

Agri-food Transition Pathway Stakeholders Platform



Table of Contents

1. Why join?

2. Platform overview: getting started

3. Exploring content on the platform

4. Contributing your own content



Table of Contents

[5. Submitting pledges](#)

[6. Community and interaction](#)

[7. Support and resources](#)

[8. How to engage](#)



Why join?



On Agri-food Transition Pathway Platform, you can do the following.

Access key information: stay up to date with the latest EU policies, legislation, stakeholder pledges and best practices. Explore funding and financing opportunities, and consult the calendar of major events and activities relevant to the agri-food transition.

Contribute and connect: as a registered member, you can share your own publications, find and engage with other actors, and actively participate in a collaborative community. Learn from others' experiences and showcase your own actions and insights.

Engage with a diverse ecosystem: the platform serves businesses (including small and medium-sized enterprises), business associations and institutions at EU, national and regional levels – as well as any interested stakeholder. It is fully translated into all 24 official EU languages to ensure broad accessibility and inclusiveness.



Key benefits for stakeholders

Access up-to-date information on EU policies, legislation, funding opportunities and upcoming events.

Explore pledges and best practices from stakeholders across the EU.

Publish your own content and share your activities with the community.

Find and connect with relevant actors from the public and private sector.

Engage in a multilingual environment – available in all 24 official EU languages.

Participate in a dynamic ecosystem of businesses, institutions and organisations working towards sustainable agri-food transition.



Platform overview: getting started



Accessing the platform

- ✓ Follow the link to the platform [here](#).
- ✓ Visit the EU transition pathways and select the agri-food ecosystem.



Registering as a user

- An active EU login account is required.
- **Steps**
 - Log in or create your [EU login account](#).
 - Join the ecosystem to create your profile.
 - If you click 'log in' or 'join', you will be redirected to the EU login page. After inserting your credentials, you will be redirected back.
 - Click 'join ecosystem' to complete the registration after logging in.



Account settings – Information to fill in

- ✓ Basic information
(first name / last name, email – pre-filled from EU login, organization type and country)
- ✓ Short statement and picture
- ✓ Social media accounts

The screenshot shows the 'My account settings' page on the EU Agri-food Platform. At the top, there is a navigation bar with the European Union logo, 'My profile' dropdown, and a search box. Below this is a secondary navigation bar with links for Home, About this platform, Updates & insights, Pledges & best practices, Policies & legislation, Funding & financing, Learning & collaboration, Community & events, and Interactive map. The main content area is titled 'My account settings' and has two tabs: 'Account settings' (active) and 'My interests'. Under 'Personal Info', there are fields for First Name (Eirini), Last Name (Vlachou), and E-mail (eirini.vlachou@netcompany.com). Below these are dropdown menus for Organisation Type, Organisation, and Country. A note specifies that the organization name should be in Latin characters and in English. There is a 'Short statement' text area. Below that is a section for 'Add/Change Profile Picture' with a 'Choose file' button and an 'Upload' button. At the bottom, there are input fields for social media accounts: Facebook, X twitter, Instagram, Youtube, LinkedIn, and Tiktok. Each field has a note below it stating 'This must be an external URL, such as https://example.com.'. A final note at the bottom says 'You can reference here your social media accounts. This must be an external URL (such as https://example.com) linking to your profile.'



Account settings – Information to fill in

- ✓ Characteristics for tailored experience
- ✓ Notifications and alerts preferences (platform or email)
- ✓ Account deletion request
- ✓ Agreement to terms and conditions and to privacy statement (mandatory)

**** The initial settings you choose during set-up will help tailor your experience on the platform. These preferences influence the type of content you see, including news, events and stakeholder updates.**

You can modify your preferences at any time, allowing you to adapt your experience as your interests or priorities change.

My characteristics

Select one per list

In this section, you can personalize your profile by selecting characteristics that best describe you. These characteristics will help us tailor your experience on the platform, ensuring you see the most relevant content. Your choices here will be carried over to the Interests section. The characteristics you select will directly influence the content and recommendations you receive. Take your time to make selections that truly represent who you are. This helps us provide you with a more personalized and engaging experience.

CoC aspirational objectives *

Select

Notifications & Alerts

In-platform notifications E-mail alerts

Account Deletion Request

You hold the right to request the deletion of your account. This action means that all your data will be permanently removed and cannot be recovered. To proceed with this request, click the button below.

Delete account

Agreements

- I have read and agree with the [Terms & Conditions](#)
- I have read and agree with the [Privacy Statement](#).
- I agree to be contacted by the Transition Pathway Stakeholder Support Platform contractor.



Personalising your home page

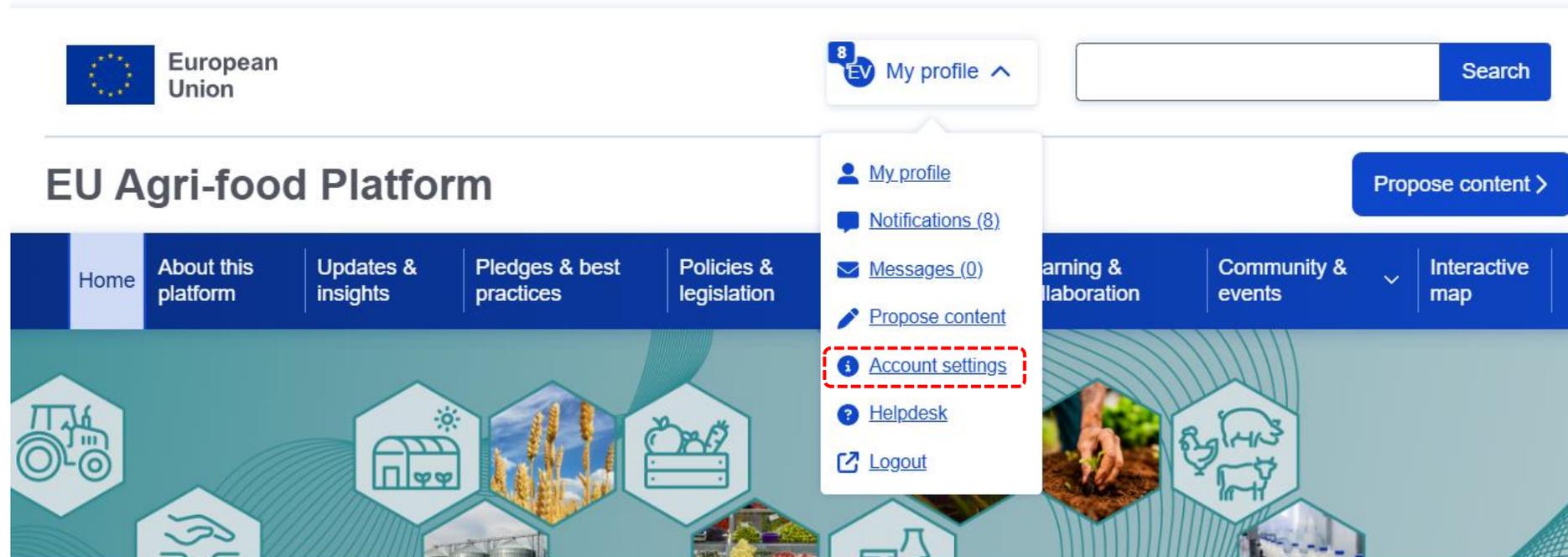
- ✓ Select areas of interest across all ecosystems, such as countries of interest and relevant stakeholders.
- ✓ Customise your interests within the agri-food ecosystem based on chain of custody (CoC) aspirational objectives.

The screenshot displays the 'My account settings' page on the EU Agri-food Platform. At the top, there is a navigation bar with the European Union logo, 'My profile' dropdown, and a search box. Below this is a main navigation menu with categories like Home, About this platform, Updates & insights, Pledges & best practices, Policies & legislation, Funding & financing, Learning & collaboration, Community & events, and Interactive map. The 'My account settings' section is active, with sub-tabs for 'Account settings' and 'My Interests'. Under 'Customise your experience', there is an information icon and a paragraph explaining that users can refine their profile by selecting interests from lists used in the Characteristics section. Below this, the 'Areas of interest across ecosystems' section includes a sub-heading and a paragraph explaining that selected areas will contribute to ecosystem-specific personalisation. This section contains two dropdown menus: 'Countries of Interest' and 'Relevant stakeholders of Interest'. The 'Areas of interest within the Agri-food ecosystem' section follows, with a sub-heading and a paragraph explaining that selected areas will contribute to Agri-food-related personalisation. This section contains a single dropdown menu for 'CoC aspirational objectives'. At the bottom right, there is a blue button labeled 'See your personalized homepage'.



Revisiting account settings

Go to 'My profile' > 'Account settings'.

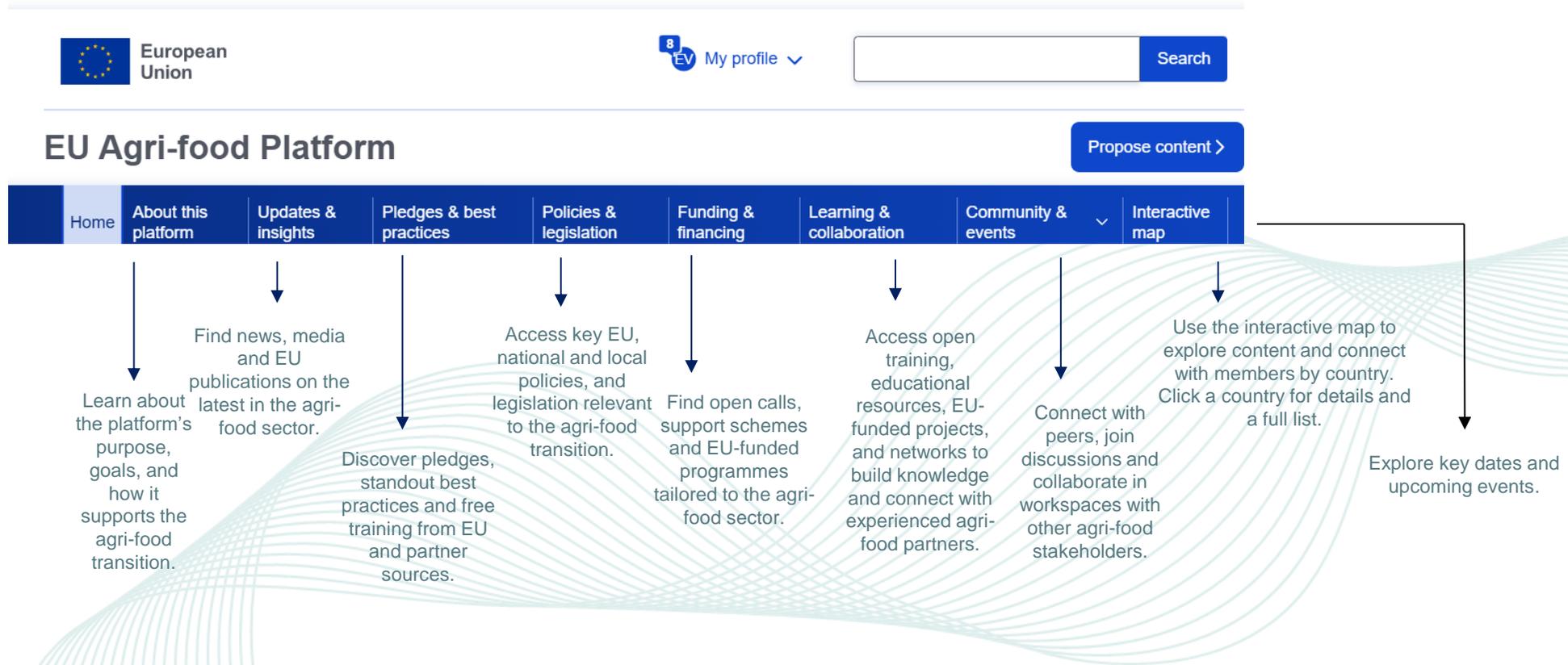


Exploring content on the platform



Navigation panel

It shows all available content sections



Searching for content on the Agri-food Transition Pathway Platform

❖ You can search for information based on what you are interested in.

The platform will show results that match your chosen topics or interests.

❖ You can sort the search results by:

- relevance (how closely they match your search);

- date (newest first);

- the last time they were updated;

- the number of views.

The screenshot displays the 'EU Agri-food Platform' interface. At the top, there is a navigation bar with tabs for 'Home', 'About this platform', 'Updates & insights', 'Pledges & best practices', 'Policies & legislation', 'Funding & financing', 'Learning & collaboration', 'Community & events', and 'Interactive map'. A 'Propose content >' button is located in the top right corner. Below the navigation bar is a banner with various agricultural icons. The main content area is titled 'Updates & insights'. Underneath, there is a 'Filter by' section with tabs for 'All', 'News', 'Publications', and 'Multimedia'. A 'Keyword' search box with 'Free text' is provided. To the right, a 'Sort by' dropdown menu is open, showing options: 'Relevance', 'Newest first', 'Oldest first', 'Last Modified first', 'Last Modified last', 'More views', and 'Less views'. The 'Relevance' option is currently selected and highlighted with a red dashed box.

- ❖ If you have added any filters (like keywords or dates), you can see or remove them easily ('Clear all filters').
- ❖ On the left side of the screen, you will find options to filter your search, such as by:
 - keywords;
 - publication date (of the post);
 - content type;
 - organisation types;
 - CoC aspirational objectives;
 - related organisation.

The screenshot displays the 'EU Agri-food Platform' website. At the top, there is a navigation bar with the European Union logo, a search bar, and a 'My profile' dropdown. Below this is a secondary navigation bar with tabs for 'Home', 'About this platform', 'Updates & insights', 'Pledges & best practices', 'Policies & legislation', 'Funding & financing', 'Learning & collaboration', 'Community & events', and 'Interactive map'. The main content area is titled 'Policies & legislation' and includes a 'Submit a pledge' button. A 'Filter by' section on the left allows users to refine their search by keyword, authoring date (from and to), content type, geographical descriptors, organisation types, CoC aspirational objectives, and related organisations. The search results are sorted by relevance and include two entries: 'Nutrition and Health Claims' and 'Regulation on aid compatible with the internal markets', both featuring the European Union flag and a brief description of the legislation.

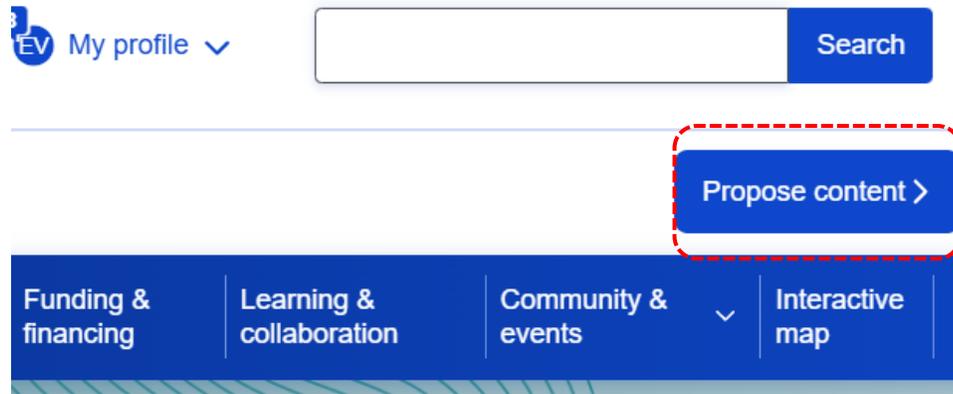


Contributing your own content

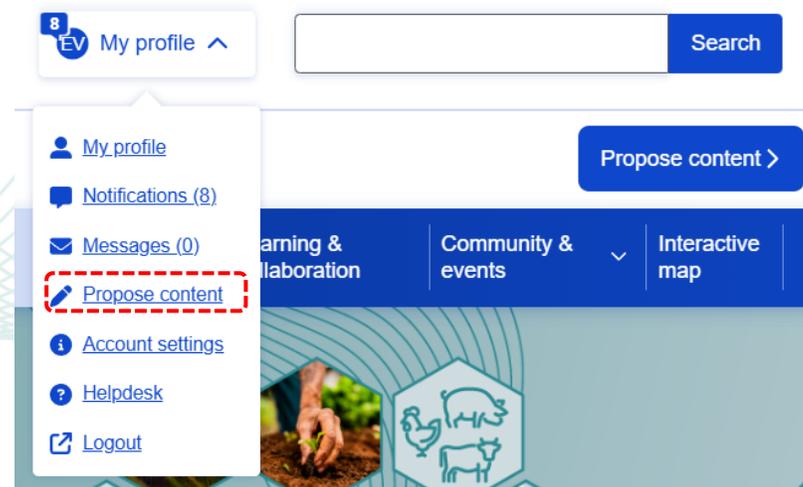


Ways to propose content

- ✓ Press the 'Propose content' button (top right or left sidebar).



- ✓ Open the 'My profile' menu



Types of content you can submit

What kind of content would you like to propose?

<input checked="" type="radio"/> Articles ?	<input type="radio"/> Award winners ?	<input type="radio"/> Best practices ?	<input type="radio"/> Education ?
<input type="radio"/> Events ?	<input type="radio"/> Financial instruments ?	<input type="radio"/> Funding calls ?	<input type="radio"/> Legislation ?
<input type="radio"/> Multimedia ?	<input type="radio"/> Networks ?	<input type="radio"/> News ?	<input type="radio"/> Other learning material ?
<input type="radio"/> Pledges ?	<input type="radio"/> Policies ?	<input type="radio"/> Programmes ?	<input type="radio"/> Projects ?
<input type="radio"/> Publications ?	<input type="radio"/> Reports ?		

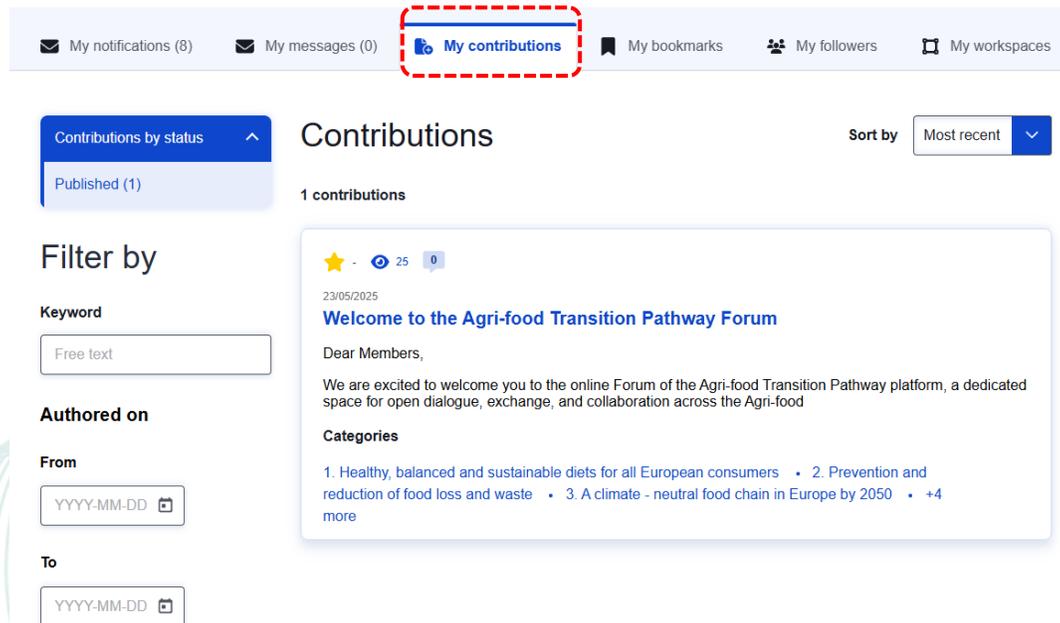
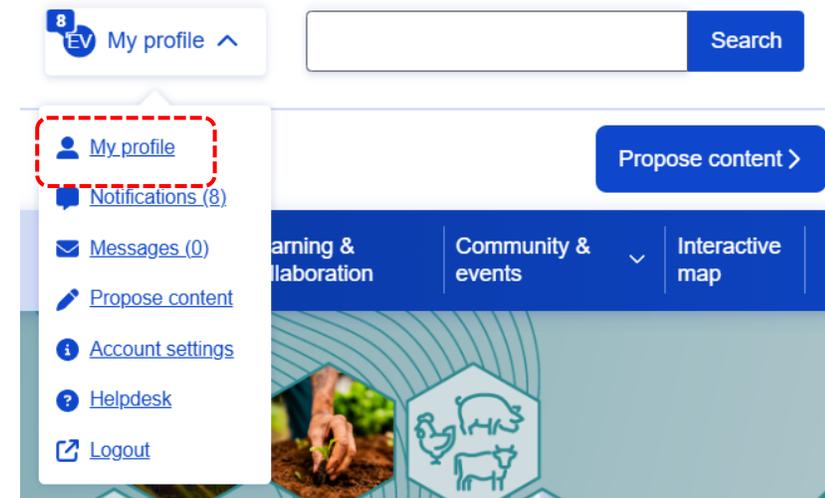
** More information on how to propose content can be found in the [user guidance](#).

I have read and agree with the [Waiver](#) for content proposals. *



Managing your contributions

- ❖ Go to 'My profile' > 'My contributions' tab.
- ❖ View drafts, pending review and published content.
- ❖ Edit, delete or submit content.
- ❖ Deletion is irreversible.



Submitting pledges



What is a pledge?

In the agri-food sector, a pledge on the Transition Pathway Platform (TTP) is a voluntary public commitment by stakeholders to support the sector's sustainability transition and it is linked to the Code of Conduct on responsible food businesses and marketing practices.

Pledges may target:

- ❖ healthy, balanced and sustainable diets for all European consumers;
- ❖ the prevention and reduction of food loss and waste;
- ❖ a climate-neutral food chain in Europe by 2050;
- ❖ an optimised circular and resource-efficient food chain in Europe;
- ❖ sustained, inclusive and sustainable economic growth, employment and decent work for all;
- ❖ sustainable value creation in the European food supply chain through partnership;
- ❖ sustainable sourcing in food supply chains.



Submission/Update process (similar to content proposal)

'Propose content' button > select 'Pledges' > 'Accept waiver' > 'Create'.

- **Fields to fill:**

- ❖ title (mandatory);
- ❖ commitment progress field (useful for updates, mark as completed or nominated for best practice);
- ❖ committing organisation and contact person's email;
- ❖ reporting frequency (annual, monthly, quarterly or semi-annual);
- ❖ specific progression date or target date;
- ❖ link to external website.



Submission/Update process (similar to content proposal)

- **Fields to fill:**
 - ❖ image;
 - ❖ summary;
 - ❖ detailed description using various formats;
 - ❖ attach documents or link to published content;
 - ❖ tag pledge (country, organisation type, agri-food types, strategic areas and business activities).



Publisher: only an organisation can be a publisher.

- ❖ Add note for the editorial team.
- ❖ Save as draft or submit for review.

Editing/Updating pledges

Access via 'My contributions' > 'My profile' > 'Edit'.

- ❖ Review publication status.
- ❖ Revise all fields and update progress.

**** More information on how to submit a pledge can be found in the [user guidance](#).**



Submission/Update process (similar to content proposal)

What kind of content would you like to propose?

<input type="radio"/> Articles ?	<input type="radio"/> Best practices ?	<input type="radio"/> Data ?	<input type="radio"/> Event resources ?
<input type="radio"/> Events ?	<input type="radio"/> Funding calls ?	<input type="radio"/> Funding mechanisms ?	<input type="radio"/> Knowledge documents ?
<input type="radio"/> Learning resources ?	<input type="radio"/> Legislation ?	<input type="radio"/> Networks and platforms ?	<input type="radio"/> News ?
<input checked="" type="radio"/> Pledges ?	<input type="radio"/> Policy ?	<input type="radio"/> Projects ?	<input type="radio"/> Support calls ?
<input type="radio"/> Support resources ?	<input type="radio"/> TTP reports ?	<input type="radio"/> Training courses ?	

I have read and agree with the [Waiver](#) for content proposals. *

[Create](#) [Cancel](#)

Taskbar overflow menu

Add Pledges

Draft Original Content Reference Third Party Content

Please indicate whether you are posting new content directly on the platform (original) or referencing existing content from another platform (referenced).

Title *

Commitment progress

Select

Related Organisation(s)

Select

Please indicate whether any organizations are indirectly related to the content items, such as a participant or contributor. Select from the list or choose the 'Other' option to add a new organization.

Contact Email Address *

Please provide your organization's contact email address so we can stay in touch and track your progress over time.

DRAFT

Publisher *

You will always be the owner of this content item and you will be able to modify it or request its deletion at any time. However, other platform users will see as an author of this content item the value(s) you enter below. Please indicate whether the author of the content is an organisation and, if so, specify its name. Otherwise, please indicate the name(s) of individual author(s).

Organisation

- None -

Add a note

You can provide any background information here for the content editorial team to assist with publishing your content on the platform.

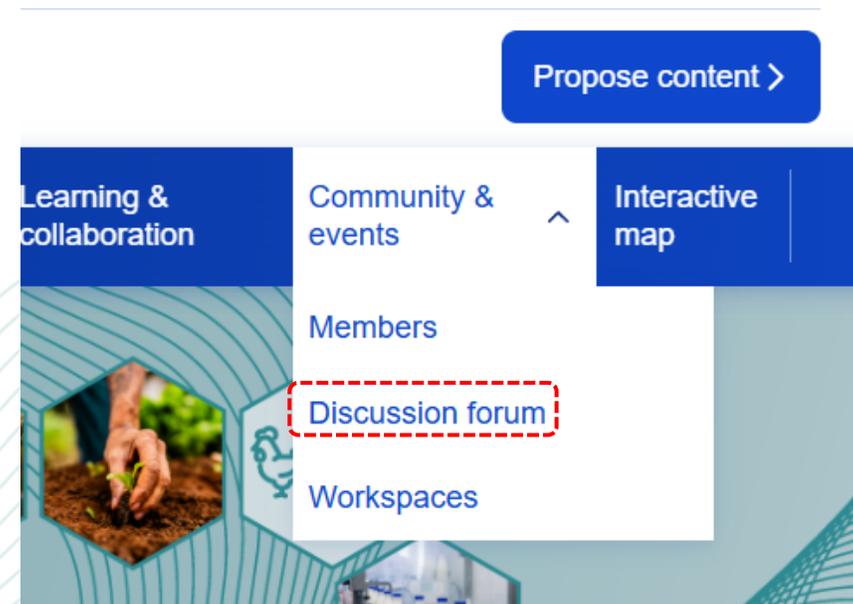


Community and interaction



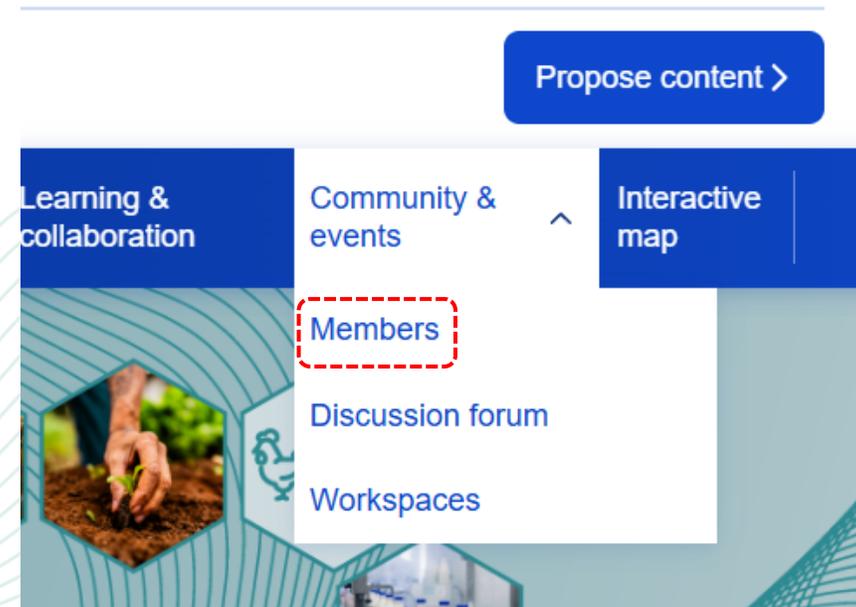
Discussion forum

- ❖ Join online discussions, share thoughts, best practices, insights and updates.
- ❖ Start your own discussions.
- ❖ Explore ongoing discussions, view replies and add contributions.
- ❖ Edit, reply or delete your comments.
- ❖ Sort or filter discussion threads.
- ❖ Add thread: topic, message, tags, individual/organisation



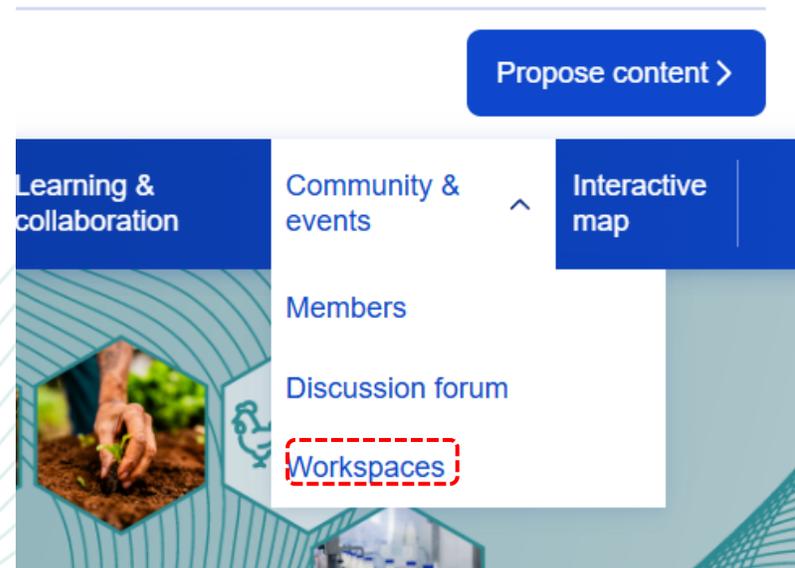
Direct messages

- ❖ Contact other registered users privately.
- ❖ Strengthen relationships through personalised communication.
- ❖ Access via 'Members' in the 'Community' section.
- ❖ Send message: type message, add hyperlinks/images, send.
- ❖ Access message threads via 'My messages' tab.



Private workspaces

- ❖ They are dedicated closed spaces for online collaboration on documents and discussions.
- ❖ Explore available workspaces and send join requests.
- ❖ Members can access content, members and private discussions.
- ❖ Members can propose content and launch discussions within the workspace.



Support and resources



Contact the support team

Agri-food help desk: for agri-food ecosystem-specific questions or information; you can find it [here](#).

Technical help desk: for errors or bugs on the platform; you can find it [here](#).

User guidance

It provides guidance on all features and activities. You can find it [here](#).



How to engage



Get involved in four simple steps

- ✓ Sign up and get started

Create your profile and unlock access to the platform. It only takes a minute!

- ✓ Become part of the ecosystem

Connect with a vibrant network of partners, innovators and changemakers. Join discussions in the forum and collaborate in private workspaces designed for focused group efforts.

- ✓ Make your pledge count

Submit or update your pledge to show your commitment and drive real impact.

- ✓ Stay engaged and inspired

Come back often for fresh insights, updates and opportunities to collaborate.



Thank you

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