



# Map of Stakeholders

## Deliverable 4.1

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## Deliverable 4.1

# Map of stakeholders

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## Table of Abbreviations and Acronyms

Abbreviation	Meaning
<b>CoP</b>	Community of Practice
<b>MML</b>	Mobilisation and Mutual Learning
<b>MS</b>	Milestone
<b>PC</b>	Project Coordinator
<b>TCA</b>	True Cost Accounting
<b>WP</b>	Work Package



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# 1 Executive Summary

The actual food system is not sustainable, and it is generating substantial environmental, social, and health costs while failing to provide affordable food for healthy diets<sup>1</sup>.

Sustainable production and consumption of food is relevant to almost all of the Development Goals set by the United Nations<sup>2</sup> for the period 2015-2030.

However, the production, processing, distribution, and consumption of food often come with negative societal effects that are not reflected in market prices and therefore do not influence the decisions made by actors involved in the food chain. At the same time, benefits related to virtuous food production and consumption patterns are not reflected in the prices either<sup>3</sup>.

At the European level, external costs in the food systems are expected to be very significant but are not yet quantified.

However, it is essential that all actors know the “true” costs of food in the food value chains: solving the problem of externalities of food production and consumption implies measuring them and making the final price comparable with monetary market value.

Internalizing externalities based on less distorted cost and price information is fundamental to facilitate market-based responses contributing to shifts toward more sustainable production and more healthy consumption patterns.

The FOODCoST project aims to support the transition towards sustainable food systems by proposing a harmonizing methodology, and analytical instruments for the internalization of externalities, to calculate externalities in climate, biodiversity, environmental, social and health along the food value chain.

The overall objective is to redefine the value of food through tools, policies, and business models that point towards sustainable production and consumption in the food system.

The project workload has been divided into nine WPs. A WP is a sequence of activities that lead to a deliverable. Among FOODCoST’s nine WPs, WP4 is focused on setting up a series of multi-actor initiatives which put together farmers and fishermen, civil society,

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<sup>1</sup> Hendriks, S. *et al.* (2023). The True Cost of Food: A Preliminary Assessment. In: von Braun, J., Afsana, K., Fresco, L.O., Hassan, M.H.A. (eds) Science and Innovations for Food Systems Transformation. Springer, Cham. [https://doi.org/10.1007/978-3-031-15703-5\\_32](https://doi.org/10.1007/978-3-031-15703-5_32)

<sup>2</sup> UN General Assembly, Transforming our world : the 2030 Agenda for Sustainable Development, 21 October 2015, A/RES/70/1, available at: <https://www.refworld.org/docid/57b6e3e44.html>

<sup>3</sup> Hendriks, Sheryl & Ruiz *et al.* (2021). The true cost and true price of food. A paper from the scientific group of the U.N. Food Systems Summit.

government and academia. The basis of this collaboration between stakeholders will be a stakeholder platform, that will be used to discuss outcomes and experiences of concept-results, steering and feeding the research outputs.

In this regard, WP4 aims to achieve two objectives:

O4.1 To build a CoP with relevant actors to co-create activities

O4.2 To organize and activate the CoP and manage the knowledge

Within the two objectives, the activity referred in the project as Task 4.1 refers to the Building the FOODCoST Community of Practice (CoP) and includes the present Deliverable: "Map of Stakeholders". The present map is divided into 5 target groups (Agrifood business; Education and research; Civil society; Policy makers; Media) that have to be involved to create a balanced CoP, but also for participation in the Co-Creation (MML) Workshops.

The purpose of this document is to explain the process that leads to the development and population of the Stakeholders Map, and its application for the setting up of the CoP and MMLs workshops.

## 2 Introduction

The complexity of the food chain and the need for a sector-wide vision request to establish multi actors' initiatives which embrace actors from industry, government, civil society, and academia: all together they can develop a roadmap consisting of interventions to promote the transition of the food sector.

At present, there is lack of cooperation within different niches/ groups of actors in the context of internalization of externalities. It is thus crucial to strengthen the exchange of practices which now seem limited by several factors like barriers in collaboration, lack of platforms putting all actors in contact.

The project will support the dialogue between stakeholders through the CoP, the MML workshops and 11 case studies, which will be crucial to test the methodology and the possible policy and business strategies developed by FOODCoST. The inputs collected and the results obtained from the mentioned activities will contribute to creating the FOODCoST Roadmap, namely an action plan guiding future R&I on the topic of internalization of externalities.

Co-creation takes people out of their comfort zones, but the pay-off comes in the form of enhanced trust and communication. Importantly, the research has a much better chance of making a difference to the people involved<sup>4</sup>.

Within the project, the CoP will bring together at least 30 selected experts from the categories of action mentioned above who will define a sector-wise vision and find ways to promote the transition to a sustainable food sector.

On the other hand, the MML workshops aim at involving experts from related fields for supporting and debating common issues from different research and innovative backgrounds. Insights from the workshops will be collected, analyzed, and discussed within the CoP. (See D4.2; Chapter 4.2.1).

Furthermore, stakeholders will be involved in discussing the results of the FOODCoST case studies (CS). Their participation and consultation are needed to validate methodology, policies and business strategies that internalize externalities.

This document describes the setting up of the Stakeholders mapping as the preliminary step towards the setting-up of the stakeholder's platform from which to select the CoP (Community of Practice) members and to invite relevant speakers and participants to the

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<sup>4</sup> Hickey DG. The potential for coproduction to add value to research. Health Expect 2018;21: 693-4. 10.1111/hex.12821

Mobilization and Mutual learning Workshops (MMLs) that will be organized during the project.

Deliverable 4.1 supports the identification of key actors, which will assist the right development of the all project phases.

The document is organized as follows:

**Chapter 3** focuses on the process which leads to the Stakeholders Involvement, underlining their relevance within the project development and their importance in maximizing the external feedback.

**Chapter 4** introduces the Map of stakeholders, and it briefly summarizes the overall methodology and scope of the database linking with the selection for CoP members and MML workshops.

**Chapter 5** and **Chapter 6** are dedicated to the description of the CoP and MMLs workshops processes.

**Chapter 7** describes the role of the Map of the stakeholders for the selection of the CoP members, and for engaging experts / relevant actors into the MML Workshops.

### 3 Stakeholders' involvement

A stakeholder is defined as “any group or individual who can affect or is affected by the achievement of the organization's objectives”<sup>5</sup>. In this respect we have treated the stakeholders as groups who may affect and be influenced by the development of the FOODCoST project.

In general, stakeholders are entities which have an interest in the implementation of a development (e.g., of a project) or may have a positive or negative influence on its completion.

The stakeholders may have various degrees of interest and influence on the project activities and results in several directions, positive which stimulate the dialogue, negative which are preventing progress further. **The FOODCoST project is performing active stakeholder networking, which includes identification of the most relevant individuals and organizations and ensuring their continuous involvement throughout the project.**

The stakeholders' involvement is the basis of the overall project research which has been planned based on co-creation and synergies with several actors involved in the food sector.

**The involvement of stakeholders is crucial for the right development of the present project.** In fact, the interconnections with partners will maximize the knowledge exchange between the stakeholders and increase their understanding of challenges and opportunities linked to internalization of the externalities.

The multi-actor approach will ensure a continuous dialogue with all relevant stakeholders across the whole food system (land and sea), this directly contributing the development of the stakeholder platform which is the output of the **Specific Objective 1.1.1**: the multi-actor approach guarantees the right multi-level exchange of practices and experiences for co-created shared strategies regarding food system changes.

At the same time, the involvement of tailored stakeholders is ensuring the realistic assessment of the combination of policies and business models and strategies that facilitate the internalization of externalities.

The stakeholder's engagement within the project leads to the development of a Map of Stakeholders to be used for two different working groups: CoP and the Mobilization and Mutual Learning workshops.

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<sup>5</sup> Freeman, R. E. (1984) Strategic Management: A Stakeholder Approach, p46, Boston, MA: Pitman. Latest edition.

## 4 Map of Stakeholders

The map, in the form of a database, represents the starting point for the achievement of the CoP creation and MML workshops organization. Within the T4.1.2 a tailored questionnaire (Milestone 10) will be distributed to the workshops' participants to test:

- their sensitivity concerning the main project thematic;
- their response to other indicators identified by the project (e.g., hostiles, sceptics, lukewarm, committed, advocates);
- their role in the transition process (niche, regime);
- their effective influence in the system;
- their willingness to be involved in the CoP.

The database will also be used for selecting stakeholders (not involved in the CoP) to be invited to the 12 MML workshops (T4.2.2) scheduled into 4 physical meetings and 8 digital meetings.

Even though the map of stakeholders is the base for the selection of the participants to both CoP and MML, the selection procedures for CoP members and for the MML members follow different criteria (Chapter 8.2 of this Deliverable).

About 30 expert members of CoP are the source of inspiration and knowledge for the overall project development and are selected in relation to the broad project purpose. Differently, the members of the MML are selected following the specific knowledge needed, linked with the single MML chosen thematic.

## 5 Community of Practice (CoP)

A Community of Practice (CoP) is a group of individuals who share a common interest or profession and engage in ongoing learning and collaboration to improve their knowledge and skills in that area. CoPs are characterized by a shared domain of interest, a shared practice, and a shared language. Etienne Wenger, the co-founder of the concept, defines a CoP as "a group of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly"<sup>6</sup>.

CoP is characterized by three fundamental elements, which should be developed in parallel<sup>7</sup> (refer also to Chapter 3.1.4." D4.2) and are listed below:

### 1. DOMAIN

A CoP distinguishes itself from other networks since its members identify themselves by a shared domain of interest. Membership involves a commitment to the domain and a shared competence.

### 2. COMMUNITY

While showing their interest in their domain, community members share information, help each other, and join activities and discussions. In this form of interaction, members build relationships to learn from each other and to support each other.

### 3. PRACTICE

Members of a CoP do not only share a common interest, but they are also engaged in common practice, as an iterative social process, where they develop a shared repertoire of resources. These can be experiences, stories, tools or ways of addressing recurring problems. To co-develop this kind of a shared practice takes time and continuous interaction.

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<sup>6</sup> Wenger-Trayner, E. (2015). Introduction to communities of practice. Retrieved from <https://wenger-trayner.com/introduction-to-communities-of-practice/>

<sup>7</sup> Edmonton Regional Learning Consortium (ERLC) <https://www.communityofpractice.ca/>

## 6 Mobilization and Mutual Learning (MML) Workshops

MML workshops are activities – exercises, workshops – that gather various groups of stakeholders – i.e., researchers, professionals, students, media, broader publics – to mutually learn through dialogue. In contrast with traditional forms of deliberation (e.g. lectures or Q&A sessions), MMLs offer innovative methods able to stimulate in-depth dialogues among those actors.

According to MML workshop action plan<sup>8</sup> the goal of this activity is to create mechanisms for:

- Addressing societal challenges where science and technology are involved;
- Bringing together a wide range of actors;
- Pooling partners' knowledge and experience;
- Developing mutual understanding and joint solutions.

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<sup>8</sup> MOBILISATION AND MUTUAL LEARNING (MML) ACTION PLAN Proof of Milestone 4.1 (MS15) GRECO Project - DOI: 10.5281/zenodo.2652776



## 7 The application of the Map of Stakeholders within the project

### Community of Practice (CoP)

A Community of Practice (CoP) is being set up within FOODCoST to discuss the results, co-create the project outcomes and debate on the feasibility, implications, and next steps for supporting the development and implementation of a better harmonized EU approach for assessing and internalizing externalities of food.

Starting from the stakeholder's map, at least 30 experts - belonging to the identified categories – have been invited to join the CoP, which is going to be maintained throughout the project implementation. The CoP members will discuss the results, co-create the project outcomes and debate on the feasibility, implications, and next steps for contributing the project's main objectives.

Within the project, **the CoP aims at discussing the outcomes and experiences of concept-results, steering, and feeding the research outputs, also helping to implement results and broadly communicate right from the project start.** The project will analyze the stakeholders' attitude towards TCA, their actual knowledge about TCA besides the "traditional" criteria about MS. Their knowledge will be helpful for the project development, and, at the same time, the project will also support them to better shape the TCA concept. **The final goal of CoP is to integrate their opinion within the project outputs addressing the roadmap towards a sustainable food system.**

The CoP members will meet 4 times along the project duration:

- To kick-off its activities (M14-M16, onsite);
- Mid-stage of the Case Studies (M24-M26, online);
- After Case Studies (M34-M36, online);
- During the last phase of the project (M42-M46, onsite)

For the CoP engagement strategy, the activation and reporting system after each activity refer to chapter 5.3 "Concrete engagement actions and activities" of D4.2 "CoP Engagement Strategy".

### MML Workshops

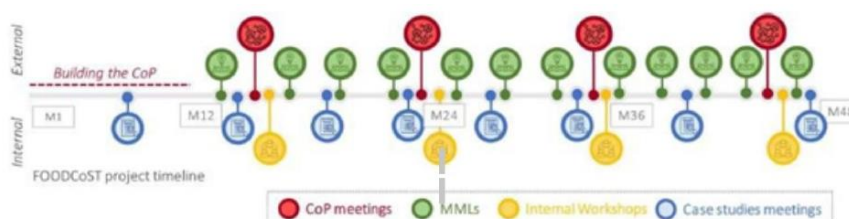
Starting from the stakeholders' database, at least 300 stakeholders not involved in the CoP will be selected and invited to the MML workshops to collect knowledge and opinions, with the scope of discussing the FOODCoST research and innovation challenges. In each MML, the most relevant stakeholders for the sector of interest are

invited to actively take part, debating common issues and different points of views, sharing good practices within different research and innovative backgrounds. Insights from the workshops will be collected, analyzed, and discussed within the CoP to enrich its work with knowledge gathered externally for identifying actionable knowledge to be widely shared. Inputs from WP1, WP2, WP3, WP5 will be taken into consideration.

Starting from M12, 12 MML workshops will be organized addressing specific topics within 3 main areas of interest, which are the following:

1. Methodology and data to calculate external costs and benefits;
2. Policies;
3. Business models.

The last phase will finalize results from the previous phases by an integration process. The planned FOODCoST co-creation activities are reported in Figure 1.



*Figure 1: Co-creation activities during FOODCoST project*

MMLs serve as “laboratories” for discussions of experiments and case studies to find out what the TCA is about, what (behavioral) effects it has, which stakeholders know about the concept and to feed the establishment of an innovative TCA concept which could affect stakeholders such as agrifood business, education and research, civil society, policy makers and media.

MMLs will contribute to an iterative process for the establishment of a new concept to be applied within the food chain. The iterative process will be reflected within the development of the planned MMLs, which will start from general intro concept (for both MML and CoP) to dig deeper and be fed by the project research outcomes.

The methodology to activate the MML workshops are described in chapter 6.2 “MML workshops set up and launching” of D4.2 “CoP engagement strategy” and four different guidelines for MML’s workshops are described in Appendix H, I, J, K of the same Deliverable.

## 8 Methodology

As mentioned in previous Chapter “The application of the Map of stakeholders”, the first phase of the process towards the identification of CoP and MML workshops members is the setting up of the Map of Stakeholders.

### 8.1 Map of Stakeholders identification of the Target Groups

The collection of the data and addresses from relevant stakeholders was carried out as described in chapter “8.1.1. data collection”. An excel file was created for internal use (Figure 2) by dividing 5 main sheets into the 5 stakeholder categories required by the project that are divided as follows.

#### Categories:

- Agrifood business;
- Education and research;
- Civil society;
- Policy makers;
- Media

Organization	Website	Type	Sub-Category	Contact Person	Country	What they do in Europe/Other countries
Mega Seta in Felsőörsény (Association of Organic Growers and Processors)		Association			HU	As an NGO, it is engaged in supporting the sustainable development of the region and providing services in helping for main objective is to enhance the production and improve the distribution of plant products for the processing industries and consumers in Hungary and other European countries.
DUDEJAK LÁNYÓK ÖKONOMIÁKATÉVÉNYSZERVEZETE		Farmers organization			NL	Networking Public relation Price regulation
SkalaFactor		Consulting agency			ES	Consulting solutions in areas such as climate change, energy and sustainability
ECOSYSTEM		Consulting agency			DE/FR	Organic market studies Market research and marketing consulting for organic companies Market research and marketing consulting Supply chain analysis, participative action plans, business models
SOIL & MORE IMPACTS GMBH		Consulting agency			DE	Consulting in the food industry on climate protection and sustainability
Vivid Business Council For Sustainable Development (VIBCD)		CEO-led organization			EU	Network of leading sustainable business sharing of knowledge promotion of new standards and tools creation of advisory tool for common policy
Vivid Farmers Organization		Farmers organization			IT	policy and programs to economic empowerment and livelihood of producers and rural communities. Project in capacity building, climate change and advisory support for the businesses
Conteraction Italia Agricoltura		Farmers organization			IT	
The Actual Prices Price Coalition (TAPP)		Coalition of health/food companies			NL	Setting measures in real prices for meat and fish products
Prosumer Foundation		Financial institution			USA	Climate crisis statistics Price releases
FA		Farmers organization			FR	Advisory Support to businesses
Food Finance Institute		Financial institution			USA	Financing and supports a collaborative

Figure 2: Excel file with the categories and required data

For each contact entered (by APRE or by the Consortium Partners) in the right category, at least the following data were required:

- Organisation;
- Contact Person;
- Position;
- E-mail;
- Country

A more thorough sub-categorization of each contact was required together with a detailed description of the organization/activity, so the following sub-categories were identified and assigned to each contact for better specify their main field of activities and roles.

### **1. AGRIFOOD BUSINESS**

- Associations/ branch organisations
- Food business operators
- Cooperations
- Retail
- Quality schemes(owners and auditing)
- Food business operating in organic agriculture
- Consultancies
- Clusters (association of public and private bodies: companies, research centres and training institutions that share skills, ideas and resources to support the competitiveness of the sector)

### **2. EDUCATION AND RESEARCH**

- Universities
- Research institution /centres
- Think Tanks
- Joint Research Centres
- Private research organisations
- Scientific journals

### **3. CIVIL SOCIETY**

- Consumer organization

- NGOs
- Networks / service providers

#### **4. POLICYMAKERS**

- EU Agency
- EU Directorate
- National government
- Local government
- Municipality
- Financial institutions
- Public authority
- MEDIA
- Influencer

## 8.2 Data collection

The data collection within the stakeholder Map is the results of the following steps:

- Desk research
- Online form

The map of the stakeholders has been removed for privacy reasons. The total number of organizations mapped per target group is the following:

AGRIFOOD BUSINESS: 74

EDUCATION AND RESEARCH: 56

CIVIL SOCIETY: 59

POLICYMAKERS:35

MEDIA: 12

### 8.2.1 Desk research

APRE organized the qualitative desk analysis in three phases: the first entails the internal analysis of the funded projects, while the second expands the analysis to external organizations within the field of agriculture, food and research. In the third phase, partners were asked to implement the present list by including relevant contacts.

1. **Internal desk research:** APRE started the internal desk research from the scouting of the internal contacts from other EU funded projects. In particular, contacts were selected from projects funded in Cluster 6 of both Horizon Europe and Horizon 2020 of which APRE played the role of coordinator or partner. Contacts were not only selected for their relevance to the FOODCoST topic but also according to the public availability of the data themselves (mainly project emails and public emails).
2. **External desk research:** the search for experts and external contacts started by mainly selecting international food related organizations such as FAO, IFAD and many others, then proceeding with a focus on national level (producer organizations, associations and research institutes). Research centers, universities and consulting firms with strong expertise in food and economics were also included. Tailored research was carried on through the Cordis platform, focusing on financed projects related to the TCA and the selected suitable possible stakeholders were included in the Map. In addition, influencers were sought who were attentive to an ethical and sustainable lifestyle related to food and wellbeing.
3. **Partner's implementation:** After an internal implementation of the database APRE requested the active participation of the project partners. The excel file was then shared within the TEAMS platform requesting input from the partners for relevant stakeholders to be included. A specific column has been created within the shared file to be able to trace back to the partner contributing the information.

### 8.2.2 Online form

To extend the stakeholder research and to reach out non-public contacts and comply with GDPR, APRE implemented an online form to request participation in the FOODCoST community. The form initially describes the purpose of the project and how the data will be processed. At the same time, a special reference to a privacy policy drawn up specifically for the project has been attached, to which the user must agree.

The interface of the form is included in Annex I and the connection link is reported here: <https://forms.office.com/e/wCRvPWZ6XH> .

The GDPR statement developed by APRE was embedded in the form and is included in **Annex II**.

### 8.2.3 Contacting the stakeholders – CoP creation

In order to select CoP members, this is the pathway to be followed:

#### a. Invitation letter

After the creation of the map of the stakeholder APRE, guided by WUR and PC, proceeded in elaborating and sending an invitation letter to join the CoP to all the contacts present in the map. The invitation letter is included in Annex III and contains:

- Information about the project's aim and activities;
- Information about what is a Community of Practice for FOODCoST;
- Information about the first CoP meeting in Bratislava (25th May 2023);

A questionnaire to assess the stakeholder's sensitivity and verify their response to other indicators identified by the project (Chapter 8.1.5 c).

#### b. Questionnaire (MILESTONE M10)

The questionnaire has been developed by LOBA, guided by WUR and PC, for better targeting the CoP participants, and includes questions about the stakeholders sensitivity, response to other indicators identified by the project (e.g., hostiles, sceptics, lukewarm, committed, advocates), the role in the transition process (niche, regime, landscape) and their effective influence in the system and their willingness to be involved in the CoP. The form included open questions, multiple choices and a rating questions from with points from 1 to 5. The contents of the questionnaire are included in Annex III and the link is reported here: [https://ec.europa.eu/eusurvey/runner/FOODCOST\\_COP](https://ec.europa.eu/eusurvey/runner/FOODCOST_COP)

#### c. Application of the criteria for inclusion

Furthermore, after the selection through the questionnaire, the following criteria (Table 1) have been applied for defining the final list of CoP members: Interest; Availability; Relevance; Appropriateness; Representativeness; Willingness, Gender and Age. Special attention has been dedicated to underrepresented groups, like African Farmer

Organizations, South America Associations through direct contact within the project Advisory Board member, in the person of Prof. Joachim von Braun.

Criteria for Inclusion		Explanation
1	Interest	Individuals with high interest in the food system sector will ensure that they are driven to participate and help the project produce meaningful results with significant value-added for their users.
2	Availability	Individuals that have the available time required to participate will enable partners to smoothly organise and execute project activities with higher participation rates that will result in higher probability that their targets are achieved.
3	Relevance	The relevance of stakeholders to the project's scope and objectives is necessary to keep activities of the CoP focused and will ensure that their members can effectively contribute to the production of accordingly relevant project outputs.
4	Appropriateness	The consortium will make sure that members selected to participate in the CoP are appropriate to their scope thus avoiding conflicts of interest or subjecting them to activities that may cause them unnecessary inconvenience.
5	Representativeness	A balanced representation of perspectives within and across stakeholder groups is key for the CoP to collect the representative insights required to inform design, development, and fine-tuning, thus addressing diverse needs.
6	Willingness	Motivated individuals willing to contribute their knowledge and experience will promote success of CoP activities and will be more prone to disseminate the project's tools and knowledge, facilitating exploitation and sustainability.
7	Gender	Potential stakeholders involved in each CoP should keep a gender balance to reflect the interests and needs of all genders.
8	Age	Potential stakeholders should not be overlooked based on age. The knowledge and tools produced by FOODCoST will be more relevant and therefore will have more practical value if age disparities of prospective users are considered.

Table 1: Stakeholders selection criteria (LOBA, PEDAL, APRE), March 2023

#### 8.2.4 Contacting the stakeholders – MMLs creation



Starting from the Map of Stakeholders, following the chosen workshop thematic, potential members are invited to join the MML. Furthermore, representatives from key case studies are also included in the invitation as well as the FOODCoST project experts. The final list is invited through a specific engagement letter, following the main Guidelines for engagement within the Deliverable 4.2 The invitation letter includes all the details and guidelines regarding their involvement and participation both to online events and workshops.

Taking into consideration the feedback from the letter, APRE finalized the final member list and provided them with technical details and following up agenda for the participation to MMLs, this is guaranteeing the right development of the planned MML along the project duration.

## 9 Conclusions

The Stakeholder mapping and the methodology used for its development represents one of the fundamental tools for guaranteeing the proper development of the co-creation activities within the FOODCoST project.

The present deliverable aims at providing guidance and inputs that might be useful and benefit anyone interested in developing a Stakeholder Map, both inside and outside the FOODCoST project.

As the main result of this work, a stakeholder map was developed. The Stakeholder Map presented in this report contains 315 e-mail and 269 contacts which were entirely checked for compliance with privacy requirements. Among these 269 contacts, 12 refers to media, 77 to farmers and fishermen, 41 to policymakers, 61 to civil society and 78 to education and research.

Given that the main objective was to apply an inclusive selection process that did not exclude anyone from joining the Community of Practice (CoP), the decision was to send an invitation letter to the entire database and to use a dedicated questionnaire as a selection tool. Based on the answers obtained, WUR (PC), APRE LOBA and PEDAL, jointly with WUR (PC) selected the members of the CoP which will meet 4 times during the project activities.

However, the contacts excluded from the CoP will be contacted to take part in the co-creation workshops (MML workshops) that will be realized during the project. The co-creation events will provide the opportunity to monitor and implement the definition of True Cost Accounting that will be explored during the project.

Given this, it must be added that all the results obtained from both the case studies and the other dedicated Work Packages will be selected and submitted to the CoP to receive external opinions, feedbacks and suggestions for implementation. Similarly, (but in a more constant way and in a broader perspective) the results will be presented and implemented in the MMLs co-creation sessions, which will also be an opportunity to disseminate the TCA concept and the scientific framework to a wider audience.

## 10 References

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## 11 Annexes

### 11.1 ANNEX I

APRE implemented an online form to request participation to the FOODCoST community. The form initially describes the purpose of the project and how the data will be processed. At the same time, a special reference to a privacy policy drawn up specifically for the project has been attached, to which the user must agree. In Annex I, the interface con the form is reported through the following images.

The connection link is reported here: <https://forms.office.com/e/wCRvPWZ6XH>.

**FOOD CoST**

## Join the FOODCoST Community!

The survey will take approximately 4 minutes to complete.  
This consent form is designed to collect expressions of interest to be part of the Stakeholders Database of the FOODCoST project, financed by the European Commission under GA 101060481.

Add your contact details to receive information and being involved in redefining the value of food!  
For more information on the project visit: [www.foodcost-project.eu/](http://www.foodcost-project.eu/)  
to know more about your involvement in FOODCoST have a look at the information sheet: [stotturlat/dtheX2](#)  
**All the data collected will be not used outside FOODCoST activities and will be processed following the EU GDPR.**  
All the data collected shall not be used outside FOODCoST project activities and will be processed following the EU GDPR (article 6.1.a and 6.1.f) and FOODCoST Privacy Policy (Available here: [stotturlat/qR29](#))

...

\* Required

1. Full name \*

2. Organisation Name \*

3. Organisation Website \*

4. Country \*

5. E-mail \*

6. Type of organisation/sector/field of action \*

Farmer



# FOOD COST

4. Country \*

5. E-mail \*

6. Type of organisation/sector/field of action \*

- Farmers
- Fishermen
- Food Business Operator
- Financial Institution
- Education/Research
- Civil Society
- Policymaker
- Media

7. Privacy statement:  
 The information you will send will be stored and processed through email only for the purpose of the stakeholders' database subscription, receiving related information on the project activities. The data you will submit will be used by FOODCOST. The project will treat your personal information with all the confidentiality and security in accordance with the established in the data protection regulations. You may withdraw your consent to use the data at any time. To do this, you should contact our customer support service at the following e-mail address: [foodcost@ere.it](mailto:foodcost@ere.it) \*

I agree

**Submit**

Never give out your password. [Report abuse](#)

This content is created by the owner of the form. The data you submit will be sent to the form owner. Microsoft is not responsible for the privacy or security practices of its customers, including those of this form owner. Never give out your password.

Powered by Microsoft Forms | The owner of this form has not provided a privacy statement as to how they will use your response data. Do not provide personal or sensitive information. [Terms of use](#)

## 11.2 ANNEX II

Annex II reports the GDPR statement developed by APRE that is embedded in the form to request participation in the FOODCoST community.

### PRIVACY NOTICE PURSUANT TO ARTICLE 13 OF REGULATION (EU) 2016/679

#### The General Data Protection Regulation (GDPR)

The information is given in compliance with article 13 of Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (General Data Protection Regulation or GDPR) to individuals interested in receiving news, information, invitations to events and workshops, publications, announcements and newsletters relating to the activities conducted by FOODCoST, managed by APRE (email to [foodcost@apre.it](mailto:foodcost@apre.it)).

#### Definitions

"Personal data" (article 4, paragraph 1 of the GDPR) means any information relating to an identified or identifiable natural person ("data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

"Processing" (article 4, paragraph 2 of the GDPR) means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

#### Data Controller

For the purposes of the GDPR (article 24) the Data Controller is:

APRE – Agenzia per la Promozione della Ricerca Europea,  
via Cavour 71 – 00184 Rome – Italy  
e-mail [apreteria@apre.it](mailto:apreteria@apre.it)  
Tel +39 6 48939993

#### Type of data processed

As part of our activities, APRE collect and use personal data provided by you, the data subject, e.g. name, surname, email, organization to the extent that is needed and helpful to attain the purposes set out below.

#### Purpose of processing and profiling

We may collect and use personal data for the following purposes:

- Applications, registrations, access and administrative management of Users;
- Communication and promotion of the activities of the project e.g. news, information, invitations to events and workshops, publications, announcements and newsletters via e-mail; as well as analysis and research;

Enabling the Service Provider to address and handle claims or litigations.

Personal data may be collected also for profiling purposes (off by default). Specifically, we may ask you to give information about your areas of interest so that you receive communications that are targeted to your preferences.

You can change your preferences at any time.

#### Legal basis for processing personal data

For the purposes set out above, the legal basis of processing is the consent you, the data subject, give to the processing of your personal data, [article 6.1.a) of the GDPR].

and for the legitimate interest of the Service Provider (i.e. security monitoring) [article 6.1.f) of the GDPR].

#### Data Subject Rights

In relation to your personal data you can exercise your rights as data subject under the GDPR, namely:

- Right of access [article 15 of the GDPR];
- Right to rectification [article 16 of the GDPR];
- Right to erasure ("right to be forgotten") [article 17 of the GDPR];
- Right to restriction of processing [article 18 of the GDPR];
- Right to data portability [article 20 of the GDPR];
- Right to object [article 21 of the GDPR].

You have the right to withdraw your consent at any time.

The rights set out above can be exercised in writing by sending an email to [foodcost@apre.it](mailto:foodcost@apre.it).

You as data subject have also the right to lodge a complaint with the Italian Data Protection Authority ([www.garanteprivacy.it](http://www.garanteprivacy.it)).

#### Data retention

Your personal data will be kept until the date of withdrawal of consent. Any longer storage periods remain unaffected, in the event that they are required due to legal, accounting and/or fiscal obligations.

After the storage period, as described above, the data you have provided will be erased.

#### Consent to data processing

You are free to give or withhold your consent to processing of your personal data for the purposes above. We need your freely given consent to send you news, information, invitations to events and workshops, publications, announcements and newsletters regarding our activities. Should you deny your consent, we will be unable to send you said communications.

#### Disclosure of data outside of the APRE

We may disclose your personal data outside of our Association for specific reasons. In particular, your personal data may be made available to entities providing IT system management on behalf of our Association, competent authorities and/or public bodies, European Commission, and supervisory authorities to comply with statutory requirements. Where appropriate, we shall formally appoint said third parties Data Processors pursuant to article 28 of the GDPR.

#### How data is processed

Your data will be processed our controller's employees and other authorized individuals. Said employees, and other authorized individuals may consult, use, process, compare the data as well as carry out any other appropriate action, including using automated means, always in compliance with statutory requirements that ensure, inter alia, protection of the confidentiality and security of the personal data, as well as data accuracy, update and appropriateness to the purposes for which the data is collected and used, as stated above.

#### Transfer of data outside of the EU

Your Data will not be transferred outside the European Union.

#### Changes and updates

APRE may make changes and/or additions to this privacy notice including as a result of regulatory changes.

#### General Information about cookies

**Definition of "cookies"**. Cookies are short fragments of text (letters and/or numbers) that allow the web server to store in regard to the client (the browser, e.g. Internet Explorer, Chrome, Firefox, Opera, etc.) information to be reused during visits to the site (session cookies) or later, even after days (persistent cookies). Cookies are stored, according to user preferences, by the single browser on the specific device used (computer, tablet, etc.).

Based on the characteristics and use of cookies, various types of cookies can be distinguished:

**Technical cookies strictly necessary**. These cookies are essential for the proper functioning of a website that are used to manage various services related to websites (for example, logins or access to the reserved functions in the sites). The duration of cookies is strictly limited to the work session. Deactivation of strictly necessary cookies may compromise the user experience and navigation of the website.

**Purposes of the processing and purposes of technical session cookies**. The cookies used on the Site are for the sole purpose of performing computer authentication or the monitoring of sessions and the storage of specific technical information concerning users accessing the servers of the Data Controller that manages the Site. In this view, some activities on the Website cannot be performed without the use of cookies, which in such cases are therefore technically necessary.

#### CONSENT REQUEST PURSUANT TO ARTICLE 6 OF THE GDPR

By clicking on the "Sign up" button in the subscription form you give your consent to our processing of your personal data in accordance with the purposes described above.

December 2022



### 11.3 ANNEX III

Annex III reports the Invitation letter sent out to stakeholders and the questionnaire (Milestone 10) that was attached to the letter. This is the link for the Online Questionnaire [https://ec.europa.eu/eusurvey/runner/FOODCOST\\_CoP](https://ec.europa.eu/eusurvey/runner/FOODCOST_CoP).



Dear Sir or Madam,

We hope this e-mail/letter finds you well.

APRE, LOBA and PEDAL are pleased to introduce you to an innovative research project, who may be of your interest: **FOODCOST** is a four-year project, funded by the Horizon Europe Framework Programme, in which we are involved as partners.

Please allow us to approach you on behalf of the **FOODCOST** project consortia with the invitation to become part of its Community of Practice (CoP).

**About FOODCOST**

**FOODCOST** responds to one of the issues of the food pricing that currently does not reflect increasingly important factors related to the health and environmental 'costs' of foods. As the world sets sustainability goals across all sectors, including food, internalising these 'externalities' will lead to a readjustment of food prices, reflecting their true market value.

The EU-funded **FOODCOST** project will address this with approaches and databases supporting the calculation of the value of positive and negative externalities including climate, biodiversity, and environmental and health factors on the basis of economic costs principles.

A toolbox will aid in assessing the sustainability impact of internalisation policies and business strategies across value chains, countries, and regions to support the transition to a more sustainable food system. For a period of 4 years, EU entrusted 24 partner consortia lead by Wageningen Research and counting Universities of Oxford, Bologna, Bonn, Louvain, but also Danone research, Europa, Copa-Cogeca, among others, to reach these goals.

**Why are we contacting you?**

Within the project, APRE, PEDAL and LOBA are in charge for setting up, activate and running of the project Community of Practices (CoP).

**About the Community of Practice**

A Community of Practice (CoP) is being set up within **FOODCOST**, to discuss the results, co-create the project outcomes and debate on the feasibility, implications, and next steps for developing and implementing a harmonised EU approach for assessing and internalising externalities of food. CoP will comprise 30 selected members from the categories of farmers and fishermen, food business operators and financial institutions; education and research; civil society (NGOs and consumer organisations); policymakers and media. CoP will meet 4 times during the project lifetime.

Based on your profile and expertise we would greatly value your presence in the CoP, and your say in one of the strategic EU-funded actions related to True Cost Accounting for Food (TCAP).







**Why should you participate?**

The project and the CoP are opportunities for you to be part of co-creation processes, networking and enrich yours and other background of experiences, empowering your choices as citizen and as researcher-employee of your Association, Institution or Organization.

**What is requested from your side?**

It is requested a sincere commitment and interest to the project goals and objectives, to actively participate to both online and on-site meetings (4 in total in 4 years, 2 in place and two online) and a positive cooperative attitude!

**What is next?**

**1st meeting of the CoP**

The 1st meeting of CoP will take place in Bratislava on the 25 May 2023. It will be aimed to kick-off the activities of the CoP, discuss the valuation of externalities and pathways to internalise externalities as well as some of the use cases and other topics covered by the project.

If you'll accept our invitation to be part of the **FOODCOST** CoP, we would be delighted to welcome you in Bratislava. The travelling costs will be covered for you in the minimum amount of 400 EUR.

Please let us know if you are interested in becoming part of **FOODCOST** CoP by the **X of March** by filling this [form](#).

Please don't hesitate to contact us in case of any further questions.

Best regards,





Save a backup on your local computer (disable if you are using a public/shared computer)

## FOODCost Community of Practice

Fields marked with \* are mandatory. ✕

### Disclaimer

*The European Commission is not responsible for the content of questionnaires created using the EUSurvey service - it remains the sole responsibility of the form creator and manager. The use of EUSurvey service does not imply a recommendation or endorsement, by the European Commission, of the views expressed within them.* ✕

# FOODCOST

Redefining the value of food

\* Name and Surname

\* Email

\* Organisation 

\* Position in the organisation 

\* Please select the group that represents you

- Farmers or fishermen
- Food business operators
- Financial institutions
- Education and research

\* Please select the group that represents you

- Farmers or fishermen
- Food business operators
- Financial institutions
- Education and research
- Civil society (NGOs and consumer organisations)
- Policymakers
- Media
- None of the above

\* Are you active in the food value chain?

- Yes
- No

Do you have experience with true cost accounting (TCA)?  
Slide the slider or accept the initial position.



\* What is your opinion about true cost accounting (TCA)?

\* What do you think about internalizing these externalities in business strategies?

- Nice that some research is done in the area of TCA.
- TCA works for food chains to realize sustainable food production
- TCA works for food chains to realize sustainable food consumption
- TCA does not work in business strategies
- I don't know TCA
- I cannot assess the appliance of TCA

\* What do you think about internalizing these externalities in governmental policies?

- Nice that some research is done in the area of TCA.
- TCA works for governments to stimulate sustainable food production
- TCA works for governments to stimulate sustainable food consumption
- TCA does not work in governmental policies
- I don't know TCA
- I cannot assess the appliance of TCA

What do you expect from true cost accounting (TCA)?

Slide the slider or accept the initial position.



\*  I give consent to process the data submitted which will be treated according to FOODCoST Privacy Policy, in compliance with General Data Protection Regulation No. 2016/679.  
The project will treat your personal information with all the confidentiality and security in accordance with the established in the data protection regulations. You may withdraw your consent to use the data at any time. To do this, you should contact our customer support service at the following e-mail address: [info@foodcost-project.eu](mailto:info@foodcost-project.eu).  
More information is available [here](#).

Submit

# FOOD CoST

Redefining  
the value  
of food

## consortium



Website  
[www.foodcost-project.eu](http://www.foodcost-project.eu)

Contact us  
[info@foodcost-project.eu](mailto:info@foodcost-project.eu)

[f](#) [in](#) [v](#) [t](#) [@FOODCoSTEU](#)