



SWITCH

Switching European food systems for a just, healthy and sustainable dietary transition through knowledge and innovation

SWITCH D&E Plan - update 1 D8.8

June 2024



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Document History

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Author(s)	Daniele Pestoni (FFI),: Alessandro Fusco (FFI)
Reviewer(s)	Letizia Andriani (CMCC), Maria Vincenza Chiriaco (CMCC), Matteo Bellotta (CMCC)
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Partners



Abbreviations and acronyms

D&E	Dissemination and Exploitation
MAC	Multi-Actor Committee
Mx (e.g. M12)	Project Month x (e.g. Project Month 12)
KPIs	Key Performance Indicators
UNFSS	United Nations Food System Summit

Executive Summary

This document presents the first update of the SWITCH Dissemination and Exploitation Plan (D&E Plan) based on D8.4 - SWITCH D&E Plan released in M3, integrating its contents with additions and edits as necessary. It represents therefore the second version of the SWITCH D&E Plan that includes detailed actions carried out and planned in relation to D&E Actions, including publications, press releases, magazines and newsletters, dissemination events, participation to conferences, media events such as the European Journalism Award, the establishment and activities of the Multi-Actor Committee (MAC) etc.

1. Introduction

This document presents the updated plan for Dissemination and Exploitation activities linked to the SWITCH project under WP8, Task 8.2 - Dissemination and Exploitation strategy. It is meant to serve as a strategic tool, highlighting methods and channels to share results, messages, and tools with target audiences. It is based on the previous version (D8.4) and also includes further information on how the *Visual Identity Toolbox* (D8.2) and *Communication Plan - update 1* (D8.7) - which provides common communication tools and channels to the SWITCH partners - integrate within dissemination and exploitation activities, which include:

- Participation in conferences, intermediate event to disseminate results and other dissemination events;
- Scientific publications, press releases, magazines, newsletters, the website blog and social media channels;
- European Journalism Award;
- Establishment and activities for the Multi-Actor Committee.

This document summarises the work expected for the SWITCH D&E Plan as foreseen by Task 8.2 activities and it represents the second version of the D&E Plan that includes detailed actions planned concerning:

The D&E Plan will be updated again on M36 (D8.9 - *SWITCH D&E Plan - update 2*) and M48 (D8.10 - *SWITCH D&E Plan - update 3*) to keep track of the activities carried out and check their effectiveness with respect to the project's objectives, and to ensure that the planned actions respond to new opportunities and potential threats. The updates will also monitor and integrate relevant strategies for exploitation and knowledge management. The last version of the D&E Plan in M48 will include a strategy for the legacy of the dissemination materials and the exploitation of the results (including a plan on how to maintain the domain name, the final version of the exploitation plan and related tables).

Dissemination and Exploitation, along with Communication, are clearly defined in the rules of participation in the program Horizon Europe, in the project's Grant Agreement, as well as by the European Research Environmental Agency, whose website (1) describes:

Dissemination as “sharing research results with the scientific community, commercial players, civil society and policymakers”;	Exploitation as “using the project results to tackle societal problems, in policymaking or for commercial purposes”.
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Dissemination and Exploitation activities are therefore instrumental in the successful and effective transfer of knowledge, tools and impact to various sectors, fields and broader society. In light of these considerations, the main objectives to carry out such activities are:

- To promote research results, publications, data, tools and apps developed by SWITCH to as many audiences as possible, ensuring outcomes and impacts achievement;
- To engage relevant stakeholders and target groups in the participation, adoption and replication of SWITCH activities and results;
- To raise awareness about the project, the impact of diets and food systems on climate change among the general public and other target audiences;
- To inform the scientific community about the project and its results;
- To cluster and create synergies with relevant European, national and regional projects about sustainable dietary shifts;
- To ensure exploitation of project results and follow-up of outcomes through policies, recommendations and implementation;
- To establish long-term partnerships/interactions with stakeholders to provide them with specific tools, so that exploitation of results and activities can be guaranteed well beyond the project life cycle, ensuring a long-term impact of the project.

More specifically to the SWITCH D&E Plan, the objectives are:

- To strategize the most effective materials and channels to communicate the messages to the targeted audiences of SWITCH, based on the *SWITCH Communication Plan* (D8.1) and *SWITCH Communication Plan - update 1* (D8.7);
- To provide best practices, guidelines and templates for SWITCH partners to disseminate and communicate the project results coherently and effectively;
- To update the planning timeline of the dissemination activities throughout the SWITCH project.

2. Methodology and Target Audiences for D&E

There are no major updates concerning the Methodology of the D&E Plan (as already described in Chapter 3 of D8.4 - *SWITCH D&E Plan*).

The D&E Plan targets the audiences listed below and who have also been reported in Chapter 3.2 of D8.7 - *SWITCH Communication Plan - update 1* in correspondence with the respective specific messages of the SWITCH Manifesto.

The target audience of the D&E Plan are:

- Citizens and the general public: all citizen groups, including groups considered vulnerable;

- Education system and educators: from schools to universities, cooking schools;
- Food producers and food providers: Farmers, fishermen, aquaculture, processed food producers, retailers, markets;
- Food services and hospitality: caterers involved in making, transporting and dispensing prepared foods, such as restaurants or cafeterias; chefs; restaurants;
- Media and journalists that play a key role in communication and driving social behaviour;
- Health professionals: nutritionists, dieticians, healthcare providers, nutrition educators (includes professionals dealing with non-communicable diseases, cardiovascular disease and nutrition);
- Policymakers: EU commissions and other institutions at national, regional and local level, e.g. public administrations that are engaged in the 6 Hubs.

3. D&E Best practices

The Best Practices (BP) related to both dissemination and exploitation to be implemented for the purposes of the SWITCH project have already been identified in D8.4 - *SWITCH D&E Plan*. Here we report examples for each and reaffirm that they will continue to guide dissemination and exploitation efforts going forward.

BP1 - Create and promote easy-to-assimilate information

In addition to the continuous transformation of inputs from Hubs events and partners initiatives into short-form and medium-form content shared on social media and the website, the SWITCH Manifesto and the new brochures represent examples of easy-to-assimilate and graphically appealing information. The process of the creation of such content has also been streamlined when it comes to making visual and infographic drafts more engaging and developing easily understandable written and/or audio/visual content from deliverables.

BP2 - Select the D&E channels based on the specific targeted audience

In Chapter 4 of this document, D&E actions and channels are described along with target audiences.

BP3 - Use official communication material for a coherent D&E strategy

Official communication materials aligned with SWITCH Visual Identity have been produced, are available and have been used on multiple occasions by partners. More information is found in D8.7 - *SWITCH Communication Plan - update 1* and D8.2 - *SWITCH Visual identity toolbox*, on both the materials, the messages, and the guidelines.

BP4 - Enrich communication, dissemination and exploitation with concrete results from Food Hubs

The work carried out in the Food Hubs has been extensively covered on all the channels mentioned in D8.7 - *SWITCH Communication Plan - update 1* and this document. An example of adaptation of the language to diverse target audiences can be found in the two new versions of the official project's brochures.

BP5 - Follow the roadmap and timeline for effective dissemination and exploitation

This is reported in the respective Chapter about KPIs on both D8.7 - *SWITCH Communication Plan - update 1* and this document.

4. D&E actions and Key Performance Indicators

This chapter presents the core D&E actions (in D8.4 - *SWITCH D&E Plan* these were named “D&E Tools”) and the corresponding Key Performance Indicators (KPIs) and expected indicators to monitor such KPIs, for both the first 18 months (M1-M18) and the following reporting period (M19-M36). Regarding exploitation opportunities of SWITCH results, there are no updates from Table 5 of D8.4 - *SWITCH D&E Plan*.

The first table (Table 1) includes the “D&E Tools” of Table 3 of D8.4 (except for the Tool “D&E Plan”, which would be redundant, as well as the logo, which has been created and already validated by partners) and integrates Table 4 of D8.4, ‘Events for dissemination’. The second table (Table 2) elaborates on KPIs and the respective expected indicators to monitor them, for both reporting periods M1-M18 and M19-M36.

Table 1: Summary table of D&E actions, with the respective target audiences, the KPIs mentioned in table 3 and table 6 of D8.4 - *SWITCH D&E Plan* and the report for M1-M18. D8.7: D8.7 - *SWITCH Communication Plan - update 1*.

Action	Partner in charge // other partners' contribution	Target audience	KPIs (as expected in D8.4 - <i>SWITCH D&E Plan</i>)	KPIs reached during M1-M18
Official SWITCH Website	FFI // validation of contents	citizens and general public all stakeholders	1 official website with regularly updated pages	1 SWITCH official website produced, validated, and updated on a regular basis
Social media (See D8.7)	FFI // content	citizens and general public all stakeholders	Twitter, Instagram, Facebook, LinkedIn and TikTok coverage	Coverage on LinkedIn, Instagram, Facebook, Twitter, YouTube. Not on TikTok (justified in D8.7)
Project brochure	FFI // validation of contents	All potential stakeholders	1 digital brochure shared with all partners	3 digital brochures validated and shared with all partners, 2 of which are definitive and printed
Newsletter	FFI // content	all audiences	1 newsletter sent every 3 months starting from 2024	1 newsletter sent in M17, reached 62 people
Press releases and public	FFI // validation by CMCC	media and journalists, citizens and general public	At least 1 press release/public article per year about the project (depending on the needs of the singular	5 press releases

articles			Food Hubs)	
SWITCH Magazine	FFI // content	academia, food system stakeholders	1 SWITCH Magazine to present the project by M18	1 SWITCH Magazine to present the project published in M18
Network building		all audiences	Increase the network of stakeholders sharing or raising awareness of the project	Network increased (from D8.7): Visitors, event participants: 642 Emails (i.e. newsletters subscribers): 63 [counting]
Dissemination events				
Participation to fairs and events	all partners will promote SWITCH in local/national/ international events	all audiences	6 events (M1-M18)	25 events (M1-M18)
Poster presentation	scientific partners // FFI provides graphic design of PPT/material*	academia, media and journalists, policymakers	Posters to be shared online via infographics and other visual scientific outputs*	No poster presentation so far.
Scientific articles & publications	scientific partners // Validation process before publication. Initiation an co-development of publication plan with partners	academia, policymakers	Peer-reviewed manuscripts can be published in a scientific journal, to be agreed on with the partner willing to publish	1 scientific article published (a)
UNFSS (United Nation Food System Summit) Independent Dialogues	FFI as convener of stakeholders to lead the events	citizens and general public, academia, media and journalists policymakers	2 UNFSS Independent Dialogues about SWITCH	Not taken place yet, as the more appropriate timing is judged to be: M19-M48

*For guidelines, please refer to Chapter 3.3 of D8.7 - SWITCH Communication Plan - update 1.

Table 2: Elaboration on KPIs with the respective expected indicators for M1-M18 highlighted in D8.4 - *SWITCH D&E Plan*. Only the D&E tools (here actions) that were in table 6 of D8.4 - *SWITCH D&E Plan* are included here, as only these items had a further definition of 'Expected indicators to monitor KPIs'. A KPI range for M19-M36 has been defined, including an adaptation of KPIs and expected indicators to monitor them (see below the table).

ACTION	KPIs (D8.4 - <i>SWITCH D&E Plan</i>)	Expected indicators to monitor KPIs M1-M18 (D8.4, table 6)	Indicators report for M1-M18	KPIs M19-M36	Expected indicators to monitor KPIs M19-M36
Website	1 official website with regularly updated pages	Conversion rate: downloads, registrations, form completed, etc. [web analytics] Number of visits [web analytics] Number of page views [web analytics]	Conversion rate: 113 clicks, 44 file downloads, form started 21* Number of visits: 1786 Number of page views: 2826	1 official website with regularly updated pages	Conversion rate: clicks, file downloads, form started [web analytics] Number of visits [web analytics] Number of page views [web analytics]
Dissemination events	6 events (to be updated in M18) 2 UNFSS Independent Dialogues about SWITCH	Overall usefulness of the event for attendees [survey] Percentage of attendees who sought more information or engaged in other follow-up actions [survey]	**Total number of attendees (physical and online) [counting]	6 events 1 UNFSS Independent Dialogue about SWITCH	**
Press releases	At least 1 press release per year about the SWITCH project (depending on the needs of the Food Hubs)	Number of media items published [media monitoring]	5 press releases	At least 2 press releases	Number of media items published [media monitoring]
Publications	At least 1 press release per year about the SWITCH project (depending on the needs of the Food Hubs)	Overall usefulness of publication for readers [survey] Number of readers/listeners of the publication [web analytics, OP orders]	Scientific article a) -N/A -36k article accesses	***Publications of 5 scientific articles, depending on scientific partners	***Possible indicators: Overall usefulness of publication for readers [survey] Number of readers/listeners of the

		Number of scientific publications in international journals [# of publications acknowledging SWITCH]			publication [web analytics, OP orders] Number of scientific publications in international journals [# of publications acknowledging SWITCH]
Magazine	1 SWITCH Magazine to present the project by M18	Overall usefulness of publication for readers [survey] Number of readers/viewers of the digital publication [web analytics, number of copies distributed]	No results available at this stage	2nd edition of SWITCH Magazine released and 3rd edition in the works by M36	Overall usefulness of publication for readers [survey] Number of readers/viewers of the digital publication [web analytics, number of copies distributed]
Network	Increase the network of stakeholders sharing or raising awareness on the project	****Number of contacts: visitors, event participants, emails, etc. [counting]	Visitors and event participants: 642 Emails (i.e. newsletters subscribers): 63	Visitors and event participants: 400 Emails (i.e. newsletters subscribers): 50	Number of contacts [counting]
European Journalism Award	N/A	N/A	N/A	1 European Journalism Award organized and concluded	Potential indicators: Number of entries [counting] Award event attendance [counting] Media coverage [number of outlets in which SWITCH was mentioned]

*The KPIs concerning the conversion rate of the website have been adapted to the available data.

**Expected indicators for Dissemination events: due to the impracticality of collecting surveys in various dissemination events, after an exchange with partners, the most preferred and manageable method to report engagement has been identified as counting how many people were reached through the dissemination activity, for instance, a presentation, distribution of project promotional materials, etc. In the collection of such data from partners, the type of target audiences reached is also specified. Furthermore, to mediate the possible effects of the lack of such indicators, there has been an effort to participate in more events to increase exposure to the project.

The new expected indicator for dissemination events is: “Total number of attendees (physical and online) [counting]”.

***Correction of Publications KPIs: “At least 1 press release per year about the SWITCH project (depending on the needs of the Food Hubs)” does not apply to publications, here intended as scientific articles. Therefore a more appropriate KPI is defined as “Publications of at least 5

scientific articles, depending on scientific partners' output". This is subject to change, as they are entirely reliant on the work of the scientific partners.

The expected indicators used to monitor Publications KPIs have been labelled as 'possible' to allow flexibility as they are dependent on the specific publication platform, which may not allow for surveys to readers. The web analytics from the SWITCH website are nonetheless monitored.

****Expected indicators for Network: Visitors and event participants is the cumulative number of participants to Communication events (D8.7 - *SWITCH Communication Plan - update 1*). The number of emails refers at this stage to the number of newsletter subscribers. With the establishment of the Multi-Actor Committee (see Chapter 7), a comprehensive list of contacts of regional (Hub) and external stakeholders is planned to be assembled.

Dissemination events

Reporting on M1-M18

SWITCH partners took part in 23 events (full table in Annex 1) disseminating SWITCH goals and activities in the reporting period M1 to M18. Of the possible events for SWITCH dissemination listed in the table in Appendix II of D8.4 - *SWITCH D&E Plan*, partners participated in the Maker Faire in October 2023, in Rome. Further dissemination opportunities will be continuously sought after and seized by all partners and shared promptly.

Events including poster presentations and publications of scientific articles have not taken place, and only one scientific article was produced by SWITCH scientific partners to this date. The 2 UNFSS Independent Dialogues about SWITCH are going to be organised between M19-M48, with a preference for the later stages of the project, as more results could be presented and be subject of discussion in such events.

Dissemination events for M19-M36

An Intermediate international event to disseminate results, tools and apps, gather feedback from stakeholders involved, promote synergies and cross-fertilization with further relevant projects and projects at the local and EU level is tentatively scheduled to take place in the Montpellier Food Hub (France) in M25. To organise a more strategic and possibly engaging event, a discussion with partners will take place over the summer and fall of 2024 to select the best option for such an event, to align with the Hubs' efforts in their activities. For the final event, updates will be given in D8.9 - *SWITCH D&E Plan - update 2*.

Press releases

Press releases are official statements issued to newspapers, magazines or online media outlets giving information on a matter, in this case, about the SWITCH project.

Five press releases were diffused between M1 and M18 (attached in Annex 2). The intermediary press releases will be disseminated depending on the progress of the project and activities of the Hubs. A tentative plan is to publish one press release in early 2025 (M25-M27), one in late 2025-early 2026 (M34-38), and a final one on the last month of the project (M48), on the occasion of the final event and results.

All partners are welcome to carry out their own media activity by doing a SWITCH press release. They should however get in touch with FFI for review and approval of the content, which must include:

1. A description of the aim and context of SWITCH;

2. The project call and number: “SWITCH - Project number: 101060483. Call:HORIZON-CL6-2021-FARM2FORK-01-15: Transition to sustainable and healthy dietary behaviour”;
3. Funding information: “Funded by the European Union under” with the European flag
4. Disclaimer: The content herein reflects only the author’s view and the European Commission is not responsible for any use that may be made of the information it contains”;
5. Image with all SWITCH partners or mention of all partners.

Publications

D8.4 - *SWITCH D&E Plan* (Chapter 4.6) contains a list of potential scientific articles that the partners expressed interest in developing during the project, at the Kick-off Meeting held on 17th-18th January 2023. To this date, one scientific article has been published:

- a) Kozicka, M., Havlík, P., Valin, H. *et al.* Feeding climate and biodiversity goals with novel plant-based meat and milk alternatives. *Nat Commun* **14**, 5316 (2023). <https://doi.org/10.1038/s41467-023-40899-2>.

In general, the writing and publication process of such papers depends on the initiation of the specific partners, respecting the rules concerning all the dissemination activities as reported in Chapter 8.4 of the Consortium Agreement.

Magazine

The release of the first magazine, which occurred in M18 (<https://switchdiet.eu/magazine/>), has been delayed to allow for the integration of results from relevant work packages’ activities. More information is reported in Annex 3.

Newsletter

The newsletter for the SWITCH project aims to engage and inform the SWITCH community on the progress of the project and upcoming events, promote the project's achievements, and foster a sense of belonging among followers. Specific actions included and will include:

- Raising the community of followers: promote the newsletter through various communication channels such as social media, website, and events (done);

- Contributing to the content: project partners, and potentially, experts in the field and other relevant stakeholders will be involved in the redaction of the newsletter (only project partners for the first issue);
- Encouraging newsletter subscribers to share their experiences and perspectives with a call to action on the project's social media channels (done);
- Posting frequently: starting from the second year a newsletter has been sent out in M17 and will continue to be sent out every quarter;
- Keeping it short: messages will be kept concise and to the point, focusing on key updates, achievements, resources and events related to the SWITCH project, and re-directing the audience to the project's website and social media (done).

The email marketing platform Mailchimp (account: SWITCH diet) has been and will continue to be used to send newsletters since it allows to measure the impact of this dissemination channel. In particular, it tracks the number of subscribers (63 currently), the number of email opens (31 for the first issue), and the number of clicks (10 for the first issue) in the newsletter. As mentioned in the past D&E Plan, Mailchimp is compliant with the EU General Data Protection Regulation (GDPR).

European Journalism Award

The European Journalism Award consists of a series of events that were initially planned to start from M12 and take place over the project duration and would have the multi-effect of mapping journalists and influencers working on SWITCH issues at the European level. The aim is to engage a significant number of journalists, motivate them to produce articles and content for the widespread promotion of the project and its contents at the European level, and generally increase media coverage about sustainable diets.

At this stage, only preliminary planning activities were carried out, including the mapping of 9 media journalists and influencers that create content around healthy and sustainable diets. The organization of the Award, including a more targeted mapping of journalists in the Hubs' regions which should have started in M12 but has been postponed until M21 to better align with the start of Hub activities and engagement on the territories for the establishment of the Multi-Actor Committee (MAC). For the national communication activities in each country, a referent partner will operate in direct collaboration with FFI.

More particularly, creating and maintaining a network of journalists who have a deep understanding of sustainable diets through such an initiative can generate high-quality content, engage a broader public and spread awareness, building support for the project and encouraging people to take action. In addition, recognizing and amplifying the work of journalists can strengthen the relationship with media outlets and help reach impactful stakeholders, such as policymakers, business leaders, and scientists. Lastly, a

network of journalists who are engaged with the project can contribute to monitoring the progress of the project by helping identify areas for improvement.

We hereby present the action steps that FFI will implement to organise a journalism award for SWITCH:

- Purpose and goals will be clearly defined to determine the purpose of the journalism award.
 - The aim might be to engage journalists who are passionate about sustainable diets and recognize their work.
 - The aim might also be to increase media coverage of the topic and reach different target groups, such as policymakers, business leaders, and scientists).
- Criteria to help evaluate the entries and select the winners of the award will be developed, such as quality of reporting, impact on the topic, originality, and relevance to the goal of promoting sustainable diets.
- 3-5 members of the jury will be identified. This can help to ensure that the award is credible and that the winners are chosen based on high standards of journalism.
- A venue and date will be chosen in a second time: a suitable venue for the award ceremony and a selected date will be decided by involving and asking journalists, participants, and partners for their availability.
- Journalists will be invited to participate, reaching out to journalists who have covered sustainable diets or related topics in particular. The award can also be promoted through media outlets, press releases, and social media.
- Entries will be reviewed and winners will be evaluated and selected on the basis of the pre-set criteria. Certificates or trophies will be prepared and presented to the winners.
- The award ceremony will be planned in its details including the venue, the program, and the speakers. Guests such as policymakers, business leaders, scientists, and members of the public can be considered and invited.
- The selection of the winners will be shared on social media to further engage the audience, showcasing the winning entries and highlighting their impact.

The creation of local partnerships with journalists' unions, media groups, and other stakeholders is important for the success of the journalism award for the SWITCH European.

Overall, organising a local journalism award is an effective strategy for SWITCH as it helps to increase media coverage, recognize journalists, engage different target groups, raise awareness, and build relationships. By doing so, you can help raise awareness and promote the adoption of more sustainable diets in Europe.

The plan for the first Journalism Award event is presented in Table 3, with a timeline and broad tasks.

Table 3: proposed timeline to organize the first Journalism Award.

September 2024 (M21)	October (M22)	November (M23)	December (M24)	January 2025 (M25)	February (M26)
Announcement	Collection of articles and definition rules	Collection of articles and definition rules	Closing contest	Award ceremony	Promotion of winner articles

5. Synergy and networking with ongoing projects

Under WP9 (Task 9.2) external activities are carried out for synergy (Table 4) and networking with ongoing sister projects that operate towards similar objectives as SWITCH. (Table 5). In particular, concerning the latter point, SWITCH is a partner of the FOOD2030 Project collaboration network, which aims to join forces across projects, partnerships and networks working on shifting the food system to become more fair, healthy and sustainable. SWITCH partners participated to two networking events of these initiatives (mentioned in the Annex 1 Dissemination Events), strengthening the network.

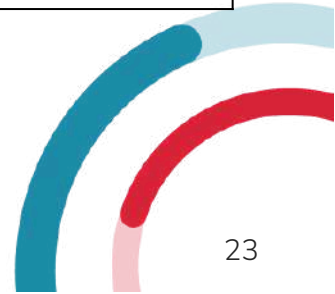
Table 4: External networking and synergy strategies and activities

D&E tool	Partners' contributions	Frequency
Synergy report	Input on ongoing projects	1x, depending on occasion
Partners' websites	Integration of SWITCH as a section in partners' existing web pages (either as news, references, specific page, blog article...)	1x/partner, done
Newsletters	Input on how individual partners' news related to SWITCH are being shared through external newsletters (guidelines to be provided)	Depending on partners' newsletters. No input to this date.

Table 5: Ongoing sister projects (PLAN'EAT and FEAST) and other projects that operate towards similar objectives as SWITCH. The list is not exhaustive.

Project acronym	Coordinator	Start-End date	Description
PLAN'EAT https://planeat-project.eu/	CREA – Council for Agricultural Research	September 2022 - August 2026	<p>PLAN'EAT is a Horizon Europe research project, funded by the European Commission, which aims at transforming food systems and food environments towards healthy and sustainable dietary behaviour, by:</p> <ul style="list-style-type: none"> - understanding the underlying factors and drivers influencing dietary behaviour - measuring the environmental, social and health impacts of 3 dominant European dietary patterns through True Cost Accounting (TCA) - co-designing effective recommendations, tools and interventions that allow to steer a transition towards healthier and more sustainable dietary behaviour
FEAST https://feast2030.eu/project	Universitätsklinikum Heidelberg	July 2022- June 2027	<p>Horizon Europe project, funded by the European Commission.</p> <p>Goals:</p> <ul style="list-style-type: none"> (a) Identify, understand and measure the barriers and facilitators that influence the dietary behaviour of different groups (b) To co-create innovative and effective tools, programmes and strategies, that will enable consumers to make informed food choices that promote the self-management of healthier and more sustainable dietary behaviours and lifestyles. (c) To empower individuals to lead healthier lives (d) To boost the adoption of food and health policy interventions and associated monitoring approaches
GrowH! https://www.growth.eu/	BIPS- Leibniz Institute for Prevention Research and Epidemiology	April 2021- June 2024	<p>Funded by the Joint Programming Initiative “A Healthy Diet for a Healthy Life” (JPI HDHL, www.healthydietforhealthylife.eu), a research and innovation initiative of EU member states and associated countries</p> <p>Goals:</p> <ul style="list-style-type: none"> (a) how to structurally and sustainably install and maintain healthy lifestyles at population level with the aim to reverse the current trends in overweight and obesity (b) to foster prevention of chronic diseases and further enhance healthy life expectancy for the people in Europe, in particular, vulnerable groups
CO-CREATE https://www.fhi.no/	NIPH - Norwegian Institute of	May 2018- October 2023	Funded by the European Union’s Horizon 2020 research and innovation programme.

<p>.no/en/studies/create/news2/preventing-obesity-across-europe-a-call-to-action/</p>	<p>Public Health</p>		<p>Activities and goals:</p> <ul style="list-style-type: none"> - Calling on the EU and national governments to commit to new policies and research investment to help prevent NCDs and improve nutrition and physical activity policies across the region - Development of new action plans/roadmaps to help address childhood obesity and support healthier populations - Transformed systems and strengthened food and physical activity policies to shape environments across Europe - Prioritisation given to addressing inequalities and supporting young people - Harmonisation of data, evidence generation and full realisation of impact - Strengthened stakeholder engagement in policy development, implementation and evaluation
<p>SchoolFood4Change</p> <p>https://schoolfood4change.eu/</p>	<p>ICLEI – Local Governments for Sustainability</p>	<p>January 2022-December 2025</p>	<p>Horizon 2020 Framework Programme, funded by the European Commission.</p> <p>Children and young people spend most of their days at school, making it not just a place for learning, but also for eating and socialising. SchoolFood4Change (SF4C) combines all of these elements to have a positive long-term impact on school meals across the continent. The project sets out to redefine what it means to eat healthily and sustainably at school, while also addressing food education at several levels.</p> <p>SchoolFood4Change sees schools as catalysts for systemic and multi-actor change, including but not limited to school curricula. It involves training cooks, caterers and public procurers at city level and aims to create a true ripple effect, impacting up to two million citizens in the 12 participating EU countries.</p>
<p>CoDiet</p> <p>https://www.codiet.eu/</p>	<p>Fundacion AZTI - AZTI Fundazioa</p>	<p>January 2023-December 2026</p>	<p>Horizon Europe project, funded by the European Commission.</p> <p>Innovative diet-monitoring technologies to improve our understanding of the relationship between the food we eat and common diseases such as heart disease, diabetes, obesity and cancer. The project will use this enhanced understanding to develop artificial intelligence tools to deliver personalised nutritional advice aimed at preventing these diseases and creating a healthier society for all</p>



6. D&E rules

Publication process and rules

The SWITCH project is intended to contribute to the research field of sustainable dietary shifts in Europe. To enhance the potential results of the project and to strengthen the exploitation plan, academic publications are a core activity of this strategy.

As a reminder from D8.4 - *SWITCH D&E Plan*, all publications related to the SWITCH project are to be developed according to the following rules:

1. Open-access publishing possibility: according to Grant Agreement (GA), SWITCH partners will have the possibility to showcase and share the results of their activities related to the project by publishing in various scientific journals (including peer-review, open-access articles, conference proceedings, grey literature, etc.). The selection of the specific channel will depend on the need of the specific SWITCH partner. In any case, the data related to the SWITCH project must be stored in an open-access repository integrated within the OpenAIRE infrastructure.
2. Mandatory acknowledgement: each publication should include the following acknowledgement:

This {book, article, paper, work, ...} has received funding from the Horizon Europe research and innovation programme under grant agreement 818309. The dissemination of results herein reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.

If the publication has been written in other language than English, the disclaimer should be translated.

3. Notice process: All project partners will have to be compliant with the ethical requirements defined by the External Ethical Advisor in Deliverable D10.1 – *OEI - Requirement No. 1* (M6) and Deliverable D10.2 – *OEI - Requirement No. 2* (M18).

The SWITCH project will comply with the latest requirements of the GDPR framework. Regarding this there are no updates from Chapter 4.10 of the D8.4 - *SWITCH D&E Plan*.

Disclaimers for material and events

If partners were to produce material to disseminate to their network of stakeholders of the broader public, the following disclaimers are mandatory to be included:

1. Events: “This {conference, meeting, material, etc.} has received funding from the Horizon Europe research and innovation programme under grant agreement 818309. The dissemination of results herein reflects only the author’s view and the European Commission is not responsible for any use that may be made of the information it contains”;
2. Image with all partners or mention of all partners.
3. Funding information: “Funded by the European Union” with the European flag
4. “SWITCH - Project number: 101060483. Call :HORIZON-CL6-2021-FARM2FORK-01-15: Transition to sustainable and healthy dietary behaviour”

If the publication has been written in another language than English, the disclaimer should be translated.

7. D&E&C Team and Manager, and the Multi-Actor Committee (MAC)

The update of the FFI Dissemination, Exploitation, and Communication (D&E&C) team is reported below with the contacts of specific people who will be collaborating with other WPs to ensure an effective implementation of the D&E&C Plan.

It is important to note that all SWITCH partners will take an active part in the D&E activities. Although D&E has been and will be coordinated primarily by FFI, activities have been and will be co-created with a collaborative approach to ensure an effective strategy and implementation into the Hubs and beyond. This also ensures communication, dissemination and exploitation outputs to be more appropriate to specific local contexts and audiences.

Table 6: FFI D&E&C team contacts

Complete name	Entity
Daniele Pestoni	FFI, WP Leader
Sara Roversi	FFI, D&E&C Manager
Camilla Carioli	FFI, D&E&C support
Alessandro Fusco	FFI, D&E&C support
SWITCH FFI institutional email	FFI

According to the Grant Agreement (Annex 1, Part B, page, the D&E&C manager has the responsibility to guarantee the correct result dissemination during and after the project. D&E&C roles include the actions (and the current reporting) related to:

- the preparation of a summary official report of sustainable and healthy diets in EU - timed later in the project
- the preparation of the guidelines on sustainability and nutrition based on the SWITCH standard - result not yet ready;
- making digital technologies available (bonded by agreements with our technological partners) - result not yet ready;
- making all communication and dissemination materials available (e.g. table with video pills, infographics, etc.) - done, ongoing
- the deployment of full operational digital platform (the Hub Digital Experience) to a coordinating regional stakeholder - result not yet ready;
- the preparation of a specific “Replication Toolkit” for each of the actors targeted by the Plan for the exploitation also in different and new contexts, such as in other countries to upscale results at national and EU scales - timed later in the project.

Such roles and responsibilities will be divided between the FFI Dissemination, Exploitation and Communication team reported above in Table 6.

While contacts of actors actively participating in the Hubs have been collected from the start of the project, the Multi-Actor Committee (MAC) will be first established in the fall of 2024. The expected activities concerning the MAC are found in the Grant Agreement. At the time of this report, the following three potential strategies regarding the MAC establishment and activities have been formulated:

- 1) Use criteria to select actors from the 7 actor categories and 6 Hubs: number of contacts, contact with governance, familiarity with EU projects, transculturality, specific expertise needed, stakeholder engagement capacity, etc.
- 2) Constitute a pool of Hub contacts (30-40 actors), from which two different committees can be called on necessity:
 - Selected Committee to consult upon request for general Communication and Dissemination of results: 7 Stakeholders, 1 from each category, with all Hubs represented
 - Issue-specific Committee to consult 1 Stakeholder category, with ideally all Hubs represented
 - Eg. Evaluation of an assessment tool for our communication initiatives
- 3) Consult when deliverables are disseminated (all together) and communicate the beginning of the year potential dates for meetings.

8. Conclusion

In synthesis, updates on publications, press releases, magazines and newsletters, dissemination events, participation to conferences, media events such as the European Journalism Award, the Multi-Actor Committee, etc. were elaborated on, including the report of KPIs for M1-M18 and the update of such KPIs for upcoming reporting period M19-M36. The next update of the Communication Plan is due in M36, with Deliverable D8.9 - *SWITCH D&E Plan - update 2*.

Reference list

1. "Dissemination and exploitation". European Research Executive Agency. https://rea.ec.europa.eu/dissemination-and-exploitation_en, accessed in May 2024.

Annexes

Annex 1 - Dissemination events

Table 7 summarises the events in which partners carried out dissemination activities in the period M1 to M18.

Table 7: Dissemination events report (M1-M18).

Period	Type of event	Location	Event Description	Target audience	Partner
Dissemination Events					
M7	Other (bootcamp)	Pollica (Italy)	SWITCH presentation at Gastrodiplomacy bootcamp	Education system	FFI
M7	Other (bootcamp)	Pollica (Italy)	SWITCH presentation at Food and Climate Shapers (Mediterranean Edition)	Citizens and general public	FFI
M7	Round table	Carloforte (Italy)	SWITCH was presented during a round table focused on promoting local and sustainable food, as well as protecting local food biodiversity	policymakers, food providers, food service actors, healthcare professionals, citizens & general public, chefs	LAORE
M9	Conference	Lyngby (Denmark)	Participation and promotion of SWITCH	Education system, food providers, policymakers	RISE
M9	Meeting	Rome (Italy)	SWITCH presentation	Education system	FFI
M10	Fair	Rome (Italy)	SWITCH promotion and surveys collection at Villaggio Coldiretti	Citizens and general public, food producers	AGROCAM
M10	Award event	Bologna (Italy)	SWITCH presentation during final event of EIT Food Journalism Award	Media and journalists	FFI
M10	Conference	Rome (Italy)	SWITCH presented during the "eleventh edition of Maker Faire - The European Edition"	Citizens and general public; media and journalists; Education system, policymakers; food providers and food services	AGROCAM
M12	Conference	Brussels (Belgium)	FOOD2030 conference. Dissemination of SWITCH brochure (goals) and networking with policymakers, researchers, and innovators	Education system, policymakers	CMCC

M13	Seminar	Gothenburg (Sweden)	SWITCH presentation	Policymakers	CHALMERS, RISE
M14	Presentation	Bologna (Italy)	SWITCH presentation to university students	Education system	FFI
M15	Presentation	Gothenburg (Sweden)	SWITCH presentation to global and national food companies	Food providers	RISE CHALMERS
M15	Workshop	Gothenburg (Sweden)	SWITCH presentation	Education system	RISE
M15	Presentation	Bologna (Italy)	SWITCH presentation to high school students	Education system	FFI
M15	Meeting	Gothenburg (Sweden)	SWITCH presentation and discussion of potential collaborations	Health professionals and food providers	RISE
M15	Conference	Brussels (Belgium)	FOOD2030 Conference. Dissemination of SWITCH brochure (goals) and networking	Education system, policymaker	CMCC
M15	Meeting	Rome (Italy)	SWITCH presentation at university, in the context of event on legumes	Education system, health professionals	AGROCAM
M16	Other (bootcamp)	Pollica (Italy)	SWITCH presentation to university students	Education system	FFI
M16	Conference	Aarhus (Denmark)	SWITCH presentation at 4th Annual Meeting in the Food and Nutrition Network	Education system, health professionals	CHALMERS
M16	Meeting	Gothenburg (Sweden)	SWITCH presentation	Education system	CHALMERS
M16	Conference	Rome (Italy)	SWITCH promotion and networking	Education system, health professionals, food providers, food service and hospitality, media	AGROCAM
M16	Meeting	Sardinia (Italy)	SWITCH presentation at participatory technical table	Policymakers, food providers, food service actors, education system	LAORE
M17	Meeting	Gothenburg (Sweden)	SWITCH presentation to sustainability industry partners	Citizens and general public	CHALMERS
M17	Open meeting	Gothenburg (Sweden)	SWITCH project and Food Hub presentation	All audiences	RISE CHALMERS
M18	Other (bootcamp)	Pollica (Italy)	SWITCH presentation to university students	Citizens and general public	FFI

Annex 2 - Press releases

In this section, the 5 press releases released between M1 and M18 are attached.

Press release 1

Press Release, 14 June 2023 ****Please disseminate as appropriate****

Matera, Food Districts Celebrate International Day of Sustainable Gastronomy

Seven years ago, the United Nations General Assembly designated June 18 as the International Day of Sustainable Gastronomy, recognized as an expression and opportunity for the protection of the world's natural and cultural diversity, as well as an opportunity for the concrete realization of the 2030 Agenda Goals. Gastronomic art, when it takes into account where ingredients come from, how food is grown, the path that leads them to our markets, and how they arrive on our plates, promotes agricultural development, food security, the preservation of biodiversity, and responsible production and consumption.

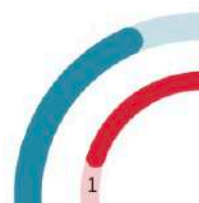
This year, we at Future Food Institute decided to celebrate this important day together with the National Council of Food Districts, participating in Matera in the event "The Pact to promote the Italy of good food with the beauty of the rural landscape and the uniqueness of the cultural heritage" (June 16-18). A three-day event in which the protagonists were the territories, with speeches from the world of agriculture, research, culture, institutions and from courageous and visionary administrators. The aim was to discuss the strengthening of rural territories and raising awareness about food waste, promoting a global sustainable development model: the Mediterranean Diet.

The Mediterranean Diet, an intangible heritage of humanity, has for millennia fostered the magical alliance between gastronomy and sustainability, keeping alive a unique biodiversity and promoting an algorithm of longevity that manifests itself in conviviality, a synthesis of environmental protection and health care. A sustainable, seasonal and circular gastronomy that, in these lands, combines the gastronomy of health and the gastronomy of inclusion

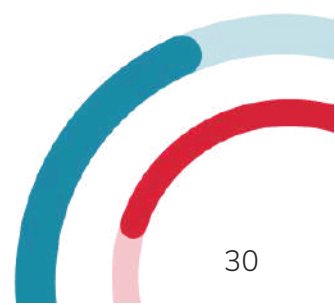
It is time to communicate that to achieve true sustainability, all dimensions of reality must be regenerated and brought into balance. A non-extractive circular model, based on the regeneration of value, must be extended to every dimension of our existence. Events like the one in Matera, organized in a city rich in history, tradition and culture, remind us that food is the result of a chain of processes along the entire agrifood chain.



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Sustainability requires concrete projects, systemic innovations, community participation and involvement. The national rural network, food districts and rural markets play a strategic role in creating sustainable development models. Among the innovation and research programs, the SWITCH project, funded by Horizon Europe, aims to change the food systems and lifestyles of European citizens for a just, healthy and sustainable food transition by creating awareness and working with communities through real Food Hubs representing food systems in urban regions (CRFS). Among the project partners, Italy is represented by CMCC, Future Food Institute, Agro Camera (ARM), pOsti, UNINA Federico II and UNICAMP.

The domino effect caused by these actors, whose actions are hinged on gastronomy, could lead to a huge step forward in terms of global sustainability. The Mediterranean Diet, which integrates and regenerates every dimension of our lives, is proof of this.

For more information, contact

Press Future Food Institute

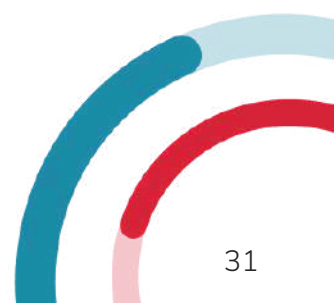
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Press Release, 21 July 2023

Da Pollica al Food System Summit di Roma Tutte le sfide della "Gastrodiplomacy"

La lezione del Paideia Campus di Pollica e della Dieta Mediterranea

Così è nato il primo Boot Camp dove il cibo è il linguaggio della diplomazia. Sara Roversi: il convivio è una scuola di pace.

Luglio 2023. Da oggi a mercoledì si svolge a Roma il **'Food System Summit** per la tre giorni, dove sono attesi oltre 2 mila partecipanti provenienti da 161 Paesi, tra cui 22 capi di Stato e governo. La sfida del grande appuntamento internazionale sarà unire le forze perché ci sia un'effettiva accelerazione per raggiungere la Fame zero.

Mercoledì nel cuore dell'appuntamento romano che catalizzerà l'attenzione del sistema cibo mondiale sarà protagonista anche Pollica con l'appuntamento, organizzato in collaborazione con Legacoop. "La Dieta Mediterranea tra sport, salute e cooperazione" dove sono attesi il ministro della Salute Orazio Schillaci e quello dello Sport Andrea Abodi. L'appuntamento si aprirà con l'intervento di Antonio Parenti, capo della Rappresentanza in Italia della Commissione Europea e con le parole della nostra Sara Roversi, presidente del Future Food Institute. Interverrà anche il sindaco di Pollica, Stefano Pisani.

La tre giorni romana si lega a Pollica seguendo il filo della **"Gastrodiplomacy"**.

Nel cuore della Comunità Emblematica UNESCO della Dieta Mediterranea si è appena chiuso, il Boot Camp sulla **"Gastrodiplomacy"** organizzato da Future Food Institute nel suo **Paideia Campus**, in collaborazione con il **Centro Studi Dieta Mediterranea "Angelo Vassallo"**, il **Gusto**, e la partecipazione di **Chefs' Manifesto** dell'SDG2 delle Nazioni Unite.

Chef stellati, policy makers, gastronomi, agricoltori, agrichef, studenti, innovatori, scienziati, appassionati e professionisti del turismo enogastronomico e della ristorazione collettiva provenienti da tutto il mondo hanno dimostrato che la gastro-diplomazia non viene fatta per chi la deve raccontare ma deve essere co-progettata con chi la applica tutti i giorni per rigenerare i territori e creare sviluppo sostenibile locale e globale. Il bootcamp di Pollica ha dimostrato in maniera concreta come la gastro-diplomazia non sia un concetto teorico ma il frutto di uno scambio di esperienze e conoscenze.

«Ho fortemente voluto questo momento di lavoro sulla gastro-diplomazia, e ho fortemente voluto che si tenesse a Pollica, non a New York, Ginevra o Roma, nelle sedi istituzionali delle Nazioni Unite.



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diffondono un patrimonio culturale unico al mondo: **Donatella Marino** e **Vittorio Rimbaldò** delle **Alici di Menaica**; **Giuseppe Cilento** della **Cooperativa Nuovo Cilento**; **Edmondo Soffritti** de **La Petrosa**; **Silvia Chirico** della **Tenuta Chirico**.

Gli chef di **Chefs' Manifesto**, dopo aver posto in rilievo il ruolo del cibo come fattore di cambiamento, hanno mostrato come applicano il concetto di sviluppo sostenibile ai loro piatti. **Heros De Agostinis** (due stelle Michelin - **Apsleys del Lanesborough Hotel**, Londra - ora a **INEO**, Roma), **Fabio Stivali** e **Angela Concu** (**Simposio**, **Sermoneta LT**), **Rosanna Marziale** (stella Michelin, **Le Colonne**, Caserta NA), **Cristina Bowerman** (stella Michelin, **Glass Hostaria**, Roma), **Conor Spacey** (**Culinary Director** di **FoodSpace**, **Dublino**), **Sahar Parham Al Awadhi** (**migliore Pastry Chef Medio Oriente e Nord Africa 2022 50 Best restaurants**, **Dubai**), **Seaneen Sullivan** (**consulente in Food, Drink & Sustainability**, **Dublino**), costruendo piatti su ingredienti provenienti dalla loro tradizione gastronomica, hanno dimostrato quanto la cucina sia una vera e propria piattaforma di esposizione e diffusione di sostenibilità, a tutti i livelli.

«Tutti possiamo apprendere a fare gastro-diplomazia, attraverso l'integrazione e la contaminazione tra culture alimentari e culinarie diverse. Il bootcamp è stato un esempio di transdisciplinarietà applicata, dove la curiosità e le competenze di ascolto sono state valorizzate e alimentate dalla voglia di imparare di tutti i partecipanti», dichiara **Sonia Massari**, **Direttrice della Future Food Academy**.

Cucinando un unico piatto è possibile prendersi cura della terra e degli oceani, tutelare nel piatto la biodiversità, valorizzare le risorse naturali, ridurre gli sprechi, celebrare il cibo locale e stagionale, educare alla sicurezza alimentare e a diete salutari, e favorire un'alimentazione accessibile e conveniente.

CONTATTI STAMPA FUTURE FOOD

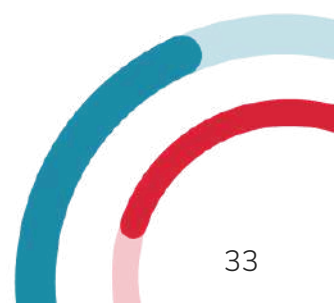
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Press Release, 24 July 2023

**Innovation to foster sustainable food transition in the European Union:
the SWITCH Horizon Europe project.**

**6 Food Hubs and 20 partners involved in the sustainable transition of
European food systems**

****Please cascade as appropriate****

Improving European food systems to facilitate a just, healthy and sustainable food transition through knowledge and innovation: this is the goal of the European SWITCH project, funded by Horizon Europe. This is in line with the United Nations Sustainable Development Goals (SDGs).

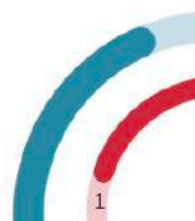
In-depth research, a scientific approach and systematic use of technologies – along the entire food supply chain, from production to consumption – will be instrumental in developing wider awareness and uptake of healthy and sustainable food systems in the European Union and in improving the understanding of gaps, in terms of training and accessibility, that limit the large-scale adoption of healthy dietary patterns.

Since its launch in January 2023, SWITCH aims to achieve sustainable food transition through the careful assessment of the socioeconomic, environmental and nutritional dynamics of food production and consumption in different territories, while also capitalizing on their social, cultural, economic, environmental and agronomic diversity. Since January, SWITCH was presented in various events, including the IMPACT THROUGH SYNERGY workshop organized by TOP SECTOR on 5th July 2023 in Amsterdam, the parallel summit event of NNEdPro's International Summit on Nutrition and Health on the 13th July 2023, the Gastrodiplomacy Boot Camp organized by FFI with the participation of Il Gusto, Chefs' Manifesto with a dedicated hybrid SWITCH presentation on 19th July 2023 and the Climate Shapers Boot Camp organized by FFI with a dedicated hybrid SWITCH presentation on 27th July 2023. The Food Hubs were also guided through two internal capacity building workshops for Hub Leaders.

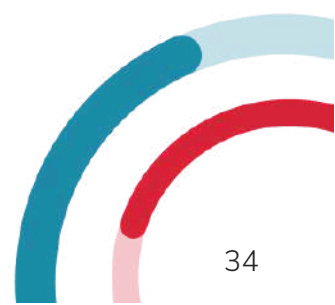
The 6 Food Hubs of SWITCH represent the food systems of a number of city region food systems (CRFS); that is, as defined by FAO, "all the actors, processes and relationships that are involved in food production, processing, distribution and consumption in a given urban region." These CRFS are geographic regions-which include one or more urban centers, and



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their surrounding peri-urban and rural areas-through which people, food, goods, resources and ecosystem services, and all food system actors and activities flow.

SWITCH involves innovative actions in 6 Food Hubs across Europe: Rome and the Lazio region; Berlin and the Brandenburg region; Montpellier and the Occitania region; Cagliari and the Sardinia region; Gothenburg and the Västtra Götaland region; and San Sebastian and the Basque region.

Over four years, the Food Hubs and partners involved in the project aim to: locally implement environmental, economic, and social sustainability; improve food models and related cultural approaches; and increase knowledge, awareness, and accessibility of the demand and supply of sustainable and healthy foods. The Food Hubs and partners aim to work with a joint strategy of co-creating equitable and sustainable solutions for all consumers.

The partners involved in the project are: CMCC - Euro-Mediterranean Center on Climate Change; BBC Innovation; DAS BAUMHAUS; Future Food Institute; IIASA; EPFL - École polytechnique fédérale de Lausanne; Kutxa Fundazioa and Kutxa Ekogunea; AGRO CAMERA (ARM); pOsti; LAORE; INRAE - Institut National de Recherche pour l'Agriculture, l'Alimentation et l'Environnement; RISE - Research Institutes of Sweden; UPM; UNINA; UNICAMP; Wageningen University & Research; ZALF; Chalmers Sweden; BC3; Antistatique.



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For more information on the SWITCH project and its objectives, visit the official website: switchdiet.eu/ and social media channels: [LinkedIn](#) (@switchdiet); [Instagram](#) (@switch.diet); [Facebook](#) (@switch.diet.eu); [YouTube](#) (@switchdiet); [Twitter \(X\)](#) (@switchdiet).

SWITCH communication office:

switch@futurefoodinstitute.org

press@futurefoodinstitute.org

SWITCH Coordination Office:

switch.coordinationteam@cmcc.it

-X-



Press Release, 21 June 2024

****Please cascade as appropriate****

SWITCH Project Showcased Across Educational Programs by Future Food Institute and Paideia Campus

The SWITCH Project, an innovative initiative funded by the European Union under Horizon Europe, has been prominently featured in various educational programs by the Future Food Institute (FFI) and Paideia Campus throughout 2023 and up to June 2024. This engagement has been crucial in refining the project's action strategies, communication, and dissemination activities.

By focusing on improving European food systems through knowledge and innovation, SWITCH aims to facilitate a just, healthy, and sustainable food transition. The project seeks to address gaps in training and accessibility, supporting the widespread adoption of healthy dietary patterns in alignment with the United Nations Sustainable Development Goals (SDGs).

Over the past six months, the themes of SWITCH have been explored with young people aged 13 to 25. This demographic engagement has provided valuable insights into the interests and knowledge of Generation Alpha and Generation Z, enhancing the project's approach.

Key educational highlights include:

- First Edition of the [Master's in Sustainable Food Systems](#) at the University Federico II of Naples: SWITCH served as excellent content for this new program, with students participating in a Bootcamp at the Pollica Living Lab Paideia Campus of FFI.
- Hackathons at Summer Schools of TRED High Schools: More than 100 Students spent a week in Pollica understanding the connection between the Mediterranean diet and integral ecology, with SWITCH being a central theme of these challenges. Students from the Liceo Malpighi in Bologna, the IIS G. Capellini - N. Sauro in La Spezia, I.S.I.T. Bassi - P. Burgatti in Cento (FE), IISS S. Mottura, and from Liceo S. Pizzi, the LS Dante Alighieri..
- Lessons at [ITS in Food Sustainability](#), the program that trains the students to be capable of supporting agrifood companies in identifying and implementing solutions to improve sustainability and quality of products and processes, valorization of waste in a circular perspective. SWITCH was presented with as a case study of research project.
- International Gastro Diplomacy Bootcamp: SWITCH was presented as a significant case study, highlighting its relevance on a global scale.
- International Study Programs: SWITCH was integrated into the curriculum of NYU Food Studies, Borromini Institute and the Erasmus Plus BIP program involving the Universities of Bologna, Helsinki, and Krakow.



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- Extracurricular Programs and Field Schools: Primary and lower secondary school students in Campania participated in activities at Paideia Campus, focusing on sustainable diets.

The SWITCH Project continues to involve six Food Hubs across Europe: Rome and the Lazio region; Berlin and the Brandenburg region; Montpellier and the Occitania region; Cagliari and the Sardinia region; Gothenburg and the Vastra Gotaland region; and San Sebastian and the Basque region. Over four years, these hubs and partners will work to locally implement environmental, economic, and social sustainability, improve food systems and cultural approaches, and enhance knowledge and accessibility of sustainable and healthy foods for all consumers.

Project Partners: CMCC - Euro-Mediterranean Center on Climate Change; BBC Innovation; DAS BAUMHAUS; Future Food Institute; IIASA; EPFL - École polytechnique fédérale de Lausanne; Kutxa Fundazioa and Kutxa Ekogunea; AGRO CAMERA (ARM); pOsti; LAORE; INRAE - Institut National de Recherche pour l'Agriculture, l'Alimentation et l'Environnement; RISE - Research Institutes of Sweden; UPM; UNINA; UNICAMP; Wageningen University & Research; ZALF; Chalmers Sweden; BC3; and Antistatique.

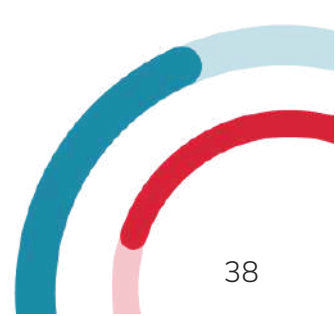
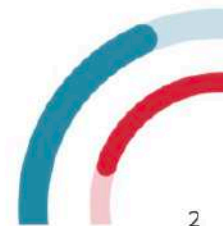
The integration of SWITCH into these educational programs underscores its importance and potential in shaping future food systems, making significant strides towards a sustainable and healthy food transition in Europe.



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For more information on the SWITCH project and its objectives, visit the official website: switchdiet.eu/ and social media channels: [LinkedIn](#) (@switchdiet); [Instagram](#) (@switch.diet); [Facebook](#) (@switch.diet.eu); [YouTube](#) (@switchdiet); [Twitter \(X\)](#) (@switchdiet).

SWITCH communication office:

switch@futurefoodinstitute.org

press@futurefoodinstitute.org

SWITCH Coordination Office:

switch.coordinationteam@cmcc.it

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Press release 5



Press Release, 28 June 2024

****Please cascade as appropriate****



SWITCH Project Publishes First Edition of Magazine

The SWITCH Project is pleased to announce the launch of its inaugural Project Magazine.

29 June 2024 - The SWITCH Project is proud to announce the launch of the first edition of its Project Magazine. This comprehensive publication provides an engaging and detailed overview of the progress and achievements made during the first eighteen months of the SWITCH Project, funded by the European Union under Horizon Europe.

The SWITCH Project is committed to transforming European food systems to facilitate a just, healthy, and sustainable food transition through the application of knowledge and innovation. This ambitious initiative aims to disseminate best practices related to sustainable diets, ensuring that they are not only understood but also implemented across various European regions where the project's hubs are actively engaging communities.

The magazine not only disseminates scientific findings in a clear and captivating manner but also highlights the innovative aspects of the SWITCH Project. By focusing on the entire food supply chain, from production to consumption, SWITCH aims to foster a broader awareness and adoption of healthy and sustainable food systems within the European Union. The project addresses training gaps and accessibility issues to support the large-scale adoption of healthy dietary patterns, in alignment with the United Nations Sustainable Development Goals (SDGs).

Please visit <https://switchdiet.eu/> to access the first edition of the SWITCH Magazine, which will be available online from Saturday, 29th June.

The SWITCH Project involves six food hubs across Europe: Rome and the Lazio region; Berlin and the Brandenburg region; Montpellier and the Occitania region; Cagliari and the Sardinia region; Gothenburg and the Vastra Gotaland region; and San Sebastian and the Basque region.

Over the course of four years, these food hubs and partners will work locally to implement environmental, economic, and social sustainability. The objective is to



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Transition to sustainable and healthy dietary behaviour

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enhance food systems and related cultural approaches, increase knowledge and awareness, and guarantee accessible, sustainable and healthy foods for all consumers through a strategy of co-creating equitable solutions.

The magazine is a testament to the collaborative and innovative efforts driving the SWITCH Project, showcasing the commitment to reshaping food systems and promoting sustainable dietary practices across Europe.

The project is being undertaken in collaboration with the following partners: CMCC - Euro-Mediterranean Center on Climate Change; BBC Innovation; DAS BAUMHAUS; Future Food Institute; IIASA; EPFL - École polytechnique fédérale de Lausanne; Kutxa Fundazioa and Kutxa Ekogunea; AGRO CAMERA (ARM); pOsti; LA ORE; INRAE - Institut National de Recherche pour l'Agriculture, l'Alimentation et l'Environnement; RISE - Research Institutes of Sweden; UPM; UNINA; UNICAMP; Wageningen University & Research; ZALF; Chalmers Sweden; BC3; and Antistatique.

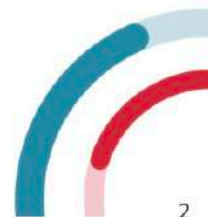


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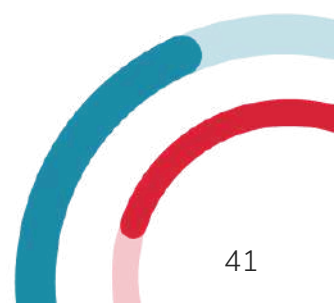
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Annex 3 - Magazine

The structure and the value of the magazine was defined in D8.4 - *SWITCH D&E Plan* (M6). The first edition - published in M18 - has been adapted according to its specific objective and framing, which depend on the stage in which the project lies in that period. The same flexible strategy will be adopted for the future three editions to maximize the effectiveness of the effort and to cover different topics and regions.

D8.4 - <i>SWITCH D&E Plan</i> (M3)	<i>SWITCH Magazine, 1st edition</i> (M18).
<p>General objective:</p> <p>Inform and engage specific stakeholders, partner networks and the general public about the project results and progress.</p>	<p><u>Specific objective:</u></p> <p>Present to (potential) stakeholders the scientific framework, the Food Hubs, and the main contents of the project in an accessible and engaging way, such that they can understand what will be the potential impacts that the project can bring in the future.</p>
<p><u>Introduction:</u> a brief overview of the project, its goals and objectives, and an introduction to the themes and content of the magazine.</p>	<p><u>Introduction:</u> a brief overview of the project, its goals and objectives, and an introduction to the themes and content of the magazine. High-quality pictures from the 2nd Consortium Meeting in M13.</p>
<p><u>Research Outcomes:</u> a section dedicated to the latest research outcomes, including the results of studies, surveys, and other data collection methods. This section can be written by academic researchers and experts in the field of sustainable diets.</p>	<p>Researchers involved in the project contributed to this section, highlighting the work of various work packages.</p>
<p><u>Inspiring Stories:</u> a section featuring inspiring stories of individuals, communities, and organizations that have adopted sustainable diets, written by journalists or bloggers with a passion for sustainable food.</p>	<p>The Making of a Food hub. The story of the evolution and aspirations of the Sweden Food Hub based on an interview to the Hub leaders and coordinators.</p>
<p><u>Education and Awareness:</u> a section providing educational content and</p>	<p>-</p>

information on the importance of sustainable diets, including the impact on health, the environment, and the food system. This section can be written by nutritionists, dietitians, and other experts in the field.	
<u>Tips and Resources</u> : a section providing practical tips and resources for individuals, communities, and organizations on how to make the switch to a more sustainable diet, including recipes, cooking tips, grocery shopping guides, and more. This section can be written by chefs, food bloggers, and other experts in sustainable food.	-
<u>Community Engagement</u> : a section highlighting the projects and events organized by the Food Hubs and other community organizations to promote sustainable diets, including local farmers markets, cooking classes, and more.	Food Hubs profiles with events and photos are described and presented.
<u>Conclusion</u> : a final section that summarizes the main themes and messages of the magazine and provides closing thoughts and recommendations for the future.	<u>Conclusion</u> : a final section that summarizes the main themes and messages of the magazine and provides closing thoughts and recommendations for the future.

The graphic design of the magazine will be visually appealing, with a focus on high-quality images and graphics that help to illustrate the content., as well as through the project's website and social media channels. While the first edition has only been released in digital format as agreed between partners at the 2nd Consortium Meeting in M13, considered the most sustainable choice for the moment being, and given the scope of the first edition, the next editions will be available in print format as well. In this way, a wider audience can be reached and accessibility is facilitated. The number of copies printed will be decided together with the partners according to the number of stakeholders involved during the preparatory months. The magazine editions that will be printed will be distributed at conferences, universities, Food Hubs locations, and other events related to healthy and sustainable diets.

The 2nd edition of the SWITCH Magazine will follow this tentative plan (Table 9), subject to change depending on preliminary results of activities and the timing of certain events related to them.

Table 8: timing (first row) of activities related to the 2nd edition of the magazine (second row).

October 2024 (M22)	November-December (M23-M24)	January 2025 (M25)	February-March (M26-M27)	April (M28)	May (M29)	June 2025 (M30)
Target analysis Set tone of voice & objectives	Establishing the working team search for authors	Choice of title and themes	Collection of data and articles from Food Hubs, partners, researchers and authors	Finalization of editorial material	Layout Final review	Publication Dissemination among partners and stakeholders