


Potentials for improving  
the competitiveness of the agri-food  
sector in the function  
of sustainable economic  
development

**P** **T**4food

**PLAN FOR QUALITY CONTROL AND  
MONITORING**

<b>Project acronym</b>	POT4food
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<b>Abstract</b>	The "Plan for quality control and monitoring" is a deliverable within WP1 entitled "Preparation and Quality Control" of the POT4food. This plan outlines the main definitions related to quality control and monitoring. Also, it then defines processes for internal and external control as well as the quality indicators of all deliverables.
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#### ***VERSIONING AND CONTRIBUTION HISTORY***

<b>Version</b>	<b>Date</b>	<b>Description</b>	<b>Responsible members</b>
<b>1</b>	20/04/2024	Draft	Danilo Đokić
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## LIST OF ACRONYMS

Agreement	Agreement on the financing of a scientific research project between Science Fund of the Republic of Serbia, Users of funds and Principal Investigator
Plan	Plan for Quality Control and Monitoring
POT4food	Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development
Principal Investigator	Dr. Bojan Matkovski
Project Holder	Faculty of Economics in Subotica, University of Novi Sad
Project Participants	Faculty of Economics and Business, University of Belgrade
PROMIS 2023	Program for Excellent Projects of Young Researchers and Scientists in the Early Stage of Career
SROs	Scientific Research Organizations
Users of funds	Faculty of Economics in Subotica, University of Novi Sad and Faculty of Economics and Business, University of Belgrade
WP	Work package

## INTRODUCTION

The success of the POT4food project relies heavily on maintaining high standards of quality throughout its various activities. Quality control and monitoring are essential components to ensure that the project achieves its objectives effectively. This Plan formalizes the approach that will be followed by the members of the POT4food project to ensure the highest possible quality of the project activities.

Plan for quality control and monitoring will include suggested preventive and corrective measures that should be taken to achieve project goals. According to internal quality control, if necessary, project members will take corrective actions to improve the quality of the project realization.

This document is organized into several sections, each addressing specific aspects of quality control and monitoring. Following this introduction, we elaborate on our quality expectations, which provide the guiding principles for our quality control efforts. Subsequent sections detail the quality considerations for project implementation, deliverables, and management, along with general project guidelines.

Internal and external quality control measures are delineated separately, outlining the strategies for ensuring the integrity and reliability of our processes and outcomes. Additionally, appendices provide detailed quality indicators for major deliverables and milestones, serving as benchmarks for assessing performance and progress.

## QUALITY EXPECTATIONS

The focus of the POT4food project is the food supply chain and looking at the possibilities for improving the competitiveness of its main segments: agricultural production, food industry, and food distribution. The activities of the project are aimed at filling the gaps in a competently based approach to the research of the problems of the competitiveness of the agri-food sector of Serbia, which will also contain a proposal of measures for improving the competitive position of Serbian food production. It is imperative that all results be made available to stakeholders and to be validated through the implementation of proposed measures and instruments at the institutional level.

The main objective of the POT4food project is to define a new concept of agricultural policy, along with defining recommendations for policy makers. This represents a strategic goal of scientific development in the Republic of Serbia.

Central to the success of the project is the firm commitment to quality across all its efforts. Quality expectations are not merely a set of standards to be met but a guiding principle that permeates every facet of the project's activities. From research methodologies to stakeholder engagement strategies, from data analysis techniques to policy recommendations, quality serves as the bedrock upon which the project's outcomes are built.

It is imperative that the results generated by the POT4food project are not confined to academic circles but are disseminated widely among stakeholders. Moreover, these results must transcend the realm of theory and find practical application through the implementation of proposed measures and instruments at the institutional level. This ensures that the impact of the project extends beyond the duration of its activities, catalyzing tangible improvements in the competitiveness and sustainability of the agri-food sector in Serbia.

The present chapter presents the expectations of the project members with reference to the Quality of Project Implementation, Project Deliverables and Project Management, as well as General Project Guidelines.

## Quality of Project Implementation

The POT4food project aims to redefine agricultural policy and provide strategic recommendations for policymakers, thereby enhancing the competitiveness of the agri-food sector in the Republic of Serbia. This effort aligns with the strategic goal of promoting sustainable economic development within the nation. By focusing on scientific development, the project attempts to address critical challenges faced by the agricultural sector while leveraging its potential for long-term sustainability.

Central to the POT4food project is the synthesis of scientific research, dialogue with stakeholders, and dissemination of policy recommendations. Through a multifaceted approach encompassing scientific papers, conferences, and panel discussions, the project seeks to catalyze transformative change in agricultural policy and practice. By engaging with experts, policymakers, and industry stakeholders, the project aims to generate actionable insights that can inform evidence-based decision-making at the national level.

In line with the project's strategic objectives, a robust Plan for quality control and monitoring is imperative to ensure the integrity and effectiveness of its activities. Quality control mechanisms will be embedded throughout each stage of the project, encompassing the identification of needs, publication of research papers, organization of conferences and panel discussions, and dissemination of policy recommendations. By upholding rigorous standards of quality, the project efforts to maximize its impact and contribute meaningfully to the sustainable development of the agri-food sector in Republic of Serbia.

The Project Holder, Project Participants and Principal Investigator undertake to implement the Project on their own responsibility, with due diligence, efficiently and transparently, in accordance with the best scientific research, ethical, technical, economic, financial, management, environmental and social standards and practices.

## Quality of Project Deliverables

In the pursuit of excellence and impact, the POT4food project is committed to ensuring the highest standards of quality in its deliverables and milestones. This section outlines our comprehensive strategy for maintaining, revising, and enhancing the quality of project outputs throughout the duration of the initiative. Our approach encompasses a multifaceted framework that addresses various dimensions of quality, including accuracy, relevance, credibility, and stakeholder engagement. By prioritizing quality assurance and continuous improvement, we aim to maximize the effectiveness and impact of our deliverables in advancing sustainable economic development in the Republic of Serbia. Through systematic review processes, stakeholder feedback mechanisms, and adherence to best practices, we strive to uphold integrity, transparency, and accountability in all project activities. The quality of our deliverables and milestones serves as a reflection of our commitment to excellence and our dedication to making meaningful contributions to the agri-food sector.

In the following subsections, quality standards of document-based deliverables, POT4food events, promotional materials, research papers as well as websites and social media profiles will be stated.

The quality indicators for deliverables and milestones are presented in **Appendix 1** and **Appendix 2** of this Plan.

### a) Quality of document-based deliverables

Ensuring the highest standards of quality in document-based deliverables is paramount for the success and credibility of the POT4food project. These deliverables serve as tangible representations of our research findings, policy recommendations, and communication efforts, shaping perceptions and influencing decision-making processes. In this section, we outline our approach to revising the quality of three key document-based deliverables: the Report of Needs, the Published Strategic Guide with Policy Recommendations, and the Report on Communication and Dissemination.

#### 1. Report of Needs:

The Report of Needs serves as the foundation for our project, providing insights into the challenges, opportunities, and requirements within the agri-food sector. To revise its quality, project members will conduct thorough research, ensuring that all data and information are up-to-date, comprehensive, and relevant. Rigorous analytical



techniques would be employed to identify key trends, gaps, and priorities, enhancing the report's credibility and usefulness for stakeholders and policymakers.

## **2. Published Strategic Guide with Policy Recommendations:**

The Published Strategic Guide with Policy Recommendations represents the culmination of our research efforts, offering actionable insights and strategies for improving the competitiveness of the agri-food sector. In revising its quality, we will carefully review and refine the content, ensuring clarity, coherence, and alignment with evidence-based practices and stakeholder perspectives. We will engage with experts and stakeholders to validate recommendations, incorporating feedback to enhance the guide's relevance and impact.

## **3. Report on Communication and Dissemination:**

The Report on Communication and Dissemination documents our efforts to disseminate project findings, engage stakeholders, and foster dialogue within the agri-food community. To improve its quality, we will assess the effectiveness of our communication strategies and activities, identifying successes, challenges, and areas for improvement. We will prioritize transparency and accountability, providing a comprehensive overview of our dissemination efforts and their impact on knowledge sharing and stakeholder engagement.

A consistent and common format for all document-based deliverables (word document, power point presentations) is to be followed by all project members using templates provided within this Plan:

- Annex A – Word document template
- Annex B – PowerPoint presentation template
- Annex C – Attendance sheet template
- Annex D – Report template

Those templates are adopted by the members in order to ensure a common appearance of deliverables as well as to ensure that a minimum amount of information will appear consistently in all documents produced by the project. This is not relevant to deliverables that by their nature need to have a different format.

When publishing the results in scientific publications (journals, posters and presentations from conferences, monographs and any other type or category of presentation of the results), it is necessary to state in an appropriate and clearly visible place in the publication (such as Acknowledgment section in the paper):

"This research was supported by the Science Fund of the Republic of Serbia, #10911, Potentials for improving the competitiveness of the agri-food sector in the function of sustainable economic development – POT4food."

In the same way, it is necessary to mark any other printed material (as well as digital and multimedia material, in the manner in which it is acceptable) that is used for the promotion and visibility of the Project or the results of the Project. When promoting or presenting the results of the Project in materials or media that contain graphic elements (posters, flyers, banners, rolls, websites, films, animations, publications, monographs, etc.), the logo of the Science Fund must also be used as part of the acknowledgment.

## **b) Quality of POT4food events**

Events serve as platforms for knowledge exchange, stakeholder engagement, and dissemination of project findings, playing a crucial role in driving awareness and fostering collaboration within the agri-food sector. In this section, we delineate our strategy for revising the quality of two key POT4food events: the Special Session POT4food on Strategic Management (SM) Conference and the Panel Discussion. Through meticulous planning, execution, and evaluation, we aim to enhance the relevance, engagement, and outcomes of these events, maximizing their contribution to sustainable economic development of agri-food sector in the Republic of Serbia.

### **1. Special Session POT4food on Strategic Management (SM) Conference:**

The Special Session POT4food on Strategic Management (SM) Conference provides a unique opportunity to showcase our project's research findings, insights, and recommendations to a wider audience of industry professionals, policymakers, and academics. To revise its quality, we will collaborate closely with conference organizers to ensure alignment with conference themes and objectives. We will curate a compelling agenda featuring diverse perspectives, innovative approaches, and actionable takeaways, enhancing the session's appeal and relevance. Rigorous planning and preparation will be undertaken to facilitate seamless execution, including speaker selection, content development, and logistics management. Post-event evaluation and feedback collection will inform iterative improvements, enabling us to refine future sessions and maximize their impact on strategic management practices in the agri-food sector.

### **2. Panel Discussion:**

The Panel Discussion offers a dynamic forum for dialogue, debate, and knowledge sharing on key issues impacting the agri-food sector. To elevate its quality, we will

ensure that panelists represent a diverse range of perspectives, expertise, and stakeholder interests, fostering enriching discussions and insights. Thorough pre-event coordination and communication will be undertaken to clarify objectives, topics, and expectations, ensuring alignment among panelists and audience members. During the event, we will facilitate engaging and interactive discussions, encouraging audience participation and feedback to enhance relevance and inclusivity. Post-event evaluation and analysis will enable us to identify strengths, weaknesses, and opportunities for improvement, guiding future panel discussions toward greater impact and effectiveness in advancing sustainable economic development goals.

All events within the project should be organized professionally. The organizers should provide in due time a full information package to the participants including the draft agenda and letter of invitation. Time for preparation activities depends on the type of event.

The meeting organizers ensure smooth registration processes (including list of attendees) and the implementation of the meetings respecting appropriate time for event sessions and breaks as well as the availability of all necessary materials (e.g. training and promotional material). Power point presentation should be prepared using appropriate template. Posters, roll-up and other promotional materials shall be displayed during the event.

To document the occurrence of the mentioned events, we will employ a variety of methods to provide evidence of their execution and impact:

- **Event Agendas and Programs:** Detailed agendas and programs will be created for each event, outlining the schedule, topics, and speakers. These documents will serve as tangible evidence of event planning and organization.
- **Attendance Records:** Attendance records will be maintained to document the participation of attendees, including names, affiliations, and contact information. These records will validate the engagement and reach of the events.
- **Speaker Presentations and Materials:** Presentations, speeches, and materials shared by speakers during the events will be documented and archived. These materials will provide insights into the content and discussions held during the events.
- **Participant Feedback and Surveys:** Feedback forms and surveys will be distributed to event participants to gather their opinions, suggestions, and evaluations. The responses collected will serve as evidence of participant engagement and satisfaction.
- **Photographs and Visual Documentation:** Photographs, videos, and other visual documentation will be captured during the events to showcase the atmosphere, activities, and interactions. These visual records will provide a tangible representation of the events.

- **Media Coverage and Press Releases:** Media coverage, press releases, and articles related to the events will be documented to demonstrate their visibility and impact beyond the immediate participants.

### **c) Quality of promotional materials**

In this section, we outline our approach to revising the quality of promotional materials, including roll-up banners, flyers, and other dissemination materials.

Communication and dissemination activities of the project will adhere to the Dissemination Plan of the project. All promotional materials will reflect the visual identity of the project and the Science Fund of Republic of Serbia. The projects members are responsible for design of all promotional material. The draft version will be sent to all members for comments and suggestions, before printing, publishing, and distribution. The materials will be disseminated by all project members at events which are relevant for reaching the project's target group.

We will focus on design refinement to optimize the visual appeal, clarity, and impact of promotional materials. This involves collaborating with experienced designers to create eye-catching layouts, graphics, and typography that captivate the audience and convey information effectively. Through these measures, we strive to elevate the quality of promotional materials associated with the POT4food project, enhancing their effectiveness as tools for communication, engagement, and advocacy in support of project ideas.

### **d) Quality of research papers**

Research papers serve as the cornerstone of scholarly communication, representing the culmination of rigorous investigation, analysis, and synthesis of knowledge. In the context of the POT4food project, research papers play a vital role in disseminating key findings, insights, and recommendations to academic, policy, and industry audiences. In this section, we outline our strategy for revising the quality of published papers to journals and presented papers at international conferences.

In addition to increased collaboration among project members and comprehensive knowledge sharing across all discussed topics, the highest quality revision of our research papers will be conducted by external, reputable reviewers selected by both journal publications and conference organizers. These external reviewers, esteemed experts in their respective fields, bring impartiality, expertise, and a fresh perspective to the evaluation process. Their rigorous assessment ensures that our papers meet the highest scholarly standards and contribute meaningfully to the academic discourse. By engaging external reviewers, we ensure that our research undergoes a

thorough and objective evaluation, addressing any potential weaknesses, enhancing the robustness of our findings, and validating the credibility of our work within the broader academic community. This collaborative approach between internal project members and external reviewers not only elevates the quality of our research papers but also fosters transparency, accountability, and trust in our scholarly contributions to the field of competitiveness of the agri-food sector in the function of sustainable economic development in the Republic of Serbia.

### **e) Quality of Websites and Social Media Profiles**

In today's digital age, websites and social media profiles serve as crucial platforms for communication, engagement, and dissemination of project information. Recognizing the significance of these online channels, the POT4food project places a strong emphasis on ensuring the quality and effectiveness of its web presence. In this section, we delineate our approach to revising the quality of the established website of the POT4food project and the established social media profiles associated with the project.

The project envisages setting up the public POT4food (<http://pot4food.ef.uns.ac.rs/>) and Microsoft Teams as intranet tool for project management. All representation tools will be continuously updated by the members and are intended to effectively communicate the results of the project.

Project members will be responsible for setting up and maintaining the POT4food website with all information and materials related to the project. Moreover, all members are asked to promote the POT4food project on social media (such as: Facebook, Instagram and LinkedIn profiles/groups, newsletters, etc.) by providing short description of the project, logo, and link to POT4food website.

When publishing project results or project activities on social networks, in addition to the acknowledgment mentioned in section Quality of document-based deliverables, it is necessary to use appropriate hashtags: #fondzanauku, #POT4food, #promis2023.

The POT4food Teams could be accessed by all members depending on their assigned tasks and roles. It will be the single point of reference for the project documentation and communication among members.

All tools will be implemented with high performance, good functionality, and stability, emphasizing the maximum reach and awareness of the target audience.

Utilizing analytics and monitoring tools, we track website traffic, social media engagement metrics, and user behavior to assess the effectiveness of our online efforts. This data-driven approach informs strategic decisions and optimizations to maximize impact.

## Quality of Project Management

Project management is a systematic approach to planning, organizing, executing, and controlling resources to achieve specific goals and objectives within a defined timeframe. The quality of project management is essential for the successful execution of the POT4food project. This section outlines the strategies and processes to ensure effective project management practices are employed throughout the project lifecycle. Effective project management is crucial for the success of the POT4food project. By implementing robust project management practices and processes, we aim to ensure the efficient use of resources, timely delivery of project objectives, and achievement of sustainable outcomes in the agri-food sector in Serbia.

The project management will be transparent and flexible but also strict enough to ensure the implementation of the project activities in order to achieve the project's objectives.

To ensure effective project management and adherence to established guidelines, the following control measures will be implemented by the Principal Investigator:

→ **Compliance with Project Timelines and Agreements:**

- The Principal Investigator will oversee the timely execution of project activities in accordance with the established deadlines.
- Measures will be taken to ensure the researcher's compliance with the Project Agreement and its annexes, including the proper utilization of project funds and the accuracy of all submitted documentation.
- Regular checks will be conducted to verify the completeness and accuracy of data and documentation submitted by the Principal Investigator and authorized persons of SRO as beneficiaries of funds.

→ **Monitoring Rights and Obligations:**

- The Principal Investigator will monitor the fulfillment of rights and obligations outlined in the Agreement, both by the Project Holder, Project Participants, and project team members.
- Any observed omissions or deficiencies will be communicated in writing to the relevant parties, along with recommendations for corrective actions.
- In case of emerging circumstances affecting the project's obligations, the Principal Investigator will promptly inform the Science Fund and propose solutions within seven (7) days of awareness, acting in accordance with the Fund's instructions.

→ **Communication and Reporting:**

- The Principal Investigator will maintain open communication channels with the Science Fund, providing timely updates on any circumstances requiring changes to project documentation or potentially impacting project success.
- Changes to project documentation, including budgetary adjustments, schedule modifications, or team member replacements, will be communicated to the Science Fund and project stakeholders.
- All project participants will be informed of any necessary changes to the project, ensuring transparency and alignment with project objectives.

→ **Data Collection and Reporting:**

- The Principal Investigator will regularly collect data from project participants and team members to compile information and reports on project progress.
- Reports will be generated according to the schedule established in the Agreement, with timely responses to inquiries from the Science Fund regarding project implementation and supervision.
- Communication with the Science Fund will be maintained to address any inquiries or concerns related to project dynamics and progress.

By implementing these control measures, the project manager aims to ensure effective project management, adherence to agreements, and timely communication with relevant stakeholders, thereby facilitating the successful implementation of the POT4food project.

The Project archive would be created, within which will be kept precise and regular records related to the Project's implementation, using appropriate systems in accordance with accounting regulations, regulations on archival operations, financial regulations and regulations on public procurement.

The project members have the obligation to keep all records, accounting and supporting documentation in connection with this Agreement, in accordance with their acts regulating archival operations and lists of categories of registration material with terms of keeping, at least five (5) year after the last completed payment or as long as the control or supervision procedure by the Science Fund or the procedures conducted before the competent authorities lasts, and make them available for control and/or audit.

The Project Holder and Project Participants are obliged to keep accurate and regular financial records related to the implementation of the Project, using the appropriate accounting and management policies adopted in the Republic of Serbia.



## General Project Guidelines

General project guidelines refer to a set of overarching principles, standards, and best practices that provide direction and guidance for the planning, execution, and management of projects. These guidelines serve as a framework to ensure consistency, quality, and efficiency in project delivery, regardless of project size, scope, or complexity. The purpose of general project guidelines is to establish a common set of expectations, methodologies, and approaches that facilitate effective project management and promote successful project outcomes.

POT4food will follow different project guidelines and respect the requirements of the program. The reference documents include:

- Environmental and Social Management Framework as part of the The Serbia Accelerating Innovation and Growth Entrepreneurship Project - SAIGE, which is supported by the World Bank ("The Official Gazette of Republic of Serbia" - International Agreements, number 3/20).
- Program for Excellent Projects of Young Researchers and Scientists in the Early Stage of Career – PROMIS 2023 program - Act on objectives, methods of implementation and conditions for financing projects
- Science Fund of the Republic of Serbia – POT4food project agreement on the financing of a scientific research project
- POT4food project Report on communication and dissemination



## INTERNAL QUALITY CONTROL AND MONITORING

Internal quality control mechanisms are fundamental to maintaining the integrity, consistency, and excellence of project activities and deliverables within the POT4food project. This section outlines the comprehensive strategies and processes employed for internal quality control, emphasizing the proactive measures taken by the project team to uphold standards and ensure the fulfillment of project objectives.

Internal quality control forms the backbone of the POT4food project, encompassing a range of systematic procedures and protocols designed to monitor, evaluate, and enhance the quality of project activities and outputs. As an integral aspect of project management, internal quality control ensures that project deliverables meet predetermined standards, adhere to established methodologies, and align with stakeholder expectations. By implementing robust internal quality control measures, the POT4food project aims to foster a culture of excellence, accountability, and continuous improvement across all project activities. The POT4food project, with its ambitious aim to revolutionize the agri-food sector in Serbia, recognizes the paramount importance of maintaining rigorous internal quality control measures throughout its lifecycle.

To augment project internal quality control efforts, the POT4food project embraces a culture of peer review. Through our peer review process, team members engage in constructive critique and evaluation of each other's work, fostering collaboration, knowledge sharing, and continuous improvement. Peer review checkpoints are strategically embedded throughout the project lifecycle, providing invaluable opportunities for feedback and refinement.

Quality assurance checks further sustain our internal quality control efforts. These systematic evaluations verify the accuracy, completeness, and compliance of project deliverables against predefined quality criteria and standards. Utilizing checklists, templates, and quality control tools, we meticulously assess our outputs, addressing any discrepancies or deficiencies promptly to maintain the integrity of our work.

Comprehensive documentation is integral to our internal quality control framework. Team members would maintain detailed records of project activities, decisions, and revisions, ensuring traceability, accountability, and reproducibility.

Responsibility for internal quality control is shared among all project stakeholders. The project management team oversees the implementation of internal quality control measures, providing guidance, training, and support to team members.

By upholding excellence through standardized procedures, peer review, quality assurance, documentation, and continuous improvement, it ensures that the POT4food project delivers impactful, credible, and sustainable outcomes for the benefit of our stakeholders and the broader community.

## EXTERNAL QUALITY CONTROL

The primary objective of external quality control is to obtain independent assessments and validations of project deliverables and processes from external experts, stakeholders, and relevant bodies. This ensures that project outputs meet established standards and contribute effectively to the project's overarching goals.

External evaluation would be conducted using various evaluation methods based on the outcomes of the project program. The survey would be conducted with participants to monitor the quality of the session and panel discussion. It is anticipated that the events would include individuals from the corporate sector, policymakers, and academics. All resources and publications would be accessible through internet platforms for free download. The utilization of these materials has the potential to provide a long-term effect of the project. An increased number of downloads and website visitors during the time frame of the project may serve as a reliable measure of the project's successful implementation. Furthermore, the inclusion of reviews of papers submitted to scientific journals serves as a sufficient means of external quality control for scientific works. **Both Appendix 1 and Appendix 2 include the quality indicators.**

At the end of the implementation of the project, the Project Holder is obliged to organize an external audit at the cost of the project, from the share of the budget planned within the project's budget, and the findings and opinion of the authorized auditor are attached to the final report. The external audit is performed at the level of the entire project and includes the audit of the project documentation and financial management of the project of all SROs participating in the project.

By implementing robust external quality control measures, the POT4food project aims to ensure the credibility, relevance, and impact of its outputs, ultimately contributing to the sustainable development of the agri-food sector in the Republic of Serbia.

## APPENDIX 1. THE QUALITY INDICATOR FOR MAJOR DELIVERABLES

WP	Deliverable ID	Deliverable name	Indicator of verification	Status
1	D1.1	Report of needs	Regular meetings with team to validate and update the identified needs throughout the project duration	Done
1	D1.2	Realized internal and external quality controls	Implementation of internal quality control measures; Conducting external audits by independent experts; Auditor's report; Implementation of corrective actions in response to identified deficiencies.	In progress
2	D2.1	Published paper to journal (4)	Acceptance and publication of papers in reputable journals relevant to the agri-food sector; Submission of research papers to peer-reviewed journals	In progress
2	D2.2	Presented paper on international conference (2)	Email of confirmation from the organizational board of the scientific conference that the paper is accepted; PowerPoint presentations of research findings to conference attendees; Certificates of attendance	In progress
3	D3.1	Organized special session POT4food on Strategic Management (SM) conference	Number of engaged session participants; Attendance list of participations; PowerPoint presentations of papers presented during session	In progress
3	D3.2	Realized panel discussion	Short biographies of panelists; Number of panel discussion attendees; Attendance list of attendees; Panel discussion topics list	In progress



3	D3.3	Published strategic guide with policy recommendations	Number of guide downloads	In progress
4	D4.1	Established website of the POT4food project	Number of website visitors	Done
4	D4.2	Established social media profiles of the POT4food project	Social media analytics for assessing reach and impact; Number of followers; Number of people reached through social media; Number of posts of project updates, news, and relevant content	Done
4	D4.3	Report on communication and dissemination	Documentation of dissemination channels, documents and activities utilized and their respective impacts	In progress

## APPENDIX 2. THE QUALITY INDICATOR FOR MILESTONES

WP	Milestone ID	Milestone name	Indicator of verification	Status
1	M1.1	Realized kick-off meeting	Attendance list and pictures on social media and website	Done
1	M1.2	Plan for quality control and monitoring	Report will be created	Done
2	M2.1	Submitted paper to journal (4)	E-mail of confirmation from journals that paper is submitted	In progress
2	M2.2	Submitted paper to international conference (2)	Email of confirmation from the organizational board of the scientific conference that the paper is submitted	In progress
3	M3.1	Invitations and agenda for session POT4food on Strategic Management (SM) conference	Invitations sent and posts on the social media	In progress
3	M3.2	Invitations and program for panel discussion	Invitations sent and posts on the social media	In progress
3	M3.3	Final meeting	Attendance list and pictures on social media and website	In progress
4	M4.1	Guide for dissemination	Report will be created	Done

**Annex A – Word document template**

**Annex B – PowerPoint presentation template**

**Annex C – Attendance sheet template**

**Annex D – Report template**