



## Training and Meeting Programme

**Kozara, 2 - 6 February 2009**

MONDAY 2 FEBRUARY	Training - Theory	Responsible/ Trainer
08.30-09.00	Introduction and presentation	Pascal Bernardoni, SEEDEV
<b>What is Food Consumer Science?</b>		
09.00-11.30 (including Break)	<p><b>Food related behaviour – understanding and explaining food related behaviour and food habits. Why do people eat what they eat?</b></p> <p><i>What topics are studied in different area. Sociology, Psychology, Economics</i></p> <p><b>Approach:</b> Lecture in plenary</p> <p><b>Objectives:</b> Basic insights within the consortium about FCS</p>	Cees de Graaf LEI
<b>10.00-10.30 Break</b>		
11.30-12.00	Questions and answers	Moderation SEEDEV
<b>12.00-13.00 Lunch</b>		
13.00-13.30	Exercise 1 – in groups	Moderation SEEDEV
<b>Which theories are used in FCS?</b>		
13.30-15.00	<p><b>Socio-cultural context of food related behaviour</b></p> <p><b>Approach:</b> Lecture</p> <p><b>Objectives:</b> Become familiar with theories, concepts and models</p> <p>Including time for questions</p>	Cees de Graaf LEI
<b>15.00-15.30 Break</b>		
15.30-17.00	<p><b>Socio-psychological context of food related behaviour</b></p> <p><b>Approach:</b> Lecture</p> <p><b>Objectives:</b> Become familiar with theories, concepts and models</p> <p>Including time for questions</p>	Cees de Graaf LEI
17.00-18.30	Exercise 2 – In groups (Carousel) on terminology	Moderation SEEDEV
18.30 -18.35	Conclusion of the day	Pascal Bernardoni SEEDEV

TUESDAY 3 FEBRUARY	Training – Methodology	Responsible/Trainer
<p align="center"><b>Qualitative Research: Introduction and Focus Groups</b></p> <p align="center"><b>Issues:</b> Aim of qualitative research in focus group</p> <p align="center"><b>Approach:</b> Lecture and working groups</p> <p><b>Objectives</b> Get tips and tricks about qualitative techniques and become familiar with development of methods.</p>		
08.00-08.05	Introduction of the day	Pascal Bernardoni SEEDEV
08.05-08.35	Introduction about qualitative research (and its links with quantitative research)	Cristina Mora, PARMA
08.35-10.00	Focus-Group Discussion	Burkhard Schaer, ECOZEPT & Martine Laniau, GEM
<p><b>10.00-10.30</b>     <b>Break</b></p>		
10.30-11.30	Focus Group Illustration (Use of indirect techniques in focus group affective aspects )	Siet Sijtsema, LEI
11.00-12.00	Exercise 3 – Brainstorming in groups on Focus Groups in WP5	Moderation SEEDEV
<p><b>12.00-13.30</b>     <b>Lunch</b></p>		
<p align="center"><b>Qualitative research: In depth Interviews and use of results.</b></p> <p align="center"><b>Issues:</b> Aim of qualitative research in depth interview techniques</p> <p align="center"><b>Approach:</b> Lecture and working groups</p> <p align="center"><b>Objectives:</b> Become familiar with development of methods.</p>		
13.30 -14.00	In Depth Interviews Illustration with industrials in depth interviews	Martine Laniau, GEM
14.00 - 15.00	Consumers in depth interviews (with use of e-g diaries, observation of pictures, etc)	SMMRI and ENITA-C
<p><b>15.00-15.30</b>     <b>Break</b></p>		
15.30-17.30	Exercise 4 – Brainstorming in groups on in depth interviews (divided between two clusters of 2 to 3 groups – one for consumer in WP5 and one for industrial in WP6)	Moderation SEEDEV
17.30-18.15	The use of qualitative research results	Burkhard Schaer, ECOZEPT
18.15-18.30	Discussion	SEEDEV
18.30-18.40	Training Assessment Questionnaire	Dragana Tar, SEEDEV
18.40-18.45	Conclusion of the training programme	Pascal Bernardoni, SEEDEV
<p><b>20.00</b>     <b>Special dinner at the ethno-restaurant Bele Vode</b></p>		
		Miljan Cvetkovic

### WEDNESDAY 4 FEBRUARY - Project Part

<b>Morning</b>	<b>Field Trip</b>	Miljan Cvetkovic
08.00	Departure from Hotel Monument	
09.00 -10.00	Visit of K.Dubica – Unaplod	
10.15 -11.00	Visit of K.Dubica – Mlekoprodukt	
11.30 -12.30	Visit of K.Dubica - Unaplod (orchrads - 40ha)	

#### 14.00 Traditional lunch

<b>Session 1</b>	<b>WP1:</b> Country progress report, problems issues, harmonisation	<b>Chairman:</b> Pascal Bernardoni
15.00-16.00	Discussion on the template	LEI
16.00-17.00	Discussion on the knowledge chain and indicators	

### THURSDAY 5 FEBRUARY - Project Part

08.00-09.00	WP1: Main conclusions and adaptations from the discussions hold on Wednesday	LEI
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<b>Session 2</b>	<b>WP2:</b> Country progress report, problems issues, harmonisation	<b>Chairman:</b> Georges Giraud
09.00 - 09.15	Introduction on the knowledge system	SMMRI and AGRIDEA
09.15 – 10.45	Presentation of the first results of WP2 per country	A member of each country team

#### Break

11.00-12.00	Discussion on WP 2 first results and progress	
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#### Lunch

<b>Session 3</b>	<b>WP10 Training planning:</b> on the basis inventory and expectations What, Who, How, When ?	<b>Chairman:</b> Dominique Barjolle
14.00-14.30	Presentation of the expertise inventory compilation	SEEDEV
14.30-15.30	Presentation of Training draft curricula (objective: agree on the content)	LEI
15.30-16.30	Discussion on the training general strategy (objective: schedule the training within the project and its implementation along with the progress of the project)	

<b>Session 4</b>	<b>WP3 Networking meeting:</b> Organisational aspects and objectives	<b>Chairman:</b> Juri Pohar
16.30-17.00	Presentation of the organisation and objectives of the first networking meeting in Serbia	SEEDEV
17.00-18.00	Discussion	

FRIDAY 6 FEBRUARY - Project Part

**Session 5**      **Website and methodology**

**Chairman:** Karin Zimmermann

08.00-08.45      **Internet website:** presentation; needed inputs and databases

08.45-10.15      **WP4:** progress of the WP4 linked with Wp1 and Wp2  
Progress and task repartition for WP5 and WP6 methodology  
Discussion

**Break**

**Session 6**      **Conclusions**

**Chairman:** Dominique Barjolle

10.30-12.00      Six months planning finetuning .

**Lunch**

**Afternoon**      **Steering Committee**

Travel back to the airport for the other partners (not members of the Steering Committee)