

B 1.3.5 Work package descriptions:

Work package number	1	Start date or starting event:	1
Work package title	State of the art Theoretical approaches, methods, market and consumers studies already available for the Balkans.		
Activity type	RTD		
Objectives	<p>To prepare a global overview of consumer and market oriented studies and statistical data in the Balkans, identifying missing gaps and developing a conceptual framework as a basis for this project;</p> <p>To integrate the methods and knowledge from the various WP's into a consistent overall approach – referred to as the conceptual framework.</p>		
Description of work	<p>This WP will result in a State of the art for this project. It will provide a paper named State of the art. This paper contains a conceptual framework for the project and general information concerning consumers and markets in the Balkans, which will be tested and refined along with the development of the whole project.</p> <p>The procedure followed to achieve this State of the art is to discuss the consumer and market situations and research and training methods and tools used in an open forum approach. As many groups and institutes and public bodies as possible will be invited to discuss the State of the art. The methodology adopted will be to analyse secondary data. LEI will propose a common template for national reviews, each local partner will deliver its national review, BEL – Faculty of Social Psychology collaborating with SMMRI to achieve this result. AGRIDEA and SEEDDEV will support the local beneficiary in this task, LEI will compile those national reviews and propose a global assessment with the scientific view of ENITAC, GEM, LEI, UNEW, PARMA and ECOZEPT.</p> <p>The draft of the State of the art will go around all the beneficiaries.</p> <p>Activity 1.1 Concept and realisation of the national reviews. <u>Beneficiary in charge: LEI, BEL – Faculty of Philosophy, SMMRI, ZAG, RIHP, UL-SLO, BIH and IPH MNE.</u> LEI will propose a common template for national reviews to be done. Each local partners will have to deliver a national review focusing on:</p> <ul style="list-style-type: none"> • the existing organisational structures dealing with consumer science and food issues, • the evaluation of the market situation for selected products, • the evaluation of consumer attitudes and perceptions towards these products. <p>Activity 1.2 Fine tuning of the national reviews</p> <p>Activity 1.3 Preparation of draft report on the State of the art</p> <p>Activity 1.4 Sharing the draft among the partners and incorporating comments</p> <p>WBC beneficiaries will take part in the methodology groups, steering committees and trainings. It will allow them to become more familiar with the theoretical and conceptual framework.</p>		
Deliverables	<p>D1.1 National report of the theoretical approaches, the methods, markets and consumer studies already available in each WBC concerned by the project for the six countries under review. Month 6.</p> <p>D1.2 Description of “State of the art” of the theoretical approaches, the methods, markets and consumer studies to be improved and disseminated. Month 12.</p>		