



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

## **D5.2: DEC Plan B**

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[foodsafety4africa.eu](http://foodsafety4africa.eu)

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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
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## 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 second iteration of the DEC plan which will be updated due month 36 to reflect the project's advancements and monitor the plan's implementation.

### Key Updates:

- Progress Evaluation & Monitoring:
  - Tracks Key Performance Indicators (KPIs) from M1 to M18.
  - Identifies strengths and areas for improvement.
- Strategic Adjustments:
  - Follows a phased approach, ensuring continuous updates until the final version (D5.3 at M36).
- New Activities & Achievements:
  - As part of FS4Africa partners' efforts to foster collaboration and synergy, FS4Africa has signed a Memorandum of Understanding and Letters of Interest with eight projects and initiatives, aiming to strengthen knowledge exchange and maximize impact across shared objectives. (e.g., FCI4Africa, Smart Droplets, FrontAg Nexus, UP-RISE, WATSON, Healthy Diets 4 Africa, three Local Government Chairmen of Ibadan, Oyo State, Nigeria).
    - Launch of Food Safety Knowledge Platform, the first digital knowledge-sharing platform dedicated to food safety in Africa. Designed to serve as a central hub for reliable, up-to-date information, the platform supports capacity building, policy development, and awareness-raising across the continent. A beta version of the platform was symbolically launched last year on World Food Safety Day. On 7 June of this year, the full version was officially presented, marking a major milestone in our commitment to improving food safety practices and accessibility to knowledge for stakeholders throughout Africa.
    - Expanded industry presence in events such as Synergy Days 2025 in Barcelona.
- Improved Communication & Dissemination:
  - Increased social media engagement and exceeded planned KPIs.
  - Developed new materials (posters, brochures, newsletters).
  - Project video produced, along with videos showcasing partner participation in events and conferences.

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## Glossary of terms and abbreviations used

List of Abbreviations and Acronyms	
WP	Work Package
DEC	Dissemination, Exploitation and 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 and 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 third parties through the launch of two open calls. The Open Call 1 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 Open Call 2 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 Center, especially the EC Knowledge Center 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 from 4 European countries, 6 African countries, and 1 from Canada. It brings together academic and research institutions, industrial companies, service providers, and non-profit organisations (NPOs). This diverse composition merges the research and innovation capacities of academic institutes with the technological expertise of the industry and the dissemination and communication strengths of NPOs, creating a comprehensive and complementary skillset. This broad spectrum of practical and theoretical knowledge is essential for achieving the project's objectives.

The consortium operates under a well-structured organisational framework based on the DESCA (Development of a Simplified Consortium Agreement) model, providing a reliable and transparent reference structure for effective project implementation.

Specifically, the FS4Africa consortium includes partners from the following sectors:

- **Research, Technology, and Innovation Organisations:** IITA, GSIR-GH, FSTS, and WR — three based in Africa and one in Europe — with extensive experience in multi-disciplinary themes related to food security in both African and European contexts.
- **Universities:** Five in total — three located in Africa and one each in Europe and Canada — including UP, WU, EGE, UniBw M, and McGill University.
- **Business and Project Support Organisations:** ITC, KEF, NEPAD, and ADC, all with substantial experience in linking smallholder farmers to markets, coordinating international projects, and empowering agricultural stakeholders at the local level.
- **Technology Enterprise:** Ubuntoo, a business tech organisation comprising professionals, researchers, engineers, and software developers with combined expertise in artificial intelligence and human-centered solutions.
- **Life Science Company:** Bayer, a globally recognised company with over 150 years of experience and core competencies in healthcare and agriculture.
- **Non-Profit Impact Venture Studio:** RFF, which specialises in impact maximisation, innovation through open calls, and the development of business models and innovation strategies.

## 1.3 Deliverable Overview and Report Structure

The present Deliverable D5.2 – FS4Africa DEC Plan B (second version) has been developed within the framework of Task 5.1: Dissemination, Exploitation & Communication Plan, under Work Package 5: Ecosystem Building, Acceleration, and Upscaling. Its aim is to consolidate the overall DEC strategy of FS4Africa from the outset, monitor the implementation of DEC

activities during the first reporting period, and, if necessary, redefine the DEC goals to optimise their impact. The plan also seeks to identify the most efficient tools and approaches to achieve these goals and translate them into a concrete implementation roadmap.

To this end, the DEC Plan sets out the objectives, tools, materials, and communication channels to be used in effectively disseminating FS4Africa's activities, achievements, and tangible results to the project's target audiences.

Additionally, the FS4Africa DEC Plan aims to define the pace and scope of activities necessary to build a strong foundation for effectively engaging all relevant stakeholders with tailored messages and tools. It also supports alignment with other projects and initiatives by establishing strategic links and synergies, thus contributing to the broader FS4Africa vision.

RFF is the leader of WP5. The first version of the DEC Plan (Deliverable D5.1) was submitted in Month 6 and serves as a reference for all FS4Africa partners when implementing dissemination, exploitation, and communication activities. The current document (D5.2) provides an updated version as of Month 18, incorporating project progress to date. A final version will be delivered in Month 36, reflecting the full evolution of the project and ensuring the achievement of FS4Africa's DEC objectives.

A key priority of FS4Africa is to build a vibrant ecosystem around the project. To this end, targeted stakeholders have been actively engaged to foster interconnections among them, while facilitating synergies with relevant R&D projects in both the EU and Africa, as well as with related organisations and initiatives. These efforts support the overarching aim of Ecosystem Building and Engagement under WP5.

The DEC Plan is structured into six chapters, each designed to clearly present the overall FS4Africa DEC objectives, strategy, target audiences, tools and methods, communication channels, and materials. Together, these components form a comprehensive and actionable framework for the effective implementation of dissemination, communication, and exploitation activities both during and beyond the project's lifespan.

FS4Africa Component	FS4Africa Component Outline	Respective Document Chapter(s)	Description
<b>DELIVERABLE</b>			
<b>Deliverable D5.2 - FS4Africa DEC plan</b>			
<b>D5.2: FS4Africa DEC Plan B</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 FS4Africa's DEC plan (second version)

Table 1 Adherence to FS4Africa GA Deliverable & Tasks Descriptions

## 2 DEC Methodology & 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 key results. Furthermore, the DEC Plan will unfold taking into account GDPR and Gender equality issues (social and ethical). The initial DEC Plan (D5.1) was delivered on M06 and it will be updated regularly (M18 – present document and M36) to incorporate project advancements in order to achieve the FS4Africa DEC targets.

## 2.1 FS4Africa DEC Time Plan

A division of the DEC plan into four phases (Figure 2) was crucial, ensuring both its successful implementation and the completion of the aforementioned 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 is 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 (M37-48)

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 project's social media platforms and website. Also contributes to further expanding of the FS4Africa food safety ecosystem

More specific, RFF 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 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 FS4Africa's DEC Plan, are related to 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 Group 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 has 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 further approach 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 the partners' 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, and 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**” refers to the use of and the benefits derived from the outcomes of the project. Accordingly, the **FS4Africa** project considers exploitation activities a key driver of its overall success. The consortium partners are committed to exploiting the project's results, leveraging their diverse and complementary research and business backgrounds to establish multiple routes and modalities for delivering FS4Africa outcomes to the intended stakeholders. These include farmers, food producers, informal market traders and distributors, agri-cooperatives, authorities and policymakers, research and innovation networks, and innovation hubs. Throughout the project's duration, a variety of exploitation activities will be implemented with varying levels of intensity, depending on the availability of information and the results achieved. The overarching goal of FS4Africa's exploitation actions is to establish an effective framework for leveraging both commercial and non-commercial project outcomes during the project and beyond its lifetime. To this end, the FS4Africa exploitation strategy is built around the following key objectives:

- **Establish the foundation for exploitation.** This includes identifying interdependencies among the project's work packages and tasks, as well as defining the exploitation-related KPIs to be achieved by the end of the project.
- **Identify and validate Key Exploitable Results (KERs)**—both commercial and non-commercial—through an iterative process aligned with the project's piloting timelines.
- **Develop joint and individual exploitation plans** for consortium partners expected to deliver market-exploitable assets during the project. These plans will address both organisational and financial dimensions.
- **Define the core actions for ensuring the sustainability** of the project's outcomes after its conclusion, culminating in a comprehensive Sustainability Plan.
- **Outline Intellectual Property Rights (IPR) management strategies** to support both joint and individual exploitation capacities among partners.

### 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 (M01–M18, M19–M36, M37–M48), while the final DEC plan will be delivered at 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 skillfully 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

The FS4Africa project has adopted the Multi-Actor Approach (MAA) as a guiding principle for ensuring that its activities, methodologies, and outcomes are shaped by and relevant to the real needs of diverse stakeholder groups across the agri-food systems in Sub-Saharan Africa. During the first 18 months of implementation, the MAA has been strategically embedded across all Work Packages (WPs), with a particular focus on stakeholder engagement, co-design, and knowledge co-creation.

### 2.4.1 Application of the Multi-Actor Approach (MAA) in FS4Africa

During the first 18 months of implementation, the MAA has been strategically embedded across all Work Packages (WPs), with a particular focus on stakeholder engagement, co-design, and knowledge co-creation.

The consortium has actively involved a wide range of actors, including smallholder farmers, food processors, agri-cooperatives, extension services, local authorities, research institutions, private sector innovators, NGOs, and policy makers. This inclusive engagement has been critical in tailoring the FS4Africa activities to regional contexts and in facilitating bottom-up innovation processes.

**Key MAA activities include:**

- Stakeholder Mapping and Needs Assessment: At the early stages, a comprehensive stakeholder mapping exercise was conducted to identify relevant actors in each use case area. This allowed for targeted engagement and informed the development of tailored dissemination, communication, and capacity-building strategies.
- Co-creation Workshops: Several food safety practices are implemented and trialled in co-creation manner between all relevant stakeholders in the use cases. Multi-actor co-design sessions were organised in each use case area to shape the pilot activities, including digital tool testing, data collection protocols, and value chain interventions. These participatory activities ensured that local knowledge and user needs were integrated into the technical design of the project.
- Establishment of Living Labs: The Living Lab (LL) methodology is applied by defining a governance framework for each use case to accomplish an iterative multi-actor innovation process in a real-life. The establishment of living labs in the use case areas enabled continuous dialogue with stakeholders, fostering a shared ownership of project goals. These platforms provided real-world testbeds for solution validation, user feedback, and iterative refinement.
- Involvement in Communication and Dissemination: Stakeholders were not only consulted but also involved in the communication process. This included their participation in storytelling, field demonstration videos, and stakeholder-driven narratives that reflect their perspectives on food system challenges and innovations.
- Feedback Loops and Iterative Learning: A design process is followed with multiple feedback loops, scientific research, testing and piloting by end users in 4 use cases and monitoring and evaluation with specific KPI's.

The MAA implementation during this first period has laid a strong foundation for inclusive innovation and reinforced trust among project actors. By ensuring that end-users are not passive recipients but co-creators of knowledge and solutions, FS4Africa is on track to deliver outcomes with high relevance, acceptability, and potential for scale-up.

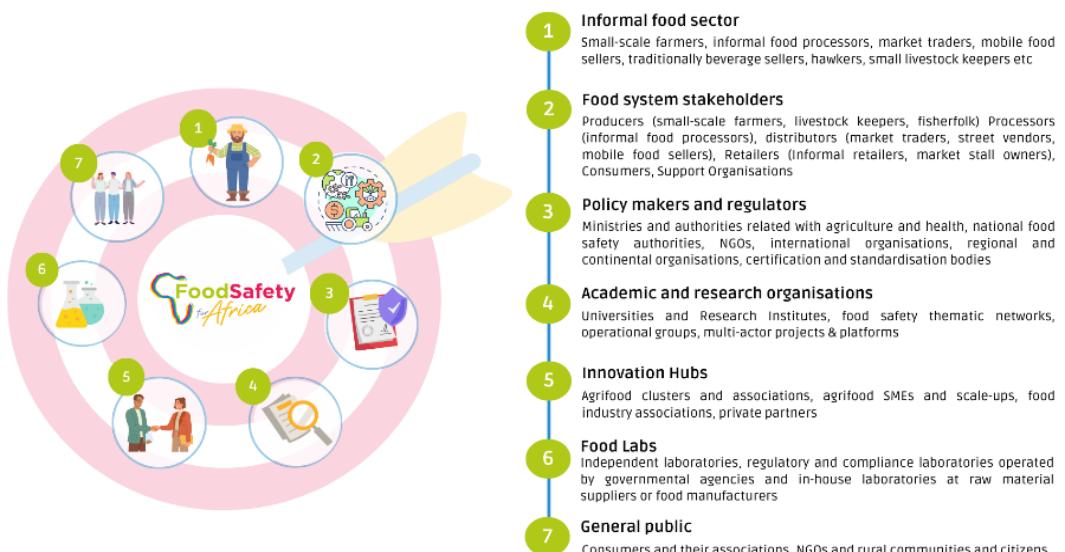


Figure 6 FS4Africa Target Groups

## FS4Africa Multi-Actor Approach (MAA) defining principles

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

**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.

**Customisation 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.

**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.

**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.

**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.

**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.

## 2.4.2 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.

### 2.4.3 Ecosystem Building and Engagement

Communication activities within FS4Africa will achieve the desired visibility of the project, following a hybrid approach that combines both electronic and non-electronic tools and channels.

Therefore, FS4Africa, which is based on the framework of the MAA methodology, engages stakeholders, creates synergies and networks and builds an MAA Ecosystem.

At first place, the project brings together **16 partners from 4 European countries, 6 African Countries and 1 from Canada** to reinforce a multi-actor approach by bringing together universities, research centers, SMEs, and industry stakeholders, ensuring a multidisciplinary approach

**Networking and synergies** with other EU-funded R&D projects, relevant initiatives, food system networks, and organisations will enable access to a large pool of actors and stakeholders.

Cooperation channels will be established with the projects funded under the HORIZON-CL6-2023-FARM2FORK-01 call's ("Fair, healthy and environmentally-friendly food systems from primary production to consumption) "EU-Africa Union – food safety" and "AU-EU Combatting all forms of malnutrition" topic. FS4Africa will also consider synergies with the projects funded under the HORIZON-CL6-2024-FARM2FORK-01-11 call's (Fair, healthy and environmentally-friendly food systems from primary production to consumption) EU-African Union – towards climate-neutral, social just fair-trade food systems topic and other European, African projects and initiatives, thematic networks, and EU initiatives/networks.

The **strategy for building synergies** with other European and African initiatives is multifaceted and is described below.

#### Phase 1: Mapping and Identification

Engaging with European and African initiatives and projects is central to successfully improve the understanding of informal trade operations and ways to improve food safety. However, not all initiatives have the same level and means of involvement and engagement. Therefore, the first step is to identify potentially mutually beneficial partnerships and synergies that could be interested in FS4Africa project's work and results. The preliminary mapping and identification of EU-Africa Union initiatives for building synergies already took place during the proposal phase and is expected to continue throughout the whole project. To effectively identify and initiate synergy building, a systematic approach within the FS4Africa project has been put in place. Firstly, based on the work done during the proposal phase, a list of relevant initiatives, in which FS4Africa partners have been involved, has been developed. At the same time, the initial list of EU and African Union national and international initiatives will be further enriched through extensive research on online databases, such as CORDIS, as well as through contributions from project partners. To facilitate this process, the FS4Africa Synergy Planning template will be used.

2. FS4Africa Synergy Planning						
#	Type of Initiative	Full name	Website	Initiative Leader	Focus area	Potential joint activities

Table 2 FS4Africa Synergy Planning

This phase has started on M1 and is an iterative process. Every six months, the synergy mapping template will be distributed to the project's consortium. During the project's regular meetings, including Executive Board online meetings, partners will also share information on this topic and provide updates.

## Phase 2: Evaluation

To ensure synergies will benefit the project and align with FS4Africa objectives, each potential project, initiative, and network will be assessed against the relevance, scope and potential for collaboration. In particular, FS4Africa will assess the extent to which the objectives and focus areas of identified initiatives align with those of the project. This involves analysing the project's objectives and description as well as their deliverables to determine compatibility. The expertise and capacity of each initiative should also be taken into consideration during the evaluation process.

Furthermore, FS4Africa will make use of the following qualitative/quantitative indicators:

- Relevance;
- Estimated impact (e.g., visibility, added value);
- Potential
- Feasibility (e.g., timeline and resources);
- Terms for collaboration

Finally, the issue of geographical relevance will be evaluated based on the geographical coverage and target regions of each initiative to safeguard relevance to FS4Africa's scope and target areas.

An aggregate score of the abovementioned evaluation criteria will be calculated, which will be consolidated with the information provided by partners, creating a priority list of initiatives, with the high-ranked initiatives indicating stronger potential for synergy building. To facilitate this process the FS4Africa Mapping and identification of relevant EU-African Union initiatives for building synergies spreadsheet will be used.

Potential Synergies	Relevance	Impact	Potential	Feasibility	Terms of cooperation	Geographical coverage	Total	Priority status
SMART DROPLETS	4	5	5	4	5	3	26	High
FrontAg Nexus	4	5	4	4	5	5	27	High
WATSON	5	5	5	4	5	5	29	High
FCI4Africa	5	5	5	5	5	5	30	Strong
Local Governments in Ibadan	5	5	5	5	5	5	30	Strong
UP-RISE	5	5	5	5	5	5	30	Strong
Healthy Diets for Africa	5	5	5	5	5	5	30	Strong
INCITIS-FOOD	5	5	5	5	5	5	30	Strong
VODAN ASIA & AFRICA	5	5	5	5	5	5	30	Strong
PCCI	4	5	5	5	5	4	28	High
DIH AGRIFOOD	5	4	5	5	5	5	29	High
EAMMAG	4	5	5	5	5	4	28	High

*Figure 8 FS4Africa Mapping and identification of relevant EU-African Union initiatives*

The Executive Board, consisting of representatives from WP Leaders, will be responsible for the evaluation process and for generating the priority list. The evaluation phase will be repeated every six months when project partners will have provided their proposal for new synergy building.

### Phase 3: Contact

Once the Executive Board agrees upon the synergies that should be established, the most appropriate approach for making contact will be decided on a case-by-case basis. A tailored-made synergy building proposal will be developed, providing a general framework as well as specific steps and expected outcomes. In addition, project partners will make use of their existing network and their involvement in other project and/or initiatives to reach out to the coordinators for making the first contact. A more adaptive and flexible approach will be followed when it comes to the next steps and timeline of the synergy building since the responsiveness and availability of the contacted initiative have to be considered. During the interim evaluation, all these issues will be addressed and analysed determining any follow-up or corrective actions.

### Phase 4: Action

The pathways and joint activities between FS4Africa and other initiatives will be decided after discussions with their representatives and the project's consortium and will include (but are not limited to):

- Sharing data, inputs and/or outputs
- Joint policy events
- Coordinating research and/or joint publications
- Participation in the other's events and networks
- Links to project and project events on website, social media and other relevant online platforms and channels.

The action phase is ongoing until the end of the FS4Africa (M48 – December 2027).

### Interim evaluation

Considering the strategic value of synergy building with other European and African initiatives throughout the project's implementation, it is of crucial importance to set up an extra layer of assessment throughout the duration of the project.

While the Executive Board, consisting of representatives from WP Leaders, will monitor the implementation of this task, a separate procedure has been identified, running from M24

(December 2025) until M30 (June 2026), which will look into detail on the progress achieved so far as well as the next steps.

The primary objective of the interim evaluation phase is to assess the progress of synergy-building efforts and make any necessary adjustments to enhance effectiveness and address challenges. This phase serves as a crucial checkpoint to ensure that the task remains on track towards its goals and objectives.

First, the status of communication and collaboration efforts, as described in the contact phase, will be evaluated, focusing primarily on the level of engagement and responsiveness from the selected initiatives. This will determine the effectiveness of the communication channels and whether any improvement is needed at this stage. Second, the partners involved in the synergy building process (Coordinator, WP Leaders, UC Leaders, other partners), will be asked to provide their feedback on the positive and negative aspects of these collaborations. Finally, depending on the feedback received, the Executive Board, in collaboration with FS4Africa's partners, will propose a set of actions to improve the synergy building process where necessary.

In that way and through a multi-actor approach, an open, expanding, and sustainable ecosystem of FS4Africa project will be established.

## 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	May 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</li> </ul>

	entrepreneurs and start-ups
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*Table 3 Description of FS4Africa Open Calls*

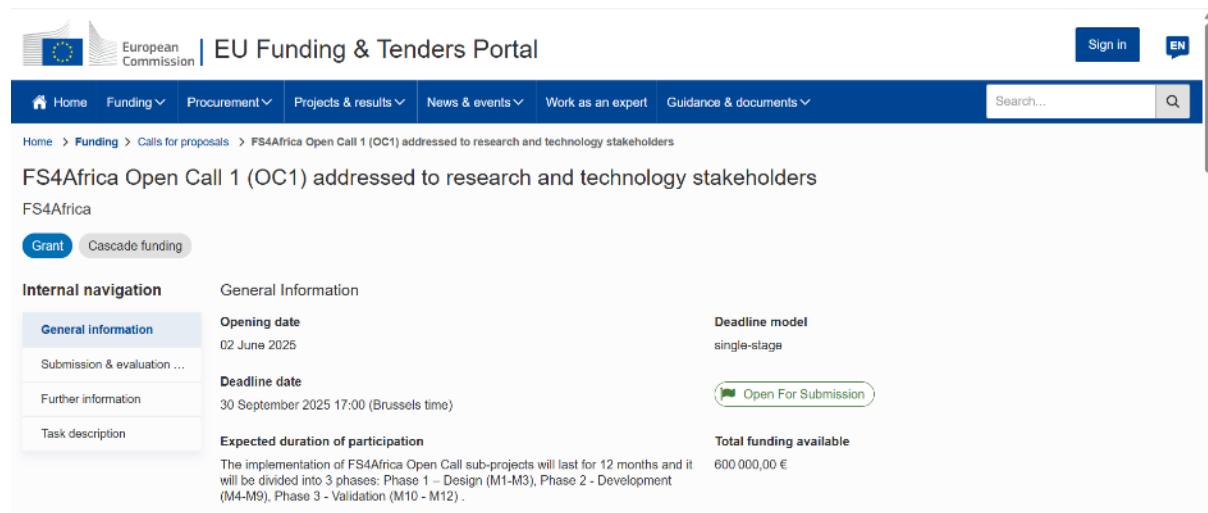
A detailed description of the process of the OC planning, preparation, and launch, as well as the OC's final outcomes, is provided in a separate deliverable (D5.7 – D5.9). Communication and dissemination efforts will closely follow the Open Call planning timeline to ensure their effective and extensive promotion.

Within the DEC plan, the Open Calls will require activities towards promoting the open call and disseminating the results of the open call.

### 2.5.1 Open Call 1 publication

#### EU Funding & Tenders Portal

Following the requirements of the European Commission, the FS4Africa Open Call 1 (OC1) has been published on the EU Funding and Tenders Portal (Calls for funding in cascade) on Monday, June 2nd, 2025.



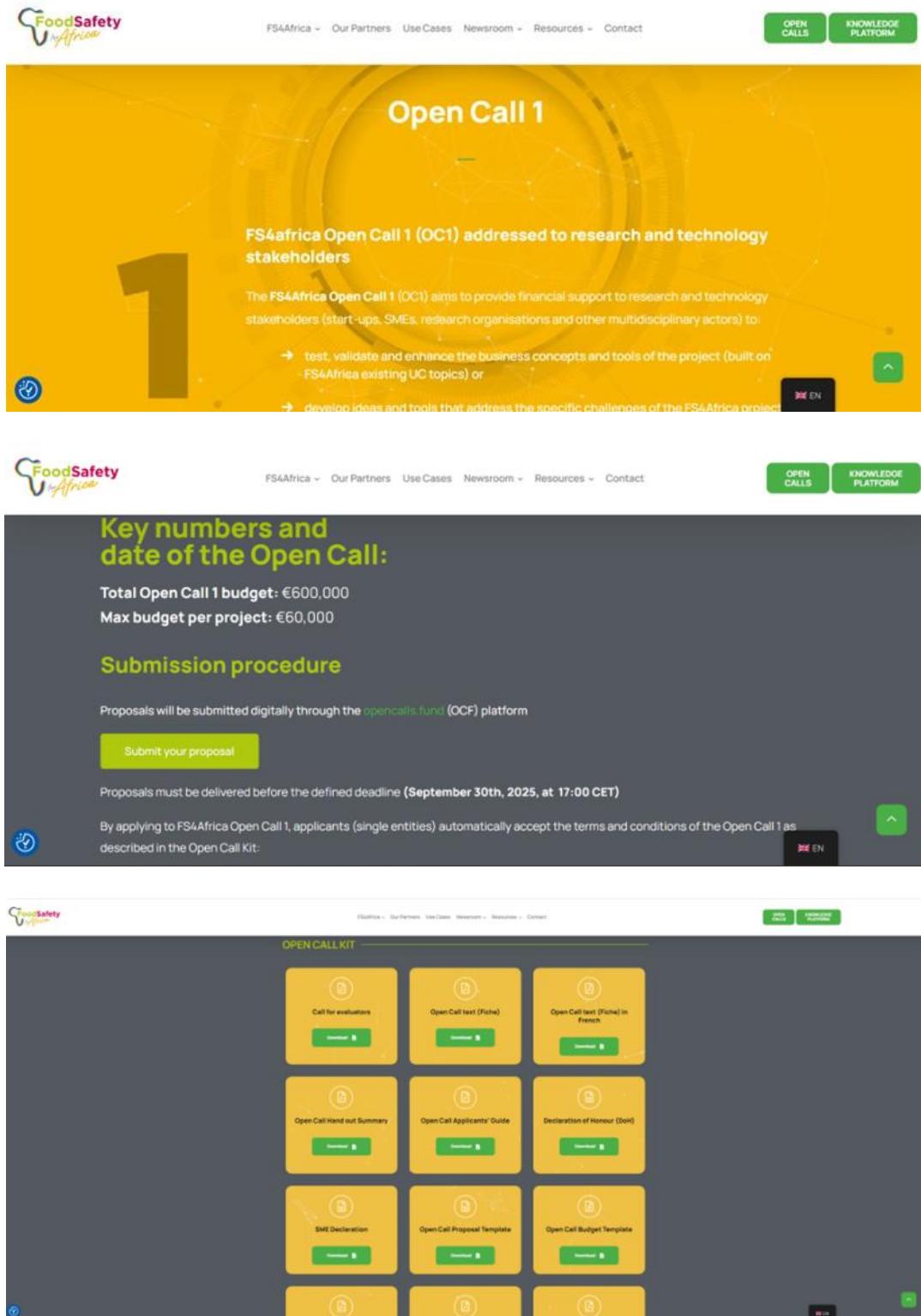
*Figure 9 Open Call 1 on the EU Funding and Tenders Portal*

#### FS4Africa website

Information on the FS4Africa Open Call 1 has been uploaded on a dedicated tab of the project's website and includes:

- An overview of the Open Call
- The FS4Africa Open Call Kit with all relevant documents uploaded
- Link to the opencalls.fund platform

The FS4Africa Open Call 1 has been published on FS4Africa website (<https://foodsafety4africa.eu/open-call/>), on Monday, June 2nd, 2025, and it will remain open until Tuesday, September 30th, 2025, at 17:00 CET.



The FS4Africa Open Call 1 (OC1) addressed to research and technology stakeholders

The FS4Africa Open Call 1 (OC1) aims to provide financial support to research and technology stakeholders (start-ups, SMEs, research organisations and other multidisciplinary actors) to:

- test, validate and enhance the business concepts and tools of the project (built on FS4Africa existing UC topics) or
- develop ideas and tools that address the specific challenges of the FS4Africa project

**Key numbers and date of the Open Call:**

Total Open Call 1 budget: €600,000  
Max budget per project: €60,000

**Submission procedure**

Proposals will be submitted digitally through the [opencalls.fund](#) (OCF) platform

[Submit your proposal](#)

Proposals must be delivered before the defined deadline (**September 30th, 2025, at 17:00 CET**)

By applying to FS4Africa Open Call 1, applicants (single entities) automatically accept the terms and conditions of the Open Call 1 as described in the Open Call Kit:

**OPEN CALL KIT**

- Call for evaluations
- Open Call text (Fiche)
- Open Call text (Fiche) in French
- Open Call Hand out Summary
- Open Call Applicants' Guide
- Declaration of Honour (Doh)
- SME Declaration
- Open-Call Proposal Template
- Open Call Budget Template

Figure 10 Open Call 1 publication on FS4Africa website

## Opencalls.fund

Information on the Open Calls has also been published on the opencalls.fund platform:

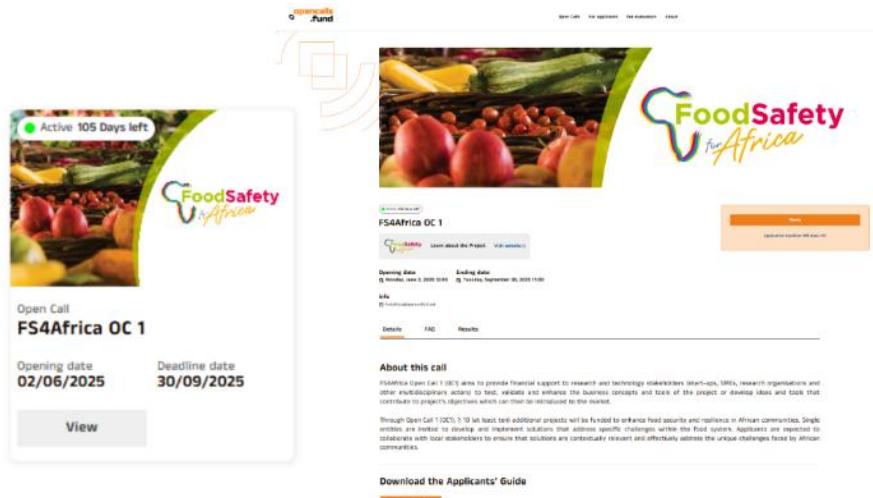
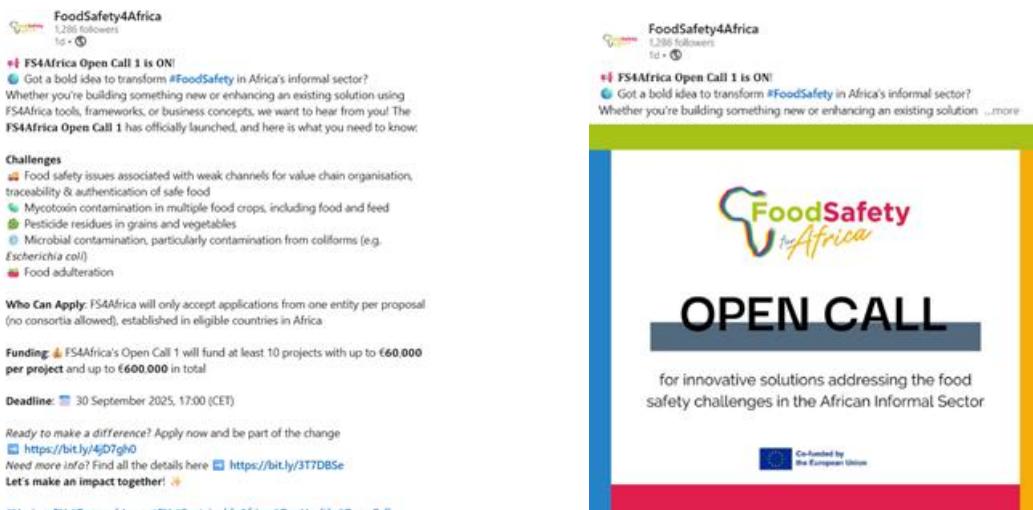


Figure 11 FS4Africa's Open Call 1 on opencalls.fund platform

### 2.5.2 Open Call 1 promotion

#### Social Media posts

A set of social media posts has been created to raise awareness of the Open Call and throughout the application phase. Screenshots of selected posts are presented below:



FoodSafety4Africa  
1,342 followers  
3d • 

★ FS4Africa is looking for evaluators!

Are you an expert in #FoodSafety systems, innovation, or business ...more



FoodSafety for Africa

# OPEN CALL

→ **APPLY NOW**

## Be an Evaluator!

Co-Funded by the European Union

FoodSafety4Africa  
1,342 followers  
3d • 

★ FS4Africa is looking for evaluators!

Are you an expert in #FoodSafety systems, innovation, or business development, especially with insights into the African informal sector? Do you have experience evaluating EC proposals or similar initiatives?

We're inviting qualified individuals to **assess applications for FS4Africa Open Call 1!** Evaluators must be EU or Horizon Europe-associated country nationals, including their outermost regions and Overseas Countries and Territories, and not affiliated with applicants or **FoodSafety4Africa** consortium members.

🔍 Key evaluation areas:

- Concept and feasibility
- Technology readiness and innovation development
- Impact & Exploitation
- Organisational capacity and sufficiency in the team's background

💡 Apply here: <http://bit.ly/3FYmcZo>

💡 Learn more: <https://bit.ly/3T7DBSe>

Be part of advancing food safety solutions across Africa. Join us as an evaluator today!

#HorizonEU #ResearchImpactEU #SustainableAfrica #OneHealth #OpenCall

FoodSafety4Africa  
1,342 followers  
1d • 

🌐 Interested in the FS4Africa Open Call 1 for innovative #FoodSafety solutions?

❓ Got questions about eligibility criteria, the submission process, or what makes a strong application? We've got you covered!

💡 Join our dedicated online workshop by [reframe.food](http://reframe.food) to get all the details you need to apply!

📅 Wednesday 25 June 2025

🕒 12:00 PM (CET)

📍 Zoom

💡 Don't miss this chance to gain valuable insights and get your questions answered.

🔗 Join here: <https://shorturl.at/FJAod>

#HorizonEU #ResearchImpactEU #SustainableAfrica #OneHealth #OpenCall

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🌐 Interested in the FS4Africa Open Call 1 for innovative #FoodSafety solutions?

❓ Got questions about eligibility criteria, the submission process, or what makes a strong application? We've got you covered! ...more



ONLINE WORKSHOP  
**OPEN CALL**

HAVE QUESTIONS?  
GET ALL THE INFO!

WEDNESDAY | TIME  
25 JUNE | 12:00 PM (CET)

JOIN ON ZOOM

Co-Funded by the European Union

Figure 12 FS4Africa's Open Call 1 social media posts

## Press Releases

Press releases have also been prepared to announce the launch of each Open Call. Below is a screenshot of the press release created for the Open Call 1 in English:



**OPEN CALL**  
For innovative solutions addressing the food safety challenges in the African informal Sector

**FS4Africa launches €600,000 Open Call to boost food safety in Africa**  
Offers up to €60,000 per project in funding for innovative solutions

FS4Africa, a Horizon Europe-funded project dedicated to transforming food safety systems across the African continent, has officially launched its first Open Call for innovative solutions. With a total budget of €600,000, the initiative will provide financial support to at least ten selected projects, each eligible for up to €60,000 in funding.

Launched in January 2024, FS4Africa is focused on improving food safety across Africa, with particular attention to the informal sector. The project aims to foster local market transformation that enhances food security and regional trade while reducing negative impacts on the environment, biodiversity, health, and society.

Through this Open Call, FS4Africa will support pioneering concepts that address pressing food safety challenges on the continent. Applicants are invited to propose either a completely new innovative solution or to enhance existing solutions by building on tools, business concepts, and frameworks already developed within the FS4Africa project. While proposals do not need to align with FS4Africa's existing Use Cases, they must address one of the following food 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

The call is open to single applicants only—no consortia allowed. Eligible entities include start-ups, small and medium-sized enterprises (SMEs), research institutions, and multidisciplinary organisations established in African countries. The full application package is available [online](#) on the project website [foodsafety4africa.eu](http://foodsafety4africa.eu).

**How to apply?**

Interested applicants must submit their applications exclusively via the dedicated platform at [opencalls.fund](#). Submissions received through any other channel will not be considered and will be automatically discarded. The deadline for applications is September 30, 2025. Selected projects are expected to commence implementation in February 2026 and run for a duration of twelve months. FS4Africa will provide 100% funding of eligible costs.

All application materials (documents of the Open Call kit) must be submitted in English, which is the official language of the FS4Africa project and FS4Africa Open Call. The proposal evaluation and sub-grant agreement preparation will take place between October 2025 and January 2026.

All questions concerning the Call must be in writing and be stated in the FAQ section on the opencalls.fund platform or sent by e-mail to [fs4africa@opencalls.fund](mailto:fs4africa@opencalls.fund). The deadline for asking clarification questions or requesting additional information is 17:00 CET on September 25th, 2025.

FS4Africa's Open Call represents a significant step towards fostering locally grounded, high-impact solutions that can contribute to a more resilient, safe, and inclusive food system across Africa.

To learn more about the FoodSafety4Africa project and stay up to date, visit [foodsafety4africa.eu](http://foodsafety4africa.eu) and follow us on social media.

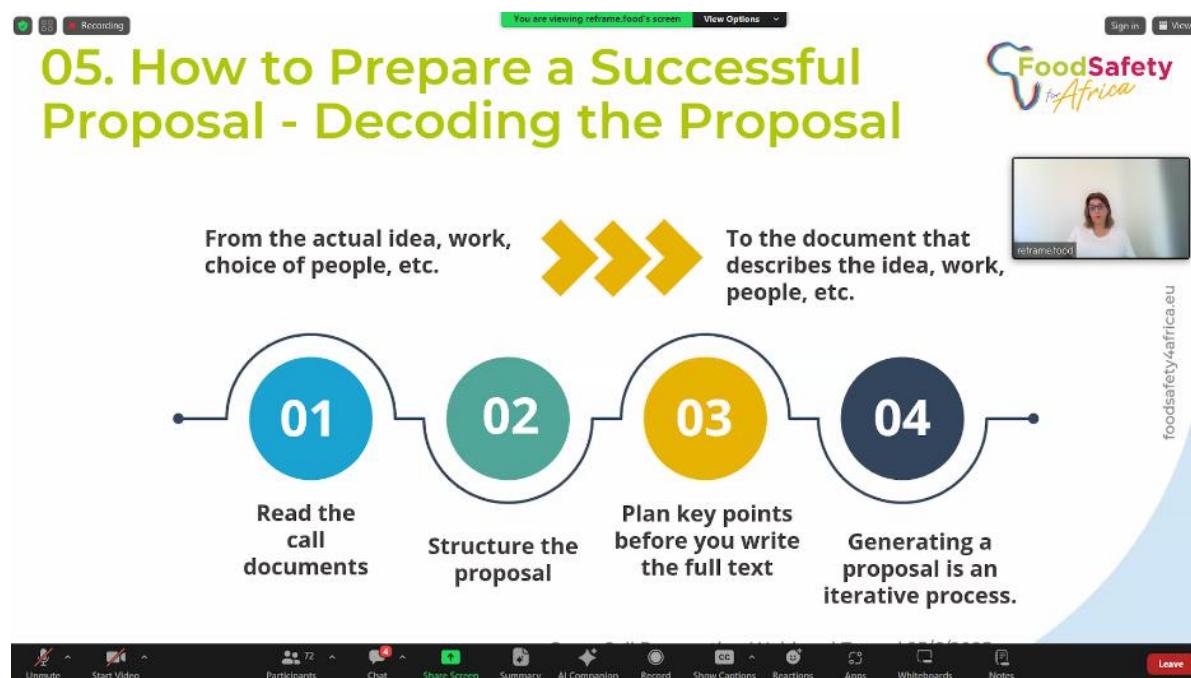
[Facebook](#) [LinkedIn](#) [X](#) [YouTube](#) [Instagram](#)

**Disclaimer**  
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Figure 13 FS4Africa's Open Call 1 press release

## Workshops/webinars

To raise awareness and outreach, provide a space to explain the details, answer questions, and engage potential applicants, RFF has organised a workshop on Wednesday, June 25, with more than 70 participants.



**From the actual idea, work, choice of people, etc.**

**To the document that describes the idea, work, people, etc.**

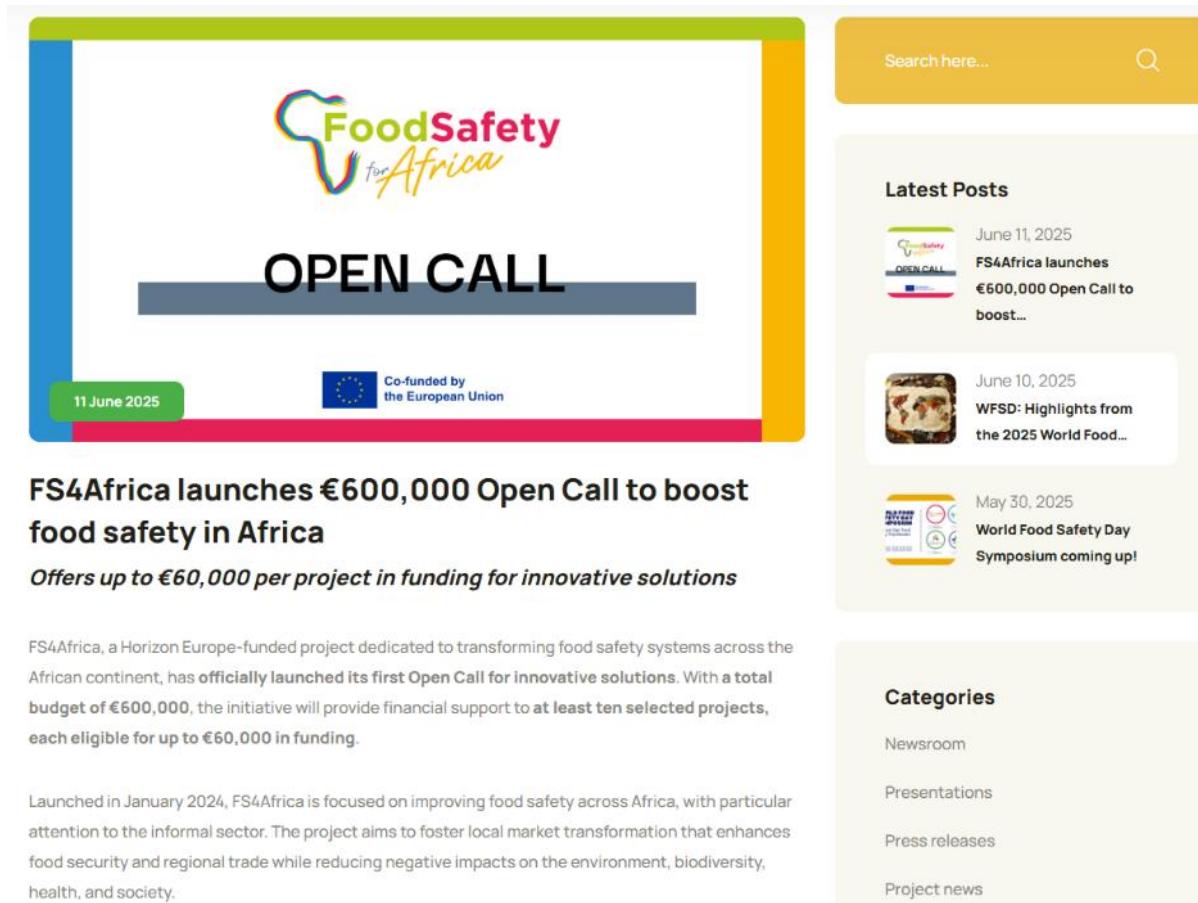
- 01 Read the call documents
- 02 Structure the proposal
- 03 Plan key points before you write the full text
- 04 Generating a proposal is an iterative process.

[foodsafety4africa.eu](http://foodsafety4africa.eu)

Figure 14 Open Call 1 Preparation Webinar

## Blog posts

Blog posts have also been drafted and uploaded on the FS4Africa website announcing the [launch of the Open Call](#). Further blog posts informing on the Open Call statistics (info on the number of applicants, type, and country of applicants, etc.) and, later, on the Open Call results and approved projects will also be uploaded.



The screenshot shows the FS4Africa website. The main content area features the FS4Africa logo, a large 'OPEN CALL' banner, the date '11 June 2025', and a 'Co-funded by the European Union' logo. Below this is a summary of the Open Call: 'FS4Africa launches €600,000 Open Call to boost food safety in Africa' and 'Offers up to €60,000 per project in funding for innovative solutions'. To the right is a sidebar with a search bar, 'Latest Posts' (listing three recent articles with thumbnails and dates), and a 'Categories' section (listing Newsroom, Presentations, Press releases, and Project news).

Figure 15 FS4Africa's Open Call 1 blog posts

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 results are available, efforts will be concentrated on their dissemination and future exploitation using all suitable tools, channels, and activities.

Communication and dissemination efforts will closely follow the Open Call planning timeline (Figure 13) to ensure their effective and extensive promotion. As information becomes available, it will be posted on SlideShare and the website.

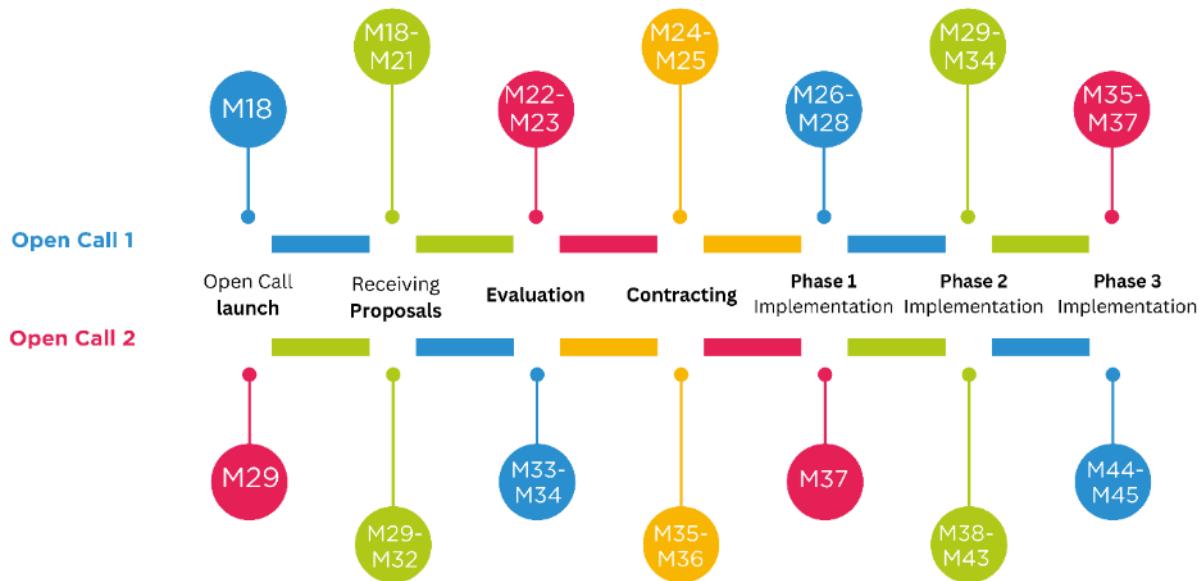


Figure 16 FS4Africa's Open Call 1 timeline

## Spreading Open Call results

Updates and information on the progress of 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 concentrate on their dissemination and future exploitation using all suitable tools, channels, and activities.

## 2.6 Planning and reporting procedures

### 2.6.1 Planning

To ensure prompt planning of dissemination and communication activities, a planning form was developed. The planning form dedicated to each partner is divided into three main categories: the Events planning, the Synergy Mapping and the Publications planning. Partners are expected to update their planning frequently so that RFF can promote the relevant outcomes.

1. FS4Africa Event Planning						
#	Name and Type of Event	Event link (if applicable)	Date(s) / Location(s)	Scale	Target Groups	Potential FS4Africa involvement
2. FS4Africa Synergy Planning						
#	Type of Initiative	Full name	Website	Initiative Leader	Focus area	Potential joint activities
3. FS4Africa Publication Planning						

#	Type of publication	Publication website	Estimation submission date

*Table 4 FS4Africa online form for D&C planning*

## 2.6.2 Reporting

The reporting and monitoring procedures of FS4Africa require the partners' frequent reporting of their dissemination and communication activities. To this end, a reporting tool was developed and circulated among partners to provide their input and to allow the WP leader (RFF) to monitor partner activity. This initiative is pivotal in upholding accountability and sustaining active involvement in our dissemination and communication efforts.

A monthly reminder (within the first week of each month) to report relevant past activities on the online form is sent by RFF to all partners. In case significant, or repeated deviations are recorded from certain partners, the coordinator is officially informed. Deviations will have to be justified, discussed among partners, and changes in the DEC strategy will be reported on the updated versions of the DEC plan.

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 RFF so the communications team can repost their website/social media content. This centralised form streamlines the process, enabling every partner to clearly understand their roles and accurately record their contributions, fostering transparency and effectiveness in our communication.

All partners nominated a team member responsible for D&C activities. An online workshop was organised by the WP5 leader on 9 April 2024, and all relevant templates and procedures were presented and discussed with the partners.

### 2.6.2.1 New reporting and monitoring tool

In M13, a new reporting tool was introduced. After the data migration from the old to the new tool, RFF conducted a webinar in M14 to demonstrate the new tool and its capabilities to the partners.

This new reporting tool is designed with the users' experience as its focus. Consisting of a set of spreadsheets, it contains an Instructions sheet, a sheet with clarifications for each KPI, two monitoring sheets dedicated to each period and all partners respectively, and 16 reporting sheets, one for each partner.

In detail, the sheets and their role:

#### Instructions

The Instructions sheet contains basic information about the tool, such as its structure, brief instructions on the reporting sheets, and important notes on communication activities on social media and on proofing materials of the activities.

### KPIs per Period

This sheet serves as the monitoring tool for the timely achievement of dissemination and communication activities. It gathers information from all the partners' sheets and reports the exact status of each KPI, offering a comprehensive overview of the current status.

### KPIs per Partner

This sheet serves as the monitoring tool for the achievement of each partner. It gathers information from all partners' sheets and offers a comprehensive review of the status for each one of them.

### Partners' sheets

These sheets serve as the reporting forms, where partners fill in their dissemination and communication activities and achievements. Each sheet contains 13 columns. In detail:

Column	Field Type	Function
Project Month	Drop-down menu	Dropdown menu to select the month in which the event/activity took place.
Event/Action Date	Calendar	Calendar (which opens with a double click on the cell) to select the actual date of the event/activity. The first one is in case the event/activity lasted longer than one day.
KPI	Drop-down menu	Dropdown menu to select the KPI category of the event/activity
i	Autofill field	Field provides information to users about the next steps.
Title/Description	Text field	Field to fill in the title or a brief description of the event/activity.
Link	Hyperlink	Field to fill in the hyperlink of the event/activity.
Promo material uploaded	Drop-down menu	The header contains a hyperlink where partners can upload their validation means. The field contains Yes/No dropdown menu to indicate if any materials have been uploaded.
Report status	Autofill field	Field providing status of each entry.
Target audience	Text field	Field where partners report the type of stakeholders engaged in each event/activity.
No. of stakeholders	Text field	Number of stakeholders engaged in each event/activity.
Joint action	Drop-down menu	The field contains Yes/No dropdown menu to indicate if the activity was a joint one.
If yes, with whom?	Text field	Field where partners fill in the projects that joined the activity/event.
Notes	Text field	Field where partners can fill in other information regarding each event/activity.

Table 5 Description of partners' sheet fields

Moreover, each partner's sheet contains a summary view of the achieved KPIs. These tables are updated automatically by gathering information from the entries of each partner.

Dissemination & Communication KPIs Status									
Dissemination Measures	Target	RP1	RP2	RP3	Communication Measures	Target	RP1	RP2	RP3
D1.1 - Publications/reports/discussion papers	16	2	7	7	C1.1 - Visual identity and Motto	2	1	0	0
D2.1 - Publications in	10	2	4	4	C1.2 - Brochures	5	5	0	0

peer-review open-access journals					(one per UC and one for the project) in English				
D2.2 - Publications in scientific conferences	8	0	4	4	C1.3 - Factsheets (one per UC and one for the project) in English	5	5	0	0
D3.1 - Incubation and acceleration activities	10	2	3	5	C1.4 - Banners (one per UC and one for the project) in English	5	5	0	0
D3.2 - Food system participants engaged in the incubation and acceleration activities	100	20	30	50	C1.5 - Translation of brochures, factsheets and banners and project material (e.g. training material) into partners' languages	10	10	0	0
D3.3 - Joint events with relevant EU projects and initiatives	4	1	3	1	C1.6 - Distributed printed/digital promotional material	1,500	100	700	700
D3.4 - Living Labs / Training workshops	4	1	4	1	C2.1 - Website in English	1	1	0	0
D3.5 - Incubation and acceleration training material	6	6	0	0	C2.2 - Translation of website in all partners languages	9	9	0	0
D4.1 - Policy briefs	5	0	1	4	C2.3 - Blog posts	40	15	15	15
D4.2 - White papers with recommendations	5	0	0	5	C2.4 - Unique visitors (Source: Google Analytics)	20,000	4000	8000	8000
D4.3 - Policy recommendation on workshops (online)	2	0	0	2	C3.1 - Social media channels (LinkedIn, Facebook, Twitter, SlideShare, YouTube)	5	5	0	0
D4.4 - Policy workshop participants	40	0	0	40	C3.2 - Social media audience	3,000	800	1200	1200
D4.5 - Position papers validated through scientific publications	4	0	0	4	C3.3 - Social media posts	250	90	90	90
D5.1 - Booths in Exhibitions & Fairs	4	0	2	2	C3.4 - Total interactions	15,000	4000	6000	6000
D5.2 - Community outreach presentations	8	2	3	3	C3.5 - Project hashtags	5	5	0	0
D5.3 - Organisation of joint activities/data sharing with EU/national projects/initiatives	7	2	3	2	C3.6 - Project Video	1	1	0	0
D5.4 - MoUs and/or Lols	40	7	15	18	C3.7 - Video per UC	4	0	4	4
D5.5 - Open Call	2	1	1	0	C3.8 - Podcasts	7	0	7	7

workshops / networking activities									
					C4.1 - Newsletters	8	3	3	3
					C4.2 - Newsletter subscriptions	500	100	250	250
					C4.3 - Newsletter interactions	2,000	600	700	700
					C5.1 - Press Releases	8	2	3	3
					C5.2 - Interviews TV/Radio	5	1	2	2

Table 6 Summary view of dissemination and communication KPIs status per RPs

### 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

KPIs are specific, quantifiable targets employed to monitor and evaluate the project's advancement, indicating adjustments and modifications, if required. The KPIs are spread over the three reporting periods (M01-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 the project's vision will be accomplished. This distribution is presented in Table 5.

	Dissemination KPIs	Target	M01 - M18	M19 - M36	M37 - M48
<b>D1</b>	<b>Technical Publications</b>				
D.1.1	Publications/reports/discussion papers	$\geq 16$	2	7	7
<b>D2</b>	<b>Scientific Publications</b>				
D2.1	Publications in peer-review open-access journals	$\geq 10$	2	4	4
D2.2	Publications in scientific conferences	$\geq 8$	0	4	4
<b>D3</b>	<b>Capacity building</b>				
D3.1	Incubation and acceleration activities	$\geq 10$	2	3	5
D3.2	Food system participants engaged in the incubation and acceleration activities	$\geq 100$	20	30	50
D3.3	Joint events with relevant EU projects and initiatives	$\geq 4$	1	3	1
D3.4	Living Labs / Training workshops	$\geq 4$	1	4	1
D3.5	Incubation and acceleration training material	$\geq 6$	6	0	0
<b>D4</b>	<b>Policy Contribution</b>				
D4.1	Policy briefs	$\geq 5$	0	1	4
D4.2	White papers with recommendations	$\geq 5$	0	0	5
D4.3	Policy recommendation workshops (online)	$\geq 2$	0	0	2
D4.4	Policy workshop participants	$\geq 40$	0	0	40
D4.5	Position papers validated through scientific publications	$\geq 4$	0	0	4

<b>D5</b>	<b>Community, Synergies &amp;Ecosystem Building</b>				
D5.1	Booths in Exhibitions & Fairs	≥4	0	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	0

Table 7 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 (Table 6).

	Dissemination KPIs	Target	IIIA	WR	ITC	CSIR-GH	RFF	Ubuntuo 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	2			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	1	1						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			2								2				
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									
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										
D5.2	Community outreach presentations	≥8	1			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
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	14	2	2	2		2	2	2	2	2	3	
D5.5	Open Call workshops / networking activities	≥2					2											

Table 8 FS4Africa Dissemination KPIs per partner

## 3.2 Dissemination Measures and Tools

### 3.2.1 Technical Publications

#### 3.2.1.1 Publications/reports/discussion papers

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	M01 - M18	M19 - M36	M37 - M48
D.1.1	Publications/reports/discussion papers	≥ 16	2	7	7

Table 9 Technical Publications KPIs per reporting period

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

Table 10 Technical publications KPIs per partner

#### Progress / Achievements so far

FS4Africa's partner **CSIR-GH** has already contributed by publishing a technical paper titled "[Overview of policy, legal and institutional environment for food safety management in the informal sector in Africa](#)" on the **Zenodo** platform. **IITA** also published a technical article titled "[Key takeaways and call to action on the 6th world food safety day commemoration](#)" on the **CGSpace**. This early contribution supports the project's goal of informing and influencing both top-down and bottom-up stakeholders, while enriching the publicly accessible knowledge base on regulatory frameworks shaping informal food systems in Africa.

	GA	Target	Achieved	Completion	Reporting Period 1		
					Target	Achieved	Completion
D1.1 - Technical Publications/reports/discussion papers	≥16	16	2	13%	2	2	100%

Table 11 Technical Publications – KPIs Achievements

### 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	M01 - M18	M19 - M36	M37 - M48
D2	Scientific Publications				
D2.1	Publications in peer-review open-access journals	≥10	2	4	4
D2.2	Publications in scientific conferences	≥8	0	4	4

Table 12 Scientific Publications KPIs per reporting period

	Dissemination KPIs	Target	ITA	WR	CSIR-GH	UP	WU	EGE	UniBw M	McGill
D2	Scientific Publications									
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	1	1		2	1	1	1	1

Table 13 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.

#### Deviations from original plan

During the first reporting period (M01–M18) of the FS4Africa project, a Key Performance Indicator (KPI) was established, aiming for the publication of two (2) scientific articles in peer-reviewed open-access journals.

Given the nature of scientific research and publication cycles, peer-reviewed journal articles require the generation and validation of substantial project results before submission. As FS4Africa is still in its early to mid-implementation phase, most research outputs are currently under development, with testing and validation ongoing through the Use Cases. Therefore, the majority of high-quality publishable findings are expected to emerge in the second and third reporting periods, once more mature and validated results are available.

The focus of the first reporting period was largely dedicated to foundational activities, such as the refinement of methodologies, the mobilisation of stakeholders across the project's multiple regions, and the design and operationalisation of the FS4Africa Use Cases. These activities, while essential, did not yet yield mature datasets or consolidated results suitable for publication in high-quality scientific outlets.

It is important to note, however, that during the final quarter of this reporting period, data collection across several Use Cases began to progress steadily. This enabled various partners to initiate the drafting of scientific papers based on emerging findings and early insights. In fact, several draft publications are already under preparation, with initial submissions expected shortly after the close of the first reporting period.

The consortium remains fully committed to meeting its publication targets and expects that several scientific papers will be submitted, peer-reviewed, and accepted in reputable open-access journals in the months ahead.

### 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.

#### Progress / Achievements so far

Although there is no formal target for the first reporting period, FS4Africa's partner **Wageningen University** has already achieved one scientific conference publication, [presenting a poster](#) at the **International SOLID Symposium 2025**. This early accomplishment represents an extreme overachievement, reflecting the proactive dissemination efforts of the consortium and underlining the scientific relevance and recognition of FS4Africa's work within the academic community.



Figure 17 International SOLID Symposium 2025

D2 - Scientific Publications	GA	Target	Achieved	Completion	Reporting Period 1		
					Target	Achieved	Completion
D2.1 - Publications in peer-review open-access journals	≥10	10	0	0%	2	0	0%
D2.2 - Publications in scientific conferences	≥8	8	1	13%	0	1	100%

Table 14 Scientific Publications – KPI Achievements

### 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' languages.

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

	Dissemination KPIs	Target	M01 - M18	M19 - M36	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	3	1
D3.4	Living Labs / Training workshops	≥4	1	4	1
D3.5	Incubation and acceleration training material	≥6	6	0	0

Table 15 Capacity building KPIs per reporting period

	Dissemination KPIs	Target	IITA	WR	ITC	CSIR-GH	RFF	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 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			2			2		
D3.5	Incubation and acceleration training material	≥6			6						

Table 16 Dissemination 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 for the whole project duration, with the first two (2) to be delivered by ITC in the first reporting period.

### Progress / Achievements so far

FS4Africa's partner **ITC** has already successfully concluded **two incubation and acceleration activities** within the first reporting period, marking significant progress toward the project's objective of delivering tailored business mentoring and support. This initial workshop provided participants with foundational knowledge and tools across key business dimensions—operations, finance, and branding—demonstrating early impact in empowering use case stakeholders with practical skills for sustainable enterprise development.

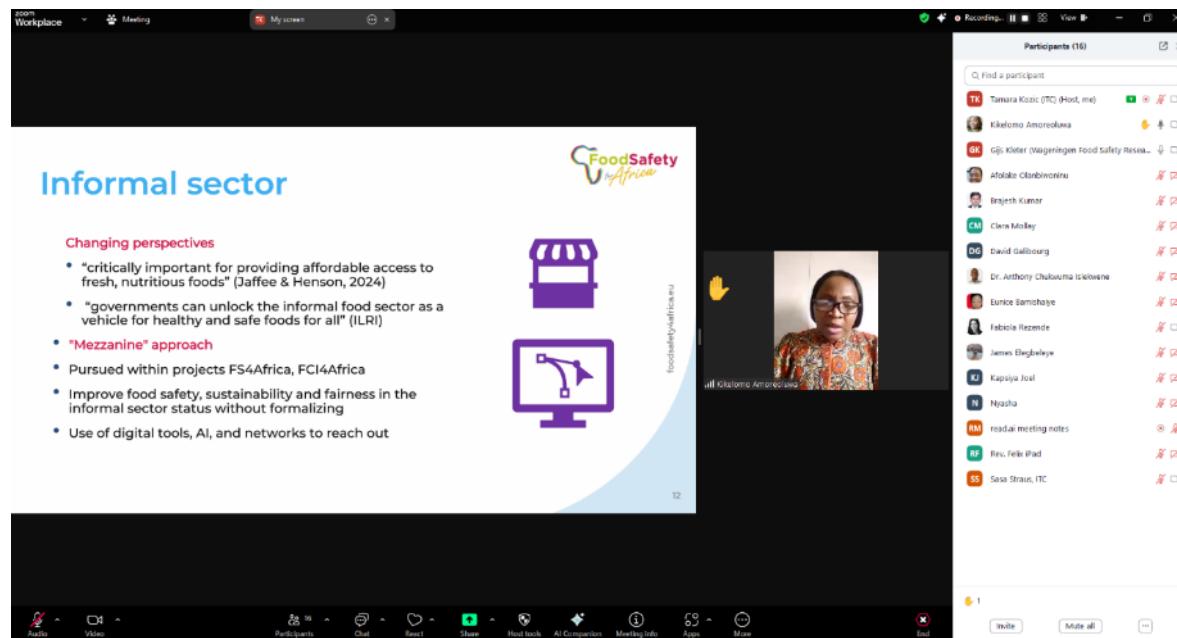


Figure 18 Incubation & acceleration activity April 2025

The second workshop explored key concepts in business planning and innovation, through expert insights and practical tools.

**KEY ELEMENTS OF BUSINESS MODEL CANVAS FOR FOOD COMPANY**

**KEY PARTNERS**

- **Local Farmers and Cooperatives:** Integrate customized apps to forecast crop yields, optimize sourcing, and improve farmer productivity.
- **Logistics Companies:** Use tech platforms for supply chain and delivery optimization, ensuring timely distribution of fresh products.
- **Regulatory Agencies:** Ensure compliance with Nigerian regulations on food safety and ethics.
- **Financial Institutions:** Partner with fintech platforms for tech driven payment processing and financial management.
- **Technology Providers:** Collaborate with tech platforms (e.g., Google Cloud AI,) to deploy machine learning solutions for inventory, logistics, and quality control.

Sunny Ameh

Figure 19 Incubation & acceleration activity June 2025

### 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.

#### Progress / Achievements so far

During the first reporting period, **over 50 participants** took part in the FS4Africa incubation and acceleration activities—**more than doubling the initial target of 20 participants** for this phase. This strong engagement reflects the relevance of the support being provided and the demand for practical, hands-on guidance among stakeholders. The achievement not only demonstrates early progress toward the overall KPI of involving at least 100 participants throughout the project but also reinforces the importance of such capacity-building actions in strengthening food safety and entrepreneurship across FS4Africa's Use Cases.

### 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.

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.

### Progress / Achievements so far

Although the target for the first reporting period was the participation in one joint event, FS4Africa's partners have successfully achieved a total of **six joint events**, demonstrating an extreme overachievement. These collaborations have significantly strengthened synergies with relevant EU projects and networks, expanded FS4Africa's visibility across multiple platforms, and facilitated the exchange of knowledge and best practices.



[World Food Safety Day Webinar: Bridging Gaps in Africa's Informal Food Sector](#)



[1st Postharvest Connect Conference \(IITA\)](#)



[2nd Postharvest Connect Conference \(IITA\)](#)

[AFS Forum 2024 Annual Summit \(WR\)](#)



[2nd International Workshop on Digital Innovation Ecosystems in Agri-Food \(WR\)](#)

In addition, McGill University together with IITA, WR and FSTS participated in the side event (titled “Harmonizing Africa Data to Curb Malnutrition: A Food Convergence Innovation (FCI) Approach to Support the Kampala Declaration and Improve Nutrition”) at the [Nutrition for Growth \(N4G\) Summit Paris 2025](#).

### 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.

### Progress / Achievements so far

Although the target for the first reporting period was to establish one living lab or workshop, FS4Africa's partners successfully implemented a total of **eight living labs and workshops**, clearly indicating an overachievement. These early initiatives enabled meaningful stakeholder engagement and fostered a strong foundation for co-creation and innovation within real-world contexts. By exceeding the initial target, FS4Africa has not only accelerated the practical application of the One Health approach but also ensured that valuable insights from diverse communities are already shaping the development of future interventions.

 <p><a href="#"><u>Aflatoxin Management including the use of Aflasafe (IITA)</u></a></p>	 <p><a href="#"><u>Food safety planning workshop (IITA)</u></a></p>
 <p><a href="#"><u>Food Safety Workshop   Akinyele Local Government</u></a></p> <p>Informal sector actors participated in a hands-on workshop, equipping them with essential skills to improve food handling, storage, and post-harvest loss prevention.</p> <p> Ibadan, Nigeria  Co-funded by the European Union</p> <p><a href="#"><u>Food Safety Workshop   Akinyele Local Government, Ibadan, Nigeria (IITA)</u></a></p>	 <p><a href="#"><u>CSIR-Ghana's stakeholders' workshop (CSIR-GH)</u></a></p>



[Training on Aflatoxin Analysis and Vitamin E Analysis \(EGE\)](#)



[Lagos International Trade Fair \(LITF\) 2024 \(ADC\)](#)



[Capacity Building for processors \(ADC\)](#)



[Farmers & Stakeholders Day \(EGE\)](#)

### 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.

#### Progress / Achievements so far

As part of its commitment to capacity building and support for food system innovation, ITC successfully achieved the KPI related to the development of Incubation and Acceleration Training Material during the first reporting period (six training documents by ITC). The training material includes a comprehensive set of training resources tailored to the specific needs of entrepreneurs, innovators, and early-stage ventures operating within Africa's informal food systems. The material was designed to support the broader goals of Work Package 4 by equipping stakeholders with practical knowledge and tools to advance their initiatives, improve business models, enhance food safety practices, and strengthen market access. It

integrates insights from the project's use cases, stakeholder consultations, and local capacity-building needs assessments. In line with FS4Africa's DEC plan, the training content has been made available to relevant partners, incubators, and networks to ensure wide accessibility and real-world impact. The content also serves as a foundation for further training sessions and replication efforts in subsequent project phases. This achievement demonstrates the project's early and concrete contribution to fostering local innovation ecosystems and promoting sustainable, safe, and inclusive food systems in the targeted regions.

<b>D3 - Capacity building</b>	<b>GA</b>	<b>Target</b>	<b>Achieved</b>	<b>Completion</b>	<b>Reporting Period 1</b>		
					<b>Target</b>	<b>Achieved</b>	<b>Completion</b>
D3.1 - Incubation and acceleration activities	≥10	10	2	20%	2	2	100%
D3.2 - Food system participants engaged in the incubation acceleration activities	≥100	100	52	52%	20	52	260%
D3.3 - Joint events with relevant EU projects and initiatives	≥4	4	5	125%	1	5	500%
D3.4 - Living Labs / Training workshops	≥4	4	8	200%	1	8	800%
D3.5 - Incubation and acceleration training material	≥6	6	6	100%	6	6	100%

Table 17 Capacity building – KPIs Achievements

### 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.

	<b>Dissemination KPIs</b>	<b>Target</b>	<b>M01 - M18</b>	<b>M19 - M36</b>	<b>M37 - M48</b>
<b>D4</b>	<b>Policy Contribution</b>				
D4.1	Policy briefs	≥5	0	1	4
D4.2	White papers with recommendations	≥5	0	0	5
D4.3	Policy recommendation workshops (online)	≥2	0	0	2
D4.4	Policy workshop participants	≥40	0	0	40
D4.5	Position papers validated through scientific publications	≥4	0	0	4

Table 18 Policy Contribution KPIs per reporting period

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

Table 19 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.

**Important Note:**

These KPIs are scheduled for development and implementation primarily in the third reporting period. These activities are intended to translate the project's technical and research outputs into actionable, evidence-based recommendations that can inform and support food safety policies in Africa.

D4 - Policy Contribution	GA	Target	Achieved	Completion	Reporting Period 1		
					Target	Achieved	Completion
D4.1 - Policy briefs	≥5	5	0	0%	0	0	add target
D4.2 - White papers with recommendations	≥5	5	0	0%	0	0	add target
D4.3 - Policy recommendation workshops (online)	≥2	2	0	0%	0	0	add target
D4.4 - Policy workshop participants	≥40	40	0	0%	0	0	add target
D4.5 - Position papers validated through scientific publications	≥4	4	0	0%	0	0	add target

Table 20 Policy Contribution – KPIs Achievements

### 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	M01 - M18	M19 - M36	M37 - M48
<b>D5</b>	<b>Community, Synergies &amp; Ecosystem Building</b>				
D5.1	Booths in Exhibitions & Fairs	≥4	0	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	0

Table 21 Community, Synergies & Ecosystem Building KPIs per reporting period

	Dissemination KPIs	Target	IITA	WR	ITC	CSIR-GH	RFF	Ubuntuo B.V.	FSTS	UP	WU	KEF	NEPAD	EGE	ADC	UniBw M	McGill
<b>D5</b>	<b>Community, Synergies &amp; Ecosystem Building</b>																
D5.1	Booths in exhibitions and fairs	$\geq 4$	1		1		1	1									
D5.2	Community outreach presentations	$\geq 8$	1			1	1		1	1		1	1	1	1		
D5.3	Organisation of joint activities/data sharing with EU/national projects/initiatives	$\geq 7$	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	$\geq 40$	3		3	3	14	2	2	2		2	2	2	2	3	
D5.5	Open Call workshops / networking activities	$\geq 2$					2										

Table 22 Community, Synergies &amp; Ecosystem Building KPIs per partner

### 3.2.5.1 Booths in exhibitions 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.

#### Progress / Achievements so far

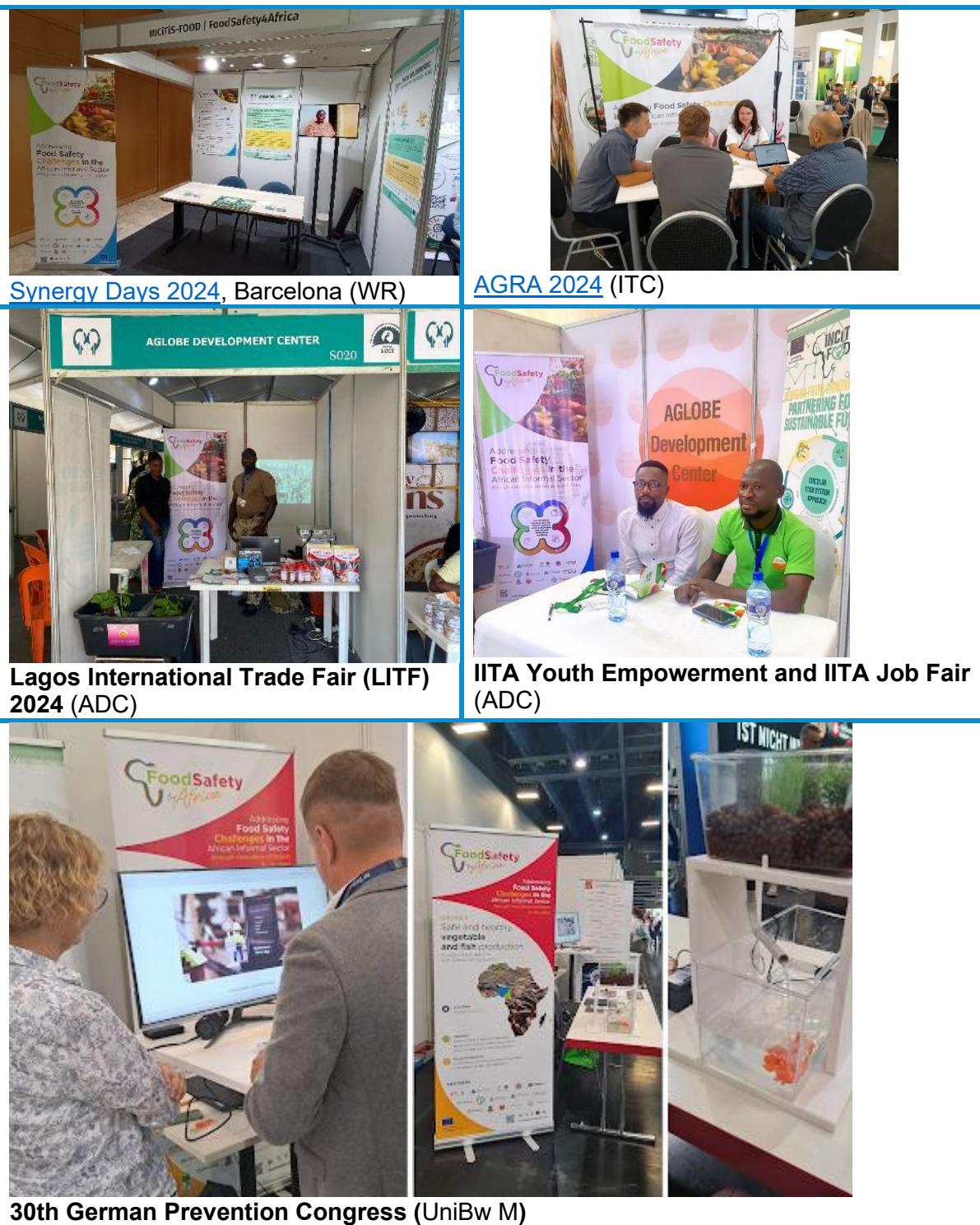
Although no specific target was set for the first reporting period, **FS4Africa's partners have already over-delivered by participating with a booth in seven (7) exhibitions & fairs** by M18. This marks an **extreme overachievement**, significantly surpassing the overall project target of four booths. These early activities demonstrate a proactive and highly engaged dissemination approach, successfully increasing visibility, fostering collaboration, and reinforcing FS4Africa's presence across diverse stakeholder environments.



1st Postharvest Connect Conference in Nigeria (IITA)



2nd Postharvest Connect Conference in Nigeria (IITA)



### 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.

## Progress / Achievements so far

During the first reporting period (M01–M18) of FS4Africa, the project made significant progress toward achieving the KPI D5.2, which focuses on Community Outreach Presentations. A total of **seven (7) community outreach** initiatives were reported by six (6) partners (IITA, FSTS, UP, Ubunoo B.V., UniBw M, McGill), including presentations targeted at local stakeholders, citizens, civil society groups, and food system actors. These events served as important platforms to disseminate early project findings, introduce the use cases, and foster dialogue with community members on challenges such as food traceability, contamination, and access to safe food in informal markets.



[1st Postharvest Connect Conference \(IITA\)](#)



[World Mycotoxin Forum Salzburg \(IITA\)](#)



[World Mycotoxin Forum Salzburg \(Ubunoo\)](#)



[Farmers Day Feedback Session \(UP\)](#)



[OKWELIANS Summit \(UniBw M\)](#)



[Project pitch at Synergy Days 2024 \(McGill\)](#)



The screenshot shows a video conference interface for the 'World Food Safety Day Symposium for Next Gen Food Safety Practitioners (2025) (FSTS)'. The top left features the 'FoodSafety for Africa' logo and the text 'Symposium For Next Gen Food Safety Practitioners'. The top right shows logos for 'Co-organised by' ID4A, Up-rise, and FCS4Africa. The main title 'Introduction: Setting the scene' is centered above a video player. The video player displays a portrait of Fadel Ndiame, CEO of Food Systems Transformation Solutions, South Africa. To the right of the video player, four participant names are listed with their video thumbnails: Amare Ayalew, Tijayo Falade, Maria Gonzalez, and Fadel Ndiame. The bottom of the screenshot shows a toolbar with various video conference controls.

[World Food Safety Day Symposium for Next Gen Food Safety Practitioners \(2025\) \(FSTS\)](#)

### 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.

#### Progress / Achievements so far

During the first reporting period (M01–M18) of the FS4Africa project, three partners—UP, McGill, and WR—successfully engaged in collaborative efforts with external initiatives, thereby contributing to the achievement of KPI D5.3. A total of **four (4) joint** activities were reported under this KPI, exceeding the initial target for the reporting period. These activities included participation in co-organised events and mutual dissemination efforts, which

facilitated knowledge exchange, enhanced project visibility, and promoted alignment with other relevant research and innovation initiatives.



Knowledge platform workshop at Synergy Days 2024 (WR)



Food Imbizo 2024 (UP)



**Enumerators' Training Workshop:**  
Aflatoxin and Pesticides Residue Risks Awareness and Management Along Grain Value Chains in Ghana's Informal Sector (McGill).



**Workshop on Methodologies** (exchanging knowledge on data collection approaches between projects / FS4Africa & FCI4Africa (McGill))

### 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 RFF).

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/LoIs, partners must inform the coordinator and send the signed document (cc RFF). 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.

### Progress / Achievements so far

During the first reporting period (RP1), the FS4Africa project successfully concluded twelve Memoranda of Understanding (MoUs) and/or Letters of Intent (LoIs), surpassing the initial target of seven agreements for this phase. This achievement represents 171% of the RP1 target and accounts for 30% of the overall project objective of securing 40 such agreements by the end of the project.

These agreements demonstrate early momentum in establishing strategic partnerships across continents and sectors.

Key contributors to this KPI include:

- RFF: Five MoUs with European-funded projects and initiatives (Smart Droplets, FCI4Africa, FrontAgNexus, UP-RISE, WATSON) focusing on knowledge exchange, data sharing, and collaborative validation of digital tools.
- IITA: One MoU with three Local Government Chairmen of Ibadan, Oyo State, Nigeria and one LoI with the HealthyDiets4Africa project
- ITC: Two MoUs with PCCI and Digital Innovation Hub (DIH) AGRIFOOD]
- CSIR – GH: One MoUs with Enhancing Aflatoxin Management in Ghana's Maize and Groundnuts (EAMMAG) project funded by the Standards and Trade Development Facility (STDF)
- UniBw M: One LoI with the INCiTIS-FOOD project
- McGill: One MoU with VODAN AFRICA & ASIA

The KPI implementation is well on track and ahead of schedule, strengthening the project's potential to deliver long-term, cross-border impact through sustained partnerships.

#### 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.

### Progress / Achievements so far

To ensure strong participation in the Open Call 1, on Wednesday, 25 June 2025, RFF has organised an online Open Call 1 workshop, offering applicants a space to interact with the team, clarify doubts, and better understand the application requirements and evaluation process.

The FS4Africa Open Call team walked the participants through the Open Call 1 Overview, Road Map & Timeline, Opencalls.fund Platform, Submission Roadmap, Eligibility and award criteria, Proposal structure, Additional Practical Information.



Figure 20 Open Call 1 Preparation Webinar

D5 - Community, Synergies &Ecosystem Building	GA	Target	Achieved	Completion	Reporting Period 1		
					Target	Achieved	Completion
D5.1 - Booths in exhibitions and fairs	≥4	4	7	175%	0	7	add target
D5.2 - Community outreach presentations	≥8	8	7	88%	2	7	350%
D5.3 - Organisation of joint activities/data sharing with EU/national projects/initiatives	≥7	7	4	57%	2	4	200%
D5.4 - Memorandums of Understanding (MoUs) and/or Letters of Intents (LoIs) with R&I networks/platforms, industry associations and groups	≥40	40	12	30%	7	12	171%
D5.5 - Open Call workshops / networking activities	≥2	2	1	50%	1	1	100%

Table 23 Community, Synergies &Ecosystem Building – KPI Achievements

## 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

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 the project's vision. This distribution is presented in Table 22.

	Communication KPIs	Target	M01 - M18	M19 - M36	M37 - M48
<b>C1</b>	<b>Branding and material</b>				
C1.1	Visual identity and Motto	1	1	0	0
C1.2	Brochures (one per UC and one for the project) in English	≥5	5	0	0
C1.3	Factsheets (one per UC and one for the project) in English	≥5	5	0	0
C1.4	Banners (one per UC and one for the project) in English	≥5	5	0	0
C1.5	Translation of brochures, factsheets and banners and project material (e.g.	9	10	0	0

	training material) into partners' languages				
C1.6	Distributed printed/digital promotional material	≥1500	100	700	700
<b>C2</b>	<b>Website</b>				
C2.1	Website in English	1	1	0	0
C2.2	Translation of website in all partners languages	9	9	0	0
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>				
C3.1	Social media channels (LinkedIn, Facebook, Twitter, SlideShare, YouTube)	≥5	5	0	0
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	5	5	0	0
C3.6	Project Video	1	1	0	0
C3.7	Video per UC	≥4	0	4	0
C3.8	Podcasts	≥7	0	7	0
<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 24 Communication KPIs per reporting period

#	Communication KPIs	Target	IITA	WR	ITC	CSIR-GH	RFF	Ubuntuo B.V.	FSTS	UP	WU	KEF	NEPAD	EGE	ADC	UniBw M	BAYER	McGill
<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 project material (e.g. training material) into partners' languages	≥7	1	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	
<b>C2</b>	<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		
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											
<b>C3</b>	<b>Digital and Social Media</b>																	

C3.1	Social media channels (LinkedIn, Facebook, Twitter, SlideShare, YouTube),	$\geq 5$						5												
C3.2	Social media audience	$\geq 3000$						3000												
C3.3	Social media posts	$\geq 250$						250												
C3.4	Total interactions	$\geq 15000$						15000												
C3.5	Project hashtags	$3-5$						5												
C3.6	Project Video	$\geq 1$						1												
C3.7	Video per UC	$\geq 4$		1	1												1	1		
C3.8	Podcasts	$\geq 7$						7												
<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 25 Communication KPIs per partner

## 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 posters of various dimensions, will be created by RFF.

### 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 of 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	M01 - M18	M19 - M36	M37 - M48
<b>C1</b>	<b>Branding and material</b>				
C1.1	Visual identity and Motto	1	1	0	0
C1.2	Brochures (one per UC and one for the project) in English	≥5	5	0	0
C1.3	Factsheets (one per UC and one for the project) in English	≥5	5	0	0
C1.4	Banners (one per UC and one for the project) in English	≥5	5	0	0
C1.5	Translation of brochures, factsheets and banners and project material (e.g. training material) into partners' languages	9	10	0	0
C1.6	Distributed printed/digital promotional material	≥1500	100	700	700

Table 26 Branding and material KPIs per reporting period

#	Communication KPIs	Target	IIITA	WR	ITC	RFF	Ubuntuo B.V.	UP	KEF	NEPAD	EGE	ADC	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	$\geq 5$					5							
C1.4	Banners (one per UC and one for the project) in English	$\geq 5$					5							
C1.5	Translation of brochures, factsheets and banners and project material (e.g. training material) into partners' languages	$\geq 7$	1	1	1	1		1	1	1	1	1		1
C1.6	Distributed printed/digital promotional material	$\geq 1500$	300		300	300	300	100	100					100

Table 27 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 minimal 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 21 FS4Africa logo

#### 4.2.1.2 Templates

FS4Africa will be presented at numerous events, conferences, meetings as well as other occasions to disseminate project developments and results. Deliverable, minutes and agenda templates (doc) and a presentation template (ppt) have been designed in line with the project's visual identity in order to maintain consistency, professionalism, and promote its recognition. RFF has already completed these tasks at M01 (Annex I).

#### 4.2.1.3 Brochures

Five (5) brochures will be designed to visualise the FS4Africa project. RFF will be responsible for the delivery of these designs. The project brochure in English was delivered at M3. It has been 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.

#### Progress / Achievements so far

In addition to the general project brochure, four (4) additional brochures were developed—one for each FS4Africa Use Case—as foreseen within the first reporting period. These brochures provide tailored insights into the specific context and scope of each Use Case. They include information on the background, aim, and objectives of each Use Case, the target countries and value chains, as well as the key actors involved. Furthermore, they outline the co-innovation activities undertaken, highlight practices for knowledge exchange and capacity building, and present the anticipated sustainability impact in each region. These materials serve as essential communication tools for informing stakeholders, facilitating engagement, and supporting outreach efforts across Africa and Europe. (Annex II).

#### 4.2.1.4 Factsheets

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

##### Progress / Achievements so far

As expected within the first reporting period, the general project factsheet and the four Use Case-specific factsheets have been developed. These factsheets present concise and accessible information, combining key data and visuals to communicate the essence of FS4Africa and its Use Cases. They highlight the project's overall objectives, geographical scope, and strategic approach, while the Use Case factsheets focus on the specific challenges addressed, countries involved, key activities, and anticipated outcomes. Designed for broad dissemination, these factsheets serve as practical tools for raising awareness among stakeholders and supporting engagement at events, meetings, and online platforms. (Annex II).

#### 4.2.1.5 Banners

The main banner for the FS4Africa project 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 enhance project visibility at physical events, making the FS4Africa booth easily identifiable. The primary banner design for the project has already been finalised.

##### Progress / Achievements so far

To ensure a strong presence at live events, four (4) additional banners were developed in English, one for each Use Case as expected within the first reporting period (Annex II).

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

The general project brochure, project factsheet, and project banner will be translated into partners' official languages (Afrikaans, Dutch, Slovene, German, Greek, Arabic, Amharic, Kiswahili). UC brochures, factsheets and banners will be translated 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.

##### Progress / Achievements so far

In addition to the planned translations into partners' official languages—including Afrikaans, Dutch, Slovene, German, Greek, Arabic, and Amharic—the project factsheet, project banner, and project brochure have also been translated into French, Kiswahili and isiZulu to enhance accessibility and inclusion. Moreover, the Use Case materials have been translated to reflect the linguistic diversity of the participating countries (in each UC). Specifically, the UC1 banner and brochure are available in French and Kiswahili; the UC2 banner and brochure have been translated into French, Yoruba, and Hausa; the UC3

banner and brochure are provided in French; and the UC4 banner and brochure are available in French, Afrikaans, and isiZulu (can be found in Annex II). These translations are essential for ensuring that information is communicated effectively to diverse ecosystem players, including local stakeholders, practitioners, and community members. They support the project's broader goal of fostering inclusive participation, local ownership, and meaningful impact across Africa's varied linguistic and cultural contexts.

#### 4.2.1.7 Distributed printed/digital promotional material

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

#### Progress / Achievements so far

While the target for the first reporting period was the distribution of 100 pieces of promotional material, this target has been significantly exceeded. To date, promotional material (**850 copies**) have been distributed by partners IITA, WR, and ADC at various events and to a wide range of stakeholders. This overachievement reflects strong engagement from the consortium and underscores the project's commitment to broad visibility and outreach across different sectors and regions.

C1-Branding and material	GA	Target	Achieved	Completion	Reporting Period 1		
					Target	Achieved	Completion
C1.1 - Visual identity and Motto [RFF only]	1	1	1	100%	1	1	100%
C1.2 - Brochures (one per UC and one for the project) in English	≥5	5	5	100%	5	5	100%
C1.3 - Factsheets (one per UC and one for the project) in English	≥5	5	5	100%	5	5	100%
C1.4 - Banners (one per UC and one for the project) in English	≥5	5	5	100%	5	5	100%
C1.5 - Translation of brochures, factsheets and banners and project material (e.g. training material) into partners' languages	9	10	10	100%	10	10	100%
C1.6 - Distributed printed/digital promotional material	≥1500	1,500	850	57%	100	850	850%

Table 28 Branding and material – KPI Achievements

#### 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	M01 - M18	M19 - M36	M37 - M48
<b>C2</b>	<b>Website</b>				
C2.1	Website in English	1	1	0	0
C2.2	Translation of website in all partners languages	9	9	0	0
C2.3	Blog posts	≥40	15	15	10
C2.4	Unique visitors (Source: Google Analytics)	≥20000	4000	8000	8000

Table 29 Website KPIs per reporting period

#	Communication KPIs	Target	IITA	WR	ITC	CSIR-GH	RFF	Ubuntoo B.V.	FSTS	UP	WU	KEF	NEPAD	EGE	ADC	UniBw M	BAYER	McGill
<b>C2</b>	<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	1	
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 30 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 22 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 23 Screenshots of FS4Africa’s website

➤ **FS4Africa (Home menu). It consists of 5 sub menus**

**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 the project’s vision.

**Our Vision** [sub menu] The “Our Vision” sub-menu includes a detailed description of the project’s aim, accompanied by 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 fueling 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.

The OPEN CALLS section has been updated with detailed information on the FS4Africa Open Call 1. The Open Call Kit – comprising the full guidelines, proposal and budget templates, documents templates and FAQs – is now available for download.

**Progress so far / Achievements so far**

The information for the first Open Call was uploaded on the FS4Africa website on 2 June 2025, on the official launch date of the call. This update preserved the general framework and overview of both Open Calls, ensuring clarity and continuity for website visitors while

also providing the specific details, requirements, and timeline for the first round of applications. This approach facilitates informed engagement from interested stakeholders and reinforces the project's commitment to transparency and accessibility in its funding procedures.

➤ 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.

#### 4.2.2.1 Blog posts

Blog posts (in English) refer to short (600-2000+ word) articles, guides, and project updates published on the FS4Africa website's newsroom. Topics will include features on results updates, partner activities, as well as feature-specific topics relevant to the project. RFF will format the posts and upload them to the website. Partners will be expected to draft blog posts relevant to their expertise, organization, and/or specific project work.

#### Progress / Achievements so far

While the RP1 target was set at 15 blog posts, **a total of 22** have already been published during this period, exceeding the initial goal. Each post was drafted by project partners based on their specific expertise, institutional focus, and involvement in project activities, with RFF responsible for formatting and uploading the content. This overachievement reflects strong partner engagement and a proactive approach to external communication.

**Below is a list of the website's blog posts** (contributing partner indicated in parentheses):

[The “FoodSafety4Africa” project officially launched!](#) (RFF)

[FS4Africa co-hosted the 1st Postharvest Connect Conference in Nigeria](#) (IITA)

[Hybrid Workshop: Converging Knowledge and Science-Based Innovations for a Resilient, Nutrition Sensitive, and Smart Food System](#) (RFF)

[Food Safety in Africa: Soft launch of pioneering Food Safety Knowledge Platform!](#) (RFF)

[World Food Safety Day Webinar: Bridging Gaps in Africa’s Informal Food Sector](#) (RFF)

[FS4Africa at AGRA 2024: Food safety took centre stage](#) (RFF)

[FS4Africa advancing food safety at Synergy Days 2024](#) (RFF)

[Farmers Day Feedback Session: Reducing Food Loss for a Sustainable Future](#) (UP)

[Food Imbizo 2024: Strengthening Food Safety Governance for a Healthier South Africa](#) (UP)

[FS4Africa partners with Local Governments in Ibadan](#) (IITA)

[Farmers & Stakeholders Day: Training sessions for groundnut production in Kenya](#) (EGE)

[FS4Africa hosts training on Aflatoxin and Vitamin E Analysis at Egerton University](#) (RFF)

[Advancing Food Safety in Africa's Informal Sector](#) (WR)

[FS4Africa champions food safety at the World Mycotoxin Forum](#) (RFF)

[FS4Africa expands its network for food safety](#) (RFF)

[Evidence generation, a lifeline in food safety](#) (IITA)

[FS4Africa at the SOLID Symposium 2025 in Leiden](#) (WU)

[Transforming Food Safety in Africa: The Knowledge Platform](#) (Ubuntoo)

[World Food Safety Day Symposium coming up!](#) (RFF)

[FS4Africa launches €600,000 Open Call to boost food safety in Africa](#) (RFF)

[WFSD: Highlights from the 2025 World Food Safety Day Symposium](#) (RFF)

[Bridging the Gaps: Tackling Food Systems Fragmentation through a 'Mezzanine Approach'](#) (FSTS)

#### 4.2.2.2 Website Total Users (former Unique Visitors)

In the updated version of Google Analytics 4, the metric previously referred to as "**Unique Visitors**" has been renamed to "**Total Users**", reflecting enhanced tracking capabilities and a more accurate representation of individual user engagement.

#### Progress / Achievements so far

The **Total Users** on the FS4Africa website reflects the project's outreach and engagement success. The overall target set for the full duration of the project (M01–M48) is **20,000 users**, with a specific milestone of **4,000 users** assigned to the first reporting period (RP1, M01–M18). As of the end of RP1, the FS4Africa website has already reached **11,000 users**, doubling the expected number for this phase. This significant overachievement highlights the effectiveness of the project's communication and dissemination efforts, as well as the growing interest in food safety knowledge and collaboration across Africa.

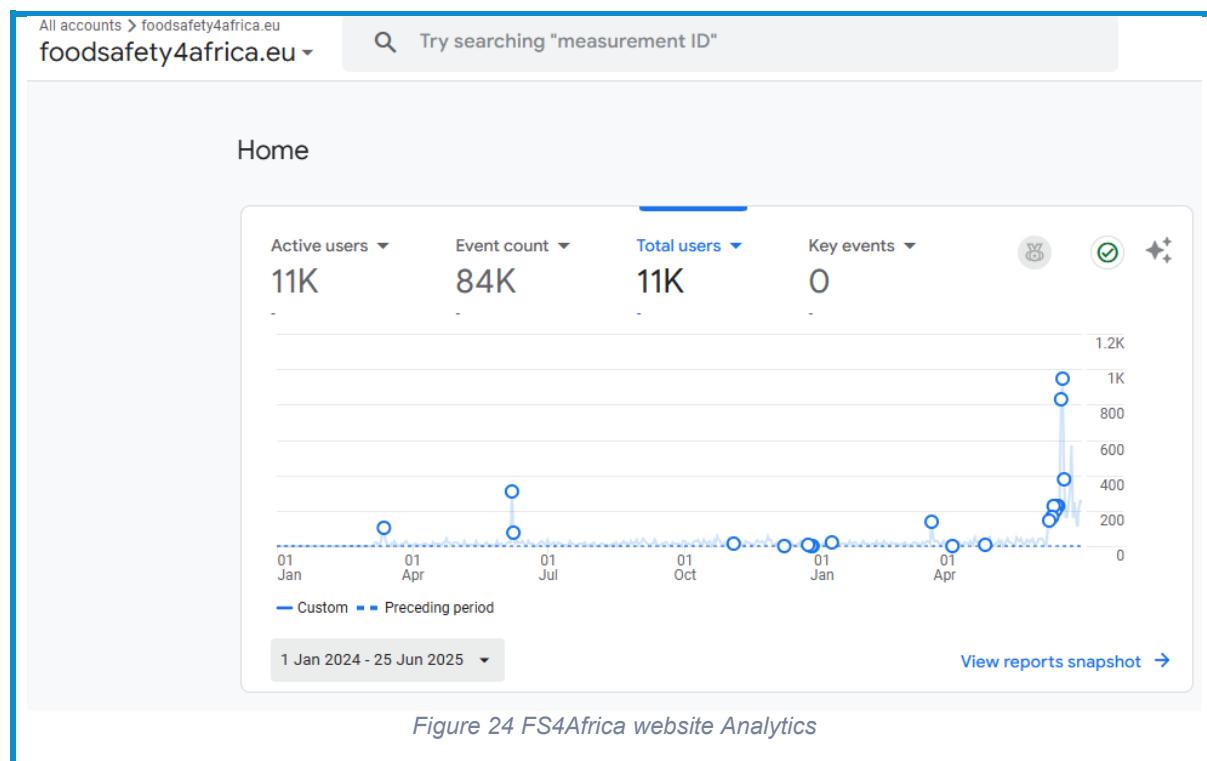


Figure 24 FS4Africa website Analytics

C2 - Website	GA	Target	Achieved	Completion	Reporting Period 1		
					Target	Achieved	Completion
C2.1 - Website in English [RFF only]	1	1	1	100%	1	1	100%
C2.2 - Translation of website in all partners languages	9	9	9	100%	9	9	100%
C2.3 - Blog posts	≥40	40	22	55%	15	22	147%
C2.4 - Unique visitors (Source: Google Analytics)	≥20000	20,000	11,000	55%	4000	11,000	275%

Table 31 Website – KPI Achievements

#### 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	M01 - M18	M19 - M36	M37 - M48
<b>C3</b>	<b>Digital and Social Media</b>				
C3.1	Social media channels (LinkedIn, Facebook, Twitter, SlideShare, YouTube)	≥5	5	0	0
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	5	5	0	0
C3.6	Project Video	1	1	0	0
C3.7	Video per UC	≥4	0	4	0
C3.8	Podcasts	≥7	0	7	0

Table 32 Digital and Social Media KPIs per reporting period

#	Communication KPIs	Target	WR	ITC	RFF	EGE	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 33 Digital and Social Media KPIs per partner

FS4Africa is registered and active (M03) on LinkedIn, Facebook, Twitter, SlideShare, YouTube, and has established metrics for each channel to monitor its effectiveness and implement mitigation measures when necessary.

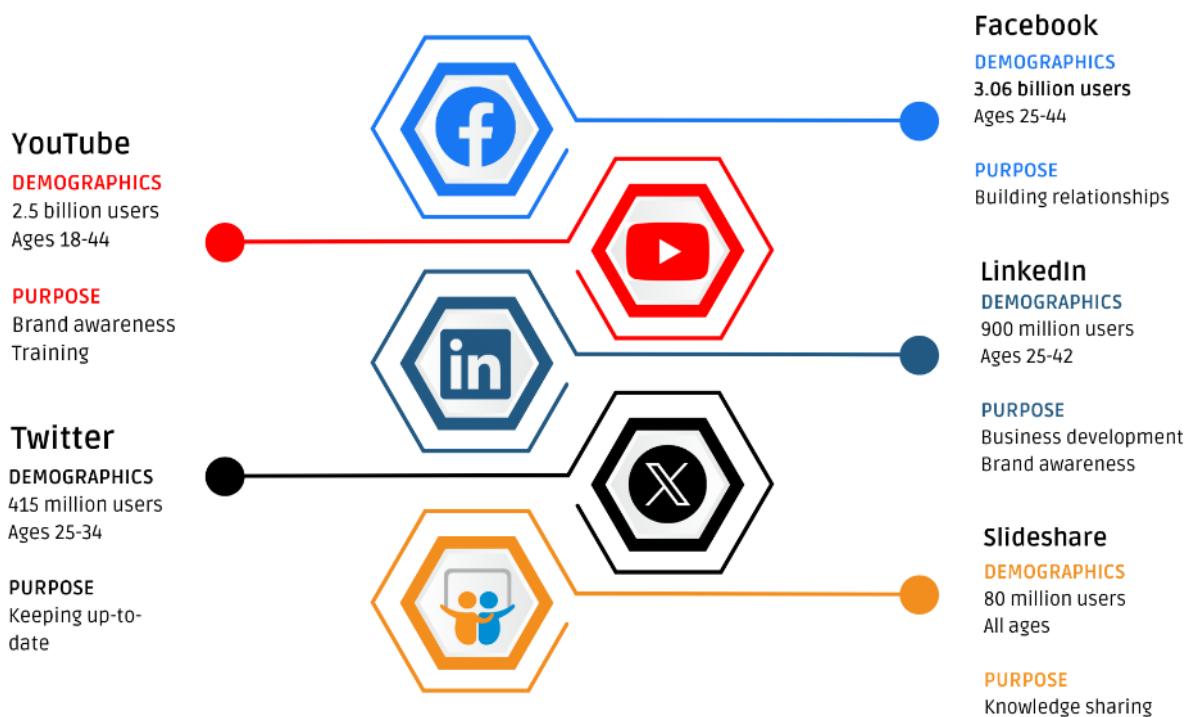


Figure 25 FS4Africa social media channels

To maximise the 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 partners' websites and social media. Partners are also encouraged to create relevant content for 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.

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 the project's lifespan:

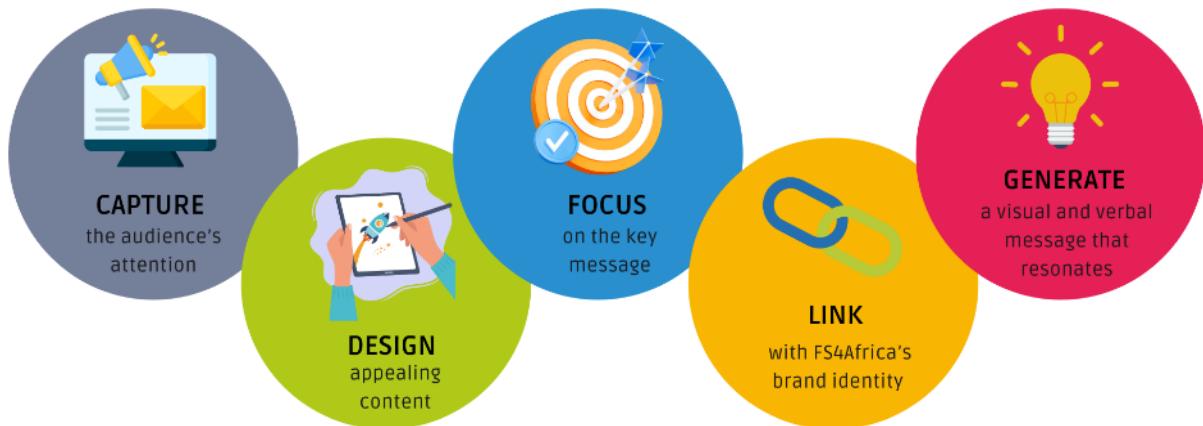


Figure 26 Content of the FS4Africa's social media posts

### 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. Figure15 provides a concise list of DOs and DON'Ts.

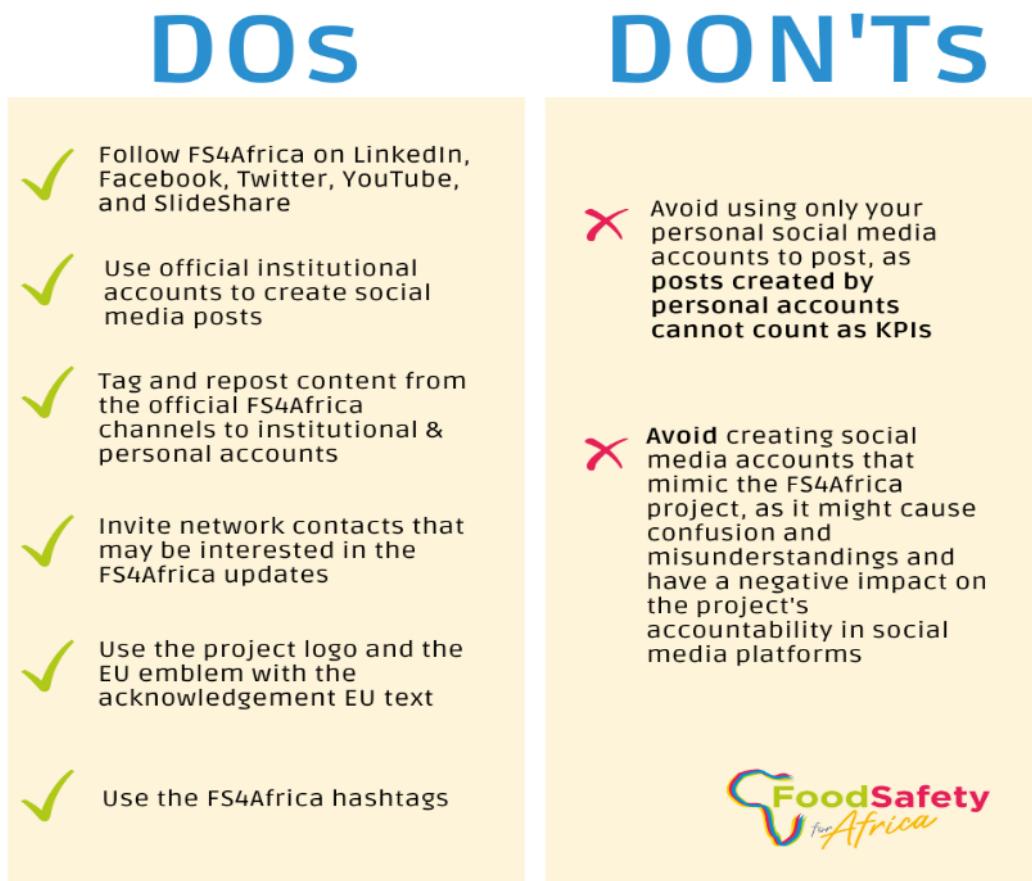


Figure 27 Social media recommended actions

#### 4.2.3.1 Social media channels

Five (5) social media channels have been created and utilised. The media channels are LinkedIn, Facebook, X/Twitter, SlideShare, and YouTube. All five (5) social media channels were created by RFF in M1.

##### ➤ 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 28 provides an overview of the FS4Africa LinkedIn profile.



Figure 28 FS4Africa LinkedIn page overview

##### ➤ 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've created.

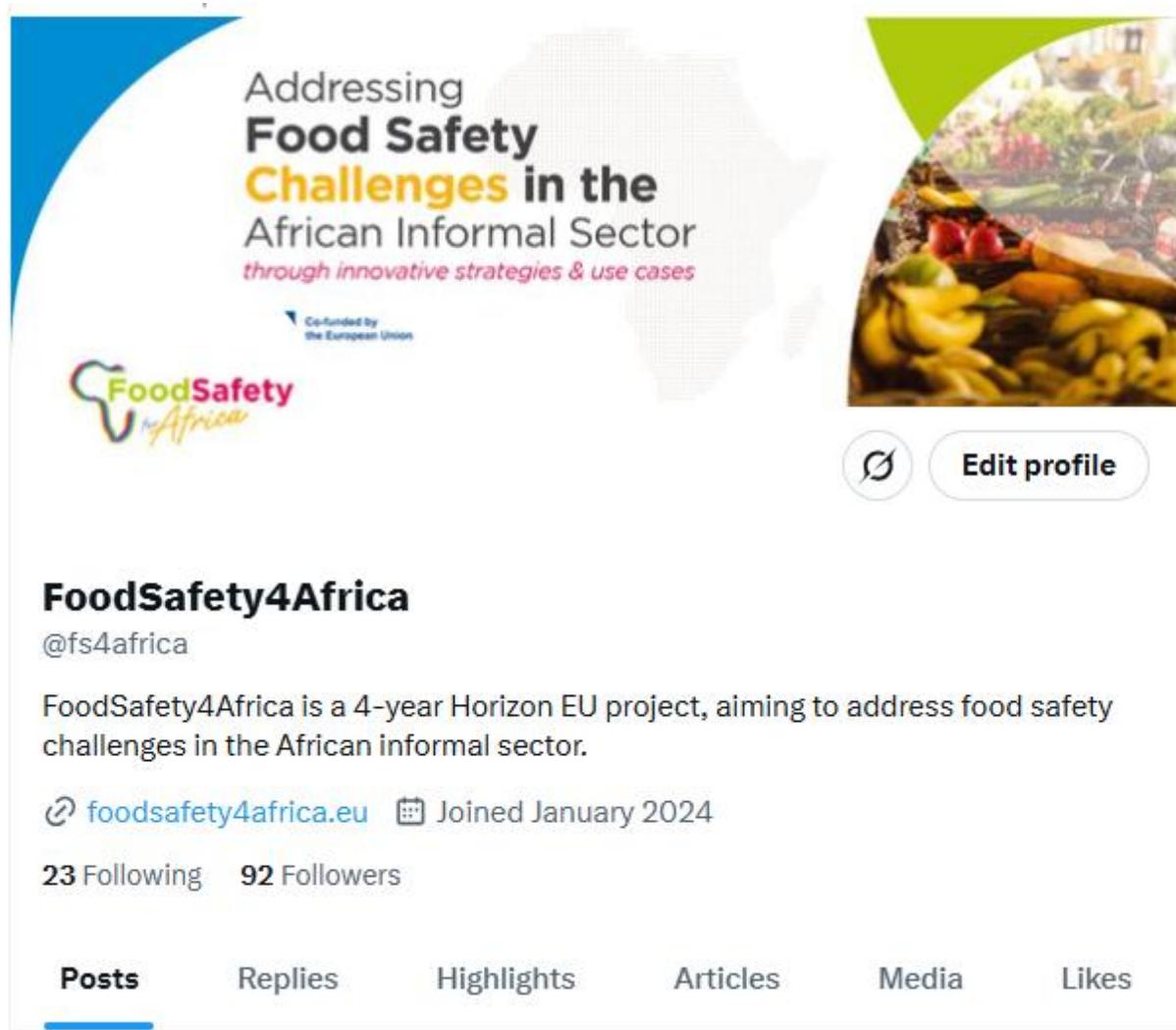


Figure 29 FS4Africa Facebook page overview

#### ➤ Twitter

A Twitter 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.



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

Co-funded by  
the European Union

FoodSafety  
for Africa

 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](http://foodsafety4africa.eu)  Joined January 2024

23 Following 92 Followers

**Posts** Replies Highlights Articles Media Likes

Figure 30 FS4Africa Twitter page overview

➤ **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.

**FoodSafety4Africa**  
9 SlideShares  
28 Followers  
[Edit](#)

**Personal Information**  
Industry  
Agriculture / Forests / Fisheries  
Website  
[foodsafety4africa.eu/](http://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**

**Presentations (9)**

- FS4Africa - 1st Postharvest Co...**  
1 year ago • 164 Views
- UP-RISE project - Food Safety ...**  
10 months ago • 67 Views
- Overview of the Food Safety for Africa (FS4Africa) Project**  
10 months ago • 105 Views

[See all](#)

**Downloads (1)**

- Aflatoxin Management and the use of Afiseas**  
FoodSafety4Africa • 8 months ago

Figure 31 FS4Africa SlideShare profile

### ➤ YouTube

YouTube (<https://www.youtube.com/@FoodSafety4Africa>) will be used in order to host and promote the FS4Africa videos, which will be of a wide variety, such as interviews, promotional videos, and insights from the real-life demonstrations.

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

**FoodSafety4Africa**  
@FoodSafety4Africa • 49 subscribers • 10 videos

FoodSafety4Africa is a 4-year Horizon EU project, aiming to address food safety challenges in the African informal sector through innovative strategies & use cases

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**Videos**

- FoodSafety4Africa: Addressing Food Safety Challenges in the African Informal Sector**  
FoodSafety4Africa • 146 views • 7 months ago
- FoodSafety4Africa (FS4Africa) is a 48-month Horizon EU-funded project, spanning from 2024 to 2027. Bringing together 16 stakeholders from 10 countries across Africa, Europe, and North America...**
- FS4Africa at the 2nd Postharvest Connect...** 4:20
- Food Safety Workshop | Akinleye Local Government...** 6:11
- Food Safety for Africa Planning Workshop |...** 1:06
- Food Safety for Africa Planning Workshop in Nigeria** 1:53
- FS4Africa Project Pitch | Synergy Days 2024** 3:17
- FS4Africa at Synergy Days 2024** 1:45

Figure 32 FS4Africa YouTube channel

#### 4.2.3.2 Social media audience

FS4Africa's results are expected to have a wide impact on a diverse audience. Three thousand (3000) total followers in social media are expected to interact through the lifespan of the project. Eight hundred (800) users are expected as the audience in social media during the

RP1 (M1 to M18), 1200 during the RP2 (M19 to M36), and 1000 users during the RP3 (M37 to M48).

### Achievements so far

Notably, **1,830 users** have already followed FS4Africa's social media channels during RP1, substantially exceeding the initial target for this phase. This overachievement highlights strong early visibility, effective digital outreach strategies, and a growing interest in the project's themes and activities among relevant audiences. (see Figures 29, 30, 31, 32, 33 for validation)



Figure 33 Social Media Total Audience

#### 4.2.3.3 Social media posts

More than two hundred and fifty (250) total posts in social media channels are expected during the project life. Ninety (90) posts in social media channels are expected during M1 to M18, 90 posts in social media channels during M19 to M36, and 70 posts in social media channels during M37 to M48. RFF is responsible for following up the posts in social media channels numbers during the project.

### Progress / Achievements so far

**Remarkably, 331 posts have already been published across FS4Africa's social media channels during the first reporting period**, demonstrating a significant overachievement. This high level of activity reflects the strong communication commitment of the consortium and has contributed to increased visibility, stakeholder engagement, and continuous dissemination of project developments.



Figure 34 Total Social Media Posts

#### 4.2.3.4 Social media interactions

Fifteen thousand (15000) total interactions in social media channels posts are expected during the project. Four thousand (4000) interactions in social media channels posts are expected during M1 to M18, 6000 interactions in social media channels posts during M19 to M36, and 5000 interactions in social media channels posts during M37 to M48. RFF is responsible for following up on the interactions in social media channels posts during the project.

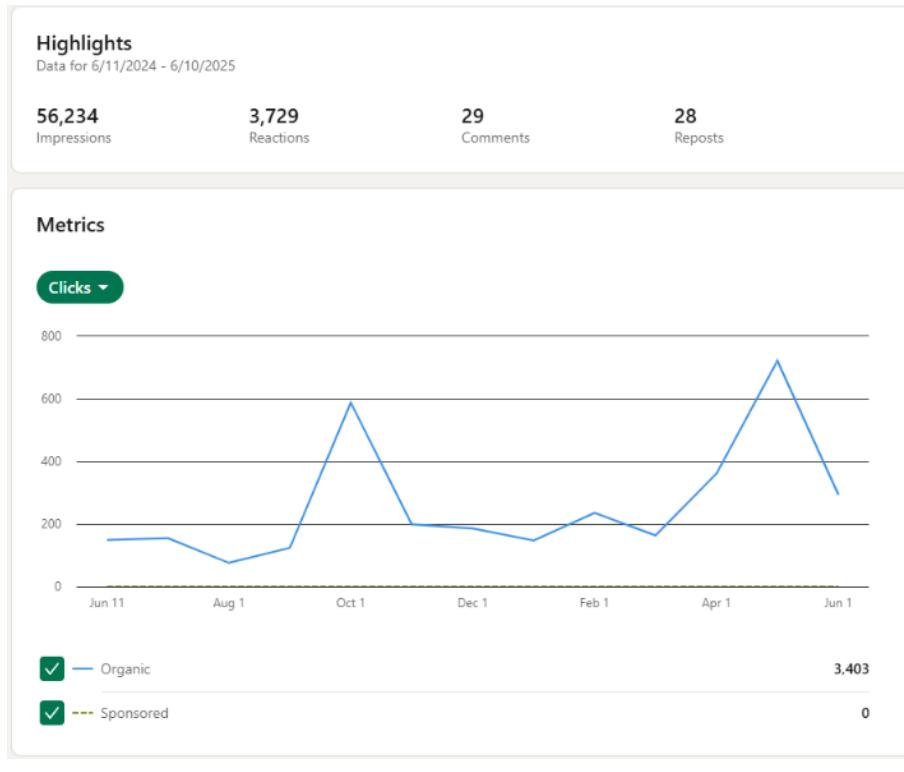
Due to platform-specific limitations, comprehensive cumulative analytics for FS4Africa's social media channels cannot be readily extracted in full. LinkedIn restricts access to insights for only the past 365 days, making long-term tracking and aggregated reporting across the project's entire duration infeasible without relying on estimation. Likewise, X (formerly Twitter) do not provide complete cumulative data dashboards, particularly for non-premium accounts, which means that only limited information is accessible natively. Therefore, in order to estimate overall reach and engagement across the full duration of the project, extrapolation from available data was applied as a methodological approach to ensure consistency and relevance in performance evaluation.

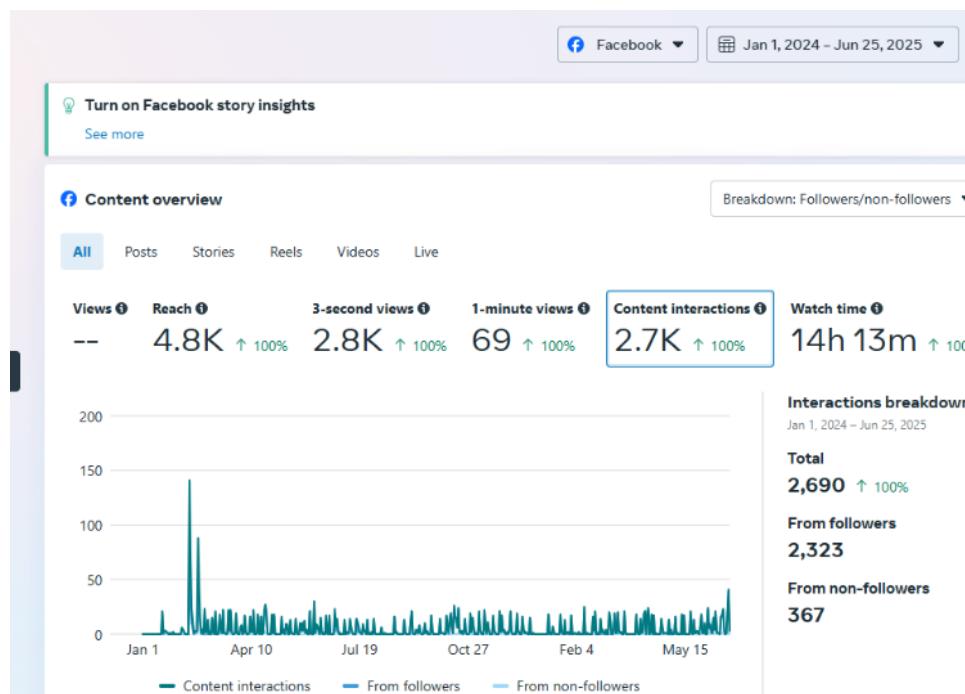
#### Progress / Achievements so far

By the end of the first reporting period, FS4Africa's social media channels have already generated over **12,806 interactions**, significantly exceeding the initial target. This overachievement highlights the effectiveness of the communication strategy and the strong engagement of audiences with the project's content, messages, and ongoing activities.

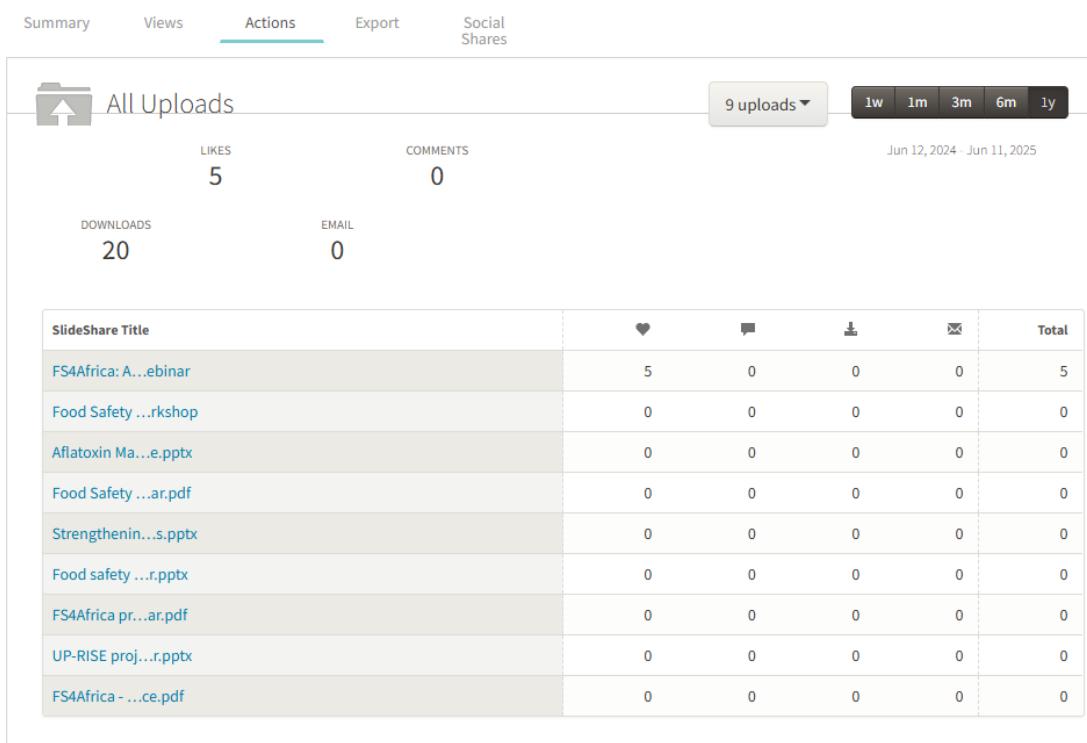
More specifically:

**LinkedIn: 7,189**



**Facebook: 2,700**

**X/Twitter: 2,762**

Total analytics in X are not available

**SlideShare: 25**


## YouTube: 130

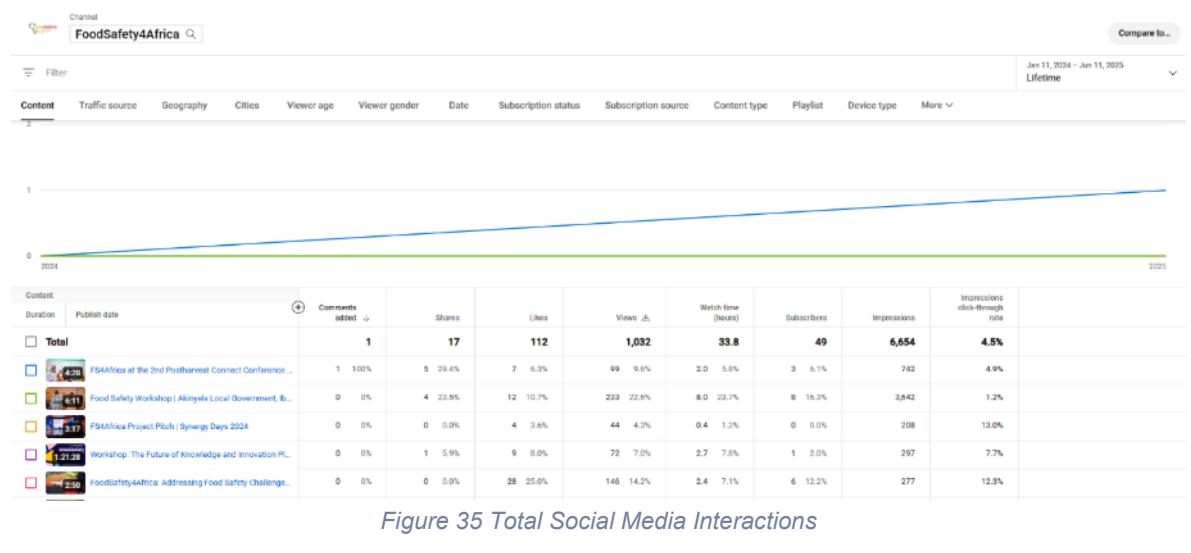


Figure 35 Total Social Media Interactions

### 4.2.3.5 Project hashtags

Project hashtags in all social media posts are expected during the FS4Africa project through social media insights.

Hashtags divide the project's main topics into user-friendly and engaging keyword phrases and help increase visibility in the social media environment, while they make FS4Africa messages stand out and influence relevant communities.

The project has set 5 distinctive hashtags, such as #FoodSafety #SustainableAfrica #OneHealth #FoodSafetyKnowledgePlatform #HorizonEU, and #ResearchImpactEU, which are used to monitor the posts related to the project.

### 4.2.3.6 Project video

The KPI related to the **Project Video** outlined the development and dissemination of a compelling visual narrative to effectively communicate the objectives and value of FS4Africa. The target was to produce this video during the **first reporting period (RP1, M01–M18)** as a key storytelling tool tailored to the project's main target groups.

### Progress / Achievements so far

In alignment with this timeline, the [FS4Africa project video](#) was successfully completed, uploaded to the project's official social media channels, and shared with all consortium partners for further dissemination. This timely delivery supports the project's communication goals by enhancing visibility and engagement through accessible and impactful audiovisual content.

### 4.2.3.7 Video per Use Case

As part of the project's DEC plan, a series of at least one video per Use Case ( $\geq 4$  in total) will be produced. Each video will showcase success stories and insights gathered from key actors involved in the implementation of the project activities. These short documentary-style videos

will combine interviews with farmers, local stakeholders, project partners, and experts, highlighting the tangible benefits, challenges overcome, and lessons learned in each context. This KPI is planned to be implemented during the 2nd reporting period.

### Progress / Achievements so far

Although the KPI for the production of short documentary-style videos—**one per Use Case ( $\geq 4$  in total)**—is scheduled for implementation during the **second reporting period**, progress has already been made ahead of plan. **One video for Use Case 3** has been developed during the **first reporting period**, indicating an **early overachievement**. This video focuses on “**Safe and healthy vegetable and fish production through online platform and mobile communication**” in **Nigeria and Cameroon** and highlights how Recirculating Aquaculture Systems (RASs) are being enhanced through microbiome-based treatments, certification schemes, and digital traceability tools. This early delivery contributes to the project’s visibility while providing a compelling narrative of FS4Africa’s practical impact on the ground.

#### 4.2.3.8 Podcasts

A Podcast series of seven episodes will be developed. Podcasts are digital audio files presented in a series, typically with new instalments received automatically by subscribers. This on-demand technology is growing in popularity with 464.7 million podcast listeners globally as of 2023.

All seven episodes have been distributed between M19 to M36. RFF is responsible for the project’s Podcast series production, including idea conception and logistics (i.e., editing). Partners may be asked to be interviewed on areas of expertise or work conducted during the project ( $\geq 1$  introductory for the project and its goals,  $\geq 1$  per UC,  $\geq 1$  with interviews,  $\geq 1$  showcasing the UCs’ results). This KPI planned to be implemented during the 2nd reporting period.

C3 – Digital and Social Media	GA	Target	Achieved	Completion	Reporting Period 1		
					Target	Achieved	Completion
C3.1 - Social media channels (LinkedIn, Facebook, Twitter, SlideShare, YouTube)	$\geq 5$	5	5	100%	5	5	100%
C3.2 - Social media audience	$\geq 3000$	3,000	1,830	61%	800	1830	229%
C3.3 - Social media posts	$\geq 250$	250	331	133%	90	331	368%
C3.4 - Total interactions	$\geq 15000$	15,000	12,806	85%	4000	12806	320%
C3.5 - Project hashtags	5	5	5	100%	5	5	100%
C3.6 - Project Video	1	1	1	100%	1	1	100%
C3.7 - Video per UC	$\geq 4$	4	1	25%	0	1	add target
C3.8 - Podcasts	$\geq 7$	7	0	0%	0	0	add target

Table 34 Digital and Social Media – KPIs Achievements

#### 4.2.4 Interactive e-newsletters

##### 4.2.4.1 Newsletters

A biannual electronic newsletter (a total of 8 issues) 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	M01 - M18	M19 - M36	M37 - M48
<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

Table 35 Interactive e-newsletter KPIs per reporting period

#	Communication KPIs	Target	RFF
<b>C4</b>	<b>Interactive e-newsletter</b>		
C4.1	Newsletters	≥8	8
C4.2	Newsletter subscriptions	≥500	500
C4.3	Newsletter interactions	≥2000	2000

Table 36 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 2016/6798. 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.

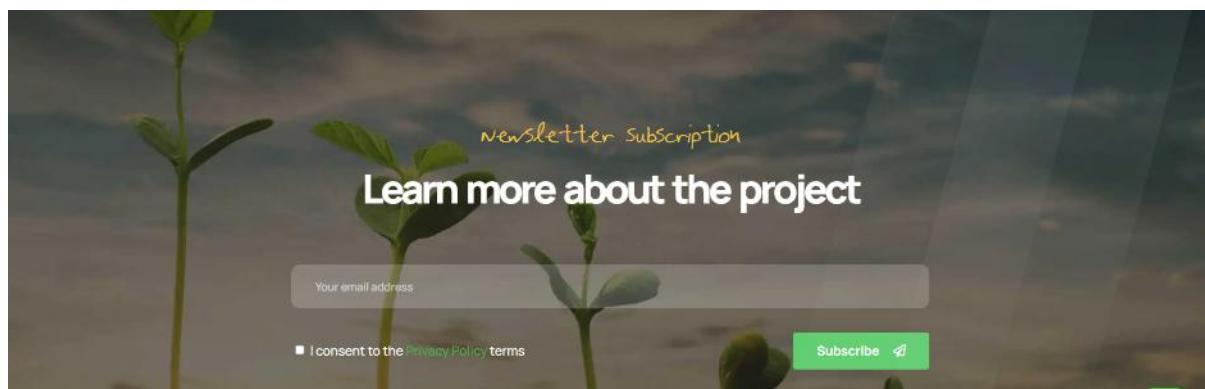


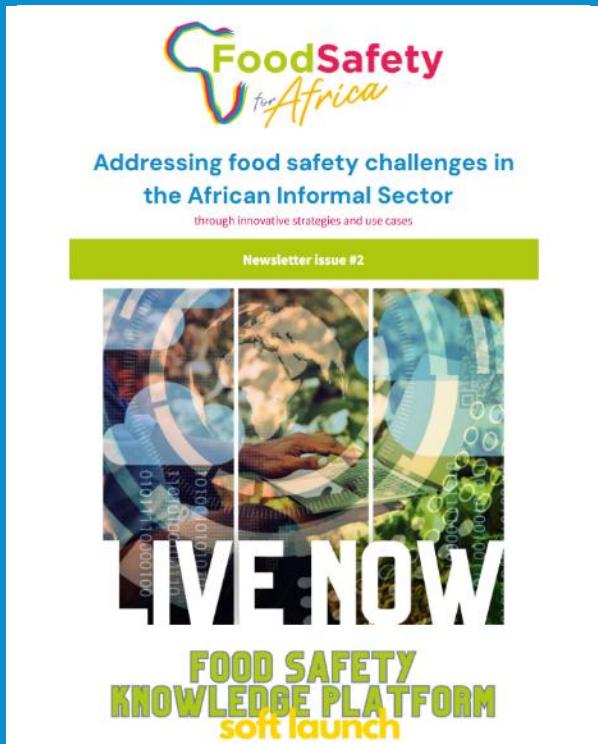
Figure 36 FS4Africa Newsletter Call-to-action button

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.

### Progress / Achievements so far

As of the end of the first reporting period, **four (4) e-newsletters** have already been distributed, surpassing the initial target (3). This overachievement reflects the proactive approach taken to ensure regular communication with stakeholders, timely updates on project activities, and consistent dissemination of key developments across the FS4Africa consortium and beyond.

<p><a href="#">View this email in your browser</a></p>  <p><b>Newsletter issue #1</b></p> <p><b>Addressing food safety challenges in the African Informal Sector</b> through innovative strategies and use cases</p> <hr/> <p><b>What is it about?</b></p> <p>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.</p> <p><a href="#">Visit our website</a></p>	<p><b>Newsletter issue #1</b> <b>24 April 2024</b></p> <p>The first newsletter was released on M04 and received <b>191 interactions</b> 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.</p>
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	<p><b>Newsletter issue #2</b> 20 June 2024</p> <p>The second newsletter was released on M06 and received <b>195 interactions</b>. It 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.</p>
	<p><b>Newsletter issue #3</b> 31 October 2024</p> <p>The third newsletter was released on M10, received <b>307 interactions</b>, and included: FS4Africa's participation at Synergy Days 2024, FS4Africa's official project video, partners' activities, and the signing of an MoU with the Smart Droplets project.</p>

 <p>Addressing food safety challenges in the African Informal Sector through innovative strategies and use cases</p> <p>Newsletter issue #4</p> <p>THE <b>World Mycotoxin Forum®</b> CONFERENCE</p> <p>FS4Africa champions food safety at the <b>World Mycotoxin Forum®</b></p>	<p><b>Newsletter issue #4</b> <b>30 April 2025</b></p> <p>The fourth newsletter was released on M16, received <b>254 interactions</b>, and included: FS4Africa's participation at the World Mycotoxin Forum, project updates, and FS4Africa's new synergies with several EU projects and initiatives.</p>
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#### 4.2.4.2 Newsletter subscriptions

**Subscriptions** can be made both at events as well as on FS4Africa's website. Upon newsletter registration, FS4Africa is committed to strong security measures and will safeguard users' personal data with the highest standards of privacy and confidentiality. 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 2016/6798. Interested parties will be able to subscribe and unsubscribe at any point from the FS4Africa newsletters. Furthermore, to achieve broader distribution and facilitate the engagement of as many stakeholders as possible, FS4Africa partners will be encouraged to promote newsletters to their contacts who may be interested in the project.

Five hundred (500) subscriptions to e-newsletters are expected throughout the duration of the project. One hundred (100) subscriptions in the first reporting period (M1-M18), 250 in the second reporting period (M19-M36), and 150 in the third reporting period (M37-M48). RFF is responsible for following up on the numbers of the e-newsletter subscriptions.

#### Progress / Achievements so far

FS4Africa has successfully met and exceeded its **first reporting period (M01–M18)** target for newsletter subscriptions, achieving **669 subscribers**, surpassing the expected 100 subscriptions for this period and thereby fulfilling the **overall project goal of 500 subscribers** ahead of schedule. This remarkable overachievement reflects the strong interest generated by the project's outreach efforts, as well as the effectiveness of its dissemination and engagement strategy.

# Audience

## FoodSafety4Africa

669 total contacts. 667 email subscribers.

*Figure 37 Total Newsletter Audience*

### 4.2.4.3 Newsletter interactions

Two thousand (2000) interactions are expected throughout the duration of the FS4Africa project. Six hundred (600) interactions to e-newsletters are expected during M1 to M18, seven hundred (700) interactions to e-newsletters are expected during M19 to M36, and 700 interactions to e-newsletters are expected during M37 to M48. RFF is responsible for following up on the number of the e-newsletters interactions through Mailing service insights.

### Progress / Achievements so far

By the end of the first reporting period, **947 interactions** with FS4Africa's e-newsletters have already been recorded, exceeding the initial target. This overachievement highlights the high engagement levels of subscribers, and the relevance of the content shared, reinforcing the effectiveness of the newsletter as a key communication and dissemination tool within the project.

**Newsletter #1**

[View email](#)

Recipients	100
Audience	FoodSafety4Africa
Subject	Newsletter   Issue #1
Status	<span>Sent</span> Wed April 24, 2024 6:00 am

Exclude Apple MPP for more accurate open data. [See why.](#)  ⓘ New

[Overview](#) [Click performance](#) [Recipient activity](#) [Ecommerce](#) [Content Optimizer](#) [Social](#) [More](#)

**Email performance**  
April 23, 2024 - June 12, 2025 • [Excludes](#) Apple MPP

 Open rate	 Click rate	 Bounce rate	 Unsubscribe rate
<b>69.1%</b> 67 opened	<b>17.5%</b> 17 clicked	<b>3%</b> 3 bounced	<b>0%</b> 0 unsubscribed

**Additional email details**

Deliveries	97 (97%)	Clicks per unique opens	25.4%
Total opens	133	Total clicks	59
Last opened	May 08, 2025 5:13 pm	Last clicked	Jul 05, 2024 4:50 am

**Newsletter #2**

[View email](#)

Recipients	132
Audience	FoodSafety4Africa
Subject	Newsletter Issue #2   Food Safety Knowledge...
Status	<span>Sent</span> Thu June 20, 2024 5:44 am

Exclude Apple MPP for more accurate open data. [See why.](#)  ⓘ New

[Overview](#) [Click performance](#) [Recipient activity](#) [Ecommerce](#) [Content Optimizer](#) [Social](#) [More](#)

**Email performance**  
June 19, 2024 - June 12, 2025 • [Excludes](#) Apple MPP

 Open rate	 Click rate	 Bounce rate	 Unsubscribe rate
<b>58.6%</b> 75 opened	<b>14.1%</b> 18 clicked	<b>3.0%</b> 4 bounced	<b>0%</b> 0 unsubscribed

**Additional email details**

Deliveries	128 (97.0%)	Clicks per unique opens	24%
Total opens	145	Total clicks	50
Last opened	Apr 29, 2025 6:12 am	Last clicked	Jul 12, 2024 7:39 am

**Newsletter #3**

[View email](#)

Recipients	204
Audience	FoodSafety4Africa
Subject	Newsletter Issue #3   FS4Africa: A Look Back...
Status	<span>Sent</span> Thu October 31, 2024 7:39 am

Exclude Apple MPP for more accurate open data. [See why.](#)  ⓘ New

[Overview](#) [Click performance](#) [Recipient activity](#) [Ecommerce](#) [Content Optimizer](#) [Social](#) [More](#)

**Email performance**  
October 31, 2024 - June 12, 2025 • [Excludes](#) Apple MPP

 Open rate	 Click rate	 Bounce rate	 Unsubscribe rate
<b>55.3%</b> 99 opened	<b>10.1%</b> 18 clicked	<b>12.3%</b> 25 bounced	<b>0%</b> 0 unsubscribed

**Additional email details**

Deliveries	179 (87.7%)	Clicks per unique opens	18.2%
Total opens	201	Total clicks	106
Last opened	Apr 29, 2025 7:56 am	Last clicked	Nov 05, 2024 9:45 am

**Newsletter #4**

[View email](#)

Recipients	271
Audience	FoodSafety4Africa
Subject	Newsletter #4   From Farm Talks to Global St...
Status	<span>Sent</span> Wed April 30, 2025 7:51 am

Exclude Apple MPP for more accurate open data. [See why.](#)  ⓘ New

[Overview](#) [Click performance](#) [Recipient activity](#) [Ecommerce](#) [Content Optimizer](#) [Social](#) [More](#)

**Email performance**  
April 30, 2025 - June 12, 2025 • [Excludes](#) Apple MPP

 Open rate	 Click rate	 Bounce rate	 Unsubscribe rate
<b>46.2%</b> 123 opened	<b>6.8%</b> 18 clicked	<b>1.8%</b> 5 bounced	<b>0.75%</b> 2 unsubscribed

**Additional email details**

Deliveries	266 (98.2%)	Clicks per unique opens	14.6%
Total opens	208	Total clicks	46
Last opened	May 29, 2025 4:21 am	Last clicked	May 09, 2025 4:26 am

*Figure 38 Total Newsletter Interactions*

C4 - Interactive e-newsletter	GA	Target	Achieved	Completion	Reporting Period 1		
					Target	Achieved	Completion
C4.1 - Newsletters	≥8	8	4	50%	3	4	133%
C4.2 - Newsletter subscriptions	≥500	500	669	134%	100	669	669%
C4.3 - Newsletter interactions	≥2000	2,000	947	47%	600	947	158%

Table 37 Interactive e-newsletter – KPIs Achievements

#### 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 the FS4Africa project, by using online publishing platforms, blogs for the 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	M01 - 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 38 Multiplier campaigns per reporting period

#	Communication KPIs	Target	ITTA	ITC	RFF	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 39 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.

#### Progress / Achievements so far

The first press release about the kick-off meeting of the FS4Africa project in Ibadan, Nigeria, (<https://foodsafety4africa.eu/fs4africa-1st-press-release/>) 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. The third press release was distributed in June 2025, spreading the word about the launch of the first FS4Africa's Open Call

(<https://foodsafety4africa.eu/fs4africa-launches-open-call/>). All press releases can be found in Annex II.

#### 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 at 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 RFF for two of them.

#### Progress / Achievements so far

FS4Africa partners have already delivered **four (4) interviews on TV/radio**, demonstrating a significant overachievement in relation to the project's target of one interview during the first reporting period (M01–M18). These include: an interview by EGE broadcasted via [Baringo Daily News and KASS radio station](#) in September 2024; **two interviews by ADC** during the [Lagos International Trade Fair \(LITF\)](#) 2024 and on [The Sunday Show](#) in November 2024; and a **radio interview by RFF** on the morning programme ["110%"](#) on [FM100 Thessaloniki](#) in June 2025. These appearances have enhanced the project's visibility across diverse geographic and demographic audiences and effectively communicated its objectives and early achievements.

C5 - Multiplier campaigns	GA	Target	Achieved	Completion	Reporting Period 1		
					Target	Achieved	Completion
C5.1 - Press releases	≥8	8	3	38%	2	3	150%
C5.2 - Interviews TV/Radio	≥5	5	4	80%	1	4	400%

Table 40 Multiplier campaigns – KPIs Achievements

## 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 based 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.

The first phase focused on exploring partner expectations, initial ambitions, and existing capabilities for future exploitation. As a key outcome of this phase, the "**KER & IPR Validation & Identification Tool**" (in Annex III) was developed and circulated across the consortium on M13. This tool serves as a structured online spreadsheet enabling all partners to:

- Identify their initial Key Exploitable Results (KERs)
- Provide details about potential IPRs
- Specify target user groups
- Suggest potential exploitation pathways

Each KER has a dedicated worksheet for input from associated partners, allowing clear tracking of ownership, roles, and exploitation maturity. This tool will remain active throughout the project and will be updated iteratively as new KERs are identified and refined.

### Cycle 2: Co-create - Continuous mapping and analysis

The second phase builds on the initial mapping and moves towards validating potential exploitation pathways and refining use scenarios. This includes both commercial and non-commercial options, aiming to identify optimal market or policy fit for each result.

To support the continuous enrichment of FS4Africa's exploitation framework, a dedicated procedure has been established for the identification, submission, and validation of new KERs (Figure 39). This process ensures that all emerging results are systematically captured, assessed for their exploitation potential, and integrated into the overall strategy.

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

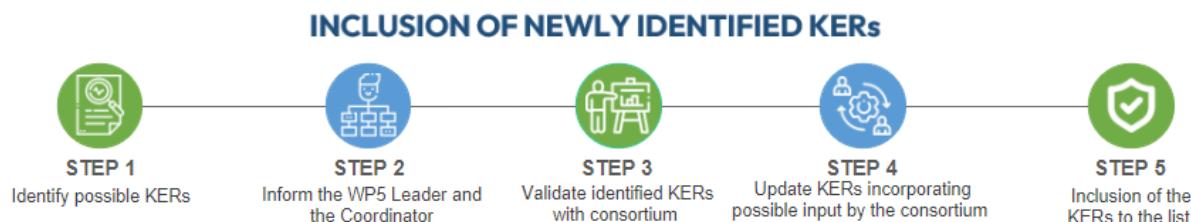


Figure 39 FS4Africa exploitation methodology

When one or more partners identify a new KER, the partner must inform the coordinator (IITA) and WP5 leader (RFF) 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 **"KER & IPR Validation & Identification Tool**, covering at least the following aspects:

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

**Cycle 3: Accelerate** - Finalise agreements on results' exploitation. Define (non) commercial synergies with potential partners/collaborators. Release the final version of the Exploitation Plan.

The **third step** refers to the assessment of the exploitation strategy for each KER. To efficiently determine the 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	KERn
1	IITA				
2	WR				
3	ITC				
4	CSIR-GH				
5	RFF				
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 41 BFMULO Matrix

At later stages of the project, once the results become more concrete, a characterisation table will be shared with the partners who will exploit the project's key results. Each result requires a tailored exploitation approach, depending on its nature, potential for commercialisation, the need for Intellectual Property Rights (IPR), and the partner responsible for its exploitation.

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?
<b>Steps towards exploitation</b>	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?
<b>IPR status</b>	Have you protected or will you protect this result? How? When?

*Table 42 Characterization table for potential exploitable results*

This table also aims to constantly collect information for the **Sustainability Plan**. The information and feedback included in the characterization table serve as a data collection tool and the foundation of the exploitation strategy per KER.

Per each project partner, we will record a portfolio of its project results (commercial and non-commercial). Then, for each project result possible exploitation routes and IP protection measures will be suggested taking into account organisations' already existing business models, market positions and marketing strategies.

## 5.2 FS4Africa KERs

Each exploitable result requires a unique exploitation approach based upon the type of exploitation and whether it can be commercialised. FS4Africa has already identified the following four key exploitable results (KERs).

## 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.

Figure 40 FS4Africa KERs

In the tables below, information is provided on each of the KERs, the partners that will contribute to their development, a description, the target groups, the scope (commercial, non-commercial) and means of exploitation as well as the unique value proposition. This brief statement clearly explains the benefits, how it solves a particular challenge and how it is different and unique. As the project progresses, each of the KERs will be revisited and analysed in further detail.

### 5.2.1 KER 1 Food Safety Knowledge Platform

KER 1 Food Safety Knowledge Platform	
<b>Contributing Partners</b>	IITA, WR, CSIR-GH, Ubuntoo B.V, FSTS, UP, WU, NEPAD, UniBw M, EGE, McGill.
<b>Description</b>	Food Safety Knowledge Platform: an online knowledge hub providing easy access to relevant solutions, best practices, and knowledge on the topic of food safety.
<b>Target Groups</b>	Food Labs; Innovation Hubs; Academic & Research organisations; Food System Stakeholders
<b>Means of Exploitation</b>	Food Labs; Innovation Hubs; Academic & Research organisations; Food System Stakeholders: to easily collaborate, interact, and exchange information on food safety.
<b>Scope of exploitation</b>	Commercial (C) and Non-commercial (N)

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).
--------------------------	---

Table 43 KER 1 Food Safety Knowledge Platform

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

KER 2 Food safety stakeholders e-map	
Contributing Partners	IITA, WR, CSIR-GH, Ubuntoo B.V, UP, WU, NEPAD, UniBw M, EGE, McGill
Description	A living digital directory of stakeholders, enabling their access in the Food Safety Knowledge Platform
Target Groups	Food System Stakeholders, Informal food sector
Means of Exploitation	Food System Stakeholders: to gain access in information and equipment beneficial for food safety; Informal food sector: to receive support by the food system stakeholders.
Scope of exploitation	Non-commercial (N - Scientific, Policy making, Training & education etc.)
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.

Table 44 KER 2 Food safety stakeholders e-map

### 5.2.3 KER 3 FS4Africa innovation network

KER 3 FS4Africa innovation network	
Contributing Partners	All partners
Description	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.
Target Groups	Food System Stakeholders, Innovation Hubs, Food Labs

Means of Exploitation	Food System Stakeholders; Innovation Hubs; Food Labs: to benefit from knowledge exchanges and connections amongst them and to test, validate and enhance the business concepts and tools of the project.
Scope of exploitation	Non-commercial (N - Scientific, Policy making, Training & education etc.)
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.

Table 45 KER 3 FS4Africa innovation network

#### 5.2.4 KER 4 Policy recommendations

KER 4 Policy recommendations	
Contributing Partners	IITA, WR, CSIR-GH, Ubuntoo B.V, UP, WU, NEPAD, UniBw M, EGE, McGill
Description	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.
Target Groups	Policy recommendations
Means of Exploitation	Policy makers & Regulators: to further review food safety issues and receive concrete recommendations in order to implement policies promoting food safety in the African informal food sector
Scope of exploitation	Non-commercial (N - Scientific, Policy making, Training & education etc.)
Unique Value Proposition	Through this KER, policy briefs and recommendations will be generated and disseminated, targeting continental, regional and national policy making bodies.

Table 46 KER 4 Policy recommendations

The preliminary assessment of the exploitation strategy for each KER and the completed BFMULO Matrix is presented below. This content will be revised and updated (based on project advancements).

#	Short name	KER1	KER2	KER3	KER4
1	IITA	F, M, U, L	B, F, M, U, L	F, M, U, L	F, M, U, L
2	WR	F, M, U, L	F, M, U, L	F, M, U, L	
3	ITC			F, M, U, L	
4	CSIR-GH	F, M, U, L	F, M, U, L	F, M, U, L	F, M, U, L

5	RFF	F, U	F, U	F, M, U	
6	Ubuntoo B.V.	B, F, M, U, L, O	F, M, U	F, M, U, L	
7	FSTS	F, M, U	B, F, M, U	F, M, U, L	F, M
8	UP	F, M, U	B, F, M, U	F, M, U, L	F, M
9	WU	F, M, U			
10	KEF		B, F, M, U	F, M, U, L	F, M
11	NEPAD	F, M, U			F, M
12	EGE	F, M, U			
13	ADC	F, M, U	B, F, M, U	F, M, U, L	
14	UniBw M	F, M, U	B, F, M, U	F, M, U, L	
15	BAYER			F, M, U, L	
16	McGill	F, M, U		F, M, U, L	

Table 47 Preliminary assessment of the exploitation strategy for each KER

## 5.3 FS4Africa sustainability plan and IPR strategy

### 5.3.1 FS4Africa sustainability plan

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

The sustainability of FS4Africa's innovations will rely on a combination of measures, supported by the structure and resources of the consortium, and guided by four interrelated pillars:

- **Pillar 1: Strategic Value of Project Results**

Key Exploitable Results (KERs) such as the Food Safety Knowledge Platform, Food safety stakeholders e-map, and the Policy Recommendations have been prioritised for long-term viability. These outputs have been designed with modularity and future scalability in mind.

- **Pillar 2: Stakeholder Anchoring**

The continuous involvement of local and regional actors, SMEs, policymakers, and community stakeholders ensures that FS4Africa outcomes are rooted in real territorial needs. Their

engagement is vital for both uptake and legacy. This will be supported through use cases, training, and capacity building, with a strong emphasis on the project's tools and results.

- **Pillar 3: Consortium and Partner Commitments**

The project includes provisions for post-project maintenance and update of key results (e.g., the Food Safety Knowledge Platform), with responsibilities tentatively assigned to leading partners within WP5. RFF, as WP5 lead, will guide and monitor sustainability actions, in collaboration with IITA.

- **Pillar 4: Governance Models**

Governance models aligned with the Policy Recommendations will promote institutional anchoring, while value-added services and cross-sectoral synergies will be explored for commercial sustainability.

### 5.3.2 FS4Africa Strategy for the management of IPR

FS4Africa aims to develop a comprehensive and feasible strategy for the IP generated throughout the lifespan of the project. 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.

FS4Africa’s IPR strategy follows a lifecycle-based approach, respecting ownership rights while enabling meaningful uptake and safeguarding partner interests.

The IPR Strategy of FS4Africa takes into consideration:

IPR Background: All project participants' background, tangible and intangible assets;

IPR Foreground: Newly generated knowledge and related new IPRs will be recorded, recognized, captured, and assessed.

It is being pointed out that the following articles and annexes, *inter alia*, of the Grant Agreement have been taken into consideration when developing the IP Strategy; While all contents of the Grant Agreement are respected, these provisions are honored and are adhered to in particular reference to the IPR Strategy: Article 16.4 and its Annex 5 - Section Agreement on background, Article 16.4 and its Annex 5 - Section Ownership of results, Article 16.4 and its Annex 5, Section Transfer and licensing of results - sub-section “Transfer of ownership”, Article 16.4 and its Annex 5 - Section Access rights for exploiting the results, Article 17.4 of the Grant Agreement and its Annex 5 - Section Dissemination. Also, the IPR Strategy considers, *inter alia*, Section 2 of the Grant Agreement & Article 10 of the Consortium Agreement.

#### 5.3.2.1 Types of IPR considered

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 41 Intellectual Property Rights (IPR)

The most appropriate IPR mechanism is selected on a case-by-case basis, taking into account the type of result, its intended pathway (commercial vs. non-commercial), and the input of contributing partners.

FS4Africa will also apply open licensing strategies (e.g. Creative Commons or EUPL) where this supports broader uptake and policy alignment.

### 5.3.2.2 Ownership and Joint Ownership

In accordance with Article 16 of the Grant Agreement:

- Results are owned by the partner(s) generating them;
- If developed jointly and inseparable, co-owners will sign a **Joint Ownership Agreement**, specifying rights, exploitation procedures, and licensing options;
- The Consortium Agreement (CA) outlines background and foreground access rights, including for third-party reuse where needed;

Partners shall grant access to background and results necessary for implementation and exploitation - under fair and reasonable terms, or royalty-free where defined. For software, access conditions are defined by the applied license (e.g. EUPL-1.2).

### 5.3.3 IPR During the Project

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 (RFF) and the Coordinator (IITA) on the relative IPR that is linked to the KER as presented in Annex III.

## Inclusion of newly identified IPRs

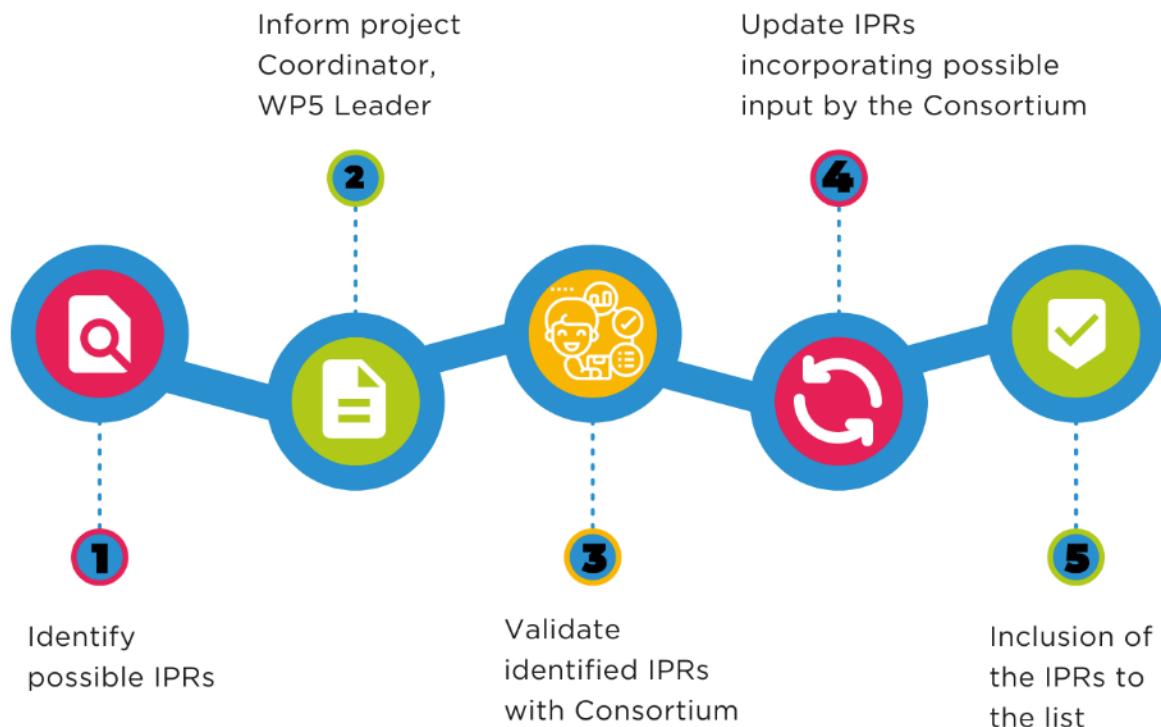


Figure 42 Methodology of defining IPR

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).

Where joint ownership is indicated or likely, the process triggers drafting of a **Joint Ownership Agreement**, specifying:

- Access conditions;
- Licensing terms (if any);
- Exploitation roles and responsibilities.

### 5.3.4 Post-Project IPR

Systematic management of IP risks and contractual environment is one of the building blocks of post-project sustainability. To this end, RFF will offer services for the whole IPR lifecycle to project partners, concerning appropriate protection of results, provided that protecting them is possible, reasonable, and justified (given the circumstances). Given that FS4Africa is based on community-led innovations, the Food Safety Knowledge Platform (KER1) will remain open as a community edition and copyleft licensed (e.g., GPLv3, AGPL), thus mandating open distribution, ensuring freedom of use, and encouraging knowledge exchange. A commercial

edition of the platform, enriched with new integrated cross-sectoral data, could also be developed post-project. The Food safety stakeholders e-map (KER2) will be operated under open-source principles and will be fully available for exploitation by the engaged target groups, following the open science approach of making scientific research transparent and accessible to all levels of society.

Post-project sustainability requires concrete, constant consideration from the beginning of the project, which take the form of four pillars:

### **Pillar 1: Project Findings**

The needs to be addressed have been identified at the proposal stage and are constantly being re-evaluated and expanded upon, through stakeholder engagement. The FS4Africa Open Call extends stakeholder engagement beyond the initial use cases and consortium countries by opening its call to eligible research and technology stakeholders (start-ups, SMEs, research organisations and other multidisciplinary actors) from all eligible African countries. By requiring real-life testing with a minimum of 10 participants and a public demonstration event engaging at least 30 stakeholders, FS4Africa ensures that solutions are co-developed, validated and refined in direct collaboration with the communities they aim to serve.

**SN1:** Evidence-based data towards improving food safety in the informal sector and preventing foodborne illnesses.

**SN2:** Knowledge on effective approaches to reach out and include informal businesses in enhancing food system outcomes and reducing negative impacts..

**SN3:** Knowledge sharing and capacity building of start-ups, SMEs and other multidisciplinary actors in view of food safety conformity assessment.

**SN4:** Monitor, evaluate and assess developments and food safety solutions in relation to food security, circularity, sustainability, and biodiversity towards transition to a healthier, more inclusive and sustainable food system

**SN5:** Understanding of the motivations, organisation and governance of informal businesses and adjusted policies and interventions towards the development of a food safety strategy for Africa.

### **Pillar 2: Project consortium and network**

The consortium is highly engaged and invested in developing and achieving the project goals and extending its impact, making the most out of existing synergies and developing a specific network of multipliers. The FS4Africa ecosystem will play a central role in the long-term sustainability.

### **Pillar 3: Stakeholders**

Involving stakeholders from the beginning of the project is crucial for expanding the network and ensuring interest in the project after its completion. Distinct target groups, key messages to summarise the project's benefit to each group as well as specific dissemination and communication tools have been identified and opportunities for building synergies are ongoing.

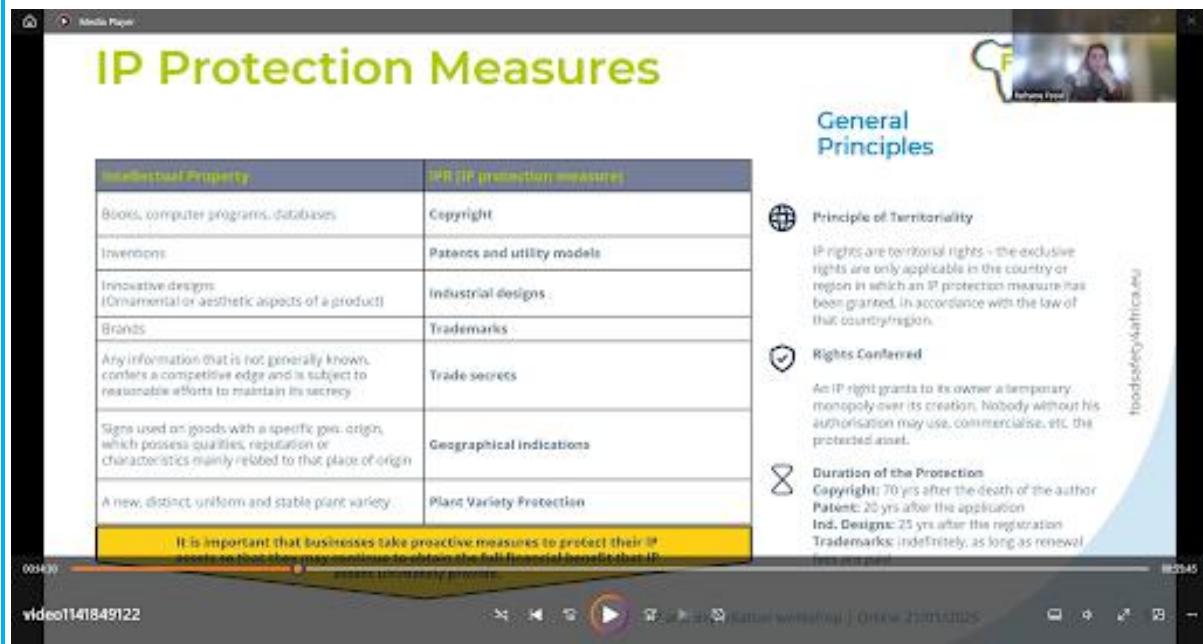
#### Pillar 4: Project legacy

The identification and characterisation of KERs as early as possible and evaluating their progress will ensure the timely and effective exploitation after the project. FS4Africa Knowledge Platform, mandating open distribution, ensuring freedom of use and sustainability, and encouraging knowledge exchange

To this end, certain sustainability aspects will be examined, ensuring that the use/reuse of the KERs continues after the project is no longer funded by Horizon Europe covering institutional, operational and financial aspects.

#### Progress / Achievements so far

On Tuesday, January 21, 2025, RFF organised the **1st Exploitation and IPR Strategy Workshop**, introducing key principles and outlining procedures in alignment with Horizon Europe guidelines. The workshop covered the project's methodology, including IPR validation and management procedures, as well as tools developed to support consortium-wide alignment. As part of this approach, RFF also launched the **KERs and IPRs Validation & Identification Tool**, aimed to: Confirm each partner's **Background IP**, assign an **IPR Manager** per organisation, establishing a dedicated working group for IPR matters and gather input from partners on the **exploitation potential** and IPR status of the identified Key Exploitable Results (KERs). The workshop covered all IP- and-exploitation facets—from legal basics through project-specific workflows, governance and practical tools.



Intellectual Property	IPR (IP protection measures)
Books, computer programs, databases	Copyright
Inventions	Patents and utility models
Innovative designs (Ornamental or aesthetic aspects of a product)	Industrial designs
Brands	Trademarks
Any information that is not generally known, confers a competitive edge and is subject to reasonable efforts to maintain its secrecy	Trade secrets
Signs used on goods with a specific geo. origin, which possess qualities, reputation or characteristics mainly related to that place of origin	Geographical Indications
A new, distinct, uniform and stable plant variety	Plant Variety Protection

**General Principles**

- Principle of Territoriality**: IP rights are territorial rights - the exclusive rights are only applicable in the country or region in which an IP protection measure has been granted, in accordance with the law of that country/region.
- Rights Conferred**: An IP right grants to its owner a temporary monopoly over its creation. Nobody without his authorisation may use, commercialise, etc. the protected asset.
- Duration of the Protection**: Copyright: 70 yrs after the death of the author  
Patent: 20 yrs after the application  
Ind. Designs: 25 yrs after the registration  
Trademarks: indefinitely, as long as renewal fees are paid.

Figure 43 1st Exploitation and IPR Strategy Workshop

#### 5.4 Sustainability Plan and IP Strategy | Next Steps

To ensure the successful uptake and protection of FS4AFRICA results beyond the project lifecycle, the consortium will adopt a structured and iterative approach. This includes two waves of validation and exploitation activities, combining mid-project workshops and final strategy refinements. These actions are central to aligning stakeholder engagement, IP

management, and sustainability planning with the evolving maturity and relevance of project outputs.

As part of the mid-project transition phase (before Month 30), at least one interactive workshop will be convened to: a) validate our initial exploitation-model assumptions, b) stress-test the Key Exploitable Results (KERs) through stakeholder feedback, c) capture strategic insights from the demonstration activities.

Far from a formal check-in, this workshop will be a critical milestone for adapting FS4Africa's exploitation pathway to real-world conditions. Its outcomes will feed directly into the joint exploitation roadmap, inform updates to our licensing strategies, and—where relevant—guide any decisions with regards to co-ownership or IP registration.

In the final phase (M30–M48), attention will shift to consolidating the sustainability and IPR strategy. This will include finalising access rights documentation, licensing terms, and IPR protection actions. Where justified, registrations (e.g., trademarks, copyrights) will be completed, while open access models will be formalized for deliverables not requiring protection. These steps will ensure that all partners have the legal clarity and operational guidance needed to independently or jointly exploit the results post-project, in line with Horizon Europe principles of responsible innovation and scalability.

Although, we mainly focus on KERs as they are considered as the most significant outcomes directly related to FS4Africa objectives, it is equally important to regard as well other results that do not qualify as KERs, i.e., Food safety legislative and regulatory landscape, Capacity building, Open call innovative solutions etc. These results can still provide valuable insights and contribute to the overall understanding of the project. They also offer potential areas for future exploration or improvement and acknowledging them enables the comprehensive evaluation of the project's achievements.

## 6 Conclusion

D5.2 “Dissemination, Communication and Exploitation Plan A”, has provided an overview of the communication, dissemination and exploitation activities particularly focusing on the first 18 months of project implementation. Besides demonstrating the tools developed and utilised to achieve DEC's Key Performance Indicators (KPIs) and reach the project's target audience, it also monitors and presents the achieved KPIs, timelines and milestones of the project up to M18.

At M18 of its implementation, we stand at the threshold of turning ambitions into tangible impact across Africa's agri-food systems. Notable (over)achievements include the six Joint events with relevant EU projects and initiatives, the delivery of eight living lab / training workshops, the presence of FS4Africa project in seven exhibitions & Fairs with a booth, seven community outreach presentations and the organisation of four joint activities/data sharing with EU/national projects/initiatives during the first reporting period (M1-M18).

These results demonstrate both our strong operational coordination and our genuine engagement with communities and networks. At the same time, since our KPIs are

purposefully skewed toward the project's latter stages, the consortium has already begun streamlining its approach to tackling future challenges with greater agility and focus.

FS4Africa is entering a more challenging phase—one that depends on sustained partnerships, stronger stakeholder ownership, and ongoing reflection. The projects activities during this second implementation phase will underpin this effort by providing spaces for dialogue, scaling successful approaches, and shared learning. Over the coming months, all FS4Africa partners will play a hands – on role in sharing results and driving uptake. By considering and sharing key learnings for different audiences, hosting thematic webinars and local workshops, inviting stakeholders to explore the tools, data and methodologies generated by FS4Africa and through coordinated social-media presence, blog posts and newsletters, partners will amplify project milestones—helping the wider community discover, test and adopt our innovations. By feeding these metrics back into our KPI dashboard the consortium will ensure that every outcome developed by FS4Africa actually reaches the target groups best placed to use and maximise the project's overall impact.

The Deliverable D5.3 – DEC Plan C, due in M36, will be the updated and final plan presenting the project's dissemination, exploitation and communication plan, including the results of their deployment.

## 7 Annexes

### 7.1 Annex I: FS4Africa Templates

#### FS4Africa Deliverable Template

 <p><b>Addressing food safety challenges in the African informal sector through innovative strategies &amp; use cases</b></p> <p><b>Dx.y: [Deliverable Title]</b></p> <p>Responsible Author: [Author Name and Surname (Partner's short name)]</p> <p>Co-funded by the European Union</p> <p>foodSafety4africa.eu</p>	<p>DX.X: Deliverable Title</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Grant Agreement No.</td><td>101135915</td></tr> <tr><td>Project Acronym</td><td>FS4Africa</td></tr> <tr><td>Project Title</td><td>Food Safety for Africa</td></tr> <tr><td>Type of Action</td><td>HORIZON RIA – Research &amp; Innovation Actions</td></tr> <tr><td>Horizon Europe Call Topic</td><td>Fair, healthy and environmentally-friendly food systems from primary production to consumption (HORIZON-CL6-2023-FARM2FOOD-01-20)</td></tr> <tr><td>Start - ending date</td><td>1<sup>st</sup> of January 2024 – 31<sup>st</sup> of December 2027</td></tr> <tr><td>Project Website</td><td><a href="http://foodSafety4africa.eu">foodSafety4africa.eu</a></td></tr> <tr><td>Work Package</td><td>WPx: Title of the WP</td></tr> <tr><td>WP Lead Beneficiary</td><td>Partner's full name (Short name)</td></tr> <tr><td>Relevant Task(s)</td><td>Task Title of the Task</td></tr> <tr><td>Deliverable Type</td><td>R – Report, DEC: Websites, press &amp; media actions, videos, etc. OTHER: Software, etc.   PU: Public, SEN: Sensitive, CI: Classified</td></tr> <tr><td>Dissemination Level</td><td>DD Month 20YY</td></tr> <tr><td>Due Date of Deliverable</td><td>DD Month 20YY</td></tr> <tr><td>Actual Submission Date</td><td>DD Month 20YY</td></tr> <tr><td>Responsible Author</td><td>[Author Name and Surname (Partner)]</td></tr> <tr><td>Contributors</td><td>[Contributors' Name and Surname (Partner)]</td></tr> <tr><td>Reviewers</td><td>[Reviewer's Name and Surname (Partner)]</td></tr> </table> <p><b>Disclaimer</b> Funded by the European Union. Views and opinions expressed are however those of the author(s) and do not necessarily reflect those of the European Union or Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.</p> <p><b>Copyright message</b> This document contains unpublished original work unless clearly stated otherwise. Previously published material and the work of others has been acknowledged by appropriate citation or quotation, or both. Reproduction is <u>authorized</u> provided the source is acknowledged.</p>	Grant Agreement No.	101135915	Project Acronym	FS4Africa	Project Title	Food Safety for Africa	Type of Action	HORIZON RIA – Research & Innovation Actions	Horizon Europe Call Topic	Fair, healthy and environmentally-friendly food systems from primary production to consumption (HORIZON-CL6-2023-FARM2FOOD-01-20)	Start - ending date	1 <sup>st</sup> of January 2024 – 31 <sup>st</sup> of December 2027	Project Website	<a href="http://foodSafety4africa.eu">foodSafety4africa.eu</a>	Work Package	WPx: Title of the WP	WP Lead Beneficiary	Partner's full name (Short name)	Relevant Task(s)	Task Title of the Task	Deliverable Type	R – Report, DEC: Websites, press & media actions, videos, etc. OTHER: Software, etc.   PU: Public, SEN: Sensitive, CI: Classified	Dissemination Level	DD Month 20YY	Due Date of Deliverable	DD Month 20YY	Actual Submission Date	DD Month 20YY	Responsible Author	[Author Name and Surname (Partner)]	Contributors	[Contributors' Name and Surname (Partner)]	Reviewers	[Reviewer's Name and Surname (Partner)]	<p>DX.X: Deliverable Title</p> <p>Document History</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Date</th> <th>Version</th> <th>Changes</th> <th>Contributor(s)</th> </tr> </thead> <tbody> <tr><td>DD/MM/YYYY</td><td>V0.1</td><td>[Description of changes]</td><td>Contributor's Name and Surname (Partner)</td></tr> <tr><td>DD/MM/YYYY</td><td>V0.X</td><td>[Description of changes]</td><td>Contributor's Name and Surname (Partner)</td></tr> <tr><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td></tr> </tbody> </table>	Date	Version	Changes	Contributor(s)	DD/MM/YYYY	V0.1	[Description of changes]	Contributor's Name and Surname (Partner)	DD/MM/YYYY	V0.X	[Description of changes]	Contributor's Name and Surname (Partner)																
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#### FS4Africa Minutes template

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## FS4Africa Meeting Agenda template

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## FS4Africa Presentation template

 <p>Click to add title</p> <p>Click to add subtitle</p> <p>Click icon to add picture</p> <p>Click to add text</p> <p>Click to add text</p> <p>Meeting Title   Place   DD/MM/YYYY</p> <p>Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.</p>	<p>Co-funded by the European Union</p> <p>Click to add title</p> <p>Click to add subtitle</p> <p>Meeting Title   Place   DD/MM/YYYY</p>	<p>foodsafety4africa.eu</p> <p>Click to add title</p> <p>Click to add subtitle</p> <p>Meeting Title   Place   DD/MM/YYYY</p>
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## MoU / Lols Templates



Memorandum of Understanding



INSERT LOGO OF PROJECT/ORGANIZATION

## Memorandum of Understanding

between

FS4Africa

(represented by coordinating institution – International Institute of Tropical Agriculture)

&

[Insert project/organization]

(represented by coordinating institution – )



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

### 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 [Project Name] 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 [Project Name] agree to have a program of cooperation, which will include agreed actions and initiatives described in the following points.

### 2. Achievement of common goals

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.

[..... is an EU -funded .....

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

FS4Africa agrees to invite [Project Name] to its meetings, events, and conferences, and [Project Name] 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 [Project Name] and FS4Africa.

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the European Union

1



Memorandum of Understanding

## 2.2. Projects, development, and support

FS4Africa and [Project Name] 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. Any collaboration or joint initiative between the parties shall be subject to the parties first entering into a legally binding contract in respect of same.

## 2.3. Communication and renown

FS4Africa and [Project Name] agree to display their logos, description texts and related links in their respective websites. Additionally, FS4Africa and [Project Name] 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 FS4Africa and [Project Name] and 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 FS4Africa and [Project Name] shall not be entitled to any remuneration or other benefits respectively from FS4Africa and [Project Name].

## 6. Relationship

The parties shall always remain separate and independent entities. This non-binding and a non-exclusive agreement does not impose any legal obligations on the parties and 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 end date].

[Place, Date]

On behalf of [Project Name]	On behalf of FS4Africa
-----------------------------	------------------------



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)]



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1

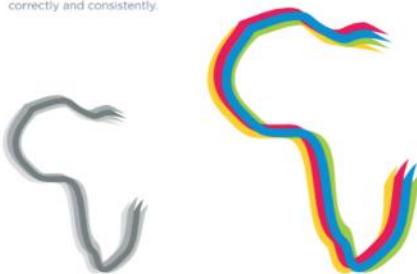
## 7.2 Annex II: Communication Material

### Brand book



#### LogoMark

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.

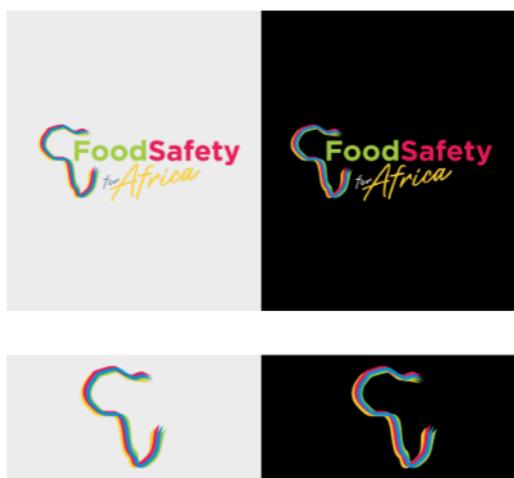


#### Primary Logomark



FSAfrica

#### Main Logo | Primary Colors



FSAfrica

Promotional material (brochures, banners, factsheets)

Project Banner



## Addressing Food Safety Challenges in the African Informal Sector

*through innovative strategies & use cases*



## 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.

**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**



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

info@foodsafety4africa.eu



[foodsafety4africa.eu](http://foodsafety4africa.eu)

 Founded by the European Union

**FOLLOW US**

[In](#) [X](#) [f](#) [t](#) [y](#)

**PROJECT COORDINATOR**



**PARTNERS**

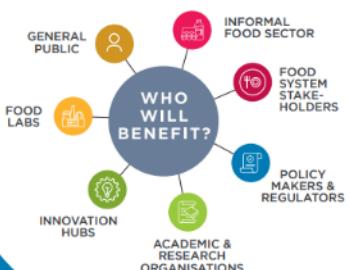




### Addressing Food Safety Challenges in the African Informal Sector through innovative strategies & use cases

 Founded by the European Union [foodsafety4africa.eu](http://foodsafety4africa.eu)

**WHO WILL BENEFIT?**



**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

**2** Reduction in the use and misuse of pesticides  
📍 Benin, Ghana, Nigeria  
Value chain: Legumes and Vegetables

**3** Safe and healthy vegetable and fish production through online platform and mobile communication  
📍 Nigeria, Cameroon  
Value chain: Aquacultures (fish and vegetables)

**4** Microbiological quality of tomatoes and leafy greens from farm to fork  
📍 South Africa  
Value chain: Tomatoes and Leafy greens

**USE CASES**



## Project Factsheet

**Food Safety for Africa: A Step Towards Resilient Food Systems**  
Addressing Food Safety Challenges in the African informal Sector through innovative strategies and use cases

# FS4Africa PROJECT FACTSHEET

**What is FS4Africa about?**

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.

**PROJECT CHALLENGES**

Food safety challenges addressed include mycotoxin contamination in multiple food crops including fruit and feed, pesticide residues in grains and vegetables, microbial contamination particularly *Escherichia coli* contamination, and food adulteration.

**FoodSafety Africa**

**KEY DATA**

**Project Timeline:**  
JAN 2024 - DEC 2027

**Funding:**  
€ 4,984,995,00

**Consortium:**  
16 partners from 4 European countries, 6 African Countries, and 1 from Canada

**Target Groups:**  
Informal Food Sector, Food System Stakeholders, Policy Makers & Regulators, Academic & Research Organisations, Innovation Hubs, Food Labs, General Public

**The Problem in Numbers Why Food Safety in Africa Matters**

**91M**   
Africans fall sick each year from unsafe food

**137,000**   
deaths/year are caused by foodborne diseases (mostly in children under 5)

Up to **70%** of food in Africa is sold in informal markets, where regulation is limited.

Unsafe food can cost African economies billions in productivity and trade losses each year.

**How does FS4Africa promote safer food systems?**

**Gain a better understanding of the role of food safety**

**200+** Stakeholders engaged

**2000+** Food producers and handlers reached to assess data related to food safety hazard

**Develop policies, business concepts and tools**

From mobile risk alerts to AI-based food safety practical knowledge

**50+** Trainees reached

**200+** app users

**Assess the impact of food safety solutions**

**4** Use Cases tested and validated to address food safety challenges

**Embed the food safety solutions in strategic agendas**

**5+** White papers with recommendations and guidelines

## Use Cases Banners

**FoodSafety for Africa**

Addressing Food Safety Challenges in the African Informal Sector through innovative strategies & 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 introduce mycotoxin management

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

**PARTNERS**

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

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

**Countries:** Benin, Ghana, Nigeria

**Objective:** Minimize pesticide use and misuse on crops and promote safe post-harvest storage to reduce consumers' exposure to toxic residues

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

**PARTNERS**

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

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

**Countries:** Nigeria, Cameroon

**Objective:** Ensure food safety of fish and vegetables, promotion in Recirculating Aquaculture Systems, Hydroponics and Aquaponics

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

**PARTNERS**

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

**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, risk mitigation, microbiome detection explored

**PARTNERS**

## Use Cases Brochure

### UC1 & UC2



**UC3 & UC4**


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

**UC CASE 3 LEAD** Dr. Alessandro Di Pasquale

**Do you want to get in touch with us?**  
Info@FoodSafety4Africa.eu  
FoodSafety4Africa.eu

**Addressing Food Safety Challenges in the African informal Sector**  
through online platforms and mobile communication

**UC CASE 4** Microbiological quality of tomatoes and leafy greens from farm to fork

**UC CASE 4 LEAD** Prof. Luis Rossetti

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Info@FoodSafety4Africa.eu  
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**Addressing Food Safety Challenges in the African Informal Sector**  
through online platforms and mobile communication

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

**UC CASE 4** Microbiological quality of tomatoes and leafy greens from farm to fork

**CONTAMINATION RISKS THROUGH WATER SOURCES**

The motivation behind UC 4 stems from the need to enhance food safety in food markets in the informal sector of the leafy green vegetable sectors, where foodborne infections pose a significant threat to its health rate. The informal sector faces unique challenges such as inadequate facilities and high-risk food handling, leading to high food safety risks, particularly through water sources. The project aims to combat these challenges by improving microbiological quality monitoring and building safer practices among stakeholders. This will be achieved by working with international water quality standards to protect consumers and strengthen the value chain.

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

**UC CASE 4** Microbiological quality of tomatoes and leafy greens from farm to fork

**ENHANCING SAFETY & CONSUMER CONFIDENCE**

This Use Case aims to:

- Ensure the safety of fish and vegetables produced through Reinforcing Aquaculture Hygiene (RAH) and Aquaponics Technologies (AAT) in Nigeria's formal and informal sectors
- Build trust in African markets

Focusing on commodities like leafy greens and Palms, strict monitoring and testing will be implemented to meet food safety standards. The initiative aims to increase transparency and traceability through Online Platforms and mobile applications, leading to real-time safety and quality data.

**AIM AND OBJECTIVES**

This Use Case aims to:

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**CO-INNOVATION ACTIVITIES AND BEST PRACTICES SHARING**

This Use Case aims to:

- Improve food safety through land and water management
- Develop and use diverse data
- Transparency in food safety and traceability across the entire supply chain

By sharing with global food safety practitioners, this Use Case:

- Enhances public health
- Supports food security
- Facilitates growth through innovative, sustainable agricultural solutions

**STAKEHOLDERS & IMPACT**

This Use Case 3 promotes:

- Efficient resource use through land and water management
- Developing and using diverse data
- Transparency in food safety and traceability across the entire supply chain

By sharing with global food safety practitioners, this Use Case:

- Enhances public health
- Supports food security
- Facilitates growth through innovative, sustainable agricultural solutions

**ADVANCED TECHNOLOGIES ADDRESSING PATHOGEN RISKS**

This Use Case 4 promotes:

- Monitoring microbiological quality
- Identifying potential pathogens, including antibiotic resistance, within the informal sector of the leafy green vegetable sectors
- Developing tailored solutions through data collection, training and co-creation with small-scale farmers and processors
- Adopting strict microbiological water quality standards to prevent foodborne pathogen-related outbreaks
- Ensuring education and knowledge sharing among stakeholders to bolster food safety

**AIM AND OBJECTIVES**

The overall aim is to improve and enhance awareness of food safety in South Africa's informal sector of the leafy green vegetable sectors through:

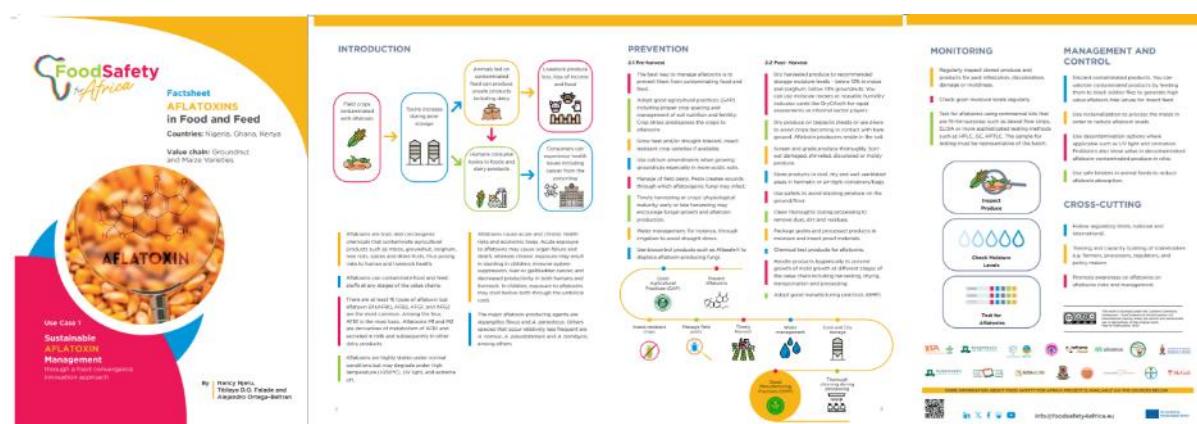
- Microbiological, food safety and pathogen presence across the water-table food chain
- Identifying and advancing technologies within the informal sector of the leafy green vegetable sectors to meet food safety standards
- Developing tailored solutions through data collection, training and co-creation with small-scale farmers and processors
- Adopting strict microbiological water quality standards to prevent foodborne pathogen-related outbreaks
- Ensuring education and knowledge sharing among stakeholders to bolster food safety

**INVOLVED ACTORS**

- University of Pretoria
- Technical University of Dresden
- National Institute for Communicable Diseases (NICD)
- Gauteng Department of Agriculture
- Rural Development and Environment (SDARD)

**SUSTAINABILITY IMPACT**

This Use Case 4 emphasizes food safety and public health by integrating microbiological risk reduction in informal vegetable and leafy green vegetable sectors. It promotes sustainable learning practices through training and technology, reducing environmental impact and ensuring food safety, ultimately protecting public health in South Africa's informal sector.

**Use Cases Factsheets**
**UC1**


**INTRODUCTION**

Aflatoxins are toxic, metabolically active, and carcinogenic secondary metabolites produced by the fungi Aspergillus flavus and A. parasiticus. These fungi are found in a variety of food and feed commodities, including peanuts, maize, and tree nuts, as well as dried fruits, and a range of other food products.

**PREVENTION**

**2.1 Pre-harvest**

Use best practices to increase the resistance of crops to aflatoxin-producing fungi. This includes proper agricultural practices (e.g., irrigation, fertilization, and weed management) and use of resistant varieties. Monitor and manage post-harvest conditions to prevent mold growth and aflatoxin formation.

**2.2 Post-harvest**

Use harvested produce to recommend safe storage conditions, such as 10°C in a cool, dry, and dark environment. Use appropriate storage and handling practices to prevent mold growth and aflatoxin formation. Monitor and manage post-harvest conditions to prevent mold growth and aflatoxin formation.

**MONITORING**

Regularly inspect stored produce and products for post-harvest contamination and mold.

**MANAGEMENT AND CONTROL**

Encourage contaminated products to be sent to specialized facilities for treatment and value addition, like oilseeds.

**CROSS-CUTTING**

Addressing food safety, food security, and foodborne diseases through integrated approaches, including:

- Training and capacity building of stakeholders
- Policy advocacy and advocacy
- Promotion of best practices in aflatoxin management

UC2

UC3

UC4

## Project Banner Translations

**Dutch, French, German, Greek, Slovenian**



## Kiswahili, Arabic, Afrikaans, isiZulu, Amharic



## Project Brochure Translations

## Arabic, Afrikaans



## Slovenian, French

## German, Greek, Dutch

## Kiswahili, Amharic, isiZulu



## Project Factsheet Translations

### Afrikaans, Amharic



### Arabic, Dutch



## French, German

## Greek, isiZulu

## Kiswahili, Slovenian

## Use Case Banner Translations

French (UC1), Kiswahili (UC1), Yoruba (UC2), French (UC2), Hausa (UC2)

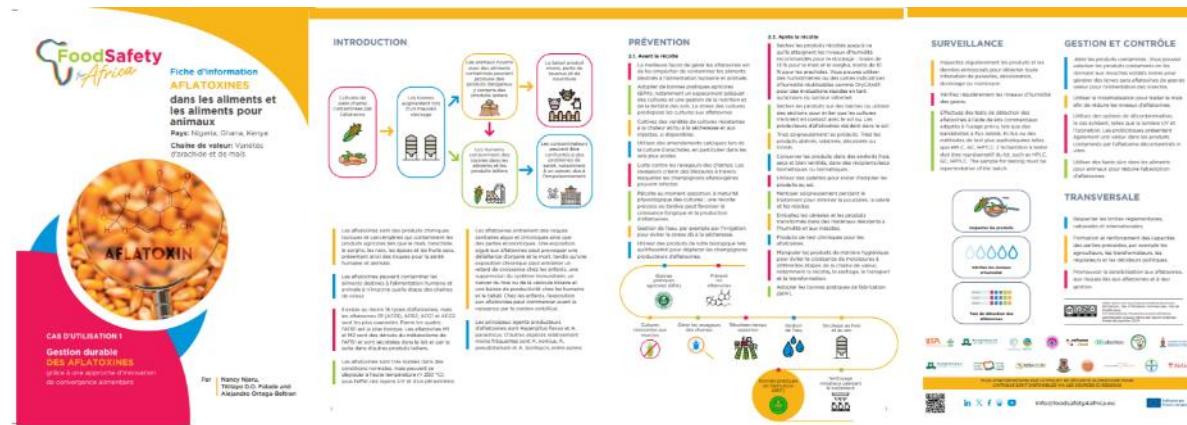


French (UC3), Afrikaans (UC4), isiZulu (UC4)



## Use Case Factsheets Translations

### UC1: French



**INTRODUCTION**

**2.1. Avant la récolte**

**2.2. Après la récolte**

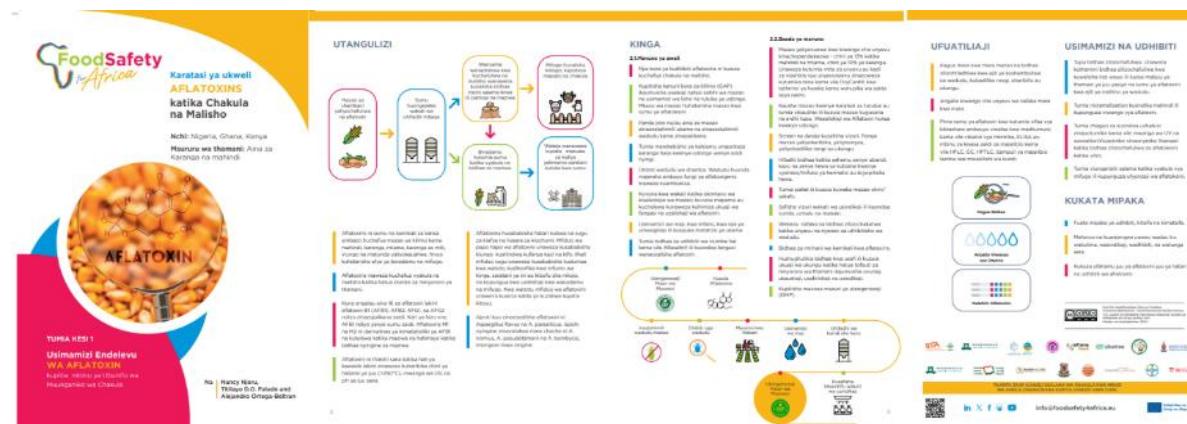
**SURVEILLANCE**

**GESTION ET CONTRÔLE**

**TRANSVERSE**

**UC1: Kiswahili**

### UC1: Kiswahili



**UTANGULIZI**

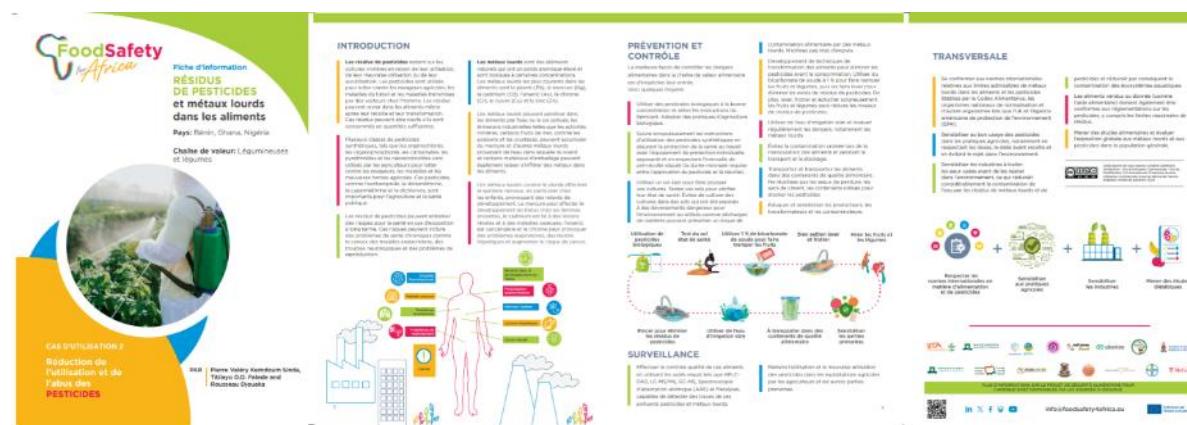
**KINGA**

**UFUATILAJI**

**USIMAMIZI NA UDHOIBITI**

**KUKATA MIPAKA**

### UC2: French



**INTRODUCTION**

**PRÉVENTION ET CONTRÔLE**

**TRANSVERSE**

**UC2: Kiswahili**

**INTRODUCTION**

**PRÉVENTION ET CONTRÔLE**

**SURVEILLANCE**

**TRANSVERSE**

## UC2: Yoruba

## UC2: Hausa

## UC3: French

The image shows the third page of a brochure for 'Food Safety for Africa'. The page is divided into two main sections: 'Fiche Technique' on the left and 'CHAÎNE DE VALEUR' on the right. The left section features a large circular image of fish in water. The right section contains several boxes with text and logos for various partners and participants.

## UC4: Afrikaans

## UC4: isiZulu

## Use Case Brochures Translations

### UC1: French, Kiswahili



### UC2: French, Yoruba, Hausa



**UC3: French, UC4: Afrikaans, isiZulu**

**Extra promotional material**
**QR - card**

**Synergy 2024 Booth Poster**


### Press Releases

Press release - 22/02/2024



**Press release**

The "FoodSafety4Africa" project officially launched!

Sustainable practices and innovative solutions for a safer food future

The FoodSafety4Africa project officially launched in Ibadan, Nigeria, marking a pivotal moment in the quest to enhance food safety and resilience across the African continent.

Designed to combat the pressing food safety issues plaguing Africa, FS4Africa focuses on bolstering the resilience of local food systems. Led by a consortium of esteemed partners, including the International Institute of Tropical Agriculture (IITA), the project aims to address the challenges of food safety by targeting key challenges prevalent in the region.

The kick-off meeting for the groundbreaking "FoodSafety4Africa" (FS4Africa) project convened in Ibadan, Nigeria, marking a pivotal moment in the quest to enhance food safety and resilience across the African continent.

The recent kick-off meeting in Ibadan marked the commencement of a collaborative journey towards transformative change. Deliberations at the meeting underscored the project's commitment to harnessing a diverse array of expertise, tools, and strategies. Through policy advocacy, representation of existing regulations, and the integration of digital innovations, FS4Africa aims to promote the efficient market system, the use of best-practices, and transparency.

Funded by the European Union [foodSafety4africa.eu](http://foodSafety4africa.eu)

Press release - 22/02/2024



**Press release**

Partners Convened in Ibadan: Launching a renewed iteration of the informal sector as food safety, resilience, and innovation hubs for every community. The strategy is regularly updated to ensure access to the most current and relevant research.

**Dynamic Research Register:** Utilizing advanced research monitoring, the platform centralizes data from various partners, making it easier to quickly access and analyze research and development. The FS4Africa Knowledge Platform (K-Platform) is a digital space that harnesses the vast network of large, largely informal stakeholders (LIFI) in conjunction with academia and industry partners to facilitate knowledge exchange. It provides a platform for users to interact with the platform, asking questions and getting informed responses within minutes.

**Collaborative Tools:** The platform facilitates a forum section and comment submission tools, enabling users to engage in meaningful discussions, share insights, and contribute to food safety knowledge.

The platform will also make a significant contribution to the growing demand for knowledge and innovation within the food safety sector. As the Food Safety Knowledge Platform, it aims to empower food safety professionals and experts to make informed decisions and drive innovation on a large scale.

For more information or to join the Food Safety Knowledge Platform, and [FoodSafety4Africa.eu](http://FoodSafety4Africa.eu)

**About FoodSafety4Africa:**

FoodSafety4Africa is an EU-funded project aiming to improve African food safety systems—with particular attention to the informal sector—through local market transformation, enhancing food safety and resilience while reducing negative impacts on the environment, biodiversity, health, and society.

The FS4Africa project is a joint initiative of 16 partners from 8 European countries, 6 African countries, and 3 from Canada. It involves a wide range of experts from government, higher academic and research institutes, industry, companies, service providers, and non-profit organizations (NPOs). The consortium includes: International Institute of Tropical Agriculture (IITA), Food Safety Knowledge Platform (FS4Africa), University of Twente, University of Twente Shifting Priorities (UTSP), Erasmus University Rotterdam (EUR), University of Twente, University of Twente Shifting Priorities (UTSP), University of Twente (UT), Delft University of Technology, Knowledge Economy Foundation, Policy Banks Development, African Union Development Agency (AUDA-NEPAD), Ryerson University, AGENCE Development, University of Sunderland, University of Nottingham, Middle Tennessee State University, and The Royal Holloway College.

Funded by the European Union [FoodSafety4Africa.eu](http://FoodSafety4Africa.eu)

Press release - 13/06/2024



**Press release**

**Food Safety in Africa: Soft launch of pioneering Food Safety Knowledge Platform!**

It will provide credible food safety information and connect professionals, experts, and other individuals interested in food safety to facilitate knowledge exchange

In a bold move to transform food safety across Africa, the African Union (AU)-funded project FoodSafety4Africa has launched the soft-launch of the Food Safety Knowledge Platform, an innovative online resource poised to become the go-to hub for industry professionals, experts, and other individuals interested in food safety. The platform, which was created by Ibadan to enhance food safety knowledge and practices by fostering a vibrant knowledge exchange and collaboration.

Designed to facilitate knowledge exchange and innovation, the Food Safety Knowledge Platform offers a dynamic research register, a forum for food safety professionals, and a platform for users to engage in meaningful discussions, share insights, and contribute to food safety knowledge.

The platform will include a section to share current and emerging research findings, including the following key features:

Funded by the European Union [FoodSafety4Africa.eu](http://FoodSafety4Africa.eu)

Press release - 13/06/2024



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Funded by the European Union [FoodSafety4Africa.eu](http://FoodSafety4Africa.eu)

Press release - 11/06/2025



**Press release**

**FS4Africa launches €600,000 Open Call to boost food safety in Africa**

Offers up to €60,000 per project in funding for innovative solutions

FS4Africa, a Horizon Europe-funded project dedicated to transforming food safety systems across the African continent, has officially launched its first Open Call for innovative solutions. With a total budget of €600,000, the initiative will provide financial support to at least ten selected projects, each eligible for up to €60,000 in funding.

Launched in January 2024, FS4Africa is focused on improving food safety across Africa, with particular attention to the informal sector. The project aims to foster local market transformation that enhances food security and regional trade while reducing negative impacts on the environment, biodiversity, health, and society.

Through this Open Call, FS4Africa will support pioneering concepts that address pressing food safety challenges on the continent. Applicants are invited to propose either a completely new innovative solution or to enhance existing solutions by building on tools, business concepts, or frameworks already developed within the FS4Africa project. While proposals do not need to align with FS4Africa's existing Use Cases, they must address one of the following food challenges:

- Food safety issues associated with weak channels for value chain organization, traceability & authentication of safe food
- Mycotoxin contamination in multiple food crops, including food and feed
- Pesticide residues in grains and vegetables

Funded by the European Union [FoodSafety4Africa.eu](http://FoodSafety4Africa.eu)

Press release - 11/06/2025



**Press release**

Microbial contamination, particularly contamination from coliforms (e.g. *Escherichia coli*)

**Who can apply?**

The call is open to single applicants only—no consortia allowed. Eligible entities include start-ups, small and medium-sized enterprises (SMEs), research institutions, and multidisciplinary organizations established in African countries. The full application package is available [online](http://FoodSafety4Africa.eu) on the project website [FoodSafety4Africa.eu](http://FoodSafety4Africa.eu).

**How to apply?**

Interested applicants must submit their applications exclusively via the dedicated platform at [FoodSafety4Africa.eu](http://FoodSafety4Africa.eu). Submissions received through any other channel will not be considered and will be automatically discarded. The deadline for applications is September 20, 2025. Selected projects are expected to commence implementation in February 2026 and run for a duration of twelve months. FS4Africa will provide 100% funding of eligible costs.

All application materials (documents) of the Open Call kit must be submitted in English, which is the official language of the FS4Africa project and FS4Africa Open Call. The proposal evaluation and sub-grant agreement preparation will take place between October 2025 and January 2026.

All questions concerning the Call must be in writing and be stated in the FAQ section on the open call platform or sent by e-mail to [fs4africa@open-call.eu](mailto:fs4africa@open-call.eu). The deadline for asking clarification questions or requesting additional information is 17:00 CET on September 25, 2025.

FS4Africa's Open Call represents a significant step towards fostering locally grounded, high-impact solutions that can contribute to a more resilient, safe, and inclusive food system across Africa.

To learn more about the FoodSafety4Africa project and stay up to date, visit [FoodSafety4Africa.eu](http://FoodSafety4Africa.eu) and follow us on social media.

**Disclaimer:**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Funded by the European Union [FoodSafety4Africa.eu](http://FoodSafety4Africa.eu)

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

Partner	Identified Background Confirmation (This is the description in the Consortium Agreement for your organisation)	Partner's Confirmation	Link Background with FS4Africa KERs					
			1: Food Safety Knowledge Platform	2: Food safety stakeholders e- map	3: FS4Africa innovation network	4: Policy recommen dations	5: (Add new KER)	6: (Add new KER)
1. IITA	No data, know-how or information of the partner is needed by another Party for implementation of the Project or Exploitation of that other Party's Results.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. WR	No data, know-how or information of the partner is needed by another Party for implementation of the Project or Exploitation of that other Party's Results.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. ITC	No data, know-how or information of the partner is needed by another Party for implementation of the Project or Exploitation of that other Party's Results.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. CSIR- GH	No data, know-how or information of the partner is needed by another Party for implementation of the Project or Exploitation of that other Party's Results.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. RFF	Methodology for rolling out effective project dissemination and communication. Tailor-made exploitation and IPR management relevant for project's exploitable assets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Open Call Platform	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Partner (By whom)	II. RESULT DETAILS													
	Result type			Potential			Audience or target group (To whom)			Exploitation			Market maturity*	
				Does the result have a high potential?						Means of exploitation* (Please indicate means of exploitation, where relevant)				
Partner (By whom)	Main	Secondary (if applicable)	Notes	Main	Secondary (if applicable)	Description of high potential (max. 200 characters)	Main	Secondary (if applicable)	Notes If other please specify	Main	Secondary (if applicable)	Notes	State of the market targeted by this result	
1. IITA														
2. WR														
3. ITC														