

Synthesis of the working groups

1

Interest is there

How to sustain the network ?

How to be able to continue to meet as a network ?

How to get such a good project ?

How to get a coming topic ?

2



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Research topics

- **Health**

- Healthy live style, obesity, habits, food safety, education

- **Sustainable food**

- voluntary standards – public requirements) / ethical aspects
- Importance of ethics in consumers' behaviour
- Food labelling (food miles, etc.) related with consumer information

- **Patterns of food habits**

- Discrepancies between product's image and reality
- Novel products (barriers to accept novel products)

- **Policy related issues**

- Positive patterns of food habits and supply chains in the Balkan
- Impact of the retail structure on consumer behaviour
- Impact of the European policy implementation on consumer choices (micro-experimentation)



Methods

- Experimental design / analysis
- Content analysis
- Macro-economics projections
- Usual methods (**focus groups**, in-depth interviews, surveys)
- Case studies approach
- Diaries



Gaps and barriers

- **At scientific level**

- Food consumer science is not well recognised in the Balkan (what is also the case all over Europe)
- Difficulty to develop multi-disciplinarity
- Lack of secondary data
- Lack of management skills in multi-disciplinary research
- Missing the comparison aspects
- Missing integrative approach
- Need to be at the right size of visibility at European level: think about linking human science and technical science in a next consortium

- **At political level**

- Lack of political support for consumer research (not enough at short-term) in the Balkan

- **Finances**

- Private / public partnership – what is possible – what is not ?
- Involved more SMEs (private enterprises) active in the supply chains

5



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Other characteristics of the network

- Critical size to get visibility at European research level
- Reliability of partnership
- Complementary skills of expertise
- Willingness to participate
- Gender issue



Networks

Which partnerships and networks do **WE** need ?

- Geographical scope
 - Network in the region / **Network at broader level (WBC+EU+ ~3-countries + ~ USA)**
- Thematic scope
 - **Research / Knowledge transfer (education and training) / public policies related to health**
- Composition
 - Only scientists / **Open to private sector-NGO-Public authorities**

7



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Page 32 of 69

Activity 2.2: Fork to farm: Food (including seafood), health and well being

Area 2.2.1 Consumers

Understanding consumer behaviour and consumer preferences as a major factor in the competitiveness of the food industry and the impact of food on the health, and well-being of the European citizen. The focus will be on consumer perception and attitudes towards food including traditional food, understanding societal and cultural trends, and identifying determinants of food choice and consumer access to food. The research will include the development of data bases on food and nutrition research.

CALL 1: FP7-KBBE-2007-1

KBBE-2007-2-1-01: Networking of food consumer science in Europe and development and application of social and behavioural sciences to food research

Call: FP7-KBBE-2007-1

8



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



The food consumer is critical to the food and agriculture industries in shaping demand and, particularly in this context, responding to new products (e.g. functional foods) and production methodologies (e.g. GMO safety). However, food consumer science is currently a rather poorly defined field involving a broad range of scientific disciplines. There is therefore a need to develop new knowledge and new working methods in this field. The network should involve the most important disciplines and promote new knowledge through strengthening consumer science in Europe. Objectives of this topic will be the development of a critical mass (scientists, scientific disciplines, facilities, etc.), facilitation and promotion of data exchange, joint activities (protocols, metrics, collaborative studies, etc.) and comparability of research actions in the field of consumer science in food.

Funding scheme: Network of Excellence

Expected impact: New knowledge and harmonised working methods in this field; Increased

9



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



General overview

- **Open seminar 1 (Feb 2011)**
 - Raise awareness amongst the decision-makers and potential donors (financial support)
- **Scientific seminar (end Aug. – Beg. Sept)**
 - Will be part as organised session in the EAAE-Congress in Zurich by the end of August-beg. Of Sept. 2011
(**Submit papers before 2011. Feb 15**)
- **Open seminar 2 (Sept. 2011)**
 - Raise interest amongst key-players of the Food consumer science scene for establishing an European network (Brussels ?)

10



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Our objectives for the 1st open seminar

1. Gain visibility
2. Disseminate results
3. Raise awareness to achieve the vision about the future of the network



Content

9.00

9.30 Welcome address by local VIPs

- Introduction by an EC-officer (BXL) – or local ambassadors of EC
- Overall presentation of the FOCUS project
- Introduction: Definition of Food Consumer Science and benefits of this science for different stake-holders (director of IPSOS - reviewers – member of Advisory board)
- Quantitative survey (general)

- Press conference
- Buffet of traditional food coming from the 6 different countries, organised by SEDEV

- WP5 (Fruit – Nutrition Balance) and WP6 (Health Claim) / other WPs ?
- Parallel sessions for (1) deans of Universities / (2) Public Health Institutes and (3) other regional groups (which ?)
- Poster for all WPs and for each countries so that local actors can find the results from their country / in english or in local languages ?

12



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Schedule

Making two parts of open seminar

first general for VIPs for one hour – ambassador and representatives of general organizations.

Second, really more oriented toward the scientific results

Target audience

Target people who know the project training participants and networking meetings participants

Vs. Audience should not be the audience from the networking meetings

Decision: should not be with exception

Reason: people invited in the networking are already aware about the results, there is competition between NW-meetings and open seminar

Target: VIP

policy makers and money givers, Ambassadors from other wbc and ec + donors organization, public authorities, medias, chambers, private sector; experts associated to FOCUS-BALKANS + selected participants

Sign the invitation with high levels representatives

14



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Location

- Criteria
 - Access (Arrival and departure same day, airport has to be close from the place of meeting)
 - Price of flights for participants (and time schedule) – check shuttle's prices
 - Price of meeting room (for 140 people, with possibilities for parallel and poster sessions)
 - Price for accommodations (check possibilities to bring the food)

Possibilities

- Belgrade, Ljubljana, Zagreb

SEEDDEV will ask MIRROS travel agency (and 1 or 2 more travel agencies) to establish the costs of organisation for both destinations: BELGRAD and ZAGREB

- Same place for Open seminar and meeting
- Place for the training must be in Serbia (same week)
- Decision will be taken by SC-call conference by the end of Oct.

15



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Language

English with translation into 1 local language (the one of the location of the Seminar)



Communication

- Find a title for the seminar
“FOCUS on consumers in the Balkan”
- Before, during and after the Open seminar
AGRIDEA will provide
 - Newsletter FOCUS will announce the event
 - Information on the web-page
 - Leaflet as soon as possible (each WP-leader will provide content)
 - Documentation with executive summary of each WP and recommendations
 - CD with exhaustive content (all DL)
 - Film of some moments of the conference (morning session)/ interviews and DVD / videos to be put on the web-page after the conference (SEEDDEV asks for offers)

17



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



Financial aspects

Decision of use of the budget

Traditional food will be offered

Accommodations (nights and other meals) will be paid by the participants

To be checked: possibilities to cover travel costs (public sector) by the project (possibility is to reallocate budget from the last training – choice of a cheap location for the last training)



To Do next

- Decide on location and book place for meeting
- **Beneficiaries (all)**
 - **Inform key-people about the date (personal contact)**
 - **Establish list of invitation (propose names to astrid.gerz@agridea.ch until the end of Oct.)**
- Coordinator
 - Will provide an argumentation for the WBC-beneficiaries in order to facilitate their contacts to VIP
 - will take contact with European Commission to negotiate common official invitation letter
 - will send letter of invitations
- Coordinator (with GEM and EcoZept) will finalise programme of the day

19



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



SEVENTH FRAMEWORK
PROGRAMME