

Workplan for WP8

Scheduled tasks proposal for focus

Georges GIRAUD, giraud@enitac.fr

VetAgro Sup - Campus Clermont

WP8	AGRIDEA	SEDEV	SMMRI	GEM	LEI	ENITA-C	BEL	ZAG	RIHP	UL-SLO	UNEVI	PARMA	ECOZEPT	BiH	IPH MINE	
Activities				MG	MG	WP8 & MG					WP8 Assistants		MG			
8.1 Focus Group (with WP4)																
Focus group guide preparation				X	X	X				X	X	X	X			15-janv-09
Validation Focus groupe guide	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Meeting February 2010
Carry out focus groups			X				X	X	X	X				X	X	February-March 2010
Protocol for comparative analysis				X		X				X	X	X				30 March 2010
Focus group results analysis						X	X	X	X	X	X	X		X	X	Meeting June 2010
8.2 Conjoint Analysis																
First proposition structure of conjoint analysis (how the focus group results will be used, recruitment...) (with WP4)				X	X	X				X	X	X	X			Meeting February 2010
Structure of conjoint analysis sample of population and survey protocol			X	X		XX				X	X	X				October 2010
Conjoint Analysis design and questionnaire preparation			X	X		XX				X	X	X				October 2010
Validation of protocol, design and questionnaires Conjoint Analysis	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Meeting October 2010
Carry out Conjoint Analysis			X				X	X	X	X				X	X	October-December 2010
8.3 Analysis with a special focus on clusters																
Statistical analysis of results of conjoint analysis.			X			XX										31-January 2011
Interpretation of results of conjoint analysis.			X			X	X	X	X	X	X	X		X	X	28 February 2011
D8.1 Deliverable																
Report on consumers' attitudes, expectations and behaviours towards traditional food						XX	X	X	X	X	X	X		X	X	31-mars-11



WP8 schedule

Period	Deadline	Task
February	20 February 2010	Point on regulation on traditional foods in the Balkans
February	20 February 2010	Selection of products and regions/areas/towns for focus groups
	28 February 2010	WP4 Deliverable
February	15 March 2010	Translation of Focus Group guidelines
February March	31 March 2010	Training/Briefing on Focus Group guidelines (IPSOS)
April	30 April 2010	Focus Groups
March - May	15 May 2010	Transcription of Focus Groups sent to WP8 Leader + Assistants (if transcription)
	31 May 2010	National reports on focus group results to WP8 Leader + Assistants
	June 2010 Meeting	Presentation of combined results of focus groups
		Report on focus group results (WP8 leaders + assis. + MG)
July - September	30 September 2010	Conjoint analysis methodology and design, Questionnaire (WP8 leaders + assis. + MG)
	October meeting 2010	Validation of conjoint analysis methodology and design and questionnaire
October December	31 December 2010	Conjoint analysis
November	01 November 2010	Control of conjoint analysis implementation in each country
January	31 January 2011	Statistical analysis of conjoint analysis results (WP8 leader)
February	28 February 2011	Interpretation of conjoint analysis results (WP8 leaders + assis. + MG)
	31 March 2011	WP8 Deliverable