Mainstreaming Integrated Assessment Models by embedding behavioural change and actor heterogeneity, and increasing their outreach to citizens, communities and industrial actors

CHOICE D2.1 Stakeholders Mapping framework and list

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Glossary of terms

Term	Description
Food Value Chain	The food value chain refers to the full range of activities and processes involved in the production, processing, distribution, and consumption of food.
Quintuple Helix	The Quintuple Helix model is a conceptual framework that classifies stakeholders across five broad categories, namely Industry, Public Sector, Academia/Research, Civil Society and NGOs

List of abbreviations and acronyms

Abbreviation	Meaning
NGO	Non-Governmental Organization
IAM	Integrated Assessment Model
LF	Low-fat
LS	Low sugar
HC	High calorie
SEM	Structural equation modelling
SIA	Systems Innovation Approach
BMI	Body Mass Index
VARSEEK	Variety Seeking Tendency Scale
SH-IM	Stakeholder Identification and Mapping
WP	Work Package
FVC	Food Value Chain
QHC	Quintuple Helix Categorization

Executive Summary

This report describes the methods undertaken by ATHENA RC to accomplish the targets according to the CHOICE Grant Agreement and summarises the methodology, the progress and the main outcomes obtained at task and deliverable levels.

This document describes the context for the identification and the mapping of the CHOICE stakeholders. The case study leaders are spearheading the process, working closely with the case study team under the guidance and support of the WP2 team.

Identifying and engaging stakeholders across the food value chain is vital for fostering sustainable practices. Key stakeholders include, inter alia, farmers, food processors, distributors, retailers, policymakers, and consumers. By integrating sustainability into every step of the food value chain and fostering behavioural change, we can create resilient food systems that support environmental health, economic vitality, and social well-being, ensuring a sustainable future for all.

This report describes the process undertaken to develop a framework for the identification of the socio-economic profiles of actors along the food value chain, as well as its heterogeneity on various factors affecting habits. The mapping and evaluation of relevant stakeholders builds a conceptual framework to be used by CHOICE pilots to define the key stakeholders across the food value chain in every country.

The key stakeholders will be engaged in the participatory approaches in WP2, WP4 and WP6 to co-create and co-design the communication campaigns and messages so as to optimise its efficiency.

To develop the stakeholder mapping framework for the CHOICE pilots and create the respective lists of stakeholders, the ATHENA RC team performed a thorough literature review based on academic papers and tailored reports published in reputable journals and databases. The aim was to build the framework leveraging the methodology of both Food Value Chain and Quintuple Helix Categorization and thoroughly review the various factors affecting food habits to determine the crucial roles stakeholders play in shaping the consumers' food preferences.

For an efficient stakeholder mapping, what is needed is an appropriate breakdown of the food value chain, which has been broken down into seven categories, and a Helix categorization which has been divided into five different aspects, as well as to further define their role in the food value chain. Each stage of the food value chain is interconnected, and the efficiency and sustainability of one stage can significantly impact the others. Understanding these stages is crucial for building a resilient and sustainable food system and maintaining it over the long term.

The Quintuple Helix categorization is a way of understanding the collaborative and interdependent relationships between different sectors that drive innovation and societal progress. Each helix category adds more layers of interaction and emphasises the importance of including various perspectives and stakeholders in the innovation ecosystem. In the context of the CHOICE project the helix categorization allows for a more appropriate stakeholder selection as well as an improved ability to monitor and examine the possible connections and collaborations between the different sectors.

Identifying the factors affecting consumers' food habits is material to our work, since it elucidates the mechanisms behind shifts in dietary choices, nutritional intake, and overall health. Moreover, this process is fundamental to determine the design and coordination of engagement campaigns for citizens and CHOICE stakeholders. The outcome of this exercise will lead to a

consistent mapping of the specific factors to the relevant stakeholders identifying in each country campaign to bolster the effectiveness of the campaigns.

This report provides a comprehensive framework for mapping and analysing stakeholders within the food value chain, with a focus on the CHOICE project's pilot demonstrations. Overall, this report serves as a foundational document for the CHOICE project, offering a detailed and structured approach to stakeholder mapping and analysis. By understanding the intricate web of actors and factors within the food value chain, we are better equipped to design and implement effective interventions that promote sustainability and drive positive change in food systems.

Introduction

Background

The global food system plays a crucial role in promoting sustainability and driving the green transformation essential for addressing climate change and environmental degradation. The food value chain, ranging from production to consumption, significantly impacts natural resources, biodiversity, and carbon emissions. As such, transforming food systems towards sustainability is paramount to achieving global environmental goals.

Identifying and engaging stakeholders across the food value chain is vital for fostering sustainable practices. Key stakeholders include farmers, food processors, distributors, retailers, policymakers, and consumers. Each group has a unique role and influence in driving the shift towards sustainable practices. Farmers can adopt eco-friendly agricultural methods, processors can enhance energy efficiency, distributors can optimise logistics to reduce carbon footprints, and retailers can promote sustainable products. Policymakers can implement supportive regulations, while consumers' choices ultimately drive market demand for sustainable goods.

Moreover, affecting and altering food habits is a critical component of this transformation. Behavioural changes, such as reducing meat consumption, minimising food waste, and favouring locally sourced produce, can substantially decrease the environmental impact of our diets. Education and awareness campaigns are essential in encouraging these shifts, highlighting the connection between personal choices and global sustainability. By integrating sustainability into every step of the food value chain and fostering behavioural change, we can create resilient food systems that support environmental health, economic vitality, and social well-being, ensuring a sustainable future for all.

Against this background, CHOICE aspires to inform climate change-aware citizens, communities and industry actors, by embedding the outputs of Integrated Assessment Models (IAMs) into established applications and services related to food consumption, production and supply chain. The project aims to evaluate the influence of small and medium-scale initiatives on clearly defined climate policy goals. It emphasises socially innovative methods and seeks to enhance the understanding of which strategies and policies yield the most effective results.

Purpose and scope

This report aims to define the framework for the identification of the socio-economic profiles of actors along the food value chain, as well as its heterogeneity on various factors affecting habits, including geographical dispersion, gender, economic status, age group, corporate size etc. Stakeholder mapping and analysis refers to the description and the understanding of the network before working with it. In doing so, it draws lessons from the relevant academic and empirical literature and examines impactful case studies across the globe. Stakeholders are underlined utilising the Quintuple Helix Framework, whereby the classification entails actors from the business sector, the public sector, civil society, the academic and research sector, and Non-Governmental Organisations (NGOs).

The mapping and evaluation of relevant stakeholders builds a conceptual framework to be used by CHOICE pilots in order to define the key stakeholders across the food value chain in every country. The framework assists pilots in establishing the stakeholders' socioeconomic profiles, their relations and how the network is connected. The ultimate target is to map the respective stakeholders and their roles to the factors affected food habits in the process of co-designing sustainable food systems.

Approach

Literature Review

To develop the stakeholder mapping framework for the CHOICE pilots and create the respective lists of stakeholders, the ATHENA RC team performed a thorough literature review based on academic papers and reports published in reputable journals and databases. The literature review was concentrated on academic papers, reports and scientific presentations from the year 2000 and on, to acquire the most recent developments on food science and behavioural change influences regarding food habits. The overarching aim was to build the framework leveraging the methodology of both Food Value Chain and Quintuple Helix Categorization and thoroughly review the various factors affecting food habits to determine the crucial roles stakeholders play in shaping the consumers' food preferences. Within the 90 sources we reviewed, we found consistency in determining both the food value chain and quintuple helix categorizations.

Furthermore, the factors affecting food habits were assessed following a multidisciplinary methodological approach spanning from behavioural science and psychology to health and marketing sciences. The references were chosen to be representative of consumers' age, gender, socio-economic level, and geographical dispersion. This endeavour serves the overall aim of WP2, that is to map the relevant stakeholders in the case study food systems to the specific factors under their sphere of influence.

By conducting a thorough literature review on the topic of food value chains as well as the factors affecting food habits and maintaining regular bi-weekly communication with the pilot projects, we produced guidelines, and a template in the form of an excel file, that was given to those same pilot projects in order for them to perform the stakeholder mapping to the specifications provided by our guide. The excel file contained tables to be filled in by the pilot projects regarding the description, roles and influence of the stakeholders they would underline, as well as separate sheets with the information gathered by the literature review, for the pilot projects to make accurate judgements concerning the stakeholders they were collecting. The literature review feeding into the guidelines and framework development focused on the clear definition of the components that make up the food value chain, and the clear representation of the aspects of the Quintuple Helix. Moreover, we reviewed the diverse roles played by actors in the food sector. Finally, emphasis was given to the holistic range of factors that affect food habits, with a clear target of matching them to the stakeholders' attributes once having the complete network provided by the CHOICE pilots.

The Systems Innovation Approach

The System Innovation Approach (SIA) is defined by a network of interconnected innovations that mutually influence each other, leading to innovation in both the components of the system and the ways in which they are interconnected. CHOICE utilises the SIA to involve CHOICE Stakeholders in interactive labs and participatory sessions to collaboratively develop food habit change campaigns and messages, aiming to enhance its efficacy and encourage stakeholder acceptance of behavioural change options. The focus is on the overall functions of the cross-sectoral system and the variety of actors involved, rather than solely on individual functions or sector-specific benefits.

The concept of SIA enables us to comprehend and examine the interconnectedness of the various components within a system. These components are represented by shared or common states of the agents-actors involved. They encompass crucial elements such as decisions, decision makers, stakeholders, resources, organisational structures, emergent behaviour,

cultural identity, and time frame. By adopting this approach, future visions that outline the functions, order, and means are effectively communicated and shared, thereby aligning interests and framing pertinent issues. Subsequently, collaborative living labs are utilised to identify trajectories for transforming food habits towards a sustainable pathway. These labs provide a platform for experts, decision makers, and stakeholders to identify existing or planned integrated systems. The overarching objective of involving stakeholders throughout this process is to optimise the transmission of information, encourage active participation, facilitate the adoption of sustainable practices, and enhance the quality of decision-making.

SIA utilises systems thinking as a methodological approach to tackle intricate systemic issues. By delving into the fundamental framework of a system and taking a holistic view, it enables the identification of overarching structures, patterns, and cycles within the system instead of isolated incidents. This comprehensive outlook aids in promptly pinpointing the underlying causes of system challenges and deciding on the most effective strategies to address them, thereby mitigating potential worst-case outcomes.

For this report that focuses on the food value chain, the quintuple helix and the factors affecting food habits, the SIA plays an important role. SIA views the food value chain as an interconnected system where changes in one part can affect the entire chain. By mapping the socio-economic profiles of actors along the value chain, we gain a comprehensive understanding of how each segment contributes to the overall system. Identifying key leverage points within the value chain allows us to implement interventions that can drive significant improvements in sustainability and efficiency. This might include optimising production processes, enhancing distribution networks, or promoting sustainable consumption patterns.

The quintuple helix model is integral to SIA as it underscores the importance of multi-stakeholder collaboration. SIA fosters collaboration among stakeholders from all the different facets of the helix to co-create solutions that are robust and widely accepted. For instance, governments can provide policy support, businesses can drive market-based solutions, academia can offer research insights, civil society can mobilise community action, and NGOs can implement on-the-ground projects. The framework developed and described in this report provides ample fodder to the pilot sites to map behavioural change activities to the stakeholders identified in their shortlist, thus leveraging the potential of SIA in practice.

Finally, SIA emphasises the need for a deep understanding of the factors that influence consumer behaviour. By identifying these factors through desk research, we can tailor interventions to address the underlying motivations and barriers that shape food habits. Additionally, SIA leverages insights from behavioural sciences to design interventions that encourage healthier and more sustainable food choices. This involves using data on food habits to create targeted messages and strategies that resonate with different consumer segments.

Objective

The primary aim of D2.1. is to establish a structure for delineating the socio-economic characteristics of individuals involved in the food consumption and food supply chain within the context of the CHOICE pilot demonstrations, with the objective of ensuring broad geographical and societal representation. This work will:

- Assist in the development of behavioural change options for the Supply and Demand chain, thereby contributing to Task 2.2.
- Identify suitable interventions and conversion targets that align with each mitigation measure and local peculiarities for the CHOICE pilots.

- Fulfil the criteria related to pilot objectives and participation levels during each phase of the campaign (adjusting campaign duration and target population as needed to achieve desired outcomes), thereby linking to Task 2.3.
- Support the planning and execution of randomised control experiments aimed at assessing and refining messages, designs, and interventions to be implemented in Task 2.4.

Exploring the factors that affect food habits and the role of stakeholders across the food demand and value chain

Food Value Chain and Stakeholder Group Categorizations

To ensure a consistent stakeholder mapping, as shown in Figure 1, two things are required. First, is an appropriate breakdown of the food value chain to clarify what part of the food value chain is the focus of each stakeholder. Second, is a Helix categorization to define what type of organisation each stakeholder belongs to, as well as to further define their role in the food value chain.

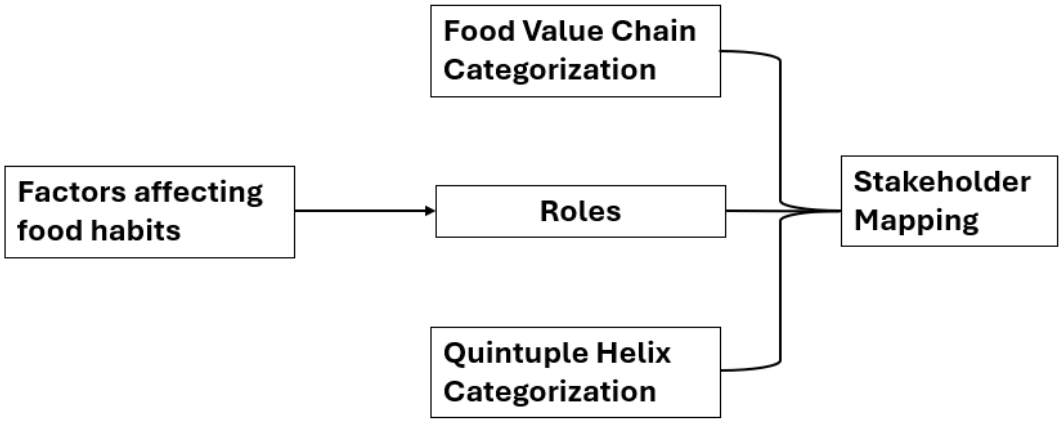


Figure 1. Stakeholder Mapping Outline (Source: authors' elaboration)

Food Value Chain categorization

According to FAO, a sustainable food value chain is defined as:

"*The full range of farms and firms and their successive coordinated value-adding activities that produce particular raw agricultural materials and transform them into particular food products that are sold to final consumers and disposed of after use, in a manner that is profitable throughout, has broad-based benefits for society, and does not permanently deplete natural resources*." (FAO, 2014; pp. 6)

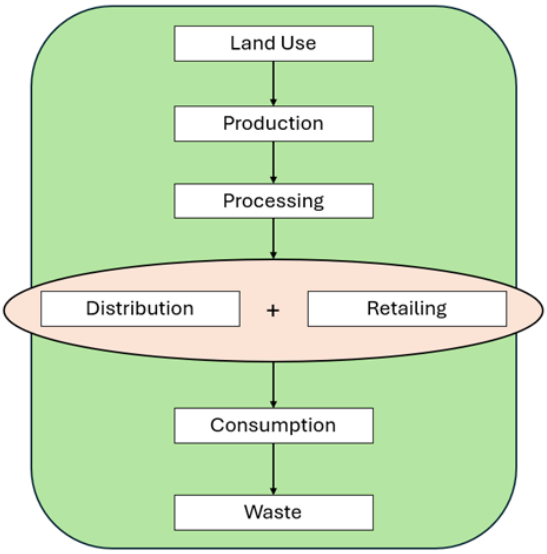


Figure 2. Categories of the food value chain (Source: authors' elaboration)

Based on the work done by (Faße et al., 2009) the food value chain was divided into the six broad categories shown in Figure 2. In our analysis the marketing category is split into distribution and retailing for a total of seven categories that cover all the processes and activities of the food value chain from beginning to end. Those categories are:

- **Land Use** refers to the management and modification of natural environments for agricultural purposes. This involves the allocation and utilisation of land resources for the cultivation of crops and raising livestock. Sustainable land use practices are critical to maintaining soil health, conserving biodiversity, and ensuring long-term agricultural productivity. Land use planning also includes considerations for irrigation, crop rotation, and the balance between agricultural and non-agricultural land.
- **Production** encompasses all activities involved in growing crops and raising animals for food. This includes planting, nurturing, and harvesting crops, as well as breeding, feeding, and managing livestock. Key factors in production are the selection of crop varieties, pest and disease management, use of fertilisers and pesticides, and implementation of modern farming techniques to maximise yield and quality. The production stage is the foundation of the food value chain, providing the raw materials needed for further processing and distribution, e.g., (Fernqvist & Göransson, 2021).
- **Processing** involves transforming raw agricultural products into forms that are suitable for consumption or further use. This stage includes activities such as cleaning, sorting, milling, fermenting, cooking, packaging, and preserving. Food processing aims to enhance the shelf life, safety, and convenience of food products, as well as to create value-added products that meet consumer preferences. Processing can range from simple methods, like washing and cutting, to complex industrial processes that produce packaged foods and beverages.
- **Distribution** covers the logistics and transportation of food products from producers or processors to retailers or consumers. This includes activities such as warehousing, inventory management, and the physical transportation of goods. Effective distribution systems are essential to ensuring that food products are delivered in a timely, efficient, and safe manner. Cold chain management is particularly important for perishable goods to maintain their quality and safety during transit (e.g., Fernqvist & Göransson, 2021).

- **Retailing** entails selling food products to consumers through diverse channels, including supermarkets, grocery stores, farmers' markets, and online platforms. Retailers play a crucial role in making food accessible and convenient for consumers. They also influence food choices and consumption patterns through product placement, marketing, and pricing strategies. Retailers must manage supply chains effectively to ensure product availability and freshness (e.g., Fanzo et al., 2017).
- **Consumption** is the stage where food products are purchased and consumed by individuals and households. This stage involves the preparation and eating of food, and it is influenced by factors such as cultural preferences, nutritional knowledge, income levels, and lifestyle. Consumption patterns have significant implications for public health, nutrition, and food security. Promoting healthy and sustainable eating habits is a key focus for many public health initiatives (e.g., Fanzo et al., 2017).
- **Waste** addresses the disposal and management of food waste generated throughout the food value chain. This includes food loss during production, processing, and distribution, as well as waste generated at the retail and consumer levels. Effective waste management practices aim to minimise food waste through methods such as composting, recycling, and converting waste into energy. Reducing food waste is essential for improving food security, conserving resources, and reducing environmental impacts (Alexander et al., 2013).

Each stage of the food value chain is interconnected, and the efficiency and sustainability of one stage can significantly impact the others as shown in Figure 3. Understanding these stages is crucial for building a resilient and sustainable food system and maintaining it over the long term.

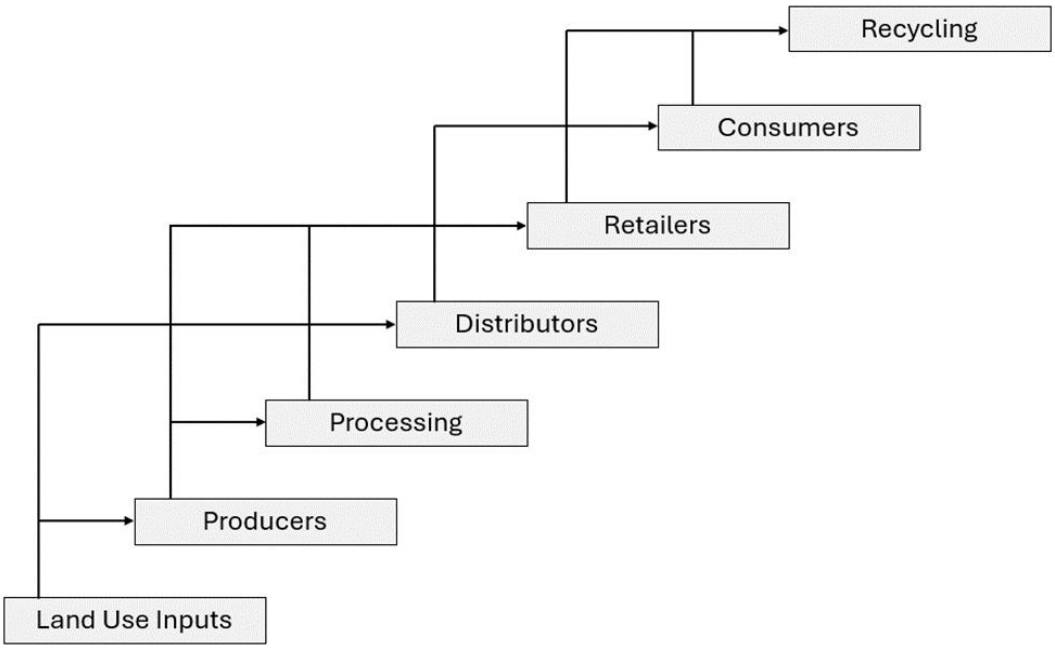


Figure 3. Range of actors in the food value chain (authors' elaboration based on Fanzo et al., 2017)

Quintuple Helix Categorization

Helix categorization is a way of understanding the collaborative and interdependent relationships between different sectors that drive innovation and societal progress. It is a

material element in SIA. Each helix category adds more layers of interaction and emphasises the importance of including various perspectives and stakeholders in the innovation ecosystem.

The most known frameworks are the Triple Helix, Quadruple Helix, and Quintuple Helix models, each adding more layers of complexity and inclusiveness. The Triple Helix includes academia, industry and government. The Quadruple Helix adds civil society. We used the Quintuple Helix and added on NGOs.

For the sake of the analysis, the stakeholders were grouped by 'profile' into these five categories to find some generalisations about shared or common interests and factors that relate to the food value chain (Garton et al., 2021; Al Jawaldeh et al., 2014). Each of the five categories shown in Figure 4 will be explained and analysed further below.

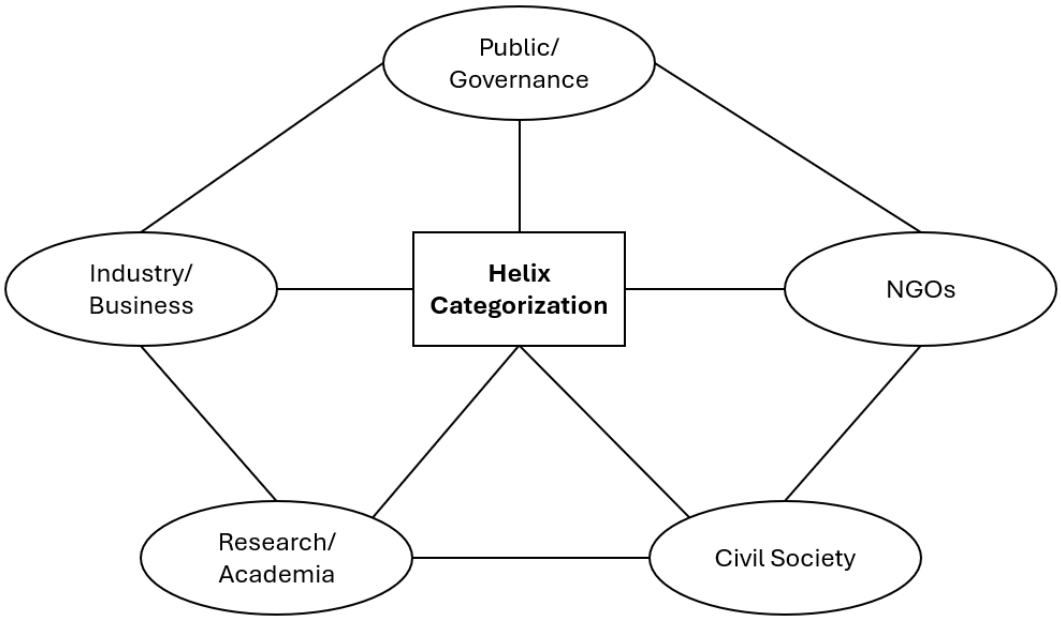


Figure 4. Quintuple Helix categorization (Source: Authors' elaboration)

PUBLIC/GOVERNANCE

Public/Governance refers to the institutions and processes through which public policies are developed and implemented. This includes local, regional (sub-national), and national governments as well as international organisations. In the context of innovation and development, public/governance plays a crucial role in creating regulatory frameworks, providing funding and resources, and setting strategic priorities. Governments can influence various sectors by enacting legislation, formulating policies, and facilitating public-private partnerships that drive sustainable development and innovation (Dubbels et al., 2020; Seed et al., 2013).

CIVIL SOCIETY

Civil Society encompasses a broad range of non-governmental and non-commercial organisations and institutions that represent the interests and will of citizens. This includes community groups, grassroots organisations, advocacy groups, and social movements. Civil society plays a vital role in promoting democratic values, social justice, and public participation. It acts as a watchdog, holding governments and businesses accountable, and advocates for policies and practices that reflect the needs and values of the community. Civil society

organisations often mobilise public opinion, provide social services, and engage in various forms of activism and advocacy (Dubbels et al., 2020).

NON-GOVERNMENTAL ORGANISATIONS (NGOS)

NGOs are private, non-profit organisations that operate independently of government influence, although they may collaborate with public and private sectors. They focus on a wide range of issues, including humanitarian aid, environmental conservation, human rights, and development projects (Revision, 2024). NGOs are instrumental in implementing projects, conducting research, and providing services that address societal challenges. They often work by empowering communities and fostering sustainable development.

INDUSTRY

Industry consists of for-profit enterprises ranging from small businesses to large multinational corporations as well as trade associations representing business interests. This sector is a major driver of economic growth, innovation, and employment. Businesses develop and commercialise new technologies, products, and services, contributing to societal development and well-being. They play a critical role in research and development, often in collaboration with academic and research institutions. The private sector also invests in infrastructure, creates markets, and responds to consumer demands, thereby influencing the direction and pace of technological and social advancements.

ACADEMIA/RESEARCH

Academia/Research institutions include universities, colleges, and research organisations that focus on generating new knowledge, educating future leaders, and conducting scientific research. These institutions are crucial for advancing theoretical and applied research across various disciplines. Academia contributes to innovation by providing a skilled workforce, fostering critical thinking, and promoting the exchange of ideas (Anand, 2017). Research institutions often collaborate with industry, government, and civil society to address complex problems, drive technological progress, and inform policy decisions.

The Quintuple Helix framework emphasises the interconnectedness and collaboration between these five sectors, highlighting the importance of multi-stakeholder engagement in fostering innovation, addressing societal challenges, and achieving sustainable development (Garton et al., 2021). In the context of the CHOICE project this Quintuple Helix categorization allows for a more appropriate stakeholder selection as well as an improved ability to monitor and examine the possible connections and collaborations between the different sectors.

Strategic Factors Affecting Food Habits

Identifying the factors affecting consumers' food habits is crucial since they directly influence dietary choices, nutritional intake, and overall health. Moreover, they are fundamental to determine the design and coordination of engagement campaigns for citizens and CHOICE stakeholders. By considering these factors, stakeholders can create comprehensive strategies to improve public health, address social inequalities, and support sustainable food systems, following the development of the network of stakeholders using the framework described in this report.

To identify the factors affecting consumers' food habits, a scoping literature review based on seventy-two papers was conducted, and the findings can broadly be classified into the following categories:

1. Intrinsic product characteristics / Perception
2. Extrinsic product characteristics / Expectations
3. Biological Factors
4. Psychological Factors
5. Situational and Environmental Factors
6. Socio-Economic Factors

According to Asp (1999), individual food choices are influenced by **psychological**, **lifestyle**, and **cultural** factors, as well as food trends. Psychological factors include preferences and sensory responses like flavour and texture. Cultural influences are dynamic and adapt to changes such as travel and immigration. Lifestyle factors reflect identity through food. Market research companies use classification systems combining various disciplines to predict consumer behaviour. Food plays multiple roles, from satisfying hunger and nutritional needs to promoting family unity and cultural identity. It also inspires creativity and responds to trends like fresh produce, convenience, ethnic cuisines, and health-promoting foods. Barriers to changing food habits include resistance, motivation, and confidence, as well as practical issues like meal planning, cooking skills, and time constraints.

Köster (2009) determines the variety of factors and disciplines involved in food choice behaviour as intrinsic and extrinsic product characteristics, biological, psychological, situational and socio-cultural factors, whereas Rai et al. (2023) argue that consumer perception, influenced by **sensory**, **personal**, and **environmental** factors, is the main driver of food marketing. Sensory factors include smell, texture, taste, visual cues, emotional experience, and packaging. Personal factors, such as age, attitude, health, nutrition awareness, ethics, and religion, influence choices directly. Environmental factors involve regional food processing differences, economic conditions, and purchasing power. Consumers are more likely to try innovative products that ensure safety and quality. Food choices result from the interplay of sensory inputs, perception, cognitive factors, and cultural acceptance. External factors like demographic changes, lifestyle shifts, globalisation, and changes in agrifood systems affect food availability and choices. Internal factors include gender, age, education, emotional motivation, income, and knowledge of food risks. Consumer perception is categorised into intrinsic cues (physical attributes like appearance and sensory properties) and extrinsic cues (information like brand name and packaging).

Intrinsic product characteristics Perception & Extrinsic product characteristics / Expectations

According to Chen & Antonelli (2020), the intrinsic product characteristics concern sensory attributes such as flavour, taste, smell, and texture, and traits like colour, portion size, nutrition and health value, and quality.

In a study by Enneking et al. (2007), intrinsic and extrinsic product characteristics were analysed using a choice-based conjoint experiment with 621 consumers assessing soft drinks. The experiment varied sweetening systems, calorie reduction labels, price, and brand. Logistic regression results showed a strong preference for sweetening systems influenced by brand information. Market simulations indicated a general preference for sugar, but specific segments favoured certain sweetening systems, underscoring the importance of market segmentation in sensory analysis. Labelling products as calorie-reduced increased their likelihood of being

chosen, suggesting potential entry into premium markets. While evaluating both intrinsic and extrinsic attributes is effective for analysing consumer segments, it can be demanding for respondents and less suitable for pricing research. However, it highlights brand-specific taste evaluations and interactions between taste and marketing elements. Future research could separate pricing evaluation to improve data quality and reduce respondent burden.

Moreover, Carrillo et al (2012) developed a model for the consumption of low-fat (LF), low-sugar (LS), and high-calorie (HC) foods using a combination of personality traits (e.g. conscientiousness), food choice motives (health and weight control), and personal attributes (e.g. life satisfaction). The LF category exhibited the strongest correlation with weight control, indicating its higher familiarity or recognition compared to LS. Structural equation modelling (SEM) revealed weight control as the primary predictor for LF and LS food consumption, followed by health. Additionally, SEM highlighted the influence of personality traits on food choice motives, influencing LS, LF, and HC food consumption. Neurotic personality correlated with both weight control and health motives. Moreover, women demonstrated greater concern for LF and LS consumption and their impact on health. The findings underscore the need for more campaigns encouraging reduced intake of fat and sugary foods.

Hoppert et al. (2012) introduced a method of integrating sensory preference testing with adaptive conjoint analysis, recognizing the significant influence of sensory properties and packaging on food choices. By simultaneously varying intrinsic and extrinsic attributes, this approach assesses their combined impact on product selection. In a study with 101 young consumers evaluating vanilla yoghurt with different fat content, sugar content, and flavour intensity, results showed differences in attribute evaluation. Acceptance increased with higher actual fat content but decreased when high-fat content was labelled. Ignoring these differing relationships can result in inaccurate estimations of attribute importance in food choice.

Piqueras et al. (2015) focus on how food labels and pictorial cues influence consumer expectations, shaping their perception based on provided information. These expectations, influenced by past experiences, interact with beliefs, attitudes, and personality. Different labels and images can evoke varied consumer responses, emphasising the importance of consistency between messaging and actual food experience. While some degree of expectation overestimation can enhance flavour perception, significant inconsistency may lead to negative reactions. Labelling effects often carry over to subsequent perceptions and consumption, supported by neuroscientific studies indicating neural-level expectation effects. Bayesian inferential strategies play a role in processing these expectations, highlighting the perceptual impact beyond cognitive factors. This research underscores the significant influence of expectations on food experience, advocating for theoretically guided models like predictive coding.

Asioli et al. (2017) review consumer behaviour in relation to “clean label” trends, highlighting health motivations and diverse drivers including product characteristics and socio-cultural factors. Clear distinctions exist between 'free from' additives and organic/natural products, guiding manufacturers in product development and marketing. Policymakers should aim for consistent definitions and regulations while correcting consumer misconceptions. Intrinsic product qualities emphasise superior quality, health benefits, and sensory appeal for organic foods. Bolha et al. (2020) reviewed 266 studies on how intrinsic and extrinsic food properties affect consumer acceptance and purchasing decisions of reformulated nutrition products. They focused on dairy, meat, sweets, and soft drinks with reduced sugar, fat, and salt. Extrinsic factors like nutritional information, branding, and price significantly influence consumer preferences. Front-of-pack labelling, including nutritional warnings, is crucial in consumer decision-making. Correctly interpreting nutritional information on packaging is essential for consumer perception and acceptance. Product acceptability, assessed with hedonic scales,

suggests gradual nutrient reduction enhances consumer acceptance. Ragaert et al. (2004) note shifts in evaluation criteria post-purchase, with initial reliance on extrinsic attributes sometimes giving way to intrinsic ones. The «Total Food Quality Model» by Grunert et al. (1996) differentiated attribute importance at purchase versus post-consumption.

Font-i-Furnols & Guerrero (2014) study factors influencing consumer behaviour towards meat, including psychological, sensory, and marketing aspects. They examine attitudes, sensory attributes (like appearance, texture, flavour), and marketing factors (price, brand). Intrinsic quality indicators such as colour, fat content, marbling, and drip loss strongly influence meat quality expectations and purchasing decisions. Colour, crucial for freshness perception, varies by cultural and regional preferences. Fat content affects perceived healthiness; leaner cuts are generally preferred, though regional variations exist. Marbling, less critical than colour and fat content in pork, impacts quality perception and preferences differently across regions.

Hoppert et al. (2012) underline that intrinsic and extrinsic attributes are processed by different senses, with vision handling extrinsic attributes. Fat content may be liked more as it increases, but health concerns and social norms might lead to negative views of higher fat content. The final choice reflects both sensory and non-sensory factors. Non-sensory factors like brand, price, and packaging can significantly influence consumer choices, though these effects vary by food type. Extrinsic attributes can greatly impact food choices, often overshadowing the positive aspects of intrinsic qualities. For instance, regular sugar yoghurts were favoured over yoghurt with reduced sugar content.

Iop et al. (2006) concluded that consumer behaviour is significantly impacted by price, brand, production method, and origin, with brand names often utilised to streamline the consumers' decision-making process and assessment of products. Torjusen, et al. (2001) are adding that consumers prioritise ethical, environmental, social, and health factors in their food choices. Moreover, Sloan (2003) stated that context variables, such as convenience and nutrition, are of significant interest to the consumers.

In the study by Brecic et al. (2017) consumers rely on both extrinsic and intrinsic cues to assess the quality of a product. Studies have demonstrated that product familiarity, long-term interest, and price-related perceptions impact how consumers utilise external cues.

Fandos and Flavian (2006) show that external factors strongly influence consumer loyalty, while intrinsic product features positively affect purchase intent. Consumers prioritise taste and natural content in traditional food products, with lesser emphasis on attributes like calorie count and fat content. Extrinsic factors such as value for money, availability, and price are highly valued. Differences among consumers stem from intrinsic and extrinsic food qualities, individual tastes, health considerations, sensory appeal, price sensitivity, convenience, and preparation time. These insights are crucial for developing targeted marketing strategies and product offerings tailored to different consumer preferences:

- **Convenience-focused consumers** prioritise price and availability. Promoting ready-to-eat meals would appeal to this group, which shows a preference for traditional and functional foods over organic ones.
- **Concerned consumers** value both intrinsic and extrinsic food characteristics, demonstrating a deeper understanding of food.
- **Indifferent consumers** assign less significance to most food attributes, showing lower interest and frequency in specialty foods. This group is typically less motivated and interested in food, often having lower income and education levels.

Symmank (2019) argues that extrinsic food features like labelling, packaging, brand, and price strongly influence consumer decisions, particularly in the absence of sensory information or during initial purchases. Intrinsic attributes such as appearance, smell, flavour, and consistency are also crucial factors. Flavour, extensively studied through sensory tests and surveys, receives considerable attention among intrinsic attributes. Food labelling is the most researched extrinsic attribute, often examined alongside pricing and other factors. Studies predominantly use surveys and choice-based tasks to explore these attributes.

Suhaimi et al. (2021), using Web of Science (WoS), reviewed literature on food safety and supply chain quality management practices, identifying intrinsic factors like attitude, trust, and knowledge, and extrinsic factors such as product attributes and safety incidents that affect consumer decisions. Future research should comprehensively investigate specific food safety indicators influencing consumer choices.

Ballco & Gracia (2022) analyzing 125 articles, found that consumer characteristics such as familiarity, nutritional knowledge, motivation, and demographics significantly affect food choices. Additionally, external factors like price, brand, packaging, color, nutrition labels, and nutritional and health claims (NC and HC, respectively) influence purchasing decisions. Despite health considerations, taste remains the primary intrinsic factor driving consumer preferences. Decisions regarding foods with added nutritional or health claims are also shaped by perceived healthiness, understanding of these claims, personal preference, and usage.

Biological Factors

Köster (2009) identifies key biological and physiological factors influencing consumer behaviour in food and drink as: 1. Oro-gastro-intestinal physiology; 2. Age, gender, physical condition, sensory acuity; and 3. Genetic factors, immune system, brain imaging. Chen & Antonelli (2020) categorise influences on food preferences into personal state and cognitive factors. The personal state includes: **Biological characteristics** (genetic influences, individual dietary habits, metabolic rates, and general health status); **Physiological needs** (hunger, appetite, taste preferences, and body weight); **Psychological attributes** (emotions, motivations, and personality traits); **Habits and past experiences.** The cognitive factors include **Knowledge and skills** related to food; **Attitudes, likes, and preferences** towards different foods; **Anticipated outcomes** of eating certain foods; **Personal identity** (age, gender, ethnic background, educational level, personal beliefs). While biological characteristics are difficult to alter, dietary choices are influenced by physiological factors such as metabolic hormones and neural mechanisms. Extreme dietary choices may impact weight and health. Taste-based decisions are heavily influenced by liking and emotional valence.

Regarding the biological factors affecting food preferences, Vabø & Håvard (2014) state that flavour perception is influenced by biological factors, including genetic variations in odorant receptors and taste markers, which impact individual food preferences. The study concludes that chemosensory perception and the sensory encounter with food play pivotal roles in shaping preferences. Breen et al. (2006) support that food preferences are also affected by **genetic predisposition** and **heritability**, while Yeomans (2007) includes the **human appetite regulation system** and **hedonistic** (pleasure-driven) **eating** as influential factors. Hursti (1999) refers to infant studies proving that humans naturally prefer sweet tastes over bitter tastes, an inclination stemming from sweetness indicating energy and bitterness indicating toxicity in nature. It's easier to develop dislikes than likes, with aversions sometimes forming after just one exposure to a food. However, acquiring preferences may take multiple exposures. Adding to the previous, Ventura & Worobey (2013) state that although early preferences are influenced by innate tastes, they can be changed, by, for instance, regular subjection to new or disliked

foods in a positive environment. On the contrary, pressure to consume certain foods may reduce preference. **Peer influence** and **food availability** are important elements shaping behaviours and preferences during individuals' formative years.

Wardle, et al. (2004) found that **differences** in behaviour and perception regarding food consumption **amongst sexes** result in health disparities. More specifically, from the examined sample women were 50% more likely to avoid high-fat foods and selecting high-fibre foods, 25% more prone to eat fruit daily, and 6% less inclined to add salt, than men. Generally, women are found to take all aspects of their diet, more than men. Regarding food preference differences between sexes, Ares & Gámbaro (2007) surveyed 200 consumers, with this sample consisting almost equally of both **sexes** and **ages** between 18 and 84 years. Participants were requested to evaluate the perceived health benefits and their willingness to sample various combinations of five popular foods (honey, yoghourt, vegetable cream soup, dulce de leche, and marmalade) and four enrichments (soluble fibre, calcium, antioxidant extracts and iron). Differences were found in both willingness to try and healthiness perception between males and females, while females preferred fibre and iron enrichments, probably reflecting their higher needs for these nutrients. Furthermore, perceived healthiness did not significantly influence the willingness to try different foods and enrichment combinations. Depending on the age, variations were found in also both perceived health value and likeliness to try, with sugary foods being popular amongst younger consumers, however the enrichment's health value perception was not influenced by age. Finally, the most favourable group towards functional foods consists of women and middle-aged or elderly consumers, although the need for further research was highlighted.

Leng et al. (2016) highlight that food choices are shaped by dietary elements, societal and cultural constraints, genetics, personality traits, emotions, cognition, and **physiological** hunger **mechanisms**. Reward signals often override homeostatic needs, relying on memory and evaluation of alternatives. Scaglioni et al. (2011) suggest that children's food habits are determined by **genetics**, **family**, and **environment**. Genetics influence appetite traits, while environmental factors shape eating behaviours. Parents play a crucial role by modelling healthy eating habits and encouraging nutritious diets and self-regulation in children. Krebs (2009) discusses the **co-evolution of genes and culture** in nutrition patterns. For example, genetic diversity in bitter taste sensitivity correlates with malaria defence in African populations who consume bitter plants. The use of spices, which have antimicrobial properties and nutritional benefits, also illustrates how cultural practices evolve alongside genetic traits to reduce food contamination and improve diet. This cultural preference for spicy foods is influenced by ecology, genetics, and cultural factors.

Psychological Factors

Köster (2009) stated that the psychological aspects influencing food consumption and dietary decisions incorporate: **Cognitive** processes, emotional responses, motivation, and decision-making; **Memory**, past experiences, and learning; **Personality characteristics** and aversion to new foods (**neophobia**). Typically, past behaviours, habits, and enjoyment of food are more reliable indicators of actual food choices than psychological factors such as attitudes and intentions.

Chen & Antonelli (2020) explain that food-evoked emotions, categorised into valence and arousal, enhance the predictive power of liking ratings for consumer choices. Liking combined with emotional valence better predicts taste-based decisions, while for package-based choices, both emotional state and arousal emerge as more significant predictors. Motivation, influenced by emotional, hedonic, and metabolic factors, is not considered a separate factor. Experiences and habits, influenced by emotion, memory, and learning, are best viewed as personal-state

factors affecting food choices. Psychological factors like personality, emotion, motivation, and intention also impact healthier and organic food choices. In the bibliography reviewed, experiences are classified as psychological factors linked to memory and habits as situational factors. However, both involve multiple elements like emotion, memory, and learning, along with consciousness. Therefore, it's more accurate to categorise experiences and habits as personal-state factors, emphasising their influence at the moment of food choice. Psychological elements like personality, emotion, motivation, and intention also play significant roles in choosing healthier and organic foods.

Gibson (2006) examines how emotions affect food choices through sensory, physiological, and psychological mechanisms. Meals can influence mood by reducing arousal and increasing calmness, depending on their size, composition, and expectations. Unusual or unhealthy meals can possibly affect the mood negatively. Sweets and foods high in fat can improve mood and reduce stress through brain pathways, but chronic consumption can lead to overeating and obesity. Psychological traits like emotional eating and neuroticism predict a preference for these foods under stress. Understanding these traits could help tailor diets to emotional needs. Certain foods affect mood via sensory impact, social settings, cognitive expectations, appetite shifts, and nutritional impacts on brain function. Both moods and emotions, interlinked but distinct, influence food-related feelings. Emotions are immediate reactions to stimuli, while moods are more enduring states without explicit triggers, characterised by psychological arousal marked by energy, tension, and pleasure.

Taste expectations influence emotional responses to food. In a study, negative moods in women, especially those overweight, increased with higher-energy foods, which were seen as less healthy. These mood changes were stronger in emotional eaters and unrelated to food pleasantness. Female self-identified chocolate "addicts" felt more guilt and lower positive feelings after eating chocolate compared to a control group. In healthy men, sadness reduced appetite, while cheerfulness increased chocolate enjoyment and consumption. This gender difference may be due to dispositional factors. Sweetness, combined with fatty tastes, can improve mood for some. Food choices are often based on mood and desired outcomes, like mood improvement, stress reduction, or sensory pleasure, with chocolate commonly used to elevate mood or relieve stress.

Mak et al. (2012) reviewed the existing literature to explore key socio-cultural and psychological factors influencing tourists' food choices. These encompass **cultural and religious influences**, **socio-demographics**, **personality features** related to food, **past experiences**, and **motivational factors**.

Motivational elements are divided into five dimensions: symbolic, obligatory, contrast, extension, and pleasure. Even kosher-observant tourists may try new foods while on vacation due to the temporary nature of tourism. Personality traits related to food, such as food neophobia (avoidance of new foods) and a preference for variety, significantly influence tourist food choices. Food neophobia, a stable trait, is measured by the Food Neophobia Scale, while variety-seeking, driven by the desire for stimulation, is measured by the VARSEEK scale. This behaviour is prominent in hedonic contexts like tourism and gastronomy. Tourist motivation, encompassing psychological and physiological needs, also impacts food choices. Cultural factors may drive tourists to explore local cuisines. The five factors—cultural/religious influences, socio-demographics, personality traits, prior experiences, and motivational elements—are interconnected, offering a framework for future research on tourist food consumption.

Van’t Riet et al. (2011) highlight that habitual behaviour differs greatly from non-habitual actions. Habits require minimal information, are poorly predicted by intentions, and are triggered by

situational cues in the environment. They are learned sequences of actions, often occurring unconsciously, and traditional socio-cognitive models fail to fully explain them. While intentions can influence non-habitual eating, habitual eating is driven more by situational cues. Changing habitual eating behaviours requires strategies that go beyond education, focusing on situational factors and self-regulation skills. Effective interventions should be developed and tested through research to better understand and alter habitual eating, ultimately improving health. The article encourages future research into the mechanisms of habitual behaviour.

Ramya & Mohamed (2016) outline numerous influences on purchase decisions: social factors encompass roles, status, and family; cultural elements encompass culture, subculture, and social class; economic factors encompass income, assets, and government policies; personal traits include age, lifestyle, personality, and occupation; psychological factors include motivation, attitude, and perception. Motivation stems from satisfaction-seeking needs, while perception involves sensory information interpretation influenced by subjectivity, categorization, selectivity, expectation, and past experiences.

Di Renzo et al. (2020) report that lockdowns significantly impacted eating habits, with isolation and boredom leading to increased calorie-dense homemade meal consumption. Many struggled to control food intake due to heightened emotional links with eating. Gender differences showed females experiencing more eating anxiety and increased food intake, potentially linked to emotional hunger and depression. Anxiety and depressive moods correlated with food dependency, resembling food addiction, posing risks like obesity and mental health issues. The lockdown prompted creative communal cooking and eating but also increased boredom and inactivity, driving some towards food as a new stimulus.

Ganasegeran et al. (2012) studied 132 medical students in Malaysia, revealing psychological factors influencing food habits: 48.5% ate due to loneliness, 62.1% felt completely out of control with food, 53.8% ate until discomfort, 53% ate due to emotional distress, and 59.1% ate from boredom. Interestingly, 80.3% ate when happy.

Situational and Environmental Factors

Belk (1975) defined the situational factors as “all those factors particular to a time and place of observation which do not follow from a knowledge of personal (intra-individual) and stimulus (choice alternative) attributes”. According to that, the five main categories of the situational factors are: environmental conditions, social context, time perspective, task clarity, and prior states. In addition, Chen & Antonelli (2020) count habits as situational factors.

Mathiesen et al. (2022) investigate how environmental cues like music and setting influence comfort food cravings, perceived food rewards, and emotional responses. Factors include location, time, lighting, temperature, and company dynamics. Relaxing music and comforting environments heighten the desire for and enjoyment of comfort foods, contrasting with stressful settings. Understanding these interactions enhances predictions of consumer behaviour.

Caso & Vecchio (2022) examine situational influences on food choices among individuals aged 65 and older. Daily routines, living conditions, proximity to dining options, and social context shape both healthy and unhealthy dietary decisions. Healthy choices are guided by strategies like home cooking with natural ingredients and media influence. Social interactions play a significant role in promoting nutritious eating habits, whereas unhealthy behaviours stem from factors like regular dining out and proximity to fast-food outlets, affecting diet quality in various contexts, including rural areas.

Dominici et al. (2021) explored situational influences on online grocery shopping among adults, highlighting time constraints, health issues, physical accessibility challenges, and the convenience of online shopping. Kvalsvik (2022) focused on older consumers (62 years and older), noting health limitations, weather conditions, distance to stores, and delivery speed as factors favouring online grocery purchases. Kalnina et al. (2022) examined stress and environmental factors impacting eating habits in Latvia, Lithuania, Portugal, and the USA. It was observed that **stressful circumstances** exemplify how environmental factors and associated emotions can affect eating patterns, leading to either excessive or insufficient food intake. Geuens (2023) emphasised **food availability**, **time constraints**, and **store layout** affecting food choices. Ettridge et al. (2023) added access to healthy foods, affordability, and time availability as significant factors, influenced by parental constraints and socioeconomic status.

Cao et al. (2022) categorise factors influencing suboptimal food purchasing behaviour: promotions, hygiene standards, service settings, social interactions, food placement, emotions, perceived quality and safety, "face" concept in Chinese culture, and convenience. Marketing suggestions for food stores in China focus on hygiene, safety ratings, information channels, sales staff, food positioning, and cultural "face" importance.

Sánchez et al. (2021), in a study conducted among students identifies situational factors such as time pressure, portion size, food appeal, labelling, and availability of sustainable options influencing sustainable food consumption. Interventions to reduce food waste among students should consider these factors.

In Tran & Nguyen (2021), research conducted in Hanoi households revealed low popularity of organic foods due to **social norms**, **price**, and **availability**. Situational factors significantly shape Vietnamese consumers' choices between organic and conventional foods, crucial for promoting sustainable consumption. Finally, Donga & Patel (2018) state that **residence area**, **health awareness**, **BMI**, and **time for label review** are among the situational factors that affect nutrition label usage. Urban consumers exhibit greater label awareness than suburban counterparts, driven by health concerns and dietary habits.

Socio-cultural Factors

Darmon & Drewnowski (2008) are exploring whether social class predicts diet quality, noting higher-quality diets among affluent groups compared to poorer ones. Socioeconomic status (SES), including factors like occupation and income, influences diet quality, though causality is complex. Factors such as lack of cooking equipment and socio-cultural aspects also impact dietary choices. Higher SES groups tend towards whole grains, vegetables and fruits, while lower SES groups consume more refined grains and potatoes. Social networks and cultural traditions mitigate food insecurity among disadvantaged groups, but nutrition knowledge gaps and misperceptions of body weight contribute to unhealthy diets. Drewnowski & Darmon (2005) link the US obesity epidemic to socioeconomic factors, citing limited access to healthy foods and affordability of energy-dense options high in sugars and fats. Economic constraints shape food choices, with taste and cost primary for low-income households, driving consumption of energy-dense foods. Effective obesity interventions require understanding economic influences on food choices and developing policies promoting healthier options, although the impact of strategies like taxes and bans on affordability remains uncertain and needs further research.

Jabs & Devine (2006) review the impact of time scarcity on food choices, highlighting trends towards convenience foods over home-cooked meals, linked to less healthy diets, rising obesity rates, and chronic diseases. Despite its importance, direct research on how time scarcity influences food choices is limited. Factors like sedentary lifestyles, increased fast food consumption, and fewer family meals contribute to weight gain and lifestyle diseases. Higher-

income families eat out more and have healthier diets, while lower-income groups may rely more on convenience foods due to time constraints. Interdisciplinary research is needed to understand this complex relationship and inform health policies addressing time-related factors.

Fismen et al. (2012) aimed to assess how **family affluence** and **cultural capital** (e.g., number of books at home) influence eating habits among Norwegian adolescents. Results showed higher family affluence predicted greater consumption of fruits, vegetables, and regular meals, while cultural capital affected various eating habits including consumption of fruits, vegetables, sweets, soft drinks, breakfast, and dinner. Cultural capital emerged as a strong predictor of healthy eating behaviours among adolescents, highlighting its importance alongside material capital in shaping food preferences and meal patterns. Gender and age differences in eating habits were also observed.

The findings from Vlismas et al. (2009) suggest that both lower education and occupation independently affect dietary habits, with potential cumulative effects on certain nutrients. Assessing both indicators is recommended to fully grasp social disparities in dietary habits. Studies underscore the combined influence of education and occupation on dietary differences, necessitating the use of multiple indicators for accurate assessment of socioeconomic status. However, adjusting for multiple socioeconomic indicators poses analytical challenges, potentially resulting in 'over-adjustment'. Moreover, the role of SES as a mediator between diet and health remains unclear. While many studies link SES directly to health outcomes and dietary habits, few examine its mediating role in the relationship between diet and health. Developing a model that incorporates SES, diet, and disease can enhance understanding of SES as an explanatory factor in this complex relationship. SES influences dietary patterns, including fruit and vegetable intake, and health outcomes.

Brug (2008) posits that understanding health behaviours involves considering determinants like motivation, ability, and opportunity. Self-efficacy, linked to one's skills, crucially translates motivation into action. While knowledge is important, awareness alone may not drive dietary changes effectively. Social factors in the environment significantly influence health behaviours. Motivation, ability, and opportunity are key determinants, but further studies are needed to explore environmental influences on nutrition behaviours comprehensively. Despite study limitations, social, cultural, physical, and economic factors likely promote healthy nutrition.

Monterrosa et al. (2020) suggest that policy planning for sustainable healthy diets should integrate sociocultural analysis. Food choices are shaped by broader contexts, where individuals interpret their surroundings. Food carries cultural meanings, influencing collective actions like food movements and traditional diets. Identity, gender, religion, and cultural prohibitions influence food practices. Food serves as a mean to express personal, group, and cultural affiliations, while gender norms and religious rules shape dietary guidelines and rituals. Sociocultural influences must be examined through ethnographic methods to inform policy aligned with societal and cultural values.

Wardle, et al. (2004) reveal anticipated gender distinctions in food choice behaviours among a well-educated, young, healthy, and relatively prosperous demographic. Men show less adherence to healthy eating recommendations compared to women, potentially impacting long-term health outcomes. Despite modest effects observed, embracing basic healthy eating guidelines correlates with improved health prospects. Persistent gender disparities internationally reveal women's greater inclination to avoid fat, consume fibre, and eat more fruit, with variations in salt intake. These disparities transcend cultural contexts, suggesting global relevance for future research on cross-cultural differences in food choices.

Newcombe et al. (2012) explore the complexities of men's food relationships, acknowledging identity and behavioural tensions. Understanding these dynamics can promote responsible eating among men within socio-cultural and relational contexts. Marriage or cohabitation significantly influences men's food preferences, often aligning with their partners'. Negotiating food choices becomes crucial in relationships, where men often relinquish control and enjoy being cared for. Fatherhood prompts shifts toward healthier diets, while group dynamics and conflicting ideals of masculinity shape food behaviours, necessitating further research on diverse masculinities and their implications for health communication.

Scaglioni, et al. (2018) emphasise the family environment's pivotal role in shaping children's dietary habits. Parental food habits and feeding strategies are significant determinants. Restrictive feeding approaches may impede children's ability to regulate food intake. Both fathers and mothers contribute differently, with fathers often displaying indulgent behaviour. Moderate authoritative control is essential to regulate unhealthy food consumption. Fathers' eating behaviours, such as having breakfast together, can positively impact children's beverage choices. Media exposure, particularly screen time, correlates with childhood obesity and influences dietary preferences. Introducing diverse tastes early promotes lifelong healthy eating habits and acceptance of fruits and vegetables. Family meals are crucial for modelling good food choices, with socioeconomic status affecting dietary patterns. Educational programs should promote physical activity, limit screen time, and encourage adequate sleep across all socioeconomic levels. Clinicians should advocate for family meals to mitigate overweight and promote children's healthy eating habits.

Food choices, as per Vabø & Hansen (2014), are influenced by various elements such as preferences, health considerations, cost, convenience, mood, and ethical considerations. These decisions are guided by cultural values, perceptions, beliefs, attitudes, and social influences. Sensory appeal, such as taste and texture, significantly impacts food preferences. Choices evolve over time due to personal experiences and situational factors. Different disciplines emphasise distinct aspects of food choice, reflecting its complex nature driven by conscious and subconscious decisions. Shepherd (2001) categorises factors into product-related, consumer-related, and environmentally related dimensions, encompassing economic, cultural, and social influences. Beliefs and attitudes mediate many factors. Franchi (2012) stresses culture's role in food choices, highlighting consumer perceptions. Availability is critical, noted by Mela (1999), stating that food not accessible will not be consumed, emphasising its impact on choice. Availability ranges from accepted and affordable options to immediate readiness and convenience. Factors include familiarity, learning, context, and perceived quality, influencing food preferences. Understanding these dynamics, including demographic influences, is crucial for comprehending food choice complexities across various motivations and disciplines.

Krebs (2009) delves into the intricate interplay of evolution, ecology, and culture in shaping human food preferences. Genetic and cultural factors coevolve, influencing dietary habits such as lactose tolerance and taste sensitivity. The interaction between spices and genetic adaptation suggests potential nutritional benefits and antimicrobial properties. This underscores how genetic predispositions shape food preferences and responses. Meanwhile, the obesity epidemic poses global health risks, influenced by genetic variations and modern lifestyle factors. Understanding this interplay is crucial for addressing health challenges like obesity and type 2 diabetes through informed policy-making.

Sobal & Bisogni (2009) emphasise the complexity of daily food decisions, with individuals making over 220 food-related choices daily. Understanding these processes requires integrating various perspectives, as no single theory fully explains food decision-making. Frameworks for studying food choices should consider diverse factors and personal food

systems, utilising both deductive and inductive approaches. Gibson (2006) suggests further research should better define predictive traits and psychophysiological mechanisms linking food choice and mood to develop personalised emotional foods. Food decisions are complex, influenced by factors across scales, contexts, and timescales. No single theory can fully explain eating behaviours; insights from diverse fields are crucial for understanding decision-making processes.

A comprehensive understanding requires integrating multiple perspectives and considering a wide range of factors. Given its transdisciplinary nature, the study of food choice decisions requires the incorporation and development of new perspectives to advance our understanding in this field[1].

Stakeholder Identification and Mapping Framework

Framework

The desk research and comprehensive literature review described in the previous sections identified four significant layers for the stakeholder identification and mapping (SH-IM) in the context of CHOICE:

- Categorization of Stakeholders based on the Quintuple Helix Framework.
- Classification of Stakeholders across the Food (Demand and Supply) Value Chain (FVC).
- The Role of stakeholders in affecting food habits.
- Target Group Characteristics.

This section summarises the most important results of the desk research which was presented in the previous sections and elaborates on the framework and the tools which were developed to assist the SH-IM.

1. Categorization of Stakeholders

As explained in the previous section «Quintuple Helix Categorization», ATHENA RC adopted the Quintuple Helix Categorization (QHC) approach. QHC is a system used to classify stakeholders based on their legal entity, organisational structure, and field of activity. This categorization involves five distinct categories, namely:

1. ***Public/Governance***
2. ***Industry/Business***
3. ***Academia/Research***
4. ***Civil Society***
5. ***NGOs***

[1] An extended analysis of the factors used in modelling behavioural shifts in the food demand and supply will be included in Deliverable 2.4, due at Month 36 (November 2026).

Each of these five categories represents a distinct group of stakeholders with unique roles and responsibilities within the Quintuple Helix framework. By understanding and engaging with stakeholders from each category, decision-makers can foster collaboration, inclusivity, and effective governance in various domains.

2. Classification of QHC across the FVC

This classification system provides the framework for mapping the socio-economic profiles of actors along the food consumption and food supply chain related to the CHOICE pilot demonstrations, to ensure wide geographic and societal dispersity. For all nodes across the FVC boxes define possible profiles of stakeholders classified under all types of Helix categories.

Land Use includes actors operating in activities of Land Use and Land Use change to engage in food production.

> ***Public/Governance:*** Government agencies responsible for land management and zoning, environmental protection agencies.
>
> ***NGOs:*** Environmental advocacy groups, land conservation organisations.
>
> ***Industry/Business***: Agribusiness corporations, land developers, agricultural trade associations, real estate companies.
>
> ***Civil Society:*** Local communities, indigenous groups, farmers' associations.

Production includes activities related to food products, crop cultivation and livestock agriculture.

> ***Public/Governance:*** Agriculture departments, regulatory bodies overseeing farming practices.
>
> ***NGOs:*** Farmworker advocacy groups, organisations promoting sustainable agriculture.
>
> Industry/Business: Farmers, agricultural equipment manufacturers, seed companies.
>
> ***Civil Society:*** Farmers' cooperatives, farm labour unions, community-supported agriculture groups.

Processing includes post-harvest, cooling, heating and production of final goods relative to the food value chain.

Public/Governance: Food safety agencies, health departments, regulatory bodies for food processing.

NGOs: Food safety advocacy groups, organisations promoting fair labour practices in food processing.

Industry/Business: Food processing companies, packaging manufacturers, food additives suppliers.

Civil Society: Consumer advocacy groups, food justice organisations, workers' unions in food processing plants.

Academia: Food science departments, research institutions studying food processing technologies.

Distribution includes Food transportation and distribution to retailers and consumers.

Public/Governance: Transportation departments and agencies, trade regulatory bodies, customs agencies.

NGOs: Food security organisations, hunger relief charities, transportation advocacy groups.

Industry/Business: Logistics companies, wholesalers, distributors, retailers.

Civil Society: Food banks, community kitchens, farmers' markets.

Academia: Supply chain management departments, transportation research centres.

Retailing includes Wholesale and retail food markets.

Public/Governance: Consumer protection agencies, trade commissions, zoning boards.

NGOs: Consumer rights organisations, groups promoting healthy eating habits.

Industry/Business: Supermarkets, grocery stores, online food retailers.

Civil Society: Community food co-ops, farmers' markets, neighbourhood food initiatives.

Academia: Marketing departments focusing on consumer behaviour, retail management studies.

Consumption includes all types of consumers, business and actors involved in the final stage of the food value chain.

Public/Governance: Health departments, education ministries, nutrition regulatory bodies.

NGOs: Nutrition education organizations, community health centers, dietitian associations.

Industry/Business: Food service providers, restaurants, catering companies.

Civil Society: Community gardens, cooking clubs, nutrition support groups.

Academia: Nutrition science departments, public health research centers.

Waste encompasses stakeholders related to food and non-food residues.

Public/Governance: Waste management departments, environmental protection agencies.

NGOs: Recycling advocacy groups, organisations fighting food waste.

Industry/Business: Waste management companies, composting facilities, biogas producers.

Civil Society: Food recovery organisations, gleaning networks, composting cooperatives.

Academia: Environmental studies departments, research institutions studying waste reduction strategies.

3. Stakeholders' roles in affecting food habits

This layer refers to the role of the underlying stakeholders in affecting food habits towards sustainable practices and behaviours. The roles and actions of each stakeholder are shaped by their position in the Helix, their place in the value chain, their idiosyncratic attributes, and their network of operations. Important aspects of the roles are related to the factors which affect food habits and how a stakeholder can shape those through one or more roles. To map the roles with the previous two layers of analysis, we present the roles under the QHC. Moreover, since each stakeholder in each node of the FVC can have multiple roles, the framework requires the identification of the main role of each stakeholder, as well as alternative/ secondary roles.

PUBLIC/GOVERNANCE ROLES

Policy Development and Regulation: Development, enforcement and monitoring of regulations and policies related to food safety, nutrition, labelling, and agricultural practices.

Public Health Promotion: Promotion of public health initiatives related to food consumption, such as dietary guidelines and nutrition education programs.

Infrastructure and Support: Investment in agricultural infrastructure, enabling conditions, research facilities, key enabling technologies, and extension services to support farmers and ensure food security.

Trade and International Relations: Negotiation of trade agreements, tariffs, and import/export regulations affecting the global food market.

The role of Public/ Governance stakeholders includes policy development and regulation, public health promotion, infrastructure and support, and trade and international relations. Policy development and regulation involve the creation, enforcement, and monitoring of regulations and policies related to food safety, nutrition, labelling, and agricultural practices. This ensures that food products meet certain standards and are safe for consumption. Public health promotion focuses on initiatives that aim to improve public health through food consumption. This includes the development and dissemination of dietary guidelines and nutrition education programs to educate the public about healthy eating habits.

Infrastructure and support involve investments in agricultural infrastructure, research facilities, enabling conditions, key enabling technologies, and extension services. These investments are made to support farmers and ensure food security, by improving agricultural practices and increasing productivity. Trade and international relations play a crucial role in the global food market. Public/governance entities negotiate trade agreements, tariffs, and import/export regulations that affect the movement of food products across borders. These agreements and regulations have a significant impact on the availability and affordability of food in different regions.

While there are many roles that could be used, the four listed here were used because public/governance plays a critical role in shaping food habits through policies and regulations that address socioeconomic, environmental, and public health factors. By setting standards and launching initiatives, they can influence consumer behaviour, encourage sustainable practices, and ensure food safety (Reilly, 2004).

NGOS ROLES

Advocacy and Awareness: NGOs advocate for food justice, sustainable agriculture, and equitable access to nutritious food.

Research and Policy Analysis: NGOs conduct research on food-related issues and participate in research projects to provide analysis and recommendations to policymakers.

Community Support and Outreach: Operating food banks, community gardens, and nutrition programs to support vulnerable populations and address food insecurity.

Campaigning and Lobbying: Engaging in advocacy campaigns and lobbying efforts to influence government policies and corporate practices related to food production, distribution, and consumption.

NGOs play a crucial role in influencing food habits through various means. Firstly, they advocate for food justice, sustainable agriculture, and equitable access to nutritious food. By raising awareness about these issues, NGOs aim to bring about positive changes in food consumption patterns. Secondly, NGOs engage in research and policy analysis related to food. They conduct studies on food-related issues and actively participate in research projects. Through their analysis and recommendations, NGOs provide valuable insights to policymakers, helping them make informed decisions regarding food policies. Furthermore, NGOs provide community support and outreach programs. They operate food banks, community gardens, and nutrition programs to assist vulnerable populations and address food insecurity. These initiatives aim to ensure that everyone has access to healthy and nutritious food, regardless of their socio-economic status. Lastly, NGOs also engage in campaigning and lobbying efforts. They run advocacy campaigns and lobby governments and corporations to influence policies and practices related to food production, distribution, and consumption. By doing so, NGOs strive to create a more sustainable and equitable food system.
Overall, NGOs often operate to address immediate food-related issues and work towards long-term sustainability. Through projects and capacity-building efforts, they can directly impact food habits by providing resources and education, while their advocacy efforts aim to influence broader systemic changes. The roles listed below best express the purpose of NGOs in relation to food matters (Chase, 2024; Chitiyo & Duram, 2019; Dhingra et al., 2018).

INDUSTRY/BUSINESS ROLES

Production and Supply Chain Management: Businesses engage in farming, processing, and distribution activities to produce and deliver food products to consumers.

Innovation and Technology: Investing in research and development to improve agricultural practices, food processing techniques, and packaging innovations.

Marketing and Sales: Promotion of their food products through advertising, branding, and retail strategies to attract consumers and drive sales.

Corporate Social Responsibility: Implementation of sustainability initiatives, ethical sourcing practices, and community engagement programs to address social and environmental concerns.

The food industry can shape food habits through various aspects. Firstly, production and supply chain management are crucial in ensuring that food products are farmed, processed, and distributed efficiently to reach consumers. This involves activities such as farming, processing, and distribution. Innovation and technology also play a vital role in influencing food habits. Businesses invest in research and development to improve agricultural practices, food processing techniques, and packaging innovations. This helps in enhancing the quality, safety, and convenience of food products, which can impact consumer choices. Marketing and sales strategies are another important factor in affecting food habits. Companies promote their food products through advertising, branding, and retail strategies to attract consumers and drive sales. These strategies can influence consumer preferences and choices, ultimately shaping their food habits. Furthermore, corporate social responsibility (CSR) initiatives have an impact on food habits. Businesses implement sustainability initiatives, ethical sourcing practices, and community engagement programs to address social and environmental concerns. This can influence consumer perceptions and preferences, leading to changes in food habits.

Finally, these roles were chosen because the food industry directly affects food habits through the availability, affordability, and marketing of food products. Businesses have the power to promote sustainable and healthy choices by adopting green practices and influencing consumer

behaviour through advertising and product placement (Giuliani et al., 2005). These are only a few of the plethora of roles that describe the industry/business category, but they are the ones that best characterise its purpose in the food sector.

CIVIL SOCIETY ROLES

Community Engagement and Empowerment: Civil society organizations mobilize communities and empower individuals to participate in local food systems through initiatives such as farmers' markets and community-supported agriculture.

Education and Capacity Building: Providing training and education on sustainable agriculture, nutrition, and food preservation techniques.

Social Advocacy and Activism: Civil society organizations advocate for food sovereignty, food democracy, and fair labour practices in the food system through grassroots organizing and activism.

Alternative Food Networks: Civil society organizations create alternative food networks, such as food cooperatives and direct-to-consumer sales, to bypass conventional supply chains and promote local food economies.

Civil society organisations (CSOs) mobilise communities and empower individuals to participate in local food systems. They achieve this through initiatives like farmers' markets and community-supported agriculture. These organisations also focus on providing training and education to promote sustainable agriculture, nutrition, and food preservation techniques. This helps individuals develop the necessary skills and knowledge to make informed choices about their food habits. Moreover, they engage in social advocacy and activism to address issues related to food sovereignty, food democracy, and fair labour practices in the food system. They do this through grassroots organising and activism, aiming to bring about positive change. Finally, another important role of CSOs is the creation of alternative food networks. These networks, such as food cooperatives and direct-to-consumer sales, aim to bypass conventional supply chains and promote local food economies. This helps in supporting local farmers and reducing dependence on large-scale industrial food production (Busse et al., 2020; Chilufya et al., 2014).

ACADEMIA/ RESEARCH

Research and Innovation: Academic institutions conduct research on a wide range of topics related to food and agriculture, including plant genetics, food safety, nutrition, and food policy.

Education and Training: Academic institutions offer degree programs, workshops, and extension services to train future professionals and educate the public about food-related issues.

Knowledge Transfer and Collaboration: Academia collaborates with government agencies, NGOs, and industry partners to share expertise, data, and technology for addressing food system challenges.

Policy Analysis and Evaluation: Academia provides evidence-based analysis and evaluation of food policies and programs to inform decision-making and improve outcomes in the food system.

Academia plays a crucial role in conducting research on various topics related to food and agriculture. This research includes areas such as plant genetics, food safety, nutrition, and food

policy. By conducting research, academia contributes to the development of knowledge and understanding in these fields. Academic institutions also offer degree programs, workshops, and extension services to train future professionals in the food industry. These programs aim to provide students with the necessary knowledge and skills to address food-related issues. Additionally, academia also plays a role in educating the public about food-related matters. Moreover, Research Centers and Academics collaborate with government agencies, non-governmental organisations (NGOs), and industry partners to share expertise, data, and technology.

This collaboration is essential for addressing challenges in the food system. By working together, academia and these organisations can develop innovative solutions and strategies. Finally, they provide evidence-based analysis and evaluation of food policies and programs. This analysis helps inform decision-making processes and improve outcomes in the food system. By providing objective assessments, academia also contributes to the development of effective policies and programs, thus indirectly affecting the habits as discussed in the previous subsections.

Overall, academic institutions contribute to understanding and improving food habits by conducting research that informs policies and practices. Through education and policy advisory, they help disseminate knowledge and promote informed decision-making among stakeholders and consumers. They play a key role in creating an evidence base that supports sustainable development and societal well-being. These are the key roles that best define the purpose of the field in relation to the food sector (Gaiani et al., 2022).

4. TARGET GROUP CHARACTERISTICS

Different stakeholders depending on their position in the Quintuple Helix and the Food value chain, and their roles in affecting food habits, can also influence distinct target groups. The receivers of activities towards affecting food habits can also be of any type under the QHC. Based on the literature review presented in the previous sections we include in the framework the most important socio-economic characteristics of target groups.

Age is a significant driver of individuals' food habits, as it is influenced by a combination of biological and psychological factors. These factors have varying impacts on food habits across different life stages.

In infancy and early childhood, infants have high nutritional needs for growth and development, with breast milk or formula providing essential nutrients. Children continue to grow rapidly in childhood, requiring a balanced diet rich in energy, protein, and micronutrients. Adolescents experience hormonal changes during puberty, leading to increased appetite and specific nutritional needs for growth spurts and brain development. In adulthood, metabolism stabilises, and nutrient needs shift towards maintenance rather than growth, with dietary habits significantly impacting chronic disease risk. Older adults face challenges such as slowed metabolism, sensory decline, and digestive changes, necessitating nutrient-dense, easily digestible foods.

Psychologically, infants and young children learn food habits through observation and imitation, influenced by family eating habits. Young children may exhibit food neophobia, a reluctance to try new foods, which can be managed through repeated exposure. Positive and negative experiences with food in childhood can shape lifelong preferences, while peer influence becomes significant in adolescence, impacting food preferences. Adults often have established food habits influenced by lifestyle and convenience, with stress and emotional states affecting eating patterns. Older adults may have deeply ingrained food habits tied to tradition and routine, which can be comforting but may need adjustment for health reasons.

To account for all these adverse factors, in our framework we set the following categories in relation to the age of the target groups: **<21, 21-45, >45**. The Age categories refer to target groups that represent individuals or groups of individuals.

Income level is an important characteristic as it affects various factors that determine dietary choices and behaviours, such as access to food, food security, nutritional knowledge, lifestyle convenience, social and cultural factors, health, and psychological well-being.

Higher income allows for greater access to healthy food options, such as fresh fruits, vegetables, lean meats, and whole grains. In contrast, lower-income individuals may have limited access to these foods, especially in areas with few affordable and nutritious options. Moreover, higher income typically ensures more consistent access to food, reducing the risk of food insecurity. Food insecurity can lead to meal skipping, reliance on emergency food supplies, and consumption of less nutritious foods. Having said that, higher-income individuals often have better access to educational resources that inform them about nutrition and healthy eating. They also tend to have higher levels of health literacy, enabling them to make healthier food choices. On the other hand, lower-income individuals may have less time for meal planning, grocery shopping, and cooking due to longer working hours or multiple jobs. This can lead to a reliance on fast food and convenience foods that are often less healthy.

Indeed, higher-income individuals may have social networks that promote and reinforce healthy eating habits. Additionally, greater income can afford more opportunities to experience diverse cuisines and cultural food practices, promoting a varied diet.

Usually, a higher income is associated with better overall health and well-being, which can positively influence food choices. Access to healthcare also allows higher-income individuals to receive dietary advice and interventions from health professionals. Financial stress can lead to unhealthy eating patterns, such as emotional eating or binge eating. Poor mental health can negatively affect eating habits, and financial constraints can exacerbate stress and anxiety, leading to poor dietary choices. Understanding the role of income in food habits is crucial for developing targeted interventions to promote healthy eating across different socioeconomic groups.

In our framework we define three impact levels: Low, Medium, and High, set relative to the national or regional (NUTS2) average income.

Geographical Dispersion consists of another characteristic which is highlighted in the underling literature as a significant driver of food habits, influenced by various factors such as access to food sources, cultural and regional cuisine, climate and agriculture, economic conditions, infrastructure and transportation, health and nutrition services, environmental sustainability, and social and demographic factors.

People in urban areas have better access to a wide variety of food sources, while those in rural or remote areas may have limited access to fresh and diverse food options. Food deserts, where affordable and nutritious food is scarce, are prevalent in low-income urban and isolated rural areas. Geographical regions have distinct culinary traditions based on historical, cultural, and environmental factors. These traditions significantly influence local food habits, determining the types of foods commonly consumed. Certain areas are known for specific foods or dishes, shaped by the local availability of ingredients.

Moreover, Climate affects growing seasons and the availability of certain foods. Food habits often change with the availability of seasonal produce. The type of crops that can be grown and the prevalent farming methods in an area also influence the local diet. In addition, the economic landscape of a region influences food prices and availability. Areas with a strong agricultural economy may have cheaper and more abundant fresh produce, while regions dependent on

imports may face higher food costs. Employment opportunities and income levels also affect food purchasing power and dietary choices. Efficient transportation networks facilitate the distribution of a wide variety of foods, making diverse diets more feasible. Poor infrastructure can limit food distribution, leading to shortages or higher prices for certain foods. Urban areas typically have more developed infrastructure, supporting a greater diversity of food options.

In addition to these factors, geographical dispersion affects also access to healthcare services, including nutritional counselling and support. Urban areas often have more healthcare facilities that can provide dietary advice and support. Regional public health initiatives can also influence local food habits. Emphasis on local food systems and sustainable practices can vary by region, influencing food habits. Regions facing environmental challenges may see shifts in food habits as certain crops become less viable or safe to consume.

Finally, population density in urban areas supports a diverse food market with many options, including ethnic foods and specialty diets. Areas with high levels of immigration or diverse populations tend to have more varied food cultures, incorporating different cuisines and dietary practices.

In our framework the geographical dispersion is captured as: Regional/Local, National or International, and is relevant for all categories/types of target Groups.

Apart from age, income type and geographical dispersion, Industry/Businesses are also classified based on their Size (Large or SME based on the number of employees, with the cutoff to be equal to 250 employees). Also, for Public/ Governance and NGOs, we require the definition of the Region the entities are incorporated (NUTS 2 or NUTS3 level following the Eurostat classifications).

Implementation and Tools

This section describes the implementation of the Framework and the technical tools provided by ATHENA RC to all Pilot partners, the identification and the mapping of stakeholders in CHOICE pilots.

Long List of Stakeholders

To assist Pilot Leaders (Austria, Colombia, Greece, Spain and South Africa-) in performing the stakeholder identification and mapping, a template (“Stakeholders_Profile_long_list_template.xlsx” file) with the developed framework was provided by ATHENA RC. The template includes a worksheet to provide Pilot specific details (“info”, Figure 5), the main worksheet for the Identification of Stakeholders (“Stakeholder Profile”, Figure 6). This sheer requires Pilots to identify and fill the relevant stakeholders by providing the following attributes: Stakeholder Name, Value Chain categorization, Helix categorization, Size (applicable only for firms), Region (applicable for Governance and NGOs), and Participation in EU Projects (optional YES/NO type of entry).

Moreover, the “Role in affecting Food Habits” had an obligatory choice (the main role), and the option to include two more alternative roles, if applicable. Lastly, the “Target Group Characteristics” was divided into Age, Income status and Geographical dispersion categorizations. For all entries drop-down lists were incorporated to facilitate the pilots in filling in the template, as well as explanatory description on each input title. Furthermore, two excel sheets with descriptions of the roles and the value chain nodes were included (“Roles Guide”, Figure 7 and “Value Chain Guide”, Figure 8).

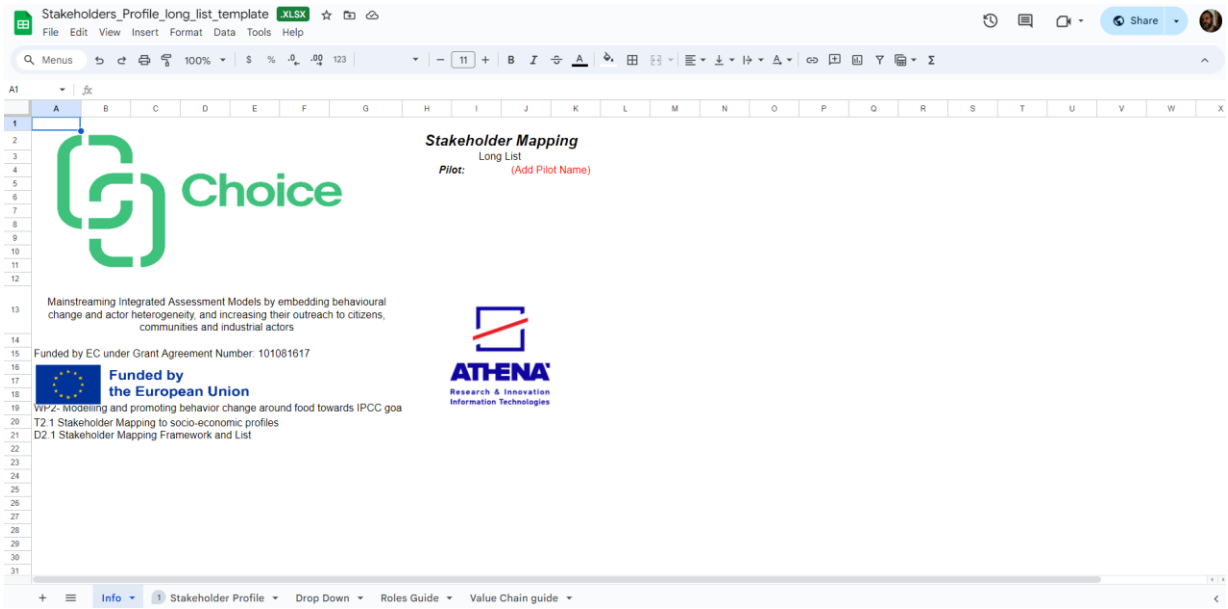


Figure 5. The Long List of Stakeholders template - Pilot Info

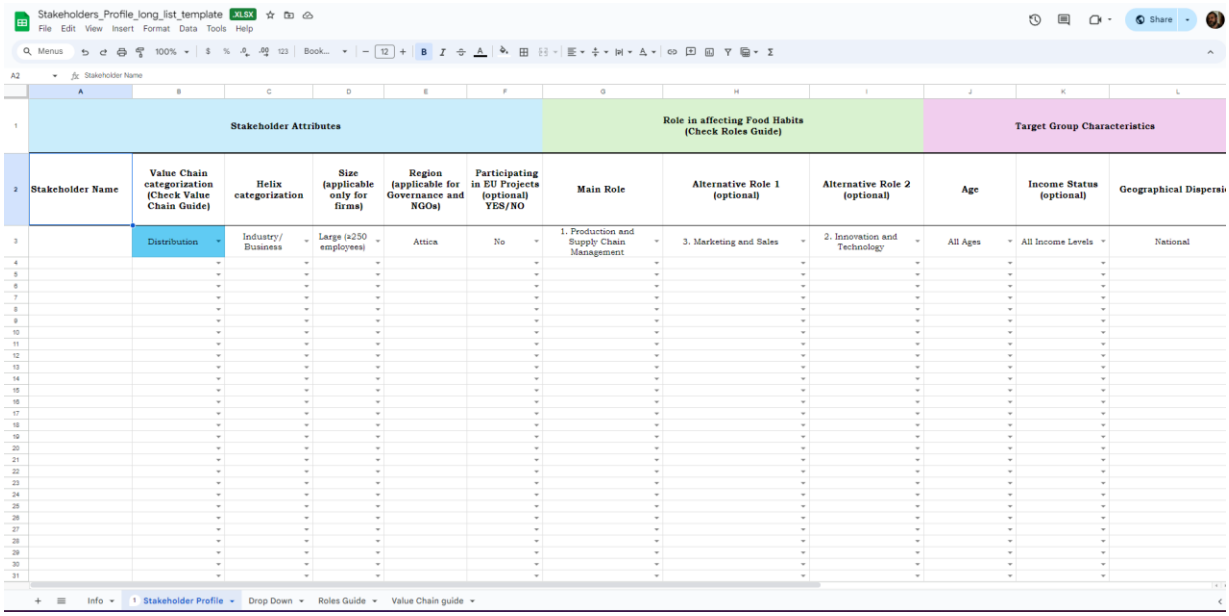
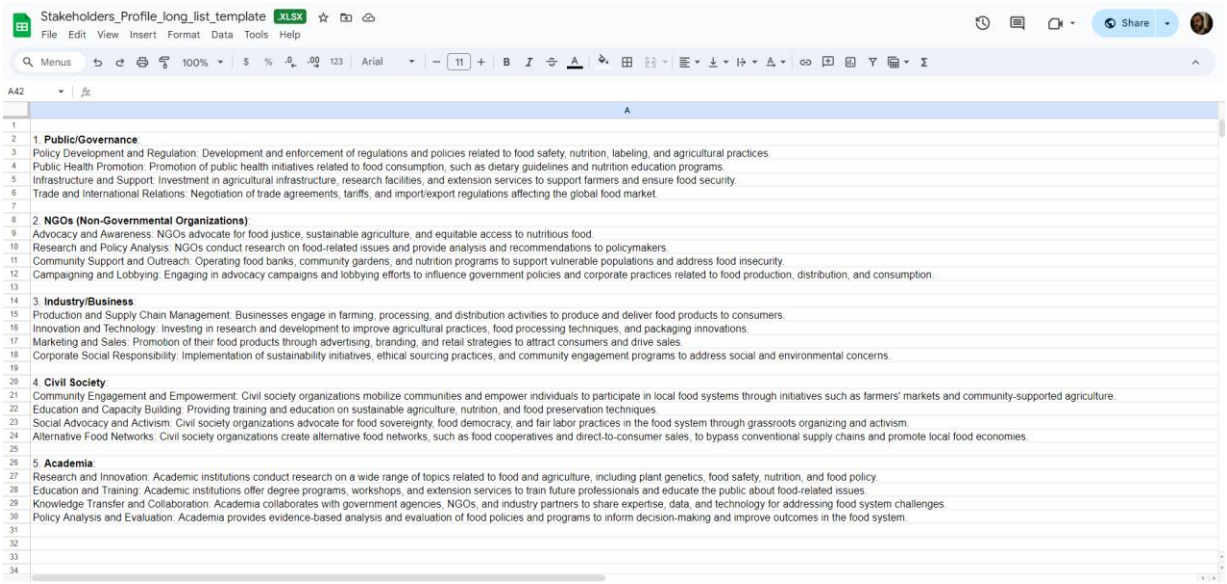


Figure 6. The Long List of Stakeholders template - Stakeholders Profile



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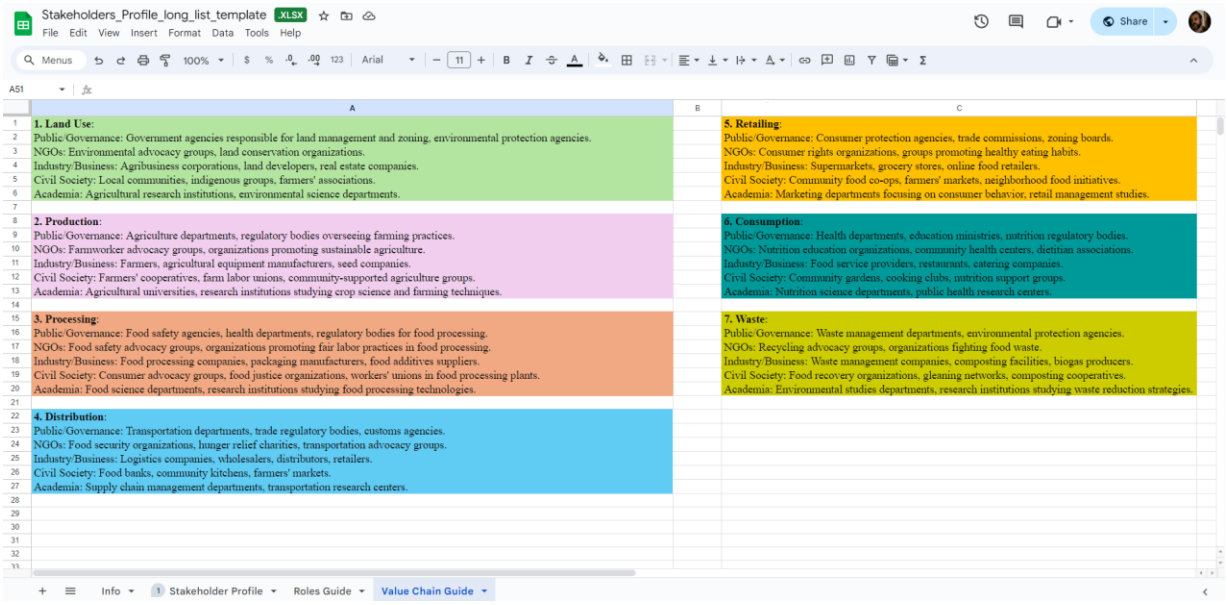
	A
1	
2	1. **Public/Governance**:
3	Policy Development and Regulation: Development and enforcement of regulations and policies related to food safety, nutrition, labeling, and agricultural practices.
4	Public Health Promotion: Promotion of public health initiatives related to food consumption, such as dietary guidelines and nutrition education programs.
5	Infrastructure and Support: Investment in agricultural infrastructure, research facilities, and extension services to support farmers and ensure food security.
6	Trade and International Relations: Negotiation of trade agreements, tariffs, and import/export regulations affecting the global food market.
7	
8	2. **NGOs (Non-Governmental Organizations)**:
9	Advocacy and Awareness: NGOs advocate for food justice, sustainable agriculture, and equitable access to nutritious food.
10	Research and Policy Analysis: NGOs conduct research on food-related issues and provide analysis and recommendations to policymakers.
11	Community Support and Outreach: Operating food banks, community gardens, and nutrition programs to support vulnerable populations and address food insecurity.
12	Campaigning and Lobbying: Engaging in advocacy campaigns and lobbying efforts to influence government policies and corporate practices related to food production, distribution, and consumption.
13	
14	3. **Industry/Business**:
15	Production and Supply Chain Management: Businesses engage in farming, processing, and distribution activities to produce and deliver food products to consumers.
16	Innovation and Technology: Investing in research and development to improve agricultural practices, food processing techniques, and packaging innovations.
17	Marketing and Sales: Promotion of their food products through advertising, branding, and retail strategies to attract consumers and drive sales.
18	Corporate Social Responsibility: Implementation of sustainability initiatives, ethical sourcing practices, and community engagement programs to address social and environmental concerns.
19	
20	4. **Civil Society**:
21	Community Engagement and Empowerment: Civil society organizations mobilize communities and empower individuals to participate in local food systems through initiatives such as farmers' markets and community-supported agriculture.
22	Education and Capacity Building: Providing training and education on sustainable agriculture, nutrition, and food preservation techniques.
23	Social Advocacy and Activism: Civil society organizations advocate for food sovereignty, food democracy, and fair labor practices in the food system through grassroots organizing and activism.
24	Alternative Food Networks: Civil society organizations create alternative food networks, such as food cooperatives and direct-to-consumer sales, to bypass conventional supply chains and promote local food economies.
25	
26	5. **Academia**:
27	Research and Innovation: Academic institutions conduct research on a wide range of topics related to food and agriculture, including plant genetics, food safety, nutrition, and food policy.
28	Education and Training: Academic institutions offer degree programs, workshops, and extension services to train future professionals and educate the public about food-related issues.
29	Knowledge Transfer and Collaboration: Academia collaborates with government agencies, NGOs, and industry partners to share expertise, data, and technology for addressing food system challenges.
30	Policy Analysis and Evaluation: Academia provides evidence-based analysis and evaluation of food policies and programs to inform decision-making and improve outcomes in the food system.
31	
32	
33	
34	

Figure 7. The Long List of Stakeholders template - Roles Guide



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	A	B	C
1	**1. Land Use**:		**5. Retailing**:
2	Public/Governance: Government agencies responsible for land management and zoning, environmental protection agencies.		Public/Governance: Consumer protection agencies, trade commissions, zoning boards.
3	NGOs: Environmental advocacy groups, land conservation organizations.		NGOs: Consumer rights organizations, groups promoting healthy eating habits.
4	Industry/Business: Agribusiness corporations, land developers, real estate companies.		Industry/Business: Supermarkets, grocery stores, online food retailers.
5	Civil Society: Local communities, indigenous groups, farmers' associations.		Civil Society: Community food co-ops, farmers' markets, neighborhood food initiatives.
6	Academia: Agricultural research institutions, environmental science departments.		Academia: Marketing departments focusing on consumer behavior, retail management studies.
7			
8	**2. Production**:		**6. Consumption**:
9	Public/Governance: Agriculture departments, regulatory bodies overseeing farming practices.		Public/Governance: Health departments, education ministries, nutrition regulatory bodies.
10	NGOs: Farmworker advocacy groups, organizations promoting sustainable agriculture.		NGOs: Nutrition education organizations, community health centers, dietitian associations.
11	Industry/Business: Farmers, agricultural equipment manufacturers, seed companies.		Industry/Business: Food service providers, restaurants, catering companies.
12	Civil Society: Farmers' cooperatives, farm labor unions, community-supported agriculture groups.		Civil Society: Community gardens, cooking clubs, nutrition support groups.
13	Academia: Agricultural universities, research institutions studying crop science and farming techniques.		Academia: Nutrition science departments, public health research centers.
14			
15	**3. Processing**:		**7. Waste**:
16	Public/Governance: Food safety agencies, health departments, regulatory bodies for food processing.		Public/Governance: Waste management departments, environmental protection agencies.
17	NGOs: Food safety advocacy groups, organizations promoting fair labor practices in food processing.		NGOs: Recycling advocacy groups, organizations fighting food waste.
18	Industry/Business: Food processing companies, packaging manufacturers, food additives suppliers.		Industry/Business: Waste management companies, composting facilities, biogas producers.
19	Civil Society: Consumer advocacy groups, food justice organizations, workers' unions in food processing plants.		Civil Society: Food recovery organizations, gleaning networks, composting cooperatives.
20	Academia: Food science departments, research institutions studying food processing technologies.		Academia: Environmental studies departments, research institutions studying waste reduction strategies.
21			
22	**4. Distribution**:		
23	Public/Governance: Transportation departments, trade regulatory bodies, customs agencies.		
24	NGOs: Food security organizations, hunger relief charities, transportation advocacy groups.		
25	Industry/Business: Logistics companies, wholesalers, distributors, retailers.		
26	Civil Society: Food banks, community kitchens, farmers' markets.		
27	Academia: Supply chain management departments, transportation research centers.		
28			
29			
30			
31			
32			
33			

Info | Stakeholder Profile | Roles Guide | Value Chain Guide

Figure 8. The Long List of Stakeholders template - Value Chain Guide

Using this template, the Pilot leaders were guided to identify and map all the relevant stakeholders in their pilots by completing the so-called “Long List of Stakeholders”.

Short List of Stakeholders

The purpose of stakeholder mapping is to analyse the level of interactions among the various stakeholders involved in a project. After the relevant stakeholders are identified and mapped to the framework of CHOICE, the overarching aim of the project is to effectively engage a subset of these stakeholders into the co-creation, co-development and validation activities and tasks of WP2, WP4 and WP6.

This is achieved by developing the '***Power/Interest matrix***'. This is a tool to help the Pilots shortlist stakeholders following the full set of participants included in their long list and identify the most representative stakeholders based on two distinct criteria: Power and Interest.

Power is determined by assessing in a discrete scale 0 to 5, the stakeholder's ability and capacity to bring about change, while interest is measured, in a discrete scale 0 to 5, by considering the likelihood of the stakeholder engaging in activities or initiatives related to the focus of the case study, which may be influenced by potential benefits or adverse impacts.

Both power and interest should be evaluated in terms of the stakeholder's potential to drive changes in food habits. The Short List stakeholders consist of the stakeholders located in the upper right quadrant, which represents high power and high interest, form the core group of stakeholders for the Pilot Cases. These stakeholders will be instrumental in recruiting LL participants. Furthermore, stakeholders positioned at the upper limits of the bottom right quadrants are also considered for potential inclusion.

A tool to assist Pilots, along with guidance and explanation during WP2 meetings, the assessment of the "Short List of Stakeholders" was developed ("Stakeholders_Profile_Short_list_template.xlsx" file[2]). The template includes a worksheet to provide Pilot specific details ("info", Figure 9), followed by the worksheet to perform the assessment ("Short List", Figure 10).

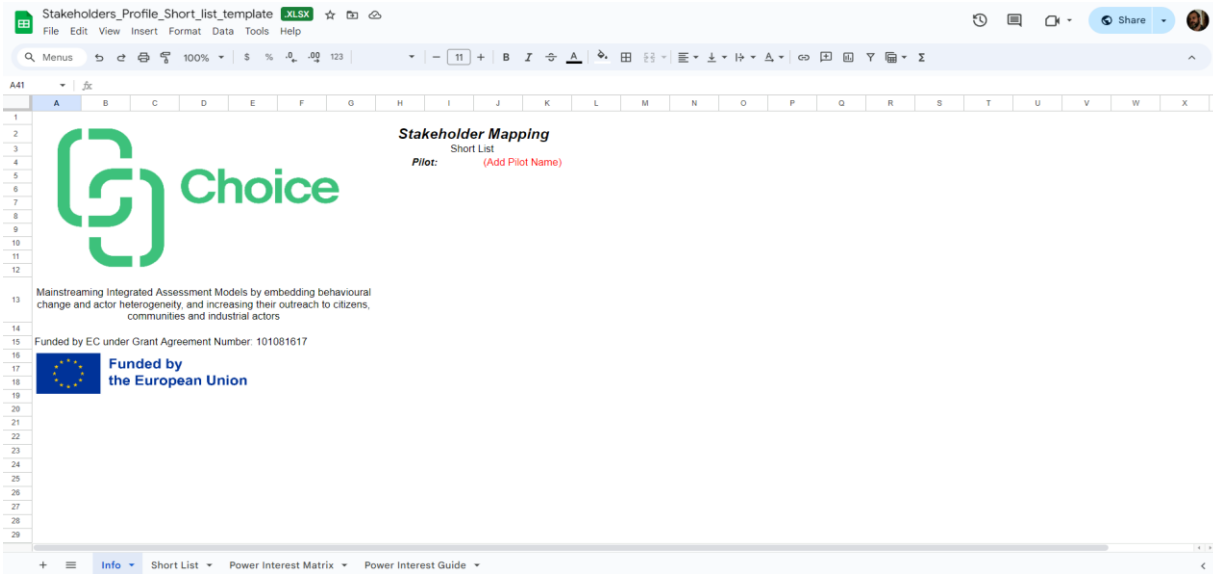

Figure 9. The Short List of Stakeholders template - Info

	A	B	C	D	E	F
1	**Stakeholder Attributes**			**Role in affecting Food Habits (Check Roles Guide)**	**Interest (Check Power Interest Guide)**	**Power (Check Power Interest Guide)**
2	**Stakeholder Name**	**Value Chain categorization (Check Value Chain Guide)**	**Helix categorization**	**Main Role**	**0-5 Increasing**	**0-5 Increasing**
3	Stakeholder 1	Land Use	Academia/ Research	1. Research and Innovation	5	3
4	Stakeholder 2	Retailing	Industry/ Business	3. Marketing and Sales	5	5
5	Stakeholder 3	Waste	NGOs	1. Advocacy and Awareness	4	2.5
6	Stakeholder 4	Waste	Civil Society	4. Alternative Food Networks	4	3
7	Stakeholder 5	Production	Public/ Governance	1. Policy Development and Regulation	4	5
8	Stakeholder 6	Consumption	Industry/ Business	3. Marketing and Sales	3	1
9	Stakeholder 7	Retailing	Industry/ Business	3. Marketing and Sales	1	2
10	Stakeholder 8	Land Use	Public/ Governance	3. Infrastructure and Support	2	2.5
11						

Figure 10. The Short List of Stakeholders template - Short List

The assessment required Pilots to transfer their long list of stakeholders together with the following attributes (name, value chain categorization and helix categorization) and the Main Role in affecting Food Habits in columns A to D. Then in the Interest and Power columns (E and F) the pilots were requested to grade each of the stakeholders using a discrete scale from 0 to 5, with 0 being “no power” and/or “no interest”, and 5 being “very high power” and/or “very high interest”. A worksheet providing guidelines for the assessment was also included (“Power/Interest Guide”, Figure 11).

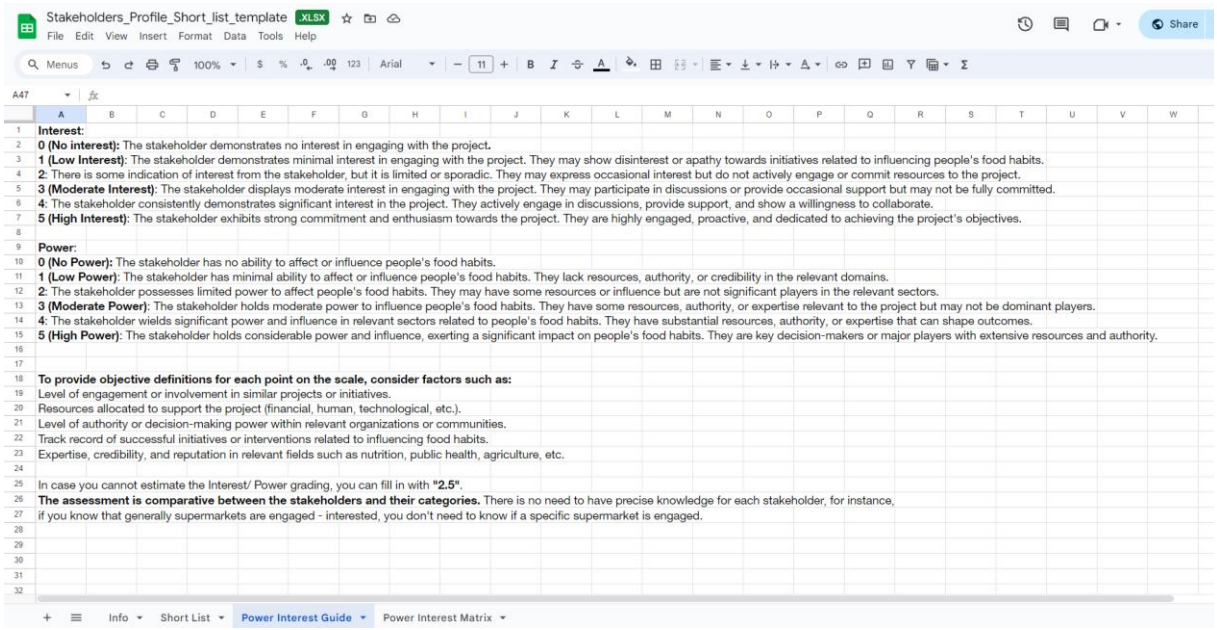

Figure 11. The Short List of Stakeholders template - Power/Interest Guide

The Output of the Assessment is automatically generated in the “Power/Interest Matrix” worksheet (Figure 12).

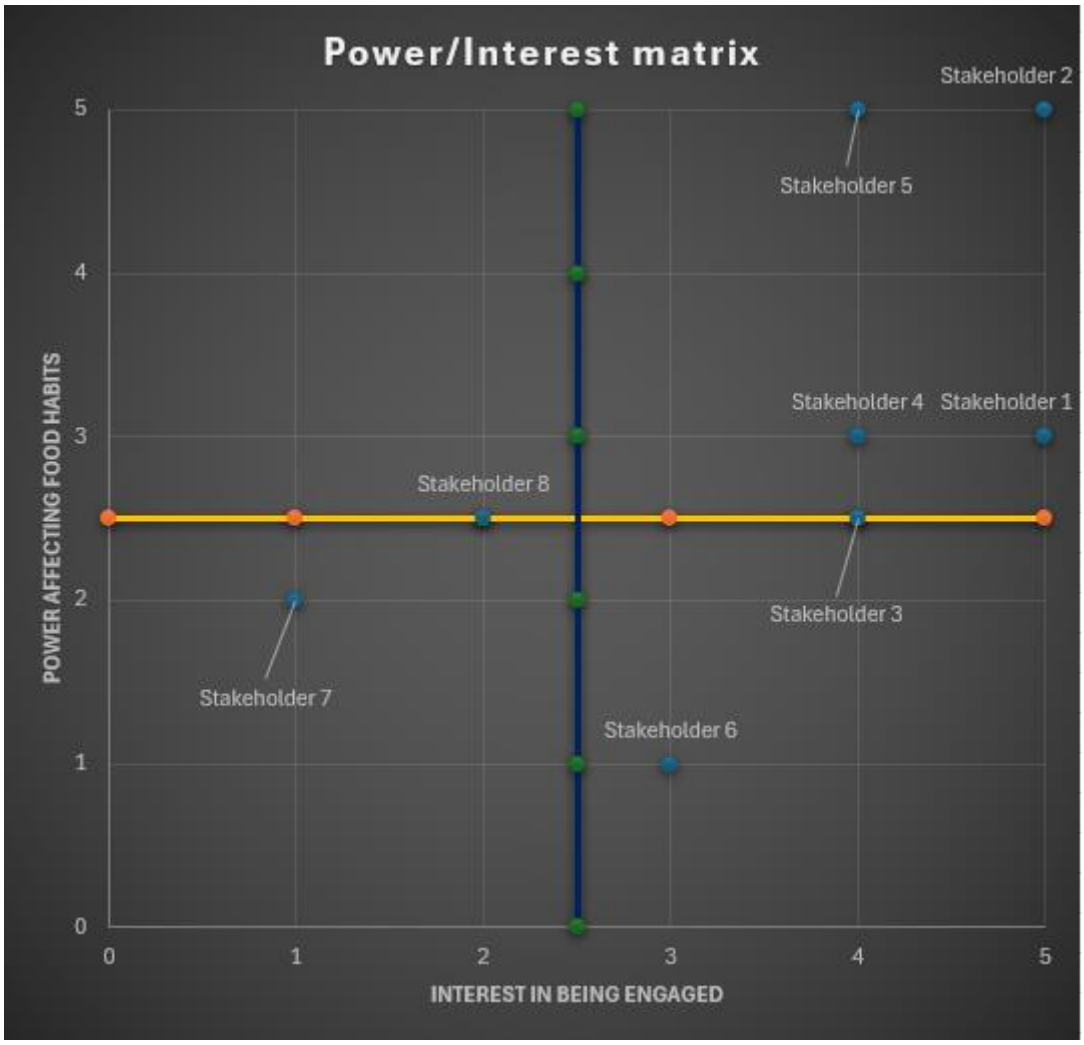

Figure 12. The Short List of Stakeholders template (example from the Greek case) - Power/Interest Matrix

Specifically, for Power and Interest Rankings the grades are defined as in the display below:

Interest

0 (No interest): The stakeholder demonstrates no interest in engaging with the project.

1 (Low Interest): The stakeholder demonstrates minimal interest in engaging with the project. They may show disinterest or apathy towards initiatives related to influencing people's food habits.

2 (Medium interest): There is some indication of interest from the stakeholder, but it is limited or sporadic. They may express occasional interest but do not actively engage or commit resources to the project.

3 (Moderate Interest): The stakeholder displays moderate interest in engaging with the project. They may participate in discussions or provide occasional support but may not be fully committed.

4 (High Interest): The stakeholder consistently demonstrates significant interest in the project. They actively engage in discussions, provide support, and show a willingness to collaborate.

5 (Very High Interest): The stakeholder exhibits strong commitment and enthusiasm towards the project. They are highly engaged, proactive, and dedicated to achieving the project's objectives.

Power

0 (No Power): The stakeholder has no ability to affect or influence people's food habits.

1 (Low Power): The stakeholder has minimal ability to affect or influence people's food habits. They lack resources, authority, or credibility in the relevant domains.

2 (Medium Power): The stakeholder possesses limited power to affect people's food habits. They may have some resources or influence but are not significant players in the relevant sectors.

3 (Moderate Power): The stakeholder holds moderate power to influence people's food habits. They have some resources, authority, or expertise relevant to the project but may not be dominant players.

4 (High Power): The stakeholder wields significant power and influence in relevant sectors related to people's food habits. They have substantial resources, authority, or expertise that can shape outcomes.

The completed “Long” and “Short” lists of stakeholders were checked from ATHENA RC for consistency and at least two iterations with each pilot were completed. During each iteration ATHENA RC provided comments and requested enhancements in both lists from the pilots.

Stakeholder Mapping - Implementation in CHOICE Pilots

Austria

The Austrian pilot identified a **long list** of **94 stakeholders** from all seven value chains and all five helix categorizations (Figure 13). The largest share of the stakeholders came from Industry (mainly related to processing and waste value chain nodes), and the consumption value chain category (For Academia, Civil Society and NGOs). The identified Main roles are presented in Figure 14. Research and Innovation is identified as the main role for Academia, Community Engagement and Empowerment for Civil Society, Innovation and Technology for Industry, community support and outreach for NGOs and Policy Development and Regulation for Public/Government Category. The stakeholders were from the whole Austrian region, aiming at “all Ages” and “All income levels” and with “national” geographical dispersion, with no deviation in the characteristics.

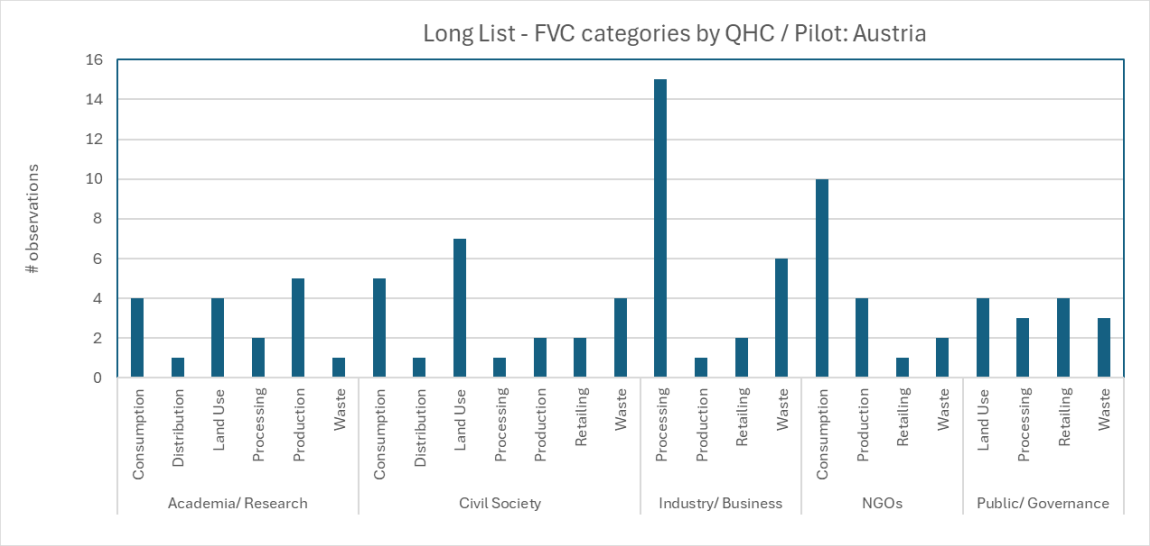

Figure 13. Long List - FVC by Helix Category - Austrian Pilot

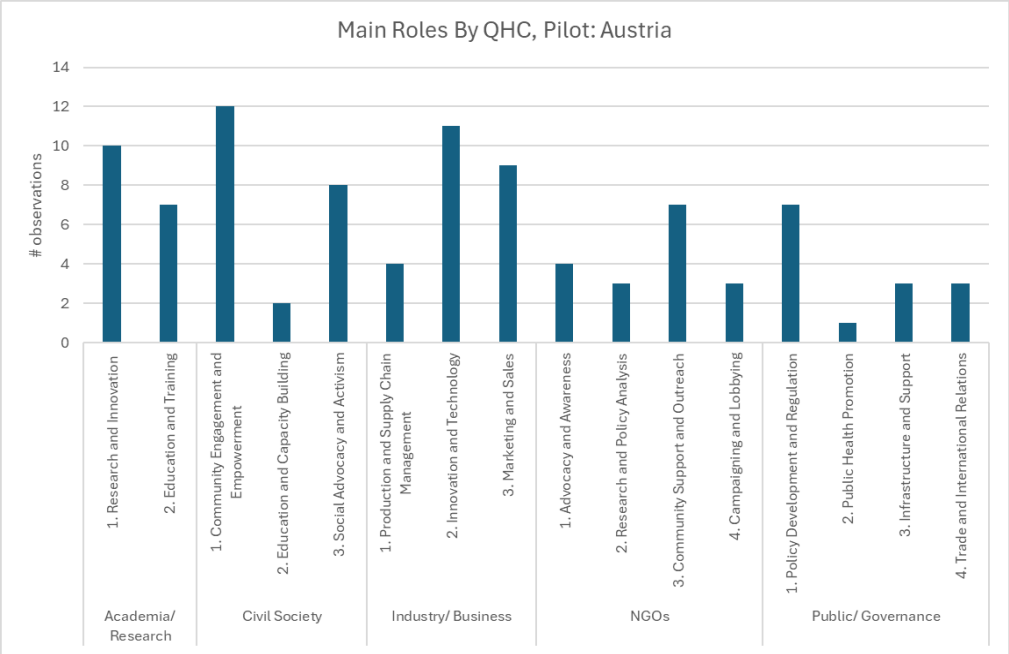

Figure 14. Long List - Main Roles by Helix Categories - Austrian Pilot

In the short list of Austrian Pilot most of the stakeholders were evaluated with a high score both in relation to its power as well as its interest. To this direction the upper right quadrant of the power/interest matrix is adjusted to identify companies with an Interest and a power score greater than 3 (Figure 15).

The **Short list** includes **27 stakeholders** in the upper right quadrant and 18 in the lower right quadrant. These 45 stakeholders are the ones CHOICE will target to engage in its activities. Stakeholders in the upper left quadrant are of high power but with less interest, and so CHOICE will keep them informed of the project outcomes and activities, instead of actively pursuing its engagement. Although the numbers are quite balanced the industry is relatively underrepresented in the short list. On the other hand, the distribution of FVC categories and Roles is well balanced in the short list (Figures 16, 17).

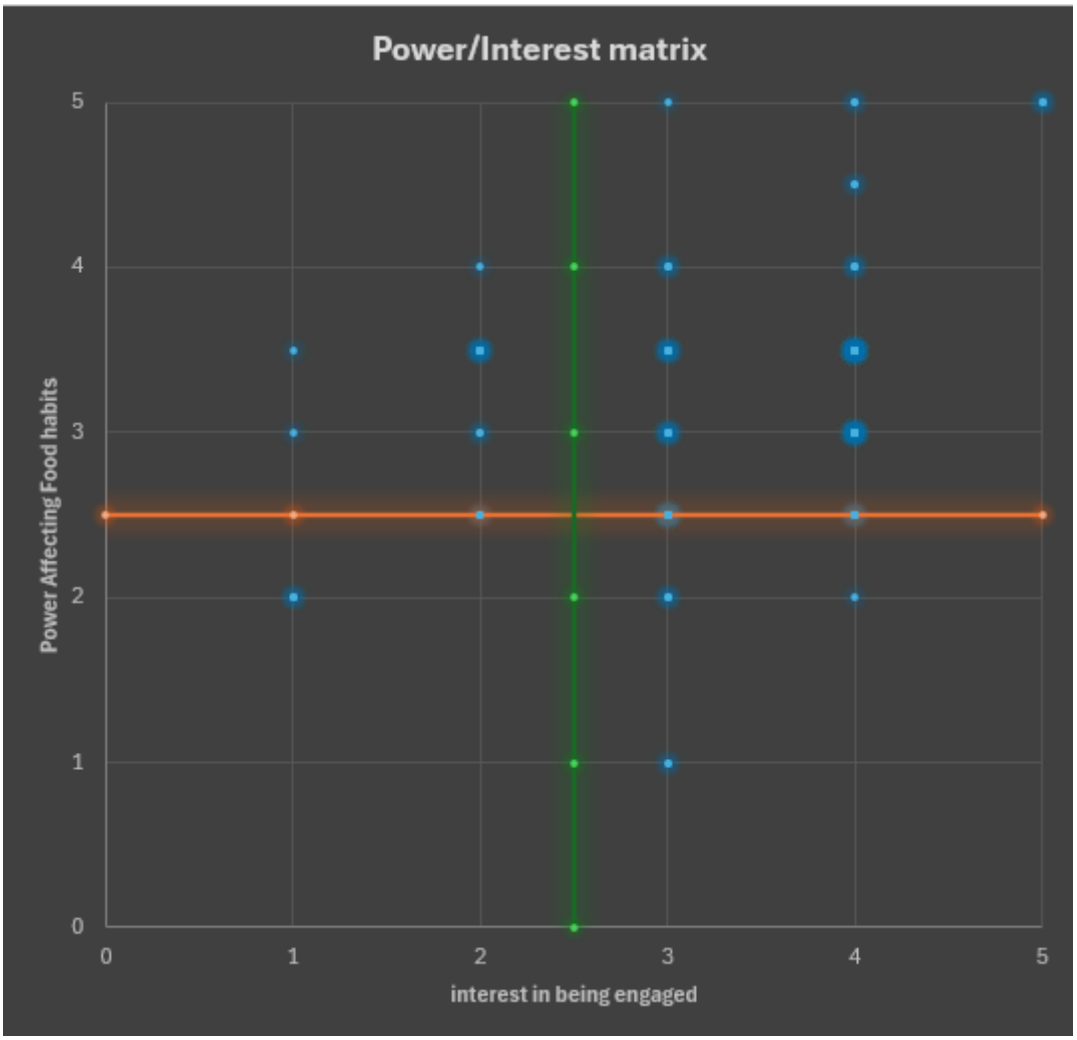

Figure 15. Short List - Power/Interest Matrix - Austrian Pilot

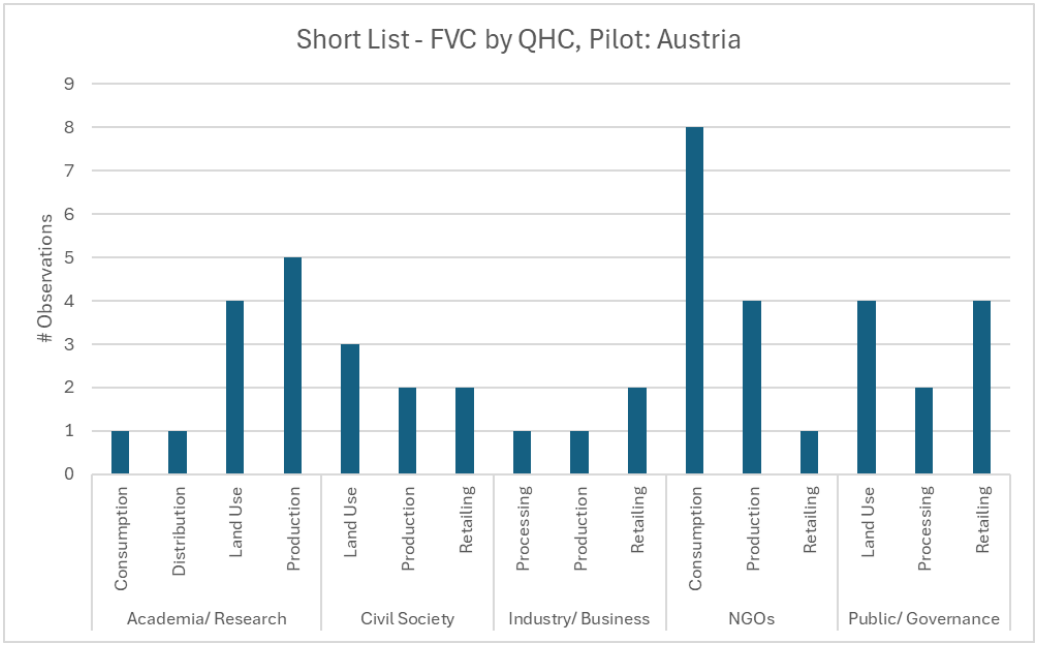

Figure 16. Short List - FVC Categories by Helix Category - Austrian Pilot

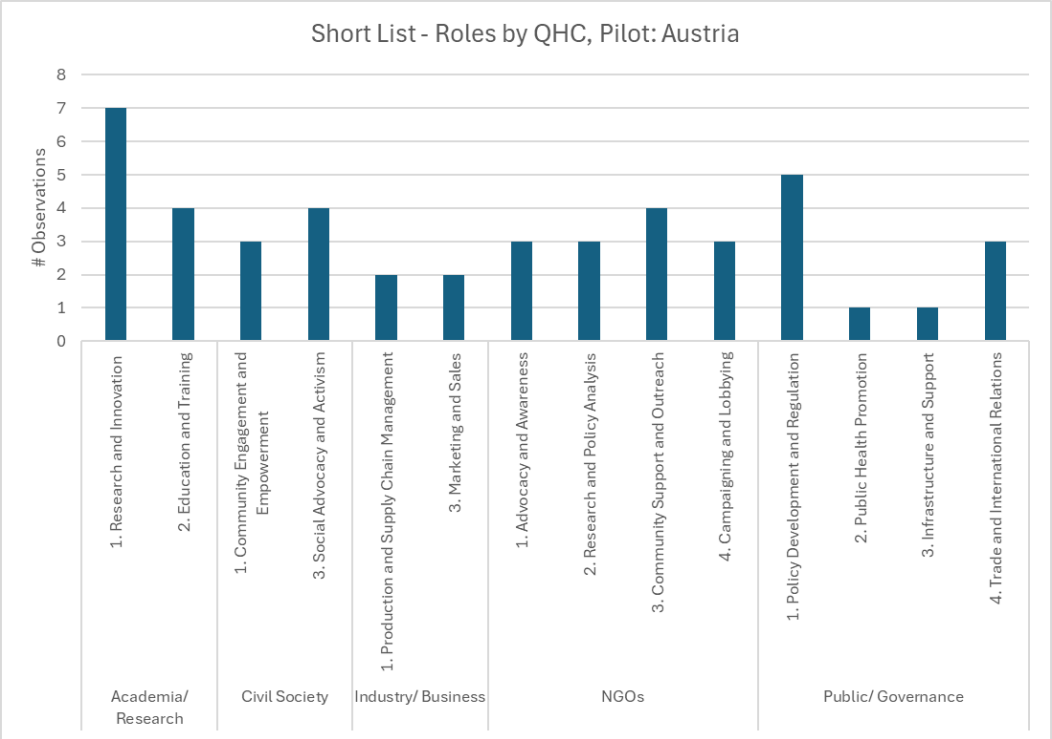

Figure 17. Short List - Roles by Helix Category - Austrian Pilot

Colombia

The Colombian pilot's **Long list** comprising **103 stakeholders**, mostly from the Andina region (65 stakeholders), representing all nodes of the food value chain and exhibiting adequate representation across the quintuple helix (Figure 18). In relation to the roles of the stakeholders in affecting food habits, there is a small deviation of roles in each QHC, that is Education and training is the dominant role for Academia, Community Engagement for Civil Society, Marketing and Sales for Industry, Community support and Outreach for NGOs and Policy and Regulation for Public/Governance stakeholders (Figure 19).

These stakeholders attend to all ages and all income levels of consumers, and their geographical dispersion is international and regional-local. Overall, the Public sector actors were prominent, while most belonged to the production FVC category.

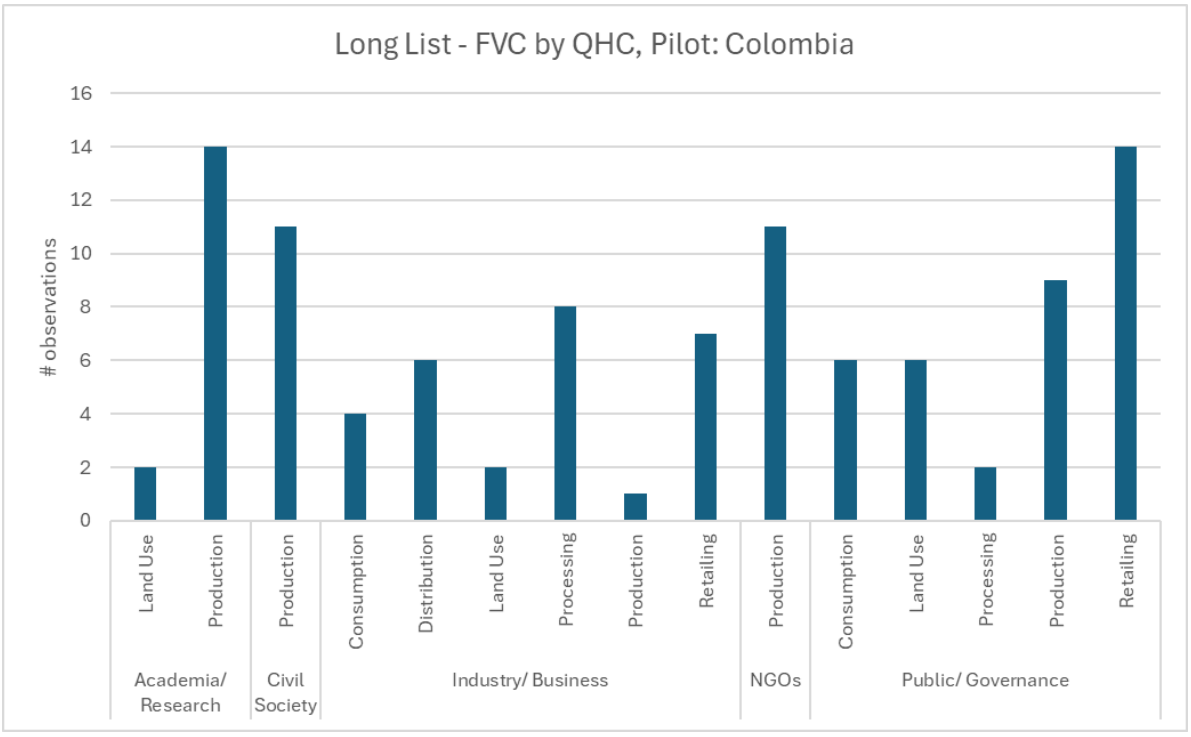

Figure 18. Long List - FVC by Helix Category - Colombian Pilot

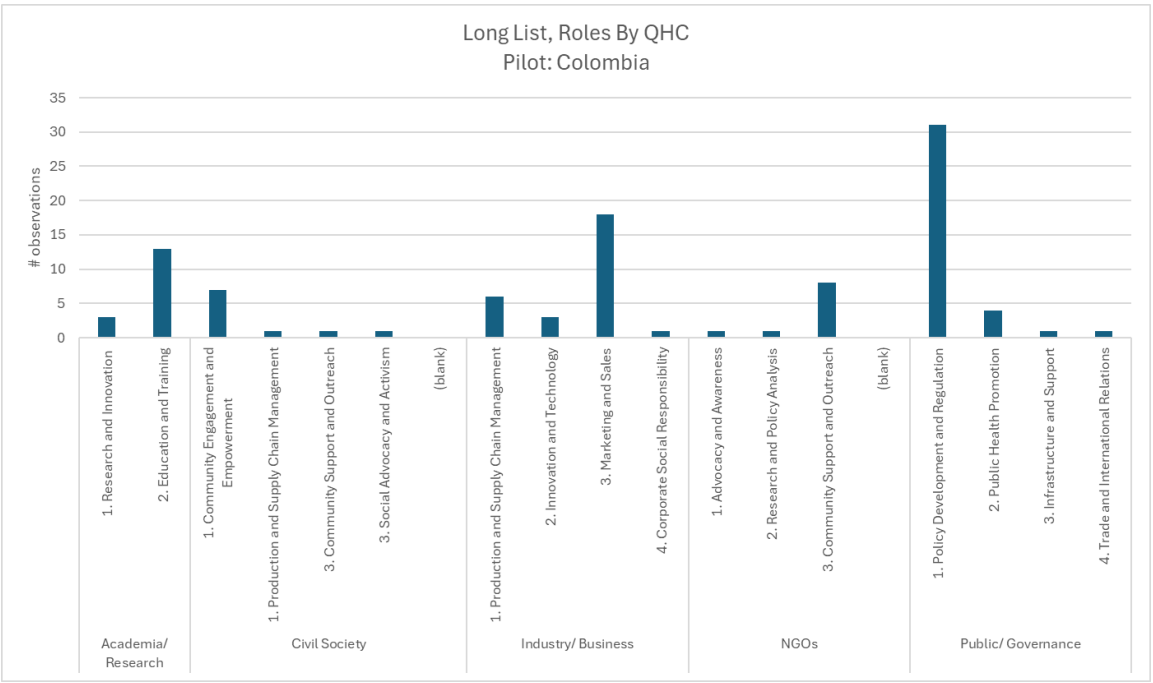

Figure 19. Long List - Main Roles by Helix Category - Colombian PilotIn the Short List of the Colombian Pilot most of the stakeholders were evaluated with a high score both in relation to its power as well as its interest. To this direction the upper right quadrant of the power/interest matrix is adjusted to identify companies with an interest and a power score greater than 3 (Figure 20).

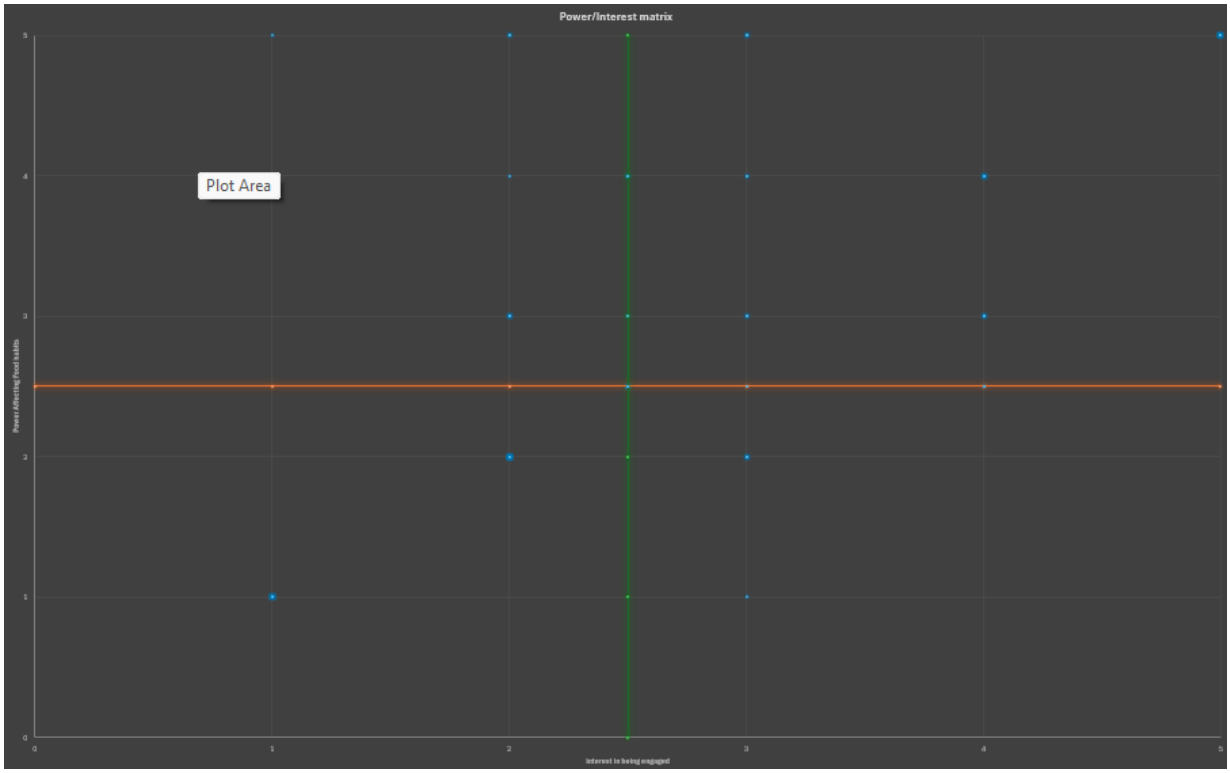

Figure 20. Short List - Power/Interest Matrix - Colombian Pilot

The **Short list** included **31 stakeholders** which are located in the upper and lower right quadrants of the matrix. Academia is represented with four stakeholders, Industry and Public/Governance with thirteen, while Civil Society is relatively underrepresented with two stakeholders. The distribution of the food value chain and the roles are relatively evenly distributed with Land Use and Production FVC nodes to be the most populated.

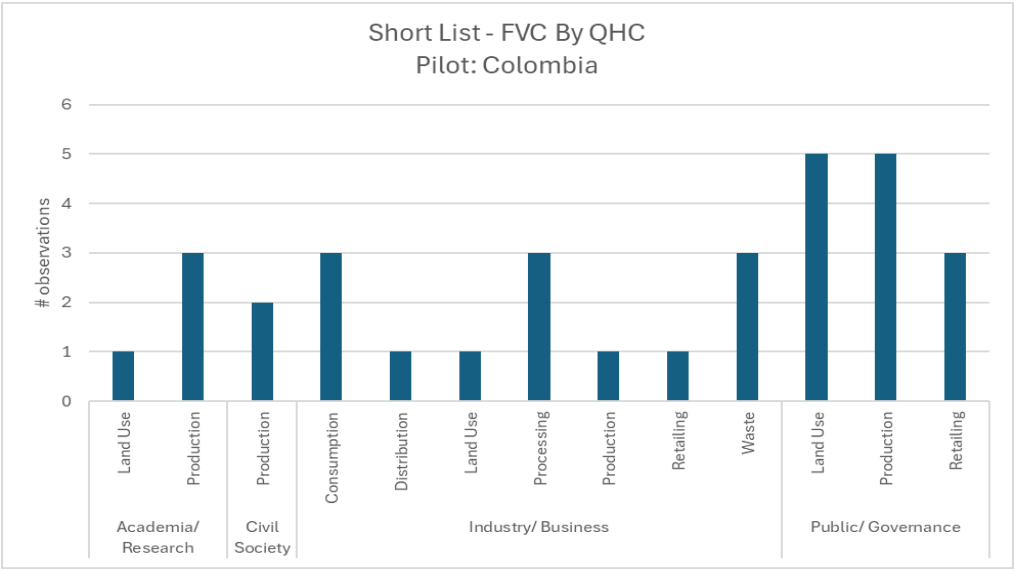

Figure 21. Short List - FVC Categories by Helix Category - Colombian Pilot

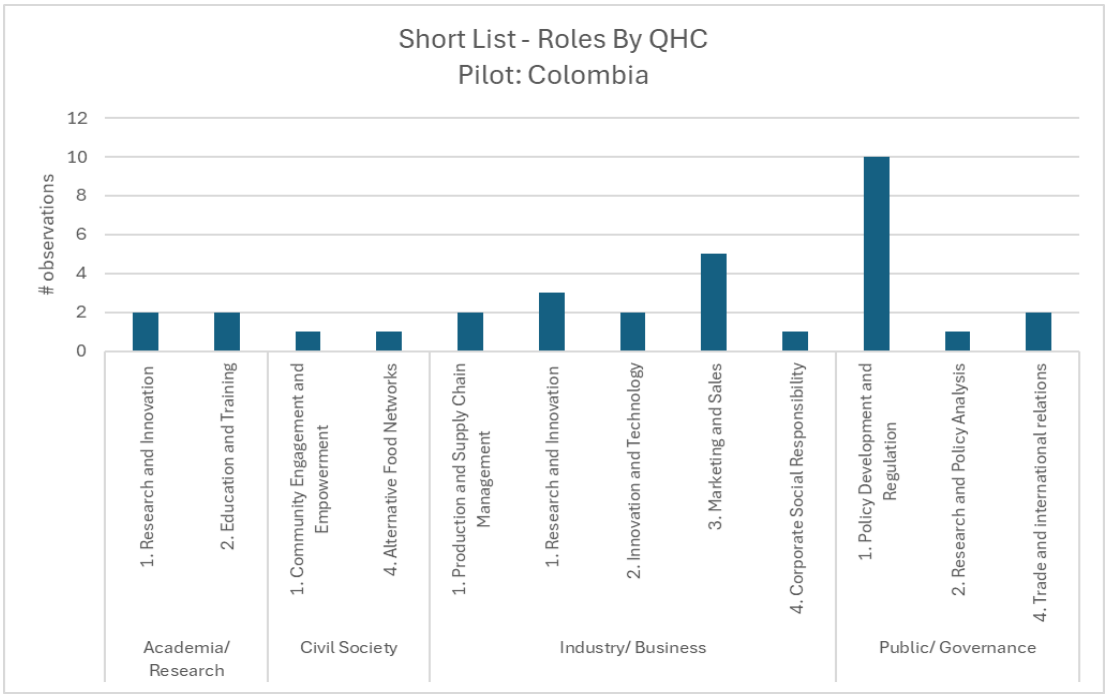

Figure 22. Short List - Roles by Helix Category - Colombian Pilot

Greece

The **Long list** for the Greek pilot contains **48 stakeholders** from all seven value chains and all five helix categorizations. The stakeholders were from the whole Greek region, some affecting all ages, other ages below 21 and 21-45. They influenced all income levels and had all national geographical dispersion with one having regional-local. The stakeholders were in majority from the industry sector, and mostly concerning the retailing category (Figure 23). This result shows that the Greek food sector is highly influenced by the Retailing Sector, and as expected the Role of Marketing and Sales is also prevailing.

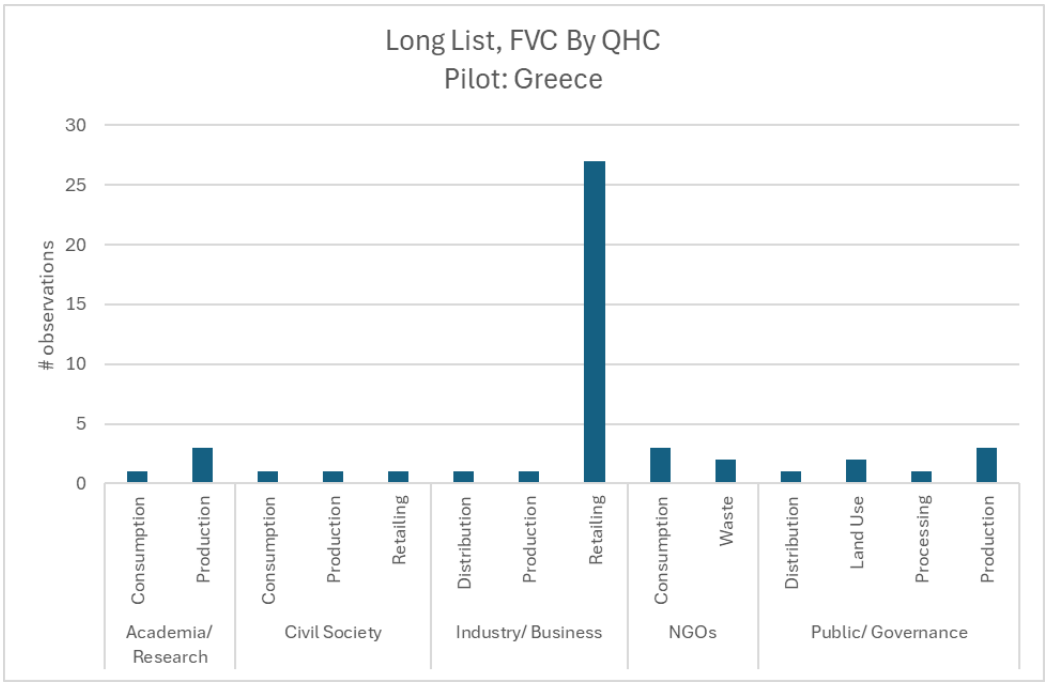

Figure 23. Long List - FVC by Helix Category - Greek Pilot

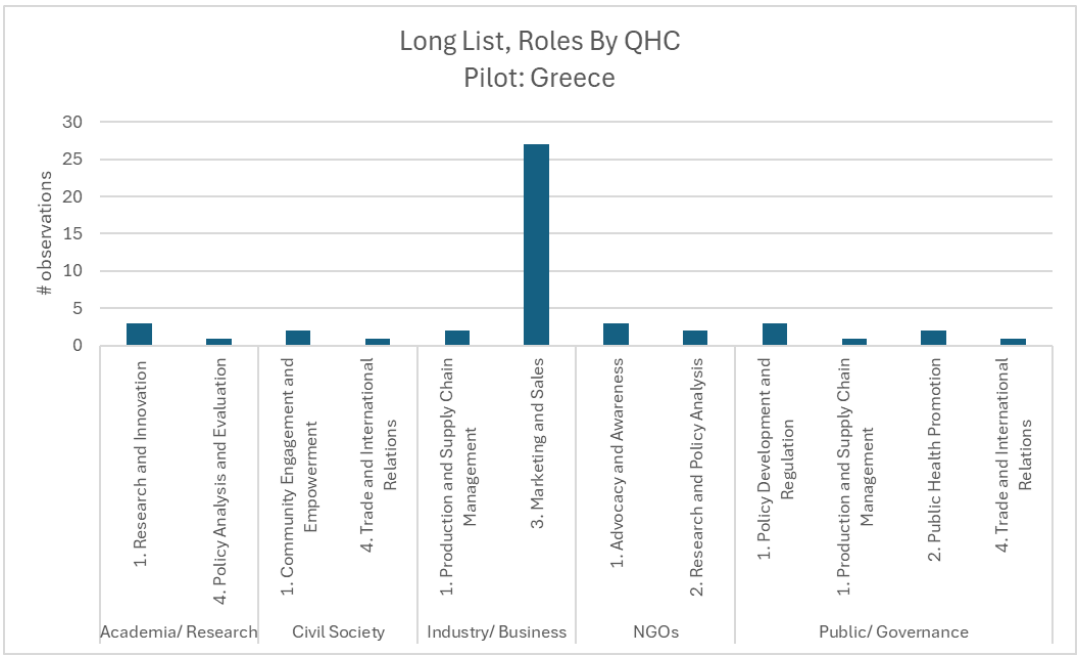

Figure 24. Long List - Main Roles by Helix Category - Greek Pilot

Due to the small number of stakeholders in the Greek Long list the thresholds for the Power and Interest are set as Interest to be higher or equal to 2.5 (Figure 25).

The **Short list** included **26 stakeholders**: 2 from the Public/ Governance category, 4 from Academia/ Research, 17 from Industry/ Business, 3 from Civil Society, and none from NGO, where all industry related stakeholders belong to the Retailing sector, where Marketing and sales refer to the role of the majority of stakeholders (Figures 26 & 27).

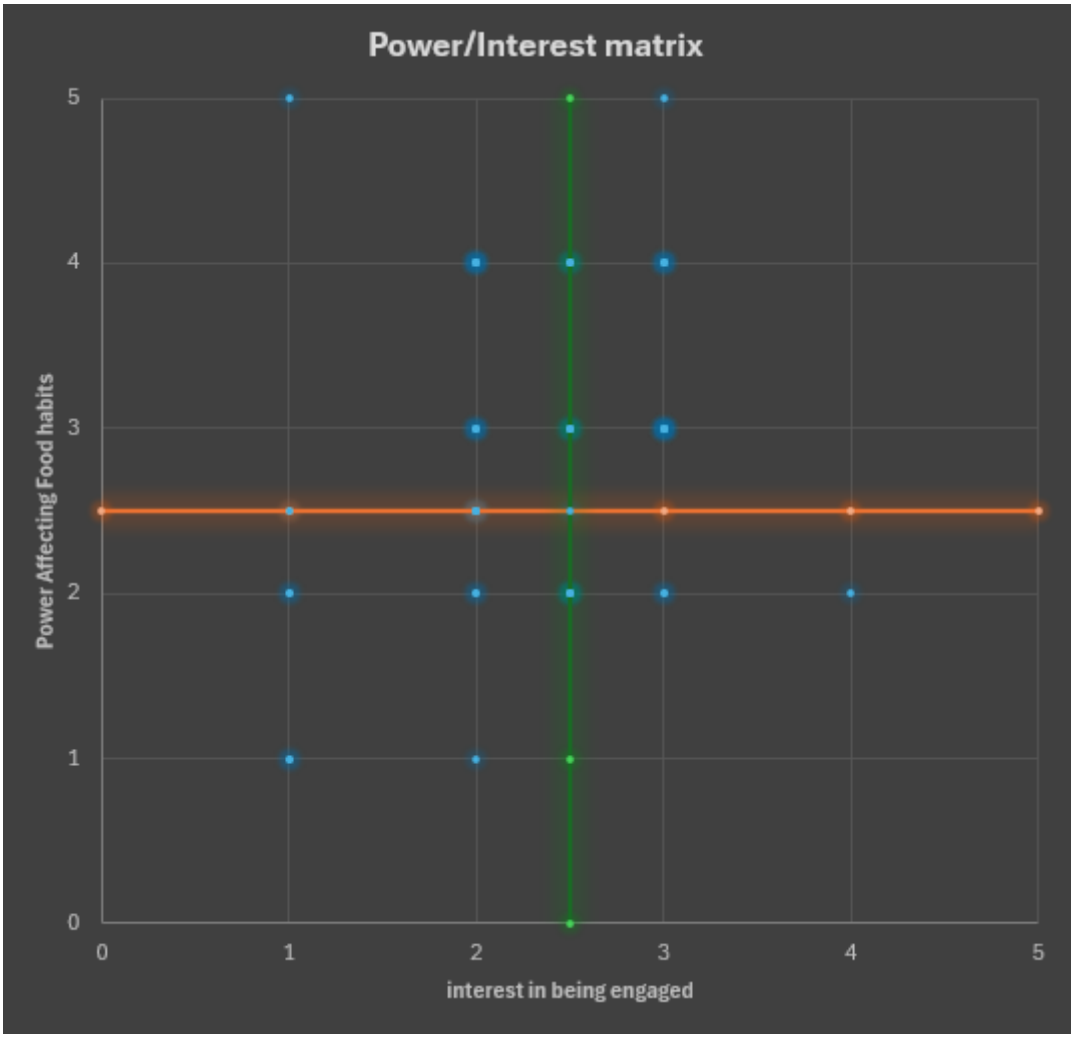

Figure 25. Short List - Power/Interest Matrix - Greek Pilot

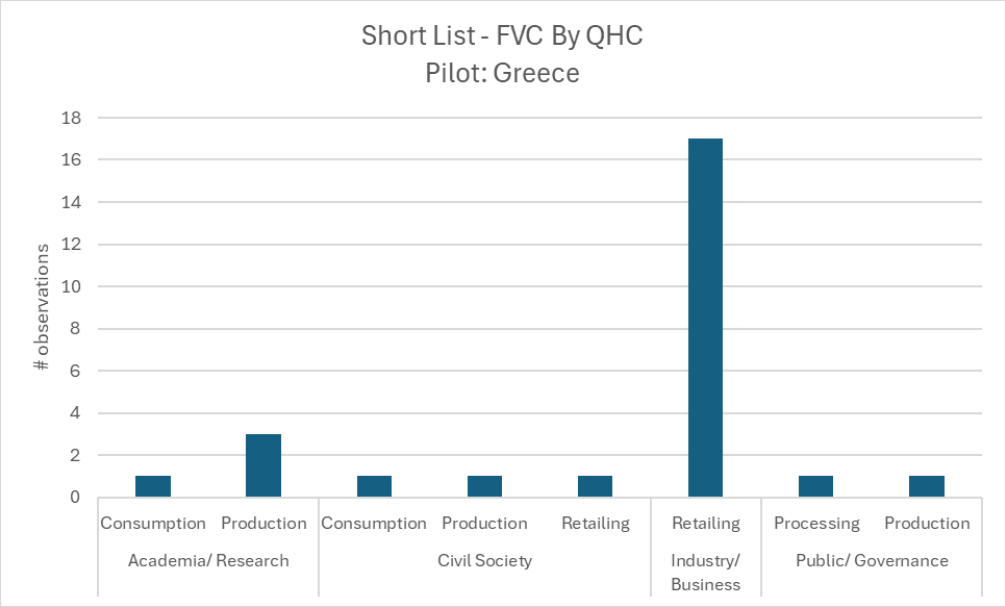

Figure 26. Short List - FVC Categories by Helix Category - Greek Pilot

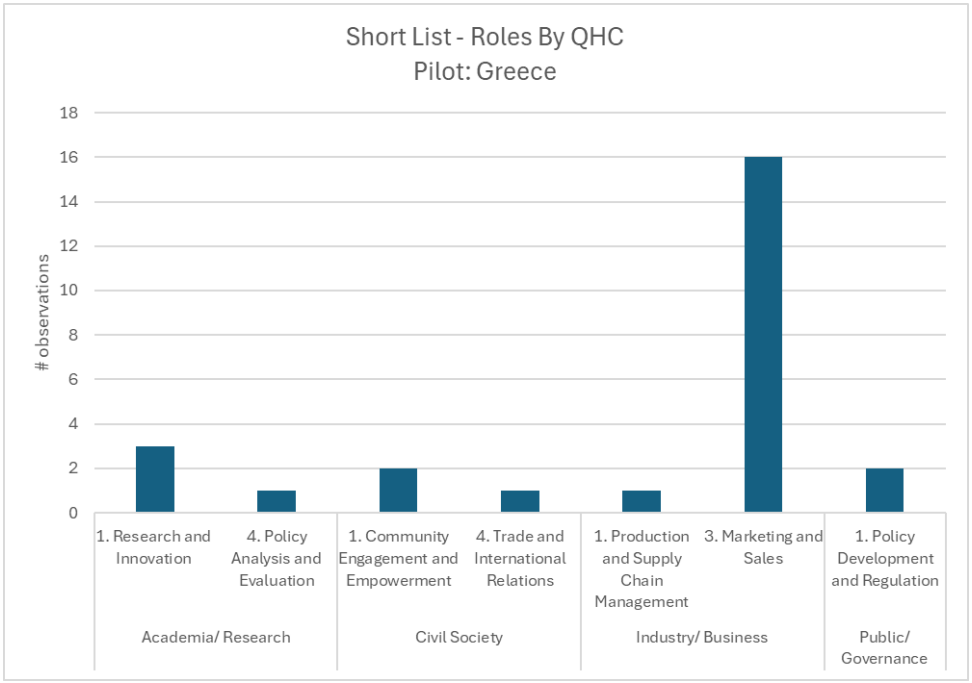

Figure 27. Short List - Roles by Helix Category - Greek Pilot

Spain

The Spanish pilot long list includes 164 stakeholders representing all facets of the value chains and helix categorization across Spain, addressing all ages, with international and regional-local geographical dispersion. The helix category with the highest number of identified stakeholders is civil society (38 actors, 23.2% of the sample) while production (dominates the food value chain stages with 59 entries (36 % of the total sample). This partly reflects the fact that in Spain the farmers' associations have high power in policy making and are highly influential. The majority of stakeholders are involved in Alternative Food Networks when describing their main role, however non-negligible representation is documented for policy development, production and supply chain management, and Research and Innovation. Descriptive statistics regarding the long list are depicted in Figures 28 and 29.

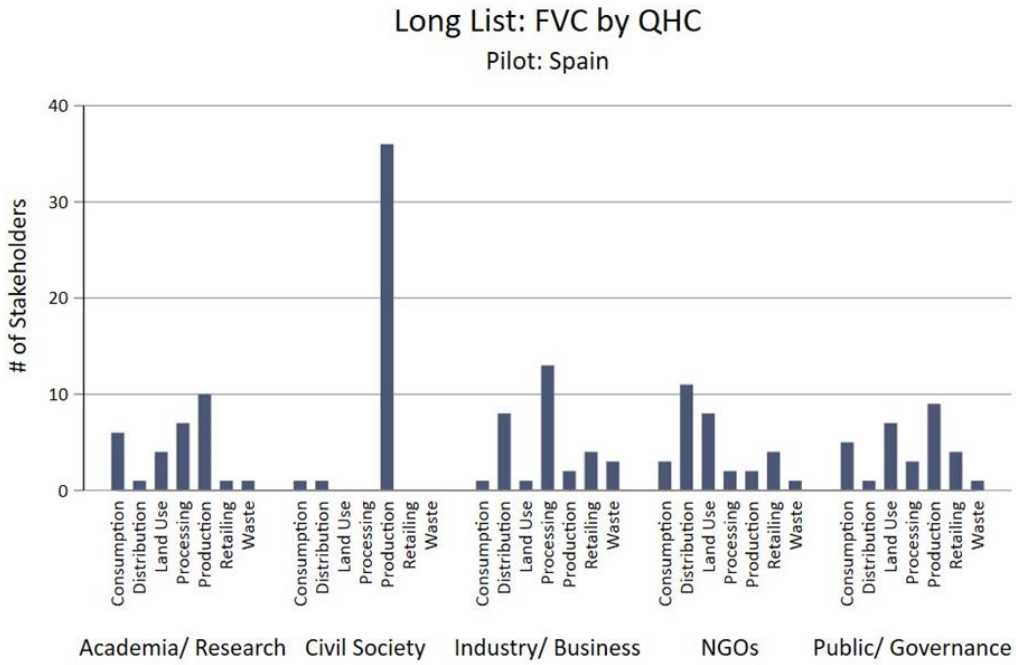

Figure 28. Long List - FVC by Helix Category - Spanish Pilot

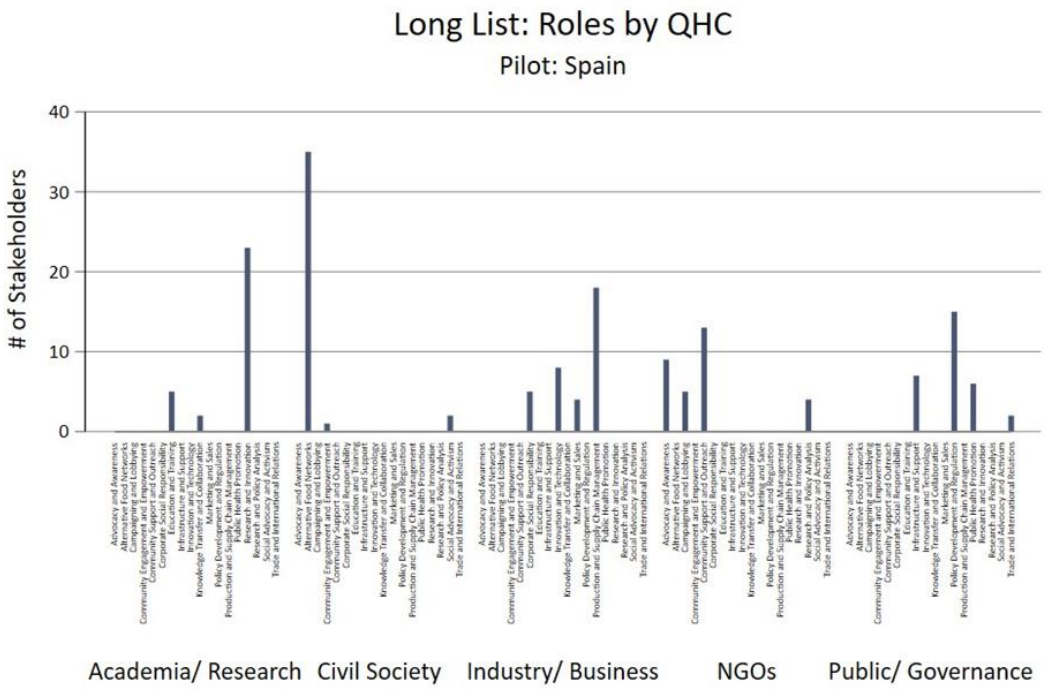

Figure 29. Long List - Main Roles by Helix Category - Spanish Pilot

To construct the short list for the case of Spain We kept the stakeholders with an average score above 3,5 in the power and interest evaluation (Figure 30). This led to a sub-sample of 47 stakeholders, thus reducing the variability compared to the long list described above. The overwhelming share of entities (more than 70%) represent the production stage of the food value chain, a result that will be reconsidered in the campaign designing phase with the Spanish partners to ensure the necessary variability in representation. Having said that, the result depicts the influence of actors in the production phase as demonstrated by the elevated score assigned by the Spanish partner.

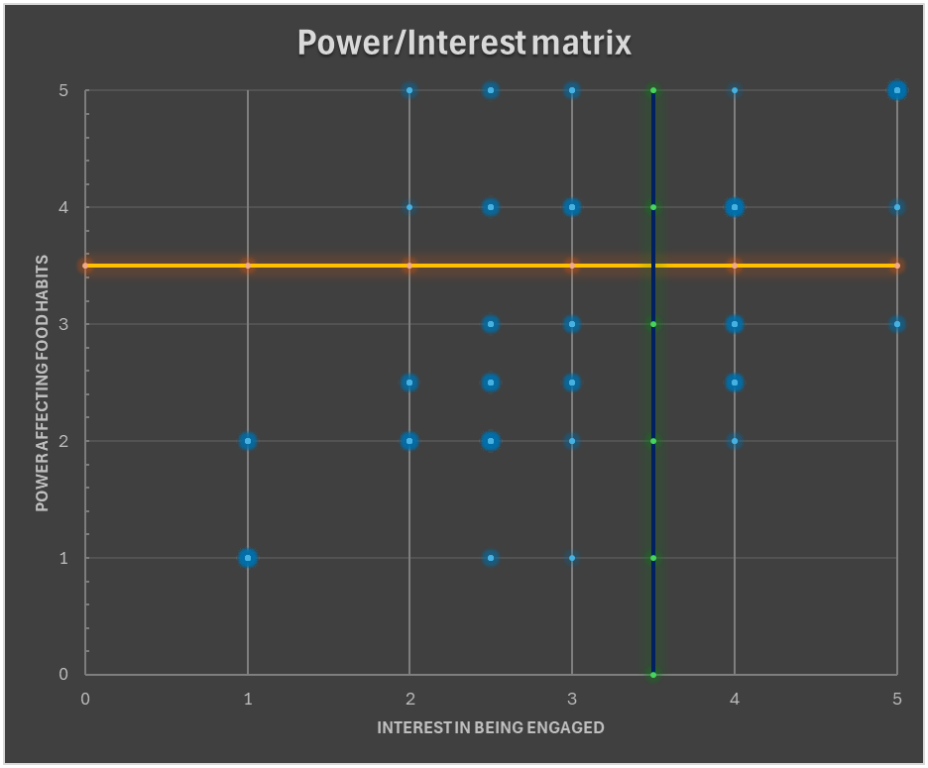

Figure 30. Short List - Power/Interest Matrix - Spanish Pilot

More than 6 out of ten entries are from Civil Society, whereas the public sector also has a non-negligible presence with 10 stakeholders (21.7% of the sample). Regarding their main role, almost 60% of the sample entities are associated with Alternative Food Networks, while more than 10% are involved in Policy Development and Regulation. The representation of other role classifications is evenly distributed across the 47 participants of the short list. Descriptive statistics regarding the short list are depicted in Figures 31 and 32.

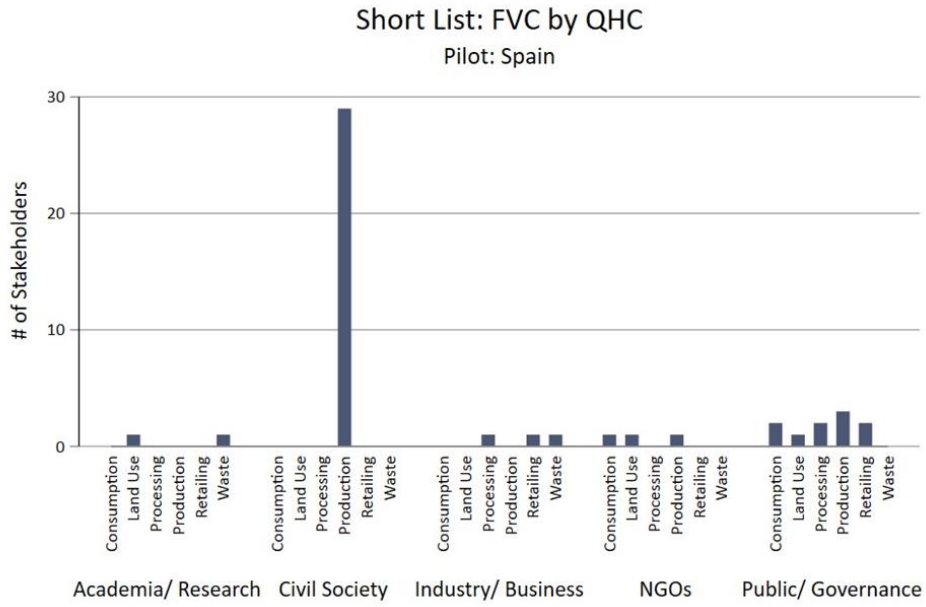

Figure 31. Short List - FVC Categories By Helix Category - Spanish Pilot

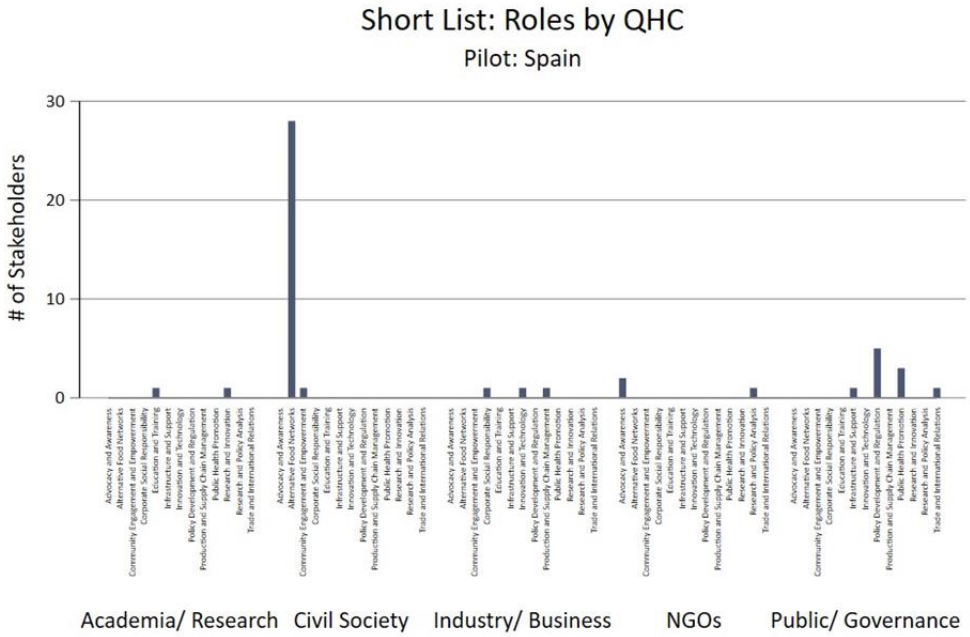

Figure 32. Short List- Roles By Helix Category - Spanish Pilot

South Africa

The South African pilot delivered the Long list with 146 stakeholders, from all seven value chain nodes and all five helix categories. The stakeholders were from the South African region, most aiming to all ages, and two to ages below 21; to low, medium and all income levels of consumers, and their geographical dispersion is national and regional-local.

The list exhibited a high balance among aspects of the quintuple helix with all five categories ranging from 27 to 30 entries. The most prominent value chain category was production with 64 stakeholders representing more than 43% of the total sample. Although the representation across value chain and helix classifications was fairly balanced there were only two entries relevant to waste management. Research and Innovation interestingly stood out as the main role with a frequency of 22 stakeholders (16% of the sample) followed by policy development and production and supply chain management in a mainly balanced sample in terms of role representation. Descriptive statistics on the long list are presented in Figures 33 and 34.

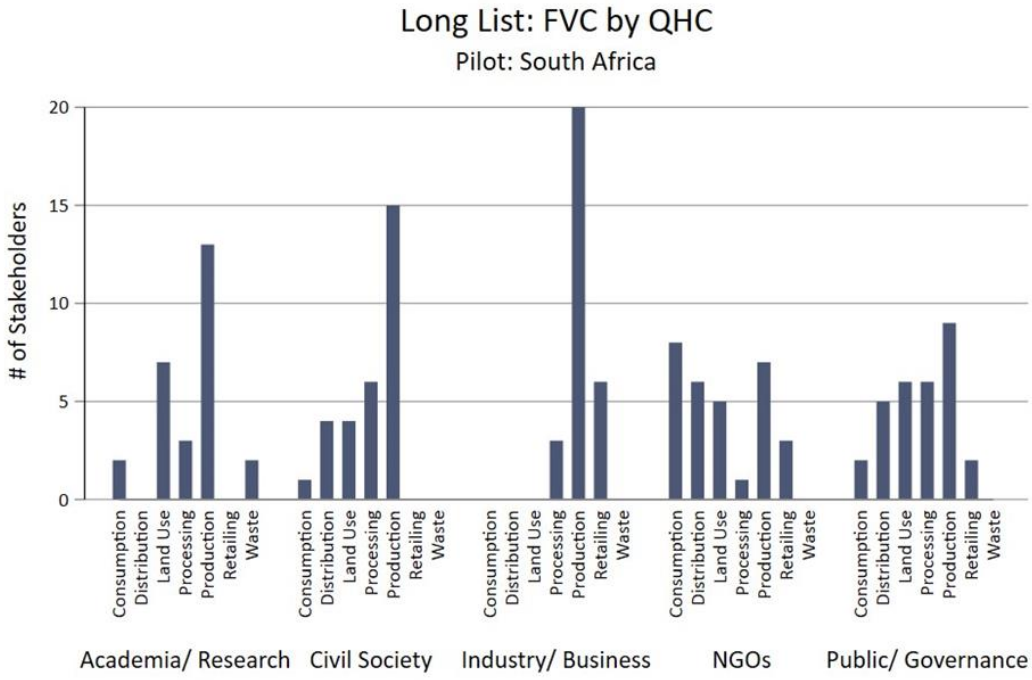

Figure 33. Long List - FVC by Helix Category - South African Pilot

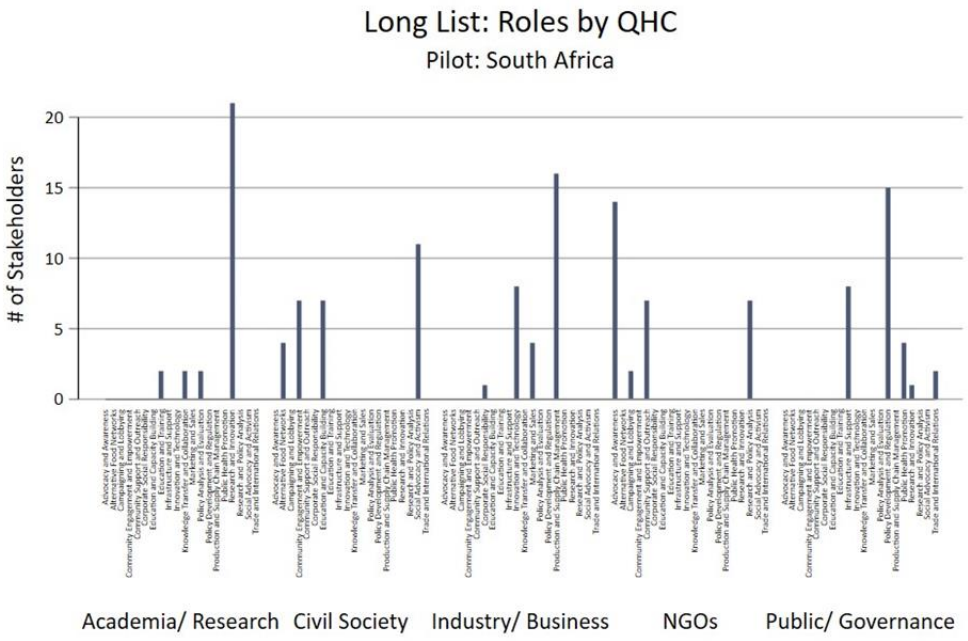

Figure 34. Long List - Main Roles by Helix Category - South African Pilot

Narrowing down the initial list of South African stakeholders required delving into the evaluation in terms of their power and interest pertaining to affecting food habits and promoting sustainability. To this end we kept stakeholders with an average score above 3.5 leading to a sub-sample of 30 units (Figure 35). To ensure harmonisation with the other pilots and working towards the efficiency of the upcoming workshops we added 8 more stakeholders with a score of exactly 3.5 for which the power score exceeded the threshold of 3 (4 or 5 in the evaluation).

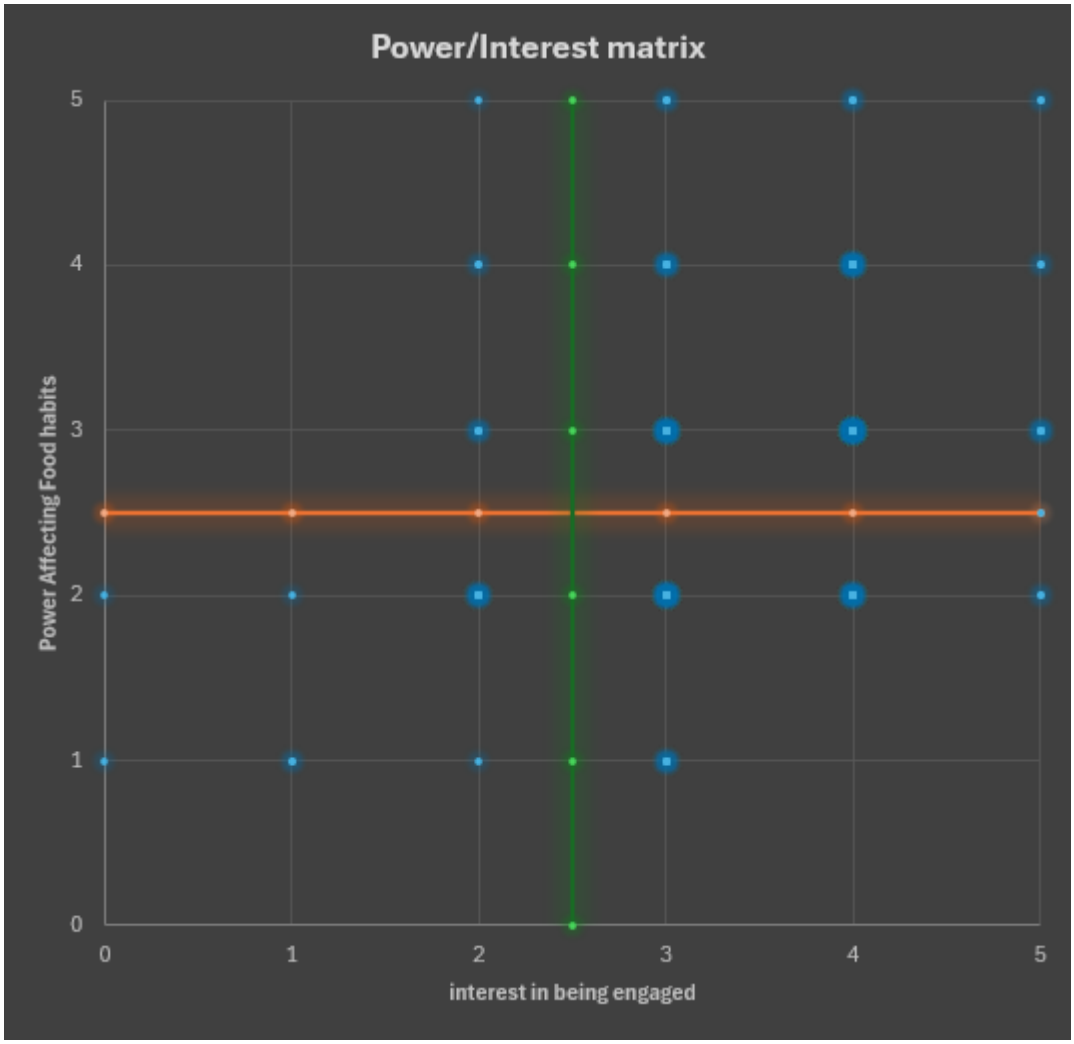

Figure 35. Short List - Power/Interest Matrix - South African Pilot

The sub-sample of 38 stakeholders populating the short list has a high share of production units (34.2% of the sample), followed by stakeholders involved in land use (21.1%) and processing (18.4%). Industrial, Academic and Civil society groups are evenly represented, while public authorities and NGOs lag in participation after controlling for high interest and power. Finally, in terms of roles, production and supply chain management and research and development stand out. Descriptive statistics for the South African short list are shown in Figures 36 and 37.

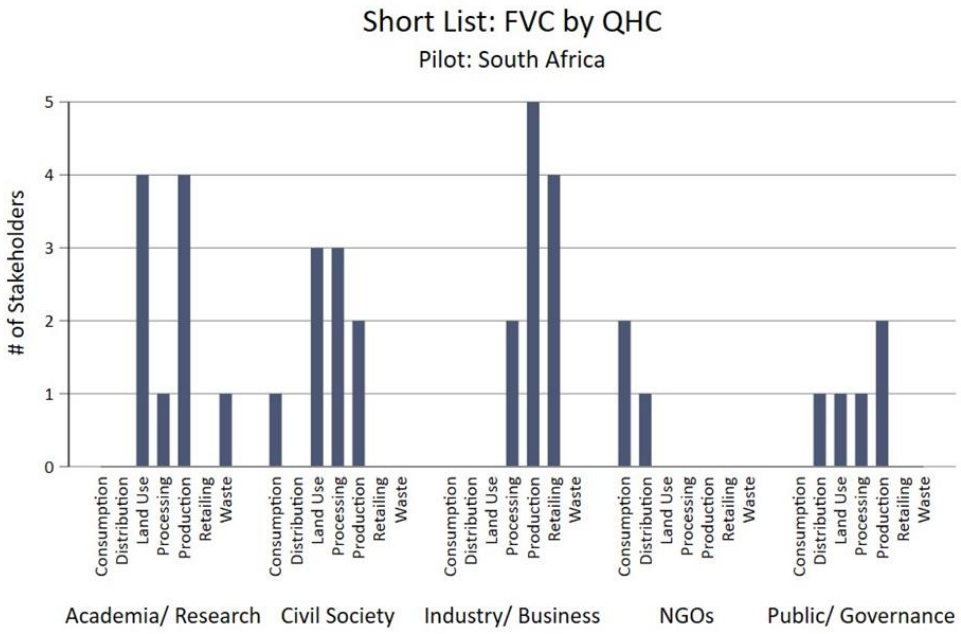

Figure 36. Short List - FVC Categories by Helix Category - South African Pilot

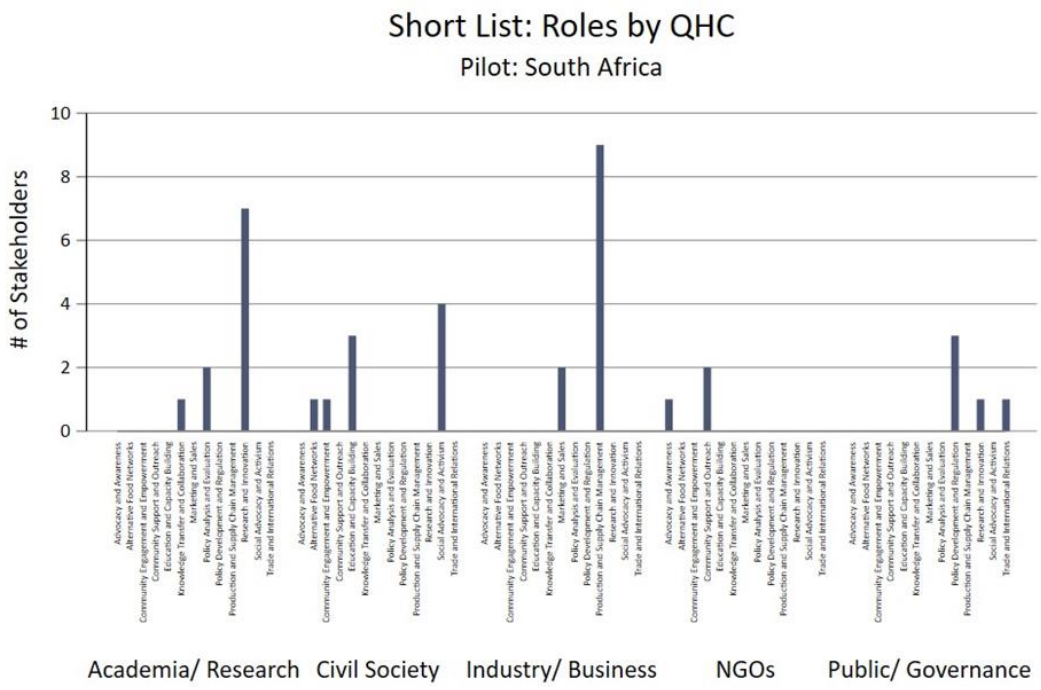

Figure 37. Short List - Roles by Helix Category - South African Pilot

Conclusion

The transformation of food systems towards sustainable practices is essential for achieving global environmental goals, given the significant impact the food value chain has on natural resources, biodiversity, and carbon emissions. This report has provided a comprehensive framework for mapping and analysing stakeholders within the food value chain, with a focus on the CHOICE project's pilot demonstrations. Utilising the Systems Innovation Approach (SIA) we classify relevant stakeholders for the sustainable transformation across all aspects of the food value chain through behavioural change across the Quintuple Helix to assist CHOICE pilot demonstrators with a framework to incorporate a diverse set of stakeholders in the process. Moreover, we identify the factors contributing to behavioural change towards the sustainable transformation of food systems with the Systems Innovation Approach (SIA), which combines literature review and empirical data to create a robust framework for understanding the roles and influences of various stakeholders, ensures that our analysis is grounded in both theoretical and practical insights, providing a well-rounded perspective on the food value chain.

This report highlighted the necessity of identifying and understanding the socio-economic profiles of actors involved in the food value chain. By recognizing the heterogeneity of these actors in terms of various socio-economic characteristics (e.g., geographical dispersion, gender, economic status, age group), we can better comprehend the network dynamics before engaging with it. This report draws on relevant academic and empirical literature, as well as impactful global case studies, to inform our stakeholder mapping and analysis approach. This mapping is crucial for modelling behavioural change options in the supply and demand chain, determining suitable interventions and conversion goals for CHOICE pilots, and designing randomised control experiments to evaluate and optimise various strategies.

The literature review on the roles of actors in the food value chain and the factors affecting food habits further enriched our understanding. By categorising the value chain and analysing the roles of different helix components—public/governance, industry/business, academia/research, civil society, and NGOs—we highlighted the multifaceted nature of food systems. Additionally, the identification of psychological, lifestyle, cultural, and food trend factors influencing consumer behaviour provided a nuanced view of the determinants of food habits.

Overall, this report serves as a foundational document for the CHOICE project, offering a detailed and structured approach to stakeholder mapping and analysis. By understanding the intricate web of actors and factors within the food value chain, we are better equipped to design and implement effective interventions that promote sustainability and drive positive change in food systems. This work sets the stage for future research and action, aiming to achieve wide geographic and societal impact through targeted and informed strategies.

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Annex 1: Long Lists of Pilots

Spain (CAAND)

STAKEHOLDER ATTRIBUTES			ROLE IN AFFECTING FOOD HABITS	TARGET GROUP CHARACTERISTICS		
Stakeholder Name	**Value Chain categorization**	**Helix categorization**	**Main Role**	**Age**	**Income Status (optional)**	**Geographical Dispersion**
SPA_organization_1	Retailing	Public/ Governance	3. Infrastructure and Support	All Ages		International
SPA_organization_2	Production	Public/ Governance	1. Policy Development and Regulation	All Ages		Regional - Local
SPA_organization_3	Production	Public/ Governance	1. Policy Development and Regulation	All Ages		Regional - Local
SPA_organization_4	Production	Public/ Governance	1. Policy Development and Regulation	All Ages		Regional - Local
SPA_organization_5	Production	Public/ Governance	1. Policy Development and Regulation	All Ages		Regional - Local
SPA_organization_6	Retailing	Public/ Governance	4. Trade and International Relations	All Ages		International
SPA_organization_7	Distribution	Public/ Governance	1. Policy Development and Regulation	All Ages		National
SPA_organization_8	Consumption	Public/ Governance	2. Public Health Promotion	All Ages		Regional - Local
SPA_organization_9	Consumption	Public/ Governance	1. Policy Development and Regulation	All Ages		Regional - Local
SPA_organization_10	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages		Regional - Local
SPA_organization_11	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages		Regional - Local
SPA_organization_12	Waste	Public/ Governance	3. Infrastructure and Support	All Ages		National
SPA_organization_13	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages		Regional - Local
SPA_organization_14	Land Use	Public/ Governance	3. Infrastructure and Support	All Ages		Regional - Local
SPA_organization_15	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages		Regional - Local

SPA_organization_16	Production	Public/ Governance	1. Policy Development and Regulation	All Ages		National
SPA_organization_17	Production	Public/ Governance	1. Policy Development and Regulation	All Ages		National
SPA_organization_18	Production	Public/ Governance	1. Policy Development and Regulation	All Ages		National
SPA_organization_19	Production	Public/ Governance	1. Policy Development and Regulation	All Ages		National
SPA_organization_20	Consumption	Public/ Governance	2. Public Health Promotion	All Ages		National
SPA_organization_21	Consumption	Public/ Governance	2. Public Health Promotion	All Ages		International
SPA_organization_22	Retailing	Public/ Governance	4. Trade and International Relations	All Ages		National
SPA_organization_23	Consumption	Public/ Governance	3. Infrastructure and Support	All Ages		National
SPA_organization_24	Production	Public/ Governance	3. Infrastructure and Support	All Ages		National
SPA_organization_25	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages		National
SPA_organization_26	Retailing	Public/ Governance	3. Infrastructure and Support	All Ages		National
SPA_organization_27	Land Use	Public/ Governance	3. Infrastructure and Support	All Ages		National
SPA_organization_28	Processing	Public/ Governance	2. Public Health Promotion	All Ages		National
SPA_organization_29	Processing	Public/ Governance	2. Public Health Promotion	All Ages		National
SPA_organization_30	Processing	Public/ Governance	2. Public Health Promotion	All Ages		National
SPA_organization_31	Land Use	Academia/ Research	2. Education and Training	All Ages		International
SPA_organization_32	Retailing	Academia/ Research	3. Knowledge Transfer and Collaboration	All Ages		International
SPA_organization_33	Consumption	Academia/ Research	1. Research and Innovation	All Ages		International
SPA_organization_34	Processing	Academia/ Research	1. Research and Innovation	All Ages		International
SPA_organization_35	Land Use	Academia/ Research	1. Research and Innovation	All Ages		International
SPA_organization_36	Processing	Academia/ Research	1. Research and Innovation	All Ages		International
SPA_organization_37	Consumption	Academia/ Research	1. Research and Innovation	All Ages		International
SPA_organization_38	Production	Academia/ Research	2. Education and Training	All Ages		International

SPA_organization_39	Processing	Academia/ Research	1. Research and Innovation	All Ages		National
SPA_organization_40	Processing	Academia/ Research	1. Research and Innovation			National
SPA_organization_41	Production	Academia/ Research	1. Research and Innovation	All Ages		International
SPA_organization_42	Production	Academia/ Research	2. Education and Training	All Ages		National
SPA_organization_43	Production	Academia/ Research	2. Education and Training	All Ages		National
SPA_organization_44	Production	Academia/ Research	2. Education and Training	All Ages		National
SPA_organization_45	Production	Academia/ Research	1. Research and Innovation	All Ages		International
SPA_organization_46	Consumption	Academia/ Research	1. Research and Innovation	All Ages		International
SPA_organization_47	Waste	Academia/ Research	1. Research and Innovation	All Ages		International
SPA_organization_48	Distribution	Academia/ Research	1. Research and Innovation	All Ages		International
SPA_organization_49	Processing	Academia/ Research	1. Research and Innovation	All Ages		National
SPA_organization_50	Production	Academia/ Research	1. Research and Innovation	All Ages		National
SPA_organization_51	Consumption	Academia/ Research	1. Research and Innovation	All Ages		National
SPA_organization_52	Consumption	Academia/ Research	1. Research and Innovation	All Ages		National
SPA_organization_53	Production	Academia/ Research	1. Research and Innovation	All Ages		National
SPA_organization_54	Land Use	Academia/ Research	1. Research and Innovation	All Ages		National
SPA_organization_55	Processing	Academia/ Research	1. Research and Innovation	All Ages		National
SPA_organization_56	Consumption	Academia/ Research	1. Research and Innovation	All Ages		National
SPA_organization_57	Production	Academia/ Research	1. Research and Innovation	All Ages		National
SPA_organization_58	Land Use	Academia/ Research	1. Research and Innovation	All Ages		National
SPA_organization_59	Processing	Academia/ Research	1. Research and Innovation	All Ages		National
SPA_organization_60	Production	Academia/ Research	3. Knowledge Transfer and Collaboration	All Ages		National
SPA_organization_61	Retailing	Industry/ Business	1. Production and Supply Chain Management	All Ages		International
SPA_organization_62	Retailing	Industry/ Business	1. Production and Supply	All Ages		International

			Chain Management			
SPA_organization_63	Retailing	Industry/ Business	1. Production and Supply Chain Management	All Ages		Regional - Local
SPA_organization_64	Retailing	Industry/ Business	1. Production and Supply Chain Management	All Ages		National
SPA_organization_65	Land Use	Industry/ Business	4. Corporate Social Responsibility	All Ages		International
SPA_organization_66	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages		International
SPA_organization_67	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages		National
SPA_organization_68	Waste	Industry/ Business	4. Corporate Social Responsibility	All Ages		International
SPA_organization_69	Waste	Industry/ Business	4. Corporate Social Responsibility	All Ages		International
SPA_organization_70	Waste	Industry/ Business	4. Corporate Social Responsibility	All Ages		International
SPA_organization_71	Production	Industry/ Business	2. Innovation and Technology	All Ages		National
SPA_organization_72	Processing	Industry/ Business	2. Innovation and Technology	All Ages		National
SPA_organization_73	Processing	Industry/ Business	2. Innovation and Technology	All Ages		International
SPA_organization_74	Processing	Industry/ Business	2. Innovation and Technology	All Ages		International
SPA_organization_75	Processing	Industry/ Business	2. Innovation and Technology	All Ages		International
SPA_organization_76	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages		National
SPA_organization_77	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages		National
SPA_organization_78	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages		International
SPA_organization_79	Processing	Industry/ Business	1. Production and Supply	All Ages		International

			Chain Management			
SPA_organization_80	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages		National
SPA_organization_81	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages		National
SPA_organization_82	Consumption	Industry/ Business	3. Marketing and Sales	All Ages		National
SPA_organization_83	Distribution	Industry/ Business	1. Production and Supply Chain Management	All Ages		National
SPA_organization_84	Distribution	Industry/ Business	3. Marketing and Sales	All Ages		National
SPA_organization_85	Distribution	Industry/ Business	3. Marketing and Sales	All Ages		National
SPA_organization_86	Distribution	Industry/ Business	3. Marketing and Sales	All Ages		National
SPA_organization_87	Production	Industry/ Business	2. Innovation and Technology	All Ages		National
SPA_organization_88	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages		National
SPA_organization_89	Distribution	Industry/ Business	4. Corporate Social Responsibility	All Ages		National
SPA_organization_90	Distribution	Industry/ Business	2. Innovation and Technology	All Ages		National
SPA_organization_91	Distribution	Industry/ Business	1. Production and Supply Chain Management	All Ages		International
SPA_organization_92	Distribution	Industry/ Business	1. Production and Supply Chain Management	All Ages		International
SPA_organization_93	Distribution	Civil Society	3. Social Advocacy and Activism	All Ages		National
SPA_organization_94	Consumption	Civil Society	3. Social Advocacy and Activism	All Ages		International
SPA_organization_95	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_96	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_97	Production	Civil Society	4. Alternative Food Networks	All Ages		International

SPA_organization_98	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_99	Production	Civil Society	4. Alternative Food Networks	All Ages		National
SPA_organization_100	Production	Civil Society	1. Community Engagement and Empowerment	All Ages		International
SPA_organization_101	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_102	Production	Civil Society	4. Alternative Food Networks	All Ages		National
SPA_organization_103	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_104	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_105	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_106	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_107	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_108	Production	Civil Society	4. Alternative Food Networks	All Ages		National
SPA_organization_109	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_110	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_111	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_112	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_113	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_114	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_115	Production	Civil Society	4. Alternative Food Networks	All Ages		National
SPA_organization_116	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_117	Production	Civil Society	4. Alternative Food Networks	All Ages		National
SPA_organization_118	Production	Civil Society	4. Alternative Food Networks	All Ages		National
SPA_organization_119	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_120	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_121	Production	Civil Society	4. Alternative Food Networks	All Ages		National
SPA_organization_122	Production	Civil Society	4. Alternative Food Networks	All Ages		National
SPA_organization_123	Production	Civil Society	4. Alternative Food Networks	All Ages		International

SPA_organization_124	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_125	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_126	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_127	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_128	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_129	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_130	Production	Civil Society	4. Alternative Food Networks	All Ages		International
SPA_organization_131	Distribution	NGOs	3. Community Support and Outreach	All Ages		Regional - Local
SPA_organization_132	Distribution	NGOs	3. Community Support and Outreach	All Ages		Regional - Local
SPA_organization_133	Distribution	NGOs	3. Community Support and Outreach	All Ages		Regional - Local
SPA_organization_134	Distribution	NGOs	3. Community Support and Outreach	All Ages		Regional - Local
SPA_organization_135	Distribution	NGOs	3. Community Support and Outreach	All Ages		Regional - Local
SPA_organization_136	Distribution	NGOs	3. Community Support and Outreach	All Ages		Regional - Local
SPA_organization_137	Distribution	NGOs	3. Community Support and Outreach	All Ages		Regional - Local
SPA_organization_138	Distribution	NGOs	3. Community Support and Outreach	All Ages		Regional - Local
SPA_organization_139	Distribution	NGOs	3. Community Support and Outreach	All Ages		Regional - Local
SPA_organization_140	Waste	NGOs	1. Advocacy and Awareness	All Ages		International
SPA_organization_141	Retailing	NGOs	1. Advocacy and Awareness	All Ages		International
SPA_organization_142	Production	NGOs	1. Advocacy and Awareness	All Ages		International
SPA_organization_143	Land Use	NGOs	2. Research and Policy Analysis	All Ages		International
SPA_organization_144	Production	NGOs	2. Research and Policy Analysis	All Ages		International
SPA_organization_145	Land Use	NGOs	4. Campaigning and Lobbying	All Ages		International

SPA_organization_146	Processing	NGOs	1. Advocacy and Awareness	All Ages		International
SPA_organization_147	Distribution	NGOs	3. Community Support and Outreach	All Ages		International
SPA_organization_148	Consumption	NGOs	1. Advocacy and Awareness	All Ages		Regional - Local
SPA_organization_149	Retailing	NGOs	1. Advocacy and Awareness	All Ages		International
SPA_organization_150	Processing	NGOs	3. Community Support and Outreach	All Ages		International
SPA_organization_151	Retailing	NGOs	1. Advocacy and Awareness	All Ages		International
SPA_organization_152	Retailing	NGOs	1. Advocacy and Awareness	All Ages		International
SPA_organization_153	Consumption	NGOs	2. Research and Policy Analysis	All Ages		National
SPA_organization_154	Consumption	NGOs	3. Community Support and Outreach	All Ages		International
SPA_organization_155	Land Use	NGOs	4. Campaigning and Lobbying	All Ages		International
SPA_organization_156	Land Use	NGOs	2. Research and Policy Analysis	All Ages		National
SPA_organization_157	Land Use	NGOs	4. Campaigning and Lobbying	All Ages		International
SPA_organization_158	Land Use	NGOs	4. Campaigning and Lobbying	All Ages		National
SPA_organization_159	Land Use	NGOs	1. Advocacy and Awareness	All Ages		Regional - Local
SPA_organization_160	Land Use	NGOs	4. Campaigning and Lobbying	All Ages		International
SPA_organization_161	Distribution	NGOs	3. Community Support and Outreach	All Ages		International

Colombia (TECNICAFE and SUPRACAFE)

STAKEHOLDER ATTRIBUTES			**ROLE IN AFFECTING FOOD HABITS**	**TARGET GROUP CHARACTERISTICS**		
Stakeholder Name	**Value Chain categorization**	**Helix categorization**	**Main Role**	**Age**	**Income Status (optional)**	**Geographical Dispersion**
COL_organization_1	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
COL_organization_2	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National

COL_organization_3	Consumption	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
COL_organization_4	Retailing	Public/ Governance	4. Trade and International Relations	All Ages	All Income Levels	National
COL_organization_5	Retailing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_6	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_7	Consumption	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_8	Retailing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_9	Retailing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_10	Retailing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_11	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_12	Consumption	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_13	Retailing	Public/ Governance	2. Public Health Promotion	All Ages	All Income Levels	Regional - Local
COL_organization_14	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_15	Retailing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_16	Retailing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_17	Processing	Public/ Governance	2. Public Health Promotion	All Ages	All Income Levels	Regional - Local
COL_organization_18	Production	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_19	Production	Public/ Governance	3. Infrastructure and Support	All Ages	All Income Levels	Regional - Local
COL_organization_20	Production	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local

COL_organization_21	Consumption	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_22	Retailing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_23	Retailing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_24	Production	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_25	Retailing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_26	Consumption	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_27	Production	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_28	Retailing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_29	Consumption	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_30	Production	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_31	Production	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_32	Retailing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_33	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_34	Retailing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_35	Processing	Public/ Governance	2. Public Health Promotion	All Ages	All Income Levels	Regional - Local
COL_organization_36	Production	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	Regional - Local
COL_organization_37	Production	Public/ Governance	2. Public Health Promotion	All Ages	All Income Levels	
COL_organization_38	Production	NGOs	2. Research and Policy Analysis	All Ages	Low Income	National
COL_organization_39	Production	NGOs	3. Community Support and Outreach	All Ages	Low Income	National

COL_organization_40	Production	NGOs	3. Community Support and Outreach	All Ages	Low Income	Regional - Local
COL_organization_41	Production	NGOs	3. Community Support and Outreach	All Ages	Low Income	Regional - Local
COL_organization_42	Production	NGOs	3. Community Support and Outreach	All Ages	Low Income	National
COL_organization_43	Production	NGOs	3. Community Support and Outreach	All Ages	Low Income	Regional - Local
COL_organization_44	Production	NGOs	3. Community Support and Outreach	All Ages	Low Income	National
COL_organization_45	Production	NGOs	1. Advocacy and Awareness	All Ages	All Income Levels	Regional - Local
COL_organization_46	Production	NGOs	3. Community Support and Outreach	All Ages	All Income Levels	Regional - Local
COL_organization_47	Production	NGOs		All Ages	Low Income	National
COL_organization_48	Production	NGOs	3. Community Support and Outreach	All Ages	All Income Levels	Regional - Local
COL_organization_49	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages	All Income Levels	Regional - Local
COL_organization_50	Distribution	Industry/ Business	3. Marketing and Sales	All Ages	High-Income	National
COL_organization_51	Production	Industry/ Business	1. Production and Supply Chain Management	All Ages	High-Income	Regional - Local
COL_organization_52	Retailing	Industry/ Business	3. Marketing and Sales	All Ages	High-Income	National
COL_organization_53	Processing	Industry/ Business	2. Innovation and Technology	All Ages	All Income Levels	National
COL_organization_54	Processing	Industry/ Business	4. Corporate Social Responsibility	All Ages	All Income Levels	National
COL_organization_55	Distribution	Industry/ Business	3. Marketing and Sales	All Ages	All Income Levels	National
COL_organization_56	Distribution	Industry/ Business	3. Marketing and Sales	All Ages	High-Income	National
COL_organization_57	Consumption	Industry/ Business	3. Marketing and Sales	All Ages	High-Income	National
COL_organization_58	Distribution	Industry/ Business	3. Marketing and Sales	All Ages	High-Income	National
COL_organization_59	Distribution	Industry/ Business	3. Marketing and Sales	All Ages	High-Income	National
COL_organization_60	Distribution	Industry/ Business	1. Production and Supply	All Ages	High-Income	National

			Chain Management			
COL_organization_61	Land Use	Industry/ Business	2. Innovation and Technology	All Ages	All Income Levels	National
COL_organization_62	Consumption	Industry/ Business	3. Marketing and Sales	All Ages	High-Income	Regional - Local
COL_organization_63	Retailing	Industry/ Business	3. Marketing and Sales	All Ages	High-Income	National
COL_organization_64	Consumption	Industry/ Business	3. Marketing and Sales	All Ages	High-Income	National
COL_organization_65	Land Use	Industry/ Business	3. Marketing and Sales	All Ages	All Income Levels	National
COL_organization_66	Consumption	Industry/ Business	3. Marketing and Sales	All Ages	High-Income	National
COL_organization_67	Processing	Industry/ Business	3. Marketing and Sales	All Ages	High-Income	National
COL_organization_68	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages	High-Income	National
COL_organization_69	Processing	Industry/ Business	3. Marketing and Sales	All Ages	High-Income	National
COL_organization_70	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages	High-Income	National
COL_organization_71	Processing	Industry/ Business	2. Innovation and Technology	All Ages	High-Income	National
COL_organization_72	Retailing	Industry/ Business	3. Marketing and Sales	All Ages	All Income Levels	National
COL_organization_73	Retailing	Industry/ Business	1. Production and Supply Chain Management	All Ages	All Income Levels	National
COL_organization_74	Retailing	Industry/ Business	3. Marketing and Sales	All Ages	All Income Levels	National
COL_organization_75	Retailing	Industry/ Business	3. Marketing and Sales	All Ages	All Income Levels	National
COL_organization_76	Retailing	Industry/ Business	3. Marketing and Sales	All Ages	All Income Levels	National
COL_organization_77	Production	Civil Society	3. Community Support and Outreach	All Ages	All Income Levels	Regional - Local
COL_organization_78	Production	Civil Society	1. Production and Supply Chain Management	All Ages	Low Income	Regional - Local
COL_organization_79	Production	Civil Society	1. Community Engagement and Empowerment	All Ages	Low Income	Regional - Local
COL_organization_80	Production	Civil Society	1. Community Engagement	All Ages	Low Income	Regional - Local

			and Empowerment			
COL_organization_81	Production	Civil Society	3. Social Advocacy and Activism	All Ages	All Income Levels	Regional - Local
COL_organization_82	Production	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	Regional - Local
COL_organization_83	Production	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	Regional - Local
COL_organization_84	Production	Civil Society	1. Community Engagement and Empowerment	All Ages	Medium Income	Regional - Local
COL_organization_85	Production	Civil Society	1. Community Engagement and Empowerment	All Ages	Low Income	Regional - Local
COL_organization_86	Production	Civil Society	1. Community Engagement and Empowerment	All Ages	Low Income	Regional - Local
COL_organization_87	Production	Civil Society		All Ages		
COL_organization_88	Production	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
COL_organization_89	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	Regional - Local
COL_organization_90	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	Regional - Local
COL_organization_91	Land Use	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
COL_organization_92	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	National
COL_organization_93	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	Regional - Local
COL_organization_94	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	Regional - Local
COL_organization_95	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	Regional - Local
COL_organization_96	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	Regional - Local
COL_organization_97	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	National
COL_organization_98	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	National
COL_organization_99	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	National
COL_organization_100	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	Regional - Local

COL_organization_101	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	National
COL_organization_102	Land Use	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
COL_organization_103	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	Regional - Local

South Africa (University of Pretoria)

STAKEHOLDER ATTRIBUTES			**ROLE IN AFFECTING FOOD HABITS**	**TARGET GROUP CHARACTERISTICS**		
Stakeholder Name	**Value Chain categorization**	**Helix categorization**	**Main Role**	**Age**	**Income Status (optional)**	**Geographical Dispersion**
ZAF_organization_1	Production	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_2	Processing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_3	Distribution	Public/ Governance	4. Trade and International Relations	All Ages	All Income Levels	National
ZAF_organization_4	Distribution	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_5	Production	Public/ Governance	1. Research and Innovation	All Ages	All Income Levels	National
ZAF_organization_6	Processing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_7	Consumption	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_8	Processing	Public/ Governance	3. Infrastructure and Support	All Ages	All Income Levels	National
ZAF_organization_9	Production	Public/ Governance	2. Public Health Promotion	All Ages	All Income Levels	National
ZAF_organization_10	Consumption	Public/ Governance	1. Policy Development and Regulation	<21	All Income Levels	National
ZAF_organization_11	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_12	Processing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_13	Processing	Public/ Governance	2. Public Health Promotion	All Ages	All Income Levels	National

ZAF_organization_14	Production	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_15	Production	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_16	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_17	Distribution	Public/ Governance	3. Infrastructure and Support	All Ages	All Income Levels	National
ZAF_organization_18	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_19	Land Use	Public/ Governance	3. Infrastructure and Support	All Ages	All Income Levels	National
ZAF_organization_20	Retailing	Public/ Governance	3. Infrastructure and Support	All Ages	All Income Levels	National
ZAF_organization_21	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_22	Land Use	Public/ Governance	3. Infrastructure and Support	All Ages	All Income Levels	National
ZAF_organization_23	Processing	Public/ Governance	2. Public Health Promotion	All Ages	All Income Levels	National
ZAF_organization_24	Production	Public/ Governance	3. Infrastructure and Support	All Ages	All Income Levels	National
ZAF_organization_25	Production	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_26	Retailing	Public/ Governance	2. Public Health Promotion	All Ages	All Income Levels	National
ZAF_organization_27	Production	Public/ Governance	3. Infrastructure and Support	All Ages	All Income Levels	National
ZAF_organization_28	Distribution	Public/ Governance	4. Trade and International Relations	All Ages	All Income Levels	National
ZAF_organization_29	Distribution	Public/ Governance	3. Infrastructure and Support	All Ages	All Income Levels	National
ZAF_organization_30	Production	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
ZAF_organization_31	Distribution	NGOs	3. Community Support and Outreach	All Ages	Medium Income	National
ZAF_organization_32	Production	NGOs	3. Community Support and Outreach	All Ages	Low Income	National
ZAF_organization_33	Consumption	NGOs	2. Research and Policy Analysis	All Ages	All Income Levels	National
ZAF_organization_34	Land Use	NGOs	1. Advocacy and Awareness	All Ages	All Income Levels	National

ZAF_organization_35	Retailing	NGOs	1. Advocacy and Awareness	All Ages	All Income Levels	National
ZAF_organization_36	Distribution	NGOs	1. Advocacy and Awareness	All Ages	All Income Levels	National
ZAF_organization_37	Consumption	NGOs	2. Research and Policy Analysis	All Ages	All Income Levels	National
ZAF_organization_38	Processing	NGOs	4. Campaigning and Lobbying	All Ages	Medium Income	National
ZAF_organization_39	Consumption	NGOs	1. Advocacy and Awareness	<21	All Income Levels	National
ZAF_organization_40	Retailing	NGOs	3. Community Support and Outreach	All Ages	Low Income	National
ZAF_organization_41	Retailing	NGOs	1. Advocacy and Awareness	All Ages	Medium Income	National
ZAF_organization_42	Production	NGOs	2. Research and Policy Analysis	All Ages	Low Income	National
ZAF_organization_43	Distribution	NGOs	2. Research and Policy Analysis	<21	All Income Levels	Regional - Local
ZAF_organization_44	Distribution	NGOs	1. Advocacy and Awareness	All Ages	Low Income	National
ZAF_organization_45	Land Use	NGOs	1. Advocacy and Awareness	All Ages	Low Income	Regional - Local
ZAF_organization_46	Distribution	NGOs	1. Advocacy and Awareness	All Ages	Low Income	National
ZAF_organization_47	Consumption	NGOs	1. Advocacy and Awareness	All Ages	Low Income	Regional - Local
ZAF_organization_48	Land Use	NGOs	3. Community Support and Outreach	All Ages	Low Income	Regional - Local
ZAF_organization_49	Consumption	NGOs	3. Community Support and Outreach	All Ages	Low Income	Regional - Local
ZAF_organization_50	Land Use	NGOs	1. Advocacy and Awareness	All Ages	Medium Income	Regional - Local
ZAF_organization_51	Consumption	NGOs	3. Community Support and Outreach	All Ages	Low Income	Regional - Local
ZAF_organization_52	Production	NGOs	2. Research and Policy Analysis	All Ages	Medium Income	Regional - Local
ZAF_organization_53	Distribution	NGOs	3. Community Support and Outreach	All Ages	Medium Income	National
ZAF_organization_54	Land Use	NGOs	1. Advocacy and Awareness	All Ages	Medium Income	Regional - Local
ZAF_organization_55	Production	NGOs	2. Research and Policy Analysis	All Ages	Medium Income	Regional - Local
ZAF_organization_56	Production	NGOs	4. Campaigning and Lobbying	All Ages	Low Income	National

ZAF_organization_57	Production	NGOs	1. Advocacy and Awareness	All Ages	Low Income	National
ZAF_organization_58	Production	NGOs	1. Advocacy and Awareness	All Ages	Medium Income	Regional - Local
ZAF_organization_59	Consumption	NGOs	2. Research and Policy Analysis	All Ages	Medium Income	National
ZAF_organization_60	Consumption	NGOs	1. Advocacy and Awareness	All Ages	Low Income	Regional - Local
ZAF_organization_61	Retailing	Industry/ Business	3. Marketing and Sales	All Ages	Medium Income	National
ZAF_organization_62	Production	Industry/ Business	1. Production and Supply Chain Management	All Ages	Medium Income	National
ZAF_organization_63	Production	Industry/ Business	1. Production and Supply Chain Management	All Ages	Medium Income	National
ZAF_organization_64	Production	Industry/ Business	2. Innovation and Technology	All Ages	Medium Income	National
ZAF_organization_65	Production	Industry/ Business	2. Innovation and Technology	All Ages	Medium Income	National
ZAF_organization_66	Production	Industry/ Business	1. Production and Supply Chain Management	All Ages	Medium Income	National
ZAF_organization_67	Production	Industry/ Business	1. Production and Supply Chain Management	All Ages	Medium Income	National
ZAF_organization_68	Production	Industry/ Business	1. Production and Supply Chain Management	All Ages	Medium Income	National
ZAF_organization_69	Production	Industry/ Business	3. Marketing and Sales	All Ages	Medium Income	National
ZAF_organization_70	Production	Industry/ Business	2. Innovation and Technology	All Ages	Medium Income	National
ZAF_organization_71	Production	Industry/ Business	3. Marketing and Sales	All Ages	Medium Income	National
ZAF_organization_72	Production	Industry/ Business	2. Innovation and Technology	All Ages	Medium Income	National
ZAF_organization_73	Production	Industry/ Business	2. Innovation and Technology	All Ages	Medium Income	National
ZAF_organization_74	Production	Industry/ Business	2. Innovation and Technology	All Ages	Medium Income	National
ZAF_organization_75	Production	Industry/ Business	2. Innovation and Technology	All Ages	Medium Income	National
ZAF_organization_76	Production	Industry/ Business	4. Corporate Social Responsibility	All Ages	Medium Income	National
ZAF_organization_77	Retailing	Industry/ Business	3. Marketing and Sales	All Ages	Low Income	National

ZAF_organization_78	Production	Industry/ Business	1. Production and Supply Chain Management	All Ages	Low Income	Regional - Local
ZAF_organization_79	Production	Industry/ Business	1. Production and Supply Chain Management	All Ages	Low Income	National
ZAF_organization_80	Retailing	Industry/ Business	2. Innovation and Technology	All Ages	Medium Income	National
ZAF_organization_81	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages	All Income Levels	National
ZAF_organization_82	Production	Industry/ Business	1. Production and Supply Chain Management	All Ages	Medium Income	National
ZAF_organization_83	Retailing	Industry/ Business	1. Production and Supply Chain Management	All Ages	Medium Income	National
ZAF_organization_84	Retailing	Industry/ Business	1. Production and Supply Chain Management	All Ages	Medium Income	National
ZAF_organization_85	Production	Industry/ Business	1. Production and Supply Chain Management	All Ages	Medium Income	National
ZAF_organization_86	Retailing	Industry/ Business	1. Production and Supply Chain Management	All Ages	Medium Income	National
ZAF_organization_87	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages	High-Income	National
ZAF_organization_88	Production	Industry/ Business	1. Production and Supply Chain Management	All Ages	Medium Income	National
ZAF_organization_89	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages		National
ZAF_organization_90	Land Use	Civil Society	1. Community Engagement and Empowerment	All Ages	Low Income	Regional - Local
ZAF_organization_91	Land Use	Civil Society	2. Education and Capacity Building	All Ages	Low Income	National

ZAF_organization_92	Production	Civil Society	1. Community Engagement and Empowerment	All Ages	Low Income	Regional - Local
ZAF_organization_93	Production	Civil Society	2. Education and Capacity Building	All Ages	Low Income	Regional - Local
ZAF_organization_94	Processing	Civil Society	3. Social Advocacy and Activism	All Ages	All Income Levels	Regional - Local
ZAF_organization_95	Processing	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	National
ZAF_organization_96	Processing	Civil Society	3. Social Advocacy and Activism	All Ages	Medium Income	National
ZAF_organization_97	Distribution	Civil Society	4. Alternative Food Networks	All Ages	All Income Levels	National
ZAF_organization_98	Processing	Civil Society	3. Social Advocacy and Activism	All Ages	Low Income	National
ZAF_organization_99	Production	Civil Society	2. Education and Capacity Building	All Ages	Low Income	National
ZAF_organization_100	Processing	Civil Society	1. Community Engagement and Empowerment	All Ages	Low Income	National
ZAF_organization_101	Consumption	Civil Society	2. Education and Capacity Building	All Ages	Low Income	National
ZAF_organization_102	Production	Civil Society	1. Community Engagement and Empowerment	All Ages	Medium Income	National
ZAF_organization_103	Production	Civil Society	4. Alternative Food Networks	All Ages	High-Income	National
ZAF_organization_104	Production	Civil Society	3. Social Advocacy and Activism	All Ages	Low Income	National
ZAF_organization_105	Production	Civil Society	1. Community Engagement and Empowerment	All Ages	Medium Income	National
ZAF_organization_106	Production	Civil Society	3. Social Advocacy and Activism	All Ages	Low Income	National
ZAF_organization_107	Land Use	Civil Society	2. Education and Capacity Building	All Ages	Low Income	National
ZAF_organization_108	Production	Civil Society	1. Community Engagement and Empowerment	All Ages	Low Income	National

ZAF_organization_109	Production	Civil Society	3. Social Advocacy and Activism	All Ages	High-Income	National
ZAF_organization_110	Production	Civil Society	3. Social Advocacy and Activism	All Ages	Low Income	National
ZAF_organization_111	Land Use	Civil Society	3. Social Advocacy and Activism	All Ages	All Income Levels	National
ZAF_organization_112	Production	Civil Society	2. Education and Capacity Building	All Ages	Low Income	National
ZAF_organization_113	Production	Civil Society				
ZAF_organization_114	Production	Civil Society	2. Education and Capacity Building	All Ages	Medium Income	National
ZAF_organization_115	Distribution	Civil Society	3. Social Advocacy and Activism	All Ages	Medium Income	National
ZAF_organization_116	Production	Civil Society	4. Alternative Food Networks	All Ages	Medium Income	National
ZAF_organization_117	Distribution	Civil Society	3. Social Advocacy and Activism	All Ages	Medium Income	National
ZAF_organization_118	Processing	Civil Society	3. Social Advocacy and Activism	All Ages	Medium Income	National
ZAF_organization_119	Distribution	Civil Society	4. Alternative Food Networks	All Ages	High-Income	Regional - Local
ZAF_organization_120	Land Use	Academia/ Research	4. Policy Analysis and Evaluation	All Ages	Low Income	National
ZAF_organization_121	Land Use	Academia/ Research	1. Research and Innovation	All Ages	Low Income	National
ZAF_organization_122	Processing	Academia/ Research	3. Knowledge Transfer and Collaboration	All Ages	Low Income	National
ZAF_organization_123	Production	Academia/ Research	1. Research and Innovation	All Ages	Low Income	National
ZAF_organization_124	Waste	Academia/ Research	3. Knowledge Transfer and Collaboration	All Ages	Low Income	National
ZAF_organization_125	Land Use	Academia/ Research	1. Research and Innovation	All Ages	Low Income	National
ZAF_organization_126	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	National
ZAF_organization_127	Production	Academia/ Research	2. Education and Training	All Ages	Low Income	National
ZAF_organization_128	Land Use	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
ZAF_organization_129	Land Use	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National

ZAF_organization_130	Production	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
ZAF_organization_131	Consumption	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
ZAF_organization_132	Processing	Academia/ Research	1. Research and Innovation	All Ages	Low Income	National
ZAF_organization_133	Processing	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
ZAF_organization_134	Land Use	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
ZAF_organization_133	Production	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
ZAF_organization_134	Land Use	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
ZAF_organization_135	Consumption	Academia/ Research	1. Research and Innovation	All Ages	Low Income	National
ZAF_organization_136	Waste	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
ZAF_organization_137	Production	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
ZAF_organization_138	Production	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
ZAF_organization_139	Production	Academia/ Research	1. Research and Innovation	All Ages	Low Income	National
ZAF_organization_140	Production	Academia/ Research	1. Research and Innovation	All Ages	Low Income	National
ZAF_organization_141	Production	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
ZAF_organization_142	Production	Academia/ Research	1. Research and Innovation		All Income Levels	National
ZAF_organization_143	Production	Academia/ Research	1. Research and Innovation			National
ZAF_organization_144	Production	Academia/ Research	4. Policy Analysis and Evaluation		All Income Levels	National

Austria (Inoqo)

STAKEHOLDER ATTRIBUTES			**ROLE IN AFFECTING FOOD HABITS**	**TARGET GROUP CHARACTERISTICS**		
Stakeholder Name	**Value Chain categorization**	**Helix categorization**	**Main Role**	**Age**	**Income Status (optional)**	**Geographical Dispersion**
AUT_organization_1	Consumption	Academia/ Research	1. Research and Innovation		All Income Levels	National
AUT_organization_2	Consumption	Academia/ Research	2. Education and Training		All Income Levels	National

AUT_organization_3	Consumption	Academia/ Research	2. Education and Training		All Income Levels	National
AUT_organization_4	Consumption	Academia/ Research	2. Education and Training		All Income Levels	National
AUT_organization_5	Consumption	NGOs	3. Community Support and Outreach	All Ages	All Income Levels	National
AUT_organization_6	Consumption	NGOs	3. Community Support and Outreach	All Ages	All Income Levels	National
AUT_organization_7	Consumption	NGOs	2. Research and Policy Analysis	All Ages	All Income Levels	National
AUT_organization_8	Consumption	NGOs	2. Research and Policy Analysis	All Ages	All Income Levels	National
AUT_organization_9	Consumption	NGOs	1. Advocacy and Awareness	All Ages	All Income Levels	National
AUT_organization_10	Consumption	NGOs	3. Community Support and Outreach	All Ages	All Income Levels	National
AUT_organization_11	Consumption	NGOs	3. Community Support and Outreach	All Ages	All Income Levels	National
AUT_organization_12	Consumption	NGOs	2. Research and Policy Analysis	All Ages	All Income Levels	National
AUT_organization_13	Consumption	NGOs	3. Community Support and Outreach	All Ages	All Income Levels	National
AUT_organization_14	Consumption	NGOs	1. Advocacy and Awareness	All Ages	All Income Levels	National
AUT_organization_15	Consumption	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	National
AUT_organization_16	Consumption	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	National
AUT_organization_17	Consumption	Civil Society	3. Social Advocacy and Activism	All Ages	All Income Levels	National
AUT_organization_18	Consumption	Civil Society	3. Social Advocacy and Activism	All Ages	All Income Levels	National
AUT_organization_19	Consumption	Civil Society	3. Social Advocacy and Activism	All Ages	All Income Levels	National
AUT_organization_20	Distribution	Academia/ Research	2. Education and Training		All Income Levels	National
AUT_organization_21	Distribution	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	National
AUT_organization_22	Land Use	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
AUT_organization_23	Land Use	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
AUT_organization_24	Land Use	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
AUT_organization_25	Land Use	Academia/ Research	1. Research and Innovation		All Income Levels	National
AUT_organization_26	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
AUT_organization_27	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National

AUT_organization_28	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
AUT_organization_29	Land Use	Public/ Governance	3. Infrastructure and Support	All Ages	All Income Levels	National
AUT_organization_30	Land Use	Civil Society	2. Education and Capacity Building	All Ages	All Income Levels	National
AUT_organization_31	Land Use	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	National
AUT_organization_32	Land Use	Civil Society	3. Social Advocacy and Activism	All Ages	All Income Levels	National
AUT_organization_33	Land Use	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	National
AUT_organization_34	Land Use	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	National
AUT_organization_35	Land Use	Civil Society	2. Education and Capacity Building	All Ages	All Income Levels	National
AUT_organization_36	Land Use	Civil Society	3. Social Advocacy and Activism	All Ages	All Income Levels	National
AUT_organization_37	Processing	Academia/ Research	1. Research and Innovation		All Income Levels	National
AUT_organization_38	Processing	Academia/ Research	1. Research and Innovation		All Income Levels	National
AUT_organization_39	Processing	Industry/ Business	1. Production and Supply Chain Management	All Ages	All Income Levels	National
AUT_organization_40	Processing	Industry/ Business	3. Marketing and Sales			
AUT_organization_41	Processing	Industry/ Business	3. Marketing and Sales			
AUT_organization_42	Processing	Industry/ Business	2. Innovation and Technology			
AUT_organization_43	Processing	Industry/ Business	2. Innovation and Technology			
AUT_organization_44	Processing	Industry/ Business	2. Innovation and Technology			
AUT_organization_45	Processing	Industry/ Business	2. Innovation and Technology			
AUT_organization_46	Processing	Industry/ Business	2. Innovation and Technology			
AUT_organization_47	Processing	Industry/ Business	2. Innovation and Technology			
AUT_organization_48	Processing	Industry/ Business	2. Innovation and Technology			
AUT_organization_49	Processing	Industry/ Business	3. Marketing and Sales			
AUT_organization_50	Processing	Industry/ Business	3. Marketing and Sales			
AUT_organization_51	Processing	Industry/ Business	3. Marketing and Sales			
AUT_organization_52	Processing	Industry/ Business	3. Marketing and Sales			

AUT_organization_53	Processing	Industry/ Business	3. Marketing and Sales			
AUT_organization_54	Processing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
AUT_organization_55	Processing	Public/ Governance	3. Infrastructure and Support	All Ages	All Income Levels	National
AUT_organization_56	Processing	Public/ Governance	2. Public Health Promotion	All Ages	All Income Levels	National
AUT_organization_57	Processing	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	National
AUT_organization_58	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	National
AUT_organization_59	Production	Academia/ Research	2. Education and Training	All Ages	All Income Levels	National
AUT_organization_60	Production	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
AUT_organization_61	Production	Academia/ Research	2. Education and Training		All Income Levels	National
AUT_organization_62	Production	Academia/ Research	1. Research and Innovation		All Income Levels	National
AUT_organization_63	Production	Industry/ Business	1. Production and Supply Chain Management	All Ages	All Income Levels	Regional - Local
AUT_organization_64	Production	NGOs	1. Advocacy and Awareness	All Ages	All Income Levels	National
AUT_organization_65	Production	NGOs	1. Advocacy and Awareness	All Ages	All Income Levels	National
AUT_organization_66	Production	NGOs	4. Campaigning and Lobbying	All Ages	All Income Levels	National
AUT_organization_67	Production	NGOs	4. Campaigning and Lobbying	All Ages	All Income Levels	National
AUT_organization_68	Production	Civil Society	3. Social Advocacy and Activism	All Ages	All Income Levels	National
AUT_organization_69	Production	Civil Society	3. Social Advocacy and Activism	All Ages	All Income Levels	National
AUT_organization_70	Retailing	Industry/ Business	3. Marketing and Sales	All Ages	All Income Levels	National
AUT_organization_71	Retailing	Industry/ Business	3. Marketing and Sales	All Ages	All Income Levels	National
AUT_organization_72	Retailing	NGOs	4. Campaigning and Lobbying	All Ages	All Income Levels	National
AUT_organization_73	Retailing	Public/ Governance	4. Trade and International Relations	All Ages	All Income Levels	National
AUT_organization_74	Retailing	Public/ Governance	4. Trade and International Relations	All Ages	All Income Levels	National
AUT_organization_75	Retailing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
AUT_organization_76	Retailing	Public/ Governance	4. Trade and International Relations	All Ages	All Income Levels	National
AUT_organization_77	Retailing	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	National

AUT_organization_78	Retailing	Civil Society	3. Social Advocacy and Activism	All Ages	All Income Levels	National
AUT_organization_79	Waste	Academia/ Research	1. Research and Innovation	All Ages	All Income Levels	National
AUT_organization_80	Waste	Industry/ Business	2. Innovation and Technology			
AUT_organization_81	Waste	Industry/ Business	2. Innovation and Technology			
AUT_organization_82	Waste	Industry/ Business	1. Production and Supply Chain Management			
AUT_organization_83	Waste	Industry/ Business	2. Innovation and Technology			
AUT_organization_84	Waste	Industry/ Business	1. Production and Supply Chain Management			
COL_organization_85	Waste	Industry/ Business	2. Innovation and Technology			
AUT_organization_86	Waste	NGOs	3. Community Support and Outreach	All Ages	All Income Levels	Regional - Local
AUT_organization_87	Waste	NGOs	3. Community Support and Outreach	All Ages	All Income Levels	National
AUT_organization_88	Waste	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
AUT_organization_89	Waste	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
AUT_organization_90	Waste	Public/ Governance	3. Infrastructure and Support	All Ages	All Income Levels	National
AUT_organization_91	Waste	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	National
AUT_organization_92	Waste	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	National
AUT_organization_93	Waste	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	National
AUT_organization_94	Waste	Civil Society	1. Community Engagement and Empowerment	All Ages	All Income Levels	National

Greece (e-Fresh)

STAKEHOLDER ATTRIBUTES			**ROLE IN AFFECTING FOOD HABITS**	**TARGET GROUP CHARACTERISTICS**		
Stakeholder Name	**Value Chain categorization**	**Helix categorization**	**Main Role**	**Age**	**Income Status (optional)**	**Geographical Dispersion**

GRC_organization_1	Land Use	Public/ Governance	1. Production and Supply Chain Management	All Ages	All Income Levels	National
GRC_organization_2	Land Use	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
GRC_organization_3	Production	Public/ Governance	2. Public Health Promotion	All Ages	All Income Levels	National
GRC_organization_4	Distribution	Public/ Governance	2. Public Health Promotion	<21	All Income Levels	National
GRC_organization_5	Processing	Public/ Governance	1. Policy Development and Regulation	All Ages	All Income Levels	National
GRC_organization_6	Production	Public/ Governance	1. Policy Development and Regulation	21-45	All Income Levels	National
GRC_organization_7	Production	Civil Society	4. Trade and International Relations	21-45	All Income Levels	National
GRC_organization_8	Consumption	NGOs	1. Advocacy and Awareness	21-45	All Income Levels	National
GRC_organization_9	Consumption	NGOs	1. Advocacy and Awareness	21-45	All Income Levels	National
GRC_organization_10	Consumption	NGOs	1. Advocacy and Awareness	21-45	All Income Levels	National
GRC_organization_11	Production	Academia/ Research	1. Research and Innovation	21-45	All Income Levels	National
GRC_organization_12	Production	Academia/ Research	1. Research and Innovation	<21	All Income Levels	National
GRC_organization_13	Production	Academia/ Research	1. Research and Innovation	<21	All Income Levels	National
GRC_organization_14	Consumption	Academia/ Research	4. Policy Analysis and Evaluation	<21	All Income Levels	National
GRC_organization_15	Retailing	Civil Society	1. Community Engagement and Empowerment	21-45	All Income Levels	National
GRC_organization_16	Consumption	Civil Society	1. Community Engagement and Empowerment	21-45	All Income Levels	Regional - Local
GRC_organization_17	Waste	NGOs	2. Research and Policy Analysis	21-45	All Income Levels	National
GRC_organization_18	Waste	NGOs	2. Research and Policy Analysis	21-45	All Income Levels	National
GRC_organization_19	Production	Public/ Governance	4. Trade and International Relations	21-45	All Income Levels	National
GRC_organization_20	Production	Industry/ Business	1. Production and Supply Chain Management	21-45	All Income Levels	National
GRC_organization_21	Distribution	Industry/ Business	3. Marketing and Sales	21-45	All Income Levels	National
GRC_organization_22	Retailing	Industry/ Business	1. Production and Supply Chain Management	21-45	All Income Levels	National

GRC_organization_23	Retailing	Industry/ Business	3. Marketing and Sales	21-45	All Income Levels	National
GRC_organization_24	Retailing	Industry/ Business	3. Marketing and Sales	21-45	All Income Levels	National
GRC_organization_25	Retailing	Industry/ Business	3. Marketing and Sales	21-46	All Income Levels	National
GRC_organization_26	Retailing	Industry/ Business	3. Marketing and Sales	21-47	All Income Levels	National
GRC_organization_27	Retailing	Industry/ Business	3. Marketing and Sales	21-48	All Income Levels	National
GRC_organization_28	Retailing	Industry/ Business	3. Marketing and Sales	21-49	All Income Levels	National
GRC_organization_29	Retailing	Industry/ Business	3. Marketing and Sales	21-50	All Income Levels	National
GRC_organization_30	Retailing	Industry/ Business	3. Marketing and Sales	21-51	All Income Levels	National
GRC_organization_31	Retailing	Industry/ Business	3. Marketing and Sales	21-52	All Income Levels	National
GRC_organization_32	Retailing	Industry/ Business	3. Marketing and Sales	21-53	All Income Levels	National
GRC_organization_33	Retailing	Industry/ Business	3. Marketing and Sales	21-54	All Income Levels	National
GRC_organization_34	Retailing	Industry/ Business	3. Marketing and Sales	21-55	All Income Levels	National
GRC_organization_35	Retailing	Industry/ Business	3. Marketing and Sales	21-56	All Income Levels	National
GRC_organization_36	Retailing	Industry/ Business	3. Marketing and Sales	21-57	All Income Levels	National
GRC_organization_37	Retailing	Industry/ Business	3. Marketing and Sales	21-58	All Income Levels	National
GRC_organization_38	Retailing	Industry/ Business	3. Marketing and Sales	21-59	All Income Levels	National
GRC_organization_39	Retailing	Industry/ Business	3. Marketing and Sales	21-60	All Income Levels	National
GRC_organization_40	Retailing	Industry/ Business	3. Marketing and Sales	21-61	All Income Levels	National
GRC_organization_41	Retailing	Industry/ Business	3. Marketing and Sales	21-62	All Income Levels	National
GRC_organization_42	Retailing	Industry/ Business	3. Marketing and Sales	21-63	All Income Levels	National
GRC_organization_43	Retailing	Industry/ Business	3. Marketing and Sales	21-64	All Income Levels	National
GRC_organization_44	Retailing	Industry/ Business	3. Marketing and Sales	21-65	All Income Levels	National
GRC_organization_45	Retailing	Industry/ Business	3. Marketing and Sales	21-66	All Income Levels	National
GRC_organization_46	Retailing	Industry/ Business	3. Marketing and Sales	21-67	All Income Levels	National
GRC_organization_47	Retailing	Industry/ Business	3. Marketing and Sales	21-68	All Income Levels	National
GRC_organization_48	Retailing	Industry/ Business	3. Marketing and Sales	21-69	All Income Levels	National

Annex 2: Pilots Short Lists

Spain (CAAND)

STAKEHOLDER ATTRIBUTES			ROLE IN AFFECTING FOOD HABITS	INTEREST	POWER
Stakeholder Name	**Value Chain categorization**	**Helix categorization**	**Main Role**	**0-5 Increasing**	**0-5 Increasing**
SPA_organization_1	Retailing	Public/ Governance	3. Infrastructure and Support	2.5	5
SPA_organization_2	Production	Public/ Governance	1. Policy Development and Regulation	3	4
SPA_organization_3	Production	Public/ Governance	1. Policy Development and Regulation	2.5	4
SPA_organization_4	Production	Public/ Governance	1. Policy Development and Regulation	3	4
SPA_organization_5	Production	Public/ Governance	1. Policy Development and Regulation	5	4
SPA_organization_6	Retailing	Public/ Governance	4. Trade and International Relations	3	5
SPA_organization_7	Distribution	Public/ Governance	1. Policy Development and Regulation	2	4
SPA_organization_8	Consumption	Public/ Governance	2. Public Health Promotion	2.5	3
SPA_organization_9	Consumption	Public/ Governance	1. Policy Development and Regulation	4	4
SPA_organization_10	Land Use	Public/ Governance	1. Policy Development and Regulation	2.5	2.5
SPA_organization_11	Land Use	Public/ Governance	1. Policy Development and Regulation	2.5	4
SPA_organization_12	Waste	Public/ Governance	3. Infrastructure and Support	4	3
SPA_organization_13	Land Use	Public/ Governance	1. Policy Development and Regulation	2	2
SPA_organization_14	Land Use	Public/ Governance	3. Infrastructure and Support	2.5	2
SPA_organization_15	Land Use	Public/ Governance	1. Policy Development and Regulation	3	4

SPA_organization_16	Production	Public/ Governance	1. Policy Development and Regulation	2.5	5
SPA_organization_17	Production	Public/ Governance	1. Policy Development and Regulation	2	5
SPA_organization_18	Production	Public/ Governance	1. Policy Development and Regulation	2.5	5
SPA_organization_19	Production	Public/ Governance	1. Policy Development and Regulation	2	5
SPA_organization_20	Consumption	Public/ Governance	2. Public Health Promotion	3	5
SPA_organization_21	Consumption	Public/ Governance	2. Public Health Promotion	3	2.5
SPA_organization_22	Retailing	Public/ Governance	4. Trade and International Relations	2.5	4
SPA_organization_23	Consumption	Public/ Governance	3. Infrastructure and Support	2	2
SPA_organization_24	Production	Public/ Governance	3. Infrastructure and Support	1	1
SPA_organization_25	Land Use	Public/ Governance	1. Policy Development and Regulation	2.5	5
SPA_organization_26	Retailing	Public/ Governance	3. Infrastructure and Support	1	2
SPA_organization_27	Land Use	Public/ Governance	3. Infrastructure and Support	1	1
SPA_organization_28	Processing	Public/ Governance	2. Public Health Promotion	4	5
SPA_organization_29	Processing	Public/ Governance	2. Public Health Promotion	3	5
SPA_organization_30	Processing	Public/ Governance	2. Public Health Promotion	3	3
SPA_organization_31	Land Use	Academia/ Research	2. Education and Training	5	4
SPA_organization_32	Retailing	Academia/ Research	3. Knowledge Transfer and Collaboration	4	2.5
SPA_organization_33	Consumption	Academia/ Research	1. Research and Innovation	4	2.5
SPA_organization_34	Processing	Academia/ Research	1. Research and Innovation	3	2.5
SPA_organization_35	Land Use	Academia/ Research	1. Research and Innovation	3	2.5

SPA_organization_36	Processing	Academia/ Research	1. Research and Innovation	2.5	2.5
SPA_organization_37	Consumption	Academia/ Research	1. Research and Innovation	2.5	2.5
SPA_organization_38	Production	Academia/ Research	2. Education and Training	2.5	2.5
SPA_organization_39	Processing	Academia/ Research	1. Research and Innovation	2.5	2.5
SPA_organization_40	Processing	Academia/ Research	1. Research and Innovation	2.5	2
SPA_organization_41	Production	Academia/ Research	1. Research and Innovation	2.5	2.5
SPA_organization_42	Production	Academia/ Research	2. Education and Training	2	2
SPA_organization_43	Production	Academia/ Research	2. Education and Training	2	2
SPA_organization_44	Production	Academia/ Research	2. Education and Training	2	2
SPA_organization_45	Production	Academia/ Research	1. Research and Innovation	2.5	3
SPA_organization_46	Consumption	Academia/ Research	1. Research and Innovation	4	3
SPA_organization_47	Waste	Academia/ Research	1. Research and Innovation	4	4
SPA_organization_48	Distribution	Academia/ Research	1. Research and Innovation	4	3
SPA_organization_49	Processing	Academia/ Research	1. Research and Innovation	2.5	2
SPA_organization_50	Production	Academia/ Research	1. Research and Innovation	2.5	2
SPA_organization_51	Consumption	Academia/ Research	1. Research and Innovation	2.5	2
SPA_organization_52	Consumption	Academia/ Research	1. Research and Innovation	2.5	2
SPA_organization_53	Production	Academia/ Research	1. Research and Innovation	2.5	2
SPA_organization_54	Land Use	Academia/ Research	1. Research and Innovation	2.5	2
SPA_organization_55	Processing	Academia/ Research	1. Research and Innovation	1	2

SPA_organization_56	Consumption	Academia/ Research	1. Research and Innovation	1	2
SPA_organization_57	Production	Academia/ Research	1. Research and Innovation	1	2
SPA_organization_58	Land Use	Academia/ Research	1. Research and Innovation	1	2
SPA_organization_59	Processing	Academia/ Research	1. Research and Innovation	1	2
SPA_organization_60	Production	Academia/ Research	3. Knowledge Transfer and Collaboration	3	2
SPA_organization_61	Retailing	Industry/ Business	1. Production and Supply Chain Management	4	4
SPA_organization_62	Retailing	Industry/ Business	1. Production and Supply Chain Management	3	4
SPA_organization_63	Retailing	Industry/ Business	1. Production and Supply Chain Management	2.5	2
SPA_organization_64	Retailing	Industry/ Business	1. Production and Supply Chain Management	2	2
SPA_organization_65	Retailing	Industry/ Business	1. Production and Supply Chain Management	3	4
SPA_organization_66	Land Use	Industry/ Business	4. Corporate Social Responsibility	2	2.5
SPA_organization_67	Processing	Industry/ Business	1. Production and Supply Chain Management	3	3
SPA_organization_68	Processing	Industry/ Business	1. Production and Supply Chain Management	3	2
SPA_organization_69	Waste	Industry/ Business	4. Corporate Social Responsibility	3	3
SPA_organization_70	Waste	Industry/ Business	4. Corporate Social Responsibility	2.5	2.5
SPA_organization_71	Waste	Industry/ Business	4. Corporate Social Responsibility	4	4
SPA_organization_72	Production	Industry/ Business	2. Innovation and Technology	2	2

SPA_organization_73	Processing	Industry/ Business	2. Innovation and Technology	2	2
SPA_organization_74	Processing	Industry/ Business	2. Innovation and Technology	4	4
SPA_organization_75	Processing	Industry/ Business	2. Innovation and Technology	2.5	2
SPA_organization_76	Processing	Industry/ Business	2. Innovation and Technology	2.5	2
SPA_organization_77	Processing	Industry/ Business	1. Production and Supply Chain Management	2.5	2
SPA_organization_78	Processing	Industry/ Business	1. Production and Supply Chain Management	2.5	2.5
SPA_organization_79	Processing	Industry/ Business	1. Production and Supply Chain Management	2.5	3
SPA_organization_80	Processing	Industry/ Business	1. Production and Supply Chain Management	2.5	3
SPA_organization_81	Processing	Industry/ Business	1. Production and Supply Chain Management	2.5	3
SPA_organization_82	Processing	Industry/ Business	1. Production and Supply Chain Management	2.5	3
SPA_organization_83	Consumption	Industry/ Business	3. Marketing and Sales	2.5	4
SPA_organization_84	Distribution	Industry/ Business	1. Production and Supply Chain Management	2.5	2
SPA_organization_85	Distribution	Industry/ Business	3. Marketing and Sales	2.5	2
SPA_organization_86	Distribution	Industry/ Business	3. Marketing and Sales	3	2.5
SPA_organization_87	Distribution	Industry/ Business	3. Marketing and Sales	2.5	2.5
SPA_organization_88	Production	Industry/ Business	2. Innovation and Technology	3	2.5
SPA_organization_89	Processing	Industry/ Business	1. Production and Supply Chain Management	2	2.5

SPA_organization_90	Distribution	Industry/ Business	4. Corporate Social Responsibility	2	2.5
SPA_organization_91	Distribution	Industry/ Business	2. Innovation and Technology	2	2.5
SPA_organization_92	Distribution	Industry/ Business	1. Production and Supply Chain Management	2	2.5
SPA_organization_93	Distribution	Industry/ Business	1. Production and Supply Chain Management	2	2.5
SPA_organization_94	Processing	Industry/ Business	2. Innovation and Technology	4	3
SPA_organization_95	Retailing	Industry/ Business	1. Production and Supply Chain Management	4	3
SPA_organization_96	Distribution	Civil Society	3. Social Advocacy and Activism	2	2
SPA_organization_97	Consumption	Civil Society	3. Social Advocacy and Activism	3	4
SPA_organization_98	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_99	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_100	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_101	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_102	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_103	Production	Civil Society	1. Community Engagement and Empowerment	5	5
SPA_organization_104	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_105	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_106	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_107	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_108	Production	Civil Society	4. Alternative Food Networks	5	5

SPA_organization_109	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_110	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_111	Production	Civil Society	4. Alternative Food Networks	4	2.5
SPA_organization_112	Production	Civil Society	4. Alternative Food Networks	4	2.5
SPA_organization_113	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_114	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_115	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_116	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_117	Production	Civil Society	4. Alternative Food Networks	5	5
SPA_organization_118	Production	Civil Society	4. Alternative Food Networks	4	2.5
SPA_organization_119	Production	Civil Society	4. Alternative Food Networks	4	4
SPA_organization_120	Production	Civil Society	4. Alternative Food Networks	4	2.5
SPA_organization_121	Production	Civil Society	4. Alternative Food Networks	4	2.5
SPA_organization_122	Production	Civil Society	4. Alternative Food Networks	4	4
SPA_organization_123	Production	Civil Society	4. Alternative Food Networks	4	4
SPA_organization_124	Production	Civil Society	4. Alternative Food Networks	4	2.5
SPA_organization_125	Production	Civil Society	4. Alternative Food Networks	4	2.5
SPA_organization_126	Production	Civil Society	4. Alternative Food Networks	4	4
SPA_organization_127	Production	Civil Society	4. Alternative Food Networks	4	4
SPA_organization_128	Production	Civil Society	4. Alternative Food Networks	4	4
SPA_organization_129	Production	Civil Society	4. Alternative Food Networks	4	4

SPA_organization_130	Production	Civil Society	4. Alternative Food Networks	4	4
SPA_organization_131	Production	Civil Society	4. Alternative Food Networks	4	4
SPA_organization_132	Production	Civil Society	4. Alternative Food Networks	4	4
SPA_organization_133	Production	Civil Society	4. Alternative Food Networks	4	4
SPA_organization_134	Distribution	NGOs	3. Community Support and Outreach	1	1
SPA_organization_135	Distribution	NGOs	3. Community Support and Outreach	1	1
SPA_organization_136	Distribution	NGOs	3. Community Support and Outreach	1	1
SPA_organization_137	Distribution	NGOs	3. Community Support and Outreach	1	1
SPA_organization_138	Distribution	NGOs	3. Community Support and Outreach	1	1
SPA_organization_139	Distribution	NGOs	3. Community Support and Outreach	1	1
SPA_organization_140	Distribution	NGOs	3. Community Support and Outreach	1	1
SPA_organization_141	Distribution	NGOs	3. Community Support and Outreach	1	1
SPA_organization_142	Distribution	NGOs	3. Community Support and Outreach	1	1
SPA_organization_143	Waste	NGOs	1. Advocacy and Awareness	1	2
SPA_organization_144	Retailing	NGOs	1. Advocacy and Awareness	2.5	1
SPA_organization_145	Production	NGOs	1. Advocacy and Awareness	5	3
SPA_organization_146	Land Use	NGOs	2. Research and Policy Analysis	3	1
SPA_organization_147	Production	NGOs	2. Research and Policy Analysis	3	3
SPA_organization_148	Land Use	NGOs	4. Campaigning and Lobbying	4	3
SPA_organization_149	Processing	NGOs	1. Advocacy and Awareness	3	3
SPA_organization_150	Distribution	NGOs	3. Community Support and Outreach	2.5	4

SPA_organization_151	Consumption	NGOs	1. Advocacy and Awareness	5	3
SPA_organization_152	Retailing	NGOs	1. Advocacy and Awareness	1	1
SPA_organization_153	Processing	NGOs	3. Community Support and Outreach	1	1
SPA_organization_154	Retailing	NGOs	1. Advocacy and Awareness	4	3
SPA_organization_155	Retailing	NGOs	1. Advocacy and Awareness	3	2.5
SPA_organization_156	Consumption	NGOs	2. Research and Policy Analysis	4	3
SPA_organization_157	Consumption	NGOs	3. Community Support and Outreach	2.5	1
SPA_organization_158	Land Use	NGOs	4. Campaigning and Lobbying	3	4
SPA_organization_159	Land Use	NGOs	2. Research and Policy Analysis	5	3
SPA_organization_160	Land Use	NGOs	4. Campaigning and Lobbying	4	2
SPA_organization_161	Land Use	NGOs	4. Campaigning and Lobbying	4	2
SPA_organization_162	Land Use	NGOs	1. Advocacy and Awareness	2.5	1
SPA_organization_163	Land Use	NGOs	4. Campaigning and Lobbying	3	4
SPA_organization_164	Distribution	NGOs	3. Community Support and Outreach	2.5	4

Colombia (SUPRACAFE - TECNICAFE)

STAKEHOLDER ATTRIBUTES			**ROLE IN AFFECTING FOOD HABITS**	**INTEREST**	**POWER**
Stakeholder Name	**Value Chain categorization**	**Helix categorization**	**Main Role**	**0-5 Increasing**	**0-5 Increasing**
COL_organization_1	Land Use	Public/ Governance	1. Policy Development and Regulation	3	5
COL_organization_2	Land Use	Public/ Governance	1. Policy Development and Regulation	3	5

COL_organization_3	Consumption	Public/ Governance	1. Policy Development and Regulation	3	5
COL_organization_4	Retailing	Public/ Governance	4. Trade and International Relations	2	2
COL_organization_5	Consumption	Public/ Governance	1. Policy Development and Regulation	2	2
COL_organization_6	Retailing	Public/ Governance	1. Policy Development and Regulation	2.5	2.5
COL_organization_7	Retailing	Public/ Governance	1. Policy Development and Regulation	2.5	2.5
COL_organization_8	Consumption	Public/ Governance	1. Policy Development and Regulation	1	1
COL_organization_9	Retailing	Public/ Governance	2. Public Health Promotion	1	1
COL_organization_10	Land Use	Public/ Governance	1. Policy Development and Regulation	4	3
COL_organization_11	Retailing	Public/ Governance	1. Policy Development and Regulation	1	1
COL_organization_12	Retailing	Public/ Governance	1. Policy Development and Regulation	1	1
COL_organization_13	Processing	Public/ Governance	2. Public Health Promotion	1	1
COL_organization_14	Production	Public/ Governance	1. Policy Development and Regulation	4	3
COL_organization_15	Production	Public/ Governance	3. Infrastructure and Support	1	1
COL_organization_16	Production	Public/ Governance	1. Policy Development and Regulation	2.5	2.5
COL_organization_17	Consumption	Public/ Governance	1. Policy Development and Regulation	1	1
COL_organization_18	Retailing	Public/ Governance	1. Policy Development and Regulation	1	1
COL_organization_19	Retailing	Public/ Governance	1. Policy Development and Regulation	1	1
COL_organization_20	Production	Public/ Governance	1. Policy Development and Regulation	4	3
COL_organization_21	Retailing	Public/ Governance	1. Policy Development and Regulation	2.5	2.5
COL_organization_22	Consumption	Public/ Governance	1. Policy Development and Regulation	1	1
COL_organization_23	Production	Public/ Governance	1. Policy Development and Regulation	4	4
COL_organization_24	Retailing	Public/ Governance	1. Policy Development and Regulation	3	2.5
COL_organization_25	Consumption	Public/ Governance	1. Policy Development and Regulation	1	1
COL_organization_26	Production	Public/ Governance	1. Policy Development and Regulation	1	1
COL_organization_27	Production	Public/ Governance	1. Policy Development and Regulation	3	2

COL_organization_28	Retailing	Public/ Governance	1. Policy Development and Regulation	1	1
COL_organization_29	Land Use	Public/ Governance	1. Policy Development and Regulation	4	3
COL_organization_30	Retailing	Public/ Governance	1. Policy Development and Regulation	1	1
COL_organization_31	Processing	Public/ Governance	2. Public Health Promotion	3	1
COL_organization_32	Production	Public/ Governance	1. Policy Development and Regulation	4	3
COL_organization_33	Production	Public/ Governance	2. Public Health Promotion	1	1
COL_organization_34	Retailing	Public/ Governance	2. Research and Policy Analysis	5	5
COL_organization_35	Retailing	Public/ Governance	4. Trade and International Relations	4	4
COL_organization_36	Production	Public/ Governance	4. Trade and international relations	5	5
COL_organization_37	Retailing	Public/ Governance	1. Policy Development and Regulation	5	5
COL_organization_38	Land Use	Public/ Governance	1. Policy Development and Regulation	5	5
COL_organization_39	Land Use	Public/ Governance	1. Policy Development and Regulation	5	5
COL_organization_40	Land Use	Public/ Governance	1. Policy Development and Regulation	5	5
COL_organization_41	Production	Academia/ Research	2. Education and Training	5	5
COL_organization_42	Production	Academia/ Research	2. Education and Training	5	5
COL_organization_43	Land Use	Academia/ Research	1. Research and Innovation	4	4
COL_organization_44	Production	Academia/ Research	1. Research and Innovation	5	5
COL_organization_45	Production	Academia/ Research	2. Education and Training	3	3
COL_organization_46	Waste	Industry/ Business	1. Research and Innovation	4	4
COL_organization_47	Waste	Industry/ Business	1. Research and Innovation	5	5
COL_organization_48	Waste	Industry/ Business	1. Research and Innovation	4	4
COL_organization_49	Distribution	Industry/ Business	3. Marketing and Sales	3	4
COL_organization_50	Distribution	Industry/ Business	3. Marketing and Sales	3	4
COL_organization_51	Consumption	Industry/ Business	3. Marketing and Sales	3	5
COL_organization_52	Distribution	Industry/ Business	3. Marketing and Sales	2	3
COL_organization_53	Distribution	Industry/ Business	3. Marketing and Sales	2.5	4

COL_organization_54	Distribution	Industry/ Business	1. Production and Supply Chain Management	2.5	4
COL_organization_55	Land Use	Industry/ Business	2. Innovation and Technology	4	2.5
COL_organization_56	Consumption	Industry/ Business	3. Marketing and Sales	4	2.5
COL_organization_57	Land Use	Industry/ Business	3. Marketing and Sales	2.5	3
COL_organization_58	Consumption	Industry/ Business	3. Marketing and Sales	2	5
COL_organization_59	Processing	Industry/ Business	3. Marketing and Sales	2	5
COL_organization_60	Processing	Industry/ Business	1. Production and Supply Chain Management	1	5
COL_organization_61	Processing	Industry/ Business	3. Marketing and Sales	2.5	4
COL_organization_62	Processing	Industry/ Business	1. Production and Supply Chain Management	2.5	2.5
COL_organization_63	Processing	Industry/ Business	2. Innovation and Technology	2	2
COL_organization_64	Retailing	Industry/ Business	3. Marketing and Sales	2	2
COL_organization_65	Retailing	Industry/ Business	1. Production and Supply Chain Management	2	4
COL_organization_66	Retailing	Industry/ Business	3. Marketing and Sales	2	2
COL_organization_67	Retailing	Industry/ Business	3. Marketing and Sales	2	2
COL_organization_68	Retailing	Industry/ Business	3. Marketing and Sales	1	1
COL_organization_69	Processing	Industry/ Business	1. Production and Supply Chain Management	5	5
COL_organization_70	Distribution	Industry/ Business	3. Marketing and Sales	4	4
COL_organization_71	Production	Industry/ Business	1. Production and Supply Chain Management	5	5
COL_organization_72	Consumption	Industry/ Business	3. Marketing and Sales	5	5
COL_organization_73	Retailing	Industry/ Business	3. Marketing and Sales	5	5
COL_organization_74	Processing	Industry/ Business	2. Innovation and Technology	5	5
COL_organization_75	Processing	Industry/ Business	4. Corporate Social Responsibility	5	5
COL_organization_76	Consumption	Industry/ Business	3. Marketing and Sales	5	5
COL_organization_77	Consumption	Industry/ Business	3. Marketing and Sales	2.5	2.5

COL_organization_78	Production	NGOs	2. Research and Policy Analysis	2	5
COL_organization_79	Production	NGOs	3. Community Support and Outreach	2	2
COL_organization_80	Production	NGOs	3. Community Support and Outreach	2	2
COL_organization_81	Production	NGOs	3. Community Support and Outreach	2	2
COL_organization_82	Production	NGOs	3. Community Support and Outreach	2	3
COL_organization_83	Production	NGOs	1. Advocacy and Awareness	2	2
COL_organization_84	Production	NGOs	3. Community Support and Outreach	2	2
COL_organization_85	Production	NGOs	3. Community Support and Outreach	2	3
COL_organization_86	Production	NGOs	3. Community Support and Outreach	2	2
COL_organization_87	Production	NGOs	3. Community Support and Outreach	2	3
COL_organization_88	Production	NGOs	3. Community Support and Outreach	3	2
COL_organization_89	Production	Civil Society	1. Community Engagement and Empowerment	4	4
COL_organization_90	Production	Civil Society	4. Alternative Food Networks	4	4
COL_organization_91	Production	Civil Society	1. Community Engagement and Empowerment	3	2
COL_organization_92	Production	Civil Society	1. Community Engagement and Empowerment	2	2
COL_organization_93	Production	Civil Society	3. Social Advocacy and Activism	3	2
COL_organization_94	Production	Civil Society	1. Community Engagement and Empowerment	2	3
COL_organization_95	Production	Civil Society	1. Community Engagement and Empowerment	2	3
COL_organization_96	Production	Civil Society	1. Community Engagement and Empowerment	2	2
COL_organization_97	Production	Civil Society	1. Community Engagement and Empowerment	3	3
COL_organization_98	Production	Civil Society	1. Community Engagement and Empowerment	2	2
COL_organization_99	Production	Civil Society		2	2

COL_organization_100	Production	Academia/ Research	1. Research and Innovation	2	2
COL_organization_101	Production	Academia/ Research	2. Education and Training	2	2
COL_organization_102	Production	Academia/ Research	2. Education and Training	2	2
COL_organization_103	Land Use	Academia/ Research	1. Research and Innovation	2	2
COL_organization_104	Production	Academia/ Research	2. Education and Training	3	2
COL_organization_105	Production	Academia/ Research	2. Education and Training	2	2
COL_organization_106	Production	Academia/ Research	2. Education and Training	2	2
COL_organization_107	Production	Academia/ Research	2. Education and Training	2	2
COL_organization_108	Production	Academia/ Research	2. Education and Training	2	2
COL_organization_109	Production	Academia/ Research	2. Education and Training	2	2
COL_organization_110	Production	Academia/ Research	2. Education and Training	2	2
COL_organization_111	Production	Academia/ Research	2. Education and Training	2	2
COL_organization_112	Production	Academia/ Research	2. Education and Training	2	2
COL_organization_113	Production	Academia/ Research	2. Education and Training	3	2
COL_organization_114	Land Use	Academia/ Research	1. Research and Innovation	3	3
COL_organization_115	Production	Academia/ Research	2. Education and Training	2	2

South Africa (University of Pretoria)

STAKEHOLDER ATTRIBUTES			**ROLE IN AFFECTING FOOD HABITS**	**INTEREST**	**POWER**
Stakeholder Name	**Value Chain categorization**	**Helix categorization**	**Main Role**	**0-5 Increasing**	**0-5 Increasing**
ZAF_organization_1	Production	Public/ Governance	1. Policy Development and Regulation	5	5

ZAF_organization_2	Processing	Public/ Governance	1. Policy Development and Regulation	5	5
ZAF_organization_3	Distribution	Public/ Governance	4. Trade and International Relations	3	4
ZAF_organization_4	Distribution	Public/ Governance	1. Policy Development and Regulation	4	3
ZAF_organization_5	Production	Public/ Governance	1. Research and Innovation	5	3
ZAF_organization_6	Processing	Public/ Governance	1. Policy Development and Regulation	3	3
ZAF_organization_7	Consumption	Public/ Governance	1. Policy Development and Regulation	3	3
ZAF_organization_8	Processing	Public/ Governance	3. Infrastructure and Support	4	2
ZAF_organization_9	Production	Public/ Governance	2. Public Health Promotion	2	2
ZAF_organization_10	Consumption	Public/ Governance	1. Policy Development and Regulation	4	3
ZAF_organization_11	Land Use	Public/ Governance	1. Policy Development and Regulation	3	2
ZAF_organization_12	Processing	Public/ Governance	1. Policy Development and Regulation	1	2
ZAF_organization_13	Processing	Public/ Governance	2. Public Health Promotion	3	3
ZAF_organization_14	Production	Public/ Governance	1. Policy Development and Regulation	4	2
ZAF_organization_15	Production	Public/ Governance	1. Policy Development and Regulation	3	3
ZAF_organization_16	Land Use	Public/ Governance	1. Policy Development and Regulation	3	3
ZAF_organization_17	Distribution	Public/ Governance	3. Infrastructure and Support	0	1
ZAF_organization_18	Land Use	Public/ Governance	1. Policy Development and Regulation	1	1
ZAF_organization_19	Land Use	Public/ Governance	3. Infrastructure and Support	2	1
ZAF_organization_20	Retailing	Public/ Governance	3. Infrastructure and Support	3	2
ZAF_organization_21	Land Use	Public/ Governance	1. Policy Development and Regulation	3	4

ZAF_organization_22	Land Use	Public/ Governance	3. Infrastructure and Support	3	3
ZAF_organization_23	Processing	Public/ Governance	2. Public Health Promotion	2	2
ZAF_organization_24	Production	Public/ Governance	3. Infrastructure and Support	4	2
ZAF_organization_25	Production	Public/ Governance	1. Policy Development and Regulation	4	3
ZAF_organization_26	Retailing	Public/ Governance	2. Public Health Promotion	2	3
ZAF_organization_27	Production	Public/ Governance	3. Infrastructure and Support	3	2
ZAF_organization_28	Distribution	Public/ Governance	4. Trade and International Relations	1	1
ZAF_organization_29	Distribution	Public/ Governance	3. Infrastructure and Support	0	2
ZAF_organization_30	Production	Public/ Governance	1. Policy Development and Regulation	3	2
ZAF_organization_31	Distribution	NGOs	3. Community Support and Outreach	5	4
ZAF_organization_32	Production	NGOs	3. Community Support and Outreach	4	2
ZAF_organization_33	Consumption	NGOs	2. Research and Policy Analysis	4	3
ZAF_organization_34	Land Use	NGOs	1. Advocacy and Awareness	4	3
ZAF_organization_35	Retailing	NGOs	1. Advocacy and Awareness	3	1
ZAF_organization_36	Distribution	NGOs	1. Advocacy and Awareness	4	3
ZAF_organization_37	Consumption	NGOs	2. Research and Policy Analysis	4	2
ZAF_organization_38	Processing	NGOs	4. Campaigning and Lobbying	4	2
ZAF_organization_39	Consumption	NGOs	1. Advocacy and Awareness	3	1
ZAF_organization_40	Retailing	NGOs	3. Community Support and Outreach	3	2
ZAF_organization_41	Retailing	NGOs	1. Advocacy and Awareness	2	2
ZAF_organization_42	Production	NGOs	2. Research and Policy Analysis	4	3
ZAF_organization_43	Distribution	NGOs	2. Research and Policy Analysis	3	2
ZAF_organization_44	Distribution	NGOs	1. Advocacy and Awareness	4	3
ZAF_organization_45	Land Use	NGOs	1. Advocacy and Awareness	3	2

ZAF_organization_46	Distribution	NGOs	1. Advocacy and Awareness	4	3
ZAF_organization_47	Consumption	NGOs	1. Advocacy and Awareness	3	1
ZAF_organization_48	Land Use	NGOs	3. Community Support and Outreach	3	2
ZAF_organization_49	Consumption	NGOs	3. Community Support and Outreach	3	2
ZAF_organization_50	Land Use	NGOs	1. Advocacy and Awareness	3	2
ZAF_organization_51	Consumption	NGOs	3. Community Support and Outreach	4	4
ZAF_organization_52	Production	NGOs	2. Research and Policy Analysis	4	2
ZAF_organization_53	Distribution	NGOs	3. Community Support and Outreach	3	1
ZAF_organization_54	Land Use	NGOs	1. Advocacy and Awareness	4	2
ZAF_organization_55	Production	NGOs	2. Research and Policy Analysis	4	2
ZAF_organization_56	Production	NGOs	4. Campaigning and Lobbying	4	3
ZAF_organization_57	Production	NGOs	1. Advocacy and Awareness	3	1
ZAF_organization_58	Production	NGOs	1. Advocacy and Awareness	4	3
ZAF_organization_59	Consumption	NGOs	2. Research and Policy Analysis	3	2
ZAF_organization_60	Consumption	NGOs	1. Advocacy and Awareness	5	2.5
ZAF_organization_61	Retailing	Industry/ Business	3. Marketing and Sales	4	4
ZAF_organization_62	Production	Industry/ Business	1. Production and Supply Chain Management	3	4
ZAF_organization_63	Production	Industry/ Business	1. Production and Supply Chain Management	3	4
ZAF_organization_64	Production	Industry/ Business	2. Innovation and Technology	2	2
ZAF_organization_65	Production	Industry/ Business	2. Innovation and Technology	2	2
ZAF_organization_66	Production	Industry/ Business	1. Production and Supply Chain Management	4	3
ZAF_organization_67	Production	Industry/ Business	1. Production and Supply Chain Management	2	4

ZAF_organization_68	Production	Industry/ Business	1. Production and Supply Chain Management	4	4
ZAF_organization_69	Production	Industry/ Business	3. Marketing and Sales	3	4
ZAF_organization_70	Production	Industry/ Business	2. Innovation and Technology	2	4
ZAF_organization_71	Production	Industry/ Business	3. Marketing and Sales	3	3
ZAF_organization_72	Production	Industry/ Business	2. Innovation and Technology	3	3
ZAF_organization_73	Production	Industry/ Business	2. Innovation and Technology	2	2
ZAF_organization_74	Production	Industry/ Business	2. Innovation and Technology	2	2
ZAF_organization_75	Production	Industry/ Business	2. Innovation and Technology	2	3
ZAF_organization_76	Production	Industry/ Business	4. Corporate Social Responsibility	3	3
ZAF_organization_77	Retailing	Industry/ Business	3. Marketing and Sales	4	3
ZAF_organization_78	Production	Industry/ Business	1. Production and Supply Chain Management	4	2
ZAF_organization_79	Production	Industry/ Business	1. Production and Supply Chain Management	3	3
ZAF_organization_80	Retailing	Industry/ Business	2. Innovation and Technology	4	3
ZAF_organization_81	Processing	Industry/ Business	1. Production and Supply Chain Management	4	5
ZAF_organization_82	Production	Industry/ Business	1. Production and Supply Chain Management	4	4
ZAF_organization_83	Retailing	Industry/ Business	1. Production and Supply Chain Management	3	5
ZAF_organization_84	Retailing	Industry/ Business	1. Production and Supply Chain Management	3	5
ZAF_organization_85	Production	Industry/ Business	1. Production and Supply Chain Management	2	3
ZAF_organization_86	Retailing	Industry/ Business	1. Production and Supply Chain Management	4	5
ZAF_organization_87	Processing	Industry/ Business	1. Production and Supply Chain Management	3	4
ZAF_organization_88	Production	Industry/ Business	1. Production and Supply Chain Management	3	3

ZAF_organization_89	Processing	Industry/ Business	1. Production and Supply Chain Management	2	3
ZAF_organization_90	Land Use	Civil Society	1. Community Engagement and Empowerment	4	3
ZAF_organization_91	Land Use	Civil Society	2. Education and Capacity Building	5	4
ZAF_organization_92	Production	Civil Society	1. Community Engagement and Empowerment	4	2
ZAF_organization_93	Production	Civil Society	2. Education and Capacity Building	3	2
ZAF_organization_94	Processing	Civil Society	3. Social Advocacy and Activism	4	3
ZAF_organization_95	Processing	Civil Society	1. Community Engagement and Empowerment	4	4
ZAF_organization_96	Processing	Civil Society	3. Social Advocacy and Activism	3	2
ZAF_organization_97	Distribution	Civil Society	4. Alternative Food Networks	3	1
ZAF_organization_98	Processing	Civil Society	3. Social Advocacy and Activism	5	3
ZAF_organization_99	Production	Civil Society	2. Education and Capacity Building	4	3
ZAF_organization_100	Processing	Civil Society	1. Community Engagement and Empowerment	4	2
ZAF_organization_101	Consumption	Civil Society	2. Education and Capacity Building	5	3
ZAF_organization_102	Production	Civil Society	1. Community Engagement and Empowerment	4	3
ZAF_organization_103	Production	Civil Society	4. Alternative Food Networks	4	4
ZAF_organization_104	Production	Civil Society	3. Social Advocacy and Activism	4	3
ZAF_organization_105	Production	Civil Society	1. Community Engagement and Empowerment	4	3
ZAF_organization_106	Production	Civil Society	3. Social Advocacy and Activism	3	3
ZAF_organization_107	Land Use	Civil Society	2. Education and Capacity Building	4	4
ZAF_organization_108	Production	Civil Society	1. Community Engagement and Empowerment	3	2
ZAF_organization_109	Production	Civil Society	3. Social Advocacy and Activism	2	5
ZAF_organization_110	Production	Civil Society	3. Social Advocacy and Activism	4	3

ZAF_organization_111	Land Use	Civil Society	3. Social Advocacy and Activism	4	4
ZAF_organization_112	Production	Civil Society	2. Education and Capacity Building	3	2
ZAF_organization_113	Production	Civil Society		4	3
ZAF_organization_114	Production	Civil Society	2. Education and Capacity Building	4	2
ZAF_organization_115	Distribution	Civil Society	3. Social Advocacy and Activism	4	3
ZAF_organization_116	Production	Civil Society	4. Alternative Food Networks	4	3
ZAF_organization_117	Distribution	Civil Society	3. Social Advocacy and Activism	3	3
ZAF_organization_118	Processing	Civil Society	3. Social Advocacy and Activism	5	3
ZAF_organization_119	Distribution	Civil Society	4. Alternative Food Networks	4	3
ZAF_organization_120	Land Use	Academia/ Research	4. Policy Analysis and Evaluation	4	4
ZAF_organization_121	Land Use	Academia/ Research	1. Research and Innovation	4	3
ZAF_organization_122	Processing	Academia/ Research	3. Knowledge Transfer and Collaboration	5	2
ZAF_organization_123	Production	Academia/ Research	1. Research and Innovation	5	3
ZAF_organization_124	Waste	Academia/ Research	3. Knowledge Transfer and Collaboration	4	4
ZAF_organization_125	Land Use	Academia/ Research	1. Research and Innovation	3	3
ZAF_organization_126	Production	Academia/ Research	2. Education and Training	4	2
ZAF_organization_127	Production	Academia/ Research	2. Education and Training	5	2
ZAF_organization_128	Land Use	Academia/ Research	1. Research and Innovation	4	4
ZAF_organization_129	Land Use	Academia/ Research	1. Research and Innovation	3	5
ZAF_organization_130	Production	Academia/ Research	1. Research and Innovation	4	4
ZAF_organization_131	Consumption	Academia/ Research	1. Research and Innovation	3	3
ZAF_organization_132	Processing	Academia/ Research	1. Research and Innovation	4	3
ZAF_organization_133	Processing	Academia/ Research	1. Research and Innovation	4	4
ZAF_organization_134	Land Use	Academia/ Research	1. Research and Innovation	4	4
ZAF_organization_133	Production	Academia/ Research	1. Research and Innovation	3	3

ZAF_organization_134	Land Use	Academia/ Research	1. Research and Innovation	3	3
ZAF_organization_135	Consumption	Academia/ Research	1. Research and Innovation	3	2
ZAF_organization_136	Waste	Academia/ Research	1. Research and Innovation	2	2
ZAF_organization_137	Production	Academia/ Research	1. Research and Innovation	4	3
ZAF_organization_138	Production	Academia/ Research	1. Research and Innovation	3	3
ZAF_organization_139	Production	Academia/ Research	1. Research and Innovation	3	2
ZAF_organization_140	Production	Academia/ Research	1. Research and Innovation	3	2
ZAF_organization_141	Production	Academia/ Research	1. Research and Innovation	4	3
ZAF_organization_142	Production	Academia/ Research	1. Research and Innovation	2	2
ZAF_organization_143	Production	Academia/ Research	1. Research and Innovation	3	4
ZAF_organization_144	Production	Academia/ Research	4. Policy Analysis and Evaluation	4	5

Austria (Inoqo)

STAKEHOLDER ATTRIBUTES			**ROLE IN AFFECTING FOOD HABITS**	**INTEREST**	**POWER**
Stakeholder Name	**Value Chain categorization**	**Helix categorization**	**Main Role**	**0-5 Increasing**	**0-5 Increasing**
AUT_organization_1	Consumption	Academia/ Research	1. Research and Innovation	4	3
AUT_organization_2	Consumption	Academia/ Research	2. Education and Training	3	2.5
AUT_organization_3	Consumption	Academia/ Research	2. Education and Training	3	2.5
AUT_organization_4	Consumption	Academia/ Research	2. Education and Training	3	2.5
AUT_organization_5	Consumption	NGOs	3. Community Support and Outreach	4	2.5
AUT_organization_6	Consumption	NGOs	3. Community Support and Outreach	4	2.5
AUT_organization_7	Consumption	NGOs	2. Research and Policy Analysis	4	3
AUT_organization_8	Consumption	NGOs	2. Research and Policy Analysis	4	3
AUT_organization_9	Consumption	NGOs	1. Advocacy and Awareness	4	3.5

AUT_organization_10	Consumption	NGOs	3. Community Support and Outreach	4	2.5
AUT_organization_11	Consumption	NGOs	3. Community Support and Outreach	4	2.5
AUT_organization_12	Consumption	NGOs	2. Research and Policy Analysis	4	3
AUT_organization_13	Consumption	NGOs	3. Community Support and Outreach	3	2.5
AUT_organization_14	Consumption	NGOs	1. Advocacy and Awareness	3	2.5
AUT_organization_15	Consumption	Civil Society	1. Community Engagement and Empowerment	3	2
AUT_organization_16	Consumption	Civil Society	1. Community Engagement and Empowerment	3	2
AUT_organization_17	Consumption	Civil Society	3. Social Advocacy and Activism	3	2.5
AUT_organization_18	Consumption	Civil Society	3. Social Advocacy and Activism	3	2.5
AUT_organization_19	Consumption	Civil Society	3. Social Advocacy and Activism	3	2.5
AUT_organization_20	Distribution	Academia/ Research	2. Education and Training	4	3
AUT_organization_21	Distribution	Civil Society	1. Community Engagement and Empowerment	3	3
AUT_organization_22	Land Use	Academia/ Research	1. Research and Innovation	4	3.5
AUT_organization_23	Land Use	Academia/ Research	1. Research and Innovation	4	3.5
AUT_organization_24	Land Use	Academia/ Research	1. Research and Innovation	4	3.5
AUT_organization_25	Land Use	Academia/ Research	1. Research and Innovation	4	3
AUT_organization_26	Land Use	Public/ Governance	1. Policy Development and Regulation	5	5
AUT_organization_27	Land Use	Public/ Governance	1. Policy Development and Regulation	4	5
AUT_organization_28	Land Use	Public/ Governance	1. Policy Development and Regulation	4	2
AUT_organization_29	Land Use	Public/ Governance	3. Infrastructure and Support	4	3.5
AUT_organization_30	Land Use	Civil Society	2. Education and Capacity Building	3	2.5
AUT_organization_31	Land Use	Civil Society	1. Community Engagement and Empowerment	4	3
AUT_organization_32	Land Use	Civil Society	3. Social Advocacy and Activism	4	3.5

AUT_organization_33	Land Use	Civil Society	1. Community Engagement and Empowerment	3	2
AUT_organization_34	Land Use	Civil Society	1. Community Engagement and Empowerment	4	3
AUT_organization_35	Land Use	Civil Society	2. Education and Capacity Building	3	2.5
AUT_organization_36	Land Use	Civil Society	3. Social Advocacy and Activism	3	4
AUT_organization_37	Processing	Academia/ Research	1. Research and Innovation	3	1
AUT_organization_38	Processing	Academia/ Research	1. Research and Innovation	3	1
AUT_organization_39	Processing	Industry/ Business	1. Production and Supply Chain Management	4	3.5
AUT_organization_40	Processing	Industry/ Business	3. Marketing and Sales	3	3
AUT_organization_41	Processing	Industry/ Business	3. Marketing and Sales	3	3
AUT_organization_42	Processing	Industry/ Business	2. Innovation and Technology	3	3.5
AUT_organization_43	Processing	Industry/ Business	2. Innovation and Technology	3	3.5
AUT_organization_44	Processing	Industry/ Business	2. Innovation and Technology	3	3.5
AUT_organization_45	Processing	Industry/ Business	2. Innovation and Technology	1	3
AUT_organization_46	Processing	Industry/ Business	2. Innovation and Technology	1	3.5
AUT_organization_47	Processing	Industry/ Business	2. Innovation and Technology	3	3.5
AUT_organization_48	Processing	Industry/ Business	2. Innovation and Technology	3	3.5
AUT_organization_49	Processing	Industry/ Business	3. Marketing and Sales	2	3
AUT_organization_50	Processing	Industry/ Business	3. Marketing and Sales	2	3
AUT_organization_51	Processing	Industry/ Business	3. Marketing and Sales	1	2
AUT_organization_52	Processing	Industry/ Business	3. Marketing and Sales	1	2
AUT_organization_53	Processing	Industry/ Business	3. Marketing and Sales	1	2
AUT_organization_54	Processing	Public/ Governance	1. Policy Development and Regulation	4	5
AUT_organization_55	Processing	Public/ Governance	3. Infrastructure and Support	3	4
AUT_organization_56	Processing	Public/ Governance	2. Public Health Promotion	4	4.5
AUT_organization_57	Processing	Civil Society	1. Community Engagement and Empowerment	3	3

AUT_organization_58	Production	Academia/ Research	2. Education and Training	4	3
AUT_organization_59	Production	Academia/ Research	2. Education and Training	4	3
AUT_organization_60	Production	Academia/ Research	1. Research and Innovation	4	3.5
AUT_organization_61	Production	Academia/ Research	2. Education and Training	4	3
AUT_organization_62	Production	Academia/ Research	1. Research and Innovation	4	3.5
AUT_organization_63	Production	Industry/ Business	1. Production and Supply Chain Management	4	4
AUT_organization_64	Production	NGOs	1. Advocacy and Awareness	4	3.5
AUT_organization_65	Production	NGOs	1. Advocacy and Awareness	4	3.5
AUT_organization_66	Production	NGOs	4. Campaigning and Lobbying	4	3.5
AUT_organization_67	Production	NGOs	4. Campaigning and Lobbying	4	3.5
AUT_organization_68	Production	Civil Society	3. Social Advocacy and Activism	4	3
AUT_organization_69	Production	Civil Society	3. Social Advocacy and Activism	4	3.5
AUT_organization_70	Retailing	Industry/ Business	3. Marketing and Sales	4	4
AUT_organization_71	Retailing	Industry/ Business	3. Marketing and Sales	4	4
AUT_organization_72	Retailing	NGOs	4. Campaigning and Lobbying	4	3.5
AUT_organization_73	Retailing	Public/ Governance	4. Trade and International Relations	4	3.5
AUT_organization_74	Retailing	Public/ Governance	4. Trade and International Relations	5	5
AUT_organization_75	Retailing	Public/ Governance	1. Policy Development and Regulation	5	5
AUT_organization_76	Retailing	Public/ Governance	4. Trade and International Relations	4	4.5
AUT_organization_77	Retailing	Civil Society	1. Community Engagement and Empowerment	4	2.5
AUT_organization_78	Retailing	Civil Society	3. Social Advocacy and Activism	4	3.5
AUT_organization_79	Waste	Academia/ Research	1. Research and Innovation	2	3.5
AUT_organization_80	Waste	Industry/ Business	2. Innovation and Technology	2	3.5
AUT_organization_81	Waste	Industry/ Business	2. Innovation and Technology	2	3.5
AUT_organization_82	Waste	Industry/ Business	1. Production and Supply Chain Management	2	3.5

AUT_organization_83	Waste	Industry/ Business	2. Innovation and Technology	2	3.5
AUT_organization_84	Waste	Industry/ Business	1. Production and Supply Chain Management	2	3.5
COL_organization_85	Waste	Industry/ Business	2. Innovation and Technology	2	3.5
AUT_organization_86	Waste	NGOs	3. Community Support and Outreach	3	3.5
AUT_organization_87	Waste	NGOs	3. Community Support and Outreach	3	3.5
AUT_organization_88	Waste	Public/ Governance	1. Policy Development and Regulation	3	5
AUT_organization_89	Waste	Public/ Governance	1. Policy Development and Regulation	3	4
AUT_organization_90	Waste	Public/ Governance	3. Infrastructure and Support	2	4
AUT_organization_91	Waste	Civil Society	1. Community Engagement and Empowerment	3	3
AUT_organization_92	Waste	Civil Society	1. Community Engagement and Empowerment	2	2.5
AUT_organization_93	Waste	Civil Society	1. Community Engagement and Empowerment	3	3
AUT_organization_94	Waste	Civil Society	1. Community Engagement and Empowerment	2	2.5

Greece (e-Fresh)

STAKEHOLDER ATTRIBUTES			**ROLE IN AFFECTING FOOD HABITS**	**INTEREST**	**POWER**
Stakeholder Name	**Value Chain categorization**	**Helix categorization**	**Main Role**	**0-5 Increasing**	**0-5 Increasing**
GRC_organization_1	Land Use	Public/ Governance	1. Production and Supply Chain Management	2	4
GRC_organization_2	Land Use	Public/ Governance	1. Policy Development and Regulation	2	3
GRC_organization_3	Production	Public/ Governance	2. Public Health Promotion	2	4
GRC_organization_4	Distribution	Public/ Governance	2. Public Health Promotion	2	4
GRC_organization_5	Processing	Public/ Governance	1. Policy Development and Regulation	2.5	4

GRC_organization_6	Production	Public/ Governance	1. Policy Development and Regulation	2.5	3
GRC_organization_7	Production	Civil Society	4. Trade and International Relations	2.5	3
GRC_organization_8	Consumption	NGOs	1. Advocacy and Awareness	1	2
GRC_organization_9	Consumption	NGOs	1. Advocacy and Awareness	1	2
GRC_organization_10	Consumption	NGOs	1. Advocacy and Awareness	2	2
GRC_organization_11	Production	Academia/ Research	1. Research and Innovation	2.5	2
GRC_organization_12	Production	Academia/ Research	1. Research and Innovation	2.5	2
GRC_organization_13	Production	Academia/ Research	1. Research and Innovation	2.5	2
GRC_organization_14	Consumption	Academia/ Research	4. Policy Analysis and Evaluation	2.5	3
GRC_organization_15	Retailing	Civil Society	1. Community Engagement and Empowerment	3	3
GRC_organization_16	Consumption	Civil Society	1. Community Engagement and Empowerment	4	2
GRC_organization_17	Waste	NGOs	2. Research and Policy Analysis	1	1
GRC_organization_18	Waste	NGOs	2. Research and Policy Analysis	1	1
GRC_organization_19	Production	Public/ Governance	4. Trade and International Relations	2	1
GRC_organization_20	Production	Industry/ Business	1. Production and Supply Chain Management	2	3
GRC_organization_21	Distribution	Industry/ Business	3. Marketing and Sales	1	5
GRC_organization_22	Retailing	Industry/ Business	1. Production and Supply Chain Management	3	5
GRC_organization_23	Retailing	Industry/ Business	3. Marketing and Sales	2	4
GRC_organization_24	Retailing	Industry/ Business	3. Marketing and Sales	2	4
GRC_organization_25	Retailing	Industry/ Business	3. Marketing and Sales	2	2
GRC_organization_26	Retailing	Industry/ Business	3. Marketing and Sales	2	2.5
GRC_organization_27	Retailing	Industry/ Business	3. Marketing and Sales	2.5	4
GRC_organization_28	Retailing	Industry/ Business	3. Marketing and Sales	3	4
GRC_organization_29	Retailing	Industry/ Business	3. Marketing and Sales	2	3
GRC_organization_30	Retailing	Industry/ Business	3. Marketing and Sales	1	2.5
GRC_organization_31	Retailing	Industry/ Business	3. Marketing and Sales	2	3

GRC_organization_32	Retailing	Industry/ Business	3. Marketing and Sales	3	4
GRC_organization_33	Retailing	Industry/ Business	3. Marketing and Sales	2.5	2
GRC_organization_34	Retailing	Industry/ Business	3. Marketing and Sales	3	4
GRC_organization_35	Retailing	Industry/ Business	3. Marketing and Sales	3	3
GRC_organization_36	Retailing	Industry/ Business	3. Marketing and Sales	2.5	2.5
GRC_organization_37	Retailing	Industry/ Business	3. Marketing and Sales	3	3
GRC_organization_38	Retailing	Industry/ Business	3. Marketing and Sales	2.5	4
GRC_organization_39	Retailing	Industry/ Business	3. Marketing and Sales	3	3
GRC_organization_40	Retailing	Industry/ Business	3. Marketing and Sales	3	3
GRC_organization_41	Retailing	Industry/ Business	3. Marketing and Sales	2	2.5
GRC_organization_42	Retailing	Industry/ Business	3. Marketing and Sales	3	2
GRC_organization_43	Retailing	Industry/ Business	3. Marketing and Sales	3	2
GRC_organization_44	Retailing	Industry/ Business	3. Marketing and Sales	2	2.5
GRC_organization_45	Retailing	Industry/ Business	3. Marketing and Sales	2	2.5
GRC_organization_46	Retailing	Industry/ Business	3. Marketing and Sales	3	3
GRC_organization_47	Retailing	Industry/ Business	3. Marketing and Sales	2.5	3
GRC_organization_48	Retailing	Industry/ Business	3. Marketing and Sales	3	4

Choice

Mainstreaming Integrated Assessment Models by embedding behavioural change and actor heterogeneity, and increasing their outreach to citizens, communities and industrial actors

CHOICE Consortium:

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