

**Call:** HORIZON-CL6-2023-FARM2FORK-01**Topic:** HORIZON-CL6-2023-FARM2FORK-01-12**Type of action:** HORIZON Coordination and Support Actions**Activity/Event:**

WP	WP 5
Participants (organization)	Agustina Sarquis (UCSC), Daniela Bassi (UCSC), Diana R. Fonseca (UCP), Paula Teixeira (UCP), Helena Stoffers (Agroscope), Ghazal Nemati (Agroscope), Noémie Matthey (Agroscope)
Event	World Food Safety Day event - Safety in Action – Cutting-Edge Research in the BSL-3 Pilot Plant
Dates of the event	09 /06 / 2026
Place	Posieux, Switzerland
Participation/dissemination material	World Café
Other comments	

World Café:

Priorities required for the CATALYSE Community of Practice CoP

A dedicated World Café workshop was conducted with an invited group of key stakeholders, primarily representing the Swiss milk and dairy sector alongside international partners from the CATALYSE project. The session aimed to gather strategic feedback on deploying the CATALYSE Community of Practice (CoP) platform within the local dairy landscape, while integrating broader EU project perspectives.

The discussion focused on identifying primary beneficiaries within the dairy supply chain, mapping existing national initiatives, isolating sector-specific gaps, and addressing key barriers to long-term platform engagement.

Key takeaways from the four interactive discussion rounds were as follows:

Primary Stakeholders and Target Audience:

The workshop identified a broad spectrum of actors who stand to benefit directly from the CoP. Startups, innovators, and SMEs - particularly early-stage food businesses, plant-based alternative developers, and small retailers - represent the primary target groups due to their limited networks and need for foundational food safety and regulatory knowledge. Regulatory authorities and local entities emerged as pivotal participants, serving a dual role by providing advisory support while staying informed on emerging concepts like novel foods. Additional beneficiaries include food quality specialists, institutions adopting a One Health approach, and end consumers, who ultimately benefit through improved food safety, product quality, and supply chain traceability.

Existing Regional Initiatives and Ecosystem Synergy:

Participants highlighted several established networks and focus areas to leverage for CoP integration, including Swiss Food Research, Food Nutrition Valley, SGLH (Schweizer Gesellschaft für Lebensmittelhygiene), the Swiss Community for Food Hygiene, and Agroscope's Food Safety Network. Emerging synergies were also identified within One Health programs, Food Authenticity initiatives, and startup funding networks like Lausanne Digital Finances. To scale outreach, the CoP should establish structured collaborations with existing associations and consumer-facing channels that translate complex technical topics for non-expert audiences.

Ecosystem Gaps and CoP Value Proposition:

The findings underscored significant operational and educational gaps in current regional ecosystems. Key needs include practical tools for HACCP implementation, simplified regulatory summaries, and direct, peer-to-peer case studies demonstrating real-world solutions. Stakeholders expressed a strong demand for centralized learning tools, AI-driven regulatory translation, anonymous consultancy options, and tailored materials for local contexts. Addressing these gaps requires a clearly articulated CoP value proposition alongside interactive engagement channels, such as regional Living Labs and Science Days, to bring the project closer to local actors.

Obstacles to Active Engagement:

Finally, the session outlined significant barriers to adoption. Distrust remains a primary concern, driven by skepticism toward free platform models ("is it a scam?"), hesitancy around data sharing during registration, and traditional divides between academic research and industry application. Resource constraints, notably a lack of time for SMEs and self-sufficiency among large corporations, further hinder participation. Additional barriers include technical jargon, limited social media interaction, language barriers, and information fatigue caused by competing digital tools. Overcoming these obstacles will require localized language, direct personal contact, clear demonstration of project legitimacy, and explicit incentives for ongoing participation.