



# FoodSafety4EU

MULTI-STAKEHOLDER PLATFORM  
FOR FOOD SAFETY IN EUROPE

*Include, shape, act!*

Co-design of the FS4EU platform

## a FS4EU Key Exploitable Result for

- Public or private funding institutions
- EU and Member State Policy-makers
- Research and Technology Organisations
- Academia/ Universities

## CONTRIBUTORS & OWNERS

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 CNR ISPA National Research Council of Italy  
 APRE

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KER

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## FS4EU project and platform

23 project partners and 50+ supporting partners of the Horizon 2020 funded project “**FoodSafety4EU**” are generating value to shape the EU Food Safety System (FSS) of the future by consolidating the network in the **EU Food Safety platform**, and gathering major actors from different levels from the EU FSS: institutions, authorities, EU Agencies, policy makers, research and academia, industry, enterprises, consumers, citizens and umbrella organizations.

The overall mission of the platform is to become a **Knowledge/Competence Centre for Food Safety in Europe** supporting the transformation towards a SAFE and SUSTAINABLE food system, by facilitating connections and cooperation among the platform members in a multi-level interactive participatory process.

This platform aims at participating in the EU dialogue on food safety by providing updated knowledge and toolkits, by joining high level expert groups, by sharing tested multi-actor approaches developed by the FS4EU project partners, using digital tools, and hosting any pilot action. It is open to collaboration and to enlarge its network, through available membership options for organizations and individuals (contact form).

Thanks to facilitated collaboration, communication, and co-creation among scientists, policymakers, and various societal stakeholders, the platform is expected to grow further in the next future, by valorizing the FS4EU Key Exploitable Results (**KER**), as the one described in the following pages.





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## CO-DESIGN OF THE FS4EU PLATFORM FOR THE FOOD SAFETY SYSTEM

An innovative approach has been developed in the FS4EU project to co-design a new platform serving as a Science-Policy-Society interface for the Food Safety System in Europe (FSS), and as a place where the FSS actors can meet and join to share common values, knowledge, resource and foster cooperation.

The approach is based on a co-design process supporting the envision of the platform's expected services, by considering the main input coming from the future users of the platform. It allows to shape the concept and the scheme of the platform according to needs, benefits, gains and values of the addressed community.

Tools as Platform design toolkit 2.2, motivation matrix, transactions needs tables and business model canvas, Miro Boards are used by a multi-actor working group in brainstorming and structured workshops.

The output of this process is the definition of a Minimum Viable Platform to be tested by FSS actors, serving as a basis to develop and release the final version of the platform.

### MAIN STEPS

1

#### **Mapping the Food Safety Ecosystem**

The working group uses *Canvas* to scan the Food Safety System and identify its actors, by mapping the potential platform users and clustering the stakeholders into 3 categories: macro-, meso-, and micro level, according to a system thinking approach. The result is the *FSS ecosystem map*.

2

#### **Portraying Ecosystem's actors roles**

The group conducts an analysis by taking into account the main aspects influencing the FSS stakeholders' behavior and roles in the system: assets and capabilities; current goals; performance pressure; gains sought (convenience gains, access reach gains and value gains).

Per each FSS actors category, according to the FS4U multi-level system approach, the working group realizes a *FSS actors role-portrait*.

3

#### **Exploiting the actors' motivation**

The group prepares the *motivation matrix*, by analyzing assets and capabilities that FSS stakeholders could offer to the platform, thus identifying their needs on knowledge and information and motivations at system level.

4

#### **Minimum Viable Platform (MVP)**

The group designs the *MVP* concept by using the motivation matrix outcomes, defining the scope of the platform and value proposition, platform users, relationships and *transaction boards* for each category of stakeholders, finally the services compliant with users requirements for FSS actors, expected to act both as contributors/shapers as well as potential users.

The MVP concept is then shared with selected FSS actors for consultation and finalized for its complete development into a digital environment, also including elements of social and technological innovations.

The co-design platform process model can contribute to feed or shape new platforms, that can support the empowerment of and integrate the Food Safety System actors, who can find targeted resources, answers to their needs, according to their communication means.

The process allows to set up selected functionality of a **multi-stakeholder platform** that can enable FSS actors in having access to knowledge, tools, instruments and cooperation for supporting transformation of Food System in a more sustainable, competitive, responsible, resistant and inclusive one. It provides practical and simplified tools to be used as a basis for drafting the platform services design and align the users needs and requirements.

It can be further developed and updated with relevant or emerging issues according to the Food Safety scenario dynamics.

It can be exploited as a methodology helping to design a platform with services enhancing connections and sharing knowledge within a complex system.

It can be adapted to specific contexts/countries, and addresses the following Business Sector/Policy Area:

- Food safety
- International cooperation and development
- Research and innovation

Find the *Portrait of the FSS-actor roles* here: DOI [10.5281/zenodo.7660740](https://doi.org/10.5281/zenodo.7660740)



[www.foodsafety4.eu](http://www.foodsafety4.eu)



## FS4EU PARTNERS

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WU -WAGENINGEN UNIVERSITY, DEPARTMENT AGROTECHNOLOGY AND FOOD SCIENCES  
UCT PRAGUE - VYSOKA SKOLA CHEMICKO-TECHNOLOGICKA V PRAZE  
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