

Retail Transition Pathway Stakeholders Platform



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Why join?



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 retail transition.



On the Retail 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 retail 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.



Platform overview: getting started



Accessing the platform

- ✓ Follow the link to the platform [here](#).
- ✓ Visit the EU transition pathways and select the retail 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, organisation type and country)

- ✓ Short statement and picture

- ✓ Social media accounts

 European Union

EV My profile ▾

Search

EU Retail Platform

Propose content >

HomeAboutWhat's new?Policy & legislation ▾Stakeholders' actions and collaboration ▾Getting support ▾Knowledge, learning, and eventsMarket outlook ▾Interactive mapCalendar

My account settings

Account settingsMy interests

Personal Info

First Name *
Eirini

Last Name *
Vlachou

E-mail
eirini.vlachou@metcompany.com

Organisation Type *
- Select a value -

Organisation *
- Select -

Country *
- Select a value -

Please specify the name of the organisation where you work. Use Latin characters only, and if possible, provide the name in English.

Short Statement

Add/Change Profile Picture
Only .jpeg, .webp or .png files. Maximum size is 5MB.
Choose fileUpload

Facebook
This must be an external URL, such as https://example.com.

X twitter
This must be an external URL, such as https://example.com.

Instagram
This must be an external URL, such as https://example.com.

Youtube
This must be an external URL, such as https://example.com.

Linkedin
This must be an external URL, such as https://example.com.

Tiktok
This must be an external URL, such as https://example.com.

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

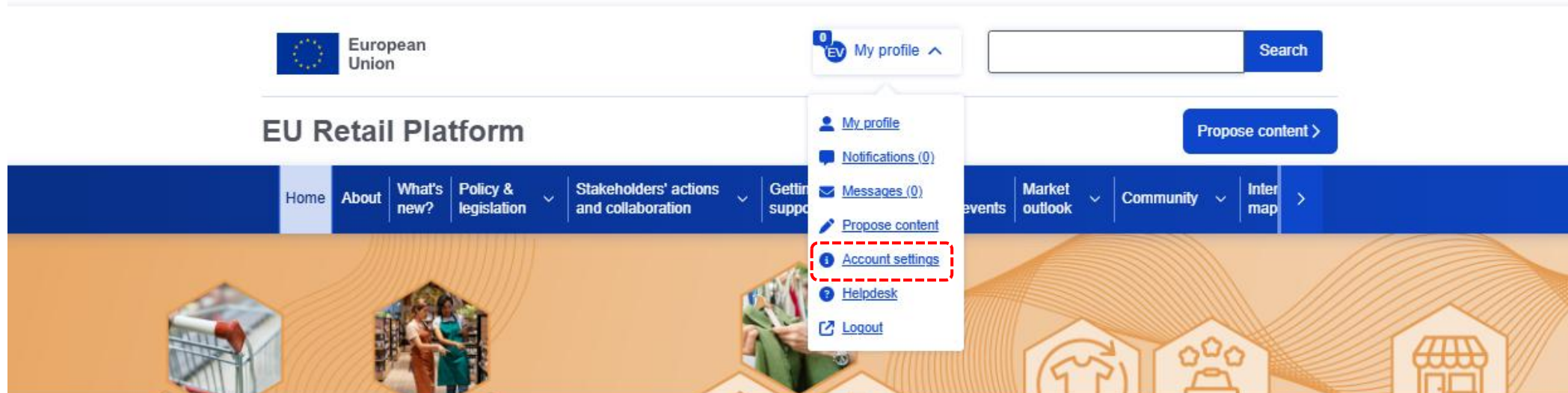
Agreements

- ☐ 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.



Revisiting account settings

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

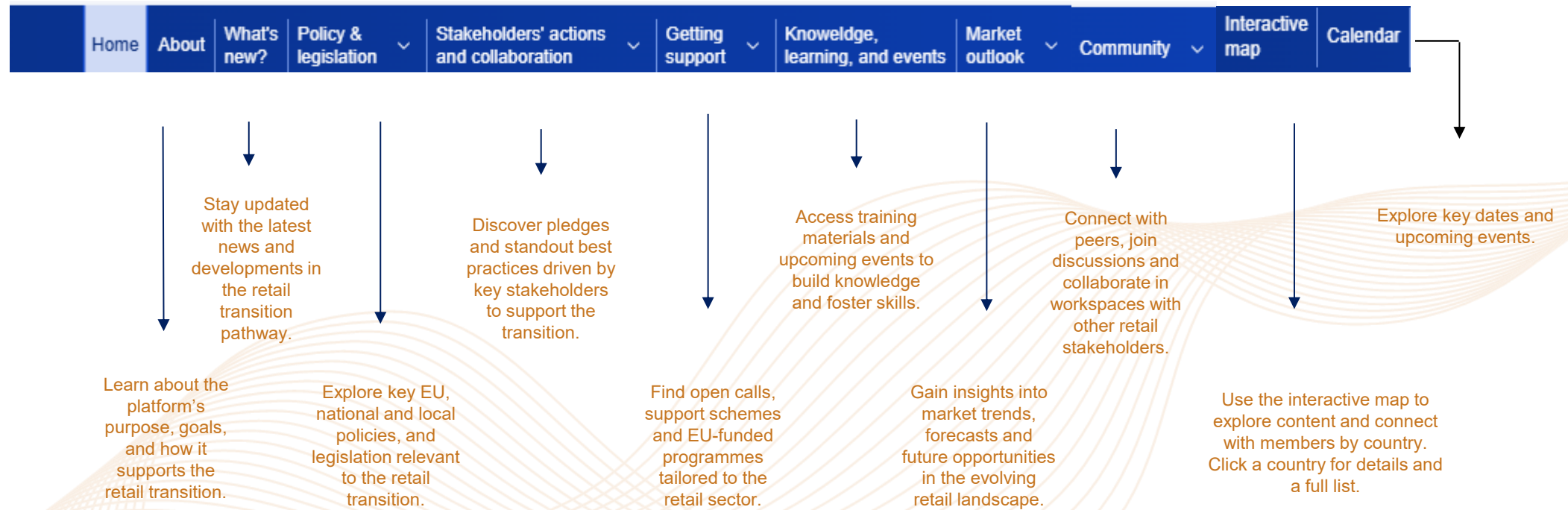


Exploring content on the platform



Navigation panel

It shows all available content sections

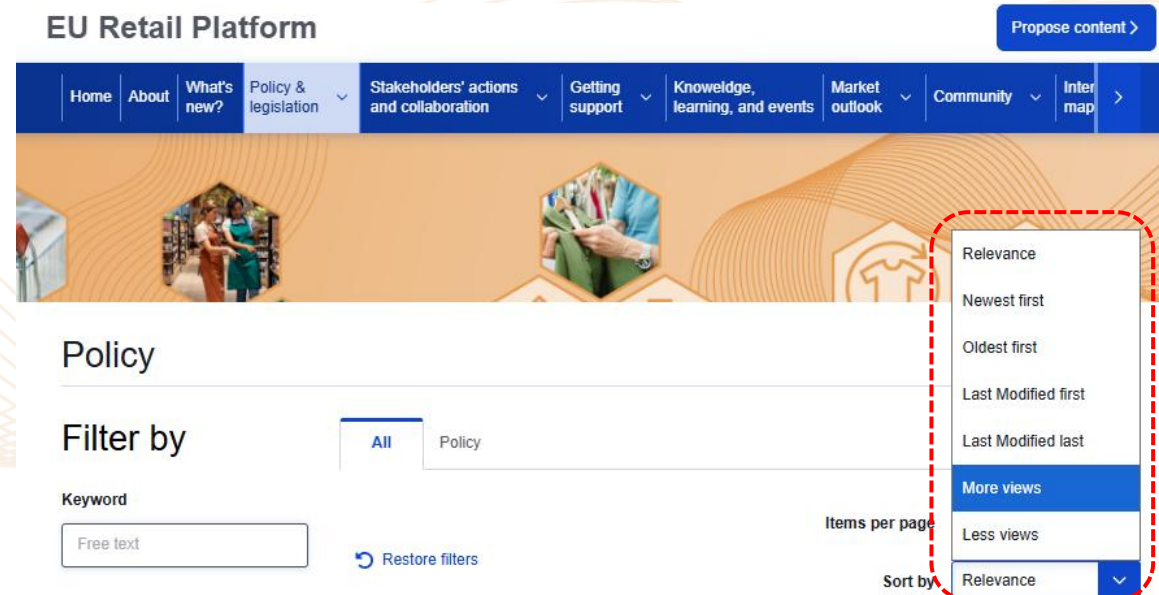


Searching for content on the Retail Transition Pathway Platform

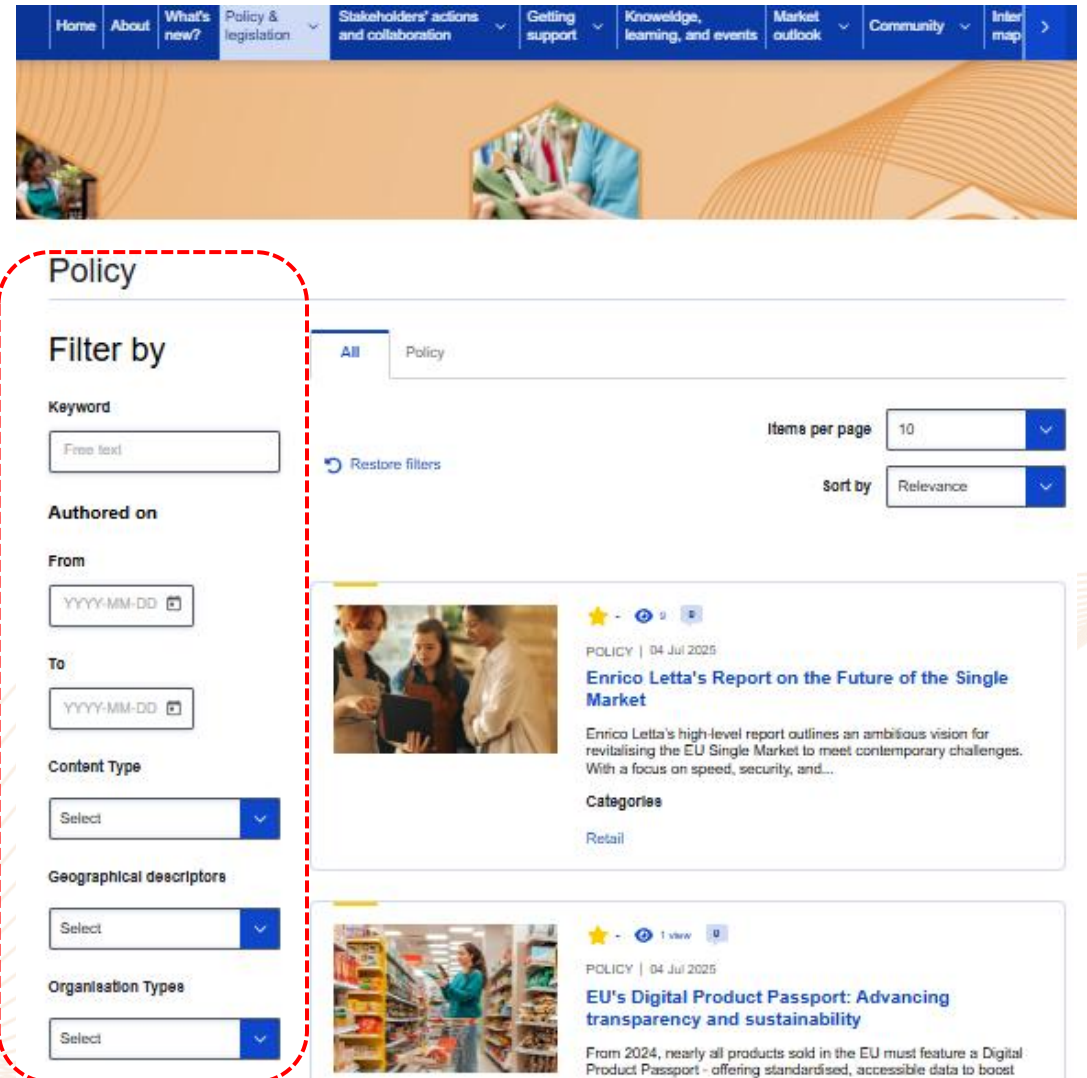
- ❖ You can search for information based on what you are interested in.

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.



- ❖ 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;
 - Geographical descriptors;
 - Organisation Types.



Contributing your own content



Ways to propose content

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

EU Retail Platform

Propose content >

- ✓ Open the 'My profile' menu.

The screenshot displays the EU Retail Platform interface. At the top left is the European Union logo. Below it, the text 'EU Retail Platform' is visible. A navigation bar contains links: Home, About, What's new?, Policy & legislation, Stakeholders' actions and collaboration, Getting support, Knowledge, learning, and events, Market outlook, Community, and Inter map. A 'Propose content >' button is located in the top right corner. A 'My profile' dropdown menu is open, showing options: My profile, Notifications (0), Messages (0), Propose content (highlighted with a red dashed box), Account settings, Helpdesk, and Logout. A search bar is also present.

Types of content you can submit



What kind of content would you like to propose?

☒ Articles ?	☐ Best practices and case studies ?	☐ Consumer behavior insights ?	☐ Data ?
☐ Economic outlook and forecasts ?	☐ Events ?	☐ Funding opportunities ?	☐ Industry reports ?
☐ Insights ?	☐ Knowledge articles ?	☐ Learning resources ?	☐ Legislation ?
☐ News ?	☐ Other support ?	☐ Pledges and commitments ?	☐ Policy ?
☐ Project networks and platforms ?	☐ Success stories ?	☐ Training material ?	

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

Need assistance? [Contact our helpdesk](#).

Create

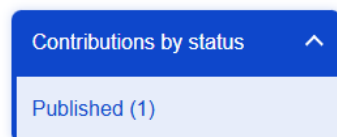
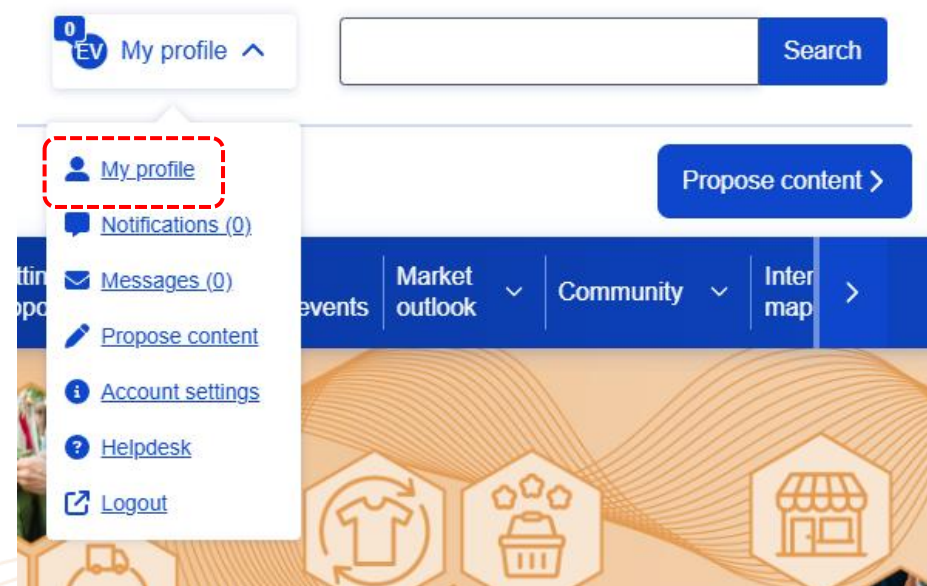
Cancel

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



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.



Contributions

Sort by Most recent

1 contributions

Filter by

Keyword

Free text

Authored on

From



09/07/2025

Welcome to the Agri-food Transition Pathway Forum

Dear Members,

We are excited to welcome you to the online Forum of the Retail Transition Pathway platform, a dedicated space for open dialogue, exchange, and collaboration across the Retail

Categories

Retail



Submitting pledges



What is a pledge?

A pledge is a concrete, public declaration of action that a stakeholder is willing to undertake to contribute to the sustainable transformation of the retail ecosystem. The targets of the pledges typically aim to support the key pillars of the retail transition pathway:

1. Green transition targets:

1. Reduce carbon emissions.
2. Improve energy efficiency in retail operations.
3. Promote sustainable products and circular economy practices.
4. Reduce waste, including packaging and unsold goods.

2. Digital transition targets:

1. Digitalize retail processes and supply chains.
2. Improve data sharing and traceability of products.
3. Enhance consumer digital experiences and services.

3. Resilience targets:

1. Strengthen supply chain robustness.
2. Promote skills development to support the sector's transformation.
3. Increase the sector's ability to adapt to crises (such as energy shocks or pandemics).



Submission/Update process (similar to content proposal)

‘Propose content’ button > select ‘Pledges and commitments’ > ‘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 (geographical descriptors, organisation type,)



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?

☐ Articles ?

☐ Best practices and case studies ?

☐ Consumer behavior insights ?

☐ Data ?

☐ Economic outlook and forecasts ?

☐ Events ?

☐ Funding opportunities ?

☐ Industry reports ?

☐ Insights ?

☐ Knowledge articles ?

☐ Learning resources ?

☐ Legislation ?

☐ News ?

☐ Other support ?

☒ Pledges and commitments ?

☐ Policy ?

☐ Project networks and platforms ?

☐ Success stories ?

☐ Training material ?

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

Need assistance? [Contact our helpdesk](#).

CreateCancel

Add Pledges and commitments

Draft Original ContentReference 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

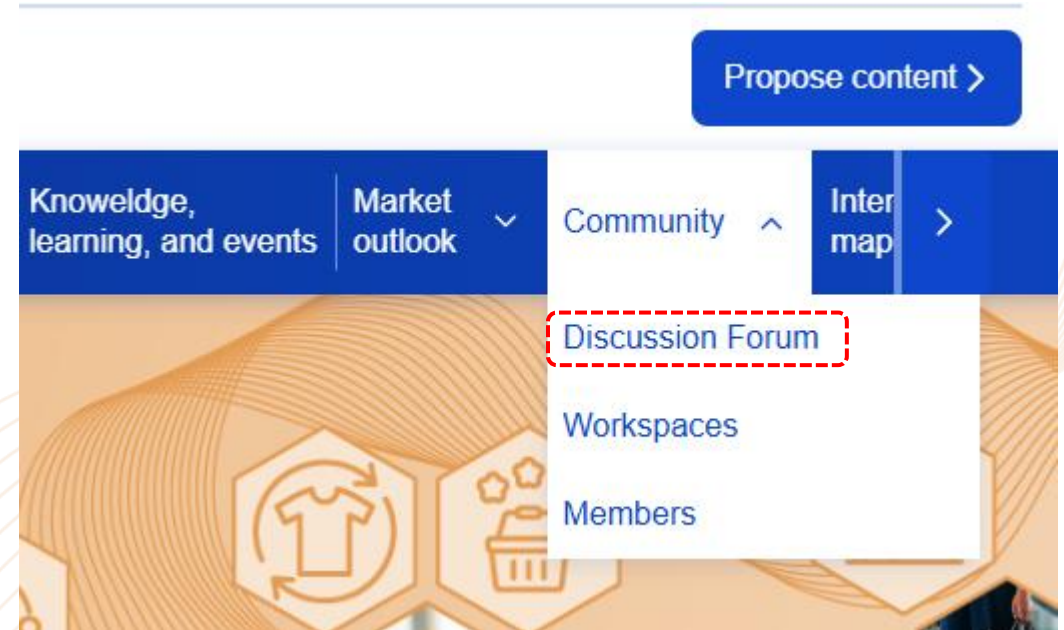
You can provide any background information here for the content editorial team to assist with publishing your content on the platform.

Community and interaction



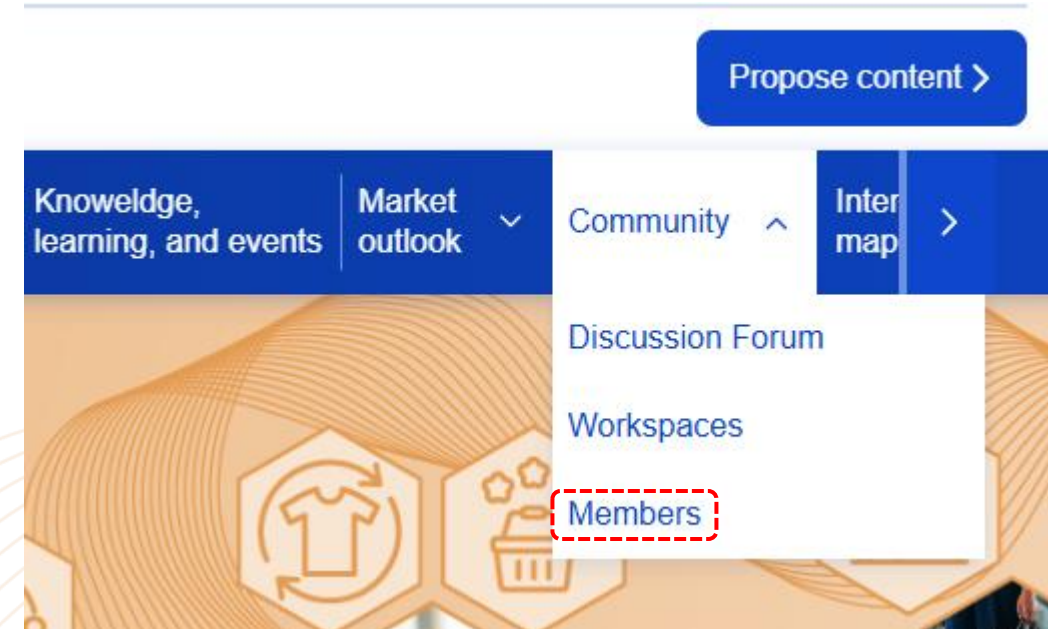
Discussion forum

- ❖ 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.



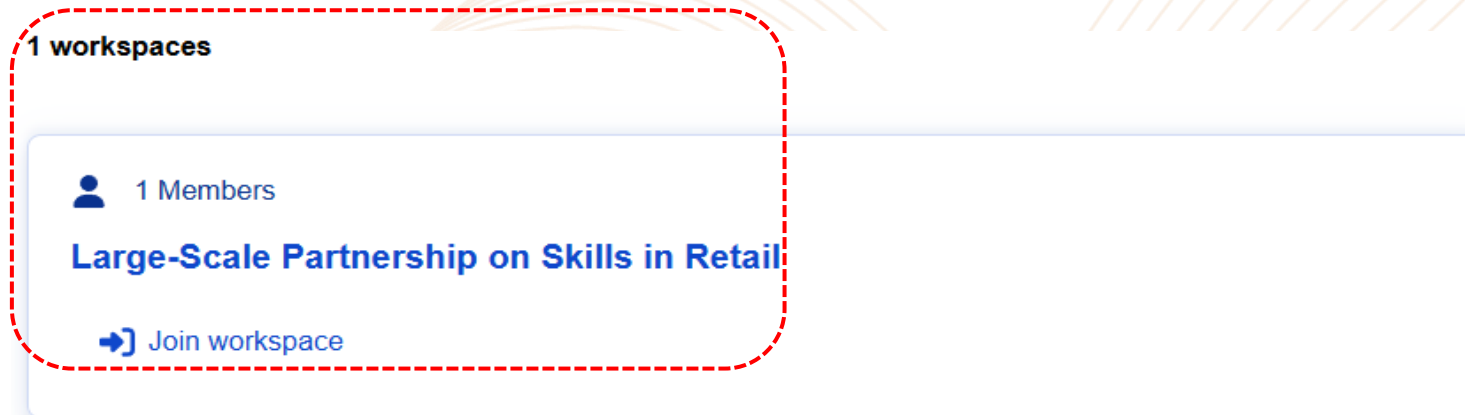
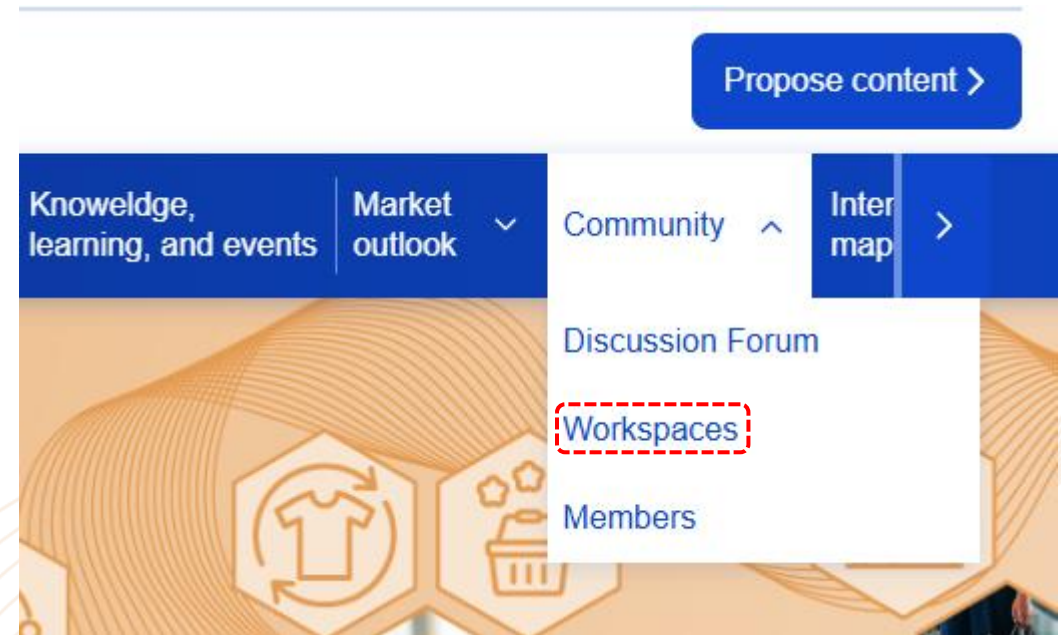
Direct messages

- ❖ 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

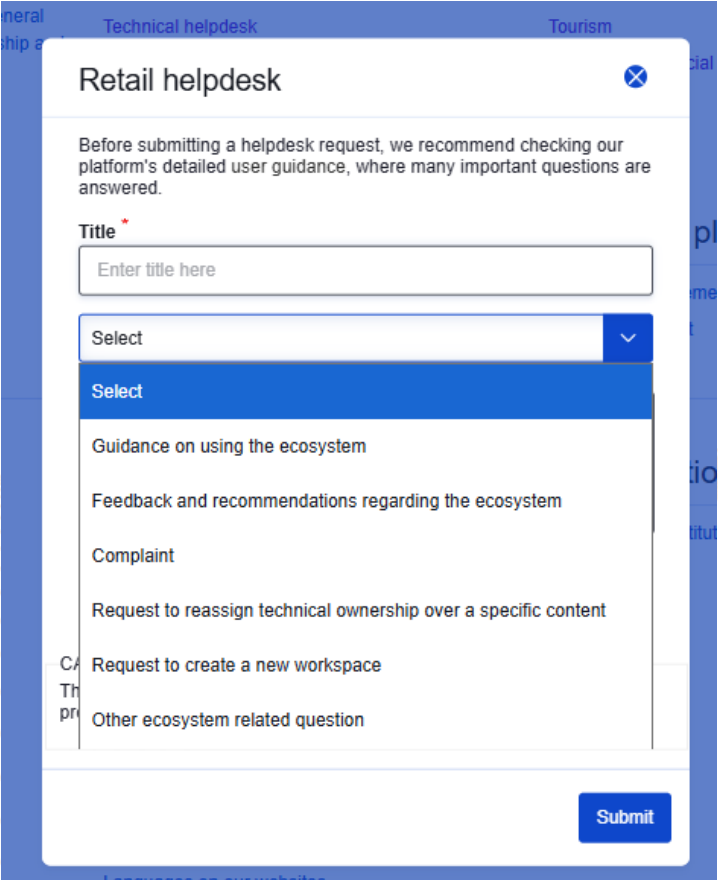


Contact the support team

Retail help desk: for retail 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](#).



The screenshot shows a 'Retail helpdesk' form within a blue header bar. The header bar also contains links for 'Technical helpdesk' and 'Tourism'. The form itself has a title 'Retail helpdesk' with a close button. Below the title is a message: 'Before submitting a helpdesk request, we recommend checking our platform's detailed user guidance, where many important questions are answered.' The form includes a 'Title' field with a red asterisk and a placeholder 'Enter title here'. Below this is a dropdown menu currently showing 'Select' with a blue bar and a downward arrow. The dropdown menu is open, showing a list of options: 'Select' (highlighted in blue), 'Guidance on using the ecosystem', 'Feedback and recommendations regarding the ecosystem', 'Complaint', 'Request to reassign technical ownership over a specific content', 'Request to create a new workspace', and 'Other ecosystem related question'. At the bottom right of the form is a blue 'Submit' button. The footer of the page contains the text 'Languages on our websites'.

Technical helpdesk Tourism

Retail helpdesk

Before submitting a helpdesk request, we recommend checking our platform's detailed user guidance, where many important questions are answered.

Title *

Enter title here

Select

Select

- Guidance on using the ecosystem
- Feedback and recommendations regarding the ecosystem
- Complaint
- Request to reassign technical ownership over a specific content
- Request to create a new workspace
- Other ecosystem related question

Submit

Languages on our websites

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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