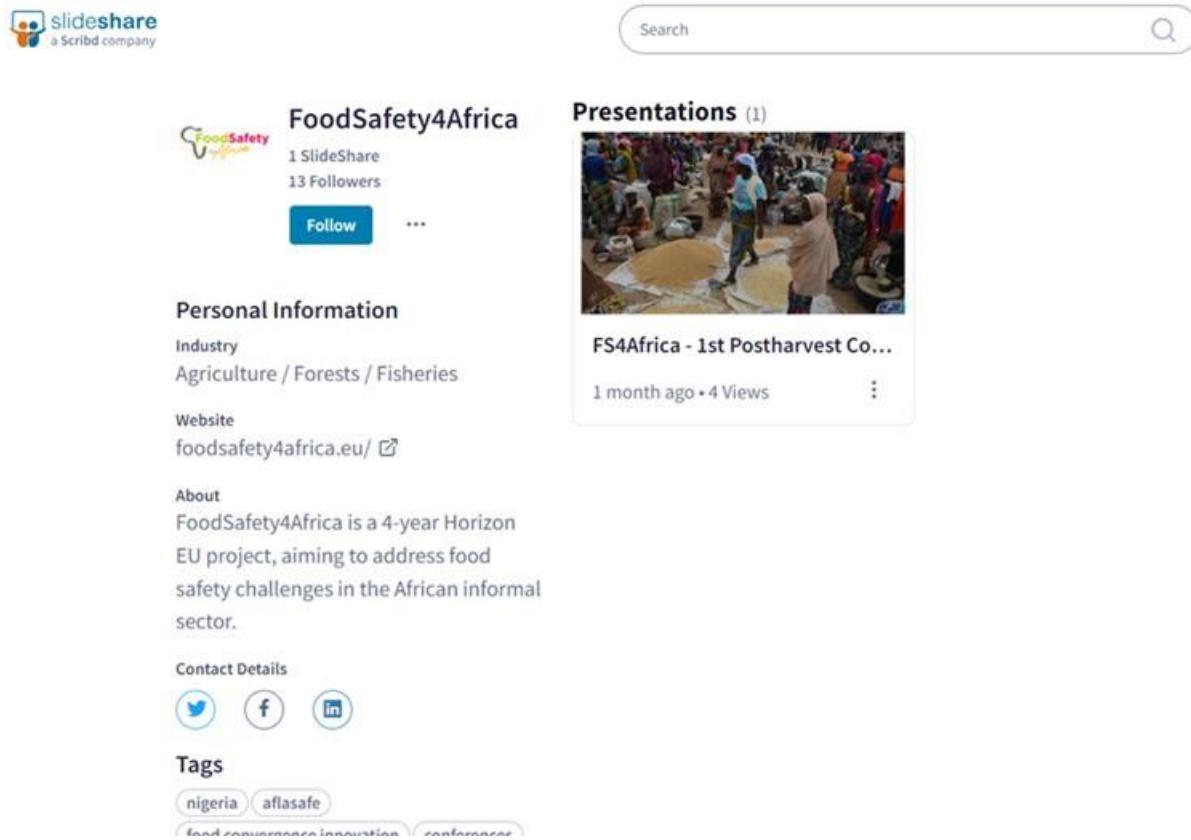
18 Following 76 Followers

Posts	Replies	Highlights	Articles	Media	Likes
<a href="#">FoodSafety4Africa @fs4africa · Jun 10</a>	<a href="#">...</a>				
★ Save the Date! ★ Join us on 27 June 2024 for the webinar "Bridging gaps in the informal sector" honouring <b>#WorldFoodSafetyDay!</b>  					
Hosted by <a href="#">@NEPAD_Agency</a> , <a href="#">@AUC_PACA</a> , <a href="#">@fs4africa</a> , and <a href="#">@EU_AU_Uprise</a> .					
Register here  <a href="https://bit.ly/45gDQzZ">bit.ly/45gDQzZ</a>					
<a href="#">#FoodSafety</a> <a href="#">#SustainableAfrica</a>					

Figure 23: FS4Africa Twitter page overview

#### 4.2.3.5 SlideShare

A [SlideShare account](#) has been created and the material that is projected to be uploaded are visual formats that will help to resonate more with our readers, reach an audience that is interested in our content and cultivate more opportunities for future collaborations.



The image shows the FoodSafety4Africa profile on SlideShare. The profile page includes a summary of the project, personal information, contact details, and a presentation titled 'FS4Africa - 1st Postharvest Co...'. The presentation thumbnail shows a group of people working in a market setting.

**FoodSafety4Africa**  
 1 SlideShare  
 13 Followers  
[Follow](#) ...

**Personal Information**  
 Industry  
 Agriculture / Forests / Fisheries  
 Website  
 foodsafety4africa.eu/

**About**  
 FoodSafety4Africa is a 4-year Horizon EU project, aiming to address food safety challenges in the African informal sector.

**Contact Details**  
[Twitter](#) [Facebook](#) [LinkedIn](#)

**Tags**  
 nigeria afiasafe

Figure 24: FS4Africa SlideShare profile

#### 4.2.3.6 YouTube

YouTube (<https://www.youtube.com/channel/UCPp6BNYLsSEWhkOszyv50GQ>) will be used in order to host and promote the FS4Africa videos, which will be of wide variety, such as interviews, promotional videos, insights from the real-life demonstrations.



The image shows the FoodSafety4Africa channel on YouTube. The channel page features a banner with the text 'Addressing Food Safety Challenges in the African Informal Sector through innovative strategies & use cases' and a 'Co-funded by the European Union' logo. Below the banner, the channel name 'FoodSafety4Africa' is displayed, along with a description of the project and a link to the website. A 'Subscribed' button is visible. A video thumbnail for the 'FoodSafety4Africa kick-off meeting in Ibadan, Nigeria' is shown, along with a description of the video and a comment from a viewer.

**FoodSafety4Africa**  
 @FoodSafety4Africa - 16 subscribers - 1 video  
 FoodSafety4Africa is a 4-year Horizon EU project, aiming to address food safety challenges in the African informal sector... >  
 foodsafety4africa.eu

Subscribed

Home Videos

FoodSafety4Africa kick-off meeting in Ibadan, Nigeria  
 FoodSafety4Africa • 125 views • 3 months ago  
 Great things are in store as FoodSafety4Africa concluded its inspiring kick-off meeting, marking the beginning of a transformative journey towards a safer food future in Africa! 🌟...

Figure 25: FS4Africa YouTube channel

#### 4.2.4 Interactive e-newsletter

A biannual electronic newsletter is circulated to distribute current events and pertinent information to consortium members and subscribers. This will incorporate recent advancements, trials outcomes and undertakings, in addition to forthcoming workshops, events, exhibits and details on how to access up-to-date reports and publications.

The distribution of interactive e-newsletter KPIs per partner and per reporting period is described in the tables below.

#	Communication KPIs	Target	RP1 M1-M18	RP2 M19-M36	RP3 M37-M48
<b>C4</b>	<b>Interactive e-newsletter</b>				
C4.1	Newsletters	$\geq 8$	3	3	2
C4.2	Newsletter subscriptions	$\geq 500$	100	250	150
C4.3	Newsletter interactions	$\geq 2000$	600	700	700

Table 21: Interactive e-newsletter KPIs per reporting period

#	Communication KPIs	Target	ITA	ITC	FSH	ADC
<b>C4</b>	<b>Interactive e-newsletter</b>					
C4.1	Newsletters	$\geq 8$			8	
C4.2	Newsletter subscriptions	$\geq 500$			500	
C4.3	Newsletter interactions	$\geq 2000$			2000	
<b>C5</b>	<b>Multiplier campaigns</b>					
C5.1	Press releases	$\geq 8$			8	
C5.2	Interviews TV/Radio	$\geq 5$	1	1	2	1

Table 22: Interactive e-newsletter KPIs per partner

Subscription can take place at events and there is a link on the website. FS4Africa, will pay special attention to security and respect of the privacy and confidentiality of the users' personal data and newsletter recipients will be asked to provide their consent prior to sending any information related to the project. All relevant activities and aspects related to personal data will be fully compliant with the applicable national, European, and international legal framework, and the European Union's General Data Protection Regulation 2016/679. Interested parties will be able to subscribe and unsubscribe at any given point from the FS4Africa Newsletters and all the collected data will be stored and saved in the responsible partner's servers. These data will not be accessible from other third parties. To achieve a broader distribution and facilitate the engagement of as many stakeholders as possible, the FS4Africa partners will be encouraged to promote the newsletters to their contacts who may be interested in the project.

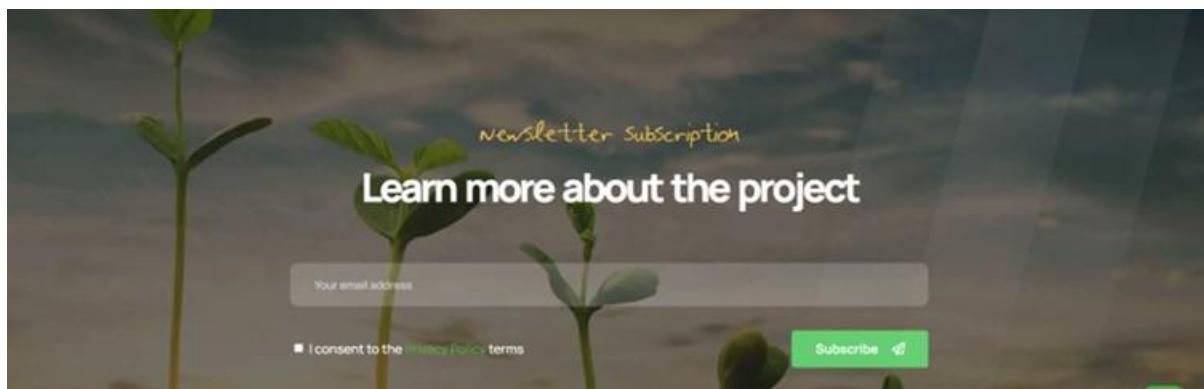


Figure 26: FS4Africa Newsletter call-to-action button

All newsletters will also be uploaded and remain available on the project website. The newsletters will be published every six months (2 per year) and are expected to reach 500 newsletter subscribers over the course of the project.

The first newsletter was released on M04 and received 181 interactions in the Mailchimp Newsletter platform. The topics in Newsletter Issue #1 included: Introduction of FS4Africa project, introduction of the Consortium, kick-off meeting in Ibadan, Nigeria, 1st Postharvest Connect Conference in Nigeria, Save the date: Soft Launch of the Food Safety Knowledge Platform.



Figure 27: Screenshot of FS4Africa's first newsletter

The second newsletter was released on M06 and included the Soft Launch of the Food Safety Knowledge Platform, as well as the upcoming webinar "Bridging gaps in the informal sector" in honour of the World Food Safety Day.

#### 4.2.5 Multiplier campaigns

Multiplier campaigns will be organised for African informal food sector communities, Academia and Agriculture actors, from M03 to 4y after the duration of FS4Africa project, by using online publishing platforms, blogs for food sector in Africa, magazines and traditional media, to maximise project impact. These will engage stakeholders outside the strictly prioritised target groups.

The distribution of multiplier campaigns KPIs per partner and per reporting period is described in the tables below.

#	Communication KPIs	Target	RP1	RP2	RP3
			M1-M18	M19-M36	M37-M48
<b>C5</b>	<b>Multiplier campaigns</b>				
C5.1	Press releases	≥8	2	3	3
C5.2	Interviews TV/Radio	≥5	1	2	2

Table 23: Multiplier campaigns per reporting period

#	Communication KPIs	Target	IITA	ITC	FSH	ADC
<b>C5</b>	<b>Multiplier campaigns</b>					
C5.1	Press releases	≥8			8	
C5.2	Interviews TV/Radio	≥5	1	1	2	1

Table 24: Multiplier campaigns per partner

#### 4.2.5.1 Press releases

Eight (8) press releases are expected throughout the duration of the FS4Africa project. Press releases will be produced and distributed for publication among national/regional/EU press to further promote the project, its latest activities and developments to a broader audience as well as addressing more specific stakeholders. More specifically, the first press release about the kick-off meeting of the FS4Africa project in Ibadan, Nigeria, (<https://foodsafety4africa.eu/category/press-releases/>) was created and released in February 2024, and the second press release about the soft launch of the Food Safety Knowledge Platform (<https://foodsafety4africa.eu/soft-launch-knowledge-platform/>) was created and released in June 2024.

#### 4.2.5.2 Interviews TV/Radio

Five (5) interviews on TV/radio will be given during the project. Interviews on TV and radio will maximise the visibility of the project activities and reach target audiences interested in topics researched by FS4Africa. The interviews will be focused on the promotion of key activities of the project and will be mainly targeted to the general public as well as all FS4Africa target groups.

One (1) interview on TV/radio is expected from M1 to M18, two (2) interviews on TV/radio are expected from M19 to M36 and two (2) interviews on TV/radio from M37 to M48. IITA, ITC and ADC are responsible for one TV/radio each and FSH for two of them.

## 5 Exploitation activities

FS4Africa exploitation strategy is designed per result (who will own and exploit the results) and aims to capture the innovation potential and added value of project results, which will be valorised by:

- Promoting scale-up and replication possibilities for far-reaching adoption.
- Create feasible paths to deliver project's results to stakeholders interested in their use/reuse.
- Elaborate upon and define new Key Exploitable Results (KERs) to expedite development and commercialization when possible.

The exploitation plan of FS4Africa contains concrete actions to be implemented both during and after the end of the project. These actions have been designed to build upon project's results and to be expanded as the project progresses.

### 5.1 FS4Africa Exploitation strategy and measures

Exploitation strategy was established by M06 as part of the DEC plan, designed to bring FS4Africa results to all target groups and deliver sustainable outputs that extend beyond the project lifetime.

A specific procedure has been set up for the definition of the initially identified project's **Key Exploitable Results (KERs)**, the discovery of new KERs, their validation and characterization that will lead to a solid and coherent exploitation plan of each KER from a specific partner, group of partners or external organisation.

The strategy follows a multi-actor approach through 3 cycles:

**Cycle 1: Investigate** - Explore partner expectations and ambitions for future development.

FS4Africa will base its initial exploitation strategy, by mapping all consortium partners expectations and capabilities. This cycle involves the development of the "KERs Inventory & IPRs" online tool (spreadsheet), which validates the existing knowledge and information about the project's Key Exploitable Results and their possible IPRs (more information about IPR is provided in section 5.3) that the partners have already identified.

In this tool, the list of the **identified KERs** is provided where partners are asked to state the scope of exploitation, the KERs' target groups, the means of exploitation and the possible identified IPRs that derive from the exploitation of the project's results. For each partner there is a separate sheet with their organisation's acronym providing them with an individual space for information and updates. The tool will be shared with the partners, and it will also be available on the project's online folder for further update (i.e., 2 months before the next version of the deliverable) and will also include any new KERs which may arise. Partners are requested to review the data and provide the following additional information using the template in Annex III):

- Type of exploitation (commercial, non- commercial as scientific, policy making, education/training) or other
- Confirm the target groups
- Provide a clear indication of how the target group(s) will exploit the result. This is an expansion from the description of the KER provided in the first version of the DEC plan.
- Indicate whether IPR is relevant.
- Select the partners involved.

**Cycle 2:** Co-create - Continuous mapping and analysis. FS4Africa will proceed towards the validation of exploitation scenarios (commercial & non-commercial) and identify the best market fit following the project achievements to fully capture their accumulated value.

The co-create step also involves the identification of possible additional exploitable results that may be developed during the project. Towards this direction, constant communication with partners helps in identifying possible exploitable results, commercial or non-commercial.

To this end, certain procedures and steps have been designed and presented below:

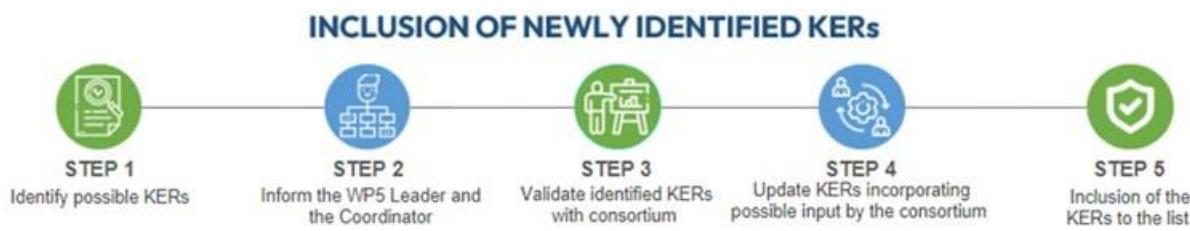


Figure 28: FS4Africa exploitation methodology

When one or more partners identify a new KER, the partner must inform the Coordinator (IITA) and WP5 leader (FSH) providing a detailed explanation of the exploitability potential of the identified result by making sure it aligns with the project exploitation plan. The partner must provide all relevant information about this KER in their individual sheet in the “KERs Inventory & IPRs” online tool, covering at least the following aspects:

- Scope of exploitation
- Target groups (to whom)
- Means of exploitation (how)
- Link to possible IPRs

The **third step** refers to the assessment of the exploitation strategy for each KER. To efficiently determine involvement of project partners in each of the KERs the BFMULO Matrix will be implemented, in which the partners will state their exploitable intentions using the following list:

**B** = IPR's on background information, information, excluding foreground information, brought to the project from existing knowledge, owned or controlled by project partners in the same or related fields of the work carried out in the research project.

**F** = IPR's on foreground information, Information including all kind of exploitable results generated by the project partners or 3rd parties working for them in the implementation of the research project. To have an F in an exploitable result it is necessary that a partner has a task(s) in the project related to that very result.

**M** = Making the products, manufacturing, and selling or directly implementing it through own facilities and skills.

**U** = Using the result, implemented with own knowledge to develop new ranges of products or newer processing. Furthermore, the direct or indirect utilisation of foreground in further research activities other than those covered by the project, or for developing, creating, and marketing a product or process, or for creating and providing a service.

**L** = Licensing the result, therefore earning from a negotiation towards third parties outside the Consortium.

**O** = Other, any other exploitation means (e.g.: consultancy, provide services, etc).

#	Short name	KER1	KER2	KER3	KERx
1	IITA				
2	WR				
3	ITC				
4	CSIR-GH				
5	FSH				
6	Ubuntoo B.V.				
7	FSTS				
8	UP				
9	WU				
10	KEF				
11	NEPAD				
12	EGE				
13	ADC				
14	UniBw M				
15	BAYER				
16	McGill				

*Table 25: BFMULO Matrix*

In the fourth step, which will be applied in later stages, when the project's results will be more concrete, a characterisation table will be provided to partners which will exploit the project's key results. Each result requires a unique exploitation approach based upon the type, whether it can be commercialised, and if Intellectual Property Rights (IPR) are required and who will exploit the result. The characterization table will be offered to partners to characterise exploitable results.

Characterization of Exploitable Results	
Market	Who will the customer be and what benefits will they receive?
	What is the anticipated time to market?
	What is the size of the market in M€ and relevant trends?
	What is the approximate price range of this result and price of licences?
	Who are the competitors?
	How will this result rank against competing products/services in terms of price and/or performance?
	When is the expected date of achievement?
	What are the foreseen barriers to successful implementation?
	What are the costs incurred after the project and before exploitation?
	Which partners will be involved in results development?
Steps towards exploitation	Have you protected or will you protect this result? How? When?
IPR status	

Table 26: Characterisation table for potential exploitable assets

## 5.2 FS4Africa KERs

Based on the exploitation strategy presented in the previous chapter, FS4Africa has already identified 4 Key Exploitable Results:

## Key Exploitable Results

1	<b>Food Safety Knowledge Platform</b> Commercial & Non-commercial	An online knowledge hub providing easy access to relevant solutions, best practices, and knowledge on the topic of food safety
2	<b>Food safety stakeholders e-map</b> Non-commercial	A living digital directory of stakeholders, enabling their access in the Food Safety Knowledge Platform (KER1)
3	<b>FS4Africa innovation network</b> Non-commercial	A vibrant & sustainable innovation ecosystem with local stakeholders: entrepreneurs, start/scale-ups, SMEs, innovation hubs, SMEs competence centers and investors
4	<b>Policy recommendations</b> Non-commercial	Comprehensive, evidence-based recommendations and guidelines for creating enabling environments for food safety management at various levels.

foodsafety4africa.eu

Figure 29: FS4Africa KERs

### 5.2.1 KER 1 Food Safety Knowledge Platform

**KER 1**, refers to the Food Safety Knowledge Platform: an online knowledge hub providing easy access to relevant solutions, best practices, and knowledge on the topic of food safety.

**Partners exploiting the KER:** The Knowledge Hub will be exploited by IITA, WR, CSIR-GH, Ubuntoo B.V., FSTS, UP, WU, NEPAD, UniBw M, EGE, McGill.

**Target Groups:** Food Labs; Innovation Hubs; Academic & Research organisations; Food System Stakeholders: to easily collaborate, interact, and exchange information on food safety.

**Unique Value Proposition:** A unique one-stop shop for all professionals working in Food safety in Africa, including a Food Safety content management system, a Search Engine and Collaboration Tools (e.g., Online forum).

**Marketability:** KER1 can be exploited for both Commercial (C) and Non-commercial (N) purposes. The beta version of the Knowledge Platform will be released at M6, much earlier than originally planned.



Figure 30: FS4Africa Knowledge Platform Ecosystem

### 5.2.2 KER 2 Food safety stakeholders e-map

**KER 2**, refers to the food safety stakeholders e-map: a living digital directory of stakeholders, enabling their access in the Food Safety Knowledge Platform (KER1).

**Partners exploiting the KER:** The Knowledge Hub will be exploited by IITA, WR, CSIR-GH, Ubuntoo B.V., UP, WU, NEPAD, UniBw M, EGE, McGill

**Target Groups:** Food System Stakeholders, Informal food sector

**Unique Value Proposition:** A capacity strengthening solution for stakeholders, enabling their access to food safety information, through the Food Safety Knowledge Platform (KER1) and promoting peer-to-peer knowledge exchange for them and the producers they work with towards food safety improvements.

**Marketability:** KER2 can be utilised for Non-Commercial (N) purposes

### 5.2.3 KER 3 FS4Africa innovation network

**KER 3**, refers to FS4Africa innovation network: a vibrant & sustainable innovation ecosystem with local stakeholders that supports the use cases and a scaling mechanism through the open call to upscale newly developed technologies for food safety: entrepreneurs, start/scale-ups, SMEs, innovation hubs, SMEs competence centres and investors. This network will provide mentoring and accelerating innovative business concepts, including social innovation and upscaling.

**Partners exploiting the KER:** KER 3 will be exploited by all consortium partners

**Target Groups:** Food System Stakeholders, Innovation Hubs, Food Labs

**Unique Value Proposition:** An innovative baseline aiming to create links between African food system key players to enable knowledge exchanges and foster their involvement in the project

**Marketability:** KER3 can be utilised for Non-Commercial (N) purposes

#### 5.2.4 KER 4 Policy recommendations

**KER 4**, refers to the policy recommendations: The results from the use cases will contribute to the elaboration of comprehensive, evidence-based recommendations and guidelines for creating enabling environments for food safety management at various levels.

**Partners exploiting the KER:** IITA, WR, CSIR-GH, Ubuntoo B.V., UP, WU, NEPAD, UniBw M, EGE, McGill

**Target Groups:** Policy makers & Regulators

**Unique Value Proposition:** Through this KER, policy briefs and recommendations will be generated and disseminated, targeting continental, regional and national policy making bodies.

**Marketability:** KER4 can be utilised for Non-Commercial (N) purposes

### 5.3 FS4Africa sustainability plan and IPR strategy

FS4Africa is based on community-led innovations, and the Knowledge Platform will remain open as community editions, mandating open distribution, ensuring freedom of use and sustainability, and encouraging knowledge exchange.

The sustainability plan will ensure that KERs use/reuse continues after the project completion and will consider:

- Responsible partners
- Resources required (including person hours, technology)
- The value of results and what needs to remain exploitable
- Specific tasks/ activities required for the result to remain valuable
- Partnerships or joint actions that could better support long term exploitation than only the partners themselves
- Alternative funding sources

FS4Africa will produce significant technological innovations & discoveries, handled in WP5 and the “Consortium Agreement”, and subject to further exploitation. FS4Africa IPR strategy aims to align the impact pathways of the project with its outcomes and impacts, thus enhancing its overall credibility and making it “**fit for purpose**”. FS4Africa’s IP approach will give due thought to balance between open science publication results and plans to adequately protect IP for commercial exploitation.

Intellectual property rights (IPR) are the ownership rights to creations of the mind, such as inventions, names, images, or designs, and can enable owners to benefit financially from their ideas. Striking the right balance between the interests of the creator and the public can encourage creativity and innovation. FS4Africa examines the protection of all results that could potentially be commercially or industrially exploited and, where possible, reasonable, and justified, protects them.

The standard forms of IPR protection include:

- Patent: an exclusive right granted for an invention. It allows the owner to decide how and whether the invention can be used by others.
- Trademark: a sign that distinguishes goods and services of one enterprise from those of another.
- Industrial design: includes the aesthetic aspect of an object. 2D features can include patterns, lines, and colours, whereas 3D features extend to shape and surface.

- Copyright: is the legal term to describe the rights over literary and artistic work but can also extend to databases, advertisement, maps, and technical drawings.
- Trade secret: commercially valuable confidential information which may be sold or licensed. This can include technical or nontechnical data, formulas, patterns, methods, lists of customers.
- Confidentiality: information that is not publicly known and warrants protection.
- Geographical indication: indicate the specific geographical location of origin or a product and its characteristics that are uniquely attributed to that area.



Figure 31: Intellectual Property Rights (IPR)

After having identified and validated the project's exploitable results and the market in which these results will be introduced, the commercial results should be linked to possible intellectual property rights to ensure their proper use and distribution to the market.

As the project progresses additional IPRs might be identified by the partners. The identification of new IPRs is closely related to the identification process of KERs described above (chapter 5.1). In that way, when a new IPR is identified, the partner follows the same procedure by informing the WP5 Leader (FSH) and the Coordinator (IITA) on the relative IPR that is linked to the KER as presented in Annex III.

## Inclusion of newly identified IPRs

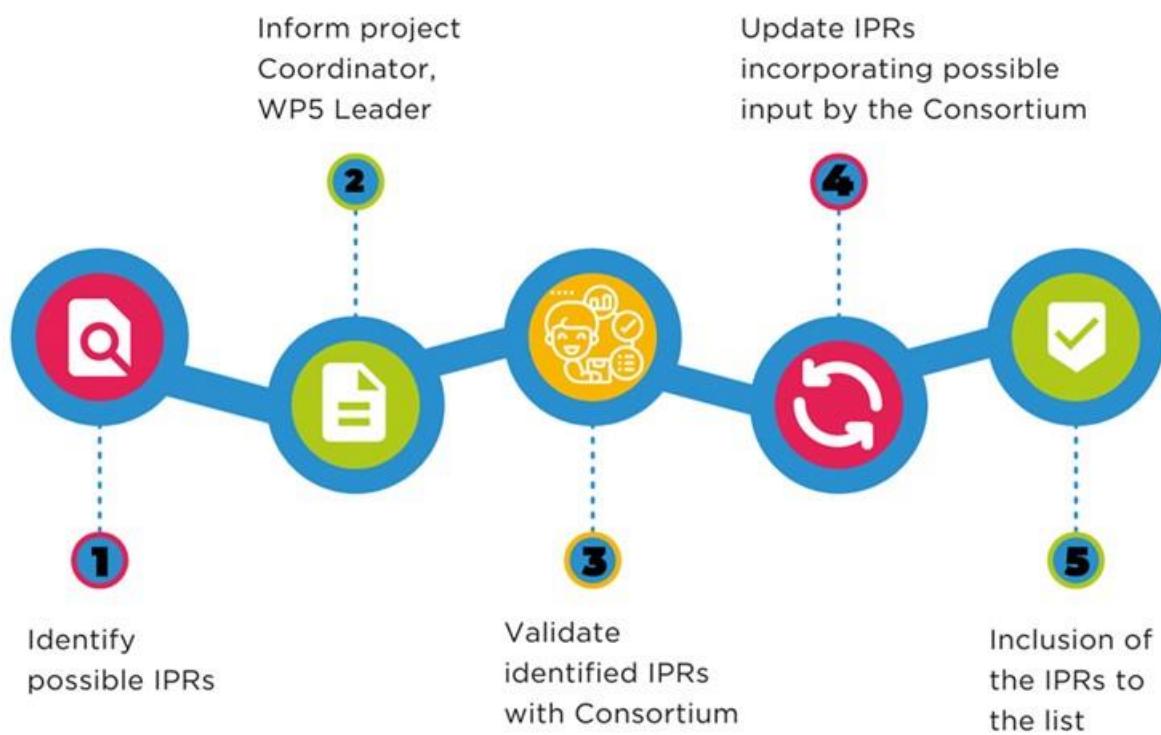


Figure 32: Methodology of defining IPR

Following this, the partners are asked to validate the new IPR(s). Comments and suggestions of the partners are recorded while possible objections are discussed and addressed. Finally, the IPRs are validated along with the respective KER(s).

## 6 Conclusion

D5.1 “Dissemination, Communication and Exploitation Plan A” has provided an overview of the communication, dissemination, and exploitation phases during the whole project lifetime. The intention of this document is to outline the initial DEC plan which will be implemented during the first period of the FS4Africa project, as well as the tools that will be utilised to reach DEC’s KPIs and project’s audience.

More specifically, the document covers a wide range of key activities (as well as sets their timelines) to be conducted to meet the dissemination, communication, and exploitation targets.

All partners will be actively involved in the communication and dissemination of FS4Africa aiming to ensure the proper exploitation of the project’s outcomes and maximise the impact.

The Second Dissemination, Communication and Exploitation Plan, due in M18, will be an updated version of the first DEC plan. It will evaluate the current plan to identify weaknesses and strengths of the applied activities and tools and establish objectives and concrete actions beyond M18 until the third iteration (M36) that follows with the established and growing Ecosystem of FS4Africa.

## 7 Annexes

### Annex I: FS4Africa Templates

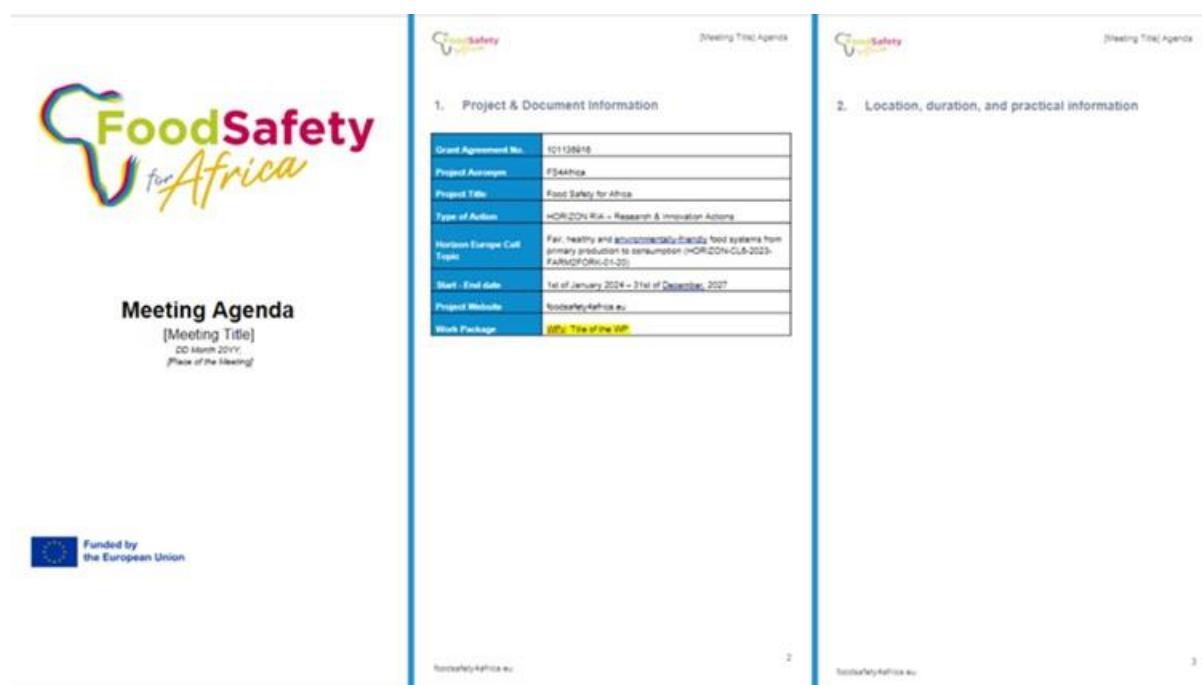
#### FS4Africa Deliverable Template

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#### FS4Africa Minutes template

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## FS4Africa Meeting Agenda template



## FS4Africa Presentation template



## MoU / LoI Templates



Memorandum of Understanding

INSERT LOGO OF PROJECT/ORGANIZATION



### Memorandum of Understanding between

**[Insert project/organisation]**  
&  
**FS4Africa**

This Memorandum of Understanding is made between [... INSERT ...] and FS4Africa.

#### 1. Purpose

The purpose of this Memorandum of Understanding is to create a framework for cooperation that will enable each partner to benefit from the common activities in their respective strategies. The present agreement is intended to serve as a guideline for both FS4Africa and [... INSERT ...] to enhance the relationship for the benefit of both partners, establishing the points and areas where both partners can meet interest and developing a close coordination between the parties. This agreement will help both partners to pursue their respective goals and will help avoid any unnecessary duplication or inconsistency of work and publications.

Therefore, the partners agree that it is in their mutual interest to collaborate on specific activities aimed at facilitating and supporting cooperation, the exchange of knowledge and good practices as well as to partner up in the organisation of future events (online or in-person). The collaboration of both partners should enable each one to better achieve its respective objectives. Thus, FS4Africa and [... INSERT ...] agree to have a program of cooperation, which will include agreed actions and initiatives described in the following points.

#### 2. Achievement of common goals

The Food Safety for Africa (FS4Africa) project is a comprehensive initiative aimed at tackling the multifaceted challenges of food safety in Africa. The overarching goal of the FS4Africa project is to improve food safety systems across Africa, with a special emphasis on the informal sector. By transforming local markets and enhancing food security, the project aims to stimulate regional trade while minimising negative impacts on the environment, biodiversity, health, and society.

##### 2.1. Meetings, events, and conferences

FS4Africa agrees to invite [... INSERT ...] to its meetings, events, and conferences, and [... INSERT ...] agrees to invite FS4Africa members to its meetings, events, and conferences. Both parties can provide collaboration in the organisation of national or international meetings, events, and conferences, collaborating with [... INSERT ...] and FS4Africa.

##### 2.2. Projects, development, and support

[... INSERT ...] and FS4Africa agree to collaborate in the creation and implementation of projects for their mutual benefit. This is aimed to enhance their respective impact on issues and topics where both partners have common interest.

##### 2.3. Communication and renown



1



## Memorandum of Understanding

[...INSERT...] and FS4Africa agree to display their logos, description texts and related links in their respective websites. Additionally, [...INSERT...] and FS4Africa shall provide bilaterally free dissemination of projects, events, information, and news from both parties through their websites, newsletters and social media.

**3. Funding**

The parties may jointly or independently mobilise resources for any activity, project, or program under this agreement. Prior to engaging in a collaborative activity, the parties shall stipulate the terms and conditions for the work to be performed as well as the financial arrangements of any such collaborative work through a separate written agreement. This agreement may also detail ownership of intellectual property rights and shall be signed and authorised by representatives of each party. The parties fully acknowledge that this agreement does not entail any funding obligation.

**4. Monitoring and evaluation**

The parties shall convene whenever necessary for consultation and further strategic collaboration. The consultation meetings shall serve to agree on and prepare an action plan for the successful implementation of activities necessary to meet the objectives of this agreement.

**5. Intellectual property rights and publications**

Both parties are responsible for providing the necessary technical elements for which they are the legal owner of graphic/image rights. For the activities that [...INSERT...] and FS4Africa agree to organise together, both parties have the right to include each other's logos and promote them in their network. Any publication resulting from this collaboration shall reflect the joint efforts of both institutions. The employees or volunteers of [...INSERT...] and FS4Africa shall not be entitled to any remuneration or other benefits respectively from [...INSERT...] and FS4Africa.

**6. Relationship**

The parties shall always remain separate and independent entities. This non-binding and a non-exclusive agreement will in no way hinder the ability of either party to work with any other person, organisation, in whatever scope. Given the separate relationship, neither party shall hold itself as an agent of the other party, enter into any arrangement or transaction with third parties on behalf of the other nor in any way pledge or bind the credit of the other party.

**7. Duration**

This agreement shall become effective upon signature by the authorised officials from both parties and will remain in effect until modified or terminated by mutual consent. In the absence of mutual agreement by the authorised officials from both parties to extend the terms of this agreement, this agreement shall end on [...INSERT DATE...].

[Place, Date]

On behalf of [...INSERT...]

[Name, Position]

[STAMP if applicable / signature]

On behalf of FS4Africa

[Name, Position]

[STAMP if applicable / Signature]



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the European Union

2



Letter of Intent

To:  
International Institute of Tropical Agriculture (IITA)  
(**FS4Africa Coordinator**)  
IDI-OSE OYO ROAD, IBADAN 200001,  
Ibadan Nigeria

#### LETTER OF INTENT

In collaborating with the Horizon Europe FS4Africa Project  
“Food Safety for Africa”

[Place, DD/MM/202x]

To whom it may concern,

I am writing this letter on behalf of [name of organisation]. I am pleased to confirm that [name of organisation] has expressed interest in participating in the FS4Africa project on opportunity to know and disseminate information about innovative solutions that address food safety issues associated with weak channels for value chain organisation, traceability & authentication of safe food.

I understand that the main objective of FS4Africa is to improve African food safety systems – with particular attention to the informal sector – through local market transformation enhancing food security and regional trade while reducing negative impacts on the environment, biodiversity, health, and society.

I am aware that FS4Africa aims to address food safety challenges through policy development & implementation of existing policies, implementation of strategies to uplift the informal sector using a combination of tools, approaches to transform the informal sector to a mezzanine status utilising digital tools, communication of strategies, utilisation of sound scientific, social and technological approaches.

I agree that [insert intended action and outcome] and I confirm that I am interested in:

- [specific action/contribution 1]
- [specific action/contribution 2]
- [specific action/contribution 3]

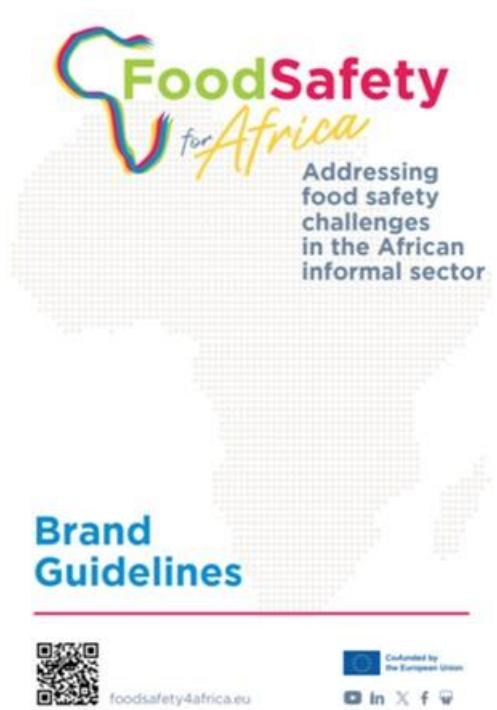
I understand that my time spent on these activities will not be charged to the project, but that [insert any other stipulations if applicable].

Yours sincerely,

[Name of the legal representative]  
[Position in the organisation]  
[Contact email]  
[Signature and stamp (if applicable)]

## Annex II: Communication Material

### Brand book



**Brand Guidelines**

Our logo is the face of Food Safety for Africa. It is the primary visual expression of the project and we need to be careful to use it correctly and consistently.

**LogoMark**



**Primary Logomark**



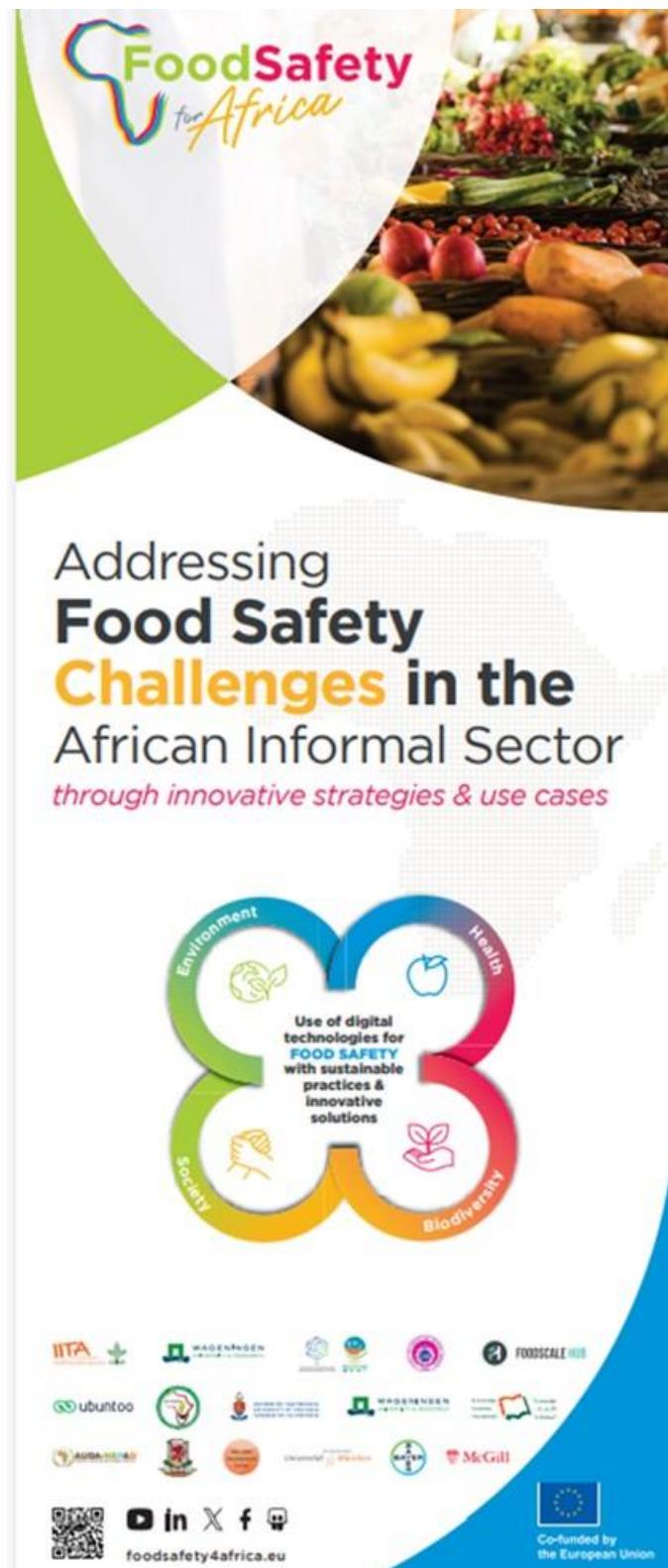
fs4africa

### Main Logo | Primary Colors



fs4africa

## Project banner



## Project brochure

**CURRENT STATUS**

The World Health Organization's (WHO) Global Burden of Foodborne Diseases estimated that, in Africa, food safety hazards were responsible for approximately 137,000 deaths and about 91 million cases of acute foodborne illnesses on an annual basis, the highest estimates worldwide.

**AFRICA'S FOOD SAFETY CHALLENGES**

- Food safety issues associated with weak channels for value chain organisation, traceability & authentication of safe food
- Mycotoxin contamination in multiple food crops including food and feed
- Pesticide residues in grains and vegetables
- Microbial contamination particularly *Escherichia coli* contamination
- Food adulteration

FS4Africa aims to improve African food safety systems – with particular attention to the informal sector – through local market transformation enhancing food security and regional trade while reducing negative impacts on the environment, biodiversity, health, and society.

**Do you want to get in touch with us?**

info@foodsafety4africa.eu



foodsafety4africa.eu

Co-funded by the European Union

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in X f 📺

**PROJECT COORDINATOR**



Partners



## Addressing Food Safety Challenges in the African Informal Sector

through innovative strategies & use cases

Co-funded by the European Union foodsafety4africa.eu

**WHY FS4Africa?**

FS4Africa applies newly developed innovative approaches, convergence strategies and stable partnerships to promote food safety.

**KEY OBJECTIVES**

- Gain a better understanding of the role of food safety
- Develop policies, business concepts and tools
- Co-develop and co-create solutions and business cases
- Incubate, accelerate and upscale solutions
- Assess the impact of food safety solutions
- Embed the food safety solutions in strategic agendas

**KEY RESULTS**




### FOOD SAFETY KNOWLEDGE PLATFORM

An online hub hosting the most relevant and practical knowledge on food safety for Africa. The platform will include real-time content and a community management system, consisting of the following:

- Food Safety Content Library
- Search Engine
- Collaboration Tools

### OPEN CALLS

To fuel the growth trajectory of food safety solutions, FS4Africa will launch 2 Open Calls aiming at least at 15 projects in total providing Financial Support to Third Parties (FSTP), as a mechanism to maximise the project's impact and accelerate network expansion.

**1** Sustainable Aflatoxin Management through a Food Convergence Innovation approach  
📍 Nigeria, Ghana, Kenya  
Value chain: Groundnut and maize varieties  
  
Reduction in the use and misuse of pesticides  
📍 Benin, Ghana, Nigeria  
Value chain: Legumes and Vegetables

**2** Safe and healthy vegetable and fish production through online platform and mobile communication  
📍 Nigeria, Cameroon  
Value chain: Aquacultures (fish and vegetables)  
  
Microbiological quality of tomatoes and leafy greens from farm to fork  
📍 South Africa  
Value chain: Tomatoes and Leafy greens

**3** USE CASES


foodsafety4africa.eu

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## Use Cases Banners

**FoodSafety in Africa**

**Addressing Food Safety Challenges in the African Informal Sector through innovative strategies 4 use cases**

**USE CASE 1**  
**Sustainable Aflatoxin Management**  
 through a Food Convergence Innovation approach

**Countries:** Nigeria, Ghana, Kenya

**Objective**  
 Aflatoxin control via resistant crops, collaborative networks, and food convergence innovation, to eradicate mycotoxin management.

**Proposed Solution**  
 Enhance food safety and traceability with stakeholder collaboration and training.

**PARTNERS**

**USE CASE 2**  
**Reduction in the Use and Misuse of Pesticides**

**Countries:** Benin, Ghana, Nigeria

**Objective**  
 Minimize pesticide misuse and promote safe storage to reduce exposure.

**Proposed Solution**  
 Enhance postharvest processes, pesticide management, and resistance understanding through training.

**PARTNERS**

**USE CASE 3**  
**Safe and healthy vegetable and fish production**  
 through online platform and mobile communication

**Countries:** Nigeria, Cameroon

**Objective**  
 Ensure safety of fish and vegetables production in Recirculating Aquaculture Systems, Hydroponics and Aquaponics

**Proposed Solution**  
 Certification and online access to food safety information for fish and vegetables

**PARTNERS**

**USE CASE 4**  
**Microbiological Quality of Tomatoes and Leafy Greens from farm to fork**

**Countries:** South Africa

**Objective**  
 Eliminate bacterial contamination in tomatoes and greens from smallholder farmers

**Proposed Solution**  
 Pathogen surveillance, AI platform, real-time pathogen, microbiome detection explored

**PARTNERS**

### Annex III: Template for the identification of new KERs & IPR process

KERs (Key Exploitable Results)		Scope of exploitation		Target groups [to whom]	Means of exploitation	Linked IPRs to the KERs	
<i>Please validate the already identified KERs (1-5) and add any other exploitable results if relevant</i>		<i>Please validate (for further explanation of the scope, please see note)</i>		<i>Please validate (see note for the list of target groups)</i>	<i>Please indicate the means of exploitation, where relevant</i>	<i>Please indicate what might be the possible IPRs, where relevant</i>	
		<i>If "Other", please identify</i>	Other			<i>If "Other", please identify</i>	Other
1	Food Safety Knowledge Platform	Commercial	Scientific	Food Labs; Innovation Hubs; Academic & Research organisations; Food System Stakeholders: to easily collaborate, interact, and exchange information on food safety.	<i>If relevant, please indicate the means of exploitation</i>		
2	Food safety stakeholders e-map	Other	Other	Food System Stakeholders, Informal food sector	<i>If relevant, please indicate the means of exploitation</i>		
3	FS4Africa innovation network	Scientific	Training and education	Food System Stakeholders, Innovation Hubs, Food Labs	<i>If relevant, please indicate the means of exploitation</i>		
4	Policy recommendations	Policy-making	Other	Policy makers & Regulators	<i>If relevant, please indicate the means of exploitation</i>		
5	Other individual or joint exploitable result <i>(if any)</i>						
6	Other individual or joint exploitable result <i>(if any)</i>						