



Connect4Action workshop

“Supporting dialogue for successful food innovations”

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European Food Information Council (EUFIC)



3rd International ISEKI_Food Conference

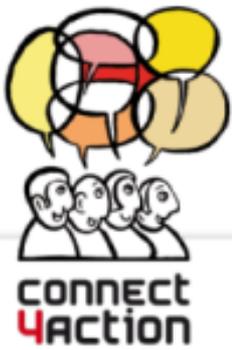
ISEKI_Food 2014

Athens, May 21-23, 2014

Bridging Training and Research for Industry and the Wider Community

Food Science and Technology Excellence
for a Sustainable Bioeconomy



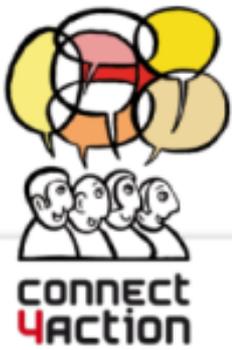


Connect4Action aims at...

...improving communication between

- consumers
- consumer scientists
- food technology developers
- other key players

in order to improve the success of food technology development and commercialisation in Europe.



Connect4Action Toolbox

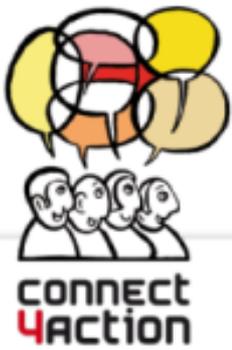
- Tools enabling effective communication among key actors involved in the process of developing food innovations (from food technologists to consumer scientists)
- Trainings to apply these tools in either an academic or an industry context



Aim of this workshop

We want to provide you with an overview of our toolbox and specific trainings being developed within the project

We hope to gather feedback from you on the tools and training courses by means of our **group discussions** during the break-out session!



Proposed tools for communication

- Recommendations for communication
- Case studies
- Early signalling guide
- Glossary of key terms
- Wiki on consumer science for NPD
- Wiki on food science & technology for NPD
- Steps for an effective communication plan



Stakeholder Community

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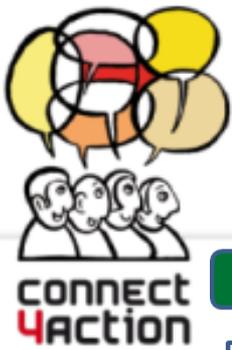
[Extranet Access](#)

- [Recommendations for communication](#)
- [Case studies](#)
- [Early signalling guide](#)
- [Glossary of key terms](#)
- [Wiki on consumer science for NPD](#)
- [Wiki on food science & technology for NPD](#)
- [Steps for an effective communication plan](#)
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- [Training materials](#)

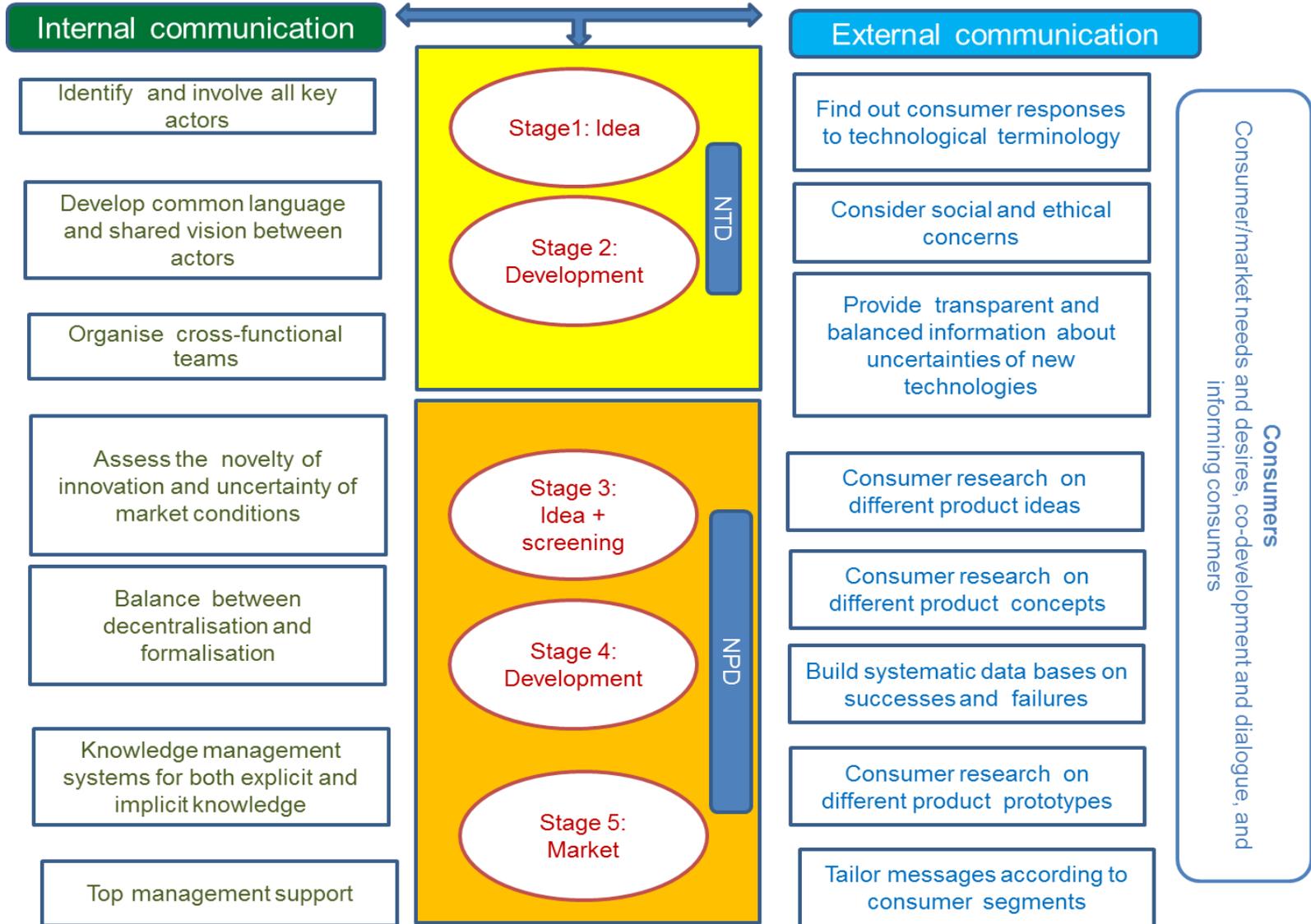
welcome to the connect4action toolbox!

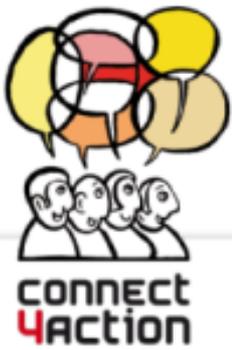
The toolbox includes a series of different tools and is intended for any actors involved in the food innovation process who are interested in improving communication occurring at different levels along the entire food chain, from production to consumption. It should especially interest food industry professionals, academics and researchers coming from different backgrounds as it promotes dialogue and understanding among people used to speak different disciplinary languages.

The toolbox is one of the output of the Connect4Action project and is being developed on the grounds of results coming from other activities of the project, namely a Delphi survey on barriers and strategies for improved communication, and literature reviews on external and internal communication occurring during the food innovation process. In addition, it contains selected information from other sources. This is a dynamic website and its content will be updated over the course of the Connect4Action project, as feedback from users and from participants to the Connect4Action trainings will be received.



Recommendations for communication





Case studies

Case studies

Present different existing case studies on internal and external communication strategies in companies dealing with food technologies. Important aspects are innovation behaviour of each company, internal communication activities and external communication activities.

Discussion

What are the pros and cons of the case studies illustrated? Are they meaningful to illustrate internal and external communication?

Real-life examples vs. fictional stories, failure vs. success.. Do all roads lead to Rome?

Interactive task

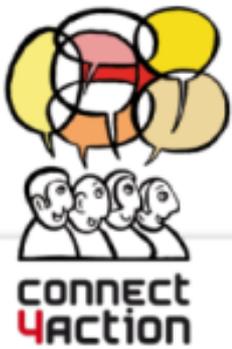
How can we develop a fictional case study?

- 1) What are the requirements for a use- and helpful case study, to illustrate internal and external communication: success and failures?
- 2) Is there a standard structure that could be applied?
- 3) How can this be turned into a manual for companies, to develop their own stories?

Recommendations

Work out the requirements of a good case study for your own company, e.g. how to access the data and what information is useful. Discuss the necessary content (background information, innovation behaviour, communication activities etc.) and what aspects should be adapted to a specific environment (regulatory details, national differences etc.).

- How can companies develop their own (fictional) success and failure case studies, to learn from and improve in the future?



Early signalling guide (TNO)

How to **identify sentiments** and (perceived) **risks**, that might become issues

Guide stakeholders through **big volumes** towards relevant information

ERIS (emerging risk identification support) was redesigned for Connect4Action

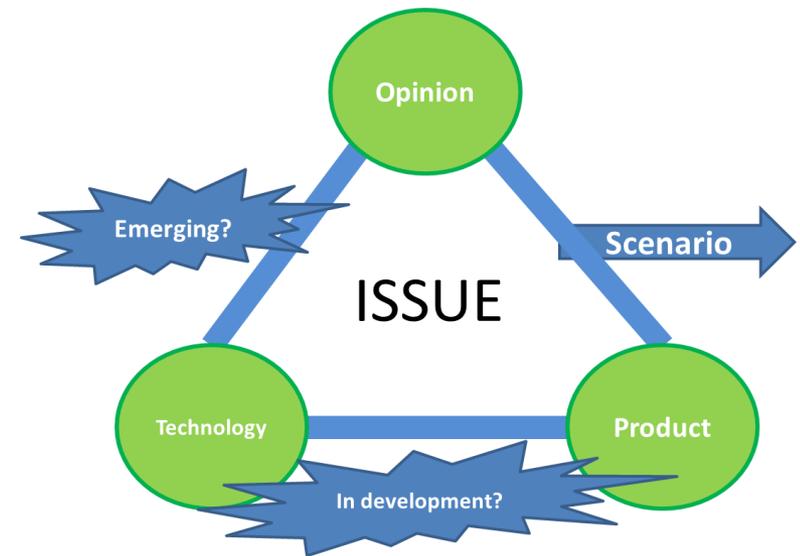
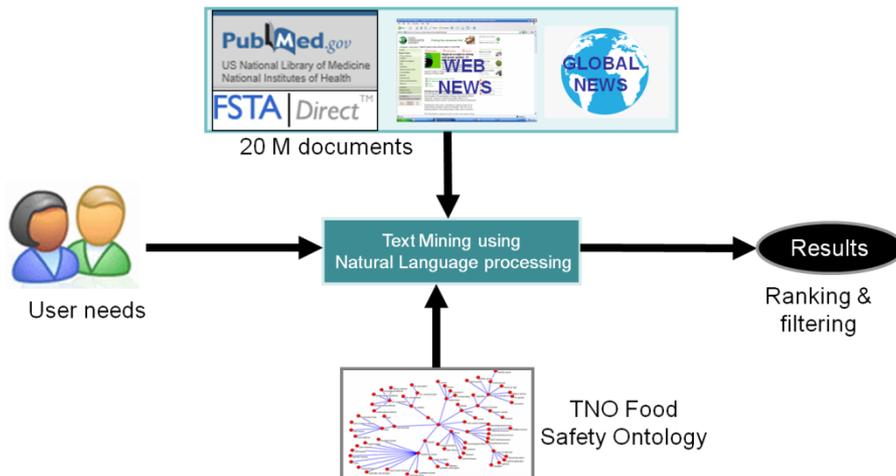
Basis is **text mining and natural language processing** of large volumes (mainly scientific abstracts)

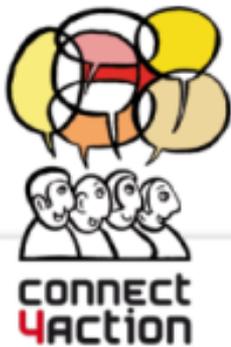
Finding relations within and between texts with relevance to the subject

Early signalling guide (TNO)

Internal TNO system:
Based on the original set up for
food safety risks and hazards.

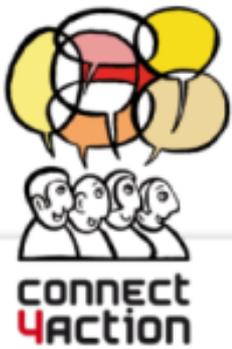
Thinking model for Connect4Action:





Early signalling guide (TNO)

Product	Opinion	Technology	Stakeholder	Year	Reference link	Snippet – Primary relation	Doc title
eggs	public concerns	biofuels	public	2012	2013-04-Sn1021	Challenges faced by the US poultry industry are discussed, in relation to: profitability of poultry companies; speciality	Challenges for the US poultry industry.
apple	consumer attitudes	HPP	consumer			This study examined consumer attitudes towards apple juice produced by means of 2 new technologies, high-pressure processing (HPP) and pulsed electric field processing (PEF).	Consumers' perceptions of HPP and PEF food products. British Food Journal
food	knowledge	biotechnology		2012	2013-05-Jq2596	Desert truffles are used in Saudi Arabia and many other Arabian Gulf countries as both food and medicine. There is a lack of scientific knowledge about the biotechnology, ethnomycolology, taxonomy, biodiversity, physiology, preservation, mycorrhization, cultivation and conservation of desert truffles.	Status and need of research on desert truffles in Saudi Arabia.
food	knowledge	biotechnology	media	2013	2013-08-Ba1178	Media attention to 3 specific high-profile GM food cases was described and linked to innovation practice. Results indicate that the public only had access to limited information on GM foods based on scientifically valid data through written English media. It is concluded that innovators in food biotechnology may benefit from this knowledge for future product development and marketing.	Media attention to GM food cases - an innovation perspective.



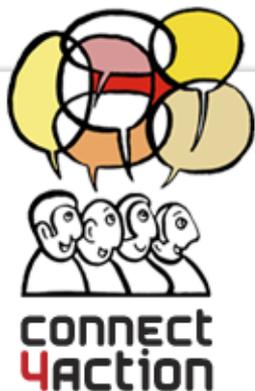
Glossary of key terms

Rationale

Communication between food scientists & consumer scientists is hindered by lack of common understanding of different terminology

Mode and content

- Portal to existing on-line glossaries in various disciplines
- Interactive & dynamic glossary
 - Including references, links to relevant applications and extras (e.g. success stories, external links, etc.)
- Search field, alphabetical list and graphical representations



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[Steps for an effective communication plan](#)

[Discussion forum](#)

[Training materials](#)

Glossary of key terms used on this site

There are 5 entries in this glossary.

Search for glossary terms (regular expression allowed)

Begins with Contains Exact term Sounds like

[All](#) [A](#) [C](#) [D](#) [P](#) [S](#)

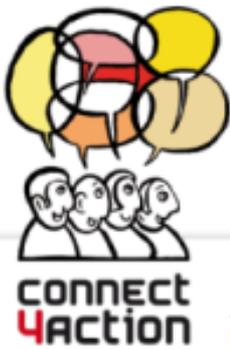
Term

Definition

[Consumer acceptance](#)

Consumer acceptance can be defined as a positive predisposition toward buying and using a product. Policy makers and managers need to fully understand the multifaceted process by which consumers accept or reject a new food product. Further, if there is acceptance, then the problem is one of understanding how acceptance translates into a market decision to purchase the new product.

[Glossary 2.8](#) uses technologies including [PHP](#) and [SQL](#)



Wikis on Consumer science/ Food science and technology

Food science

From Wikipedia, the free encyclopedia
(Redirected from [Food Science](#))



This article **needs additional citations for verification**. Please help [improve this article](#) by [adding citations to reliable sources](#). Unsourced material may be challenged and removed. *(April 2013)*

Food science is the [applied science](#) devoted to the study of [food](#). The [Institute of Food Technologists](#) defines food science as "the discipline in which the engineering, biological, and physical sciences are used to study the nature of foods, the causes of deterioration, the principles underlying food processing, and the improvement of foods for the consuming public".

^[1] The textbook *Food Science* defines food science in simpler terms as "the application of basic sciences and engineering to study the physical, chemical, and biochemical nature of foods and the principles of food processing".^[2]

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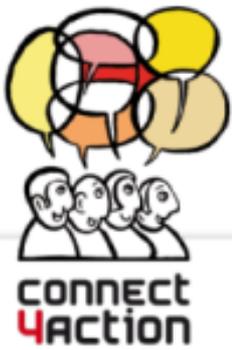
- 1 Overview
- 2 Disciplines
- 3 By country
 - 3.1 Australia
 - 3.2 United States
- 4 Publications
- 5 See also
- 6 Notes and references
- 7 Bibliography
- 8 External links

Overview [\[edit\]](#)

Activities of food scientists include the development of new food products, design of processes to produce these foods, choice of packaging materials, [shelf-life](#) studies, sensory evaluation of products using [panels](#) or potential consumers, as well as microbiological and chemical testing. Food scientists may study more fundamental phenomena that are directly linked to the production of food products and its properties.

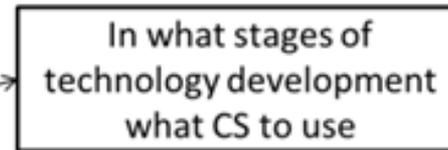
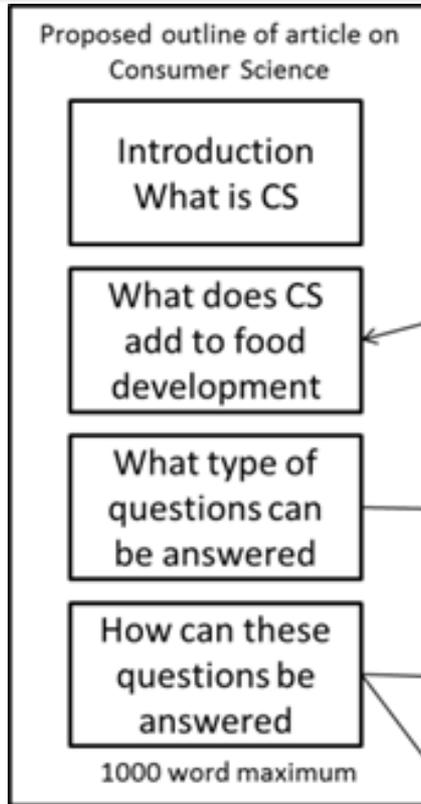
Food science brings together multiple scientific disciplines. It incorporates concepts from fields such as [microbiology](#), [chemical engineering](#), and [biochemistry](#).

Professional associations of food scientists include:

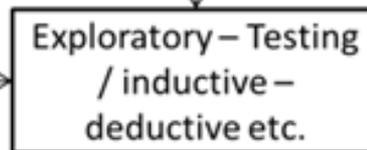


Consumer science Wiki: Example

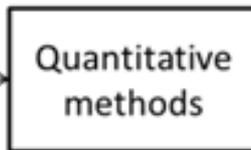
Article 1



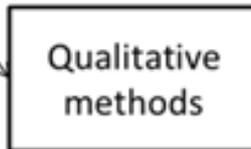
Article 2



Article 3



Article 4



Article 5





[Recent changes](#) [Media Manager](#) [Sitemap](#)
Trace: - [consumer_science](#)

consumer_science

CONSUMER SCIENCE

Consumer science is the research discipline that studies opinions, choices and behaviour of consumers in relation to products and services. Consumer science draws on insights from other "mother" disciplines such as psychology and sociology. Consumer science is an applied science that relates to marketing research. Consumer science aims to predict and explain consumer attitudes, perceptions, values and choice behaviour to provide insights into marketing, development and production of consumer goods. Consumer science predictions are based on characteristics of products, consumers and contexts, in which a consumer forms and opinion and choice, or engages into behaviour. It uses a range of qualitative and quantitative techniques to gather consumers data. Consumer food science draws heavily on general consumers science, but also might involve sensory and nutrition science.

[Edit](#)

WHAT CAN CONSUMER SCIENCE ADD TO TECHNOLOGY DEVELOPMENT?

Consumer science can provide insight into which properties of a [new technology or product](#) are most likely to induce negative or positive evaluations, influencing acceptance or rejection. In the past many determinants have been identified. These include among others: Attitudes (overall evaluations), risk perceptions, benefit perceptions, emotions, trust, norms (that what your environment or your conscience expects of you), perceived control over a situation (connect4Action report 2.2). Causal models are based on determinants of consumer response to new technology, that aims to predict consumer response in a new situation. In addition to causal models, consumer science provides insights into what properties in a technology may cause problems. Perceived risk increases due to uncertainty, lack of knowledge, newness and being a technology rather than a natural product group. Similarly a technology with the potential of fatal consequences, having impact on many people at the same time, having long term uncontrollable and generally nasty consequences is perceived as more risky. Awareness of relevant determinants for positive or negative responses and their interrelations, and the knowledge of factors that increase or reduce positive and negative perceptions of a new technology can support development of technologies that are acceptable. Two topics are relevant to discuss with consumers related to new food technology. (1) The technology as a whole, and (2) Products in which the technology is applied. When discussing the technology as a whole with consumers the discussion tends to be more abstract and removed from day to day action. It is likely in these cases that societal concerns play a relatively large role., When discussing concrete products with consumers, immediate experience and personal benefits to the consumer play a relatively larger role.

[Edit](#)

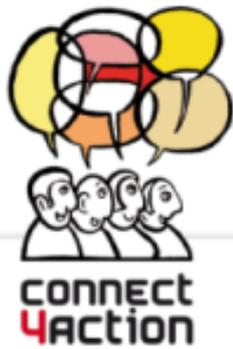
WHAT TYPES OF QUESTIONS CAN BE ANSWERED WITH CONSUMER SCIENCE?

Consumer research aims to understand [the behaviour of consumers](#). It provides exploration of previously unknown behaviour, for example because a new technology introduces completely new possibilities for consumer action. It provides quantification of effects

Table of Contents

- ◆ [Consumer Science](#)
- ◆ [What can consumer science add to technology development?](#)
- ◆ [What types of questions can be answered with consumer science?](#)
- ◆ [How can these questions be answered?](#)





Communication plan

steps for an effective communication plan

➤ 1. Provide the situational analysis (background section):

➤ 2. Determine goals/objectives:

➤ 3. Identify and profile target audience(s):

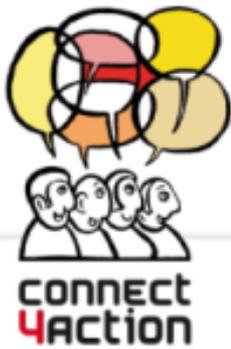
In order to target the correct audience and to successfully bring a product to market you should have an understanding of how your audience evaluates the benefit of a new food product. For example, are their choices about whether to select a new food product primarily influenced by word-of-mouth recommendations from people within their social network or via another route?^[3] You should also understand the sociodemographic profile of your target audience, in order to determine how much you can sell a product for. For example, in a report, published in 2007 by the European Commission (EC) CORDIS, which is a dissemination service for EC funded projects, it is estimated that 13% of the average European family budget is spent on food.^[4]

^[3] CGIAR Developing a Communication Plan.

^[4] European Commission (2007) Food consumer science: Lessons to be learnt from FP projects in the field of food and consumer science. <ftp://ftp.cordis.europa.eu/pub/food/docs/booklet-consumer.pdf>

➤ 4. Develop key messages:

➤ 5. Choose strategies and tactics:



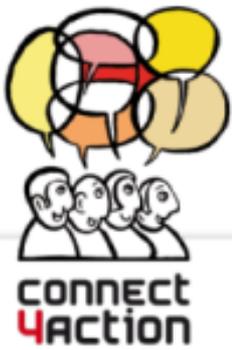
Training activities

Objective of training activities

To accompany the tools and help communicating issues for food technology development and commercialisation.

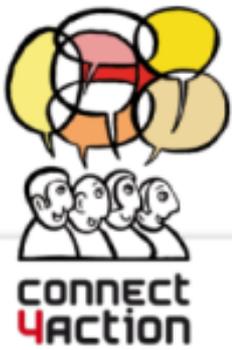
Targeted to

- Food industry professionals
- Young academics (PhD/MSc students)



Contents of training activities

1. Introduction: A few definitions
2. Barriers to communication
3. Internal communication
4. External communication
5. Recommendations for successful communication during food innovations
6. Case studies
7. Early signalling guide
8. Essentials of consumer science for food technologists
9. Essentials of food science & technology for consumer scientists



Training activities: open issues

Contents

- Similar/ Different for academics and professionals?
- Adding/ Removing contents?

Proposed duration

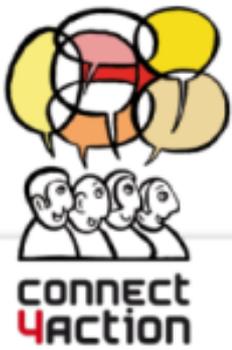
- For academics: 3 days/ 6 hours per day (inc. tutorials, interactive sessions)
- For professionals: 1 day

Delivery modes

- Face-to-face
- E-learning

Materials

- PowerPoint presentations
- Tools of the toolbox (glossary, wikis, etc.)
- Readings / References
- Podcasts, webinars
- Quiz, self-assessment tests, exercises, case studies
- Forum for students (e.g. to discuss case studies)



E-learning tool

Part of it will be available on the Connect4Action project website (www.connect4action.eu) and part of it will be integrated into the ISEKI moodle platform.



Example of an e-learning platform

Industry platform

- [-] Food supply organisations
 - o Stakeholders Database
 - o Cold Chain Database
 - o E-learning
- [-] IFA Webinars
 - + List of Webinars
- o Other platforms

Education platform

- [-] Teaching materials
 - o DB on teaching materials
 - o Books
 - o E-learning
- [-] IFA Webinars
 - o List of Webinars
- [-] Curricula on food studies
 - o List of curricula
 - o Search all courses
- [-] Equipment Database
 - o Search Equipment DB
- o Other platforms

Students platform

Hygienic Design and Cleaning Validation (2 ECTS)

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Settings

▶ [My profile settings](#)

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Latest news

18 Apr, 06:02
Gerhard Schleining
Course Massy [more...](#)

10 Apr, 05:32
Gerhard Schleining
Posting and answering
questions [more...](#)

Topic outline

Hygienic Design and Cleaning Validation

[news](#)

to improve the quality of this course please mention here **suggestions and problems**

[General Discussion Forum](#)

to improve the quality of this course please **answer to the following questions**

[feed-back](#)

ORGANISATION

[organisation](#)

[Introduction of participants](#)

if you are carrying out this course with other participants, maybe in a blended learning course, then join a group and give your name to a group, otherwise skip this and do the group task as individual

[Group building](#)

GROUP AREA

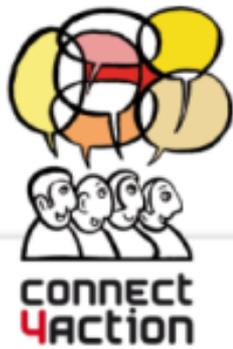
[place for internal group discussions](#)

[place to communicate via a common document per group](#)

1

Introduction

[BOKU and ISEKI-Food Association](#)
 [Food Safety](#)



Upcoming events

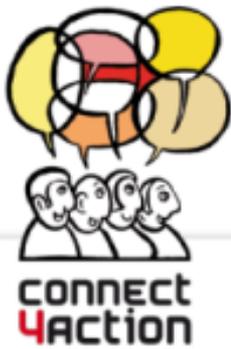
Final conference

- *October 29*: a joint event with partner project RECAPT (Retailer and Consumer Acceptance of Promising Novel Technologies and Collaborative Innovation Management), *Brussels*

Final training

- *November 25*: for industry professionals and academics (e.g. consumer scientists), in conjunction with the annual EFFoST conference, *Stockholm*

➔ **You are more than welcome to participate!**



Your feedback is vital!

Now we need your input!
What are your thoughts on...

The tools we
presented?

The trainings we
envision?

→ Go get a coffee and then join your group to discuss your topic during the break-out session

Thank you for your attention!

Connect4Action

www.connect4action.eu

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Assistant to the coordinator: Dora Lakner

Sophie Hieke (Sophie.Hieke@eufic.org)

