

FoodSMART Final Management meeting NOTES, Institut Paul Bocuse. Lyon, France, 20th September 2018

IN ATTENDANCE

Steering Committee Members in Attendance	Institution
Professor Heather Hartwell (HH)	Bournemouth University, UK
Manfred Ronge (MR)	Ronge & Partner
Dr Agnès Giboreau (AG)	Directeur, Centre De Recherche, Institut Paul Bocuse, France
Dr Laure Saulais (LS)	Research Fellow, Centre De Recherche, Institut Paul Bocuse, France
Ms Christina Zervopoulou (CZ), Mr Marios Ioulianos (MI), and Mr Kyriacos Talattinis (KT) on behalf of Professor Ioannis Mavridis	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, Prof John Edwards (Advisory Board), were received.

1.0 WELCOME AND INTRODUCTION

Professor Heather Hartwell (HH) from Bournemouth University (BU) welcomed the partners to the management meeting and thanked Institut Paul Bocuse Team for hosting the symposium that reinforced the FoodSMART message and observed that this was the last face-to-face project meeting.

2.0 APPROVAL OF MINUTES FROM PREVIOUS MEETING

Minutes were approved.

3.0 MATTERS ARISING

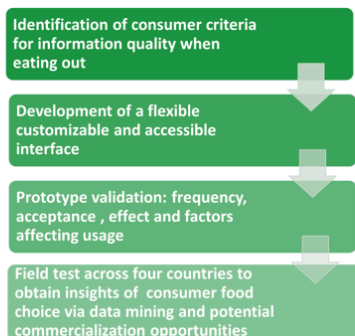
Unfortunately BU's Erasmus Plus bid 'BinLESS' with PI Dr V. Filimonau and partners in Denmark, Austria and France was unsuccessful. Commercialisation of the app is still an ongoing topic (see minutes of commercialisation meeting), it was agreed to undertake a pilot test with Youmeal, Brussels. Work Package 6 Field-test report was submitted on the EC portal, AP-C was thanked for writing this report.

4.0 SHORT PRESENTATION OF SO WHAT – REFLECTION ON FOODSMART

AP-C delivered a short presentation reflecting on the FoodSMART project in the symposium.

The fat and calories intakes are significantly higher when dining out comparing to eating at home, which can potentially lead to a rise in the prevalence of obesity (Bohm and Quartuccio, 2008). With the rapid rise in the number of people owning internet-enabled smartphones and tablets, this technology has become a potential cost-saving and effective way to change dietary behaviour as opposed to other expensive and relatively unsuccessful interventions (Webb et al. 2010). Based on the aforementioned rationales, an innovative technical (ICT) menu solution – FoodSMART, was developed through public-private partnership to enable informed consumer choice when eating out that take into account different individual characteristics, as well as product and environmental specific cues, as a potential method of reducing the economic and sociale costs of unhealthy food choices. This also provides further insights into potential commercialisation opportunity (Lowe et al., 2013).

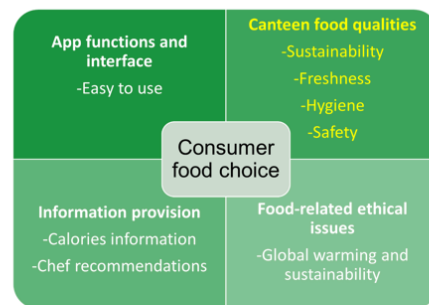
After the identification of consumer criteria for information quality when eating out, the prototype for FoodSMART app was developed. A field test designed based on previous work and relevant evidence to gain insights of consumer food choices was conducted across age groups and organizational settings in four countries (Denmark, France, Greece and UK). The aim of the field test is to obtain consumer insights through data mining and relevant measured/analytical approaches as well as synthesising and benchmarking the attributes of a successful human-smartphone/tablet interface in preparation for commercialisation.



The overall results obtained from mining the data of all the participants from four countries reveal the top indicator for each corresponding factors (app functions and interface, canteen food qualities, information provision and food-related ethical issues). The propriety for app functions and interface is that the app should be easy to use, while that of the food qualities is food sustainability and freshness. The top indicators for information provision are calories information and chef recommendations. However, the rest of the indicators in the group are relatively equally important. For food-related ethical issues, global warming and sustainability concern consumers the most. The results for country and organisation setting comparisons show that consumers in all four countries

seem to share the similar trait of valuing canteen food qualities the most, especially for food sustainability, freshness, hygiene and safety. The consumer preferences for the rest of the factor vary from country to country. No significant conclusions can be drawn regarding differences and similarities in two organisational settings (workplace and university canteen) from the results. Information regarding the critical stages of food preparation was not captured via the app and the questionnaire, which led to a minor deviation from the planned content.

The main takeaway for future commercialization purposes is to focus on providing information regarding canteen food quality, especially food sustainability, safety, hygiene and freshness. Specific features regarding app functions, interface, information provision and ethical issues need to be adapted according to country context.



Reference

- Bohm E. and Quartuccio N. 2008. Healthy dining restaurant nutrition program – a winning recipe for consumers, dietitians and restaurants. *Journal of the American Dietetic Association*, 108, A-112.
- Lowe, B., de Souza-Monteiro, D. M. and Fraser, I. (2013), "Nutritional Labelling Information: Utilisation of New Technologies", *Journal of Marketing Management*, Vol. 9 No. 11/12, pp. 1337-1366.
- Webb, T., Joseph, J., Yardley, L. and Michie, S., 2010. Using the internet to promote health behavior change: a systematic review and meta-analysis of the impact of theoretical basis, use of behavior change techniques, and mode of delivery on efficacy. *Journal of medical Internet research*, 12(1), p.e4.

The app has a clear user friendly interface, applicable to industry, consumer data is useful to industry and interesting for commercialisation. It is clear that information needs to be both country and culture specific utilising a personalisation approach that puts the consumer at the centre. This evidence based research opens the avenue for industry to look at the consumer perspective. YC is writing a paper. Positive secondee experiences, not simply for academia but from other institution's perspective leading to continued collaboration. HH thanked all PIs for welcoming secondees.

Action: AP-C and YC to draft an Executive Summary of the field test findings using the submitted report. HH to incorporate this into the Final Report.

5.0 SHORT PRESENTATION FROM IPB AND RONGE & PARTNERS ON SME

AG reflected on value of secondments, hosting and sending secondees, personal and institutional development writing publications contributed to the exposure to and understanding of wider range research questions and methodology for management perspective. Young scientists especially benefitted from their involvement in the project, continued development of food science knowledge. Possibility for academic industry networks, benefitting from working with academic teams. Interesting clever current relevant topic project, EU format more visible within industry.

Growth

The FOODSMART project

- Allowed the development of our international academic network with the creation with strong and sustainable links
 - With the partners of the project
 - Beyond the partners, through the communication about the project
- Has allowed to expand our industry network in the foodservice sector through
 - Better knowledge of the sector's hot topics, the barriers and opportunities in the communication of information to the consumers
 - Improved impact of our research for the sector via the tests of the FOODSMART prototype and the organization of a symposium on Food at Work
- Helped us to develop the centre skills
 - On EU project cooperation and management
 - On bid writing and horizon scanning for further funding opportunities

Added value of secondments

The FOODSMART project provided outstanding progress at the individual level:

- Personal development of staff regarding publication
- Opportunities of working in different research teams
- Opportunities of practising and learning English
- Opportunities of creating new contacts with the visited universities and local networks
- Greater insight in the complementary disciplines of the visited teams
- Better feeling of culture differences regarding eating practices, food preferences and food service systems

RC said the project was challenging at the beginning by letting staff work for 4 weeks in a different culture and language, but they made connections with academia noticed the higher productivity on secondment than in normal work environment. Valuable staff experience for company team to host secondees. Language is becoming more international.

ACTION: RC to send HH two page SME report.

6.0 PROJECT ADMINISTRATION UPDATE

Individual seconded staff members evaluation questionnaire completion reminder for all partners (to be completed by seconded member of staff at the end of their secondment period; link: https://ec.europa.eu/eusurvey/runner/Evaluation_for_MSC_fellows). EC portal secondee declarations and questionnaire returns were important to complete as these are directly linked to the research funding.

Secondments

Institute	11 Sep 2018 check				Comments
	Secondments	Cancelled	Confirmed	Outstanding	
BOURNEMOUTH UNIVERSITY	26	0	27	0	1 extra adopted from UoC to R&P
UNIVERSITY OF COPENHAGEN	21	2	19	0	cancelled 1 to Austria and 1 to France
UNIVERSITY OF MACEDONIA	26	0	26	0	
IRB R	15	0	16	0 (no dates for 15 days split secondment for Anestis Dougkas)	1 extra adopted from R&P to BU
Ronge & Partner GmbH	23	3	20	0	cancelled 2 to UK and 1 to Denmark
Grand Total	111		108		

Dissemination Activity Log

Project Dissemination log is up to date – partners thanked for completing and sending information in good time.

ACTION: NL to send out link for secondee evaluation questionnaire, together with completion instructions, to all partners. NL to send Word document secondment taken by partner summary to HH. All partners asked to update information on the EC portal on project secondees (essential for gender report). AP-C to send update for dissemination for UoC.

7.0 FINAL REPORT

All partners were asked to fill in Researchers details for all confirmed secondments on EC portal to enable completion of the Gender report. All to continue sending dissemination updates to NL.

ACTIONS: IPB and Ronger check and update if needed SME Impact information on EC portal. NL to complete 'Gender' report on EC portal. HH to submit Final report by 31 Dec 2018.

8.0 FUTURE PROJECTIONS

All partners to continue to explore avenues for research, dissemination (paper writing) and commercialisation. HH reminded partners that 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.

9.0 AOB

HH thanked everyone. AP-C observed that the partnership had lasted seven years and thanked HH for her vision and leadership, and the brilliance of her horizon scanning to identify the emerging trend of this research theme, adding value at personal levels. All partners reflected on the benefits of working together across personal, institutional and public/commercial levels.