

Progress Report – RISE – FoodSMART - Grant agreement no: 643999

1. General Progress of the action

1.1 Please indicate the progress of the action during the period covered by this report (please mark one option):

The action has fully achieved its objectives for the period.

1.2 Please describe the general scientific progress of the action during the period covered by this report (including by giving qualitative indicators and by describing deliverables and milestones achieved):

Scientific progress is going well; WP 1 as management is on-going and WP2 is complete;

Work Package 1 – Management and Coordination (BU): The objective of WP1 is to provide day to day coordination and management of all FoodSMART activities, providing efficient support in terms of financial and human resources and linking the project to the EU Commission. The following objectives have been achieved: i) to ensure efficient management at the administrative, scientific and technical levels; ii) To ensure an integration of all activities among partners; iii) To ensure effective communication between team partners; iv) To provide an efficient link with the EU; and v) To deal with legal issues pertaining to ownership of knowledge and intellectual property rights **(D1)**.

All deliverables have been completed; the web site is live at www.foodsmartproject.net and this is where minutes from the kick off meeting have been posted and the annual project report. A promotional leaflet has been produced to compliment the website. Social media has also been used to maximise public engagement through a twitter account.

The first in a series of short films based on the field research has been developed and posted on BU 'YouTube' (<http://www.youtube.com/user/bournemouthuni>) and on the project website. The film was produced in conjunction with a secondment from our SME partner Ronge and Partner and is delivered in both English and German versions.

Work Package 2 –Consumer criteria for information quality (BU): The objective of WP2 is to identify the information valued by consumers to ensure trust of food provision. This will be achieved by a consumer survey performed in 4 EU countries (Denmark, France, Greece and UK), focusing on the actual use (habitual) of “on package information”, and also attitudes, knowledge, values or social norms towards such information when eating out. To gain a better understanding of the relevant consumer perspective a user centric approach was adopted. Elicitation of categorisations from individuals has the potential to provide a very important perspective in this arena and one that has high salience for consumers. The study included a first phase with focus group

discussions, followed by a quantitative online questionnaire sent to a large sample of the population. Providing tailored information will facilitate adoption of healthier nutrition practices and such a concept has been supported empirically in retail situations. Research has found that consumers appreciate messages tailored to their own needs, signposting specific values of interest will enable consumers to utilize labels more effectively without being overwhelmed by the abundance of information given. **(D2);**

Milestone one; All objectives in WP 2 have been achieved and the final report has been placed on the project website.

Data from this WP are now being used to develop WP 3 and WP 4 which are being run in parallel.

2. Corrective Measures

2.1 Please explain any delays accumulated in the secondments / activities / deliverables foreseen in the Grant Agreement and the measures taken to oversee them.

Secondments; Secondment implementation is proceeding largely according to plan although the transfer of project from the Hellenic Health Foundation to the University of Macedonia has taken some time to embed for the new secondees and mobility for the established secondees. Nevertheless the richness of trans-national, inter-sector and inter-disciplinary mobility to support research training and career development of researchers is certainly being realised and we are all learning with, from, and about each other in order to work together better and produce excellent research. Complementary skills are inherent within the transfer of knowledge programme and much has been learned about IT development from both Bournemouth University (BU) and University of Macedonia (UoM). The English language programme at BU has been offered to all secondees and the Grant Writing Academy and Leadership programme when available. At IPB-R, students of the Masters in Culinary Innovation and Management have been involved in steps of the FoodSMART project, and benefited from project presentations, discussions, as well as experience sharing from the secondees during a summer school symposium. A personal career development plan protocol has been developed and its use has been encouraged amongst the partners. The personal reflections of the team relating to their development so far through involvement with FoodSMART, and their future plans will be captured in more detail at our mid-term team meeting in May 2016 at Bournemouth University.

The multi-disciplinary and inter-sectoral approach of the project creates a win-win-situation for all partners as well as spill-over effects and long term collaboration. Cultural Integration has been paramount and secondees have had the opportunity to learn a new language. Through the integration of ESRs and ERs into already functioning interdisciplinary work groups knowledge transfer is happening inherently. During the project's networking events in the host organisations all secondees are using the opportunity to present their research work and disseminate project results. A presentation of activity is documented under Impact (section 4 of this document).

2.2 Please indicate any potential risks identified and suggested approaches to mitigate them.

Everything is progressing well and so far no risks have been identified.

3. Ethical Issues

Please indicate how the ethical issues have been addressed during the period covered by this report and mention all the approvals/authorisations already provided to the REA (if applicable).

Full ethical approval has been given to the project. From Bournemouth University and the Inst Paul Bocuse ethical committee agreements have been posted. From the Universities of Macedonia and Copenhagen ethical agreement for research is provided by the Head of Department or the Vice Rector Research and letters have been written and again posted on the EU participant portal for FoodSMART.

4. Additional information

Please indicate any additional information which you may consider useful to assess the project implementation during the period covered by this report, including management issues.

Management

Management has followed guidelines as set down by the EU commission within the funding criteria and in addition has recruited an advisory board of experts to steer research direction and collaboration. FoodSMART has adopted a direct and robust organisational structure to ensure the integration of the research team while endorsing a participatory approach to management. The Steering Committee takes the major decisions concerning the work plan, and responsibilities and timeline. The web page www.FoodSMARTproject.net is the external face of the project and a twitter feed established for up to date and immediate dissemination of activity. Dissemination has been active and pan-European with press releases prepared by the University of Copenhagen and a series of short films based on the field research developed by Ronge and Partner.

One academic paper by an ESR has already been published; Price S., Hartwell H., Hemingway A, and Chapleo C, (2016) Workplace foodservice; perception of quality and trust, *Appetite*, 97, 169-175 and several others are currently in development.

Impact

There has been International conference attendance at the International Conference of Culinary Arts and Science (ICCAS) 2015 held at Montclair University, USA and CAUTHE, Sydney, Australia where the work in progress paper features in the peer reviewed proceedings (<http://cauthe.org/>). FoodSMART has also been entered into a research photography competition. The multidisciplinary platform established by the consortium covering nutrition, psychology, ICT, consumer behaviour, public health, food and foodservice, and culinary expertise together with the perspective of the commercial world brought by industrial partners have provided ESRs and ERs with unique possibilities and a unique set of interdisciplinary skills in theory and application.

FoodSMART Activity

Publications

Title	Journal	Partner
Workplace Foodservice; perception of quality and trust	Appetite 2016	Bournemouth University Price et al. (2016)
Critical Review	Pending	Bournemouth University
Consumer	Pending	Bournemouth University

Conferences and Presentations

Conference	Date	Title	Presenter
ICCAS, Montclair State University, NJ	2015	Criteria of importance influencing food choice in workplace canteens.	Sarah Price
IPB PhD. Summer school (FoodSMART)	2015	Criteria of importance influencing food choice in workplace canteens.	Sarah Price

International colloquium on food choice interventions	2015	The role of choice architecture in public health nutrition and the rationale for uCare	Prof Armando Perez-Cueto
The Behavioral Economic Research Group	2016	FoodSMART Presentation at the Food and Resource Economics Department, University of Copenhagen	Prof Armando Perez-Cueto
CAUTHE Hospitality Conference, Sydney	2016	FoodSMART-shaping smarter consumer behaviour and food choice	Prof Heather Hartwell
BU Festival of Learning	2016	FoodSMART – Eat out smarter!	BU Team
FoodBIZ	2016	FoodBiz Festival	BU Team

Other activity

Title	Date	Partner
News - Developing an app for smart food choices	15 April 2015	University of Copenhagen
News - Mobilen skal informere on fodevarer	01 June 2015	University of Copenhagen
FoodSMART Video	October 2015	Ronge & Partner; Bournemouth University
Research Photography Competition	January 2016	Bournemouth University
Twitter	2015-2019	All