



Food Systems in European Cities

Deliverable 7.17 – Project Report on SOME project impact

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17	TAS	TASEN MICROGREENS AS	NO
18	MBI	ASOCIATIA MAI BINE	RO
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20	BEE	DRUSTVO URBANI CEBELAR	SI
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25	METAINST	STICHTING METABOLIC INSTITUTE	NL
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1 Introduction

1.1 Background

As part of FoodE activities in the context of Work Package 7, Hague Corporate Affairs (HCA) led the work on FoodE social media activities. In this context, HCA has developed a social media strategy and implemented this during the FoodE project.

This report outlines our social media activities from the project's inception, focusing on goals such as increasing partner participation, involving stakeholders in key initiatives, and fostering knowledge exchange across European regions. The overarching goals were to enhance the project's visibility and educate diverse target audiences about the significance of local food systems across environmental, social, economic, and cultural dimensions.

2 Social Media Strategy

As part of the social media activities, HCA developed a social media strategy which analysed the choice of platforms, communication methods, content creation coordination with partners. Following this analysis, the consortium adopted the following strategy.

2.1 Social media platforms

	<p>FoodE strategically has been using a Facebook page for informal and highly accessible communication of results and developments. This platform effectively reaches farmers and consumers, especially those in older demographics, given its status as the preferred platform for agri-food sector, reaching over 1.3 billion users.</p>
	<p>With a user base exceeding 330 million monthly users, Twitter (X) serves as a dynamic platform for immediate and interactive communication, constrained by a concise limit of 280 characters. Its "professional" user landscape makes it a valuable asset for FoodE, engaging professionals, politicians, policymakers, and industry officials.</p>
	<p>Instagram, known for its informal nature, is popular among a younger audience. Leveraging its visual identity and storytelling approach, FoodE connects with younger generations, sustainable food accounts, urban farmers, and stakeholders. The Instagram page showcases images, videos, and stories from FoodE's pilots, effectively highlighting the project's missions and goals.</p>
	<p>As a robust platform for video sharing, YouTube allows FoodE to share videos on pilot projects, partner interviews, and testimonials from CRFS champions. These videos provide a behind-the-scenes look at the project, bringing FoodE closer to an audience unfamiliar with CRFSs.</p>



2.2 Content

FoodE's social media channels serve as powerful communication platforms conveying key messages to diverse target groups:

Consumers Shorter supply chains empower consumers with enhanced food information, actively supporting local production. These initiatives celebrate and promote the unique gastronomic history and culture of specific regions, encouraging the consumption of seasonal foods for diversified and healthy diets.

Research and Academia	FoodE facilitates knowledge exchange among scientists, addressing the multifaceted role of local food systems, including growing, processing, and distributing food locally. It creates employment opportunities, boosts farmer income, and promotes sustainable practices. Local food initiatives provide novel areas of interest and parameters for research on the environmental, social, and economic impact of food value chains.
Policymakers and Decision-Makers	Embracing local food initiatives in policy formulations actively supports the cultural, social, environmental, and economic vitality of a region. Recognising local gastronomy as a tourism driver enhances the overall appeal of a locale. The promotion of environmentally friendly practices not only reflects positively on a city/region's reputation but also aligns with sustainability commitments. Additionally, local food initiatives play a vital role in citizen engagement, fostering a stronger sense of community.
Industry	Local food systems serve as dynamic testing grounds for experimenting with and refining new technologies and business models. Beyond innovation, these systems open up new market opportunities, particularly benefiting technological solutions offered by SMEs and start-ups.
NGOs	Local food initiatives present compelling opportunities for NGOs to actively promote the adoption of more sustainable lifestyles. These initiatives offer practical solutions that extend benefits to the entire community.
Farmers	Farmers assume a central role in initiating and ensuring the success of local food initiatives. By restoring direct contact between farmers and consumers and eliminating intermediaries, these initiatives empower farmers to retain a higher share of the final sales price and engage directly with their customer base.



2.3 The Use of Hashtags



Hashtags play a crucial role in enhancing social media communication for several compelling reasons. They act as navigational tools, enabling users to easily discover and engage with specific themes or topics.

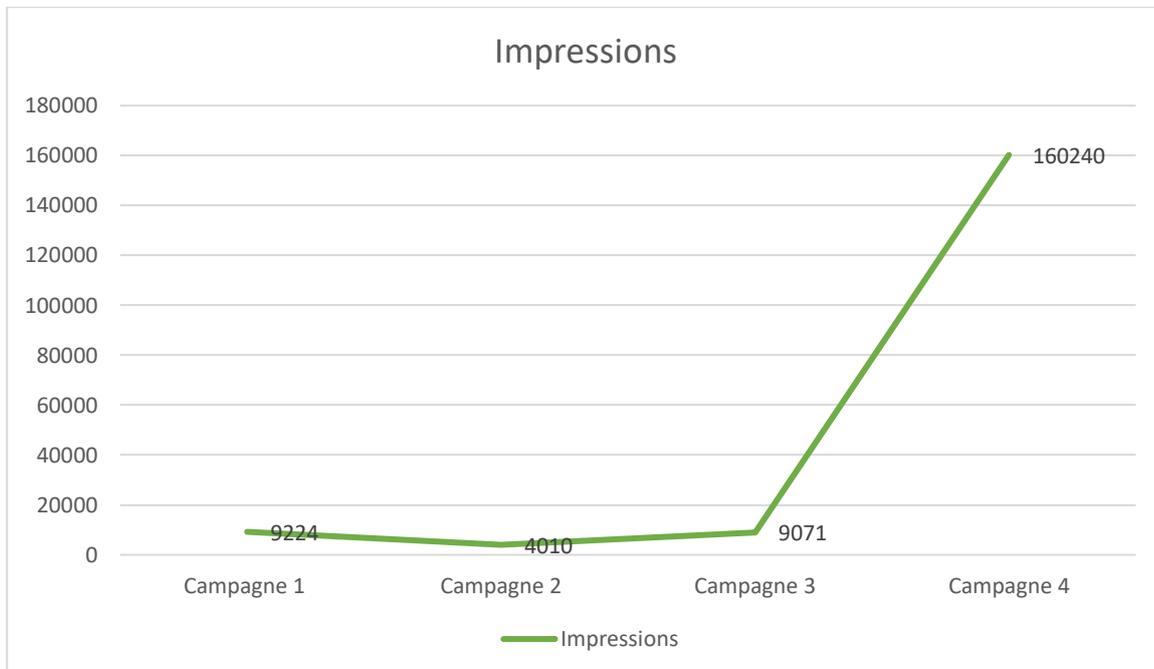
Consistently using hashtags like #FoodE, #MyLocalFoodE, #ThinkGlobalEatLocal, and #UrbanFarming ensures cohesive branding and facilitates a unified online presence. This

not only enhances discoverability but also strengthens FoodE’s messaging, creating a consistent and recognizable identity across diverse social media channels.

2.4 Paid Campaigns

FoodE strategically carried out four targeted paid campaigns on Twitter (X) with the primary objective of increasing both follower count and overall impressions. These campaigns were executed, in 2021, in 2022, and in 2023.

The outcome of these concerted efforts was the acquisition of 38 new followers, coupled with a substantial reach of over 205,000 impressions collectively.





3 Key Metrics and Analytics

3.1 Engagement Metrics

To evaluate FoodE’s social media performance on platforms we consider the following metrics:

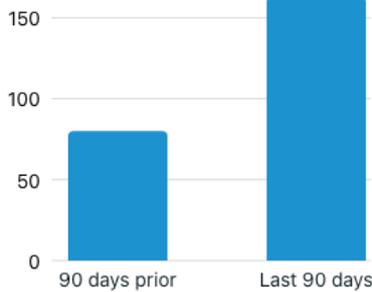
- **Number of Followers:** The extent of FoodE’s audience reach and the growth of its online community.
- **Total Engagement:** The number of interactions with FoodE’s content, encompassing actions such as “Like, Comment, Reshare” and clicks on visuals or the profile. A higher total engagement reflects a broader outreach and increased audience interaction.
- **Engagement Rate:** The engagement rate is calculated as the ratio between impressions (the number of times a post appears in a user’s thread) and engagement. This rate offers insights into the alignment of FoodE’s content with users’ interests. A high engagement rate is crucial, indicating that FoodE consistently provides content that resonates with users and encourages further interaction and sharing.

Engagement

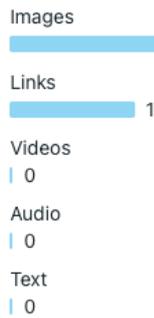
Post reactions, comments and shares ⓘ

163 ↑ 103.8%

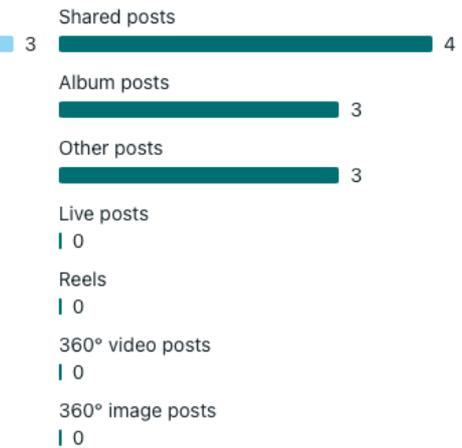
Total from last 90 days vs 90 days prior



Median post reactions, comments and shares per media type
For posts created in the last 90 days



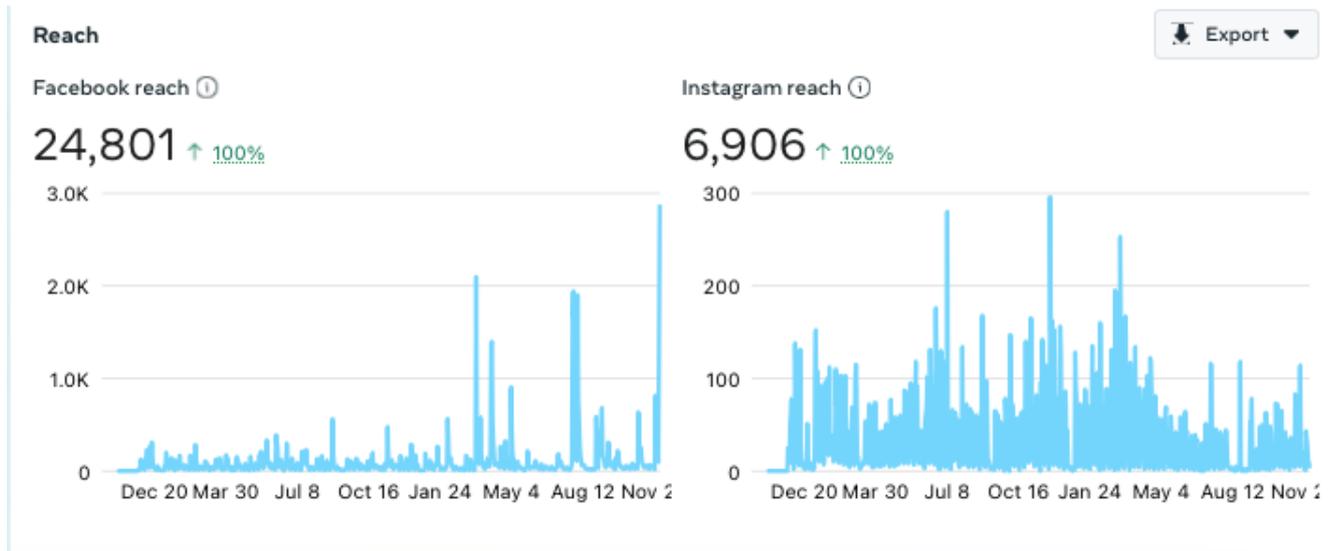
Median post reactions, comments and shares per content format ⓘ



Facebook engagement rates. Data from 14 November 2023

3.2 Engagement and Impressions

Impressions and engagement on Facebook, Instagram, Twitter (X) and Youtube have demonstrated a remarkable growth, underscoring the efficacy of FoodE’s social media strategies. Analysing the data for Facebook and Instagram shows that throughout the FoodE project, starting 31 October 2021 to 28 November 2023, FoodE has reached over 24.000 users on Facebook and over 6.900 users on Instagram.



Facebook and reach, data from 31 October 2021 – 28 November 2023

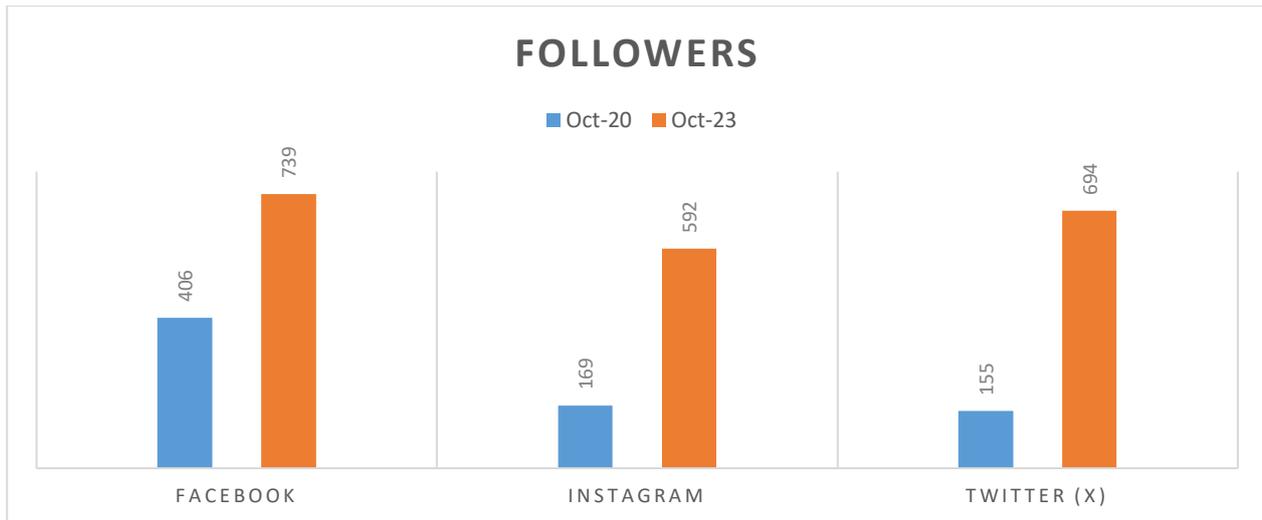
The engagement rate on platform Twitter (X) has consistently demonstrated positive growth, reaching 2.8% in October 2022, reflecting a substantial increase from 1.7% in October 2020. This compelling data showcases FoodE’s ability to resonate with its audience, foster meaningful interactions, and effectively communicate its message across diverse social media channels.

Since its establishment in February 2020, FoodE's YouTube channel has uploaded a total of 98 videos, with an average view duration of 0:45 seconds. Impressively, these videos have garnered 6.9k views and reached 48.6k impressions.

3.3 Follower Growth

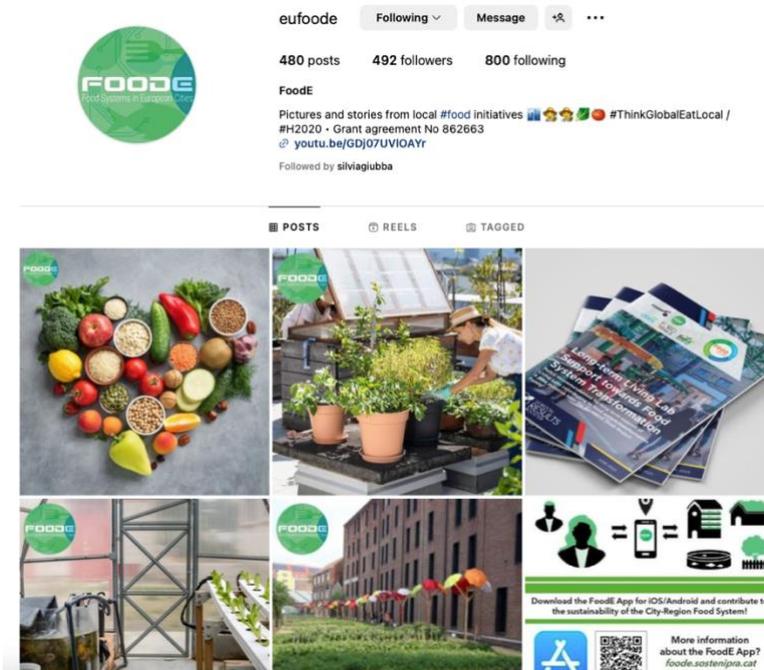
The growth of FoodE's online community is evident in the increasing number of page followers on Facebook, Instagram, Twitter (X), Youtube.

Facebook followers rose from **406 in October 2020 to 739 in October 2023**. Instagram saw an increase from **169 in October 2020 to 492 in October 2023**. Notably, X experienced remarkable growth, rising from **155 in October 2020 to 694 in October 2023**. These figures highlight FoodE's significant expansion across various social media platforms. While the **YouTube channel has 68 subscribers**, substantial watch time comes from non-subscribers, emphasizing the platform's broader reach and impact beyond the immediate subscriber base.



4 Content Analysis

4.1 Most Engaging Content



Considering the analysis of FoodE’s social media engagement, it is noticeable that the content that garners the highest engagement consistently revolves around events organised in the context of **#MyLocalFoodE** initiatives. These posts generate notable interest and interaction, fostering a sense of community engagement.

Furthermore, content that delves into the specifics of individual pilot projects, showcasing their unique features, goals, and locations stands out as particularly engaging. The detailed portrayal of these initiatives resonates with the audience, highlighting the tangible impact of FoodE’s efforts and fostering a deeper connection with its online community.

On YouTube, the videos that garner the highest engagement are those related to the Adventures of Terrix. Notably, the success of these animated videos on YouTube underscores the observation that the impact of identical content can vary across different platforms and sheds light on the influence of animation in effectively conveying significant messages to the audience. Additionally, videos related to specific pilot projects and study trips have demonstrated success, contributing to the diverse content portfolio on the platform.



5 Conclusion

In conclusion, FoodE's social media performance reflects a strategically designed communication strategy across multiple platforms. The metrics evaluated, including the number of followers, total engagement, and engagement rate, provide comprehensive insights into the project's online impact. Impressions and engagement on Facebook, Instagram, and X have shown a positive trajectory, showcasing the success of FoodE's social media strategy. Notably, the growth in page followers across Facebook, Instagram, and X underscores the project's consistent and substantial expansion of its online community.

YouTube, as a key platform, has witnessed important results with the Adventures of Terrix videos and content related to pilot projects and study trips. The distinct trends and patterns observed across these platforms affirm the nuanced dynamics of audience preferences. The strategic use of hashtags further contributed to cohesive branding and a unified online presence.

Furthermore, the implementation of paid campaigns on X has been a positive investment, resulting in a noteworthy increase in followers and a substantial reach of over 205,000 impressions. The cost-effectiveness of these campaigns further highlights FoodE's prudent resource allocation in achieving tangible results.

In essence, this report illustrates a holistic and well-executed approach, leveraging each platform's unique dynamics to effectively communicate FoodE's message, engage its audience, and foster a deeper connection within its online community, creating a lasting impact across diverse social media landscapes.