

# PROJECT FINAL REPORT

**Grant Agreement number:** 289023

**Project acronym:** CONNECT4ACTION

**Project title:** Strategies for improving communication between social and consumer scientists, food technology developers and consumers

**Funding Scheme:** CSA

**Period covered:** from 01122011 to 30112014

**Name of the scientific representative of the project's co-ordinator<sup>1</sup>, Title and Organisation:**

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**Project website**Error! Bookmark not defined. **address:** [www.connect4action.eu](http://www.connect4action.eu)

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<sup>1</sup> Usually the contact person of the coordinator as specified in Art. 8.1. of the Grant Agreement.

## 4.1 Final publishable summary report not exceed 40 pages

### 4.1.1 Executive summary (not exceeding 1 page).

The objective of the CONNECT4ACTION project was to improve communication between consumers, consumer scientists, food technology developers, and other key players in the food technology development and commercialisation process. Focusing on communication and knowledge exchange between food technologists and consumer scientists, the results of the CONNECT4ACTION project contributed to improvement of the multidisciplinary dialogue in order to increase consumer acceptance of new food products, thereby lower the failure rate of new (food) technologies in Europe. A large group of stakeholders (food scientists and technologists from companies, universities and research institutes, together with consumer scientists and consumers) were connected with the project and each other via the online CONNECT4ACTION community and LinkedIn group. This online community strengthened the outcomes with input and feedback during various stages of the project. This project delivered an improved communication framework, accompanied by tools and training materials that enable food technology developers and other key players to step-by-step improve their food technology development processes. The consortium was able to develop and apply the expertise and experience from the field to disseminate and successfully implement innovative communication strategies into daily life activities. Dissemination of project outcomes received great attention, even after the project is finished. Finally, the networking effort of CONNECT4ACTION resulted in a strengthened European cooperation between public and private stakeholders.

### 4.1.2 Summary description of project context and objectives (not exceeding 4 pages).

Despite developments in technology, product design and marketing, most new products are not successfully commercialised. Research into new product introductions in the retail grocery industry suggests that the failure rate for new product introduction in this field is as high as 70-80%<sup>2</sup>. Some recent examples of food innovations that were publically rejected in Europe have included food irradiation (Henson, 1995) and genetically modified foods (Bredahl, 2001). Failed innovations are not only a waste of investment, but also often a missed opportunity to contribute to solve societal problems, such as health and environmental issues. Besides, innovation success is also of relevance for the food industry in Europe that copes with strong competition from emerging economies in the world<sup>3</sup>. Given the fact that the **success of innovations depends on consumers accepting novel products**, it is important to know the needs and preferences of consumers. These needs and preferences should be reflected in the development and commercialisation of new food technologies. **Connecting all key players<sup>4</sup> in a dialogue will help to respond better to consumer wishes and reduce innovation failures**. Dialogue between key players with different expertise, will help to improve the *food technology development and commercialisation process*<sup>5</sup>. In dialogue, concerns can be identified and analysed in an early stage and different solutions from different perspectives can be investigated.

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<sup>2</sup> See: <http://www.allbusiness.com/marketing/market-research/631186-1.html>

<sup>3</sup> See Supporting the competitiveness of the European food and drink industry; CIAA Competitiveness Report 2010: <http://www.ciaa.be/documents/brochures/ciaa-comprep-web.pdf>

<sup>4</sup> Consumers, Policy makers, NGO's, Editors in science Media; social scientists; food scientists, Food technology developers. Ethical experts. Journalists in Mass Media, consumer Groups.

<sup>5</sup> This term comes from the innovation management literature and refers to the whole process of developing a new technology, from idea phase to shelve phase.

## Project objective

The **overall objective** of the CONNECT4ACTION project was to improve communication between consumers, consumer scientists, food technology developers, and other key players, in order to improve the success of food technology development and commercialisation in Europe. The CONNECT4ACTION project intended to be a **showcase of improved communication** for all key players. By connecting key players in the food technology development process within the project, making them interact at all stages of the project, and enabling them with communication tools this project aimed to exemplify improved communication and engage them with possibilities to improve their way of working. The interrelationships between the work packages is schematically depicted in Figure 1. Work package 5, **developing a toolbox**, and work package 6, **dissemination**, were the **most important** work packages. They enabled key players with tools and skills to improve their communication. Work package 4 prepared for the development of the toolbox, it integrated the input from literature and experiences from stakeholders. This input was gathered in the work packages 2 and 3 that are underpinning work package 4. Work package 1 was the **innovative element** in this project, it **connected** various stakeholders and **engaged** them to interact and communicate with each other at **every stage in the project**.

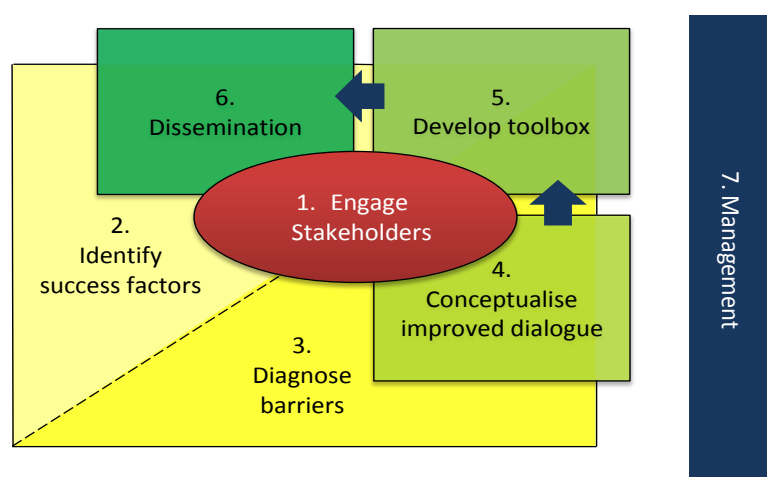


Figure 1.: Schematic overview of the interrelationship between the work packages

The specific reached objectives of the CONNECT4ACTION project were:

- Stakeholders were **connected and engaged**, via the online CONNECT4ACTION community. Participation of stakeholders delivered useful connections, the opportunity to give input during various stages of the project and access to project outcomes: the most recent insights, tools and trainings.
- **Based on the scientific literature**, success factors, and potential barriers, on internal (between relevant disciplines) and external (from and to the public and end-users) communication strategies were identified to enhance food technology innovation success across a wider variety of application areas (work package 2). Key priorities for improved communication were defined by literature.
- **Potential barriers**, and success factors were identified, **from stakeholders' experiences**. Barriers to use consumer science information in food technology innovations **were explored**.

Key priorities for improved communication were defined by key players through application of the Delphi methodology (work package 3).

- **Conceptualisation of communication** was improved and presented into a framework for internal and external communication at the three different stages (Generating, Dissemination and Responsiveness) of food technology development and commercialisation. (work package 4).
- **A toolbox was developed** that enabled interested stakeholders at various stages of the food technology development and commercialisation process to improve and plan their communication strategies. The toolbox contains various tools for various key players, but the linking pin is connecting consumer wishes to technology development. The toolbox includes workshops and checklists for present key players, but also education material for the next generation of food technologists (work package 5).
- **Project results were disseminated** by spreading project approaches, collected data and outcomes to key players during the project via the website, newsletters, podcasts and workshops, and afterwards by reminding stakeholders via social media, yearly stakeholder events and study courses. (work package 6).

#### 4.1.3 Description of the main S&T results/foregrounds (not exceeding 25 pages)

**Engage stakeholders (WP1)** a community of interested stakeholders that actively want to be involved in the project was established: the online CONNECT4ACTION community. Stakeholders were approached via the professional networks of the project partners. At various stages of the project stakeholders were asked, and reminded via social media as Twitter, to join fora discussions about project outcomes. Stakeholders were triggered to participate because they have access to the newest information, tools and trainings to improve their communication. Activities in this work package stimulated interested stakeholders included in the community to engage in online community activities: active online discussion and information exchange were promoted via fora and wikipedia-type digital share points. In addition, activities in work package 1 facilitated the activities of other work packages where active involvement of stakeholders was needed. More specifically, the online community was used to identify participants for the Delphi activities (work package 3). At a later stage of the project, these stakeholders were asked to evaluate the framework for improved communication (work package 4). Finally, stakeholders provided advice about the use of the tools being developed at the end of the project (work package 5 and 6).

#### **Description of results WP2:**

##### *Theoretical lens:*

Work package 2 took the market orientation concept as its conceptual lens, arguing that market orientation of food supply chains depends on an effective integrated response to identified end-consumer and customer needs. It involves four important steps: (a) information generation on end consumer needs, (b) taking that information into the business / supply chain, (c) ensuring that the market intelligence is disseminated and shared among all relevant parties in the supply chain, (d) as a basis of a coordinated and integrated joint response at the food technology and marketing level. This process implies that communication is enhanced if the idea generation phase (what new offerings to the market place?) is closely integrated with the phase of idea materialisation (how are these identified needs delivered against?).

##### *Way of working:*

Two reviews of the scientific literature were conducted, on external communication (D2.2.) between end customers and the supply chain, and on internal communication (D2.1.) between actors within

the supply chain (i.e. the business consumer science and food technology disciplines). These reviews aimed to systematically identify existing knowledge on success factors and barriers within these communication processes relevant to food technology innovation success. This knowledge was condensed into lists of critical do's and don'ts in the food innovation practice, as a basis for the improved communication (WP4) and the development of tools to enhance such communication (WP5).

#### *Summary of results:*

In terms of external communication, the review covered three areas: (a) communication from end consumer to the business (market intelligence), (b) communication from business to consumer (product positioning), and (c) interactive communication in terms of co-design / co-development. Overall, the main barriers and needs on external communication identified from this line of research are: (a) development of more consistent measurement instruments and research approaches to allow better accumulation of (customer) insight, (b) integration of a wider scope of theoretical lenses rather than these developing as separate lines of research, (c) increased validation of effects of (products embodying) new food technologies in real life situations, also allowing for segmented approaches, and (d) enhanced research efforts on interactive communication between business and end consumer, to allow more direct and active integration of consumer insights for business development, rather than keeping the consumer intelligence at arm length through formalised consumer and marketing research approaches.

In terms of internal communication processes, the review has covered a broad range of literature related to within company communication processes between different functional disciplines within the food innovation process, from opportunity identification, through new product design and refinement to market introduction. The crucial question here is how that market intelligence is disseminated and acted upon within the company/supply chain and which factors affect the efficiency and effectiveness of this process. Overall, the main barriers and needs on external internal communication identified from this line of research are: (a) broadening the evidence base; there is a need for more food industry specific studies as the food domain is underrepresented in the scientific evidence, yet food has specific features including the large involvement of SME's within the food supply chains, (b) broadening the scope of studies; to include other functional disciplines such as (primary) production particularly relevant in the SME-dominated food sector, (c) enhancing the true understanding of the communication process itself, rather than just deriving understanding from the outcome of the innovation process, and (d) increasing the understanding of cross-cultural differences in communication processes through the role of cultural values in the business context.

Having identified the critical success factors and barriers to effective and efficient communication between the functional disciplines involved in the new product development process, this work package has extracted a large number of specific and detailed do's and don'ts at the level of internal and external communication. These do's and don'ts will serve as input to the further development of the communication framework (WP4) and the development of specific tools (WP5) to overcome communication barriers in effective and efficient collaborative new product development.

#### **Description of results WP3:**

To foster more insight in the perceived gaps and needs of the industry and to create more awareness of the EU project CONNECT4ACTION the active online CONNECT4ACTION community was further developed in the second reporting period. The community consisted currently of around 300 members; food technologists, consumer scientists and other stakeholders. Key players in Europe have been approached via the network of project partners, with an interest in this project. At various stages of the project stakeholders were facilitated to actively participate on workshops, trainings and

on online discussions, by triggering them with work packages output and asking for feedback via online community activities. Next to the online community WP1 placed emphases on other channels, like workshops, conferences, where 240 other stakeholder were directly approached. A 2-round Delphi study systematically elicited the opinions of academics and food industry professionals regarding communication during the development and application of innovative food technology. The main conclusions are:

1. Communication between key actors (food technologists, consumer scientists, consumers, policy makers, etc.) along the process of food technology development is important to avoid commercial failure.
  2. To avoid commercial failure it is important to consider consumer preferences when developing new food technologies. Information from consumer studies can be useful especially to guide decisions in the earliest stages of process and product development, and later on when feedback on how to present the product on the market and adjustments to the product in case of weak consumer reaction are possible.
  3. Consumer scientists and food technologists have different perceptions regarding their own capacity and the difficulties they face
- The Delphi study identified the following barriers to communication of CS information:
    - a) The development of novel food technologies is usually (though not always) driven by technological advancements rather than by consumer demand or preferences or priorities . Thus information about consumer preferences may be incorporated too late.
    - b) There is insufficient communication with the public about new food technologies before and after product launch.
    - c) CS outputs may not be (perceived to be) usable by food technologists in their decision making associated with food technology and product design.
    - d) “Translation” of CS outputs into concrete and actionable recommendations of direct relevance to product design and comprehensible to FTs is needed.
    - e) Problems are likely to result when there is too little dialogue between different key actors, sometimes to the extent of non-engagement.
    - f) The main communication difficulty results from inter-disciplinary differences. Furthermore, communication may not be seen by R & D industries and institutions as a core activity and is under-resourced.
  - This part of the project delivered a strategy to optimise the use of CS information in new technology and food production and thereby reduce the failure level for commercialisation of novel food technologies should address the following elements concerning internal and external communication:
    - a) Improvement in the knowledge and insight of consumer scientists and food technologists into each other’s subject.
    - b) Ensuring adequate levels of dialogue between food technologists and consumer scientists to promote better co-ordination of work and realisation of possible synergies.
    - c) Establishing mechanisms for promoting easier dialogue, principally by multi-disciplinary teams which work together throughout the development project,
    - d) Early on in development it is important to gain an understanding of the possible barriers to consumers’ acceptance of novel products and the underlying processes.
    - e) It is important to gather consumer science data, as well as communicate with consumers, regarding their preferences early on in process and product development so that new products meet *identified* consumer preferences and needs.
    - f) It is important to apply methodological rigour to the design of consumer science studies, to ensure they are well designed and produce information of sufficient robustness to guide decision making. This might involve *internal* communication.

In this part of the project barriers to use consumer science information in food technology innovations is explored. Future research is needed to further explore this interesting topic in which both technologists and social scientists are considered.

#### **Description of results WP4:**

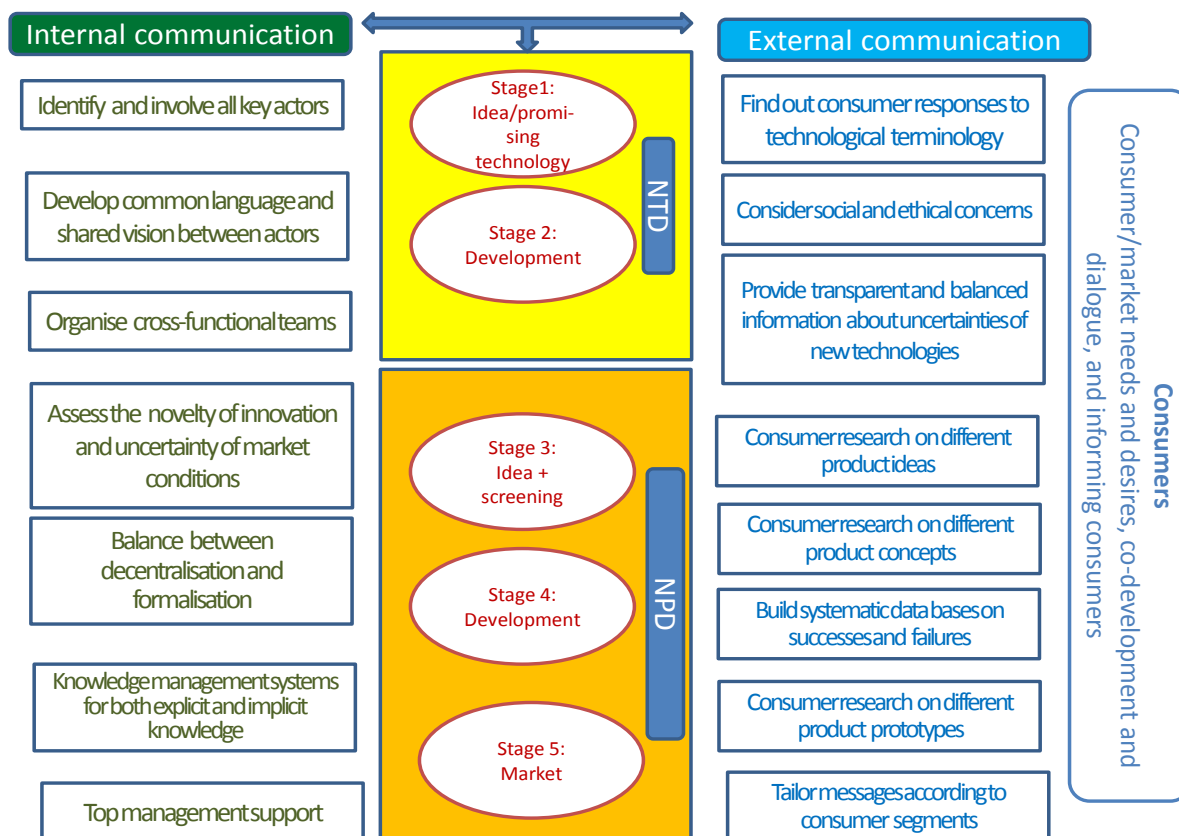
The purpose of the Connect4Action framework developed in WP4 is to point out factors that can be addressed when the wish is to improve communication and dialogue between food technology/science experts and consumer/market experts in innovation processes. In our framework we have divided the innovation process into two major phases: new technology development (NTD) and new product development (NPD) (Figure 2). The NTD refers to technology development for applicability in food production, but not yet targeting a specific product application. NTD often happens in, or at least in cooperation with, universities and research institutes, while NPD is a company driven activity. The communication needs in these two phases differ especially in relation to how consumer and market information can be integrated into the innovation process. In the technology development phase the possible consumer benefits and risks tend to be generic and directly technology related, whereas in product development, specific product-related benefits and changes in product quality can be used to understand consumers' reactions to applications of new technology. Although the NTD and NPD are here conceptually separated, in reality these two phases can overlap and have partners from both commercial and public sector.

Each of the two phases has an idea/screening stage and development stage. The NPD has a third stage related to launching the new products to the market. The communication needs between food technology experts and consumer/market experts differ as one moves from wider idea generating and screening phases to the more targeted development actions where the concrete technological properties and product attributes start to play a bigger role.

The framework further distinguishes between two types of communication in the innovation process: internal communication within NTD and NPD processes, and external communication that integrates consumer views and market information to the innovation process. Consumer/market experts are dominantly responsible for external communication with consumers and disseminating the relevant knowledge in internal communication, whereas food technology/science experts are mainly active in the internal communication. The external communication can be further divided into three types of communication: finding out about consumer wants, communication to consumers, and interactive co-development. The first two types of external communication can be related to NTD as well as NPD, whereas co-development is likely only in NPD processes.

Generally, experts agreed on the suggested framework, but pointed out that it is an ideal model that simplifies the reality. Therefore the prioritisation and implementation of recommendations need to be adjusted to the needs of the individual companies. The recommendations can be used by companies as an internal discussion tool on how to approach communication within the innovation processes and what should be prioritised for implementation. It provides a checklist of factors that can promote better communication for the individual organisations.

Although this project is mainly focussed on the stimulation of communication between different disciplines involved in NPD, overall there are some scientific relevant outcomes to mention here. First the development of the conceptual framework, second the need for research instruments to measure consumer wishes needs and acceptance of newly developed food products. All together this added issues to the scientific discussion: e.g communication during new product development of all involved stakeholders and incorporation of consumer science information during food technology development.



**Figure 2:** New technology development process (NTD) and new product development (NPD) process and factors that need to be addressed in order to improve the communication in the different stages of these processes.

### Description of results WP5:

The aim of the Connect4Action toolbox was to provide the key actors involved in the food innovation process with tools facilitating an efficient communication among them. The toolbox is based on the results and inputs from WP2 (literary review on external and internal communication), WP3 (Delphi survey on the main barriers for an efficient communication) and WP4 (conceptual framework for an effective communication). It includes a set of tangible tools which can be exploited by different types of stakeholders in the food chain to ensure an effective communication to end users, and reduce the risks of rejection of new technologies due to misunderstanding, mistrust and fear. The development of the toolbox has benefitted – and continues to benefit - from inputs from stakeholders themselves, as they were involved in the process of selecting and refining the tools at various stages of the toolbox development process. The toolbox consists of 8 independent tools of different nature (well above the planned number of three tools), which are made publicly available through a specific section of the C4A web-site, plus access (under registration) to the training materials.



Tool	Description
<b>Recommendations for communication</b>	A framework that points out factors to be addressed in order to improve integrated communication and dialogue among key stakeholders during all stages of the food innovation process
<b>Case studies</b>	A structured and brief description (background information, innovation strategy, internal communication, external communication, and lessons learnt) of concrete stories related to communication during NPD in food companies
<b>Early signalling guide</b>	<p>The TNO Emerging Risk Identification Support (TNO ERIS) system is adapted under the C4A project in order to identify stakeholder sentiments and possible unforeseen relations between new developments and existing, or known (perceived) risks and hazards. It operates on the basis of a software core for text mining and natural language processing that handles large volumes of information (documents) from relevant sources. ERIS</p> <p>recognizes relationships (such as cause-effect) between key concepts in the scientific domain of consumer/ social science and food technology and structures these in a clear table format that additionally allows for further filtering and ranking</p>
<b>Glossary of key terms</b>	Glossary of key terms used in food innovation process, including definitions of new product/technology development, internal communication, external/internal communication, and also all key terms used in the various domains involved (consumer science, food technology)
<b>Wiki on consumer science for NPD</b>	A rough guide including a simple description of the basic principles guiding consumer science and the methods used by consumer scientists
<b>Wiki on food science &amp; technology for NPD</b>	A rough guide including a simple description of the basic principles guiding food science & technology and the methods used by food technologists
<b>Instructions for an effective communication plan</b>	Suggestions for creating an effective communication plan during food innovation processes will be provided
<b>Discussion forum</b>	Online discussion section where key players can hold conversations about a number of different topics related to external and internal communication during food development process

Based on this toolbox, training programs were developed under Task 5.2, in order to disseminate the contents of the C4A toolbox and raise awareness on including communication issues in academic postgraduate courses and courses for industry professionals for the successful launch and commercialisation of new food products. Two training programs were distinguished: one targeted at young researchers and PhD students, and the other targeted at food industry professionals. The

reason is that these two groups of stakeholders have different needs and preferences in terms of content delivery mode, time availability, discussion levels, etc. The web address of the E-learning platform is <https://moodle.iseki-food.net/course/index.php?categoryid=3>

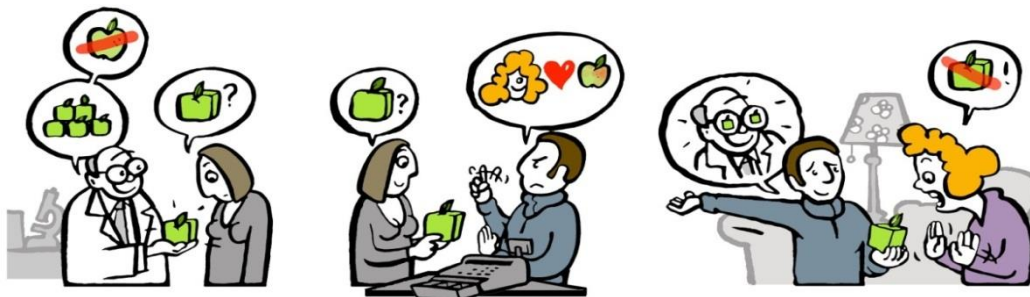
#### **Description of results WP6:**

The overall objective of this work package is to promote the use of project results by the target audiences and to create long term sustainable impacts on communication processes during all three stages of food technology development and commercialisation.

The C4A Embassy has been established. The objective was to ensure the continuation of the progress made during the lifetime of the Connect4Action project. During the last six months of the project, EFFoST has developed a plan for the Embassy which will provide continuity to the work of the consortium. This was agreed by the consortium on Oct 30th 2014 in Brussels and finalized. The elements of the Connect4Action Embassy are as follows:-

4.1.4 The potential impact (including the socio-economic impact and the wider societal implications of the project so far) and the main dissemination activities and exploitation of results (not exceeding 10 pages).

The activities in the CONNECT4ACTION project were focused on improving communication and knowledge exchange between food technologists and consumer scientists with respect to their knowledge regarding the interaction between food technology development and commercialisation (Figure 3). In particular, the CONNECT4ACTION project aimed to engage stakeholders with interests in food to improve their multidisciplinary dialogue and to increase consumer acceptance of new food products, thereby lower the failure rate of new technologies.



*Figure 3 Food technologists do not always understand the priorities and preferences of consumers*

The consortium consisted of a broad, multidisciplinary network of key players involved in food technology development and commercialisation. The aim was to ensure that the best possible information is included in the food innovation process in order to optimise consumer acceptance and commercialisation of the final products. All project partners acknowledged that communication and dialogues between food technologists and Social/consumer scientists requires improvement, and were seeking to develop an effective approach to improve knowledge exchange and dialogue. Based on the effective communication strategies identified in the relevant literature and, subsequently, opinions of experts based on their daily practices and experiences, this project delivered improved communication framework, accompanied by tools and training materials to transfer knowledge to other potential end-users, which will facilitate development

and application of multidisciplinary dialogue. These tools and training materials enable food technology developers, consumer scientists, and other key players to both improve the food technology development process, as well as developing a more effective commercialisation strategy for new food products and technologies. In addition, at various stages of the project, stakeholders were encouraged to interact with each other by means of an online community and workshops. The development of a methodology, together with provision of proof of principles of its effectiveness, and development of continuous dialogue between various stakeholders will ensure that the best possible approach to developing an effective and inclusive communication strategy is developed.

The networking effort of CONNECT4ACTION resulted in cooperation between public and private stakeholders throughout Europe in order to strengthen European collaboration between all interested sectors. This network is suitable to enable stakeholders to communicate at the right time, with the appropriate information which can be used at appropriate points in the food technology development and commercialisation process with other key players. This will improve the exchange of information, enable the implementation of joint projects in the future, and stimulate effective partnerships to EU research organisations.

The expected impacts of the project, of direct relevance as described in the call text '*KBBE-2011-05: Strategies for improving communication between social and consumer scientist, food technology developers and consumers*' are as follows.

**Early identification of issues** that can lead to rejection of new (food) technologies before the start of the development or at the latest before the marketing phase.

Early identification of consumer issues is an important part of the *critical communication steps* as defined by existing scientific knowledge, experts and stakeholders. (Deliverable WP 4). This is a guideline for communication between relevant stakeholders and experts at critical points in the food technology development process developed and available.

Food scientists, food product developers and food technologists were provided with tools, such as keywords and/or *Early Signalling guide* that allows the consequent and continuous monitoring of information sources on new and emerging food technologies, and training to search for, and react to, consumer demands and potential public issues from the earliest phase of the process. (Deliverables WP5). Expert and Stakeholder experiences about consumer issues were interactively discussed via the project website, LinkedIn-*communities*, and workshops and stakeholder meetings. (Deliverables WP 1 & 6).

The project aimed to train future generation of food scientists, food product developers, consumer scientists and food technologists by providing information relevant to the development of teaching modules. It included courses about stimulation of effective dialogue relevant to the food development between consumer scientists and technology developers and key information needed to build the foundations of interdisciplinary research. (deliverable WP5).

From the start of the project, stakeholders, including food technologists in the EU food domain, were approached via the project partners' existing networks and invited to engage in dialogue. EFFoST has a large network of food technologists. In addition, e-communities, webinars, workshops, podcasts and newsletters enabled stakeholders to participate in discussions about the CONNECT4ACTION project, how its activities are framed, and intermediate and final results. (Deliverables WP1 & WP6).

**Means of informing food technologists** on how and where to obtain relevant consumer information and how it can be formulated to be understood by non-technologists.

All participants of the community were informed via the CONNECT4ACTION website about the tools which might help to improve their communication with non-technologists such as consumer scientists, and social scientists, as well as with consumers. All those involved were informed about tools and training materials available to improve their communication, through the EFFoST Food Today newsletters (38 .0000 subscriptions), published in English, French, German and Spanish. The EFFoST website included a whole section which was dedicated to the outcomes of the CONNECT4ACTION project. In addition, it included podcasts and a webinar to show the use of various tools, such as the checklist, supporting improvement of potential commercialisation trajectory of the products of food technology. CONNECT4ACTION succeeded in making as much project information freely accessible as possible.

Study material was provided which were incorporated into European food technology courses. Students discovered how to benefit from interdisciplinary cooperation (WP5). Coarse materials included not only a rationale for effective interdisciplinary cooperation, but also training materials relevant to understanding relevant success factors and potential commercialisation barriers associated with novel food development (based on insights from WP2 and WP3).

**Higher competitiveness of the European agro-food and food machinery industry** due to more successful launches of new technologies.

This project supported actions to lower the costs of failure of technology development and product innovation and, as a consequence, reduce their impact on the food chain, including suppliers e.g. food machinery industry. This was done, first, by exchange of experiences and methods to get insight in consumer acceptance and preferences. Second, the project provided food technology developers from the agrofood and food machinery industry with tools and training to improve communication with non-technical experts. Third, the activities encouraged all stakeholders to share experiences and participate in a multidisciplinary dialogue. Fourth, CONNECT4ACTION provided a model of best practice of improved communication between food technologists, consumer scientists, consumers, media, journalists, universities, research institutes and non-technical experts. By means of the website, e-communities and EFFoST meetings, stakeholders staid connected and informed following the conclusion of the project. The introduction of courses in food technology studies resulted in a new generation of food technology developers who will be more aware and capable of using use improved communication strategies that will improve the efficiency of food product development practices and increase industrial competitiveness.

*Specific impacts relevant to different end-users and key players*

#### **Impact on European and national policy makers**

The results of the CONNECT4ACTION support action make an important contribution to the formulation of future policies that may help to improve the competence of the European food industry . CONNECT4ACTION directly contributes to this achievement by: Providing methodologies for identifying potential factors that lead to acceptance or rejection of new (food) technologies and product innovations by consumers;

- Improving the dialogue between all key players involved in the development of future food technologies;

- Ensuring full stakeholder and end-user engagement in the different stages of the technology development and commercialisation process.

### **Impact on European food industry and competitiveness**

Increased European productivity and competitiveness, as well as improved quality of life experienced by European citizens, driven by improved knowledge. As such, the scientific results of CONNECT4ACTION provided the knowledge base needed to stimulate business and communication in the areas related to the acceptance of new technologies and product innovations, which are relevant to the competitiveness of the European Industry, including SME's.

### **Impact on science and technological progress**

In its process and management, the CONNECT4ACTION project allowed a multidisciplinary cooperation between technical and social science within the EU.

#### 4.1.5 Public website and relevant contact details.

Furthermore, project logo, diagrams or photographs illustrating and promoting the work of the project (including videos, wiki's), as well as the list of all beneficiaries with the corresponding contact names can be submitted without any restriction.

### **Website and contact details**

Website: <http://www.connect4action.eu>

Social Media: [LinkedIn group of Connect4Action](#)

Coördinator: Karin Zimmermann, DLO

Project manager: Dora Lakner, DLO

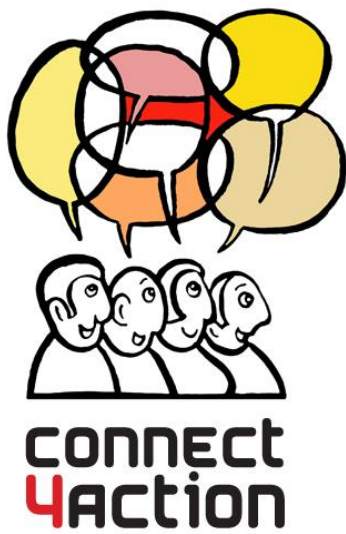
E-mail: [Karin.Zimmermann@wur.nl](mailto:Karin.Zimmermann@wur.nl)

E-mail: [Dora.Lakner@wur.nl](mailto:Dora.Lakner@wur.nl)

Tel: 0031 (0)70-3358185

Tel: 0031 (0)317-482540

## Logo



*Lack of awareness of consumer preferences by food technology developer: Food technologists do not always understand the priorities and preferences of consumers.*

## Consortium

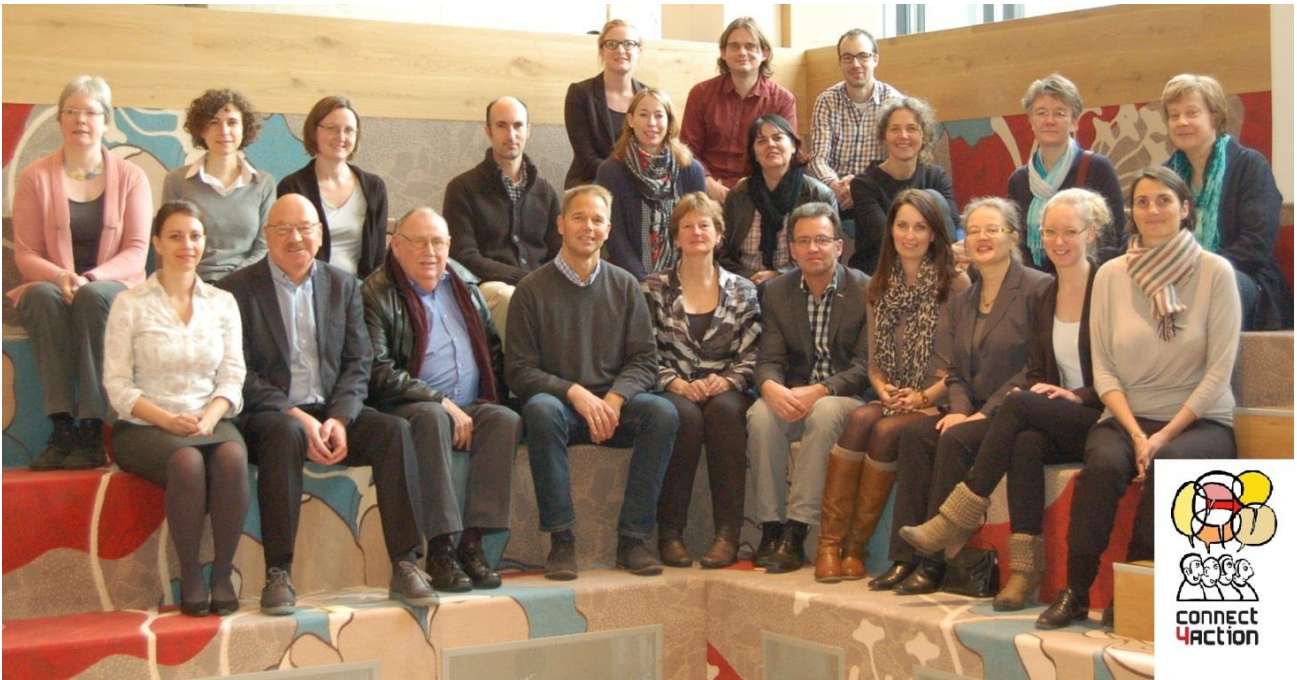
Participant no. *	Short name	Participant organisation name	Country
1 (Coordinator)	<b>DLO</b>	Stichting Dienst Landbouwkundig Onderzoek	Netherlands
2	<b>WU</b>	Wageningen University	Netherlands
3	<b>INRA</b>	French National Institute for Agricultural Research	France
4	<b>UNIBO</b>	University of Bologna	Italy
5	<b>AU</b>	Arhus University	Denmark

6	<b>EUFIC</b>	European Food Information Council	Belgium
7	<b>EFFoST</b>	<a href="#">European Federation of Food Science and Technology</a>	Ireland
8	<b>TNO</b>	Netherlands Organisation for Applied Scientific Research	Netherlands
9	<b>ICC</b>	International Association for Cereal Science and Technology	Austria
10	<b>UNEW</b>	Newcastle University	United Kingdom
11	<b>FDEA-ACW</b>	Agroscope Changins-Wädenswil Research Station	Switzerland

### Photographs illustrating and promoting the work of the project



CONNECT4ACTION consortium – 1st annual meeting in Den Haag, The Netherlands (30-31- January 2012)



CONNECT4ACTION consortium – 2nd annual meeting in Wageningen, The Netherlands (3-4 December 2012)

**MoniQA Conference, February 2013, Budapest**





**CONNECT4ACTION workshop November 2013, Bologna, Italy**



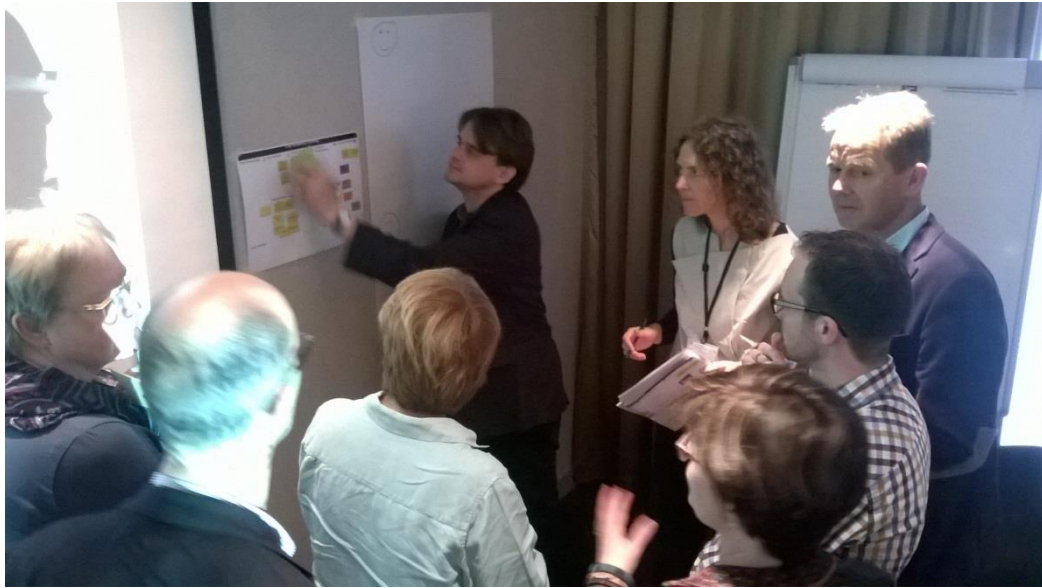


**Final Joint Conference with RECAPT project, 29<sup>th</sup> of October 2014, Brussels**





## Final Plenary Project Meeting, 30<sup>th</sup> of October 2014, Brussels.



### 4.2 Use and dissemination of foreground

A plan for use and dissemination of foreground (including socio-economic impact and target groups for the results of the research) shall be established at the end of the project. It should, where appropriate, be an update of the initial plan in Annex I for use and dissemination of foreground and be consistent with the report on societal implications on the use and dissemination of foreground (section 4.3 – H).

The plan should consist of:

- Section A

This section should describe the dissemination measures, including any scientific publications relating to foreground. **Its content will be made available in the public domain** thus demonstrating the added-value and positive impact of the project on the European Union.

- Section B

This section should specify the exploitable foreground and provide the plans for exploitation. All these data can be public or confidential; the report must clearly mark non-publishable (confidential) parts that will be treated as such by the Commission. Information under Section B that is not marked as confidential **will be made available in the public domain** thus demonstrating the added-value and positive impact of the project on the European Union.

## Section A (public)

This section includes two templates

- Template A1: List of all scientific (peer reviewed) publications relating to the foreground of the project.
- Template A2: List of all dissemination activities (publications, conferences, workshops, web sites/applications, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, exhibitions, thesis, interviews, films, TV clips, posters).

<b>A1: LIST OF SCIENTIFIC (PEER REVIEWED) PUBLICATIONS, STARTING WITH THE MOST IMPORTANT ONES</b>										
NO.	Title	Main author	Title of the periodical or the series	Number, date or frequency	Publisher	Place of publication	Year of publication	Relevant pages	Permanent identifiers <sup>6</sup> (if available)	Is/Will open access <sup>7</sup> provided to this publication?
1	<i>"Improving internal communication between marketing and technology functions for successful new food product development", in Trends in Food Science &amp; Technology</i>	<i>Lina Fogt Jacobs ena</i>		<i>Volume 37, Issue 2</i>	<i>Trend in Food Science &amp; Technology</i>		<i>June 2014</i>	<i>106 -114</i>	<a href="http://www.sciencedirect.com/science/article/pii/S0924224414000636">http://www.sciencedirect.com/science/article/pii/S0924224414000636</a>	Yes
2	<i>Barriers to using consumer science information in food technology innovations: An exploratory study using Delphi methodology</i>	<i>Marian E. Raley</i>		<i>Submitted dec 2014</i>						No

<sup>6</sup> A permanent identifier should be a persistent link to the published version full text if open access or abstract if article is pay per view) or to the final manuscript accepted for publication (link to article in repository).

<sup>7</sup> Open Access is defined as free of charge access for anyone via Internet. Please answer "yes" if the open access to the publication is already established and also if the embargo period for open access is not yet over but you intend to establish open access afterwards.

A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
1	Web	EUFIC	Connect4Action website, extranet and stakeholder community platform	December 2011	<a href="http://connect4action.eu">http://connect4action.eu</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations, the Media and the General public	Total unique page views: 17,650 (07/10/2014)  5,807 (Dec 2011- Dec 2012)  3,717 (Dec 2012- Dec 2013)  8,141 (Dec 2013- Oct 2014)	EU member states	
2	Dissemination material	EUFIC	Project logo, disclaimer, and templates for word, PowerPoint and posters, C4A one pager	December 2011		Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations, the Media and the General			

<b>A2: LIST OF DISSEMINATION ACTIVITIES</b>									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
						public			
3	Presentation	EFFoST	Project meeting	25 January 2012	Vienna, Austria	Industry and academia	12	Estonia, Ireland, UK, Sweden, Finland, Austria	Included in presentation of EFFoST Projects
4	Presentation	EFFoST	World Bank, Workshop	1 February 2012	Ankara, Turkey	Industry and Government officials	40	Mainly Turkey	Presentation was not given due to some snowed-in flights but distributed to the audience
5	Presentation	EFFoST	EFFoST Event	27 February 2012	Amsterdam, The Netherlands	Scientific community	20	Ireland, Germany, Netherlands, UK, Spain, Portugal, Denmark, Sweden, Croatia	
6	Workshop paper	EFFoST	ANUGA Food Tec	26 March 2012	Koln, Germany	Industry	30	Across Europe	
7	Presentation	EFFoST	EUREKA meeting	1 April 2012	Budapest, Hungary	Industry, academia, public officials	30	All EU	Included in presentation of EFFoST Projects
8	Web	EFFoST	News item in EFFoST LinkedIn group to join C4A community	3 April 2012	LinkedIn	Scientific community, industry, policy makers	>2000 members of EFFoST Linked group	International	

A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
9	Publication	UNEW	Article in FoodNavigator "Novel foods must 'benefit consumers' to win acceptance"	11 April 2012	<a href="http://www.foodnavigator.com/Market-Trends/Novel-foods-must-benefit-consumers-to-win-acceptance">http://www.foodnavigator.com/Market-Trends/Novel-foods-must-benefit-consumers-to-win-acceptance</a>	Consumer and Food Technology scientists, ingredient suppliers, New technology and product developers, marketers and sales people			
10	Dissemination material	EUFIC	One-pager on the project, its objectives and contact details	19 April 2013	<a href="http://connect4action.eu/images/charlotte/Connect4Action%20one-pager.pdf">http://connect4action.eu/images/charlotte/Connect4Action%20one-pager.pdf</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations, the Media and the General public	Total unique page views: 86 (13/10/2014)	EU member states	A flyer was not foreseen in the project budget; this PDF was created as a cost-effective alternative
11	Conference Keynote paper	EFFoST	NEEFood	21 April 2012	1st Northern and Eastern European Congress on	Scientific community and industry	150	Primarily Northern and Eastern Europe	



A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
					Food (NEEFood 2012), St. Petersburg, Russia				
12	Web	EFFoST	News item in EFFoST LinkedIn group to join C4A community	1 May 2012	LinkedIn	Scientific community, industry, policy makers	>2000 members of EFFoST Linked group	International	
13	Conference Keynote paper	EFFoST	CEFood	24 May 2012	6th Central European Congress on Food (23-26 May 2012) Novi Sad, Serbia	Scientific community and industry	500	Central and eastern Europe	
14	Presentation	EFFoST	EFFoST Event	29 May 2012	Frankfurt, Germany	Scientific Community	15	Ireland, Germany, Netherlands, UK, Spain, Portugal, Denmark, Sweden,	
15	Web	EUFIC	News item in project website about the article "Novel foods must 'benefit consumers' to win acceptance"	09 July 2012	<a href="http://connect4action.eu/news?start=16">http://connect4action.eu/news?start=16</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people,	Total unique page views: 17 (7/10/2014)	EU member states	

A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
						Consumer organisations, the Media and the General public			
16	Web	EUFIC	Specific section about C4A created on eufic.org, EU initiatives "Connect4Action: Connecting stakeholders with interests in food to improve multidisciplinary dialogue"	10 July 2012	<a href="http://www.eufic.org/article/en/show/eu-initiatives/rid/connect4action/">http://www.eufic.org/article/en/show/eu-initiatives/rid/connect4action/</a>	Scientific Community, Media, Civil Society, Policy Makers	Total unique page views: 599 (7/10/2014)	UK, France, Spain, Germany, Italy, Czech Republic, Slovakia, Greece, Poland, Hungary and Portugal	
17	Web	LEI WUR	C4A group in LinkedIn	17 July 2012	<a href="https://www.linkedin.com/groups?mostRecent=&amp;gid=4534477&amp;trk=my_groups-tile-flipgrp">https://www.linkedin.com/groups?mostRecent=&amp;gid=4534477&amp;trk=my_groups-tile-flipgrp</a>	Consumer scientists and Food Technologists	247 members (07/10/2014)	EU member states	
18	Newsletter	EFFoST	Item in EFFoST Newsletter about the Connect4Action project	September 2012	EFFoST Newsletter	Scientific community, industry, policy makers	>6000 direct subscribers, distributed to 120 member societies with an audience of >100,000	International	
19	Web	EFFoST	News item in EFFoST LinkedIn group to join C4A community	4 October 2012	LinkedIn	Scientific community, industry, policy makers	>2000 members of EFFoST Linked group	International	
20	Presentatio	EFFoST	Project meeting	15 October	Tallinn,	Industry and	12	Estonia,	Included in

A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
	n			2012	Estonia	academia		Ireland, UK, Sweden, Finland, Austria	presentation of EFFoST Projects
21	Conference round table	EFFoST	EFFoST Annual Meeting 2012	19 November 2012	Montpellier, France	Scientific Community, Industry	300	Worldwide	Included in overall presentation of EFFoST Projects
22	Web	EFFoST	Project description	22 November 2012	EFFoST website	Scientific Community, Media, Civil Society, Policy Makers	unknown	unknown	
23	Web	EUFIC	News item in project website about the LinkedIn group	05 December 2012	<a href="http://connect4action.eu/news/30-linkedin">http://connect4action.eu/news/30-linkedin</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations, the Media and the General public	Total unique page views: 21 (7/10/2014)	EU member states	

<b>A2: LIST OF DISSEMINATION ACTIVITIES</b>									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
24	Poster presentation	LEI WUR	“Strategies for improving communication between consumer scientists and food technology developers”	26 February 2013	<a href="#">4th MoniQA International Conference, Budapest, Hungary</a>	Consumer scientists and Food Technologists	200 participants	Global conference (attendees from 40 countries)	
25	Web	EUFIC	News item in project website about the poster presentation “Strategies for improving communication between consumer scientists and food technology developers”	14 March 2013	<a href="http://connect4action.eu/news/31-c4amoniga">http://connect4action.eu/news/31-c4amoniga</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations, the Media and the General public	Total unique page views: 25 (7/10/2014)	EU member states	
26	Podcast	EUFIC	1 <sup>st</sup> C4A podcast “CONNECT4ACTION: Bringing together stakeholders to aid commercialisation of new food products”	2 May 2013	<a href="http://connect4action.eu/news/33-c4apodcast">http://connect4action.eu/news/33-c4apodcast</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers	Total unique page views: 97 (7/10/2014)	EU member states	

A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
						and sales people, Consumer organisations , the Media and the General public			
227	Web	EUFIC	Specific section about the 1 <sup>st</sup> C4A podcast "CONNECT4ACTION: Bringing together stakeholders to aid commercialisation of new food products" created on eufic.org, Multimedia centre	2 May 2013	<a href="http://www.eufic.org/page/en/page/MEDIACENTRE/podcasts/CONNECT4ACTION_Bringing_together_stakeholders_to_aid_commercialisation_of_new_food_products/">http://www.eufic.org/page/en/page/MEDIACENTRE/podcasts/CONNECT4ACTION_Bringing_together_stakeholders_to_aid_commercialisation_of_new_food_products/</a>	Scientific Community, Media, Civil Society, Policy Makers	Total unique page views: 50 (7/10/2014)	UK, France, Spain, Germany, Italy, Czech Republic, Slovakia, Greece, Poland, Hungary and Portugal	
28	Presentation	EFFoST	ISEKI Conference, Kaunas	15 May 2013	2 <sup>nd</sup> Overall meeting of the ISEKI_Food 4 Project at the Kaunas University of Technology, Kaunas (Lithuania), 15 <sup>th</sup> -17 <sup>th</sup> May 2013.	Scientific community, industry, policy makers	150	International	In presentation on EU funded research
29	Web	EFFoST	News item in EFFoST LinkedIn group to join Connect4Action Workshop in Bologna	10 September 2013	LinkedIn	Scientific community, industry, policy	>2000 members of EFFoST Linked group	International	

<b>A2: LIST OF DISSEMINATION ACTIVITIES</b>									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
						makers			
30	Distribution of dissemination material	EUFIC	C4A one-pager	15-20 September 2013	EUFIC stand at the IUNS 20th International Congress of Nutrition (ICN), Granada, Spain	Scientific Community (Higher education or Research)	Conference attended by 4,000 food & nutrition scientists	Global conference (attendees from 120 countries)	
31	Newsletter	EFFoST	Item in EFFoST Newsletter about the Connect4Action Workshop at the 2013 EFFoST Annual Meeting	10 November 2013	EFFoST Newsletter	Scientific community, industry, policy makers	>6000 direct subscribers, distributed to 120 member societies with an audience of >100,000	International	
32	Workshop	EFFoST, EUFIC	Connect4Action "Talking about Food Innovation" Workshop	12 November 2013	2013 EFFoST Annual Meeting: Bio-based Technologies in the Context of European Food Innovation Systems	People from industry (9) and academia (15)	24 participants	Italy, Slovenia, Netherlands, Germany, UK, Macedonia, Nigeria, South-Africa, Bulgaria	
33	Distribution of dissemination material	EFFoST	C4A one-pager	12-15 November 2013	2013 EFFoST Annual Meeting: Bio-based Technologies	Scientific Community, Industry	Conference attended by 350 food and health scientist	Global conference from	

<b>A2: LIST OF DISSEMINATION ACTIVITIES</b>									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
					in the Context of European Food Innovation Systems				
34	Web	EFFoST	News item in EFFoST LinkedIn group about Connect4Action	20 November, 2013	LinkedIn	Scientific community, industry, policy makers	>2000 members of EFFoST Linked group	International	
35	Web	UNIBO	Creation of an e-learning platform	December 2013	<a href="https://moodle.iseki-food.net/course/index.php?categoryid=3">https://moodle.iseki-food.net/course/index.php?categoryid=3</a>			EU member states	
36	Workshop	EUFIC, LEI WUR	Workshop "Talking about Food Innovation" Presentations: Key note speech, "Facilitation of communication between food technologists and consumer researchers in new food product development", "Improving communication among scientists and consumers within the technology development process"	13 January 2014	VégéConso Conference, Angers, France	Food technologists , Consumer scientists	25 participants	Italy, Netherlands, France, Germany, Switzerland	
37	Distribution of dissemination material	EUFIC	C4A one-pager and flyer created by EFFoST	13 January 2014	VégéConso Conference, Angers, France	Food technologists , Consumer scientists	90 participants	EU countries	

<b>A2: LIST OF DISSEMINATION ACTIVITIES</b>									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
38	Poster presentation	LEI WUR	Poster "Facilitation of communication between food technologists and consumer researchers in new food product development"	13-14 January 2014	VégéConso Conference, Angers, France	Food technologists , Consumer scientists	90 participants	EU countries	
39	Workshop	EFFoST	TRADEIT Project, Tralee	11 Feb 2014	Tralee, Ireland	SMEs	20	Ireland	
40	Web	EUFIC	News item in project website about the workshop in VégéConso Conference	01 March 2014	<a href="http://connect4action.eu/news/37-connect4action-vegeconso-conference">http://connect4action.eu/news/37-connect4action-vegeconso-conference</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations , the Media and the General public	Total unique page views: 22 (7/10/2014)	EU member states	
41	Web	EUFIC	News item on the project website about the presentation "The Paradigm Of Consumer Drive And Responsive Supply Chain In Relation To Food Innovation And	02 March 2014	<a href="http://connect4action.eu/news/67-c4a-world-food-technology-and-innovation-forum">http://connect4action.eu/news/67-c4a-world-food-technology-and-innovation-forum</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology	Total unique page views: 25 (7/10/2014)	EU member states	



A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
			Communication"			and product developers, Marketers and sales people, Consumer organisations , the Media and the General public			
42	Presentation	LEI WUR	Presentation "The Paradigm Of Consumer Drive And Responsive Supply Chain In Relation To Food Innovation And Communication"	04 March 2014	12th Annual World Food Technology and Innovation Forum, London, UK	Food technologists , new technology and product developers			
43	Web	EUFIC	News item on the project website about the Industry pilot training	04 March 2014	<a href="http://connect4action.eu/news/66-connect4action-industry-pilot-training-13-march-2014-stanhope-hotel-brussels">http://connect4action.eu/news/66-connect4action-industry-pilot-training-13-march-2014-stanhope-hotel-brussels</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations , the Media and the General public	Total unique page views: 36 (7/10/2014)	EU member states	

**A2: LIST OF DISSEMINATION ACTIVITIES**

NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
44	Workshop	EFFoST	TRADEIT Project, Workshop	3 Mar 2014	Dublin, Ireland	SMEs	20	Ireland	
45	Web	EUFIC	New post in the C4A LinkedIn group about the Industry pilot training	4 March 2014	<a href="https://www.linkedin.com/groupItem?view=&amp;gid=4534477&amp;type=members&amp;item=5841144716032241665&amp;trk=groups_items_see_more-0-b-ttl">https://www.linkedin.com/groupItem?view=&amp;gid=4534477&amp;type=members&amp;item=5841144716032241665&amp;trk=groups_items_see_more-0-b-ttl</a>	Consumer scientists and Food Technologists		EU member states	
46	Workshop	EUFIC	Industry pilot training “Improving communication between Food Technologists and Consumer Scientists during the food innovation process – a pilot intensive training course” Presentations: <ul style="list-style-type: none"> <li>▪ “Challenges during the innovation process”,</li> <li>“The case of communicating risks and benefits of novel food technologies to consumers”,</li> <li>“Recommendations for improving communication”,</li> <li>“Case Studies”, Early Signalling Guide</li> </ul>	13 March 2014	Stanhope Hotel, Brussels, Belgium	Food technologists , Consumer scientists	11 participants	Belgium, Italy, Germany, France, Netherlands	

A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
			<ul style="list-style-type: none"> <li>▪ “Creating awareness and sensitivity to potential issues”,</li> <li>“Explaining food science &amp; technology and consumer science”,</li> <li>“Communicating risks and benefits to the consumer”</li> </ul>						
47	Distribution of dissemination material	EUFIC	C4A one-pager, USB sticks, folders and college blocks carrying the project logo	13 March 2014	Stanhope Hotel, Brussels, Belgium	Food technologists, Consumer scientists	11 participants	Belgium, Italy, Germany, France, Netherlands	
48	Presentation	EFFoST	EFFoST Event	25 March, 2014	Amsterdam, The Netherlands	Scientific community	10	Ireland, Germany, Netherlands, UK, Spain, Portugal, Denmark, Sweden, Croatia	
49	Publication	AU	Publication: “Improving internal communication between marketing and technology functions for successful new food product development”, in <i>Trends in Food Science &amp; Technology</i>	Available online 26 March 2014	<a href="http://www.sciencedirect.com/science/article/pii/S0924224414000636">http://www.sciencedirect.com/science/article/pii/S0924224414000636</a>	Wider academic society			

**A2: LIST OF DISSEMINATION ACTIVITIES**

NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
50	Workshop	UNIBO, UNEW, LEI WUR, EFFoST	<p>Academic pilot training “Improving communication between Food Technologists and Consumer Scientists during the food innovation process – a pilot training course”</p> <p>Presentations:</p> <ul style="list-style-type: none"> <li>▪ “Some definitions related to communication during the food innovation process”</li> <li>▪ “Challenges for internal communication during the innovation process”,</li> <li>▪ “Methods and practices for ensuring external communication during the innovation process”</li> <li>▪ “Recommendations for improving communication”</li> <li>▪ “Communicating risks and benefits to the consumer”</li> <li>▪ “Early Signalling Guide: Creating awareness and sensitivity to potential issues”</li> <li>▪ “Key elements of</li> </ul>	22-23 April 2014	University of Bologna, Foresteria San Giovanni in Monte Via De' Chiari, Bologna, Italy	PhD students in Food Science and Technology and Consumer Science	10 participants	Italy, Ireland, Netherlands, UK	

A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
			consumer science for food scientists” ■ “Key elements of food science & technology for social scientists” ■ “Case Studies”						
51	Distribution of dissemination material	EUFIC	C4A one-pager, USB sticks, folders and college blocks carrying the project logo	22-23 April 2014	University of Bologna, Foresteria San Giovanni in Monte Via De' Chiari, Bologna, Italy	PhD students in Food Science and Technology and Consumer Science	10 participants	Italy, Ireland, Netherlands, UK	
52	Web	EUFIC	News item on the project website about the Academic pilot training	25 April 2014	<a href="http://connect4action.eu/news?start=8">http://connect4action.eu/news?start=8</a>	PhD students in Food Science and Technology and Consumer Science	Total unique page views: 9 (7/10/2014)	EU member states	
53	Web	EUFIC	News item on the project website about the publication “Improving internal communication between marketing and technology functions for successful new food product development”	29 April 2014	<a href="http://connect4action.eu/news/71-connect4action-literature-review">http://connect4action.eu/news/71-connect4action-literature-review</a>	Consumer and Food Technology scientists, wider academic society	Total unique page views: 29 (7/10/2014)	EU member states	
54	Web	EUFIC	News item in project website about the workshop “Supporting dialogue for successful food innovations”	30 April 2014	<a href="http://connect4action.eu/news/68-connect4action-workshop-iseki-food-">http://connect4action.eu/news/68-connect4action-workshop-iseki-food-</a>	Consumer and Food Technology scientists, Ingredient suppliers,	Total unique page views: 49 (7/10/2014)	EU member states	

**A2: LIST OF DISSEMINATION ACTIVITIES**

NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
					<a href="#">conference-2014</a>	New technology and product developers, Marketers and sales people			
55	Web	EUFIC	New post in the C4A LinkedIn group about the workshop "Supporting dialogue for successful food innovations"	30 April 2014	<a href="https://www.linkedin.com/groupItem?view=&amp;gid=4534477&amp;type=member&amp;item=5859608873538719747&amp;trk=groups_search_item_list-0-b-ttl">https://www.linkedin.com/groupItem?view=&amp;gid=4534477&amp;type=member&amp;item=5859608873538719747&amp;trk=groups_search_item_list-0-b-ttl</a>	Consumer scientists and Food Technologists		EU member states	
56	Workshop	EUFIC, UNIBO	Workshop "Supporting dialogue for successful food innovations" Presentations: "Connect4Action toolbox and trainings"	21 May 2014	3rd International ISEKI Food Conference, Athens, Greece	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people	20 participants	UK, Germany, Denmark, Italy, Belgium, Serbia, Turkey, Greece, France, Cyprus, Portugal, Poland, FYROM, Ukraine, Austria	

<b>A2: LIST OF DISSEMINATION ACTIVITIES</b>									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
57	Distribution of dissemination material	EUFIC	C4A one-pager, USB sticks, folders and college blocks carrying the project logo	21 May 2014	3rd International ISEKI Food Conference, Athens, Greece	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people	20 participants	UK, Germany, Denmark, Italy, Belgium, Serbia, Turkey, Greece, France, Cyprus, Portugal, Poland, FYROM, Ukraine, Austria	
58	Presentation	EFFOST	Connect4Action: Strategies for improving communication between social and consumer scientists, food technology developers and consumers	21-24 May 2014	7 <sup>th</sup> Central European Congress on Food (CEFood 2014), Ohrid, Macedonia	Scientific Community, Industry	303 participants from 38 countries	Serbia, Macedonia, Croatia, Bosnia and Herzegovina, Turkey, Albania, Slovenia, Germany, Italy, Russia	
59	Presentation	EFFoST	TRADEIT Summer Academy	16-18 June 2014	Tralee, Ireland	Scientific community, industry	30	All Europe	In presentation on research to foster innovation in foods

**A2: LIST OF DISSEMINATION ACTIVITIES**

NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
60	Publication	EUFIC	Project article in the NEW FOOD magazine “Connect4Action: Improving communication between key players in the food innovation process”	23 June 2014	New Food, Volume 17, Issue 3 <a href="http://www.newfoodmagazine.com/14111/new-food-magazine/digital-issues/issue-3-2014-digital-edition/">http://www.newfoodmagazine.com/14111/new-food-magazine/digital-issues/issue-3-2014-digital-edition/</a>	Managing Directors, Process Engineers, Chief Engineers, Production Directors, Plant Managers, Product Managers, Laboratory Managers, Quality Assurance Managers, Quality Control Managers, Food Microbiologists, Procurement Directors	13,861 subscribers	European countries	
61	Webinar	EUFIC, Brian McKenna	1st C4A video “An introduction to Food Science & Technology”	14 July 2014	<a href="http://connect4action.eu/toolbox">http://connect4action.eu/toolbox</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales	Total unique page views: 174 (7/10/2014)	EU member states	



<b>A2: LIST OF DISSEMINATION ACTIVITIES</b>									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
						people, Consumer organisations, the Media and the General public			
62	Web	EUFIC	Specific section about the 1st C4A video "An introduction to Food Science & Technology" created on eufic.org	14 July 2014	<a href="http://www.eufic.org/webinars/connect4action/index.html">http://www.eufic.org/webinars/connect4action/index.html</a>	Scientific Community, Media, Civil Society, Policy Makers	Total unique page views: 64 (7/10/2014)	UK, France, Spain, Germany, Italy, Czech Republic, Slovakia, Greece, Poland, Hungary and Portugal	
63	Web	EUFIC	Publish the 1st C4A video "An introduction to Food Science & Technology" on EUFIC's YouTube channel	15 July 2014	<a href="https://www.youtube.com/watch?v=0bUlhZv-wCc">https://www.youtube.com/watch?v=0bUlhZv-wCc</a>	Scientific Community, Media, Civil Society, Policy Makers		UK, France, Spain, Germany, Italy, Czech Republic, Slovakia, Greece, Poland, Hungary and Portugal	
64	Web	EUFIC	News item on the project website about the 1st C4A video "An introduction to Food Science & Technology"	16 July 2014	<a href="http://connect4action.eu/news?start=4">http://connect4action.eu/news?start=4</a>	Scientific Community, Media, Civil Society, Policy Makers		UK, France, Spain, Germany, Italy, Czech Republic, Slovakia, Greece, Poland, Hungary and Portugal	

<b>A2: LIST OF DISSEMINATION ACTIVITIES</b>									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
65	Newsletter	EFFoST	Item in the EFFoST Newsletter about the final academic training "Better communication during the Food Innovation Process"	21 July 2014	EFFoST Newsletter	Scientific community, industry, policy makers	>6000 direct subscribers, distributed to 120 member societies with an audience of >100,000	International	
66	Newsletter	EFFoST	Item in EFFoST Newsletter about the final conference "Collaborative Innovation in the Food Sector"	21 July 2014	EFFoST Newsletter	Scientific community, industry, policy makers	>6000 direct subscribers, distributed to 120 member societies with an audience of >100,000	International	
67	Newsletter	EFFoST	Item in the EFFoST Newsletter about the final food industry training "Improving the Food Innovation Process"	21 July 2014	EFFoST Newsletter	Scientific community, industry, policy makers	>6000 direct subscribers, distributed to 120 member societies with an audience of >100,000	International	
68	Web	EUFIC	News item on the project website about the final conference "Collaborative Innovation in the Food Sector"	24 July 2014	<a href="http://connect4action.eu/news/78-joint-final-conference-of-connect4action-and-recap">http://connect4action.eu/news/78-joint-final-conference-of-connect4action-and-recap</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people	Total unique page views: 17 (7/10/2014)	EU member states	

<b>A2: LIST OF DISSEMINATION ACTIVITIES</b>									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
69	Web	EUFIC	New post in the C4A LinkedIn group about the final conference "Collaborative Innovation in the Food Sector"	May 2014	<a href="https://www.linkedin.com/groupItem?view=&amp;gid=4534477&amp;type=member&amp;item=5869381875683852291&amp;trk=groups_items_see_more-0-b-ttl">https://www.linkedin.com/groupItem?view=&amp;gid=4534477&amp;type=member&amp;item=5869381875683852291&amp;trk=groups_items_see_more-0-b-ttl</a>	Consumer scientists and Food Technologists		EU member states	
70	Presentation	EFFOST	Connect4Action: Strategies for improving communication between social and consumer scientists, food technology developers and consumers	21-24 August 2014	IUFoST 17 <sup>th</sup> World Congress of Food Science and Technology & Expo, August 17-21, 2014 – Montreal, Canada	Scientific Community, Industry	1700 participants from around the world	Global	
71	Web	EFFoST	News item in EFFoST LinkedIn group about EU Session (incl. Connect4Action) at IUFoST 2014	August 2014	LinkedIn	Scientific community, industry, policy makers	>2000 members of EFFoST Linked group	International	
72	Podcast	EUFIC	2 <sup>nd</sup> C4A podcast "Connect4Action: Toolbox to improve communication between	August 2014	<a href="http://connect4action.eu/news/79-connect4action">http://connect4action.eu/news/79-connect4action</a>	Consumer and Food Technology scientists,	Total unique page views: 12 (7/10/2014)	EU member states	

**A2: LIST OF DISSEMINATION ACTIVITIES**

NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
			actors in the food innovation process”		<a href="#">n-podcast-toolbox-to-improve-communication-between-actors-in-the-food-innovation-process</a>	Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations , the Media and the General public			
73	Web	EUFIC	Specific section about the 2 <sup>nd</sup> C4A podcast "Connect4Action: Toolbox to improve communication between actors in the food innovation process" created on eufic.org	August 2014	<a href="http://www.eufic.org/page/en/page/MEDIACENTRE/podcasts/Connect4Action_Toolbox_to_improve_communication_between_actors_in_the_food_innovation_process/">http://www.eufic.org/page/en/page/MEDIACENTRE/podcasts/Connect4Action_Toolbox_to_improve_communication_between_actors_in_the_food_innovation_process/</a>	Scientific Community, Media, Civil Society, Policy Makers	Total unique page views: 43 (7/10/2014)	UK, France, Spain, Germany, Italy, Czech Republic, Slovakia, Greece, Poland, Hungary and Portugal	
74	Web	EUFIC	Update of the subsection <u>Project Outcomes</u> of the Connect4Action website (summaries of deliverable reports and links to the uploaded reports)	August 2014	<a href="http://connect4action.eu/results">http://connect4action.eu/results</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product	Total unique page views: 1,011 (7/10/2014)  244 (Dec 2011- Dec 2012)	EU member states	

A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
						developers, Marketers and sales people, Consumer organisations , the Media and the General public	246 (Dec 2012- Dec 2013)  523 (Dec 2013- Oct 2014)		
75	Web	EUFIC	News item on the project website about the final academic workshop “ <i>Improving communication between Food Technologists and Consumer Scientists during the food innovation process</i> ”	12 September 2014	<a href="http://connect4action.eu/news/81-final-academic-training">http://connect4action.eu/news/81-final-academic-training</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations , the Media and the General public	Total unique page views: 107 (7/10/2014)	EU member states	
76	Web	EUFIC	News item on the project website about the final industry workshop “Improving communication between Food Technologists and Consumer Scientists during the food	12 September 2014	<a href="http://connect4action.eu/news/80-final-industry-training">http://connect4action.eu/news/80-final-industry-training</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology	Total unique page views: 26 (7/10/2014)	EU member states	

A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
			innovation process-training course for food industry professionals"			and product developers, Marketers and sales people, Consumer organisations , the Media and the General public			
77	Web	EUFIC	News item on the project website about the C4A Food Today article "Connecting key players in the food innovation process to improve consumer acceptance of new products"	September 2014	<a href="http://connect4action.eu/news/82-c4a-article-in-food-today">http://connect4action.eu/news/82-c4a-article-in-food-today</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations , the Media and the General public	Total unique page views: 11 (7/10/2014)	EU member states	
78	Distribution of dissemination material	EUFIC, LEI	Shipment of 300 copies of the C4A Food Today article "Connecting key players in the food innovation process to improve consumer acceptance of new	October 2014	LEI Wageningen, the Netherlands				

<b>A2: LIST OF DISSEMINATION ACTIVITIES</b>									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
			products" (in different languages) to LEI Wageningen for distribution in future events						
79	Distribution of dissemination material	EUFIC, INRA	Shipment of 50 French copies of the C4A Food Today article "Connecting key players in the food innovation process to improve consumer acceptance of new products" to INRA for distribution in future events	October 2014	French National Institute for Agricultural Research (INRA), France				
80	Distribution of dissemination material	EUFIC, FDEA-ACW	Shipment of 22 copies of the RECAPT Food Today article "Novel technologies and collaborative innovation in the food sector" (in different languages) to Agroscope, Institute for Food Sciences for distribution in future events	October 2014	Agroscope Institute for Food Sciences, Switzerland				
81	Workshop	EFFoST	TRADEIT Project, Workshop	9 October 2014	Potsdam, Germany	SMEs	10	Germany	
82	Presentation	EFFOST	Connect4Action: Strategies for improving communication between social and consumer scientists, food technology developers and consumers	15-17 October 2014	1 <sup>st</sup> congress on Food Structure Design, Porto, Portugal	Scientific Community, Industry	1700 participants from around the world	Global	

**A2: LIST OF DISSEMINATION ACTIVITIES**

NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
83	Webinar	EUFIC, Arnout Fischer	2nd C4A video "An introduction to Consumer science"	22 October 2014	<a href="http://connect4action.eu/toolbox">http://connect4action.eu/toolbox</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations, the Media and the General public		EU member states	
84	Web	EUFIC	Publish the 2nd C4A video "An introduction to Consumer science" on EUFIC's YouTube channel	22 October 2014	<a href="https://www.youtube.com/watch?v=a27AtHMTmkY">https://www.youtube.com/watch?v=a27AtHMTmkY</a>	Scientific Community, Media, Civil Society, Policy Makers		UK, France, Spain, Germany, Italy, Czech Republic, Slovakia, Greece, Poland, Hungary and Portugal	
85	Web	EUFIC	Specific section about the 2nd C4A video "An introduction to Consumer Science" created on eufic.org.	22 October 2014	<a href="http://www.eufic.org/webinars/connect4action-conscience/index.html">http://www.eufic.org/webinars/connect4action-conscience/index.html</a>	Scientific Community, Media, Civil Society, Policy Makers		UK, France, Spain, Germany, Italy, Czech Republic, Slovakia, Greece, Poland,	



**A2: LIST OF DISSEMINATION ACTIVITIES**

NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
								Hungary and Portugal	
86	Web	EUFIC	News item on the project website about the 2nd C4A video "An introduction to Consumer science"	23 October 2014	<a href="http://connect4action.eu/news">http://connect4action.eu/news</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations , the Media and the General public		EU member states	
87	Webinar	EUFIC, Maddalena Ragona	C4A webinar "Improving communication during the food innovation"	23 October 2014	<a href="http://connect4action.eu/toolbox">http://connect4action.eu/toolbox</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer		EU member states	

A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
						organisations , the Media and the General public			
88	Workshop	EFFoST	TRADEIT Project, Workshop	23 October 2014	10 <sup>th</sup> Food Valley Expo, Arnhem, The Netherlands	Industry, policy makers, academia	10 participants	Netherlands, Italy	
89	Web	EUFIC	News item on the project website about the C4A webinar "Improving communication during the food innovation"	23 October 2014	<a href="http://connect4action.eu/news">http://connect4action.eu/news</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations , the Media and the General public		EU member states	
90	Web	EUFIC	Publish the C4A webinar "Improving communication during the food innovation" on EUFIC's YouTube channel	23 October 2014	<a href="https://www.youtube.com/watch?v=B3S8J3joso4">https://www.youtube.com/watch?v=B3S8J3joso4</a>	Scientific Community, Media, Civil Society, Policy Makers		UK, France, Spain, Germany, Italy, Czech Republic, Slovakia, Greece, Poland, Hungary and	

A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
								Portugal	
91	Web	EUFIC	Specific section about the C4A webinar "Improving communication during the food innovation process - Tools and training developed in the Connect4Action project" created on eufic.org.	27 October 2014	<a href="http://www.eufic.org/webinars/connect4action-foodinnov/index.html">http://www.eufic.org/webinars/connect4action-foodinnov/index.html</a>	Scientific Community, Media, Civil Society, Policy Makers		UK, France, Spain, Germany, Italy, Czech Republic, Slovakia, Greece, Poland, Hungary and Portugal	
92	Publication	EUFIC	Food Today EU projects supplement issue, including article "Connecting key players in the food innovation process to improve consumer acceptance of new products"	27 October 2014	<a href="http://www.eufic.org/article/en/artid/Connecting_key_players_in_the_food_innovation_process_to_improve_consumer_acceptance_of_new_products/">http://www.eufic.org/article/en/artid/Connecting_key_players_in_the_food_innovation_process_to_improve_consumer_acceptance_of_new_products/</a>	Scientific Community, Media, Civil Society, Policy Makers		UK, France, Spain, Germany, Italy, Czech Republic, Slovakia, Greece, Poland, Hungary and Portugal	
93	Conference	EUFIC	Final conference "Collaborative Innovation in the Food Sector" Presentations: <ul style="list-style-type: none"> <li>▪ "Open innovation models in the food sector"</li> <li>▪ "Supporting dialogue for successful food innovation"</li> <li>▪ "Understanding</li> </ul>	29 October 2014	SOFITEL Brussels Europe, Brussels, Belgium	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales	~100 attendees	EU member states	

**A2: LIST OF DISSEMINATION ACTIVITIES**

NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
			consumers and gaining acceptance” <ul style="list-style-type: none"> <li>▪ “Communication in innovation and NPD processes”</li> <li>▪ “Retailers and caterers – barriers or resources in innovation processes?”</li> <li>▪ “The promise of collaborative innovation/radical innovation in networks”</li> </ul>			people			
94	Distribution of dissemination material	EUFIC	C4A one-pager, USB sticks, folders, pens and college blocks carrying the project logo	29 October 2014	SOFITEL Brussels Europe, Brussels, Belgium	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people	~100 attendees	EU member states	
95	Workshop	UNIBO, EFFoST	Final academic training <i>“Improving communication between Food Technologists and Consumer Scientists during the food innovation process”</i> Presentations: <ul style="list-style-type: none"> <li>▪ “Some definitions</li> </ul>	30-31 October 2014	SOFITEL Brussels Europe, Brussels, Belgium	PhD students in Food Science and Technology and Consumer Science	15 participants	Italy, Poland, Netherlands, Denmark, UK, Sweden, Finland, Portugal	

**A2: LIST OF DISSEMINATION ACTIVITIES**

NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
			<p>related to communication during the food innovation process”</p> <ul style="list-style-type: none"> <li>▪ “Challenges for internal communication during the innovation process”</li> <li>▪ “Methods and practices for ensuring external communication during the innovation process”</li> <li>▪ “Recommendations for improving communication”</li> <li>▪ “Early Signalling Guide: Creating awareness and sensitivity to potential issues”</li> <li>▪ “Key elements of consumer science for food scientists”</li> <li>▪ “Key elements of food science &amp; technology for social scientists”</li> <li>▪ “Case Studies”</li> <li>▪ “Communicating risks and benefits to the consumer”</li> </ul>						
96	Distribution of dissemination material	EUFIC	C4A one-pager, USB sticks, folders and college blocks carrying the project logo	30-31 October 2014	SOFITEL Brussels Europe, Brussels,	PhD students in Food Science and Technology	15 participants	Italy, Poland, Netherlands, Denmark, UK, Sweden,	

**A2: LIST OF DISSEMINATION ACTIVITIES**

NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
					Belgium	and Consumer Science		Finland, Portugal	
97	Distribution of dissemination material	EUFIC	Shipment of 50 English copies of the C4A Food Today article "Connecting key players in the food innovation process to improve consumer acceptance of new products" to TNO for distribution in future events	3 November 2014	TNO, the Netherlands				
98	Distribution of dissemination material	EUFIC	Shipment of 350 English copies of the C4A Food Today article "Connecting key players in the food innovation process to improve consumer acceptance of new products" to EFFoST for distribution at their annual meeting 2014 in Uppsala	3 November 2014	European Federation of Food Science & Technology (EFFoST)	Food technologists, Food scientists, Nutrition experts, Health professionals			
99	Podcast	EUFIC, Karin Zimmermann	3rd C4A podcast "Listen to the latest podcast on top level results of Connect4Action!"	3 November 2014	<a href="http://connect4action.eu/news/85-last-podcast-karin">http://connect4action.eu/news/85-last-podcast-karin</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales		EU member states	

A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
						people, Consumer organisations , the Media and the General public			
100	Web	EUFIC	Specific section about the 3rd C4A podcast "Connect4Action: Top level results of the 3-year EU-funded project" published on eufic.org	3 November 2014	<a href="http://www.eufic.org/web/page.asp?cust=1&amp;lng=en&amp;page=MEDIACE NTRE&amp;podid=84">http://www.eufic.org/web/page.asp?cust=1&amp;lng=en&amp;page=MEDIACE NTRE&amp;podid=84</a>	Scientific Community, Media, Civil Society, Policy Makers		UK, France, Spain, Germany, Italy, Czech Republic, Slovakia, Greece, Poland, Hungary and Portugal	
101	Newsletter	EFFoST	Item in the EFFoST Newsletter about the final food industry training "Improving the Food Innovation Process"	13 November 2014	EFFoST Newsletter	Scientific community, industry, policy makers	>6000 direct subscribers, distributed to 120 member societies with an audience of >100,000	International	
102	Workshop	UNIBO, EUFIC, EFFoST	Final industry training "Improving communication between Food Technologists and Consumer Scientists during the food innovation process-training course for food industry professionals" Presentations: <ul style="list-style-type: none"> <li>▪ "Some definitions related to communication during</li> </ul>	25 November 2014	Uppsala Konsert and Kongress, Uppsala Sweden	Food technologists , Consumer scientists	15 participants		

A2: LIST OF DISSEMINATION ACTIVITIES									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
			<p>the food innovation process”</p> <ul style="list-style-type: none"> <li>▪ “Challenges for internal communication during the innovation process”</li> <li>▪ “Methods and practices for ensuring external communication during the innovation process”</li> <li>▪ “Recommendations for improved communication”</li> <li>▪ “Early signalling guide”</li> <li>▪ “Key elements on consumer science”</li> <li>▪ “Key elements on food science &amp; technology”</li> <li>▪ “Communicating risks and benefits to the consumer”</li> </ul>						
103	Distribution of dissemination material	EUFIC	C4A one-pager, USB sticks, folders and college blocks carrying the project logo	25 November 2014	Uppsala Konsert and Kongress, Uppsala Sweden	Food technologists , Consumer scientists	15 participants		
104	Web	UNIBO, EUFIC	Updates in the toolbox section of the project website	25 November 2014	<a href="http://connect4action.eu/toolbox">http://connect4action.eu/toolbox</a>	Consumer and Food Technology scientists, Ingredient suppliers, New	Total unique page views: 1,818 (7/10/2014)	EU member states	



<b>A2: LIST OF DISSEMINATION ACTIVITIES</b>									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
						technology and product developers, Marketers and sales people, Consumer organisations , the Media and the General public			
105									
106	Distribution of dissemination material	EFFoST	English copies of the C4A Food Today article "Connecting key players in the food innovation process to improve consumer acceptance of new products" to EFFoST for distribution at their annual meeting 2014 in Uppsala	25-28 November 2014	28 <sup>th</sup> EFFoST International Conference, Uppsala, Sweden	Scientific Community, Industry	Conference attended by 370 food scientist	International conference	
107	Distribution of dissemination material	EFFoST	C4A one-pager	25-28 November 2014	28 <sup>th</sup> EFFoST International Conference, Uppsala, Sweden	Scientific Community, Industry	Conference attended by 370 food scientist	International conference	
108	Newsletter	EFFoST	Item in the EFFoST Newsletter about the finalized Connect4Action Toolbox	December 2014	EFFoST Newsletter	Scientific community, industry, policy makers	>6000 direct subscribers, distributed to 120 member societies with an audience of >100,000	International	

<b>A2: LIST OF DISSEMINATION ACTIVITIES</b>									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
109	Web	EUFIC	Updates on the Presentations and Publications section of the website with the presentations given at the joint final conference of Connect4Action and RECAPT	04 December 2014	<a href="http://connect4action.eu/results/presentations-and-publications">http://connect4action.eu/results/presentations-and-publications</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations , the Media and the General public		EU member states	
110	Web	EUFIC	News item in project website about the presentations given at the joint final conference of Connect4Action and RECAPT	04 December 2014	<a href="http://connect4action.eu/news/87-material-from-the-connect4action-and-recapt-joint-final-conference-now-available-online">http://connect4action.eu/news/87-material-from-the-connect4action-and-recapt-joint-final-conference-now-available-online</a>	Consumer and Food Technology scientists, Ingredient suppliers, New technology and product developers, Marketers and sales people, Consumer organisations , the Media and the General		EU member states	

<b>A2: LIST OF DISSEMINATION ACTIVITIES</b>									
NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
						public			
111	Newsletter	EFFoST	Item in the EFFoST Newsletter about the draft Connect4Action Embassy	January 2015	EFFoST Newsletter	Scientific community, industry, policy makers	>6000 direct subscribers, distributed to 120 member societies with an audience of >100,000	International	
112	Newsletter	EFFoST	Item in the EFFoST Newsletter about report on the paper submitted by the Delphi team of WP3	February 2015	EFFoST Newsletter	Scientific community, industry, policy makers	>6000 direct subscribers, distributed to 120 member societies with an audience of >100,000	International	
113	Newsletter	EFFoST	Item in the EFFoST Newsletter final Connect4Action and its implementation	February 2015	EFFoST Newsletter	Scientific community, industry, policy makers	>6000 direct subscribers, distributed to 120 member societies with an audience of >100,000	International	
114	Newsletter	EFFoST	Item in the EFFoST Newsletter summarising all of the project outcomes	March 2015	EFFoST Newsletter	Scientific community, industry, policy makers	>6000 direct subscribers, distributed to 120 member societies with an audience of >100,000	International	
115	Newsletter	EFFoST	Item in the EFFoST Newsletter about announcement of C4A Embassy session at the next EFFoST conference in Athens,	March 2015	EFFoST Newsletter	Scientific community, industry, policy makers	>6000 direct subscribers, distributed to 120 member societies with an audience	International	

**A2: LIST OF DISSEMINATION ACTIVITIES**

NO.	Type of activities	Main leader	Title	Date/Period	Place	Type of audience	Size of audience	Countries addressed	Details
			November 2015				of >100,000		



### 4.3 Report on societal implications

Replies to the following questions will assist the Commission to obtain statistics and indicators on societal and socio-economic issues addressed by projects. The questions are arranged in a number of key themes. As well as producing certain statistics, the replies will also help identify those projects that have shown a real engagement with wider societal issues, and thereby identify interesting approaches to these issues and best practices. The replies for individual projects will not be made public.

<b>A General Information</b> <i>(completed automatically when Grant Agreement number is entered).</i>	
<b>Grant Agreement Number:</b>	289023
<b>Title of Project:</b>	CONNECT4ACTION
<b>Name and Title of Coordinator:</b>	Karin Zimmermann, BSc RM,
<b>B Ethics</b>	
<b>1. Did your project undergo an Ethics Review (and/or Screening)?</b>	
5 If Yes: have you described the progress of compliance with the relevant Ethics Review/Screening Requirements in the frame of the periodic/final project reports?  Special Reminder: the progress of compliance with the Ethics Review/Screening Requirements should be described in the Period/Final Project Reports under the Section 3.2.2 'Work Progress and Achievements'	<i>0Yes X No</i>
<b>2. Please indicate whether your project involved any of the following issues (tick box) :</b>	<b>YES</b>
<b>RESEARCH ON HUMANS</b>	
6 Did the project involve children?	
7 Did the project involve patients?	
8 Did the project involve persons not able to give consent?	
9 Did the project involve adult healthy volunteers?	
10 Did the project involve Human genetic material?	
• Did the project involve Human biological samples?	
• Did the project involve Human data collection?	
<b>RESEARCH ON HUMAN EMBRYO/FOETUS</b>	
11 Did the project involve Human Embryos?	
12 Did the project involve Human Foetal Tissue / Cells?	
13 Did the project involve Human Embryonic Stem Cells (hESCs)?	
14 Did the project on human Embryonic Stem Cells involve cells in culture?	
15 Did the project on human Embryonic Stem Cells involve the derivation of cells from Embryos?	
<b>PRIVACY</b>	
16 Did the project involve processing of genetic information or personal data (eg. health, sexual lifestyle, ethnicity, political opinion, religious or philosophical conviction)?	
17 Did the project involve tracking the location or observation of people?	
<b>RESEARCH ON ANIMALS</b>	
18 Did the project involve research on animals?	
19 Were those animals transgenic small laboratory animals?	
20 Were those animals transgenic farm animals?	
21 Were those animals cloned farm animals?	

22	Were those animals non-human primates?	
<b>RESEARCH INVOLVING DEVELOPING COUNTRIES</b>		
23	Did the project involve the use of local resources (genetic, animal, plant etc)?	
24	Was the project of benefit to local community (capacity building, access to healthcare, education etc)?	
<b>DUAL USE</b>		
	• Research having direct military use	0 Yes X No
25	Research having the potential for terrorist abuse	

### **C Workforce Statistics**

**3. Workforce statistics for the project: Please indicate in the table below the number of people who worked on the project (on a headcount basis).**

Type of Position	Number of Women	Number of Men
Scientific Coordinator	1	
Work package leaders	5	2
Experienced researchers (i.e. PhD holders)	8	13
PhD Students	2	2
Other	2	

<b>4. How many additional researchers (in companies and universities) were recruited specifically for this project?</b>	<b>5</b>
Of which, indicate the number of men:	1

## D Gender Aspects

5. Did you carry out specific Gender Equality Actions under the project?  Yes  
 No

6. Which of the following actions did you carry out and how effective were they?

- |   | Not at all effective  | Very effective  |
|---|---|---|
| <input type="checkbox"/> Design and implement an equal opportunity policy         | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> |
| <input type="checkbox"/> Set targets to achieve a gender balance in the workforce | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> |
| <input type="checkbox"/> Organise conferences and workshops on gender             | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> |
| <input type="checkbox"/> Actions to improve work-life balance                     | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> |
| <input type="radio"/> Other: <input type="text"/>                                 |   |   |

7. Was there a gender dimension associated with the research content – i.e. wherever people were the focus of the research as, for example, consumers, users, patients or in trials, was the issue of gender considered and addressed?

Yes- please specify

No

## E Synergies with Science Education

8. Did your project involve working with students and/or school pupils (e.g. open days, participation in science festivals and events, prizes/competitions or joint projects)?

Yes- please specify

Workshops has been organised for young academic (PhD students).

No

9. Did the project generate any science education material (e.g. kits, websites, explanatory booklets, DVDs)?

Yes- please specify

Trainings, internet tool, webinars and podcast has been created.

No

## F Interdisciplinarity

10. Which disciplines (see list below) are involved in your project?

Main discipline<sup>8</sup>: 2.3, 4.1, 5.1, 5.2, 5.3, 5.4,

Associated discipline<sup>8</sup>:

Associated discipline<sup>8</sup>:

## G Engaging with Civil society and policy makers

11a Did your project engage with societal actors beyond the research community? (if 'No', go to Question 14)  Yes  
 No

11b If yes, did you engage with citizens (citizens' panels / juries) or organised civil society (NGOs, patients' groups etc.)?

No

Yes- in determining what research should be performed

Yes - in implementing the research

Yes, in communicating /disseminating / using the results of the project

<sup>8</sup> Insert number from list below (Frascati Manual).



<b>11c In doing so, did your project involve actors whose role is mainly to organise the dialogue with citizens and organised civil society (e.g. professional mediator; communication company, science museums)?</b>	<input type="radio"/> <input checked="" type="radio"/>	Yes No
<b>12. Did you engage with government / public bodies or policy makers (including international organisations)</b>		
<input type="radio"/> No <input checked="" type="radio"/> Yes- in framing the research agenda <input checked="" type="radio"/> Yes - in implementing the research agenda <input checked="" type="radio"/> Yes, in communicating /disseminating / using the results of the project		
<b>13a Will the project generate outputs (expertise or scientific advice) which could be used by policy makers?</b> <input checked="" type="radio"/> Yes – as a <b>primary</b> objective (please indicate areas below- multiple answers possible) <input checked="" type="radio"/> Yes – as a <b>secondary</b> objective (please indicate areas below - multiple answer possible) <input type="radio"/> No		
<b>13b If Yes, in which fields?</b>		
X Agriculture Audiovisual and Media Budget Competition X Consumers Culture Customs Development Economic and Monetary Affairs Education, Training, Youth Employment and Social Affairs	Energy Enlargement Enterprise Environment External Relations External Trade Fisheries and Maritime Affairs Food Safety Foreign and Security Policy Fraud Humanitarian aid	Human rights Information Society Institutional affairs Internal Market Justice, freedom and security Public Health Regional Policy X Research and Innovation Space Taxation Transport

<b>13c If Yes, at which level?</b>		
<input checked="" type="checkbox"/>	Local / regional levels	
<input checked="" type="checkbox"/>	National level	
<input checked="" type="checkbox"/>	European level	
<input checked="" type="checkbox"/>	International level	
<b>H Use and dissemination</b>		
<b>14. How many Articles were published/accepted for publication in peer-reviewed journals?</b>		
<b>To how many of these is open access<sup>9</sup> provided?</b>		<b>1</b>
How many of these are published in open access journals?		
How many of these are published in open repositories?		
<b>To how many of these is open access not provided?</b>		
<b>Please check all applicable reasons for not providing open access:</b>		
<input type="checkbox"/> publisher's licensing agreement would not permit publishing in a repository <input type="checkbox"/> no suitable repository available <input type="checkbox"/> no suitable open access journal available <input type="checkbox"/> no funds available to publish in an open access journal <input type="checkbox"/> lack of time and resources <input type="checkbox"/> lack of information on open access <input type="checkbox"/> other <sup>10</sup> : .....		
<b>15. How many new patent applications ('priority filings') have been made?</b> <i>("Technologically unique": multiple applications for the same invention in different jurisdictions should be counted as just one application of grant).</i>		<b>0</b>
<b>16. Indicate how many of the following Intellectual Property Rights were applied for (give number in each box).</b>	Trademark	<b>0</b>
	Registered design	<b>0</b>
	Other	<b>0</b>
<b>17. How many spin-off companies were created / are planned as a direct result of the project?</b>		<b>0</b>
<i>Indicate the approximate number of additional jobs in these companies:</i>		
<b>18. Please indicate whether your project has a potential impact on employment, in comparison with the situation before your project:</b>		
<input type="checkbox"/> Increase in employment, or	<input type="checkbox"/>	In small & medium-sized enterprises
<input type="checkbox"/> Safeguard employment, or	<input type="checkbox"/>	In large companies
<input type="checkbox"/> Decrease in employment,	<input type="checkbox"/>	None of the above / not relevant to the project
<input checked="" type="checkbox"/> Difficult to estimate / not possible to quantify		
<b>19. For your project partnership please estimate the employment effect resulting directly from your participation in Full Time Equivalent (FTE = one person working fulltime for a year) jobs:</b>		<i>Indicate figure:</i>

<sup>9</sup> Open Access is defined as free of charge access for anyone via Internet.

<sup>10</sup> For instance: classification for security project.

Difficult to estimate / not possible to quantify		X
<b>I Media and Communication to the general public</b>		
<b>20. As part of the project, were any of the beneficiaries professionals in communication or media relations?</b>		
X Yes		O No
<b>21. As part of the project, have any beneficiaries received professional media / communication training / advice to improve communication with the general public?</b>		
O Yes		X No
<b>22 Which of the following have been used to communicate information about your project to the general public, or have resulted from your project?</b>		
X Press Release	X Coverage in specialist press	
<input type="checkbox"/> Media briefing	<input type="checkbox"/> Coverage in general (non-specialist) press	
<input type="checkbox"/> TV coverage / report	<input type="checkbox"/> Coverage in national press	
<input type="checkbox"/> Radio coverage / report	<input type="checkbox"/> Coverage in international press	
X Brochures /posters / flyers	X Website for the general public / internet	
X DVD /Film /Multimedia	<input type="checkbox"/> Event targeting general public (festival, conference, exhibition, science café)	
<b>23 In which languages are the information products for the general public produced?</b>		
<input type="checkbox"/> Language of the coordinator	X English	
X Other language(s)		

**Question F-10:** Classification of Scientific Disciplines according to the Frascati Manual 2002 (Proposed Standard Practice for Surveys on Research and Experimental Development, OECD 2002):

## FIELDS OF SCIENCE AND TECHNOLOGY

### 1. NATURAL SCIENCES

- 1.1 Mathematics and computer sciences [mathematics and other allied fields: computer sciences and other allied subjects (software development only; hardware development should be classified in the engineering fields)]
- 1.2 Physical sciences (astronomy and space sciences, physics and other allied subjects)
- 1.3 Chemical sciences (chemistry, other allied subjects)
- 1.4 Earth and related environmental sciences (geology, geophysics, mineralogy, physical geography and other geosciences, meteorology and other atmospheric sciences including climatic research, oceanography, vulcanology, palaeoecology, other allied sciences)
- 1.5 Biological sciences (biology, botany, bacteriology, microbiology, zoology, entomology, genetics, biochemistry, biophysics, other allied sciences, excluding clinical and veterinary sciences)

### 2. ENGINEERING AND TECHNOLOGY

- 2.1 Civil engineering (architecture engineering, building science and engineering, construction engineering, municipal and structural engineering and other allied subjects)
- 2.2 Electrical engineering, electronics [electrical engineering, electronics, communication engineering and systems, computer engineering (hardware only) and other allied subjects]
- 2.3 Other engineering sciences (such as chemical, aeronautical and space, mechanical, metallurgical and materials engineering, and their specialised subdivisions; forest products; applied sciences such as

geodesy, industrial chemistry, etc.; the science and technology of food production; specialised technologies of interdisciplinary fields, e.g. systems analysis, metallurgy, mining, textile technology and other applied subjects)

### 3. MEDICAL SCIENCES

- 3.1 Basic medicine (anatomy, cytology, physiology, genetics, pharmacy, pharmacology, toxicology, immunology and immuno-haematology, clinical chemistry, clinical microbiology, pathology)
- 3.2 Clinical medicine (anaesthesiology, paediatrics, obstetrics and gynaecology, internal medicine, surgery, dentistry, neurology, psychiatry, radiology, therapeutics, otorhinolaryngology, ophthalmology)
- 3.3 Health sciences (public health services, social medicine, hygiene, nursing, epidemiology)

### 4. AGRICULTURAL SCIENCES

- 4.1 Agriculture, forestry, fisheries and allied sciences (agronomy, animal husbandry, fisheries, forestry, horticulture, other allied subjects)
- 4.2 Veterinary medicine

### 5. SOCIAL SCIENCES

- 5.1 Psychology
- 5.2 Economics
- 5.3 Educational sciences (education and training and other allied subjects)
- 5.4 Other social sciences [anthropology (social and cultural) and ethnology, demography, geography (human, economic and social), town and country planning, management, law, linguistics, political sciences, sociology, organisation and methods, miscellaneous social sciences and interdisciplinary, methodological and historical S1T activities relating to subjects in this group. Physical anthropology, physical geography and psychophysiology should normally be classified with the natural sciences].

### 6. HUMANITIES

- 6.1 History (history, prehistory and history, together with auxiliary historical disciplines such as archaeology, numismatics, palaeography, genealogy, etc.)
- 6.2 Languages and literature (ancient and modern)
- 6.3 Other humanities [philosophy (including the history of science and technology) arts, history of art, art criticism, painting, sculpture, musicology, dramatic art excluding artistic "research" of any kind, religion, theology, other fields and subjects pertaining to the humanities, methodological, historical and other S1T activities relating to the subjects in this group]

## 26 FINAL REPORT ON THE DISTRIBUTION OF THE EUROPEAN UNION FINANCIAL CONTRIBUTION

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### Report on the distribution of the European Union financial contribution between beneficiaries

Name of beneficiary	Final amount of EU contribution per beneficiary in Euros
1. DLO	182,518
2. WU	97,703
3. INRA	3,795
AgroParisTech	0
4. UNIBO	79,130
5. AU	155,379
6. EUFIC	222,685
7. EFFoST	84,996
8. TNO	40,254
9. ICC	19,252
10. UNEW	106,946
11. FDEA-ACW	1,553
Total	<b>994,211</b>