

FoodSMART NOTES, Ronge & Partner GmbH. hosting meeting in Hotel Herzoghof, Baden, Austria, 12th and 13th March 2018

IN ATTENDANCE

Steering Committee Members in Attendance	Institution
Professor Heather Hartwell (HH)	Bournemouth University, UK
Dr Jeffery Bray (JB)	Bournemouth University, UK
Manfred Ronge (MR)	Ronge & Partners
Dr Laure Saulais (LS)	Research Fellow, Centre De Recherche, Institute Paul Bocuse, France
Mr George Sakellariou on behalf of Professor Ioannis Mavridis (GS)	University of Macedonia, Greece
Professor Armando Perez-Cueto (AP-C)	Copenhagen University, DK
Other Participants in Attendance	Institution
Ms Natalia Lavrushkina (NL)	Project Administrator, Bournemouth University
Rebecca Coolen (RC)	Ronge & Partner
Yang Chen (YC)	Copenhagen University, DK

APOLOGIES FOR ABSENCE

Apologies from Prof Ioannis Mavridis, Dr Agnes Giboreau, Prof John Edwards (Advisory Board), Ms Brit Hars-Rasmussen (Copenhagen University, DK) were received.

1.0 WELCOME AND INTRODUCTION

Professor Heather Hartwell (HH) from Bournemouth University (BU) welcomed the partners to the management meeting and thanked Manfred and Ronge & Partner Team for hosting. This is the second to last project management meeting, the next time will be at the final event at IPB, on 20th September 2018. Well-done to everyone for collecting the field-test data, which we will hand over to Armando and his Team to analyse.

2.0 APPROVAL OF MINUTES FROM PREVIOUS MEETING

Minutes were approved with minor correction.

3.0 MATTERS ARISING

A most important matter arising is the Horizon scanning for future funding. Well-done to Ioannis for identifying a possibility. Unfortunately the timescale was too tight. Additional information was captured on later agenda items. HH shared the latest Progress report January, 2018, submitted on the EU Portal.

ACTION: All partners to investigate ways of sharing or applying knowledge gained from the app especially that which has impact or legacy sharing for industry.

4.0 SHORT PRESENTATION OF WORK PACKAGE 6- FIELD TEST

HH presented the preliminary analysis of the Bournemouth University data, pointing out the tendency in the BU data for test results to be slightly less positive than control on the main data but highlighted that student independent research using the same data collection tool presented opposite results with test data being more positive than the control. Full data set and national data comparison would be interesting in the light of these results.

Bournemouth University Data Collection

Demographics



	CONTROL (n=142) October 2017	TEST (n=142) November 2017
Age in years	Mean = 20.65 SD = 3.225	Mean = 20.06 SD = 3.696
Gender	Male = 56 (39.4%) Female = 86 (60.6%)	Male = 54 (38%) Female = 88 (62%)



Descriptive statistics - Bournemouth Data Set

	CONTROL (n=142) Agree/Strongly Agree	TEST (n=142) Agree/Strongly Agree
Said, that they would like to use system like FoodSMART app frequently	89 (62.7%)	89 (62.7%)
Said, that they believe the FoodSMART app will be useful to customers in a canteen setting to help them to get informed about dish offered	127 (89.4%)	126 (88.7%)
Said, that the FoodSMART app system is easy to learn	125 (88%)	132 (93%)
Said, that FoodSMART app system is manageable to use	135 (95.1%)	128 (83.1%)



FoodSMART results and preliminary interpretation (UK)

Gender

In general both male and female students have given positive assessment to the FoodSMART app usability (all means are higher than 3.0); where Independent Sample t Test shows that the female students are significantly more positive in some responses (Table 1).

Table 1: Comparison of using FoodSMART between genders

Questions	Male(n=110) Mean±SD	Female(n=174) Mean±SD	P value
I think that I would like to use a system like this frequently	3.27±0.92	3.74±0.77	.000
The FoodSMART app system is simple	4.23±0.70	4.34±0.56	.14
The FoodSMART app system is easy to use	4.31±0.66	4.44±0.57	.07
I think that I would need the support of a technical person to be able to use this system*	4.05±0.77	4.07±0.82	.81
The FoodSMART app's functions are well integrated	3.30±1.35	3.30±1.44	.98
The FoodSMART app system is consistent	4.01±0.70	4.15±0.69	.10
The FoodSMART app system is easy to learn	4.15±0.72	4.32±0.59	.09
The FoodSMART app system is manageable to use	4.06±0.70	4.28±0.63	.01
I would need to feel confident about using the FoodSMART app before actually using it	3.44±1.19	3.78±0.96	.01
I would prefer not to learn a lot of things before I could get going with the FoodSMART app	3.61±1.01	3.83±0.91	.05
I believe the FoodSMART App will be useful to customers in a canteen setting to help them to be informed about dishes offered	4.12±0.75	4.29±0.71	.06

(where 1=Strongly disagree to 5=strongly agree)

*for Control the Q wording was negative: I would not want the need of a technical person to be able to use this system, taken into consideration for analysis



FoodSMART results and preliminary interpretation (UK)

Control vs Test

These results demonstrate a positive attitude towards the app (all means higher than 3) however slightly lower in the test compared to the control (this conclusion was not reflected in a student research project using the same questionnaire – therefore analysing a much larger sample will be interesting).

Qualitative feedback

"The app looks simply to use, so I wouldn't need the use of a technical person" (Male, age 24).

"I would not need the help of a technical person; neither would a lot of younger people in my opinion as technology is easy to learn" (Male, age 22).

"It looks like a good convenient app" (Male, age 23).

"After trialling the app I would be more inclined to using it. As I currently use 'My Fitness Pal' and this seems to be more accurate" (Female, age 22).



FoodSMART results and preliminary interpretation (UK)

Control vs Test

Table 2: Comparison of using FoodSMART between test and control

Questions	Control (n=142) Mean±SD	Test (n=142) Mean±SD	P value
I think that I would like to use a system like this frequently	3.63±0.89	3.49±0.83	.19
The FoodSMART app system is simple	4.49±0.60	4.11±0.58	.000
The FoodSMART app system is easy to use	4.63±0.54	4.15±0.58	.000
I think that I would need the support of a technical person to be able to use this system*	4.43±0.79	3.69±0.62	.000
The FoodSMART app's functions are well integrated	4.43±0.58	2.18±1.03	.000
The FoodSMART app system is consistent	4.39±0.71	3.80±0.54	.000
The FoodSMART app system is easy to learn	4.42±0.70	4.09±0.55	.000
The FoodSMART app system is manageable to use	4.44±0.61	3.94±0.62	.000
I would need to feel confident about using the FoodSMART app before actually using it	3.99±0.97	3.30±1.05	.000
I would prefer not to learn a lot of things before I could get going with the FoodSMART app	3.97±1.00	3.52±0.85	.000
I believe the FoodSMART App will be useful to customers in a canteen setting to help them to be informed about dishes offered	4.27±0.77	4.18±0.69	.29

(where 1=Strongly disagree to 5=strongly agree)

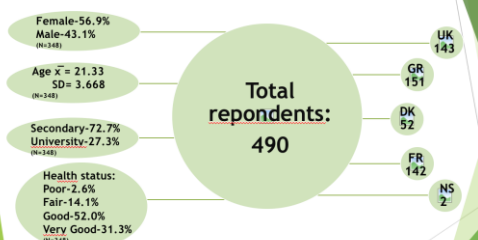


YC presented preliminary descriptive statistics on the control and test data available to date. She noted that test data is still being collected in Denmark.

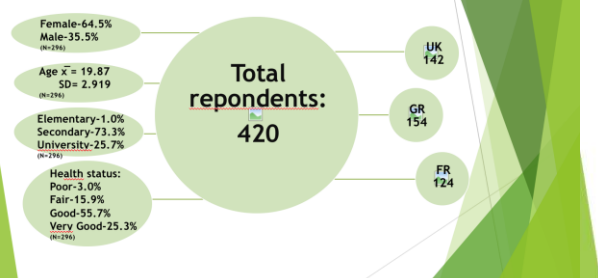
Updates - Field Study

- ▶ Control experiments were conducted in Greece, UK, France and Denmark and data was collected via [SurveyXact](#) (N=490)
- ▶ Field tests were conducted in Greece, UK and France and data was collected via [SurveyXact](#) (N= 420)
- ▶ Control data for UK, Greece and Denmark (N=348) were analysed
- ▶ Field test data for UK, Greece (N= 296) were analysed

Results - Control Test



Results - Field Test



Future work

- ▶ Field test and data collection in Denmark
- ▶ Data input from France
- ▶ A paper on [FoodSmart](#) project field test (package 6)

ACTION: All partners to forward their respective data to Armando. Armando to complete results of field test, interpretation and analysis by June 2018.
Armando to submit EC Report by June 2018 to HH.

5.0 COMMERCIALISATION OF THE APP

HH would like to demonstrate legacy of the Project and has tried within the UK to encourage the adoption of FoodSMART by industry. She had been in contact with John Carlin CEO of Chartwells who provide workplace canteens for universities and schools. He had responded but unfortunately the lead has not resulted in a meeting. She has also been in contact with the Operations Manager of CH&Co Group www.chandcogroup.com to arrange a meeting to discuss possible application of FoodSMART – they will visit BU on 28th March, Natasha Pringle (UG Student with dissertation topic connected to FoodSMART will present findings at that meeting). This is a good example of student, academia, and industry co-creation.

LS: IPB are investigating the app as a vehicle for consumer data collection, though early stage app download has been a challenge, due to novelty of the app, and non-availability of French language video. New EU data protection legislation (May 2018) may also pose an additional challenge to consumer data usage which they are investigating.

MR: Ronge & Partner also concerned about new data protection regulations. MR observed that large Austrian catering companies had their own apps and smaller ones (95% of industry) were not currently interested in such apps. Finding a way to create such industry usage would be a good future project.

HH: app selling point is that app is ad free and does allow personalisation. Video now in English and German and there are plans for French translation on Youtube. The Project aim has been fulfilled, but it would be good to utilise the app for commercial applications, especially in light of recent UK Govt change in calorie intake guidelines, to counter obesity rates. Previous BU research (Dr. Sarah Price) suggests human agents are not trusted with dietary information provision so app offers a way to provide accurate consumer information

than others generally available. An enhanced app based on the knowledge gained could have a greater commercial application.

ACTION: HH to meet with CH&Co and send update to partners.

6.0 SECONDMENTS & ADMINISTRATION ISSUES

NL asked for confirmation of missing agreements for previous planned secondments. She reinforced the necessity for researcher declarations and for a regular update. HH reminded partners that finances were related to secondment periods and hence reiterated that no money would be received without proper audit trail. H2020 RISE evaluation questionnaires need to be completed by all seconded staff members at the end of their secondment period these have been circulated amongst partners with the relevant link provided.

All partners were encouraged to take part in populating EC continuous reporting areas on website; in particular: BU – Milestone 3, UoC – Milestone 4, Deliverables D6 and D7, IPB – Deliverable D8, R&P – SME Impact.

ACTION: UoM to confirm their decision on 5 unclaimed secondments to NL by 23rd March 2018, IPB to confirm secondment dates and all partners to ask ALL seconded staff members to submit the H2020 RISE evaluation questionnaire using the link provided, additionally all outstanding research declarations need to be submitted on the portal.

7.0 BID WRITING

Partners are encouraged to look for follow-on funding opportunities. UoC offers training for all secondees with them on bid writing skills.

BU has submitted an Erasmus Plus bid 'BinLESS' with PI Dr V. Filimonau with partners in Denmark Austria and France. Bid outcome would be expected in June 2018.

JB is currently working on a COST bid for networking costs working with industry. This bid is due by 20th April 2018. MR said he could help with finding partners in ITC countries for this bid application.

Dr. Lorraine Brown (BU) is bidding for an ERSC grant on Refugees and Migrants with possible partnership with Ronge & Partner.

UoC are planning to review bids for next year.

Whilst industry partners do not have experience in bid writing they were encouraged to send a one page idea proposal and send to university partners as they are better able to support and identify funding opportunities.

8.0 SME IMPACT

EC requires our industry partners to provide a short report each on the impact that the project has had on their business. Some themes might be Growth (market), job creation, value of secondments, personal development and anything else you would like to add. There will be a presentation on this by both partners: IPB and Ronge & Partner at the September meeting. This then will form the report that is due in December 2018.

NL has offered both Austrian and French partners to support SME impact report writing whilst on her secondments.

9.0 PAPERS AND CONFERENCES

JB updated the team on publications. HH update on BU industry Day Feb 2018 – Marie Currie Ambassador Day. She also updated that a FoodSMART workshop will be run as part of CHME, May 2018 and that JB will include FoodSMART as part of the Global Festival of Learning (BU), July 2018 in Germany. We are fortunate that Dr Sarah Price will also lead on this. ICCAS 2019 will be hosted by Cardiff Metropolitan University, 26-28 June 2019. ICCAS will then be chaired by the University of Copenhagen and will be held in 2021 at IPB, France.



Full activity log was then presented.

ACTION: All partners encouraged to complete the activity log and return their entries to NL

10.0 AOB

As part of the meeting the partners were given the opportunity to talk about any other business (AOB).

No further AOB.

11.0 CONCLUSION

HH thanked all the partners for their contribution and effort and for their participation during these two days of meetings and specially thanked Manfred and Rebecca and Ronge & Partner for their hospitality.

The next meeting will take place at IPB on 20th September 2018 and can be part of the conference run by IPB at the same time. IPB hope that a webinar provision can be offered for those who cannot attend. This will be the last face-to-face meeting and HH looks forward to an exciting event.



