



TEALHELIX

SMART LABELS
INCLUSIVE SOLUTIONS

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Practice Abstract 1

Organisation: White Research (WR)

30/01/2025



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This work is dedicated to the memory of Justina Baršytė, our project coordinator, whose vision and commitment were invaluable to this project.

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DISSEMINATION LEVEL

PU	Public, fully open	X
SEN	Sensitive, limited under the conditions of the Grant Agreement	
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Classified C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
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V1.0	19/01/2026	Final version	WR

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ABBREVIATIONS

PAs	Practice Abstracts
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Executive Summary

A deep understanding of the drivers, behaviours, and systemic factors shaping consumers' food choices is essential to develop effective, fair, and sustainable food labelling frameworks. Such understanding must consider individual motivations, socio-cultural contexts, and potential trade-offs between information transparency, behavioural influence, and market integrity.

Aligned with the project's objective to promote healthier, more sustainable, and transparent food environments, this deliverable provides the first set of Practice Abstracts (PAs) in order to facilitate outreach to practitioners. This first set draws on three of the WP2 External influences and socio-cultural aspects outputs, in particular:

- The first practice abstract summarises the findings from the **Inventory of Labelling Approaches** led by UoM, highlighting key trends, challenges, and recommendations for effective and transparent food labelling.
- The second practice abstract presents the **Branding and Media Planning Guidelines** developed by ZENITH and SAR, outlining strategies for communicating sustainable and health-conscious food choices through responsible marketing and media engagement.
- The third practice abstract presents the **Media Planning Analysis Report** developed by ZENITH Poland, focused on robust evidence-based, better media planning, clearer sustainability narratives and improved strategic decision-making.

As task leader, White Research coordinated the input collection process for the Practice Abstracts and elaborated this report. All abstracts are available in both English and in the respective national languages of the contributing partners. They adhere to the standard EIP-AGRI format, as defined by the European Commission, ensuring consistency and accessibility for stakeholders across Europe.

1. Introduction

The TealHelix project aims to empower consumers and strengthen the integrity of sustainability labelling and communication across the European food system. By engaging multiple stakeholders through real-world co-creation settings, the project works to develop innovative, transparent, and inclusive labelling approaches that foster more sustainable and healthy food choices.

The first three Practice Abstracts (PAs) presented in this report summarise key findings and recommendations based on TealHelix's T2.1 and T2.3 results, and will be shared through the EIP-AGRI website and the European Commission's dedicated platform for Practice Abstracts, ensuring broad dissemination and accessibility to practitioners, policymakers, and the wider public.

2. About EIP-AGRI Practice Abstracts

Within the project, PAs were prepared in accordance with the standardised EIP-AGRI format available through the EIP-AGRI platform. As no dedicated template is currently available for Horizon Europe projects specifically, the project applied the existing EIP-AGRI template (Fig. 1) developed under Horizon 2020, which remains the reference format for the submission of practice abstracts. In order to facilitate outreach to practitioners, a graphical version with a TealHelix-specific layout of the practice abstract was prepared, presenting the key messages in a concise and visually engaging way (Fig. 2).

Short title in English Max 150 characters	
Author(s)/Bodies/Entities	
EIP Practice Abstracts Format	Short summary for practitioners in english on the (final or expected) outcomes (1000-1500 characters, word count - no spaces). Do not complete if the summary below is completed in English. This summary should at least contain the following information: Main results/outcomes of the activity (expected or final). The main practical recommendation(s): What would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results? This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.
Needs addressed by the practice	
Methodology Used	
Actors/Stakeholders	
Region(s), country	
Audiovisual material (links, etc.)	
Contacts (email)	

Figure 1. EIP-AGRI Practice Abstracts Format



The template is divided into two main sections. The left section is a vertical banner with a white background and a blue circular graphic containing a stylized yellow fork and knife. The right section is a teal-colored box with white text and a large white area for content.

TEALHELIX
SMART LABELS
INCLUSIVE SOLUTIONS

Branding and Media Guidelines

TealHelix Horizon EU Project

EIP-AGRI Practice Abstract

 www.tealhelix.eu

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State Secretariat for Education,
Research and Innovation SER

AUTHOR:

The Issue

Key outcomes

Added value & Recommendations

Contacts

Figure 2. Project-specific visual template for EIP-AGRI practice abstracts

3. Partners involved

The development and dissemination of the practice abstracts were carried out through the joint efforts of partners involved in **Work Package 2 External influences and socio-cultural aspects**. The participating organisations include **KUL, WR, ZENITH, SAR** and **UoM**.

4. PA1 – Inventory of Labelling Approaches

Table 1. PA1 - Inventory of Labelling Approaches (EN)

English Version	
Short title in English	Sustainability food labels: evidence-based insights and existing approaches
Author(s)/Bodies/Entities	University of Macedonia
EIP Practice Abstracts Format	Sustainability food labels are increasingly used to communicate environmental, social, and ethical aspects of food production, but the large number of different labels and claims often creates confusion for both food businesses across the value chain and consumers. This activity combines a review of existing scientific knowledge, interviews with key food-chain actors, and a systematic mapping of sustainability food labels to better understand how labels are used in practice and how they are perceived by consumers. The main results show that the current labelling landscape is highly fragmented. Interviews with producers, retailers, certification bodies, NGOs, and policymakers confirm that many labels overlap, apply different criteria, and vary in credibility, making label choice difficult and increasing costs and risks for producers. The literature review and stakeholder input also highlight that complex labels, unclear claims, and lack of trust reduce consumer understanding and limit the effectiveness of sustainability communication. The main practical recommendation is for producers and food businesses to prioritise clear, credible, well-recognised, and verifiable labelling schemes rather than multiplying sustainability claims. Practitioners can use the results to better compare labelling options, select schemes that fit their production practices and markets, and improve communication with consumers to enhance their credibility. Clear and trustworthy sustainability labelling can strengthen market positioning, reduce reputational risk, and support added value through increased consumer confidence.
Needs addressed by the practice	There is a lack of clear and systematic information on sustainability food labelling approaches, making it difficult for producers and food businesses to reasonably choose suitable and credible labels. The wide variety of labels and claims creates confusion and reduces consumer understanding and trust. Even market power can impose suppliers to apply sustainability schemes which then fail to deliver on their promises.
Methodology Used	This work was carried out using a mixed-method approach combining three complementary activities. First, a review of existing scientific

	studies was conducted to identify psychological, social, and cultural factors that influence how consumers understand and respond to sustainability information on food labels. Second, stakeholder interviews were carried out with a focus on pilot countries with retailers, producers, policymakers, certification bodies, NGOs, and consumer representatives. These interviews provided practical, real-world insights into current labelling practices, challenges for producers, and barriers to consumer understanding. Third, a structured inventory of sustainability labelling approaches was developed. Existing labelling schemes were systematically documented and classified according to their sustainability focus, governance arrangements, and communication and technological features, allowing clear comparison between different approaches.
Actors/Stakeholders	Farmers and food producers, retailers, certification and inspection bodies, policymakers and public authorities, NGOs and consumer organisations, academics, researchers and sustainability experts.
Region(s), country	Greece, Germany, Poland, and the Baltic States, complemented by additional European and international stakeholders and sustainability labelling schemes.
Audiovisual material (links, etc.)	-
Contacts (email)	Andreas Andronikidis, E-mail: a.andronikidis@uom.edu.gr Evangelos Kalampokis, E-mail: ekal@uom.edu.gr Konstantinos Tarabanis, E-mail: kat@uom.edu.gr

Table 2. PA1 - Inventory of labelling approaches (GR)

Greek Version	
Short title in English	Ετικέτες βιωσιμότητας τροφίμων: τεκμηριωμένες γνώσεις και υφιστάμενες προσεγγίσεις
Author(s)/Bodies/Entities	Πανεπιστήμιο Μακεδονίας
EIP Practice Abstracts Format	Οι ετικέτες βιωσιμότητας τροφίμων χρησιμοποιούνται όλο και περισσότερο για την επικοινωνία περιβαλλοντικών, κοινωνικών και ηθικών πτυχών της παραγωγής τροφίμων, όμως ο μεγάλος αριθμός διαφορετικών ετικετών και ισχυρισμών συχνά δημιουργεί σύγχυση τόσο για τις επιχειρήσεις τροφίμων σε όλη την αλυσίδα αξίας όσο και για τους καταναλωτές. Η παρούσα εργασία συνδύασε ανασκόπηση της υφιστάμενης γνώσης, συνεντεύξεις με βασικούς φορείς της αγροδιατροφικής αλυσίδας και συστηματική χαρτογράφηση των ετικετών βιωσιμότητας, ώστε να κατανοηθεί καλύτερα πώς εφαρμόζονται στην πράξη και πώς γίνονται αντιληπτές από τους καταναλωτές. Τα αποτελέσματα δείχνουν ότι το σημερινό τοπίο επισήμανσης είναι κατακερματισμένο. Οι συνεντεύξεις με παραγωγούς, λιανεμπόρους, φορείς πιστοποίησης, ΜΚΟ και φορείς χάραξης πολιτικής επιβεβαιώνουν ότι πολλές ετικέτες επικαλύπτονται, βασίζονται σε διαφορετικά κριτήρια και διαφέρουν ως προς την αξιοπιστία τους, γεγονός που δυσκολεύει την επιλογή και αυξάνει το κόστος και τον κίνδυνο για τους παραγωγούς. Παράλληλα, η βιβλιογραφία δείχνει ότι οι σύνθετες ή ασαφείς ετικέτες μειώνουν την κατανόηση και την εμπιστοσύνη των καταναλωτών. Η βασική πρακτική σύσταση είναι οι παραγωγοί και οι επιχειρήσεις τροφίμων να δίνουν προτεραιότητα σε σαφή, αξιόπιστα και ευρέως αναγνωρισμένα σχήματα επισήμανσης. Τα αποτελέσματα μπορούν να αξιοποιηθούν για καλύτερη σύγκριση επιλογών, στοχευμένη επιλογή ετικετών και βελτίωση της επικοινωνίας με τους καταναλωτές, ενισχύοντας την προστιθέμενη αξία και τη θέση των προϊόντων στην αγορά.
Needs addressed by the practice	Υπάρχει έλλειψη σαφούς και συστηματικής πληροφόρησης σχετικά με τις ετικέτες βιωσιμότητας τροφίμων, γεγονός που δυσκολεύει τους παραγωγούς και τις επιχειρήσεις τροφίμων να επιλέξουν κατάλληλα και αξιόπιστα σχήματα επισήμανσης. Η μεγάλη ποικιλία ετικετών και ισχυρισμών δημιουργεί σύγχυση και μειώνει την κατανόηση και την εμπιστοσύνη των καταναλωτών.
Methodology Used	Η εργασία υλοποιήθηκε με τη χρήση συνδυαστικής μεθοδολογίας που περιλάμβανε τρεις συμπληρωματικές δραστηριότητες. Πρώτον, πραγματοποιήθηκε ανασκόπηση υφιστάμενων επιστημονικών μελετών με στόχο τον εντοπισμό ψυχολογικών, κοινωνικών και πολιτισμικών παραγόντων που επηρεάζουν τον τρόπο με τον οποίο οι

	καταναλωτές κατανοούν και ανταποκρίνονται στις πληροφορίες βιωσιμότητας στις ετικέτες τροφίμων. Δεύτερον, διεξήχθησαν συνεντεύξεις με ενδιαφερόμενους φορείς με έμφαση στις χώρες-πilotούς, στις οποίες συμμετείχαν λιανεμπόροι, παραγωγοί, φορείς χάραξης πολιτικής, οργανισμοί πιστοποίησης, ΜΚΟ και εκπρόσωποι καταναλωτών. Οι συνεντεύξεις παρείχαν πρακτικές, πραγματικές γνώσεις σχετικά με τις υφιστάμενες πρακτικές επισήμανσης, τις προκλήσεις για τους παραγωγούς και τα εμπόδια στην κατανόηση από τους καταναλωτές. Τρίτον, αναπτύχθηκε ένα δομημένο ευρετήριο ετικετών βιωσιμότητας. Τα υφιστάμενα σχήματα επισήμανσης καταγράφηκαν και ταξινομήθηκαν συστηματικά με βάση το αντικείμενο βιωσιμότητας, τις δομές διακυβέρνησης και τα χαρακτηριστικά επικοινωνίας και τεχνολογίας, επιτρέποντας τη σαφή σύγκριση μεταξύ διαφορετικών προσεγγίσεων.
Actors/Stakeholders	Αγρότες και παραγωγοί τροφίμων, λιανεμπόροι, φορείς πιστοποίησης και ελέγχου, φορείς χάραξης πολιτικής και δημόσιες αρχές, ΜΚΟ και οργανώσεις καταναλωτών, ακαδημαϊκοί, ερευνητές και ειδικοί στη βιωσιμότητα.
Region(s), country	Ελλάδα, Γερμανία, Πολωνία και χώρες της Βαλτικής, με συμπληρωματική συμμετοχή ευρωπαϊκών και διεθνών φορέων και ετικετών βιωσιμότητας τροφίμων.
Audiovisual material (links, etc.)	-
Contacts (email)	Ανδρέας Ανδρονικίδης, E-mail: a.andronikidis@uom.edu.gr Ευάγγελος Καλαμπόκης, E-mail: ekal@uom.edu.gr Κωνσταντίνος Ταραμπάνης, E-mail: kat@uom.edu.gr

5. PA2 – Branding and Media Planning Guidelines

Table 3. PA2 - Branding and Media Planning Guidelines (EN)

English Version	
Short title in English	Branding and Media Planning Guidelines
Author(s)/Bodies/Entities	Karolina Kolanowska, Aleksandra Pająk (Zenith Poland) Magdalena Spisak, Paweł Tyszkiewicz (STOWARZYSZENIE KOMUNIKACJI MARKETINGOWEJ SAR)
EIP Practice Abstracts Format	Branding and Media Planning Guidelines translate sustainability communication principles, especially those connected with packaging design, regulatory trends, and consumer behaviour, into actionable branding and media planning rules. The guidelines focus on how to brand and how to plan media in such a way that sustainability messages are effective in encouraging more sustainability-driven choices. The guidelines are designed for: food producers and brand owners, retail partners, brand managers & strategists, R&D teams, sustainability department, packaging & sustainability teams, consultants and media planners & buyers, as well as legal, compliance and regulatory specialists. Applying these recommendations in the areas of communication, branding, and media planning increases the effectiveness of reaching the target audience and selling more sustainable products. Implementing these guidelines enables: - better reach to consumers, - optimization of the cost of reaching consumers, - achieving effectiveness in branding and communication, which leads to increased sales.
Needs addressed by the practice	The guidelines help answer the following question: - How to plan media in such a way that sustainability messages are seen, understood, and acted upon? - How should brands invest in, prioritise, and deploy branding, packaging and media so that sustainability messages are both effective and compliant?

Methodology Used	The guidelines were preceded by an analysis of advertisement on four Central and Eastern European markets presented in a Media Planning Report and two international focus groups. They cover the expertise of experts and practitioners in the fields of branding, media, and marketing.
Actors/Stakeholders	Experts, Practitioners
Region(s), country	The recommendations were preceded by an analysis of the markets in Poland, Lithuania, Estonia, and Romania.
Audiovisual material (links, etc.)	-
Contacts (email)	Karolina Kolanowska, Email: karolina.kolanowska@zenithmedia.com Aleksandra Pająk, Email: aleksandra.pajak@zenithmedia.com Magdalena Spisak, Email: Magdalena.Spisak@sar.org.pl Paweł Tyszkiewicz, Email: pawel.tyszkiewicz@sar.org.pl

Table 4. PA2 - Branding and Media Planning Guidelines (PL)

Polish Version	
Short title in English	Wytyczne dotyczące brandingu i planowania mediów
Author(s)/Bodies/Entities	Karolina Kolanowska, Aleksandra Pająk (Zenith Poland) Magdalena Spisak, Paweł Tyszkiewicz (STOWARZYSZENIE KOMUNIKACJI MARKETINGOWEJ SAR)
EIP Practice Abstracts Format	Wytyczne dotyczące budowania marki i planowania mediów przekładają zasady komunikacji w zakresie zrównoważonego rozwoju, zwłaszcza te związane z projektowaniem opakowań, trendami regulacyjnymi i zachowaniami konsumentów, na praktyczne zasady budowania marki i planowania mediów. Wytyczne koncentrują się na tym, jak budować markę i planować działania w mediach w taki sposób, aby komunikaty dotyczące zrównoważonego rozwoju były skuteczne w zachęcaniu do podejmowania wyborów wspierających zrównoważony rozwój Wytyczne są przeznaczone dla: producentów żywności i właścicieli marek, partnerów detalicznych, menedżerów i strategów marek, zespołów badawczo-rozwojowych, działów ds. zrównoważonego rozwoju, zespołów ds. opakowań i zrównoważonego rozwoju, inżynierów i projektantów opakowań, strategów, konsultantów oraz planistów i nabywców mediów, a także specjalistów ds. prawnych, zgodności i regulacji. Zastosowanie tych zaleceń w obszarach komunikacji, budowania marki i planowania mediów zwiększa skuteczność dotarcia do docelowych odbiorców i sprzedaży zrównoważonych produktów. Wdrożenie tych wytycznych umożliwia: - lepszy dotarcie do konsumentów, - optymalizację kosztów dotarcia do konsumentów, - osiągnięcie skuteczności w budowaniu marki i komunikacji, co prowadzi do wzrostu sprzedaży.
Needs addressed by the practice	Wytyczne pomagają odpowiedzieć na następujące pytanie: - Jak planować media w taki sposób, aby komunikaty dotyczące zrównoważonego rozwoju były widoczne, zrozumiałe i skłaniały do działania? - W jaki sposób marki powinny inwestować, ustalać priorytety i wdrażać branding, opakowania i media, aby komunikaty dotyczące zrównoważonego rozwoju były zarówno skuteczne, jak i zgodne z przepisami?
Methodology Used	Wytyczne zostały poprzedzone analizą reklam na czterech rynkach Europy Środkowej i Wschodniej przedstawioną w dokumencie Media Planning Report oraz wynikami dwóch międzynarodowych grup

	fokusowych. Obejmują wiedzę specjalistyczną ekspertów i praktyków w dziedzinie branding, mediów i marketingu.
Actors/Stakeholders	Eksperti, Praktycy
Region(s), country	Wytyczne zostały poprzedzone analizą rynków w Polsce, na Litwie, w Estonii i Rumunii.
Audiovisual material (links, etc.)	-
Contacts (email)	Karolina Kolanowska, Email: karolina.kolanowska@zenithmedia.com Aleksandra Pająk, Email: aleksandra.pajak@zenithmedia.com Magdalena Spisak, Email: Magdalena.Spisak@sar.org.pl Paweł Tyszkiewicz, Email: pawel.tyszkiewicz@sar.org.pl

6. PA3 – Improving Sustainability Communication in Food Sector Advertising through Media Planning Analysis

Table 5. PA3 - Media Planning Report (EN)

English Version	
Short title in English	Improving Sustainability Communication in Food Sector Advertising through Media Planning Analysis
Author(s)/Bodies/Entities	Karolina Kolanowska, Aleksandra Pająk (Zenith Poland)
EIP Practice Abstracts Format	The analysis delivered a detailed overview of how sustainability is represented in food advertising across four European markets, revealing a consistently low investment share and limited message depth. The practice resulted in a harmonised dataset of 64,000 items classified according to clear sustainability dimensions, enabling cross-market comparison. It exposed recurring communication patterns, such as overreliance on certifications, minimal explanation of benefits and frequent use of simplified binary claims. The findings also highlighted differences in maturity, with Estonia and Poland showing more advanced integration of sustainability narratives than Lithuania and Romania. The practice produced insights into consumer expectations, demonstrating that sustainability-interested audiences value data, transparency and educational elements. These results allow brands to understand not only how sustainability is currently communicated, but also which elements are missing and how to improve message credibility. Overall, the practice generated a robust evidence base supporting better media planning, clearer sustainability narratives and improved strategic decision-making.
Needs addressed by the practice	The very low share of sustainability-related advertising across analysed markets shows that companies lack structured guidance on how to integrate the topic of sustainability into their communication strategies. There is a clear need for harmonised classification of sustainability content, evidence-based assessment methods, and insights that highlight gaps between consumer expectations and current practices. Markets at different maturity levels require tailored benchmarks to support consistent quality.
Methodology Used	The practice uses a structured methodology to assess sustainability communication in food advertising, analysing 64,000 offline media items with harmonised TealHelix criteria. It reviews environmental, social, animal welfare and economic claims, combining spend analysis

	with message quality evaluation. Insights from two focus groups with sustainability-oriented experts reveal gaps and helps set direction for future.
Actors/Stakeholders	Experts, Practitioners
Region(s), country	Poland, Lithuania, Estonia, Romania
Audiovisual material (links, etc.)	-
Contacts (email)	Karolina Kolanowska, Email: karolina.kolanowska@zenithmedia.com Aleksandra Pająk, Email: aleksandra.pajak@zenithmedia.com

Table 6. PA3 - Media Planning Report (PL)

Polish Version	
Short title in English	Poprawa komunikacji dotyczącej zrównoważonego rozwoju w reklamie sektora spożywczego poprzez analizę planowania mediów
Author(s)/Bodies/Entities	Karolina Kolanowska, Aleksandra Pająk (Zenith Poland)
EIP Practice Abstracts Format	Analiza dostarczyła szczegółowego przeglądu sposobu, w jaki zrównoważony rozwój jest przedstawiany w reklamach żywności na czterech rynkach europejskich, ujawniając konsekwentnie niski udział inwestycji oraz ograniczoną głębię przekazu. W ramach tego działania powstał ujednolicony zbiór danych obejmujący 64 000 kreacji, sklasyfikowanych według jasno określonych wymiarów zrównoważonego rozwoju, co umożliwiło porównania międzyrynkowe. Analiza ujawniła powtarzalne wzorce komunikacyjne, takie jak nadmierne poleganie na certyfikatach, minimalne wyjaśnianie korzyści oraz częste stosowanie uproszczonych, binarnych deklaracji. Wyniki wskazały również na różnice w poziomie dojrzałości, przy czym Estonia i Polska wykazują bardziej zaawansowaną integrację narracji dotyczących zrównoważonego rozwoju niż Litwa i Rumunia. Działanie to dostarczyło także wiedzy na temat oczekiwań konsumentów, pokazując, że odbiorcy zainteresowani zrównoważonym rozwojem cenią dane, przejrzystość i elementy edukacyjne. Rezultaty te pozwalają markom zrozumieć nie tylko, w jaki sposób zrównoważony rozwój jest obecnie komunikowany, lecz także jakie elementy są pomijane i jak można poprawić wiarygodność przekazu. Ogólnie rzecz biorąc, analiza stworzyła solidną bazę dowodową wspierającą lepsze planowanie mediów, bardziej klarowne narracje dotyczące zrównoważonego rozwoju oraz trafniejsze decyzje strategiczne.
Needs addressed by the practice	Bardzo niski udział reklam związanych ze zrównoważonym rozwojem na analizowanych rynkach pokazuje, że firmom brakuje uporządkowanych wytycznych dotyczących integrowania zrównoważonego rozwoju ze strategiami komunikacyjnymi. Istnieje wyraźna potrzeba ujednoliconej klasyfikacji treści dotyczących zrównoważonego rozwoju, opartych na danych metod oceny oraz wniosków wskazujących luki między oczekiwaniami konsumentów a obecnymi praktykami. Rynki znajdujące się na różnych poziomach dojrzałości wymagają dopasowanych benchmarków, aby wspierać spójną jakość komunikacji.
Methodology Used	Działanie wykorzystuje ustrukturyzowaną metodologię do oceny komunikacji dotyczącej zrównoważonego rozwoju w reklamie żywności, analizując 64 000 kreacji w mediach offline zgodnie z ujednoliconymi kryteriami TealHelix. Obejmuje ono przegląd deklaracji środowiskowych, społecznych, dotyczących dobrostanu zwierząt oraz ekonomicznych, łącząc analizę wydatków z oceną jakości przekazu. Wnioski z dwóch grup fokusowych z udziałem ekspertów

	zorientowanych na zrównoważony rozwój ujawniają luki i pomagają wyznaczyć kierunki działań na przyszłość.
Actors/Stakeholders	Eksperti, Praktycy
Region(s), country	Polska, Litwa, Estonia, Rumunia
Audiovisual material (links, etc.)	
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7. Conclusions

The TealHelix project has delivered three practice abstracts following the official EIP-AGRI format, complemented by a project-specific visual layout developed to strengthen dissemination. Together, these outputs support the transfer of actionable knowledge generated within the project and promote enhanced exchange among practitioners across the EU. Additional practice abstracts will be developed in the last months of the project (M46), further reinforcing the project's long-term impact.