D4.1. FE CILLs governance framework

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LIKE-A-PRO's Food Environment Citizen Innovation Living Labs

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1. Introduction

European consumers are showing an **increasing interest in alternative food protein products** as a substitution towards the conventional animal-based foods [1]. Consumers growing pull towards such products is an **excellent opportunity to enhance efforts toward healthier and more sustainable diets**, in line with the ambitious targets of the European Green Deal [2], as well as the Farm to Fork Strategy [3].

Despite such an increasing interest, **animal-based foods still capture the majority share in our diets**, accounting for about 67% of our protein intake. For example, 94% of Europeans still consume animal-based products on a daily basis [4]. The **reasons are manifold.** As animal and alternative protein-based diets are two interconnected food consumption behaviours, their relationship favouring the former can go back to the general desire of people to consume conventional animal-based products or to other factors that are correlated directly to the latter. Research so far supports that people at points **lack information or knowledge** about the benefits (environmental, nutritional, health) of consuming alternative protein foods as a direct substitute of animal-based ones [5]; have **negative perception of the sensory properties** of alternative protein foods, together with limited **familiarity** with such products [6]; perceive alternative protein products as **not so easily accessible** (lack of choice, availability as well as convenience) [7] and as relatively **more expensive** than their counterparts [8]. When it comes to availability and choice, **the risk of potential allergens in such products** and/or the **need for a balanced nutritional profile** becomes a consumption barrier for some consumers [6]. The **lack of a clean label, as well as guidance** on safety requirements for novel, alternative protein-based foods can also act as a barrier, especially for those consumers for whom health and safety are the determining factors of their food consumption habits [9].

Looking at food environments more closely, people perceive the **promotion and marketing efforts as limiting and/or isolating** which can then act as a barrier towards their increased consumption. For example, in most cases alternative protein products are promoted using **segregated language** such as 'vegan' or 'vegetarian', as opposed to other (animal) product / dishes where the nutritional or other sensory properties are highlighted [10]. This is especially true for consumers who might be curious but still consider themselves as carnivores. Another example is the **placement of alternative protein products** in isolated supermarket shelves or separate menu pages, a tactic that deprives these products from even the chance of being considered as possible options by consumers. Such isolation or segregation practices are followed at other points of sale (e.g., restaurants, food markets, canteens) as well [9]. Additionally, **prevalent social and cultural norms** make animal-based products to take precedence, while the consumption of alternative proteins being potentially discouraged or downplayed [10]. To cap off the exemplification of factors that disfavour the consumption of alternative protein foods are **vendor** related ones where the **availability and accessibility** to alternative food protein sources and products **becomes more difficult due to supply volatility such as shortages, gluts or failures** [11].

The above well-known barriers can at the same time act as leverage points towards the facilitation and scaling up of the consumption of alternative proteins. As an evolving field, **more research is needed** to understand consumer perceptions and how consumption of alternative protein products can be promoted. **Further research and development** should also go in the direction of alternative protein sources and the introduction of novel products and as a means to offset some of the above-identified barriers at the value / supply chain level.

1.1 LIKE-A-PRO – alternative proteins, consumer and food actor engagement

Inspired by and capitalising on these developments, the LIKE-A-PRO project aims to **accelerate the shift** towards **and normalise healthier and more sustainable dietary patterns** by **diversifying and increasing** the **availability, accessibility** and **uptake** of alternative sources of protein and specific products.

Sixteen new alternative protein products will be developed during the course of the project, based on ingredients from **seven protein sources** which are novel, sustainable, EU-based, healthy, affordable and industry viable. In addition to these products, LIKE-A-PRO will **co-design and promote other types of solutions,** such as governance mechanisms which hold the potential to promote alternative protein supply and products in food environments, including their promotion and uptake at the consumer level. Examples of these include policies that look at reducing the portfolio of unsustainable products, marketing strategies, guidelines for human-centric campaigns and similar.

Accordingly, four **inter-linked and iterative clusters of activities** will support reaching out the project goals:

- **Food environments and consumers:** in this cluster, the focus is placed on better understanding consumer behaviour-related determinants, consumers' food choices and the necessary food environment (contextual) frameworks that enable a higher uptake of alternative protein products.
- **Alternative protein product diversification and development**: in this cluster, the goal is to diversify the alternative protein supply and develop new alternative protein products, thereby increasing the availability and accessibility of such products in the European markets. Best product value propositions will be developed based on consumer, market and regulatory considerations.
- **Mobilising food system actors:** in this cluster, the project will work with key food system actors to support them in utilising the project learnings and empower them to make alternative protein products an easy and economically viable choice via their diversified & increased market supply and favourable food environment conditions.
- **Impact and regulatory assessment:** in this cluster, the aim is to ensure that the project will bring about positive changes in terms of health and sustainability of the European food system. Socio-economic, health, and environmental impact assessments as well as alignment with regulatory and ethical considerations are central to this clusters.

The food environments and consumers (cluster 1) and, to a lesser degree, the development of alternative protein products (cluster 2), are the clusters that will interact with the consumer engagement activities through living labs, subject of this governance framework.

1.2   What is this governance framework about?

This governance framework outlines the key procedural considerations that are necessary to factor in for the successful planning, establishment, running and monitoring of the LIKE-A-PRO Living Labs. More specifically, the governance framework defines and brings together aspects related to the labs' **vision, purpose,** as well as specific **themes of focus**; the **target group**; **place** and **timeline** of implementation; **operational procedures**; and the overview of the **team** and **people delivering the labs** and their **roles and responsibilities**. It will contribute towards ensuring a planned and systemic implementation of the living labs across the project countries, which is needed to ensure the coherence of the process and the results generated. The different sections of this report provide a more detailed elaboration of each of these aspects.

The **primary audience** of this LIKE-A-PRO living labs' governance framework are the **project's local lab implementers** in 11 European countries. Nonetheless, its **open and flexible language** allows for this governance framework to be **read by everyone who might be interested in establishing and running living labs**, beyond the context of the LIKE-A-PRO project. Complementing the LIKE-A-PRO Living Labs Governance Framework and jointly laying down the foundations of the labs are the:

1. **The LIKE-A-PRO Living Labs Manual,** a step-by-step guideline on organising and conducting lab meetings, including the specific focus of each meeting and suggestions for facilitation techniques and other supporting materials. The Manual will act as a protocol for the various meeting and will be developed in parts preceding each lab iteration and meetings within (as seen below);
2. **The Participant Recruitment and Engagement Strategy (PRES),** covers aspects that will help maximising citizens' participation in the living labs and supporting the lab implementers in their recruitment and then maintenance of participants' interest; and
3. **3 Train of the Trainers workshops** that are implemented for the purpose of ensuring that all local lab implementers are on the same level of understanding regarding the labs, but also have the necessary skills to deliver those.

2. THE LIKE-A-PRO Food Environment Citizen Innovation Living Labs

2.1 The mandate and purpose of the LIKE-A-PRO Living Labs

The LIKE-A-PRO living labs will act as a **forum to exchange, discuss and co-create** with European citizens / consumers on a range of topics related to their food choices and the way these are made in different food environments. The specific focus and context, following the project mandate, will be the consumption and integration of alternative protein products into European diets. More specifically, through the LIKE-A-PRO living labs, the project team will:

1. **Explore food environments** from the **perspective of European citizens and their consumption realities** (how consumers make their choices in such environments how easy it is, what are the challenges / opportunities and similar);
2. **Test and receive** some **feedback on the newly developed alternative protein products** also, naturally, only where possible and while complying with all regulatory and ethical requirements in a high standard manner.
3. **Uncover and study** the most **influential consumer behavioural determinants**, the leveraging of which has the potential to drive the shift towards healthier and more sustainable dietary patterns; and
4. **Explore and promote entry points in food environments** in the form of governance mechanisms or solutions, the introduction of which can create favourable conditions in such environments to facilitate the much-needed dietary shift.

Following such a mandate, the more specific themes of focus as well as the desired results are detailed in **Section 3.2**. and **4.2.**

2.2 The guiding principles of the LIKE-A-PRO Living Labs

Connecting Research to Real Life. Living Labs aim to connect research to real-world settings, departing from the often ideal but artificial conditions of lab experiments. These real-life contexts are crucial for the development of services, products, and innovations, as they provide insights for addressing particular challenges right from the start. Additionally, in the LIKE-A-PRO living labs, consumers are engaged in various real food environments, such as supermarkets, restaurants, university canteens, and food markets, facilitating interaction and research.

Diverse Techniques for Innovation. While adapting to real-world contexts, living labs employ a multi-method approach as the various topics that are in focus direct information sharing and collaboration with lab participants. Accordingly, in LIKE-A-PRO living labs various interactive facilitation methods will be used in an iterative process to analyze consumer habits, generate ideas, co-create solutions, and understand their needs and motivations regarding alternative proteins. The specific methods will be selected during the planning and meetings of each lab iteration.

Empowerment and Collaboration. A third principle deduced from the argumentation above is that participants should not merely be passive subjects of study but be actively engaged as collaborative contributors to comprehend real-world contexts and create innovations for them. Thus, participants are regarded as experts in their field who can give recommendations and guidance, fostering a sense of ownership and self-efficacy at the same time. The latter sets the living labs approach apart from other citizen engagement formats. This third principle is taken into account especially when formulating strategies to encourage the uptake of alternative proteins into consumers' dietary choices.

Inclusivity. To create value that addresses the diverse needs and desires of all stakeholders within the given context is the primary goal of living labs. To achieve this, LIKE-A-PRO living labs tap into the diverse expertise of domain experts, even though their primary target group remains citizens. Hence, stakeholders of real food environments are taken into account to observe real-life behaviors. Importantly, the insights of these stakeholders - as well as of others like policymakers, civil society organizations, and research - will be considered in refining solutions co-created with citizens. This ensures that multiple perspectives are integrated into transparent, credible, and implementable solutions.

Added value and sustainability. The fifth principle extends from involving diverse stakeholders and creating value that serves both citizens and key stakeholders in the present and the future, aiming to outline paths for a better quality of life within environmental constraints. This understanding of sustainability is achieved by fostering continuous learning and converting the knowledge from the living labs into models, methods, and practical implications. This approach encompasses economic, ecological, and social aspects.

The principles have been developed on basis of the various similar living labs handbooks and methodology outlines [13-17].

3. The Living Labs Engagement Process

3.1 Place of implementation and target group

The living labs will be implemented in **11 European countries** (as seen in **Table 1**) covering different **European regions as well as dietary cultures, norms, and practices**. Throughout, we will aim to engage with European consumers from **various socio-demographic backgrounds** (more details provided in the PRES) and **geographical locations** (i.e., urban, peri-urban, and rural). Fifteen percent of the specific participant engagement KPIs ideally will come from rural areas. In total, the project aims to minimally engage with **approx.**

3.000 people, while participants will be encouraged to participate throughout the entire living labs journey. During the engagement with the living labs' participants, the project team will uphold high ethical standards as defined in the LIKE-A-PRO's Data Management Plan as well as Ethical Requirements which are formulated on basis of and reflect the EU's GDPR regulation and other data management policies.

Table 1. LIKE-A-PRO Living Labs locations and participation KPIs.

	Local lab implementer (name of organisation and short abbreviation)	KPIs	Country
1	Møreforsking Ålesund AS (**Møreforsking**)	120	Norway
2	Food and Bio Cluster (**FOODCLUSTER**)	500	Denmark
3	Demos Helsinki (**DEMOS**)	120	Finland
4	Stichting Nationale Week Zonder Vlees **(WZV)**	250	The Netherlands
5	SWPS University of Social Sciences and Humanities (**SWPS**)	130	Poland
6	Innovation Technology Cluster (**ITC**)	200	Slovenia
7	The American College of Greece Research Centre (**ACG-RC**)	800	Greece
8	Collaborating Centre on Sustainable Consumption and Production (**CSCP**)	230	Germany
9	Asociación para la investigación, desarrollo e innovación de la industria agroalimentaria-AIDISA (**CTIC-CITA**)	300	Spain
10	Zeytince - Ekolojik Yaşamı Destekleme Derneği (**ZEYTINCE**)	250	Turkey
11	University of Bologna (**UNIBO**)	130	Italy
	Total	3.030	

The exact location of the living labs is quite important for the success of such processes. **Within this project, the location will vary, depending on the need and types of the living labs** (as seen below). Hence, there are some **key guiding points and characteristics of a good location** that we will seek to cover in the project's living labs' approach to ensure that we are able to work with a diverse and inclusive participant sample. These are briefly listed below:

- Ideally central and accessible by all population groups (also applicable to food environment locations);
- Within lively neighbourhoods, ideally with the presence of community initiatives (also applicable to food environment locations);
- Non-traditional workspace studios (better for new experiences and creativity);
- Large enough to host approximately 30-40 participants with the possibility of working in smaller groups;
- Equipped with the proper facilities;
- Feasible with the planned project resources.

With regards to **food environments,** the LIKE-A-PRO living labs will seek to be present and work with the most **frequent points of sale where consumers make their food choices**. For example, supermarkets, restaurants, canteens (universities, public institutions), food and farmers markets, and similar.

3.2   Topics of focus and timeline of implementation

The implementation of the LIKE-A-PRO living labs will include **4 lab iterations with at least 2 meetings within**, bringing a total of at least 8 meetings / interaction points with our participants. The **Consumer Choice Framework (CCF)[1]** will be the basis of our exchanges with the lab participants. The CCF brings together four

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[1] The Consumer Choice Framework has been developed as part of the EU funded project VALUMICS, on basis of behavioural insights / science which provide a more realistic overview of people's behaviours. Full reference: Xhelili, A. & Nicolau, M. (2021). From intention to action: multi-stakeholder recommendations for making sustainable food consumption a reality. Wuppertal. DOI: 10.5281/zenodo,5337036

overarching clusters of intervention types that can enhance our further understanding of the way food environments and consumer food choices are shaping. These are:

- **Choice editing:** interventions that influence choice by reviewing and editing out choice options that are considered unsustainable and unhealthy;
- **Choice environment:** interventions that influence choice by creating a favourable environment for sustainable food purchase to take place, by often nudging consumers towards a desired direction;
- **Choice expansion:** interventions that can guide consumers towards the sustainable and healthier options by increasing the number of the options / products available, while keeping other options open also;
- **Beyond choice:** interventions that are more systemic in nature and go beyond the specific point and time of food purchase, but still impact consumer choice e.g., education campaigning.

Our behaviours, including food consumption, are a result of various determinants whether they are **internal,** i.e. tied to a person's skills, capabilities, or motivation, and/or **external,** i.e. tied to the contextual environment in

Figure 1. Consumer Choice Framework.

which a person operates. With this in mind to generate the most optimal insights and in addition to the CCF, the living labs' learnings and analysis will be guided on the basis of the COM-B model [18].
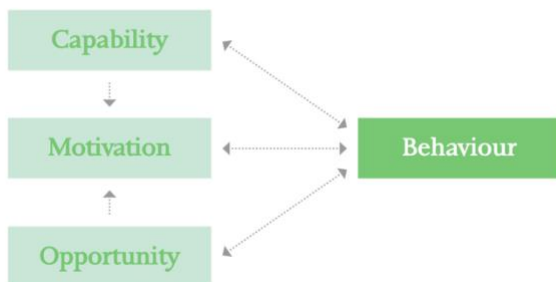
Figure 2. COM-B model [18].

According to the model, **behaviours are shaped by three main determinants: capability, motivation and opportunity**. If one of these determinants is missing, a person might not undertake a specific behaviour. The three behavioural determinants are detailed below:

- **Capability** relates to a person's **psychological** skills (including having the knowledge, information, memory, attention and cognitive abilities to perform a behaviour) and **physical** (bodily) skills necessary for performing the desired behaviour;
- **Motivation** represents the conscious and unconscious processes that guide the way how we make decisions and then perform a behaviour. According to the model, motivation can be: **reflective** (e.g., involving a thought through planning, evaluating potential outcomes and intentions); and **automatic** (e.g., processes involving emotional reactions, desires, impulses, habits);
- **Opportunity** relates to external factors, external to us as people, that might allow and make a behaviour easy or it might act as a challenge and make the performance of a behaviour more difficult. These can be either **physical** as in the infrastructural/environmental conditions (what the environment allows or facilitates in terms e.g., of time, resources, locations, availability / accessibility to a product, legislations

etc.) or **social** as in the cultural norms and interpersonal relations that influence the way we understand the world.

Table 2 provides a detailed overview of some of the potential topics that we could discuss with the lab participants. Based on previous experiences, this is just a tentative focus that will be further streamlined depending on how the meetings will unfold from one iteration to the other. In addition, the topics of focus will also be streamlined based on the results from other preceding LIKE-A-PRO project activities focused on bringing together current evidence on consumers' behavioural patterns towards alternative proteins and the typology of food environments and their readiness to promote as well as make such products available and accessible (WP1).

Table 2. Living Labs' topical focus.

Lab iteration topical cluster	Exploratory levers
Choice editing (conventional exchanges & interaction at the point of sale)	• removing meat options and making the alternative protein source the only option; • favouring of alternative protein products through public procurement; • other favouring / disfavouring financial means such as increasing the value added tax for meat, subsidising alternative protein products and/or generally make alternative protein products more price competitive.
Guiding questions for choice editing (first glance, to be further refined): • How do consumers react to certain limitation in product assortment? • Is the removal of certain products helpful in making consumers consume more sustainably and healthy? • Do consumers justify such an approach as a means to ensuring that sustainability and health agenda is advanced on the EU level? **Proposed solution to co-create with citizens:** • Modalities for policy actions limiting unsustainable and unhealthy food products and modalities for sustainable procurement processes.	
Timeline April – June 2024 (implementation of the labs and analysis and summary of results).	
Choice expansion (conventional exchanges and product feedback)	• increasing the product assortment of (a) particular product category – co-create with consumers best product value proposition (new alternative protein products.
Guiding questions for choice expansion (first glance, to be further refined): • How do citizens react to such new alternative products? • Are they willing to purchase them and include them to their diets? • How informed are consumers about their edibility, health and environmental benefits? • What further additions these products need to increase consumers' willingness to buy them? • What marketing strategies and social narratives are necessary to bring these products closer to the consumer and accelerate their uptake? **Proposed solutions to co-create with citizens** • Best product value proposition for new alternative protein products; • Guidelines for marketing alternative protein products in food environments (with choice environment below also).	
Timeline September – November 2024 (implementation of the labs and analysis and summary of results).	
Choice environment (conventional exchanges and interaction at the point of sale)	• product placement (e.g., integrated shelfing) and environmental design (e.g., store, menu, e-commerce) – comparison of convention and new alternative sources of protein;

	• product labelling and nutritional profiles – exploring the impact of various labelling formats on consumer behaviour including simplified information; • making alternative proteins the default option.

Guiding questions for choice environment (first glance, to be further refined):
- How does product placement and environmental design influence consumer behaviours / purchasing patterns and the uptake of alternative protein products?
- Does the prominence of more healthy and sustainable food options, incl. alternative protein products influence their increased consumption?
- How can additional visual and audio cues as well as other behavioural insights tools (e.g., hints and tips on how to use a product in a recipe, descriptive and injunctive messaging etc.) can support the uptake of alternative protein products?
- Are easier and more simple labels better at supporting consumers in changing their consumption patterns? How these should look like? How much and what type of information one needs to include?
- Can a front pack label really support consumer in making more healthy and sustainable food choices?

Proposed solutions to co-create with citizens
- Best label format proposition from a consumer perspective.

Timeline
January– March 2025 (implementation of the labs and analysis and summary of results)

Beyond choice (conventional exchanges and interaction at the point of sale)	• communication frames, language and designing of consumer driven messaging; • social norms and the role of advocates / social models; • education throughout different life stages.

Guiding questions for choice (first glance, to be further refined):
- What kind of communication campaigns are more effective in reaching out to people and/or are more impactful reinventing social narratives?
- Do campaigns need to be a one-time thing or do they need to continue through time for a better outcome until the mindset has been set?
- Are campaigns based on behaviours insights much more effective than their counterparts?
- What is the impact of educational effort on the young people's consumption patterns and their families / households'?
- How could education systems be changed to integrate sustainability considerations more prominently?

Proposed solutions to co-create with citizens
- Guidelines for communication campaigns, highlighting the most effective communication frames, language and consumer driven messages;
- A framework for integrating sustainability and health principles, and alternative proteins as an enabler, in the school scheme / curricula

Timeline
April – June 2025 (implementation of the labs and analysis and summary of results)

3.3 Delivery team and their roles and responsibilities

The LIKE-A-PRO living labs and respective journey is a **comprehensive process** that involves and relies on the **active contribution of multiple partners** across the project's countries in various roles for the labs' effective delivery. In this process the overarching main roles one can identify are those of the **living labs, PRES** and **monitoring and evaluation coordinators,** as well as the **local lab implementers**. **Table 3** provides an overview of these roles and related responsibilities.

Table 3. LIKE-A-PRO Living Labs roles and responsibilities.

Role	Responsibilities
Living labs' coordinator - CSCP	• Design a high-level plan and governance framework for the LIKE-A-PRO living labs; • Further specify the focus, aims and outcomes of the lab meetings within the specific iteration(s); • Ensure the effective planning and organisation of the lab iterations and meetings within (guide local implementers in the design of the meeting, suggest a potential agenda and work with / support the local implementers in its tailoring, adaptation and further contextualisation, suggest / provide recommendation of facilitation techniques that could support the generation of the necessary results, support partners with the implementation of the specific techniques by providing further trainings on their utilisation); • Consult and work together with the lab local implementers for the effective implementation of the lab meetings; • Develop templates to collect the outputs and results of the lab meetings; • Seek opportunities of further improvements.
Monitoring and evaluation – ACG-RC and CSCP	• Monitor and control the process, as well as collect and collate lessons across the different project countries; • Analyse the results and produce the consumer insights dataset.
PRES – WZV	• Development of the participant recruitment and engagement strategy; • Development of communication materials templates, as well as messages and social media post templates; • Providing ad-hoc support to local lab implementers on questions related to recruitment and maintaining of participants' interest.
Local lab implementers – Møreforsking, FOODCLUSTER, DEMOS, WWM, SWPS, ITC, ACG-RC, CSCP, CTIC-CITA, ZEYTINCE, UNIBO	• Identify, recruit and bring participants to the lab meetings; • Further define and narrow down the topic of each lab meeting (in case there is a wish to go beyond the baseline agenda); • Plan, organise and run the lab meetings. The living labs' manual will provide a detailed guideline on what the meetings could look like; • Collect, analyse and report back the lab results and outputs in the specified iteration transcribing template and overarching meeting summary report; • Continue the engagement with participants, including post-meetings, to maintain interest and ensure continuous participation; • Continuously promote the labs in the respective countries and disseminate its learnings / findings, beyond the participants also.
Some key characteristics of a local lab implementer: available, in possession of time, with a good network, people driven, organisation skills, open and curious to new approaches and processes as well as input.	

4. Running the LIKE-A-PRO Living Labs

The successful implementation of the LIKE-A-PRO living labs depends on the **partnership and establishing a solid foundation** of different angles that need to be considered in their rolling out on the ground (e.g., what, why, who, by whom, where how, when and similar). Therefore, **through the project framework, a good partnership**

(whom) and a first geographical selection (where) has been sought through the LIKE-A-PRO partners and then its presence across different project countries. In addition to the continuous partnership, we have sought to **build ad-hoc partnerships with food environment representatives** to ensure the possibility of conducting living labs in real settings and observe consumer behaviour at the point of sale. This would allow for the generation of a different results, namely, theoretical (hypothetical on people could or would act) and then more practical ones (how people are actually acting).

In addition to the partnership, for the successful implementation of the LIKE-A-PRO Living Labs, as hinted in the introduction of this report, the project team will bring together **a series of interconnected documents**, that would bring together **all necessary details for their organisation, implementation, as well as reporting of lessons learned and results**. These are:

a) **The LIKE-A-PRO Living Labs Governance Framework** which outlines the key procedural considerations for the successful planning, establishment, running and monitoring of the LIKE A PRO living labs.

b) **The LIKE-A-PRO Living Labs Manual,** a step-by-step guideline on organising and conducting lab meetings, including the specific focus of each meeting and suggestions for facilitation techniques and other supporting materials. Basically, this will act as a protocol for the various meeting;

c) **The Participant Recruitment and Engagement Strategy**, covers aspects to maximise citizens' participation in the living labs' and support the lab implementers in their recruitment and then maintenance of participants' interest; and

d) **3 Train of the Trainers workshops** that are implemented for the purpose of ensuring that all local lab implementers are on the same level of understanding regarding the labs but also have the necessary skills to deliver those.

4.1   Type of Living Lab formats

Two types of formats will comprise the LIKE-A-PRO living labs as a means towards generating the desired results and fulfilling the goals we have set out for ourselves, namely:

1. **Conventional exchanges and co-creation** with lab participants where, through a variety of methods and facilitation techniques (workshop style), the project will explore consumer behaviours and uncover the main determinants that shape our food consumption patterns, including the appetite to integrate alternative proteins in our diets. Some examples of techniques are provided in **Section 4.3**, however, in a more simplified manner, the participants will exchange opinions around key questions and will be encouraged to share their insights.

2. **Interaction at the point of sale** where the project team will be present at different food environments such as, indicatively, supermarkets, restaurants, canteens, food markets, to explore through e.g., interviews and surveys food consumption behaviours in their more natural habitat. The topics / research questions from **Table 2** will guide the exchanges here too. In such cases, the partners will engage and seek the approval of the relevant institutions so the activities can be conducted in their premises and/or in proximity.

Since in the project we are developing new products, we will aim to receive consumer feedback on those too. The feedback could be on taste and/or the rest of organoleptic qualities, as well as on packaging, where feasible. In the product tasting scenario, consumers will be presented only with those products that are produced with EFSA approved ingredients. In any other case, the feedback will be by means of the other organoleptic qualities.

For a more detailed overview of the different types or examples of questions the project intends to address with lab participants in the different living lab types or formats, please see **Table 2**.

4.2   The results that we aim for

The overarching aims of the LIKE-A-PRO living labs are highlighted in **Section 2.1**. Capitalising and following on such aims, through the LIKE-A-PRO living labs, the project team will be producing two overarching types of results or outputs, namely:

1. **Consumer insights,** which will bring together an overview of the various behavioural determinants that can influence food consumption behaviours and the possibility to integrate alternative protein foods in Europeans' diets as a means towards reaching healthier and more sustainable dietary models. The COM-B model, as well as CCF angles will be utilised to cluster and structure consumer behavioural insights. For a more interesting overview, a cross country comparative analysis will complement the country-level consumer insights dataset; and

2. **A variety of food environment and broader governance mechanisms** the deployment of which would enable the promotion, acceleration and mainstreaming of alternative protein products in the market. The CCF angles will guide and be the basis for the clustering and structuring of such solutions**.** These are presented in **Table 2** under the proposed solutions to be co-created with lab participants, but in a nutshell will include:

   a. Modalities for policy actions limiting unsustainable and unhealthy food products and modalities of sustainable procurement processes;

   b. Guidelines for marketing alternative protein products in food environments (with choice environment below also).

   c. Best label format proposition from a consumer perspective.

   d. Guidelines for communication campaigns, highlighting the most effective communication frames, language and consumer driven messages;

   e. A framework for integrating sustainability and health principles, and alternative proteins as an enabler, in the school scheme / curricula.

4.3   Examples of facilitation techniques

Table 4. Examples of facilitation techniques which can be utilised throughout the different lab iterations.

Lab type	Facilitation technique	Topical Cluster	Short description
Conventional exchanges and co-creation with lab participants	Mental mapping	Choice environment, Beyond choice	Enables participants to sketch their perception of a specific area and thereby captures aspects influenced by individual experiences, motivations, and abilities. It helps to understand how local stakeholders perceive the same product [19-20].
	Fishbone diagram	Choice environment, Beyond choice	Categorizes ideas and is useful for organizing brainstorming sessions by helping to identify numerous potential causes for an issue [21, 20].
	Co-creation assemblies	All	Participants propose, discuss, and prototype desirable future scenarios. Issues are grouped into themes, each assigned to a table. At each table participants discuss the themes to reach common ground and solutions.

			It is important to involve a wide range of stakeholders hence aiding to understand varying perspectives [22, 20].
	Future newspapers	Choice editing, Choice expansion, Choice environment	Stimulates creativity and critical thinking by having participants envision positive future scenarios. They can then identify the elements needed to reach these scenarios, which can serve as discussion points for the group to vote on to generate alternative protein products [22, 20].
	SWOT Analysis	Choice environment, Beyond choice	As a bottom-up approach it aids product development with diverse stakeholder groups, especially in regional or municipal settings. It collects and visualizes data to portray a group's current situation [23, 19, 24].
	5 Whys	Choice environment, Beyond choice	Is an iterative questioning technique to understand cause-and-effect relationships of a problem. Its aims to identify the root of a problem by asking "Why?" five times, with the answer to the fifth "Why?" revealing the underlying mechanism [25, 20].
	Bright Stars	Choice editing, Choice expansion	Is a matrix framework to evaluate ideas based on their impact and likelihood of success. It is useful for prioritizing and making joint decisions when participants have numerous ideas [26, 20].
	Blink testing	Choice editing	A product is presented for 5 seconds and participants are asked afterwards what they associate with concrete memorized product elements. It allows to determine what visual elements are most eye-catching and how they are evaluated [27,28].
	Brainwriting	Choice expansion, Choice environment	Participants write down their ideas about a particular question regarding the product and then pass their papers to others who read the ideas and add new ones. This cycle repeats a few times, and after that they are displayed for discussion [29,30].
	Walt Disney Method	All	Employed to analyse problems, generate and assess ideas, and develop and review a product collaboratively. The group first slips into the role of the Dreamer who gives feedback and develops ideas of adaption without worrying about possible limitations. Then the group takes on the role of the Realist who evaluates the feasibility and practicability of the ideas while taking into account available resources, limitations, and potential challenges. Finally, they imagine themselves as the Critic and constructively engage with the realist's and dreamer's findings and identify improvement potential, points overlooked, thoughts about the product and feedback as well as advantages and risks [31, 20].
Interaction at the point of sale	Cognitive Interviews	Choice expansion, Choice environment	Consider that people tend to forget information when certain cues are absent. To counter this, they consist of four stages specifically designed to stimulate various cues, ensuring multiple retrieval pathways are activated [32].
	A/ B Testing	Choice expansion, Choice environment	Enables the comparison of two versions of a product to determine which is more effective. Mainly it is about gauging user preferences between the versions. Only one component should be varying to test the effect [33, 20].

	I Like, I Wish, What If	Choice expansion, Choice environment, Beyond choice	Collects open feedback by letting participants complete the following statements: "I Like..." statements encourage participants to provide positive feedback on the product, while "I Wish..." statements collect suggestions for improvements and constructive criticism. "What If..." statements allow participants to share innovative ideas which might not be directly related to the product [34, 20].
	Shopping with customers	Choice expansion, Choice environment, Beyond choice	By conducting in-depth interviews before and after accompanying participants repeatedly in a retail setting [35-37].

5. Monitoring and Evaluation

Throughout the entire process of implementing the LIKE-A-PRO living labs, monitoring and evaluation will be undertaken to ensure the living labs are planned, implemented and reported upon as envisioned. More specifically, through this process, the project team will ensure the:

- scope and timeline of the planned activities are being followed and respected;
- appropriate number of participants are engaged from one lab iteration to the other;
- appropriate results are being generated;
- procedural implementation is effective, and challenges and opportunities are identified as well as corrective actions are undertaken to mitigate the challenges but then exploit the opportunities also;
- collection and analysis of the learnings takes place, both procedural and content, across the 11 project countries and identify synergies and trade-offs between them;
- impact of the living labs on the participants is understood.

Different monitoring and evaluation mechanisms will be deployed to reach the various aims of the monitoring and evaluation process. The monitoring and evaluation efforts and related mechanisms will be coordinated by the living labs and monitoring and evaluation coordinators, with the support and active contribution of the local implementers (as seen in **Table 3**).

6. Engage with us

As drivers of demand, consumers hold a central role in the market and our operational frameworks. Therefore, when it comes to sustainability, in general, and the promotion of alternative proteins as a means to reaching food sustainability, it is pivotal to engage with them, hear and understand their needs and wishes, as well as bring them around the table as important stakeholders for more credible, transparent, effective and long-lasting solutions.

The LIKE-A-PRO project comes close to such active consumer participation and engagement by means of living labs that will be established in 11 European countries (Norway, Denmark, Finland, The Netherlands, Poland, Slovenia, Greece, Germany, Spain, Turkey and Italy) covering all European regions: South, North, West and East.

Simultaneous to consumer engagement, it is equally important for food system actors and practitioners to also collaborate and forge partnerships for a holistic consideration of different parts of the food system. Collaborations among food actors / decision makers is also helpful for a maximal outreach to consumers.

Accordingly, if you are located in one of the LIKE-A-PRO living labs countries and/or generally have an interest to collaborate with us on this project activity, please feel free to reach out. (Un)Sustainability, including the food one, affects all of us, hence, it is only fair and recommendable that we all chip in with our efforts and innovative ideas to making better food consumption patterns and overall, a good life a reality!

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Participant Recruitment and Engagement Strategy

LIKE-A-PRO's Food Environment Citizen Innovation Living Labs

Funded by the European Union

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1. Introduction

European diets are not in line with sustainability recommendations, which has led to well-known environmental, economic, and social challenges, including elevated health risks [1]. **European people** despite **being aware of their negative impact**, continue to **predominantly rely on animal-based products** as their **main source of protein intake** (approx. 67% of our diets are based on animal-based foods). Furthermore, 94% of Europeans still consume animal-based products on a daily basis [2].

The **urgency to transition** towards more **sustainable food systems**, including **sustainable food consumption patterns**, has **inspired a number of initiatives** 1) targeting European consumers (directly or indirectly), 2) of various formats (from awareness raising, information provision, education, policy efforts, to interventions in food environments including provision of new products and services, 3) driven by different actors (public, private and everyone in-between, at various levels of operation). In addition, **a key instrument** to make our food consumption patterns more sustainable is the **development, promotion, and integration of products from alternative protein sources in our diets** [3].

The **impact of such initiatives** has been **profound** with **elevated sustainability consciousness** among European consumers. **Nonetheless,** there is **little evidence showing the shift** towards more sustainable food consumption patterns **is occurring broadly, holistically, and/or quickly enough** to match the scale of the needed transformation. This can be **attributed to a number of factors** related to complex information environments, conflicting sustainability narratives, prevailing consumerism and wasteful cultures as well market and food environment lock-ins [3]. Additionally, when it comes to alternative protein products, an array of factors contribute towards their low uptake, such their novel character [4], lack of knowledge among consumers about their benefits [5], negative perception of sensory properties [4], needs for balanced diets, potential allergen issues [4], strong hold of Europeans to existing diets driven either by social and cultural norms [6], availability/accessibility and affordability [7, 8], lack of clear information [9], segregated promotion and marketing of such products (i.e., differentiation from their counterparts with terminology such as vegan or vegetarian) [6, 9], as well as supply issues such as shortages and gluts or failures [10], among other factors.

Therefore, it **is pivotal to further engage people actively** with the topic and **seek to find out what information European consumers have and need / expect** when it comes to sustainable food consumption and **what is required to support, as well as empower** them to adopt **more sustainable food consumption patterns,** including the **integration of alternative proteins in their diets**. In here, especially important is to coherently **uncover and account for the dynamic relationship between personal factors** determining food choices and the **context in which they are made** (i.e., food environments) and reinforce each other for a positive change.

This is **exactly the purpose of the LIKE-A-PRO project** and **its Food Environment Citizen Innovation Living Labs.**

1.1 The LIKE-A-PRO project

The LIKE-A-PRO project aims to **accelerate the shift** towards **and normalise healthier and more sustainable dietary patterns** by **diversifying and increasing** the **availability, accessibility,** and **uptake** of alternative sources of protein and specific products.

Sixteen new alternative protein products will be developed during the course of the project, based on ingredients from **seven protein sources** which are novel, sustainable, EU-based, healthy, affordable and industry viable. In addition to these products, LIKE-A-PRO will **co-design and promote other type of**

solutions, such as governance mechanisms which hold the potential to promote alternative protein supply and products in food environments, including their promotion and uptake at the consumer level. Examples of these include policies that look at reducing the portfolio of unsustainable products, marketing strategies, guidelines for human-centric campaigns and similar.

Four **interlinked and iterative clusters of activities** will support reaching out the project goals:

- **Food environments and consumers:** in this cluster, the focus is placed on better understanding the consumer behavioural determinants, their food choices, and the necessary food environment (contextual) frameworks that enable a higher uptake of alternative protein products.
- **Alternative protein product diversification and development**: the central goal of cluster 2 activities is to diversify the alternative protein supply and develop new alternative protein products, thereby increasing the availability and accessibility of such products in the European markets. Best product value propositions will be developed based on consumer, market, and regulatory considerations.
- **Mobilising food system actors:** the project will work with key food system actors to support them in utilising the project learnings and empower them to make alternative protein products an easy and economically viable choice via their diversified & increased market supply and favourable food environment conditions.
- **Impact and regulatory assessment:** this cluster will ensure that the project will bring about positive changes in terms of health and sustainability of the European food system. Socio-economic, health, and environmental impact assessments as well as alignment with regulatory and ethical considerations are central to this clusters.

The food environments and consumers, and to lesser degree the development of alternative protein products, are the clusters which will interact with the consumer engagement activities through living labs.

1.2   The LIKE-A-PRO Food Environment Citizen Innovation Living Labs

The LIKE-A-PRO living labs will act as a **forum to exchange, discuss and co-create** with European citizens/consumers on a range of topics related to their food choices and the way how these are made in different food environments. The specific focus and context, following the project mandate, will be the consumption and integration of alternative protein products into European diets. More specifically, through the LIKE-A-PRO living labs, the project team will:

1. **Explore food environments** from the **perspective of European citizens and their consumption realities** (how consumers make their choices in such environments how easy it is, what are the challenges / opportunities and similar);
2. **Test and receive** some **feedback on the newly developed alternative protein products** also, naturally, only where possible and while complying with all regulatory and ethical requirements in a high standard manner.
3. **Uncover and study** the most **influential consumer behavioural determinants**, the leveraging of which has the potential to drive the shift towards healthier and more sustainable dietary patterns; and
4. **Explore and promote entry points in food environments** in the form of governance mechanisms or solutions, the introduction of which can create favourable conditions in such environments to facilitate the much-needed dietary shift.

Two types or formats will comprise the LIKE-A-PRO living labs as a means towards generating the desired results and fulfilling the goals we have set out for ourselves, namely:

1. Conventional exchanges and co-creation with lab participants where, through a variety of methods and facilitation techniques (workshop style), the project will explore consumer behaviour and uncover the main determinants that shape our food consumption patterns, including the appetite to integrate alternative proteins in our diets. In a more simplified manner, the participants will exchange around key questions and will be encouraged to share their insights.

2. Interaction at the point of sale where the project team will be present at different food environments such as, indicatively, supermarkets, restaurants, canteens, food markets. to explore through interviews and surveys food consumption behaviours in their more natural habitat. In such cases, the partners will engage and seek the approval of the relevant institutions so the activities can be conducted in their premises and/or in proximity.

Since in the project we are developing new products, we will aim to receive consumers feedback on those too. The feedback could be on the taste and/or the rest of the organoleptic qualities, as well as on packaging where feasible. In the product tasting scenario, consumers will be presented only with those products that are produced with EFSA approved ingredients. In any other case, the feedback will be by means of the other organoleptic qualities.

For a more detailed overview of the LIKE-A-PRO Living Labs, please have a look at the living labs' Governance Framework.

1.3   What is this Participant Recruitment and Engagement Strategy?

This Participant Recruitment and Engagement Strategy (PRES) helps local lab implementers to maximise people's participation in the LIKE-A-PRO living labs and supports them in their recruitment and maintenance of participants' interest. More specifically, the PRES describes:

- **Who are the participants or the audience** of the LIKE-A-PRO living labs, including a deep dive into how to ensure a diverse sample;
- **How to recruit participants**, by providing a thorough explanation of people's motivations to take part and how to tap into these motivations to aid participant recruitment, including advice on the textual and visual messaging to use and an overview of different tools that can be used for recruitment. In addition, an explanation on how to use multipliers i.e., other organisations who can spread the word and/or provide their space for engagement with people (e.g., supermarket restaurant, canteen, CSOs etc.) is provided;
- A **strategy for the implementation** of each living lab format, including guidelines for location and accessibility, timing and duration and examples of suitable recruitment materials.
- A blueprint on how to **retain contact with participants**.

This PRES is primarily meant to address the **project's local lab implementers** in the living labs pilot countries. Nonetheless, its **open and flexible language** allows for it to be **read by everyone who might be interested in how to successfully recruit and engage participants within a** living lab or other form of field research, beyond the context of the LIKE-A-PRO project.

> **Disclaimer:** please note that all the suggestions within this PRES are not exhaustive, and often local lab implementers know strategies that are suited to their local context.

Complementing the PRES and jointly laying down the foundations of the living labs are:

1. **The LIKE-A-PRO Living Labs Governance Framework,** that outlines the key procedural considerations that are necessary to factor in for the successful planning, establishment, running and monitoring of the LIKE-A-PRO living labs. The governance framework defines and brings together aspects related to the labs' vision, purpose as well as specific themes of focus; the target group; place and timeline of implementation; operational procedures; and the overview of the team and people delivering the labs and their roles and responsibilities.

2. **The LIKE-A-PRO Living Labs Manual,** a guideline on organising and conducting lab meetings and interaction points with consumers. The Manual will act as a protocol for the various meetings/interaction points and will be developed in parts preceding each lab iteration and meetings/interaction points within;

3. **Three "Train of the Trainers" (ToTs) workshops** that are implemented for the purpose of ensuring that all lab implementers are on the same level of understanding regarding the living labs and have the necessary skills to carry them out.

2. Identifying the WHO are the participants?

A first step towards organising the living labs is identifying who the participants should be. This section gives an overview of the characteristics of (1) the people/consumers that will directly participate in the living labs (also called **participants**), and (2) the institutions or organisations that can help recruit these participants and/or provide the space for engagement (also called **multipliers**).

2.1 Participants

In order to obtain valuable and reliable data from the living labs, it is important that the participant sample reflects the characteristics of society as a whole. Two key concepts in achieving this are **diversity** and **inclusion.** These fundamental concepts emphasize the **recognition, acceptance, and celebration of differences** among individuals and communities.

2.1.1 Diversity & inclusion

The sample should include a balanced mix of people from different age groups, genders, education levels, cultural backgrounds, religions, and the like, also known as **diversity**. Moreover, the living labs need to provide a safe and comfortable space for all kinds of different groups and individuals to express their opinions, thoughts and ideas, also known as **inclusivity**. Adopting research practices that are informed by principles of diversity and inclusion can contribute to a more comprehensive analysis of the data, leading to more nuanced and applicable research outcomes. It is important to reflect how different groups and individuals think and feel about the consumption of more alternative proteins, and how they respond to potential mechanisms that might be introduced to promote the consumption and integration of alternative proteins into our diets. By embracing diversity and promoting inclusion, the living labs can pose a rich and dynamic research

It is important to mention that we are not only interested in the opinions, thoughts, and ideas of the **'green consumer'**: recruitment efforts should be adapted in such a way that people with all different kinds of values are engaged in the living labs.

For instance, when looking at the example of food environments, this means that we should not work exclusively with sustainable supermarkets, organic farmers markets or plant-based restaurants, but broaden the scope to include any kind of consumer.

environment that reflects the complexities of the real world, leading to more meaningful and impactful outcomes.

In order to gain insights from groups and individuals with different perspectives, efforts should be made to include participants from a range of different:

- Age groups (16 and above)
- Genders (e.g. women, men, non-binary, other)
- Residencies (e.g. urban, peri-urban or rural areas) (please note that 15% of the LIKE-A-PRO living labs should come from rural areas)
- Education levels (e.g. primary, secondary, tertiary and above)
- Cultural backgrounds (e.g. people with diverse ethnicities, religions)
- Income (e.g. low, medium, high; think also of unemployed citizens, people with social benefits)
- Household composition (e.g. single person households, students, couples without children, couples with children)
- People with disabilities (e.g. mental/physical)
- Other population groups that are, or are at risk of being marginalised (e.g. migrant populations)

2.1.2 Guidelines for fostering diversity and inclusion

Now that we know what diversity and inclusion entail and why they are important principles, let's look into how we can make sure the living labs are as diverse and inclusive as possible. Some general strategies that can be applied to all living lab types/formats are:

- **Inclusive communication:** This goes for both your messages and the tools you use to disseminate your messages (more information on messaging and tools can be found in Chapter 3). For instance, it is advised to use inclusive language and imagery in recruitment materials to appeal to a wide audience. Moreover, it is recommended to use a combination of both online and offline tools in order to appeal to a broad target audience (e.g. some elderly might not use technological devices and otherwise miss out on your recruitment messages).
- **Culturally competent facilitation:** Train facilitators to understand and respect diverse cultures, ensuring all participants feel heard and valued.
- **Small group set-up:** It might be useful to divide participants into smaller breakout groups, to make sure everybody has the time and opportunity to speak and doesn't feel intimidated by a large setting (this is valid for online and offline meetings). You can also suggest participants to write down ideas on post-its (or in the "chat" function of online meetings), in case they are not all comfortable sharing out loud.
- **Participant support:** Offer support services, such as sign language interpreters or written materials in different languages, catering to participants' specific needs.
- **Feedback loops:** Establish feedback mechanisms where participants can express concerns or suggestions, ensuring ongoing inclusivity improvements.

Moreover, each living lab format has its own tailored strategies that can help increase diversity and inclusion:

- For **conventional exchanges and co-creation with lab participants**, diversity and inclusion can be fostered by:
  - **Venue selection:** Choose locations accessible to diverse communities, ensuring they feel comfortable and welcome.
  - **Participant outreach:** Engage with community leaders and organizations representing various demographics to encourage diverse participation.

- o **Cultural sensitivity:** Train facilitators to be culturally sensitive, ensuring interactions respect different beliefs and practices.
- o **Virtual participation:** Consider offering virtual participation options for those unable to attend in person due to location constraints or other factors.
- For **interaction at the point of sale**, you can think of increasing diversity and inclusion through the following guidelines:
  - o **Venue selection:** Opt for food environments located in diverse neighbourhoods, catering to varied income groups and cultural backgrounds. For instance, do not only visit the conventional supermarket chains, but also think of visiting a Turkish or Asian supermarket.
  - o **Inclusive observations:** Train researchers to observe without bias, respecting the diverse shopping and consumption behaviours and preferences of different communities.
  - o **Translation services:** Provide translation services if needed, so that participants who speak different languages can also fully engage.

2.1.3 Motivations for participating

One of the most important aspects when recruiting the right participants for your sample, is understanding their motivations to partake. What drives them? For what reasons might they be interested in the living labs? Different groups and individuals might have different motivations, leading to different ways they can be incentivized to take part in the living labs. In order to recruit a sample as diverse as possible, it is therefore important to understand these motivations, so that the recruitment strategy can be tailored accordingly.

To put it in other words: it is important for you to understand the various reasons **why** consumers might be interested to join the living labs (motivation), and **how** to tap into these reasons (incentives). An overview of these motivations and incentives is given in **Table 5** below. Most of the potential motivations for participants to take part in the living labs are interlinked, and participants may want to take part for more than just one of the reasons mentioned below. Therefore, it is important to base your recruitment strategy on multiple motivations. More about how to include the motivations into your messaging is be explained in **Section 3.1.**

Table 5. Overview of participant motivations and incentives (it continues in the next page).

Motivation	Potential incentive
The topic of alternative proteins is close to people's interest and values (e.g. health, environmental, sustainability and/or animal welfare)	• Highlighting how the outcomes of the Living Labs will contribute to a (positive) change in, for instance, dietary health/sustainability/animal welfare across Europe. • Highlighting that participants will be able to have a voice on the matter, including on challenges and opportunities (e.g. actively communicating that they will be truly listened to, explaining how their input will be used, enabling them to see the impact of their participation). • Emphasising how LIKE-A-PRO as a project focuses on healthier diets for all/a more animal-friendly food system and/or how it has pro-environmental character. • Inviting important stakeholders (e.g. representative from the local municipality/important businesses/CSOs/NGOs) can help participants feel like they are being listened to and that their opinions are acknowledged and taken into account. • Offering participants access to exclusive insights or early results from the research.

Keep in mind that this goes both ways: for instance, some people value sustainability and strive towards a greener future, but others might also value sustainability in the sense that they think it should not be so focused on.

Motivation	Potential incentives
Desire for change: Participants may be motivated by a strong aspiration for a transformation in their dietary habits and/or be committed to influencing broader societal shifts.	• Providing information on how the outcomes of the Living Labs might contribute to positive changes in food consumption patterns. • Providing participants with an exclusive collection of recipes featuring alternative protein sources, encouraging them to try new, nutritious meals. • In collaboration with multipliers, offering other benefits such as discounts on healthy food products/alternative protein products or educational sessions/webinars on the environmental benefits of adopting alternative protein diets. • Highlighting that participants will discuss with others about (the consumption of) alternative protein foods and help design solutions to increase alternative protein food intake, assessing the barriers and opportunities to such solutions.
Curiosity and learning: participants may be motivated to take part in the Living Labs because the topic of alternative protein foods is new and exciting to them, and they are interested in discovering new things.	• Emphasising that participants will get a chance to taste (when safe and approved) and test alternative protein products. • Offering educational materials/sessions/webinars to educate people on the topic of alternative protein foods. • Offering participants access to exclusive insights or early results from the research.
Product development: participants may be motivated by the idea that they are contributing to the development of new alternative protein sources.	• Emphasising the aspects of the Living Labs related to the development of new alternative protein products. • Highlighting that participants will have the chance to co-create/co-develop these new alternative protein products.
Sense of (broader) community: participants are motivated by being part of a research project across European countries.	• Highlighting how participants can become part of a community across borders by taking part in the Living Labs (e.g. explaining that this research takes place across 11 pilot countries). To capitalise on this, think of creating/directing citizens to a common webpage or tool such as Slack, where they can exchange with participants from their own Living Labs as well as others across the pilot regions, exchanging views, ideas, and values.

Economic motivations: some participants may be motivated by receiving compensation for the time they invested participating in the Living Labs.	• LIKE-A-PRO cannot offer financial incentives for participation in the Living Labs. However, you can think creatively about in-kind incentives you could offer to participants. For instance, you can partner with local multipliers to offer incentives (e.g. tickets to certain events, access to local sport or cultural facilities) or giveaways (e.g. a dinner at a local plant-based restaurant, a plant-based cookbook or the like).
Social cohesion/networking: participants can be motivated by having a chance to interact with other people.	• Organising social activities after the Living Labs to help bring together the community, such as networking events, a neighbourhood walk, get together for a drink, small networking opportunity etc.

Tailoring incentives to align with participants' motivations increases engagement and ensures that the rewards resonate with their interests and preferences and this would help to overcome the self-selection and/or volunteer bias. Of course, the motivations and incentives highlighted above are general across populations. You should always take the local context into account when thinking of how to motivate and incentivise people, as you as a lab implementer probably know best what works within your culture, context and setting.

2.2 Multipliers

In order to successfully recruit enough suitable participants for the living labs, it is useful to understand how to make use of the 'snowball effect'. Snowball sampling means that we make use of a small pool of initial informants (also known as **multipliers**) to recruit, through their networks, other participants that are suitable for the living labs. These multipliers are individuals or organisations who can help lab implementers both to broaden and target their outreach. For instance, some multipliers (e.g. food environments) might be able to provide a location for hosting the living labs, and thereby help you recruit participants. So please keep in mind: identifying and making use of multipliers does not need to be a complicated or time-consuming task: in fact, it will make your life as a lab implementer much easier!

You are advised to make a list of your local contact persons or valuable local organisations/institutions that are deemed suitable in helping you reach out to and recruit citizens.

The kind of organisations/institutions that you should think of when making such a list are:

- **Food environments (e.g. supermarkets, restaurants, canteens, farmers markets)**
  - o Provide the perfect location to interact with consumers during their natural purchase/consumption behaviour; hence, they serve as a perfect multiplier for the point of sale living lab formats.
  - o Can disseminate recruitment materials in-store (such as posters, flyers) or online (for instance, through local social media accounts) to recruit participants.
  - o Provide a great location for in-person recruitment due to face-to-face interactions with broad customer base.
  - o Supermarkets/canteens/restaurants might provide a useful and accessible location to host living labs.
- **Municipalities/local public authorities:**
  - o Likely have experience in reaching out to and engaging with their citizens.

- o May have contacts and resources to offer, in particular if you can show how the living labs connect to local initiatives/objectives.
- **Educational institutions (e.g. universities, schools, research institutions):**
  - o Likely have experience in recruiting participants for similar research projects and extensive useful (local) networks.
  - o May be able to host some of the living labs.
- **Civil Society Organisations (CSOs):**
  - o Relevant CSOs include those working on environmental topics (such as the European branches of the WWF, Friends of the Earth, Greenpeace, the European Environmental Bureau and its national/regional members, Climate Action Network Europe and its members), animal welfare topics or health topics. Can be on local, regional and/or national level.
  - o Can help recruit participants through their extensive networks (e.g. by means of newsletters, websites, or social media networks).
- **Personalised service sector (e.g. hairdressers, drycleaners, beauty salons, tailors, florists etc.)**
  - o Are often a trusted stakeholder with direct ties to the local community. Therefore, they can help with in-person recruitment as well as recruiting people through flyers/posters/social media/newsletters/website etc.
- **Other organisations that could help reach out to different demographic groups:**
  - o Think, for instance, of teachers' and parents' organisations, community centres, youth organisations, neighbourhood elderly centres, social housing organisations, anti-poverty organisations, language centres).

2.2.1 Engaging multipliers: how to get them on board?

Just as for recruiting individual participants, it is useful to map out multipliers' potential motivations for helping to recruit living labs participants. So, what's in it for them? Below are several potential motivations for multipliers:

- **Facilitating consumer needs:** multipliers might want to facilitate the needs of their customers by informing them about innovations, social/environmental projects, etc.
- **Meaning/change-making:** multipliers, just as citizens, want to feel that by helping and recruiting participants for the Living Labs, they are making a positive change and contributing to a greater goal (e.g. in terms of environmental sustainability, animal welfare or health).
- **Sustainable profiling**: multipliers might see helping with participant recruitment for the living labs as an interesting opportunity in terms of CSR that can help them create a more sustainable image.
- **Research outcomes:** multipliers might be interested in better understanding (local) consumer behaviour and motivations/barriers with regards to the consumption of alternative protein foods since this can benefit them, for instance, for marketing, sales, or research purposes. *Tip: if possible, you can discuss with the multiplier what kind of information from this research would potentially be beneficial to them and incorporate a research question regarding that into your interactions. This can create a win-win situation!*
- **Project learnings:** multipliers might benefit from the project learnings, both at the consumer level, but also, for instance, at a product level. Of course, this might apply more to certain multipliers (e.g. food environments, educational institutions) than others.

2.2.2 A step-by-step approach

So, now that we have identified the potential multipliers and their motivations to help recruit participants for the Living Labs, let's look at a step-by-step approach on how to get them on board:

1. **Make a list**: first, you should compose a list of multipliers that could be of use within your local context.
2. **Set priorities**: you do not have to approach all these multipliers all at once. It is useful to first define which multipliers would be most advantageous to reach out to or which connections already exist within your network. This provides a good starting point for your multiplier approach.
3. **Be informed**: before approaching multipliers to work together, you should make sure to be informed about the organisation/institutions/individuals you're contacting. It is always important to know the person or organisation you are talking to. For instance, familiarize yourself with their work and interests. This will help you be aligned from the start and helps you define the 'why' in step 4.
4. **Formulate the 'why'**: to increase the chances of success, it is advised to think about areas of common interest and consider the benefits multipliers could experience from offering their help in recruiting participants for the Living Labs. It is important to try to clearly formulate these benefits, to make it as clear as possible to multipliers what's in it for them.
5. **Use a personal approach**: based on the information you have gathered and the benefits you have formulated, it is important to make personalized messages for each multiplier you are approaching. Using such a personalized approach increases the chances of success. After all, everyone likes personal attention!

Tips for communicating with a potential multiplier:
- **Begin with a brief introductory email:** introduce who you are, shortly explain the LL logic and ask for an opportunity to meet to learn more about the organization, the work they do and the possibility of collaborating.
- **Develop a one-page summary of the Living Labs:** if you've gotten a positive reply to your first email, you can schedule a (online) meeting and send the potential multiplier a one-page summary of the living labs. Using the Governance Framework, you can develop a one-pager that explains in simple terms what the living labs are. Attach this one-page study summary to the introductory email. When someone has had an opportunity to read your study summary, they are more informed and therefore better able to understand and engage you in a conversation about yours and their potential role. It gives them time to digest the information and formulate questions for you and possibly explore interest within the organization before even meeting with you, which will lead to a productive first meeting. *Remember: always use laymen's terms when talking about the* living labs*!*
- **Don't be afraid to use the telephone**: if you've followed up on your first email and you still don't get any reply, don't be afraid to pick up the phone! Personal contact sometimes works way faster and better. Don't feel bad – people just simply might not be on top of their emails and may be too busy to keep track of their inbox.

3. Identifying the HOW to recruit participants?

After having identified the participants and their motivations, it is time to understand how to reach them. How should you approach them in such a way that they are most likely to agree to participate? This chapter will dive deeper into how to optimize your messaging both textually and visually and explain which tools can be used to reach out to potential participants.

3.1 The messaging

Communication is key in recruiting participants, and you have only one chance to make a good first impression. Therefore, crafting the right message requires careful consideration. Before starting to even write

your message, it is useful to complete a creative brief that will help guide you through the essential goals and considerations for creating an effective recruitment tool. It's not merely about putting information on a flyer: the participant and motivational factors mentioned earlier are crucial here. A single word can put someone off, and specific colours and images (or the lack thereof) can either attract or discourage potential participants.

So, before you even start, it is important to answer the following questions.
1. **Who is the target audience of your message?** Who do you want to reach with your communication? How do they see themselves? What are their goals?
2. **What are your objectives?** What do you want your target group to think, feel or do after having seen or heard your message? The overall objectives and those of the lab iterations (as seen in the Governance Framework and the Manual) can help greatly here.
3. **What are potential obstacles?** Can you think of any beliefs, cultural practices, misinformation, or anything else that can stop your target group from participating?
4. **What is your key promise?** It is useful to define one promise or incentive that can outweigh the obstacle defined in step 3 in the eyes of your target group. Tip: formulate this promise in the format "If [desired behaviour], then [benefit]". You can use the motivations and incentives in **Section 2.1.2** to formulate this promise.
5. **How can you support this promise?** Here you should argument why your promise holds true.

> Since the living labs have a broad target audience, it might be useful to answer the abovementioned questions for every different (demographic) target group you want to reach so that you can tailor your messaging accordingly.

3.1.1 Developing your messages

Once you've answered the questions above, you can start thinking of how to formulate and convey your message. When creating an attractive and engaging message that speaks to a diverse target audience, it is important to take the following factors into account:
- **Simplicity:** the wording of messages should be short and simple, in local languages, and easy-to-understand by all, avoiding jargon and technical terms. However, this doesn't necessarily mean that messages should be too obvious – it could be a good idea to tell people something they don't already know in order to spark their curiosity.
- **Clarity**: messages need not only be simple, but also clear. It is important that consumers can easily understand:
    o What is expected of them and how they will contribute (purpose, scope, process)?
    o Why should they take part (e.g. your key promise)?
    o What are the expected outcomes?
    o What are the timeline and long-term perspectives?
    o What are the practical details: timing, location, logistics, how to sign up?
    o Lab implementers should also be able to explain the aims and ethos of LIKE-A-PRO in simple and consistent terms.
- **Positivity:** as much as possible, your messaging should be positive, tapping into the different motivations that consumers can have and benefits they can gain from participating in the living labs. Threatening scenarios of a "doom and gloom" future should be avoided.

- **Relatability & relevance:** in order for the messages to have the desired effect, consumers should be able to relate to the concepts, meaning and values to which the message speaks. You can achieve this by:
  - **Tying messaging to local ongoing debates, concerns, events, and actualities.** You can do your own research into this, as well as reach out to local municipalities to get more information. For instance: the topic of alternative protein consumption can be tied to World Veganism Day, debates on the environmental footprint of our food etc.
  - **Tailoring messages to different (demographic) target groups.** It is important to explain to consumers how the living labs can be of relevance to them. For instance, abstract and general discussions about the protein transition may not be of interest to people living in poverty whose first and foremost concern is just having something to eat on their plates every night. However, if the topic of alternative protein foods is linked to concerns about (alternative) protein prices, this can be made much more relevant. Moreover, you may wish to emphasise the welcoming and inclusive nature of the Living Labs, to help convince target groups who fear being excluded or marginalised in the discussions.
- **Attractiveness:** an important part of the communication towards potential participants is the visual presentation of your message. The use of attractive colours, images, typography, and illustrations can strengthen your message and help convince consumers to participate. Hence, the visual design of your message deserves careful consideration.

After you've developed your messages, it is always good to take a final look at them with a critical eye, asking yourself the following questions:

- Can we make it **easier**?
- Can we make it feel more **normal**?
- Can we optimize the **language**?
- Can we make it more **fun** and **relevant**?
- Can we make people feel more **included**?
- Can we tap more into people's existing **values**?

Once you're happy with your messages, it might be useful to **test your messaging** in order to collect feedback from your different target groups. This can help you adjust your message and make sure that it resonates with your target audience as well as possible. The multipliers could help you reach the right people to test your message.

3.2 Tools

Different target groups use different media channels. Therefore, choosing the right medium is essential to reach potential living labs participants. **Table 6** below provides an overview of the different communication tools that can be used to recruit participants, divided into online and offline tools. You can decide on which tool to use depending on the target group you're trying to reach, your capacities and (financial) resources. Moreover, it is advised to use a mix of both messages and communication tools in order to reach a wide range of consumers.

Table 6. Overview of different communication tools.

Tool	Pros	Cons	Most suitable for
Offline			
Flyers/posters	• Can be left in different locations • Easy to use in well-visited spaces that target group visits (e.g. supermarkets, restaurants, public transport, schools, universities, community centres) • Can be strategically disseminated (e.g. in mailboxes of targeted areas) • Possibility to include all necessary information • Visually appealing	• Dissemination can be time intensive • Often discarded after once read • May be seen as unimportant thus less effective	Conventional exchanges & interaction at the point of sale
Verbal communication (e.g. word of mouth, phone calls, local events, and conferences)	• Personal and more convincing • Can lead to snowballing effect • Great way to reach the less mobile and elderly target groups	• Time intensive	Conventional exchanges & interaction at the point of sale
(Local) newspapers	• Builds audience quickly • Short lead time for space and material • Can have large reach	• Might have high out of pocket costs • Relatively inefficient • Cluttered environment • Circulations are in decline • Short shelf life • Often discarded after once read	Conventional exchanges
(Local) television	• Use of visuals, sound, and motion • High reach • Immediate reach	• Might have high out of pocket costs • High production costs • Lot of competition for audience's attention	Conventional exchanges
(Local) radio	• Efficient • More segmented audiences; hence, easier targeting • Lower out of pocket costs	• Lot of competition for audience's attention • Not suited for getting an immediate response • More limited reach than television	Conventional exchanges

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		• Low production costs		
Online				
Mailing lists/newsletters	• Relatively easy • Time-efficient • Can reach already engaged audience	• Not suitable for all target groups • Contact details are needed (you can think, for instance, of approaching other organizations and ask to write something in their newsletter) • Keep GDPR in mind	Conventional exchanges & interaction at the point of sale	
Website	• Can be own website but also integrated into existing websites (e.g. of multipliers) • When incorporated into existing website: relatively easy and time-efficient	• Not suitable for all target groups	Conventional exchanges	
Social media	• Ability to reach different target groups depending on the medium (e.g. Instagram, Facebook, X, LinkedIn) • Possibility to diversify content (e.g. informative text-based to fun video-content or quizzes) • Influencers and community-based groups can help share messages • Easy and accessible • High potential reach (especially if you have some advertising budgets to advertise to the desired target group)	• Not suitable for all target groups • Gradual increase in audience reach • High competition for capturing audience's attention	Conventional exchanges & interaction at the point of sale	
Community apps	• Sure to reach the right target group • Cost-effective • Can be done with help of multipliers that post messages on there	• Limited demographic diversity • Selection bias • Not suitable for all target groups	Conventional exchanges	

3.2.1 Tips when choosing tools

Amongst the many possibilities, it can be difficult to decide which tools to use. Here are some tips to consider in order to recruit a target audience as broad as possible:

1. **Understand your audience:** familiarize yourself with your target population's (online) habits and preferences. Monitor the websites and social media platforms they use, which can guide your communication strategy. For example, if your audience is active on Facebook, consider creating a page there. Pay attention to their content preferences, such as photos or videos, and the language they use. This information is invaluable for crafting effective messages.

2. **Diversify your tool set**: recognize that not all methods are equally effective for reaching different populations. To meet your recruitment goals, it's best to use a variety of tools. Assess your target participants, identify suitable tools for different groups, and find ways to overcome specific barriers they might face. For instance, it is a good idea to combine online communication (e.g. social media, websites) with strategically placed printed materials, such as flyers and posters in community centres, libraries, markets, and bulletin boards. In case your resources allow it, direct word-of-mouth engagement with people in specific areas, especially vulnerable groups, can also be effective.

3. **Embrace local media**: National media outlets like newspapers and television can be expensive. Instead, focus on local media channels. Reach out to local journalists from print or online papers, radio stations, school bulletins, and free magazines to explore the possibility of featuring the Living Labs. Clearly convey the project's key messages and why consumers should participate, linking it to current or local events. Consider offering interviews with enthusiastic participants who can serve as spokespersons for the project.

4. **Snowballing**: leverage connections with engaged consumers to expand your participant search. Encourage these active participants to invite their networks, including friends, family, and communities, to participate in the study. Engaged consumers can serve as effective multipliers, particularly when reaching out to vulnerable groups or minorities.

3.3 Examples

In order to help you get started, this PRES includes some templates and examples of communication materials that you can draw inspiration from and use as a guideline. An overview of these example exhibits can be found in **Table 7** below.

Table 7. Overview of examples of communication materials.

Tool	Living Lab format	Motivations used
Poster (Appendix 1)	Conventional exchange & interaction at the point of sale	Product development, desire for change, sense of community
Flyer (Appendix 2)	Conventional exchange & interaction at the point of sale	The topic of alternative proteins is close to people's interest and values, desire for change, sense of community
Social media post (Appendix 3)	Conventional exchange & interaction at the point of sale	The topic of alternative proteins is close to people's interest and values, curiosity and learning
Recruitment email (Appendix 4)	Conventional exchange	The topic of alternative proteins is close to people's interest and values, sense of

		community, social cohesion/networking, desire for change

4. Logistics

Now, before you're ready to start developing your recruitment materials and approach potential participants and multipliers, it is important to think of the logistic details. In order to organise the different living labs formats successfully, we should carefully consider the location and accessibility, as well as the timing and duration. After all, these factors can make or break the success of your living labs!

4.1 Location & accessibility

The exact location of the living labs is quite important for their success. Within this project, the location of living labs will vary depending on the format and types of the living labs and can be best assessed by each local lab implementer. Hence, we will not specify the location directly. Nonetheless, this paragraph outlines why location and accessibility are of vital importance and highlights some guidelines and tips for good and accessible living lab locations.

4.1.1 Why are location and accessibility important?

Choosing the right location for the living labs is something that should not be taken lightly. **Familiar or comfortable** environments, such as community centres or local libraries, can put participants at ease. When participants feel comfortable, they are more likely to express themselves openly and honestly, leading to richer data. Additionally, for research formats involving observation, such as studying interactions at the point of sale, accessible locations allow researchers to **observe natural behaviours** without causing disruptions. Proximity to where consumers typically make purchasing decisions provides valuable insights into real-world scenarios.

When looking at accessibility, **participant convenience** is important because easy accessibility encourages participation. When participants find the research location convenient to reach, they are more likely to engage actively, leading to a more diverse and representative sample. Moreover, accessible locations ensure that a **diverse range of participants** can attend. This diversity is essential for qualitative research, as it provides a broader perspective on consumer behaviours and attitudes. It helps in avoiding biases that may arise from a limited or homogeneous participant pool. Making sure that locations are easily accessible also minimizes the barriers for participants, reducing the likelihood of dropouts or no-shows and **increasing participant retention**. When participants face difficulties in reaching the research location, they may lose interest or find it inconvenient, leading to a higher dropout rate. Furthermore, ensuring accessibility also means considering the needs of participants with disabilities. Wheelchair ramps, elevators, and other accommodations make the research **inclusive**, allowing people with diverse abilities to participate fully. Moreover, choosing reputable and easily accessible venues enhances the **credibility of the research**. Participants are more likely to trust and engage with research conducted in professional and accessible settings. All in all, choosing accessible locations makes it not only easier to attract and retain a broad group of participants, but also makes your own life as a lab implementer easier. Clear directions, public transportation options, and ample parking facilities make the research process **smoother and more efficient**.

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Identifying potential barriers to participation of your different target groups can prove very useful. For example: A person feels uncertain about being welcome in a church hall due to a different religion. Your possible solution: change the location to a more inclusive venue. Another example: A person is deaf and relies on sign language interpretation. Possible solution: provide an interpreter. It can be helpful to address these concerns in advance and provide consumers with accessibility details (e.g. mentioning that the venue has no stairs, and outlining the available support). This approach alleviates the burden on individuals and demonstrates a commitment to making the Living Labs as accessible as possible.

4.1.2 Guidelines for choosing the right location

How to choose the right location for each living lab format and make them as accessible as possible? **Table 8** below provides a good guideline. Of course, besides the guidelines mentioned below, it goes without saying that the first and foremost requirements for each location are (1) that they are equipped with the proper **logistics** (to conduct a consumer engagement activity and/or presenting food products including here facilities to store, tools to taste / provide feedback in a proper way, legal permissions etc. (if necessary), (2) that they are **financially viable** options in terms of available project resources and (3) that **permission** of and **collaboration** with the location are ensured to allow for a seamless process.

Table 8. Guidelines for choosing the right Living Labs location.

Living lab format	Potential locations	Tips for ensuring accessibility
Conventional exchange	**Community centres:** These provide a neutral and familiar environment for participants, encouraging open discussion. **University campuses:** Accessible to diverse groups and often equipped with suitable spaces for discussions. **Local libraries:** Quiet and comfortable spaces that can accommodate group discussions and activities. **Non-traditional workspace studios:** Better for new experiences and fostering creativity and innovation. **Research facilities:** Collaborate with research institutions or labs equipped with facilities for product testing and feedback sessions.	**Public transportation:** Choose locations near bus stops or train stations to ensure easy access for participants who rely on public transport. **Wheelchair accessibility:** Ensure the venue is wheelchair-friendly with ramps and elevators. **Parking facilities:** If participants are likely to drive, provide information about nearby parking lots or spaces. **Clear directions:** Provide clear instructions and maps for participants to easily find the venue. **Remote participation:** Consider offering virtual participation options for participants who cannot attend in person due to distance or other constraints. **Size:** Should be large enough to host approximately 30-40 participants with the possibility of working in smaller groups.
Interaction at the point of sale	**Supermarkets:** in grocery stores, Living Labs participants can be observed in real shopping	**Proximity to residential areas:** Choose locations near (a diverse range of) residential neighbourhoods

	scenarios, providing valuable insights into their natural behaviour, and purchasing decisions. • **Farmers' markets:** Offers a vibrant and authentic setting for observing consumer behaviour related to fresh produce. • **Cafes or restaurants:** Informal settings can promote relaxed conversations, making participants feel at ease. • **University/school/business canteens:** Ideal for exploring behaviours in an education/work setting.	to ensure convenience for participants. • **Conventional/mainstream points of sale** Aim to work with conventional/mainstream points of sale rather than specialty food stores (e.g. organic shops) in order to reach the 'mainstream consumer' and not bias towards the 'green consumer'. • **Accessible food environments:** Ensure that the chosen food environment is accessible. E.g. for a store: make sure it has clear aisles, making it easy for participants, including those with disabilities, to navigate.

The AFTER – how to keep participants informed?

Within the context of the Living Labs, it is not necessary to work with returning participants. However, it is still important to remain in contact with participants in the aftermath of the Living Labs in order to provide them with any important updates and outcomes of the project. Think, for instance, of contacting participants to thank them for their participation, to let them know when the results of the Living Labs can be expected, and eventually, send them an update when the results are in. This helps ensure that participants continue to feel part of the community and can see the impact of their contributions.

Retaining contact can be done, for instance, through:

- A **newsletter**: (regular) newsletters shared through a mailing list. Keep in mind that the mailing list should be updated as the Living Labs progress to include new participants.
- **Online forums**: Setting up a discussion forum (such as Slack) can be a good option, as it offers opportunities for a two-way conversation, with participants able to engage with Living Lab organisers as well as with each other. Creating a Facebook group is also an option, although it requires more regular updates and may not be as engaging.

4.2   Timing & duration

Carefully considering the timing and duration of the living labs is crucial for multiple reasons. First and foremost, **participant availability** is vital to the success of the living labs, so choosing convenient timings increases the likelihood of participants being available and willing to participate. It allows a broader range of people to join, ensuring diverse perspectives and experiences in the study. This means, of course, that you should **accommodate different schedules** when deciding on the living lab timings. Participants might have work, family, or other commitments. Flexible timing, such as evenings or weekends, accommodates different schedules, making it easier for a variety of individuals to participate.

With regards to the duration of the living labs, one thing that you absolutely want is to **prevent participant fatigue.** Planning appropriate durations can help in achieving this. Lengthy or inconvenient sessions can lead

to reduced engagement, lack of focus, and lower-quality responses. Optimal duration ensures participants remain attentive and provide meaningful insights throughout the session. Moreover, incorporating **enough breaks** helps prevent reduced participant focus and engagement. Planning breaks within the session allows participants to refresh, ensuring their active involvement and the quality of their contributions. Also, it is important to take into account **participant comfort**: for instance, be sure to pay attention to comfortable seating arrangements and appropriate room temperature to foster a positive participant experience.

When looking at the point-of-sale living labs specifically, it is important that you manage to observe participants' **natural behaviour**. Therefore, the timing of these Living Labs should align with the natural behaviour patterns of the participants. For instance, studying shopping behaviours during typical shopping hours provides more authentic insights than conducting sessions at unusual times.

5. Summary

This PRES serves to help you understand how to maximize citizen participation in the living labs, thereby serving as a blueprint, not just for recruiting participants, but for creating a tapestry of diverse perspectives and motivations. It centres on fostering inclusivity and understanding that genuine insights stem from embracing a broad spectrum of experiences.

The first part of this PRES focuses on the WHO and highlights the important of a diverse and inclusive sample as well as strategies to increase diversity and inclusion. Acknowledging the importance of diversity, the strategy aims to compose a participant sample mirroring the mosaic of society, seeking a harmonious blend of ages, genders, cultures, abilities, and backgrounds. Moreover, this chapter outlines the various reasons why consumers might be interested to join the living labs (motivation), and how to tap into these reasons (incentives) in order to aid the recruitment process. Lastly, this section of the report acknowledges the influential role of multipliers and explains how these connectors can best be used to your advantage. Leveraging these initial informants is essential to expand participant recruitment through their diverse networks and communities.

The second part of the PRES focuses on the HOW and gives a good insight into how to develop effective recruitment messages and which tools are most suited for reaching different recruitment objectives. With regards to messaging, the importance of crafting simple, clear, positive, relatable, relevant, and attractive messages is explained. In terms of tools, the report gives a thorough overview of different online and offline recruitment tools and their pros and cons. This part of the report concludes by practical examples and templates for you to get started with crafting your own recruitment materials.

To close off the circle, this PRES elaborates on the importance of the location, accessibility, timing and duration of the living labs, and multiple tips are given for getting those logistic aspects of the living labs right.

All in all, this PRES outlines a comprehensive strategy with practical steps to foster inclusivity, engage diverse participants, and enhance the overall research quality by accommodating different motivations and demographics. It emphasizes the significance of a welcoming environment, appropriate messaging, and convenient logistics to ensure fruitful and diverse participant engagement in the living labs.

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7. Appendices

Appendix 1 Poster

St Albans community

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We need you!

We are looking for research participants for our Living Labs, a European research project focusing on alternative protein foods.

Why Join Us?

- Become part of a **community across borders**
- Help **design solutions** to increase alternative protein food intake
- Contribute to better **health and sustainability** across Europe

20–28 March 2024

Interested to participate or looking for more information?

- Email us at **hello@livinglabs.eu**
- Or visit our website **www.livinglabs.eu**

LET'S TASTE NEW Proteins

WE NEED YOU!

www.livinglabs.eu

INSTAGRAM CAPTION:

Looking to spice up your shopping routine? 🛒 Come taste, test and talk about the proteins of the future with us on March 24-28 at [supermarket name and location]!

Find us at the entrance everyday between 09.00-19.00. Will we see you there? 🙋

#livinglabs #likeapro #alternativeproteins #proteinsofthefuture #fundedbytheeuropeanunion
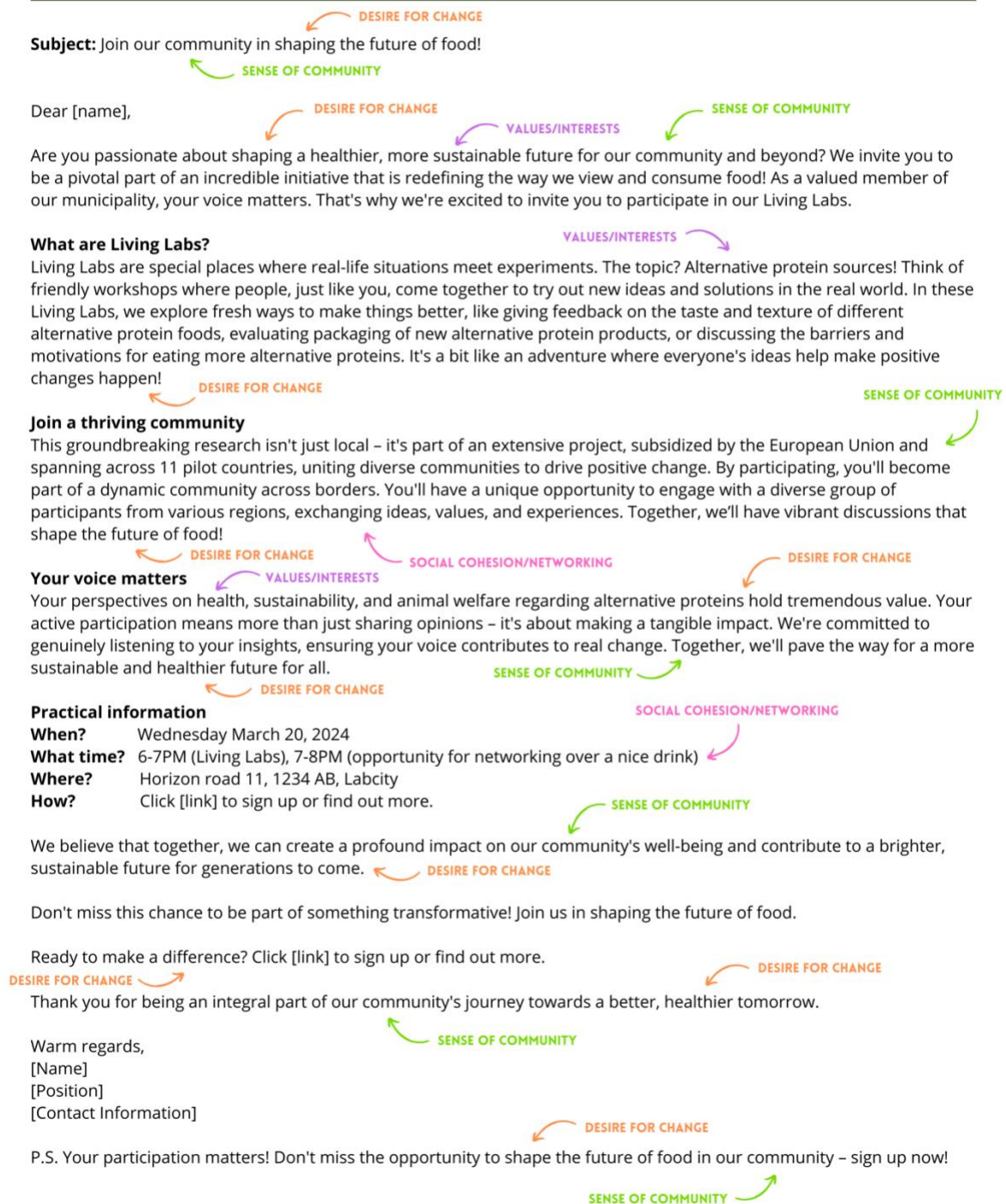
Appendix 4 Recruitment email

<u>EXAMPLE EMAIL RECRUITMENT</u>
Type of Living Lab: conventional exchange
Motivations used: sense of community, social cohesion/networking, alternative proteins close to people's interest and values, desire for change
Sender: municipality (multiplier)

DESIRE FOR CHANGE

Subject: Join our community in shaping the future of food!
SENSE OF COMMUNITY

Dear [name],
DESIRE FOR CHANGE   **VALUES/INTERESTS**   **SENSE OF COMMUNITY**

Are you passionate about shaping a healthier, more sustainable future for our community and beyond? We invite you to be a pivotal part of an incredible initiative that is redefining the way we view and consume food! As a valued member of our municipality, your voice matters. That's why we're excited to invite you to participate in our Living Labs.

What are Living Labs?   **VALUES/INTERESTS**
Living Labs are special places where real-life situations meet experiments. The topic? Alternative protein sources! Think of friendly workshops where people, just like you, come together to try out new ideas and solutions in the real world. In these Living Labs, we explore fresh ways to make things better, like giving feedback on the taste and texture of different alternative protein foods, evaluating packaging of new alternative protein products, or discussing the barriers and motivations for eating more alternative proteins. It's a bit like an adventure where everyone's ideas help make positive changes happen!   **DESIRE FOR CHANGE**

SENSE OF COMMUNITY

Join a thriving community
This groundbreaking research isn't just local – it's part of an extensive project, subsidized by the European Union and spanning across 11 pilot countries, uniting diverse communities to drive positive change. By participating, you'll become part of a dynamic community across borders. You'll have a unique opportunity to engage with a diverse group of participants from various regions, exchanging ideas, values, and experiences. Together, we'll have vibrant discussions that shape the future of food!
DESIRE FOR CHANGE   **SOCIAL COHESION/NETWORKING**   **DESIRE FOR CHANGE**
Your voice matters   **VALUES/INTERESTS**
Your perspectives on health, sustainability, and animal welfare regarding alternative proteins hold tremendous value. Your active participation means more than just sharing opinions – it's about making a tangible impact. We're committed to genuinely listening to your insights, ensuring your voice contributes to real change. Together, we'll pave the way for a more sustainable and healthier future for all.   **SENSE OF COMMUNITY**
DESIRE FOR CHANGE

Practical information   **SOCIAL COHESION/NETWORKING**
When?   Wednesday March 20, 2024
What time? 6-7PM (Living Labs), 7-8PM (opportunity for networking over a nice drink)
Where?   Horizon road 11, 1234 AB, Labcity
How?   Click [link] to sign up or find out more.
SENSE OF COMMUNITY

We believe that together, we can create a profound impact on our community's well-being and contribute to a brighter, sustainable future for generations to come.   **DESIRE FOR CHANGE**

Don't miss this chance to be part of something transformative! Join us in shaping the future of food.

Ready to make a difference? Click [link] to sign up or find out more.
DESIRE FOR CHANGE   **DESIRE FOR CHANGE**
Thank you for being an integral part of our community's journey towards a better, healthier tomorrow.

SENSE OF COMMUNITY
Warm regards,
[Name]
[Position]
[Contact Information]
DESIRE FOR CHANGE

P.S. Your participation matters! Don't miss the opportunity to shape the future of food in our community – sign up now!

SENSE OF COMMUNITY

Train of the Trainers

LIKE-A-PRO's Food Environment Citizen Innovation Living Labs

Funded by the European Union

like-a-pro.eu

Table of Contents

1. Introduction

1.1 Aim of the Train of the Trainers Sessions

The aim of the three online Train the Trainers (ToT) sessions was two-fold:

- To design and deliver a series of training sessions to support the preparation of lab implementers to plan and run the LIKE-A-PRO Food Environment Citizen Innovation Living Labs;
- To provide interactive, live sessions to complement and build on the living labs methodology, covering aspects from setting up the process, running the labs, refining priorities or discussion topics, to monitoring and evaluating the process and capturing lessons learned. The overarching approach is summarised in the Food Environment Citizen Innovation Living Labs' Governance Framework.

1.2 Background

1.2.1 The Food Environment Citizen Innovation Living Labs

The LIKE-A-PRO living labs will serve as a platform for European citizens to discuss the consumption of alternative protein (AP) products, test and provide feedback on new products developed by the project. The insights gained will then be used to collaboratively explore solutions to influence sustainable food choices. Specifically, the living labs will support the project by:

- Exploring the food environment through consumers' experiences of food consumption, focusing on accessibility, challenges, and opportunities;
- Identifying the key behavioural determinants that drive change towards healthier and more sustainable diets, and, based on the insights gained;
- Explore and advocate for governance mechanisms or solutions to create the enabling conditions in food environments that are urgently needed for the crucial dietary shifts.

1.2.2 The Consumer Choice Framework

The living labs include eight points of interaction with consumers in each of the project's pilot countries. The **Consumer Choice Framework** is used to generate insights. This methodology, consisting of four choice clusters, seeks to explore different intervention types to understand and manage consumer choice in different food environments.

- **Choice editing:** interventions that influence choice by reviewing and editing out choice options that are considered unsustainable and unhealthy;
- **Choice environment:** interventions that influence choice by creating a favourable environment for sustainable food purchase to take place, by often nudging consumers towards a desired direction;
- **Choice expansion:** interventions that can guide consumers towards the sustainable and healthier options by increasing the number of the options / products available, while keeping other options open also;
- **Beyond choice:** interventions that are more systemic in nature and go beyond the specific point and time of food purchase, but still impact consumer choice e.g., education campaigning.

1.3   Methodology

The design and facilitation of the three training sessions were carried out using the subsequent methodology.

1.3.1   Approach, Structure & Topics

The overarching idea was to develop a training programme with an interactive, capacity-building approach. In order to create something practical and of lasting value to the project partners, the design of the sessions incorporated key principles such as:

- Ensuring the alignment of the framework with practical steps by basing the content on existing or developing project resources related to the design and implementation of the Living Labs Governance Framework and PRES;
- Providing a platform for partners to exchange good practice and ideas with each other, recognising the diverse and varied experiences within the group (i.e., promoting peer learning);
- Focusing each session content on practical aspects relevant to local partners, ensuring alignment with the tasks they would undertake when setting up and running living labs: this includes recruitment and engagement of participants, design and implementation of the living labs, and follow-up activities after the labs;
- Balancing information sharing/presentations, whole group discussions/activities and small group work to optimise engagement, retain key information and enhance capacity for the activities ahead.

The sessions were structured as a 3-part series of two-hours online interactive exchanges, where each training session covered a topic of relevance to the LIKE-A-PRO living labs' implementers, namely:

- Participant Recruitment and Engagement Strategy (PRES);
- Planning and Running a Food Environment Citizen Innovation Living Lab;
- Guidelines, Data Collection and Transcription, Feedback & Long-term Engagement.

1.3.2   Facilitation Methods

A variety of facilitation methods were used throughout the three online sessions to increase interactivity and provide practical guidance and insights for partners in organising a living labs event. These methods included presentations, icebreakers, Q&A sessions, whole group brainstorming, whole group and small group discussions, small group activities such as completing templates tailored to local contexts, and feedback collection.

1.3.3   Online Environment & Participants

The online training sessions were conducted using the ZOOM video call platform. Visual support was provided through MIRO boards which were used to present information and allow participants to contribute to plenary and breakout group activities. This report includes key highlights and the results from the exchanges throughout the different sessions. The full and detailed overview of the results has been archived and is available to partners for their ongoing work.

A registration link was set up for each session to determine the number of participants and to pre-assign individuals to breakout groups. Although attendance of at least one representative from each local partner was encouraged, with no limit on attendance, sessions were recorded for those unable to attend and for future reference to ensure that partners could make use of the information gathered. The recordings are available within the project files for partners to review as required.

The sessions had respectively:

- 25 participants in Session 1;
- 19 in Session 2; and
- 21 for Session 3, as indicated by the online registrations.

A comprehensive list of participants is provided in Appendix 1.

Figure 3. Screenshot of the group during one of the online training sessions.

1.3.4 Organising Partners' Roles

CSCP collaborated with WWM to create the sessions. The specific roles carried out by each partner are outlined in the table below.

Table 9. Roles and responsibilities of organising partners.

Organisation	Role in training sessions
CSCP	- Overall design of the 3-session series - Overall facilitation of the 3 sessions - Facilitation of small groups' discussions - Design of training materials (e.g., agendas, Miro boards and facilitation notes) - Development of content for some presentations/activities (e.g., overview of elements of laboratory methods, digital tools) - Coordination of participants (registration and breakout planning) - Technical support
WWM	- Content development for some presentations/activities (e.g., overview of PRES strategy) - Facilitation and moderation of small groups' discussions

1.3.5 Overview of the Sessions

The training sessions took place on the dates listed below:

Table 10. The 3 ToTs in a nutshell.

Date	Session Topic
Monday, 13th November 2023, 10:00 to 12:30h.	The Participant Recruitment and Engagement Strategy (PRES)
Monday, 27th November 2023, 11:00 to 13:00h.	Planning and Running a Food Environment Citizen Innovation Living Lab Meeting / Interaction Point
Monday, 11th December 2023, 10:30 to 12:30h.	Guidelines, Data Collection and Transcription, Feedback & Long-term Engagement

The next parts of this report provide an overview of each session: the specific aims, the agenda, and the outputs produced.

2. Session 1: The Participant Recruitment and Engagement Strategy (PRES)

2.1 Aim & Agenda

The first training session focused on the living labs PRES and aimed:

- to provide an overview of the information and tools and to increase the capacity of local LIKE-A-PRO lab partners to recruit and maintain the interest of lab participants throughout the living labs journey;
- to further explore the characteristics of lab participants, including their motivations for participating and engaging with the topic;
- to look at the different forms and communication channels that can be used to recruit and engage participants, including the different organisations and other external project partners (i.e., multipliers) that can support this process.

The ultimate aim was to ensure the recruitment of a diverse range of people from different social and demographic groups to make the project outputs broadly representative.

This session emphasized crucial content derived from both the Participant Recruitment and Engagement Strategy (PRES). Below the agenda of this training session is provided.

Table 11. Agenda of 1st ToT session.

Training Session 1: The Participant Recruitment and Engagement Strategy (PRES) Monday 13th November: 10:00 - 12:30 (CET)		
Time	**Session**	**Activity**
10:30-10:40	Welcome and Introduction	• Welcome • Objectives of the day • Agenda overview
10:40-11:10	The LIKE a PRO PRES	• Short presentation on the key components of the strategy: • The WHO [map participants and identify multiplies] • The HOW [identify motivations] • The AFTER [collect messaging and outreach activities]

		• Q&A
11:00-12:10	Implementing the PRES	• The group split into 3 different small groups (mixing pilot countries) to conduct an interactive exercise on Miro focusing on the three different types of living lab settings: • Find and map your living labs participants • Identify multipliers • Identify motivations and set up messages • Communication channels and outreach activities
12:10-12:25	Reporting back from the working session	• Participants shared insights from the groups' discussions
12:25-12:30	Wrap up and closing	• Next steps in preparation of Session 2 • Closing

The following figures provide an overview of the Miro boards used to guide the presentation of the PRES (i.e., the WHO, the HOW and the AFTER. Specifically, the first relates to the criteria and aspects to be considered when mapping key participants for each lab meeting (i.e., lab participants characteristics). While the second Miro board presents the meaning behind the word "multipliers" and explains the links between possible multipliers and lab participants' engagement within the LIKE-A-PRO project context and key objectives.
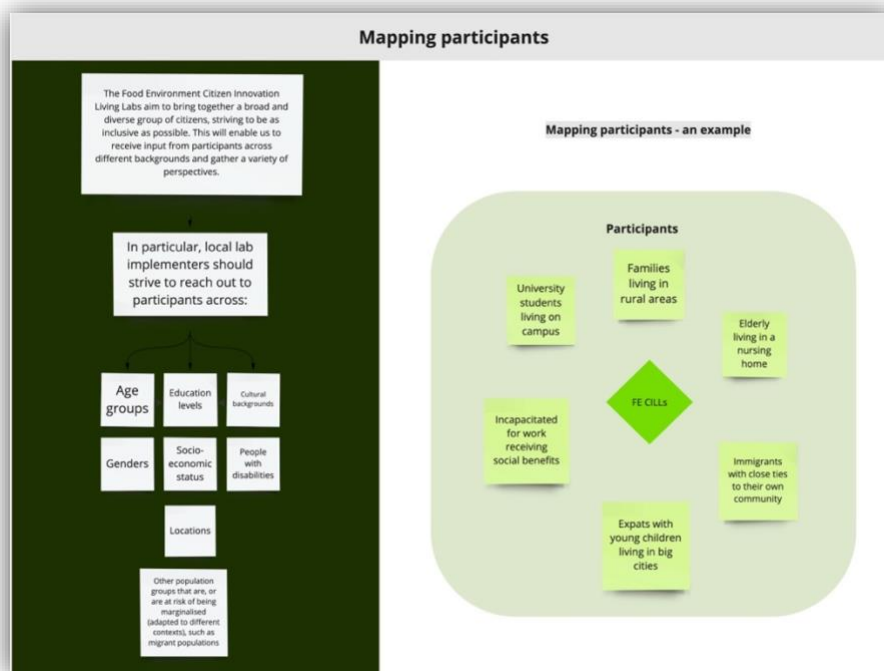
Figure 4. Miro boards template on mapping participants.
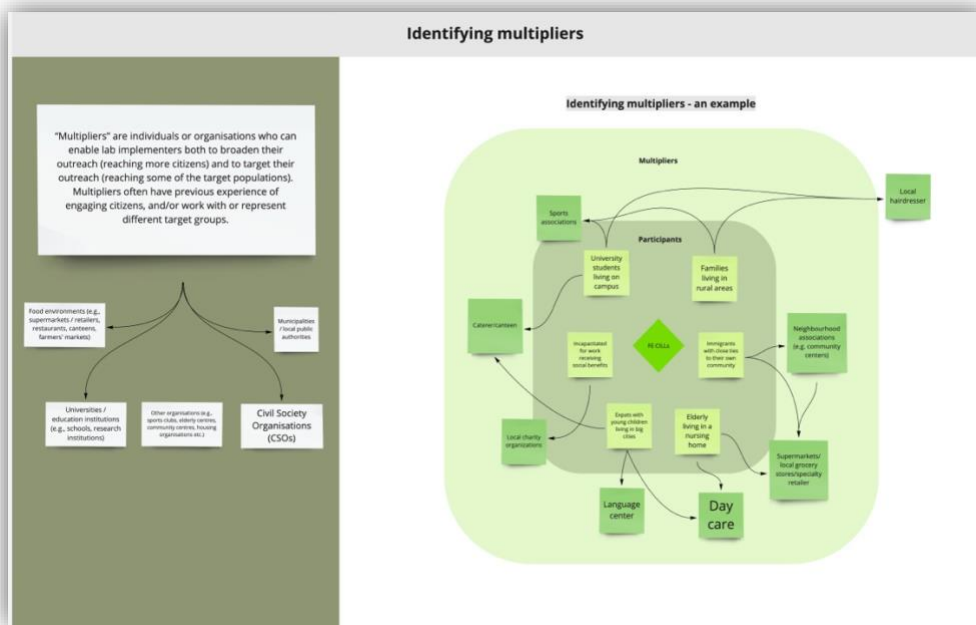
Figure 5. Miro boards template identifying multipliers.
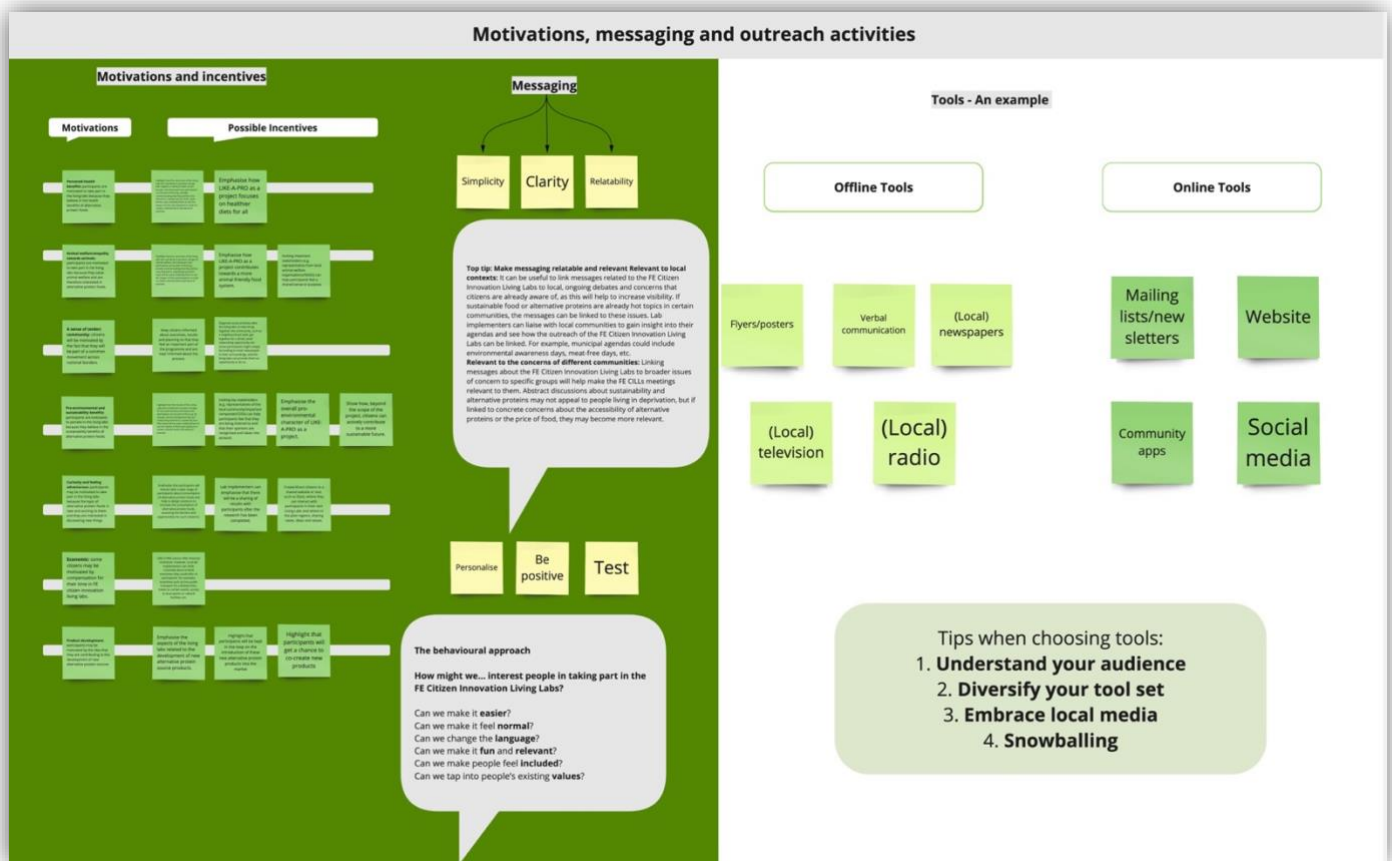
Figure 6. Miro board on motivations, messaging and outreach activities.

The Miro board (**Figure 6**) provided further guidance on the key motivations, possible incentives, and related messaging approaches to be used to maximise outreach activities in relation to the living labs. A full overview of the content can be found in the PRES document.

2.2 Outputs

Using the information and knowledge presented in the above-mentioned introductory Miro boards, lab implementers were then divided into three working groups to share and try out for themselves the mapping of possible participants, including the elaboration of key motivations and messages linked to respective outreach activities and tools. During the session, lab implementers were also asked to identify multipliers who could support the recruitment of identified lab participants. The screenshots below provide an overview of the exercise, which was conducted for different types of living labs, namely: conventional exchanges, product feedback and point-of-sale[2].

Table 12 and **Table 13** provide a detailed overview (transcribed) of the content from these Miro boards (**Figure 7-9**).

Figure 7. Living Lab type: Conventional Exchange.

Figure 8. Living Lab type: Product Feedback.

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[2] After the first ToT, the living lab typology was subject of a slight change. The product feedback lab type was merged with the other ones, and the project team decided to continue with two lab types only: conventional exchanges and interaction at the point of sale.
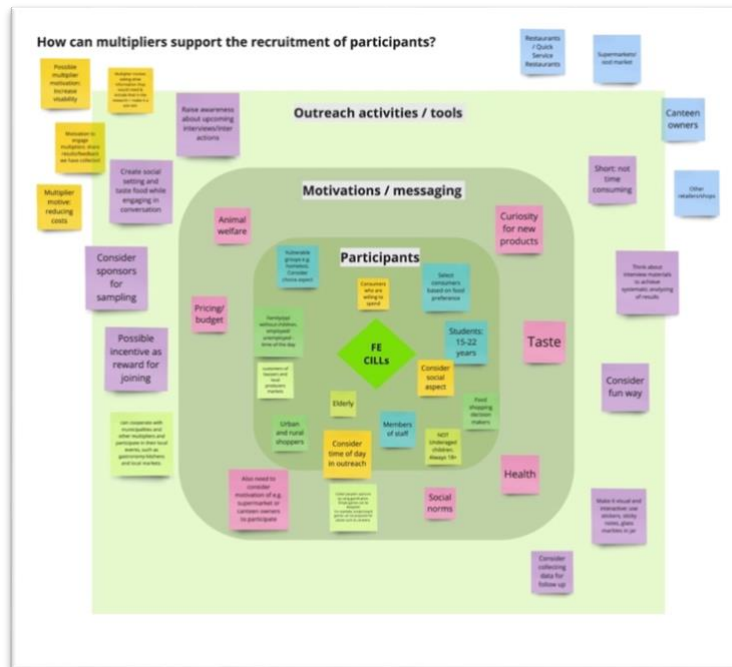
Figure 9. Living Lab type: Point-of-Sale Lab.

Table 12. Synthesized inputs to relevant target groups of the living labs ToT session 1.

Participants of the living labs	
Target Group Type	**Examples given by workshop participants**
Age Groups	- not underaged - young adults - middle aged people (as APs are new topic to them) - elderly people / retired people
Social Groups	- students - different education levels (young) families - vulnerable groups (e.g., homeless) - food communities
Other demographics	- cities vs. rural areas (factor accessibility) - number of household members - type of household (e.g., couple, family, flatshare) - different employment types - canteen staff - different genders → esp. women (usually making food decisions in households)
Food preferences	- vegans, vegetarians, flexitarians - people favouring local food - meat lovers
Other types	- customers of bazaars - local producers - different interest in sustainability - varying willingness to spend

Table 13. Synthesized inputs to motivations and activities ToT session 1.

Motivation	Outreach activities/ Tools	Multipliers
Perceived health benefits		
one of the strongest motivators	• frame the invitation to the living labs broader (e.g., "Food development" instead of "Alternative Proteins")	• celebrities as campaign face
A sense of (wider) community		
people want to be heard, also from specific communities social norms	• invite families and serve dinner with APs • disseminate invitations in social media (e.g., Facebook) community groups • advertise local • distribute posters and flyers at local shops • collaborate with regional partners • use direct personal contact	• families • social media community groups • local shops • local radio/ newspaper • regional companies
Curiosity and feeling adventurous		
adventure follow new trends curiosity for new products/ Aps as innovations	• combine yoga sessions/ music sessions with food offers • sending invitations to/ attending association meetings people are already going to • gamification • be visual and interactive • sending LIKE-A-PRO-products as try-out-gifts	• local shops • existing social media channels
Economic		
improved reputation for supermarkets/ restaurants consider motivations of partners to function as a living lab location (e.g., universities, supermarkets) increased visibility pricing/budget	• small gifts (e.g., free foods, discounts) • offering gift basket with available APs products • consider sponsors for sampling	
Product development		
help to integrate more APs in menus discussing the future of food production	• sending LIKE A PRO products as try-out-gifts • co-creation	

Overall		
	• personal messages and tailored to each group • write emails to universities • using influencers esp. to reach younger generations • use existing social media channels • connect with multipliers so that they aid the participants recruitment • conduct in-person workshops via the multipliers • continuous engagement in outreach	• municipalities/ NGOs (provide legitimacy) • university canteens • work canteens • food courts • existing social media channels • consumer database • (fast-food-) restaurants

3. Session 2: Planning and Running a Food Environment Citizen Innovation Living Lab Meeting

3.1 Aim & Agenda

The 2nd ToT session concentrated on the planning and implementation of impactful living labs' events, with a focus on making them as engaging and effective as possible with regards to the results that need to be generated. The session aimed to provide lab implementers with an overview:

- of principles and tips for making the lab meetings interactive, engaging and purposeful;
- facilitation techniques to generate the necessary content / results;
- of tips and hints regarding organisational logistics (venue and timing) that allows for a diverse and inclusive participant sample.

These aims were translated into the below provided agenda:

Table 14. Agenda of 2nd ToT session.

Training Session 2: Planning and Running a LIKE-A-PRO Living Lab Monday 27th November: 11-13:00 (CET)		
Time	Session	Activity
11:00 - 11:05	Welcome and Introduction	• Welcome • Objectives of the day • Agenda overview
11:05 - 11:30	Planning living lab meetings	• Short presentation on the key aspects to start designing your living lab meeting focusing on two main types of living labs: • Conventional exchanges/ co-creation • Point-of-Sale meeting • Q&A
11:30 – 12:55	How to plan a living lab meeting? Let's design an agenda together!	• The group split into 2 different small groups to conduct an interactive exercise on MIRO discussing key aspects to consider: • The WHY [defining the scope & objectives of your lab meeting] • The WHEN & WHERE [Locations, logistics and timing] • The HOW [qualitative facilitation methods/tools]

12:55 -13:00	Wrap up and closing	• Next steps in preparation of Session 3 • Closing	

The session began with an overview of the overall approach of the LIKE-A-PRO living labs, including the main methodology to be used and the objectives to guide the different lab iterations as described in **Section 1.2.1 and 1.2.2.**

Following, through the Miro boards (shown below) a detailed overview of the three main components to be considered when planning and implementing a lab meeting were provided, namely:
- The WHY: defining the scope and objectives of the lab meeting
- The WHEN & WHERE: locations, logistics and timing
- The HOW: creating an interactive meeting example including facilitation tools.

A full overview of the content can be found in the Governance Framework and the PRES.

Figure 10. Miro board on the WHY (scope and objectives) of a living lab.
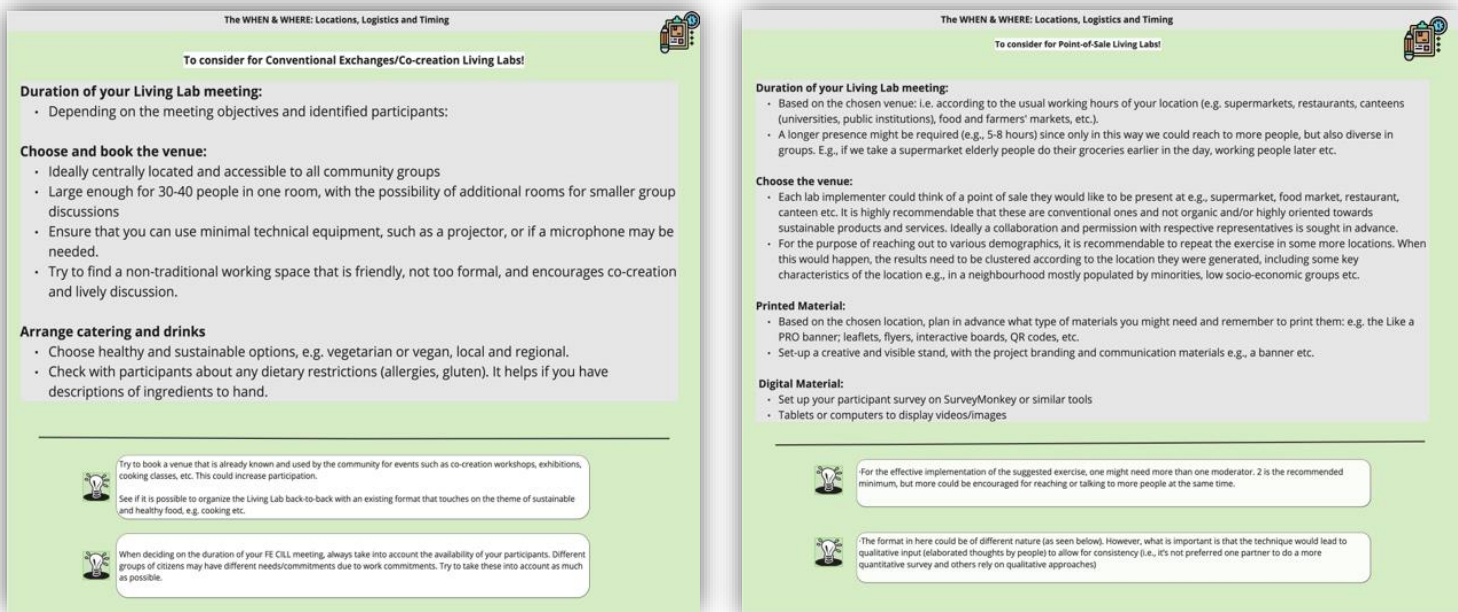
Figure 11. Miro board on the WHEN & WHERE, referring to two type of living lab formats.
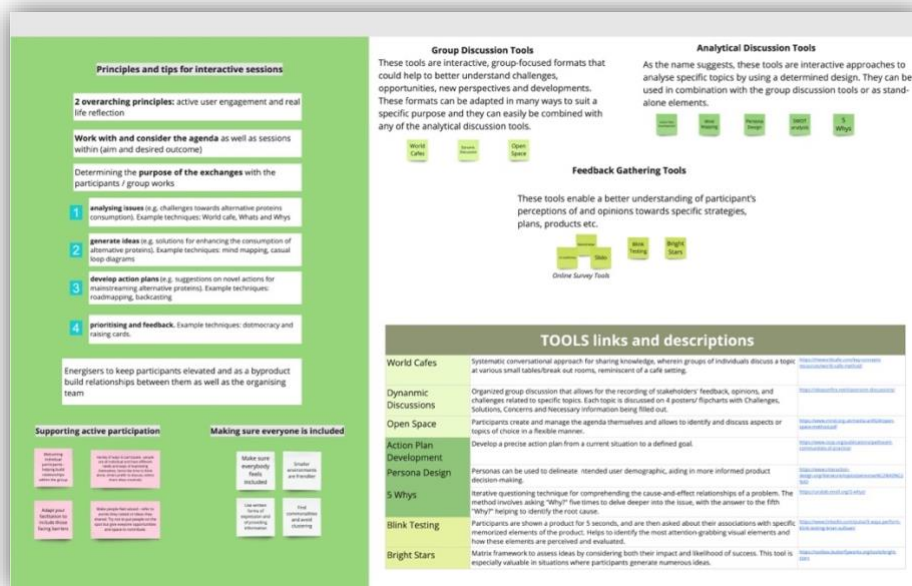

Figure 12. Miro board on the HOW: running an interactive and impactful lab meeting.

3.2   Outputs

The introductory part was followed by a practical exercise that immersed participants in the key aspects of designing a comprehensive lab session agenda. Specifically, partners were divided into two working groups

to undertake an interactive exercise focusing on two categories of the Consumer Choice Framework, namely Choice Expansion (**Figure 13**) and Choice Environment (**Figure 14**).
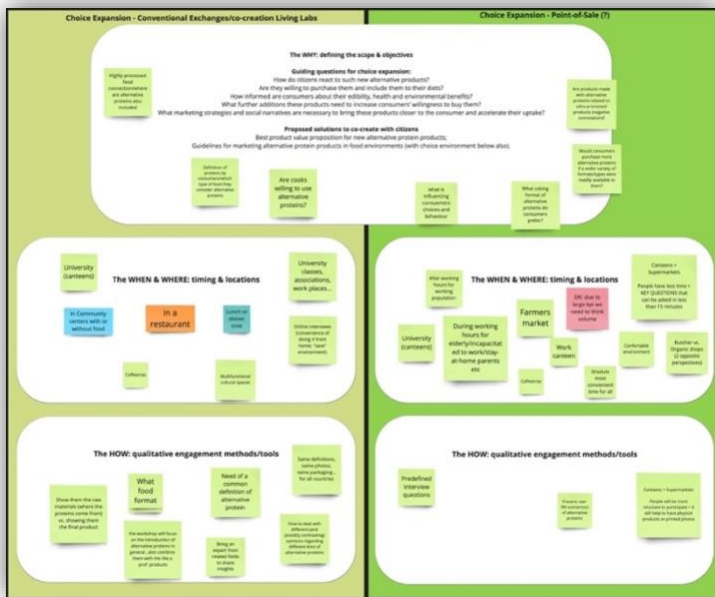

Figure 13. Choice Expansion Lab Iteration.

This interactive component provided a tangible platform for participants to experiment with different elements, ensuring a holistic understanding of how to structure a living lab meeting for optimal engagement. This exercise not only provided lab implementers theoretical concepts, but also in a practical manner some more insights into the dynamic interplay of elements that contribute to the overall success of a living lab. In addition, lab implementers spent time refining and contextualising the goals and purpose of the lab meeting. The process involved a thoughtful examination of how the goals of the meeting aligned with the overarching goals of the living labs initiative within the LIKE-A-PRO project. By ensuring alignment, lab implementers aimed to create a cohesive framework that would maximise the potential for generating meaningful outcomes and insights. The key outcomes and insights resulting from the exercise have been summarised in the **Table 15** and **Table 16**.

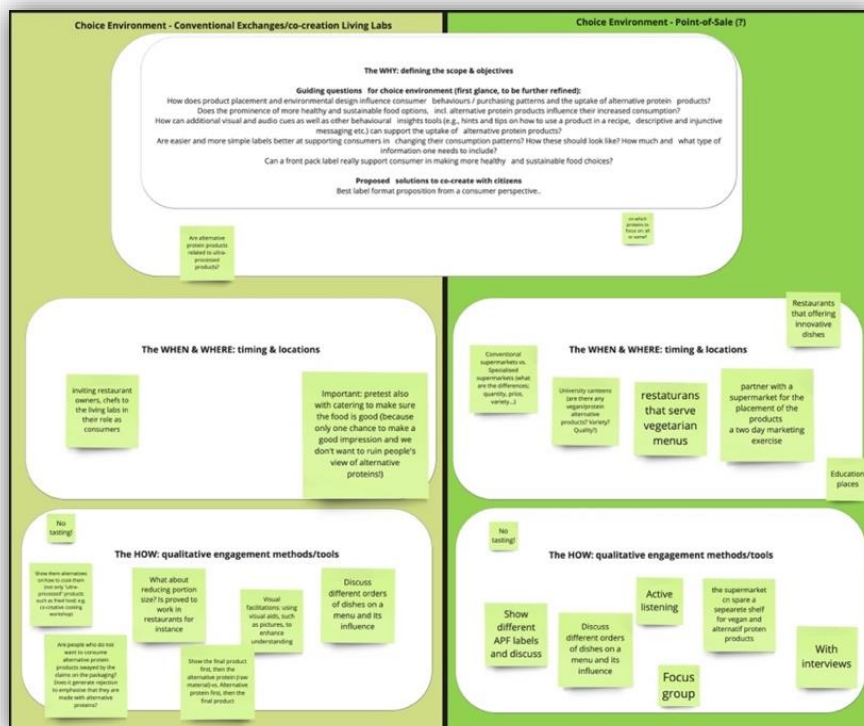*Figure 14. Choice Environment Lab Iteration.*

Table 15. Summary of the input developed during the exercise on the Conventional Exchange lab type.

Conventional Exchange	
Choice Expansion	**Choice Environment**
The WHY	
• definition of APs by consumers (e.g., what they consider as APs) • are APs already consumed in target group (If so, why/ not?) • associations of highly-processed food & in connection to APs • fair price estimations for APs • attitude towards traditional proteins sources • perceived health and nutrition aspects and their influence on consumption choices • are cooks willing to use APs?	• are AP products related to ultra-processed food? • how do claims on packaging influence non-consumers of APs? • perception of reducing portion sizes
The WHEN	
• lunch or dinner time	
The WHERE	
• university canteens, classes • student Hotel/ apartments • restaurant • cafeteria • community centres with/ without food • municipality building • multifunctional cultural spaces • work places • collaboration with local associations (DIY, hunting etc.) • day-care organisation • children's activity park to engage with parents • partnering with existing living labs • online interviews (more convenient)	• inviting restaurant owners, chefs to the living labs in their role as consumers
The HOW	
• focus groups • tasting/ cooking workshop • round table discussion with ca 30 people accompanied by facilitator • showing participants APs • presenting raw materials (where AP come form) vs. final product • introduction of APs in general with (visual) presentation of them • expert from related field to share insights • co-creating/ validating marketing value propositions	• no tasting • show how to cook APs (co-creative cooking workshop) • visual facilitations (e.g., pictures to enhance understanding) • showing raw materials first (where AP come form) then final product • discussion of different menus and its influence

• holding everything constant between countries (same packaging, definitions etc.)	
• how to deal with different opinions regarding APs	

Table 16. Summary of the input developed during the exercise focusing on the Point-of-Sale lab type.

Point-of-Sale	
Choice Expansion	**Choice Environment**
The WHY	
• definition of APs by consumers • associations of highly-processed food & in connection to APs (negative connotation?) • would consumers purchase more if a wider variety APs types were available? • what cooking format of AP is preferred? • what influences consumers choices at the point of sale (PoS)? • how does the source of APs affect willingness to choose it? • understanding "competition" between existing products and new ones • what information do consumers want on packaging? On which information do they look?	• status quo: Are there any AP products already available? variety? quality? etc.
The WHEN	
• after working hours for working population • during working hours (e.g., for elderly/ incapacitated/ stay-at-home parents) • schedule most convenient time for all	
The WHERE	
• university (canteens) or other education places • work canteen • cafeteria • farmers market • supermarkets (not most expansive one, not peak hours) • butcher vs. organic shops (2 opposite perspectives) • fast-food-restaurants • soup-kitchens • community-centre (serving food at low price) • comfortable environment	• university canteens or other education places • restaurant offering innovative/ veggie dishes • conventional supermarket vs. specialized • supermarkets general vs. separate shelf for AP products in supermarkets
The HOW	
• key questions that can be asked in less than 15 min • real-life scenarios with AP • have physical products/ printed photos	• no tasting • show different AP labels and discuss • discuss different orders of dishes on menu & its influence

• taste tests • handing out samples	• active listening • focus groups • interviews

4. Session 3: Guidelines, Data Collection and Transcription, Feedback & Long-term Engagement

4.1 Aim & Agenda

The aim of the 3rd and final ToT training session was to:

- gather lab implementers feedback and insights with regards to the plans for designing the specific lab iterations guidelines which will provide a more detailed overview of how to organise and conduct lab meetings and/or interaction points with consumers;
- exchange and agree with lab implementers on how to collect, transcribe as well as report demographic data as well as the results from the exchanges with consumers;
- share best practices for sustaining consumers' engagement and interest from one lab meeting to the other.

The agenda for this session is provided below:

Table 17. Agenda of the 3rd ToT session.

Training Session 3: Guidelines, Data Collection and Transcription, Feedback & Long-term Engagement Monday 11th December: 10:30-12:30 (CET)		
Time	**Session**	**Activity**
10:30 – 10:35	Welcome and Introduction	• Welcome • Objectives of the day • Agenda overview
10:35 - 11:30	Plenary Discussion	• Lab iterations guideline • How to structure input/data • Socio-demographic data collection • Living lab meetings report and transcription templates • Sharing insights externally & internally
12:25 -12:30	Wrap up and closing	• Closing

4.2 Outputs

As with the other ToT sessions, this one began with a brief introduction providing an overview of the agenda and objectives of the meeting. Different from the other sessions, in this one, key topical agenda points were followed by an exchange after a short introduction. For example, after a short introduction of an example of a guideline (i.e., the guideline of lab iteration 1 on choice editing), lab implementers exchanged on it and shared their feedback on how to further refine and improve the guideline in a manner that is more helpful to them. Similarly, participants discussed and explored different methods for collecting, organising and analysing the data stemming from the lab iterations to draw meaningful results. In addition, recognising the importance of socio-demographic data, participants engaged in a focused discussion on ethical and effective

methods for collecting this information in a living lab setting. Finally, lab implementers provided their feedback on the reporting and transcription templates which are planned to be utilised to collect the data and information originating from the lab meetings, after an introduction of the former. The focus was on ensuring consistency and clarity in communicating the results and discussions with lab participants. **Tables 18-20** summarise these exchanges.

Figure 15. Lab Iterations Guideline.

Table 18. Synthesized feedback to the lab iteration guidelines, general report and transcription.

Lab iteration guidelines	General Report	Transcription Templates
What do you think is helpful?		
- overview - detailed plan for sessions for each country (potential adjustment due to local situation) - informed consent before session - suggested agenda/ timeline - same questions for all stakeholder across countries - diverse participants - structuring research questions leads to mire comparable data	was used in other project & worked nicely	
What is not helpful?		
concerned about duration of one hour for point-of-sale (people during shopping won't have time)	- how to ask about disability? - Only ask questions only if they are useful and relevant	
What do you think is missing?		

• more information on cluster mechanisms/ definition of choice editing • more information on content of longer sessions • guidelines for collaborating with point-of-sale-partners • clarification on how to present APs to consumers • more information on exact input in the living labs • which aspects should be prioritized when collecting data • data analysing procedure		• the excel might be too open to interpretation
Other ideas and ways you would like to help		
• When involving a research student/intern, is it possible for them to use the data for their study/graduation project? • APs overview • role of culture /advertisement/ education on cluster mechanisms • point-of-sale at university canteens possible with majority being students?	• structured feedback makes report writing easier • clear structure where to place the data	• coding tree • point-of-sale: might trace data back to the SED data? • at the beginning of a living lab meeting / interaction point: short questionnaire with informed consent

As depicted in the following **Table 19**, feedback on how to structure the data collected was done using the COM-B model, the Consumer Choice Framework or other ideas provided by the partners.

Table 19. Gathered ideas on how to bring together collected data/input.

COM-B Model	Consumer Choice Framework	Other ideas
• unclarity about difference between capabilities and opportunities	• all COM-B components are also part of the Consumer Choice Framework according to the guidelines	• how to merge feedback from different countries → help from WP1 deliverables
• important to have example questions that focus on the model		• varying settings might influence outcomes of the different living labs
• meta-Review on the model and alternative proteins in WP1 deliverable		• coding tree
		• suggestion (from WP2/3) to focus on the type of AP and products

With regard to the collection and analysis of socio-demographic data, ideas were gathered in relation to a specific type of living labs' meeting, as the nature and intrinsic characteristics of this type of meeting significantly alter the way in which this type of data can be collected.

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Table 20. Collected input on socio-demographic data and consent form.

Conventional exchanges/ co-creation workshops	Point-of-Sale Living Labs
• split reasons for why collecting results for different target groups	• easy, forward consent form (Note book or 1 paper)
• signed consent is a must	• consent form might reduce willingness to participate in conversation VS. without it, they might feel uncomfortable
• collecting socio-demographic and consent should be mandatory for the questionnaire afterwards	• verbal or printed/digital informed consent?
	• less about participants signing the form, more about who is responsible for the data
	• work with business cards/ QR codes/ numbers for identifying the person
	• using recorder → consent is a must (voice considered as personal information)
	• collecting personal or complete anonymous data? • anonymity = person can't be traced back in any way

In addition, lab implementers provided valuable input on how to effectively share the learning from the lab meetings both externally with lab participants and internally across the 11 living labs within the project for improvement purposes. Externally, partners emphasised the importance of active engagement with lab participants. Recommendations included the use of emails to share concise summaries of activities and outcomes, demonstrating the tangible impact of participants' involvement. In addition, the creation of social media groups, such as on Facebook, was suggested as a means of encouraging ongoing engagement. However, it was recognised that sustaining this engagement depends on the motivation of participants and their openness to invitations, so ongoing iterations are more likely to attract a certain type of engaged participant. Internally, strategies for effective knowledge management within the project were outlined. Suggestions included the adoption of a quick bullet point format to document learnings about successes and challenges after each iteration. The use of Teams and its chat function was identified as a practical platform for internal communication and collaboration.

5. Conclusions

This report serves as a comprehensive overview of the methodology used in structuring and conducting the LIKE-A-PRO ToT sessions as well as highlighting the key results from each session. Detailed documentation has been carefully compiled and is available to all local partners. This documentation is intended to serve as a valuable reference during the development and implementation of the LIKE-A-PRO living labs in the respective pilot countries. The interactive and collaborative approach adopted has been designed to foster a culture of shared learning and capacity building among the project partners (lab implementers), in line with the overall objective of creating a network of informed partners who can collectively contribute to the success and sustainability of the LIKE-A-PRO living labs. Importantly, the knowledge and input generated during the three ToT sessions should not be seen as static, but rather as part of an ongoing process, with ongoing sharing and capacity building initiatives planned as the project progresses.

Appendix 1: Participant lists

No.	Name	Organisation	Country
	Training session 1 participants list (from registration form)		
No.	Name	Organisation	Country
1	Francesca Grossi	Facilitator (CSCP)	Germany
2	Rosa Strube	Facilitator (CSCP)	Germany
3	Arlind Xhelilli	Facilitator (CSCP)	Germany
4	Floor Severens	Facilitator (WZV)	Netherlands
5	Lieske van der Waals	Facilitator (WZV)	Netherlands
6	Nina de Graaf	Facilitator (WZV)	Netherlands
7	Athanasios Krystallis	ACG-RC	Greece
8	Polymeros Chrysochou	ACG-RC	Greece
9	Elena Romero Melgosa	CTIC-CITA	Spain
10	Irene González	CTIC-CITA	Spain
11	Otso Sillanaukee	Demos	Finland
12	Isabel Boerdam	WWM	Netherlands
13	Britt Sandvad	FOODCLUSTER	Denmark
14	Louise Johnson	FOODCLUSTER	Denmark
15	Marina Baliac	IT	Slovenia
16	Sasa Straus	ITC	Slovenia
17	Bjørn Tore Nystrand	Møreforsking	Norway
18	Lisa Midtbø	Møreforsking	Norway
19	Hanna Zaleśkiewicz	SWPS	Poland
20	Jowita Misiakowska	SWPS	Poland
21	Ewa Kullis	SWPS	Poland
22	Jowita Misakowska	SWPS	Poland
23	Antonella Samoggia	UNIBO	Italy
24	Guilia Rossi	UNIBO	Italy
25	Menevis Uzbay Pirilli	ZEYTINCE	Turkey
26	Pinar Börü	ZEYTINCE	Turkey

No.	Name	Organisation	Country
	Training session 2 participants list (from registration form)		
No.	Name	Organisation	Country
1	Francesca Grossi	Facilitator (CSCP)	Germany
2	Rosa Strube	Facilitator (CSCP)	Germany
3	Floor Severens	WZV	Netherlands
4	Lieske van der Waals	WZV	Netherlands
5	Polymeros Chrysochou	ACG-RC	Greece
6	Irene González	CTIC-CITA	Spain
7	Otso Sillanaukee	DEMOS	Finland
8	Britt Sandvad	FOODCLUSTER	Denmark
9	Louise Johnson	FOODCLUSTER	Denmark
10	Conny Hanhøj	FOODCLUSTER	Denmark
11	Marina Baliac	ITC	Slovenia

12	Sasa Straus	ITC	Slovenia
13	Bjørn Tore Nystrand	Møreforsking	Norway
14	Lisa Midtbø	Møreforsking	Norway
15	Anna Kornafel	SWPS	Poland
16	Zofia Szczuka	SWPS	Poland
17	Antonella Samoggia	UNIBO	Italy
18	Guilia Rossi	UNIBO	Italy
19	Pinar Börü	ZEYTINCE	Turkey
20	Menevis Uzbay Orililli	ZEYTINCE	Turkey
21	Onur Özden	ZEYTINCE	Turkey

Training session 3 participants list (from registration form)			
No.	Name	Organisation	Country
1	Francesca Grossi	Facilitator (CSCP)	Germany
2	Rosa Strube	Facilitator (CSCP)	Germany
3	Arlind Xhelilli	Facilitator (CSCP)	Germany
4	Lisa Mai	Facilitator (CSCP)	Germany
5	Floor Severens	WZV	Netherlands
6	Lieske van der Waals	WZV	Netherlands
7	Toula Perrea	ACG-RC	Greece
8	Irene González	CTIC-CITA	Spain
9	Otso Sillanaukee	DEMOS	Finland
10	Britt Sandvad	FOODCLUSTER	Denmark
11	Louise Johnson	FOODCLUSTER	Denmark
12	Conny Hanhøj	FOODCLUSTER	Denmark
13	Lore Bonneux	PROEF	Belgium
14	Marina Baliac	ITC	Slovenia
15	Sasa Straus	ITC	Slovenia
16	Bjørn Tore Nystrand	Møreforsking	Norway
17	Hanna Zaleśkiewicz	SWPS	Poland
18	Guilia Rossi	UNIBO	Italy
19	Pinar Börü	ZEYTINCE	Turkey
20	Menevis Uzbay Orililli	ZEYTINCE	Turkey

Living Labs Implementation Manual

LIKE-A-PRO's Food Environment Citizen Innovation Living Labs

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Table of Content (tentative)

Disclaimer

The LIKE-A-PRO Living Labs Implementation Manual will be developed step by step as we progress with the implementation of the living labs. In practice, this means that each lab iteration guideline, which are at the centre of this document, will be produced approximately a few months (first draft) before the lab iteration starting date and finalised at least a couple of weeks before (final draft). For the timeline of the living labs, please see **Table 2.** The lab iteration guideline contains a more detailed overview of the goals / aims of the specific lab iteration and the insights we aim to generate through a definition of more specific guiding research questions. This is then complemented by suggestions on how to run the interaction points / meetings, what facilitation techniques could be useful as well as reporting and transcription templates to collect the learnings and results. This will ensure the lab implementers receive support in the materialisation of a coherent living labs process in practice and as a result generate coherent data and results.