



Grant Agreement number: FP7-KBBE-2009-245003

Project title: Quality and integrity in food: a challenge for chain communication and transparency research

Period covered: from 01 December 2009
to 30 November 2011

Prof. Dr. Schiefer, Gerhard; University of Bonn, Germany

Tel: +49-228-733500

Fax: +49-228-733431

E-mail: schiefer@uni-bonn.de

Project website address: <http://www.transparentfood.eu>

Contents

1	Final publishable summary report.....	3
1.2	A summary description of project context and objectives (Figures to the section).....	3
1.5	The address of the project public website	5
1.6	Project Logo.....	5
1.7	Involved Contractors and Coordinator contact details	6
1.8	European Platform Transparent Food	7
	Consortium	13

1 Final publishable summary report

This section focuses on additional information to the summary description of the project Transparent_Food. Following, figures from the section 1.2 are presented. Next, the address of the project website, involved contractors and contact details of the coordinator are pointed out. Finally, the European Platform Transparent_Food is presented.

1.2 A summary description of project context and objectives (Figures to the section)

Figure 1: Framework scheme with layers and stakeholder integration

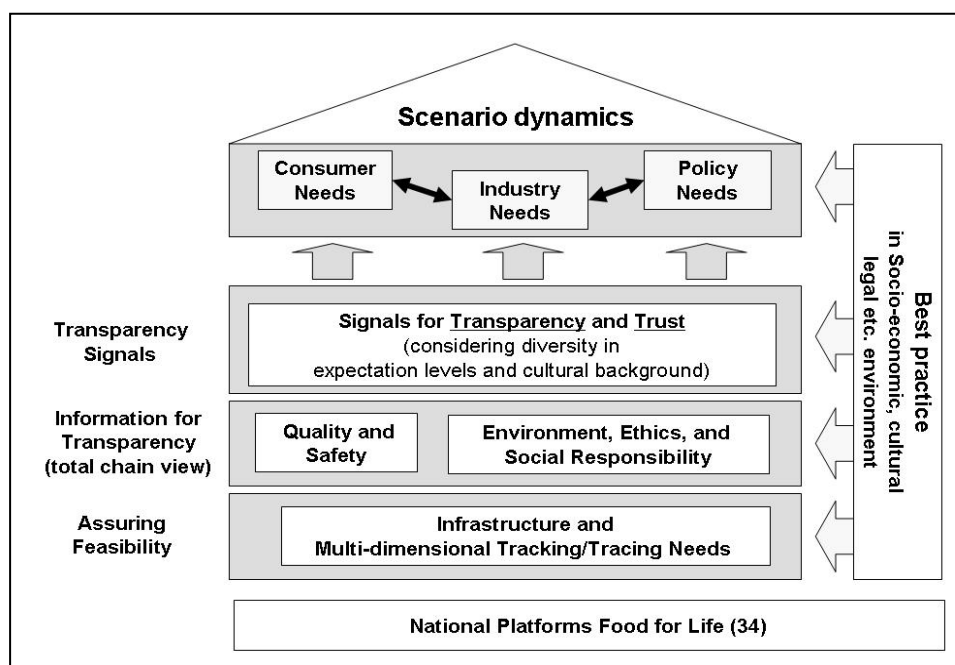


Figure 2: Work packages for the development of project results

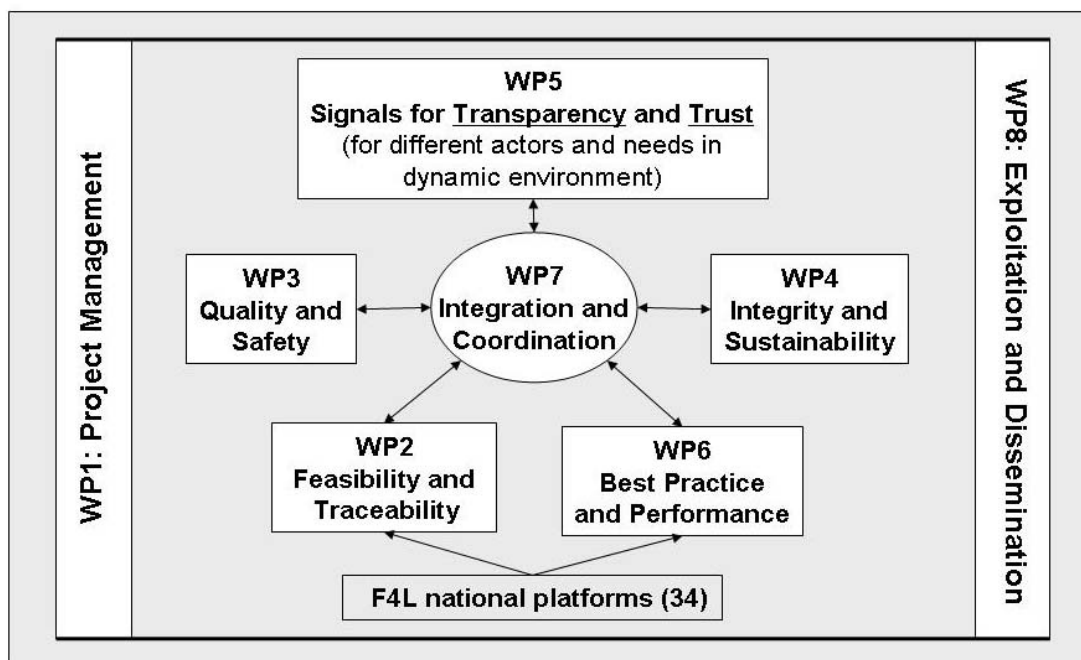
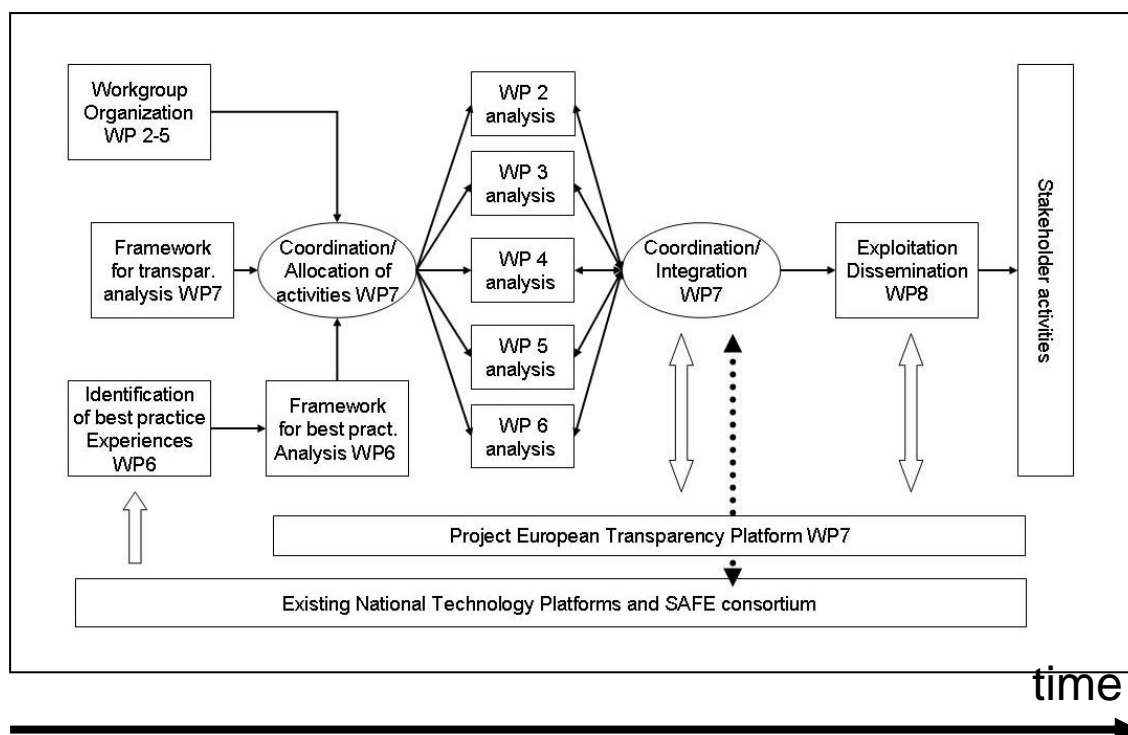


Figure 3: Relationship between work packages in reaching the project results



1.5 The address of the project public website

In general the project website has been designed yet at the beginning of the project to offer a platform for communicating to the public and to industry operators the results and achievements of the project. The website was continuously updated and informs about the state and results from the project. This website was located at a domain specifically registered for the project:

<http://www.transparentfood.eu>

1.6 Project Logo



1.7 Involved Contractors and Coordinator contact details

In the following table the members of Transparent_Food project are outlined by role, name and country.

Table 1: List of Participants

Participant Role	Participant No. + Short name	Participant name	Country
C01	UBO	Department for Food and Resource Economics, University of Bonn	Germany
B02	KTBL	Kuratorium für Technik und Bauwesen in der Landwirtschaft e.V.	Germany
B03	TUB	Technwasche Universität Berlin	Germany
B04	SAFE	European Association for Food Safety (SAFE consortium)	Belgium
B05	SIK	Institutet för Livsmedel och Bioteknik AB	Sweden
B06	AU	Aarhus Universitet	Denmark
B07	City	City University London	Great Britain
B08	RLabs	RLabs Market Research Ltd	Greece
B09	Ugent	Ghent University	Belgium
B10	CCH	Campden BRI Magyarország Nonprofit Kft.	Hungary

Table 2 presents the manager and coordinator of the Transparent_Food project with their contact details.

Table 2: Contact details of project manager and coordinator

Project Manager and Coordinator

Prof. Dr. Gerhard Schiefer

University of Bonn

Department of Food and Resource Economics

Chair for Business Management, Organization and Information Management

Meckenheimer Allee 174

D-53115 Bonn

Germany

E-mail: schiefer@uni-bonn.de

Phone: +49-228-73 3500

Fax: +49-228-73 3431

1.8 European Platform Transparent Food

Experiences from previous European projects dealing with transparency issues such as tracking and tracing showed the difficulty of keeping the dynamics in developments ongoing. The project Transparent_Food has from the beginning developed and utilized a transparency platform that could be used to provide visibility to the transparency discussions and support interaction between interested initiatives.

The initial platform allowed users to upload documents and to participate in forum discussions and web consultations differentiated according to different working groups. The platform integrated elements of the open source 'open conference system' and a dedicated platform for corporate work. The platform was used within the project including web consultations and document exchange. Furthermore, stakeholders were invited to visit the platform place. However, during the course of the project the utilization of the platform by stakeholders groups did not match the expectations. It was therefore decided to consider the Transparency Platform developed during the early phases of the project a '*prototype 1*'. The following three screenshots present the view of the '*prototype 1*'.

Prototype version 1

The screenshot displays the 'EUROPEAN TRANSPARENCY PLATFORM' website. The header is a dark blue bar with the platform name in white. Below it is a navigation menu with links: HOME, ABOUT, LOG IN, ACCOUNT, SEARCH, THIS PLATFORM, ANNOUNCEMENTS, and TRANSPARENTFOOD. A secondary menu includes MYROLE, RESTRICTED_DB, JOURNAL_FSD, and FORUM. The main content area has a breadcrumb trail: Home > European Food Transparency Initiative > European Transparency Platform. The title 'EUROPEAN TRANSPARENCY PLATFORM' is followed by the subtitle 'VIRTUAL WEB COMMUNICATION PLATFORM' and the dates 'NOVEMBER 30, 2012 – NOVEMBER 30, 2012'. A section titled 'Web Consultation through the FORUM' contains text about transparency in the food sector and a notice that the platform is open until November 30, 2012. Below this is 'PLATFORM INFORMATION' with links to Overview, Proposal Submission, and Presentations. The right sidebar contains a 'LINK TO OCS' section with a 'Platform Help' link, a 'USER' login section with fields for Username and Password, a 'Remember me' checkbox, and a 'Log In' button. It also has a 'CONFERENCE CONTENT' section with a search bar and a dropdown menu set to 'All'. Below that is 'Platform Information' with links to Overview, Proposal Submission, and Presentations. The 'Browse' section has links for Platform, Author, and Title. The 'NOTIFICATIONS' section has links for View, Subscribe, and Unsubscribe. The 'FONT SIZE' section has three buttons: A, A, and A. The 'INFORMATION' section has a link for For Readers.

The screenshot displays the 'EUROPEAN TRANSPARENCY PLATFORM' website. The header features a navigation menu with links: HOME, ABOUT, LOG IN, ACCOUNT, SEARCH, THIS PLATFORM, ANNOUNCEMENTS, and TRANSPARENTFOOD. Below this is a sub-menu with MYROLE, RESTRICTED_DB, JOURNAL_FSD, and FORUM. A breadcrumb trail reads: Home > European Food Transparency Initiative > European Transparency Platform > About the Conference. The main content area is titled 'ABOUT THE CONFERENCE' and includes sections for PEOPLE (Contact, Organizing Team), POLICIES (Working Group 'General', Policy, Consumers and Markets, Food Safety Quality, Environment Ethics, Chain Management, System Providers, Best Practice), SUBMISSIONS (Online Submissions, Copyright Notice, Privacy Statement), and OTHER (Sitemap, About this Conference System, Statistics). The right sidebar contains a 'LINK TO OCS' section, a 'Platform Help' link, a 'USER' login form with fields for Username, Password, and a 'Remember me' checkbox, and a 'Log In' button. Below this is a 'CONFERENCE CONTENT' section with a search bar, a dropdown menu set to 'All', and a 'Search' button. Further down are links for 'Platform Information' (Overview, Proposal Submission, Presentations), 'Browse' (By Platform, By Author, By Title), 'NOTIFICATIONS' (View, Subscribe / Unsubscribe), 'FONT SIZE' (A, A, A), and 'INFORMATION' (For Readers).

The screenshot displays the 'EUROPEAN TRANSPARENCY PLATFORM' website, specifically the 'ANNOUNCEMENTS' page. The header and navigation menu are identical to the previous screenshot. The breadcrumb trail reads: Home > Announcements. The main content area is titled 'ANNOUNCEMENTS' and includes a 'REGISTRATION' section with a paragraph explaining the process and a 'STAKEHOLDER COMMUNICATION' section with a paragraph explaining the platform's purpose. The right sidebar is identical to the previous screenshot, featuring the 'LINK TO OCS' section, 'Platform Help' link, 'USER' login form, 'CONFERENCE CONTENT' search bar, 'Platform Information' links, 'Browse' options, 'NOTIFICATIONS' links, 'FONT SIZE' controls, and 'INFORMATION' link.

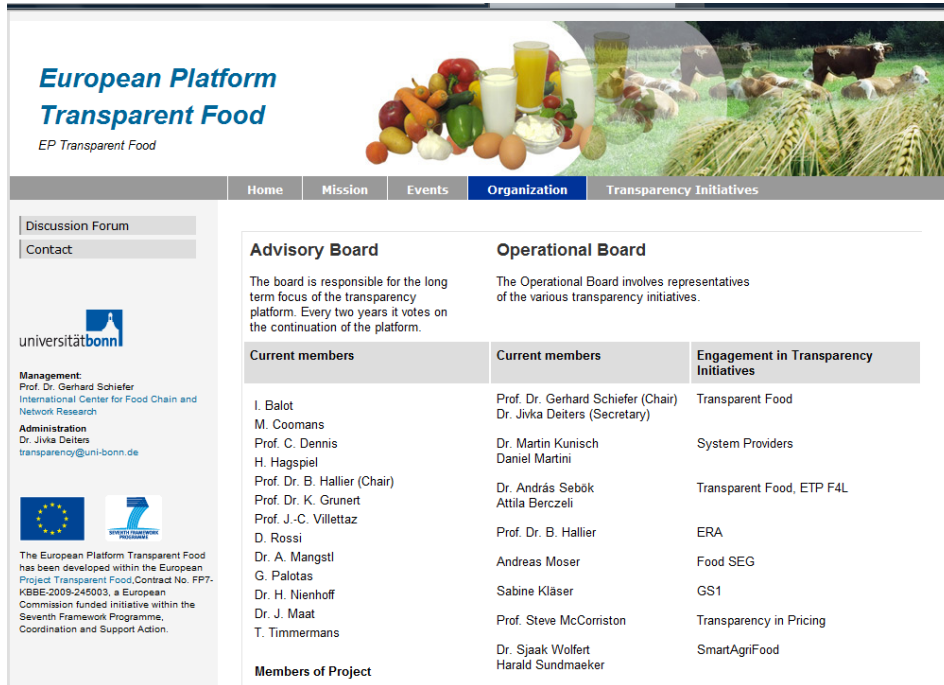
The experiences from developing and using the prototype 1 of the Transparency Platform were used in the second phase of the project to prepare a prototype 2 which could be implemented towards the end of the project for keeping the initiative going.

The prototype 2 was named the European Platform Transparent Food and accessible through a specified web domain (www.transfood.eu). The platform built on an organization which included

a) an advisory board,

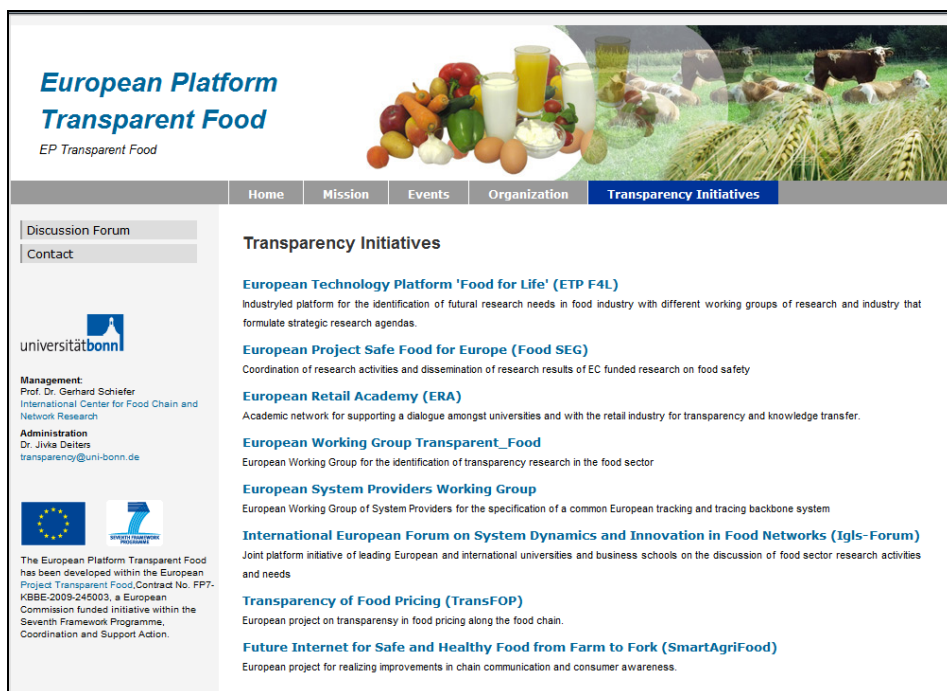
- b) members of the Transparent_Food workgroup leaders, and
- c) an operational board

Prototype version 2



The operational board consisted of the group participating in the platform initiative. The platform was home to a number of present transparency initiatives. Each of the initiatives had a dedicated web page and a data base container that allowed the exchange and presentation of documents. The initiatives currently linked with the platform included a.o.

1. European project on "Transparent_Food"
2. European project on transparency in pricing: TransFOP
3. European project FoodSEG on Food Safety
4. European project SmartAgriFood including wassues on Awareness
5. European System Provider Working Group
6. European Technology Platform Food for Life: Food Chain Management Group
7. European Retail Academy
8. Intern. European Forum on System Dynamics and Innovation in Food Chains




The two last ones were stakeholder focused initiatives which should activate platform traffic. The platform itself included a blog for discussions, information on events and latest documents of broader interest. A functionality for the organization of public consultations (surveys) was attached.

The following screenshots present the above mentioned sections of the platform.


European Platform Transparent Food

EP Transparent Food





[Home](#) [Mission](#) [Events](#) [Organization](#) [Transparency Initiatives](#)

[Discussion Forum](#)
[Contact](#)



Management:
Prof. Dr. Gerhard Schliefer
International Center for Food Chain and
Network Research

Administration
Dr. Jivka Dellers
transparency@uni-bonn.de



The European Platform Transparent Food
has been developed within the European
Project Transparent Food, Contract No. FP7-
KBBE-2009-245003, a European
Commission funded initiative within the
Seventh Framework Programme,
Coordination and Support Action.

"Everybody knows what transparency is, until asked to give a definition. Then it seems nobody knows."
(adapted from Oliver, R. (1997). Satisfaction: A behavioral perspective on the Customer. Mc Graw-Hill, NY)

The **European Platform Transparent Food** has been established as a common meeting platform for all groups in industry and research with interest in the development of transparency in the food sector. It builds on the experience with the organization of European Technology Platforms, with transparency related research networks, and with various networks of providers and users of tracking, tracing and quality system solutions. It addresses representatives of industry, retail, policy, system providers, industry and consumer associations, public and private research associations.

News

- 6th International European Forum (Iglis-Forum) on System Dynamics and Innovation in Food Networks
February 13-17, 2012 - Innsbruck-Igls, Austria
- Eurekacademy
Research and Innovation Collaboration in the Food Sector II
January 19, 2012, Brussels
Contact: a.sebok@campdenkht.com

Documents for public consultation

- Strategic Research Agenda (SRA) of the European Project Transparent Food (Draft for Stakeholder Communication)
Contact: transparency@uni-bonn.de
- Strategic Innovation and Research Agenda SIRA of European Technology Platform Food for Life (Draft for Stakeholder Communication)
Contact: <http://etp.ciaa.be>
- Best Practice Guide on Transparency
Contact: a.sebok@campdenkht.com


European Platform Transparent Food

EP Transparent Food





[Home](#) [Mission](#) [Events](#) [Organization](#) [Transparency Initiatives](#)

[Discussion Forum](#)
[Contact](#)



Management:
Prof. Dr. Gerhard Schliefer
International Center for Food Chain and
Network Research

Administration
Dr. Jivka Dellers
transparency@uni-bonn.de



The European Platform Transparent Food
has been developed within the European
Project Transparent Food, Contract No. FP7-
KBBE-2009-245003, a European
Commission funded initiative within the
Seventh Framework Programme,
Coordination and Support Action.

Why transparency ?

Transparency in the food chain is an old requirement brought forward by consumers but also by industry which depends on transparency in its own decision processes in logistics and marketing. Management approaches like *Efficient Consumer Response (ECR)* or *Customer Relationship Management (CRM)* have transparency as an implicit goal. However, because of their focus on the end of the chain they have missed to integrate the chain and network view as a whole and the need to build transparency on the participation of all actors in the field, consumers, enterprises, institutions, households, and agriculture as the common production base. The global activities of chains and networks and the global sourcing involving agriculture from different countries, continents, and cultural backgrounds have contributed to the transparency challenge.

Transparency builds on appropriate signals which integrate available information and communicate a certain 'message' to recipients (e.g. 'food is safe'). In the selected domain, signals build primarily on information about products, including their composition and characteristics, and on information about processes they were involved in or exposed to. Examples for the generation of information to be useful for signals related to food safety and quality in industry are the participation in monitoring schemes (as e.g. salmonella monitoring schemes) or quality system schemes (as e.g. BRC or IFS certification schemes), examples for consumer related signals involve the 'food miles' or the 'carbon footprint' retail initiatives.


However, transparency signals are not just those that can be formally communicated or that build on information collected through formal information systems. Cultural background of producers, local customs, or the location of production may provide, if known, strong signals to consumers on the quality of products or the reliability of information. As a consequence, the need for **formal transparency signals** or their content may differ significantly between regions, cultures, etc.

European Platform Transparent Food

EP Transparent Food



[Home](#) [Mission](#) [Events](#) [Organization](#) [Transparency Initiatives](#)

[Discussion Forum](#)
[Contact](#)



Management:
Prof. Dr. Gerhard Schiefer
International Center for Food Chain and Network Research

Administration
Dr. Jivka Deiters
transparency@uni-bonn.de



The European Platform Transparent Food has been developed within the European Project Transparent Food, Contract No. FP7-KBBE-2009-245003, a European Commission funded initiative within the Seventh Framework Programme, Coordination and Support Action.

Events

Forthcoming Events and Publications

- 6th International European Forum (Iglis-Forum) on System Dynamics and Innovation in Food Networks February 13-17, 2012 - Innsbruck-Igls, Austria
- Publication of the Strategic Research Agenda (SRA) of the European Technology Platform 'Food for Life' (Contact: <http://etp.ciaa.be>)
- Publication of the Strategic Research Agenda (SRA) of the European Project Transparent Food (Contact: transparency@uni-bonn.de)
- Publication of the Best Practice Guide on transparency in the food chain (Contact: a.sebok@campdenkht.com)

Past Events


- 8th to 9th November 2011 in Maritim Rhein-Main Hotel, Darmstadt:
[Transparent Food - Technologies and Implementation](#)
- [Public Project Workshop](#): November 3, 2011 in Bonn
- [2nd Stakeholder Implementation workshop](#): September 26, 2011 in Brussels
- [European tracking/tracing backbone workshop](#): 8-9 June 2010 in Brussels
- [1st European Stakeholder Meeting](#): 6 May 2010 in Brussels

European Platform Transparent Food

EP Transparent Food



[Home](#) [Mission](#) [Events](#) [Organization](#) [Transparency Initiatives](#)

[Discussion Forum](#)
[Contact](#)



Management:
Prof. Dr. Gerhard Schiefer
International Center for Food Chain and Network Research
University of Bonn (www.foodnetcenter.uni-bonn.de)
Meckenheimer Allee 174
D-53115 Bonn, Germany
E-mail: schiefer@uni-bonn.de

Administration
Dr. Jivka Deiters
transparency@uni-bonn.de



The European Platform Transparent Food has been developed within the European Project Transparent Food, Contract No. FP7-KBBE-2009-245003, a European Commission funded initiative within the Seventh Framework Programme, Coordination and Support Action.

Contact

Management


Prof. Dr. Gerhard Schiefer
International Center for Food Chain and Network Research
University of Bonn (www.foodnetcenter.uni-bonn.de)
Meckenheimer Allee 174
D-53115 Bonn, Germany
E-mail: schiefer@uni-bonn.de

Administration

Dr. Jivka Deiters
transparency@uni-bonn.de

Location

[Meckenheimer Allee 174](#)
[Rheinische Friedrich-Wilhelms-Universität Bonn](#)
[Poppelsdorf, 53115 Bonn](#)



[Karte](#) [Sat](#) [Gelände](#) [Earth](#)

The platform will be kept going for the coming years and be continuously updated to serve its purpose.

Consortium

	Department for Food and Resource Economics, University of Bonn (UBO)	Germany
	Kuratorium für Technik und Bauwesen in der Landwirtschaft e. V. (KTBL)	Germany
	Department of Food Biotechnology and Food Process Engineering, Technische Universität Berlin (TUB)	Germany
	The European Association for Food Safety (SAFE)	Belgium
	The Swedwash Institute for Food and Biotechnology AB (SIK)	Sweden
	Faculty of Agricultural Sciences, University of Aarhus (AU)	Denmark
	Centre for Food Policy, City University London (City)	United Kingdom
	RLabs Market Research Ltd. (RLabs)	Greece
	Faculty of Bio-engineering, Department of Agricultural Economics, Ghent University (Ugent)	Belgium
	Campden BRI Magyarország Nonprofit Kft (CCH)	Hungary