



**CO-creating sustainable and competitive FRuits and vEgetableS'
value cHains in Europe**

**Deliverable 6.8
Report on 7 national multi-actor workshops.**

Responsible partner: CNTA



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History of changes

Version	Author	Date	Comments
0	CNTA	27.03.2024	Initial version
0.1	CNTA	08.04.2024	Final version

Table 1: History of changes

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Abbreviations and Acronyms

Abbreviation / Acronym	Description
BEC	Bioeconomy Cluster
CNTA	Centro Nacional de Tecnología y Seguridad Alimentaria
COOPSEU	Cooperatives Europe
CRAPDL	Chambre d'Agriculture des Pays de la Loire
EUROCOOP	European Community of Consumer Co-operatives
KPI	Key Performance Indicator
MoM	Minutes of the Meeting
PC	Pilot case
PCWG	Pilot case working group
SFSC	Short Food Supply Chain
UHOH	University of Hohenheim

Table 2: Abbreviations and Acronyms

1. Executive Summary

The CO-FRESH project has achieved a significant milestone with the successful organization of 8 open national workshops, 7 of them related to each one of the 7 Pilot Cases located in 6 EU countries (Italy, Spain, The Netherlands, France, Poland, and Hungary) and an additional one in Slovakia to present main project outcomes. These events served as valuable platforms for showcasing and discussing different technological and non-technological innovations across the entire food value chain. Held in various locations, the workshops attracted a diverse audience, including practitioners, researchers, industry professionals, policymakers, and consumers. This diverse participation fostered a rich exchange of ideas and perspectives, leading to a deeper understanding of the challenges and opportunities associated with achieving a more sustainable food system.

The national workshops were organized by each Pilot Case within the CO-FRESH project. These workshops aimed to empower farmers, practitioners, and stakeholders by sharing best practices, project outcomes, and actionable insights.

The main objective of the event was to foster the creation of sustainable and efficient innovations in agri-food value chains, promote collaboration opportunities within supply chains, and highlight exemplary practices alongside the CO-FRESH outcomes. This objective appears to have been met, as evidenced by survey responses indicating that attendees viewed the event as conducive to collaboration, networking, and inspiration for improvement.

In today's crowded landscape of events, attracting a substantial number of attendees poses a significant challenge due to saturation and intense competition for attention. To succeed, organizers must innovate not only in the development of content but also in the event's structure to enhance engagement and maximize impact. Despite these challenges, the initially established key performance indicators (KPIs) have not only been met but also exceeded. The organization of eight workshops has played a crucial role in amplifying the impact of CO-FRESH and its outcomes.

2. Introduction

The main objective of work package 6 is to maximise the impact of CO-FRESH and its results through effective communication and dissemination with a wide range of relevant audiences. The CO-FRESH project is committed to fostering knowledge transfer and dissemination within the agricultural and food value chain sectors. As part of this initiative and in the frame of **Task 6.4 Organisation of national open multi-actor workshops**, (Sept'23 – Feb'24), each Pilot Case committed to organize one National workshop to present the Innovations and main results of the project to national agrifood value chain stakeholders. These workshops aimed to empower farmers, practitioners, and other stakeholders by sharing best practices, project outcomes, and actionable insights gained in CO-FRESH project.

Objective:

- To transfer and disseminate knowledge.
- To present selected best practices and project outcomes in national language

Public:

- Farmers and other agrifood value chain stakeholders at national level
- KPI: minimum total number of 250 participants

Geographical Scope: National level next to Pilot Cases locations. 7 countries, including:

- Rome, Italy - Le Terre di Zoe
- San Adrián and Almería, Spain (2 workshops) – Florette and Coexphal/Unica
- Wageningen, The Netherlands – Foodvalley
- Brulon, France – Chambre d'Agriculture des Pays de la Loire
- Sucha, Poland – Ekoowoc
- Jakabszállás, Hungary – Pilze-Nagy
- Nitra, Slovakia (to present main project outcomes) - Bioeconomy Cluster

3. Proposed agenda

CNTA, as leaders of this task, prepared a protocol to be used for the organization of these workshops. Although each workshop was different, all of them must have a common structure.

It was agreed that the agenda must include:

- A **brief introduction** and explanation of the project, main results, and best practices. To unify the information shared, University of Hohenheim prepared a common ppt and it was share with all the PC (Annex 1). A template presentation was available in the common repository and each Pilot Case adapted and translated to their national language.
- A brief explanation of the corresponding Value chain, innovations and results and best practices developed within the **Pilot Case**.
- The **Q1.2 Survey** in national language to get the feedback from the attendants. This questionnaire was available on English on the [website](#) (networking, event feedback) but it was also translated into the different national languages. A copy of the questionnaire can be found as annexe 2.

4. Communication of the event:

To achieve the KPI related (a minimum of 250 participants in the 8 workshops), a communication plan was developed. COOPSEU contributed to dissemination of the events to assure the attendance of practitioners along the agrifood value chain.

1. Audience:
 - a. Farmers and other food value chain stakeholders at national level
2. Visual Identity of the events:
 - a. To ensure consistency a template flyer (figure 1) was designed with Canva to be personalised by all the pilot cases. The Flyer and a Tutorial were prepared by COOPSEU in collaboration with EUROCOPS.
 - b. To unify the information shared, University of Hohenheim prepared a common ppt and it was share with all the PC (annexe 1). This ppt was available in the common repository and each pilot case translated it to their national language.
3. Channels and Platforms:

The events were disseminated using different platforms:

 - a. Social media of each pilot case and support partners. If shared, the information was also published on the CO-FRESH social media channels.
 - b. Email: Personalized invitations and reminders were sent to all the stakeholders. Operational groups and partners of each country from the sisters' projects were also invited.
 - c. Website: Each pilot case published the information on their webpage and a piece of news was also published on the CO-FRESH webpage.
 - d. Collaborators' Networks: All the events were communicated to the 5 sister's project.
4. Key Messages:
 - a. Pilot case short explanation
 - b. Headline with the innovations
 - c. Call to Action: Encourage registration, participation, and sharing



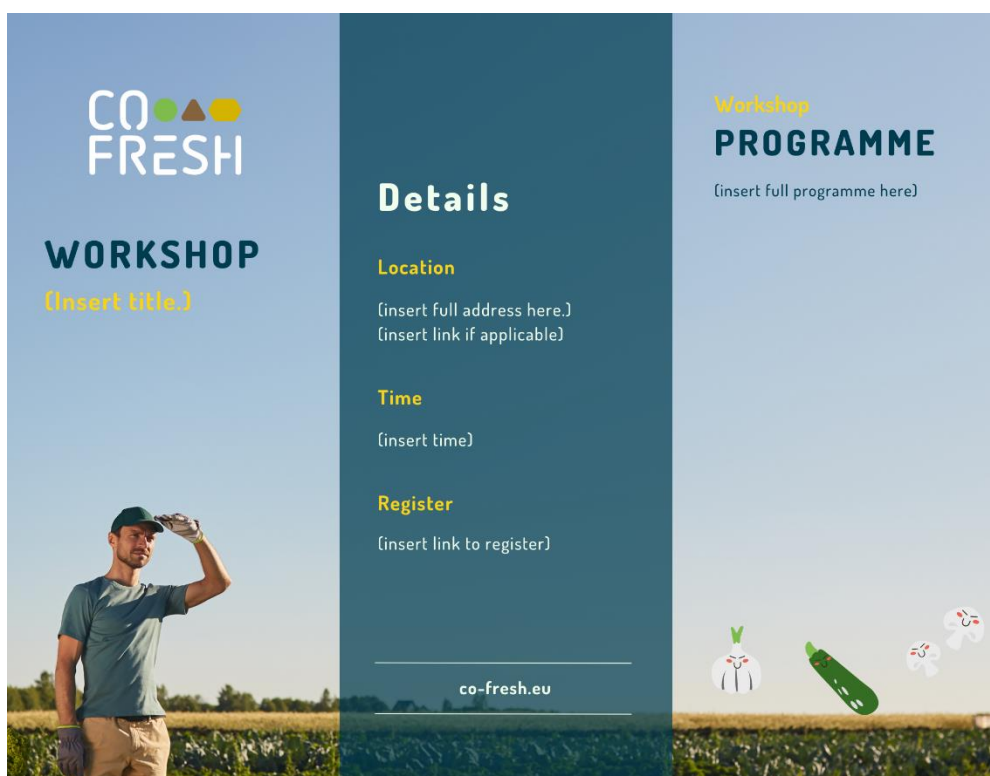


Figure 1: Flyer template

5. National multi-actor Workshops

Between November 2023 and February 2024, 8 workshops were organised in 7 different EU countries. After the events, all the Minutes of meeting were collected by CNTA and can be found as annexes of this document. In total, main results and project outcomes developed in the 7 pilot cases were presented to more than 400 stakeholders. In the following table the exact number of attendees in each event can be found:

PILOT CASE	DATE	N° PARTICIPANTS
Le Terre di ZOE	16/02/2024	14
Florette	20/02/2024	32
Foodvalley	16/11/2023	36
CRAPDL	29/01/2024	17
Ekoowoc	08/12/2023	27
Pilze	29/02/2024	>250
COEXPHAL	11/01/2024	30
BEC	06/02/2024	36
TOTAL		>442

Table 3: National multi-actor Workshops

It should be noted that attracting attendees in person to these workshops has not been easy: on the one hand, there is a wide range of thematic events, and on the other hand, after the pandemic, many of them are online, as this format has spread after the pandemic and potential participants thus adjust the time spent at an event to pure connection, without the need to spend time travelling.

Even so, the effort made in disseminating the workshops and offering interesting content has allowed us to meet the number of participants planned for the project (+250 in total). If we leave aside the success of the event held in Hungary, which benefited from the fact that it was part of an agri-food fair

(3rd Short Food Supply Chain (SFSC) Conference and Expo), in the rest of the events, we obtained an average participation of 27 participants.

In some cases, the opportunity to attend the event online was offered, which helped to improve participation.

Summary of the evaluation survey of the event:

Although the results of the Q1.2 questionnaire will be deeply studied within another project D 8.6 “Final report on project impact assessment and long-term roadmap, here we can highlight the most relevant results (only analysing the answers of these events).

In general, the events were quite well evaluated, attendees rated them 8.97 out of 10. Most of respondents commented on the clarity of the presentations given at the conference. They considered that the results presented were logical, well-structured, and easy to understand. The answers to the questions asked by the participants were clear, understandable, and helped to deepen their knowledge.

Among respondents who completed the evaluation form, the participation in this activity was seen as an opportunity for collaboration and network creation (4,04 out 5) and as inspiration for the improvement in their activities (4,16 out 5).

6. Conclusions

The primary aim of the event was to inspire the development of innovations oriented towards sustainability and efficiency in agri-food value chains and to facilitate collaboration opportunities within supply chains while showcasing exemplary practices and CO-FRESH results. We can conclude that this goal has been achieved (most of the respondents of the survey rated the events as an opportunity for collaboration, network creation and as inspiration for improvement).

Organizing events that attract a high number of attendees nowadays is a significant challenge due to the overwhelming number of events being organized. The market saturation has led to fierce competition for attendees' attention. Organizers must strive to stand out and offer unique and compelling propositions to capture the audience. In this line, it is necessary to innovate not only on the process of the development of the innovations but also in the organization of these type of events so more people are engaged, and the impact can be maximised.

Despite the difficulty, the KPI initially set has been achieved and surpassed. The organisation of 8 workshops have served to maximise the impact of CO-FRESH and its results.

7. Annexes

Annex 1. Presentation template

The presentation template consists of 17 slides, each with a unique background image related to agriculture or food systems. The slides are numbered 1 through 17.

- Slide 1:** CO-FRESH logo and title: "CO-FRESH Co-creating sustainable and competitive fruits & vegetables value chains in Europe National Multi-Actor Workshop".
- Slide 2:** AGENDA table with columns: Time, Topic, Presenter.
- Slide 3:** CO-FRESH Introduction: Project, Objectives & Methodology.
- Slide 4:** THE PROJECT: "CO-creating sustainable and competitive FRuits & vegetables' value chains in Europe".
- Slide 5:** OBJECTIVE: Target icon and text: "The CO-FRESH project aims to provide techniques, tools and insights on how to make agri-food value chains more environmentally sustainable, socio-economically balanced and competitive."
- Slide 6:** IN NUMBERS: Infographic showing 42 Months, 75M € Total Budget, 10 Countries, 19 Innovations, 1 Business consultant, 1 Technology provider, 26 (+2) Partners, 7 Agri-food value chains, 9 Research centers, 7 Associations & NGOs, 1 IP expert.
- Slide 7:** PARTNERS: Map of Europe with logos of various partners.
- Slide 8:** PILOT CASES: Map of Europe highlighting pilot cases in Foodvalley NL, France, Poland, Hungary, Spain, and Italy.
- Slide 9:** THREE PILLARS: Interventional Research, Co-creation framework, Innovation strategies.
- Slide 10:** INTERVENTION RESEARCH (IR): Overview of the IR process.
- Slide 11:** INTERVENTION RESEARCH APPROACH: 5-step process from identification to strategy development.
- Slide 12:** CO-CREATION FRAMEWORK: Main tools of co-creation and information flow.
- Slide 13:** CO-CREATION IN CO-FRESH: Details of pilot case working groups and workshops.
- Slide 14:** INNOVATION STRATEGIES: 203 innovations proposed, 63 most voted, 19 selected.
- Slide 15:** SUSTAINABLE FOOD SYSTEM INNOVATION PLATFORM: Overview of the platform and its stakeholders.
- Slide 16:** CO-FRESH WEBSITE & SOCIAL MEDIA: Links to website and social media handles.
- Slide 17:** CO-FRESH Follow Us! Contact information and social media links.

Annex 2. CO-FRESH - Quality of activities and events (Q1.2)

This questionnaire is aimed at evaluating the quality of CO-FRESH activities and events. We want to make sure that they meet the needs of fruit and vegetable value chains stakeholders.

I am/represent:

Producer / Processor / Retailer (sales to final consumer) / Consumer / Scientist/expert / Policy maker
/ Other (please specify)

Date of the event

Location - Venue

You are a:

Co-fresh project partner / External stakeholder

Only for those members of the cofresh consortium, what is your role in the project?

PC representative / Support partner / Task leader / WP leader / Other

How did you get in touch with CO-FRESH project?

I am part of a partner within the Consortium

I took part in one of the project activities as a stakeholder (multi-actor workshop, focus group, panellist, ...)

I attended a dissemination event of the project

I provided data for the project purpose(s) (questionnaire, survey, technical data, interview, ...)

heard about it on social networks, Internet or medias

Other

How would you evaluate the general quality of this activity/event/website/tool? Please, circle the correspondent number on the scale.

Very bad 1 – 10 Very good

How would you evaluate the general quality of this activity/event/website/tool? Please, select the correspondent number on the scale

From 0 (totally disagree) to 5 (totally agree). If you don't know or have no answer, please select "not applicable" (0 – 5 / Not applicable)

The structure and development of the session/contents have been appropriate

The presentations are clear

The contents have been attractive and relevant

The information I have received will help me to improve my day-to-day practice (efficiency, innovation, productivity, commercialization and marketing, decision-making, ...)

This activity has been an interesting opportunity of networking, I met people I could possibly collaborate with

To which extend did your participation in this activity help you to solve the following expectation(s)/need(s)?

From 0 (not at all) to 5 (yes, totally). If you don't know or have no answer, please select "not applicable" (0 – 5 / Not applicable)

Improvement of the efficiency of my activity

Improvement of my marketing strategy

Improvement of my business model robustness

Adapted logistical solutions

Increase of my sales

Improvement of my knowledge about success factors and bottlenecks

Improved understanding of legal framework

Networking and collaboration opportunities

Inspiration from best practices and success stories to improve your activity

Do you expect other benefits? If yes, which ones?

Do you have uncovered expectation(s)/need(s)? If yes, which ones?

Any further comments you would like to add?

DATA PROTECTION:

This questionnaire is intended for assessment purposes only and the results will be used internally within CO-FRESH. We do not collect nor in any other way process any personal data which may lead to revealing your identity. Please do not mark your name or any other information that can lead to your person on the questionnaire. Your participation is fully voluntary. You are free not to complete this questionnaire.

I agree

Annex 3. Pictures



Pilot case 1. Le Terre di ZOE



Pilot case 2. Florette



Pilot case 3. Foodvalley



Pilot case 4. La Chambre d'Agriculture Pays de Loire



Pilot case 5. Ekoowoc



Pilot case 6. Pilze-Nagy



Pilot case 7. COEXPHAL/UNICA