

## Deliverable Report

<b>KAVA</b>	
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<b>Deliverable</b>	
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### EIT Food – Making Food Innovation Happen

Knowledge & Innovation Community on Food - <http://www.eitfood.eu>



This EIT Food activity has received funding from the European Institute of Innovation and Technology (EIT), a body of the European Union, under Horizon2020, the EU Framework Programme for Research and Innovation.

EIT Food is Europe's leading agri-food innovation initiative, with the aim to create a sustainable and future-proof food sector. The initiative is made up of a consortium of key industry players, start-ups, research centres and universities from across Europe. EIT Food aims to collaborate closely with consumers to develop new knowledge and technology-based products and services that will ultimately deliver a healthier and more sustainable lifestyle for all European citizens.

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## 1. Executive Summary

This report provides information on:

1. an analysis of the course learning analytics, i.e. number of participants, degree of completion and demographics. Should the actual audience of the course be different of the intended one, a justification will be provided.
2. the intended course target audience and learner archetypes
3. an analysis of the end of course surveys
4. the revenue generated by the course

## 2. Delivery of work

In WP 6 we have:

- selected the educators, tutors and peers to be engaged in the open-session weeks of the first run, with the exception of TellSpec.
- familiarized with the scopes, the activities, the organization of the moderation-facilitation phase, by on-line conferencing.
- all partners have responded and agreed to participate in the moderation/facilitation.

We have prepared a time-scheduled and a shared Excel file to keep track of the questions, answers, comments and problems that may progressively arise from the participants, as well as from the educators and tutors. The same file has been used to keep track of the answers and solutions adopted and to report on unresolved issues. UniTO has played a coordination role also in this phase.

We report the following results (some example provided in the Annexes):

- We have seen lots of comments from the learners, all positive or neutral, some highly competent ([Annex 1](#))
- We have not seen polemics, personal attacks, extreme positions been expressed.
- We have seen a good level of participation. Some comment turned out to be quite thoughtful and competent, giving the impression that some learners are highly educated and well informed ([Annex 2](#))
- We have seen some comment reporting minor errors of misfunctions. These have been immediately corrected.

In WP 7 we have collected all the data (metrics, demographics...) at the end of the course through the FutureLearn Stat section, updated as January 7<sup>th</sup>, 2020 (Annex 3)

**Participants.** As January 14<sup>th</sup>, 2021 We have 1507 joiners and 745 learner, as follows:

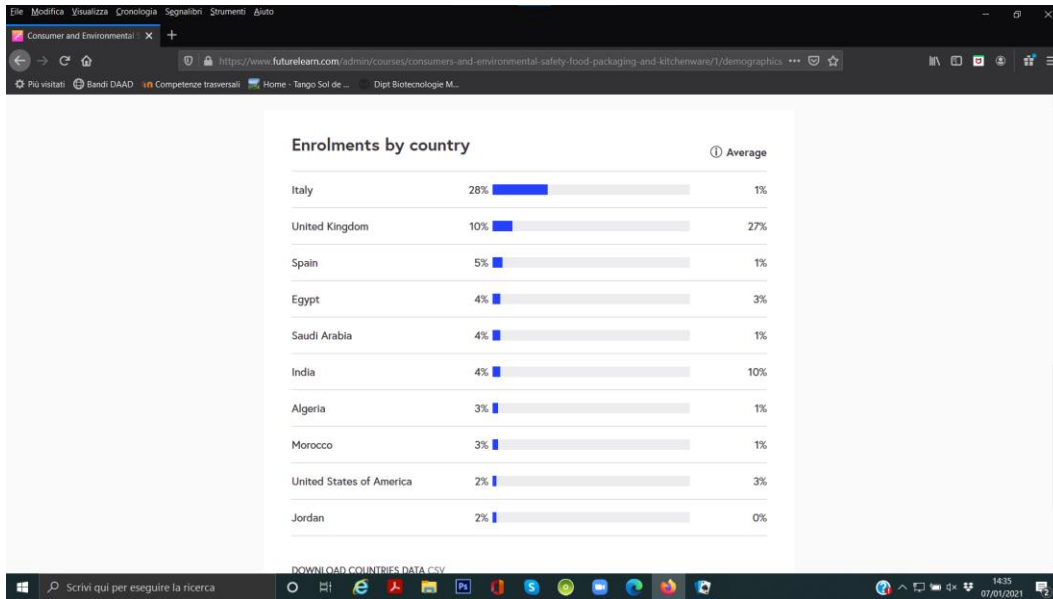
Accurate up to midnight on 13 January 2021 UTC.		
Joiners	1,507	
Leavers	102	6.8%
Learners	745	49.4%
Active Learners	464	62.3%
Social Learners	184	24.7%
Learners with ≥50% step completion	142	19.1%
Learners with ≥90% step completion	97	13.0%
Run Retention Index	0.349	34.9%
Upgrades Sold	7	0.9%
Gross upgrade revenue in GBP	£364	
Unlimited Learners	16	2.1%
Unlimited Learners with permanent access	3	0.4%

In our proposal we foresaw to have 1500 participants, and in fact we had a good number of joiners, of which however only 745 can be classified as learners. This is a partial success, although we were indeed expecting more. To justify this, we note that :

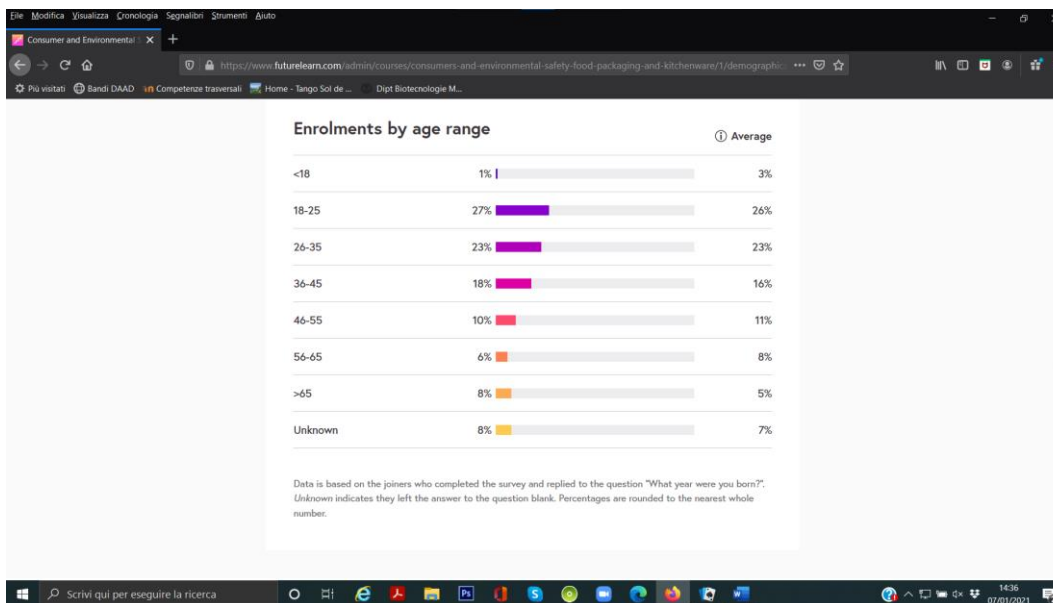
1. this course has been built by partners in different EU countries. The COVID restrictions led to delays in the course development, and the start date had to be slightly postponed. The course ran for a shorter period of time than anticipated.
2. there is small number of learners from Spain and Poland, while many are from Italy ad UK (see demographic data below). Perhaps their dissemination activity was not sufficiently intense or effective and needs to be improved.
3. we found it difficult to reach the generic audience. We have contacted EuroCoop, Coop Italia, and a number of consumers' associations and interest groups, twice over a period of 4 months. From these we had few or no responses.
4. The course is now included in EIT Food online course portfolio and will be re-run with no additional costs.

From the week-by-week table (Annex 3) we see that most leavers have left the Course between the first and second week while most of those participating in the second week remained until the end.

**Demographics of Participants** (Annex 4) We observe a massive participation from Italy and UK, but very minimal from Poland and Spain. The dissemination in these two partner Countries needs to be improved.



We observe a good participation of learners aged 18-35, this may reflect a high percentage of students and young professionals, likely to be more sensitive to the presented issues.



## The Target Audience

**Main target** : anyone interested in potential health risks derived from food packaging and kitchenware, and in particular from chemicals migrating from packaging into food/drinks. It is directed to consumers that pay attention to chemicals we are exposed to and health trends

that are of increasing concern, such as endocrine disturbances. Categories most interested are likely to be homeworkers, pregnant women, parents with children, health care workers.

### **Secondary target**

**A.** personnel working for food production industry, interested in the potential risks associated to migration from food packages, but also interested in innovative and chemically inert, eco-friendly alternatives to substitute petrol-based materials.

**B.** students that are deciding their future field of interest, interested in the links between human activities, global health and environmental protection

**C.** The research community, such as epidemiologists, endocrinologists and pediatricians interested in developing networks for the exchange of information between active groups and third parties.

It appears that our main target has been a mix between a general public and university students (Main Target + Secondary Target B) This is based on the intense dissemination activity done by UniTO internally and is evidenced by the comments that we saw during the first run. We have the feeling that we did not have many learners from “personnel working for the industry. We need to improve our ways to disseminate to the “general public” and the food industry workers, pushing more on the UniTO social channels and on the Press Release.

**The Archetypes of the learners.** The statistics indicate the following composition of archetypes: Advancers 31%, Vitalizers 20%, Explorers 13%, Flourishers 8%, Hobbyists 6.5%, Preparers 3%

The majority (31%) are **Advancers**: they aim to increase their knowledge on innovative aspects (technicians, managers, biologists, biotechnologists, engineers interested in novel materials, novel methods and tests) or to be updated on scientific results on food and health (politicians, journalists, clinicians, nutritionists, teachers and educators..); they want to expand their knowledge on EDC, their potential impact on health and environment, the regulations, for professional as well as for social reasons.

A large fraction (20%) are **Vitalizers**: they love learning and do it as hobby. They occupy themselves in life-long learning about everything that might be of personal interest. They see learning as an enjoyable and rewarding activity and they feel that learning is a constructive way to spend time and keep mentally active.

A good fraction (13%) are **Explorers**: they want to have information and knowledge before making decisions. They might be looking at improved life balance, to improve their working status or specialize in a specific area. This is an important category, as they are likely to benefit from this course in their everyday decision making, with awareness.

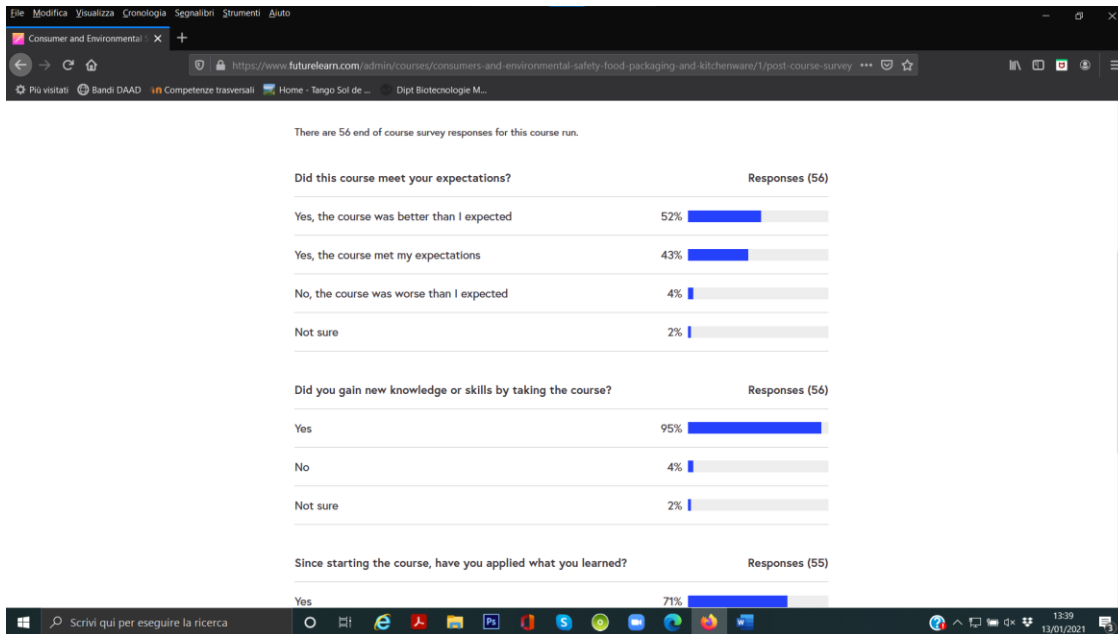
Some (8%) are **Fluorishers**: they want to know more on aspects such as health and wellbeing, including which food/drink container to use and how to use them. They are happy to spread the knowledge they have acquired to others. They are likely to benefit from this course and to invite others to join, in future runs.

Few (3%) are **Preparers**: mainly high-level students or career beginners, wishing to collect competence to increase their possibility to find certain jobs, in the agricultural, chemistry, biotechnology and nutritional business.

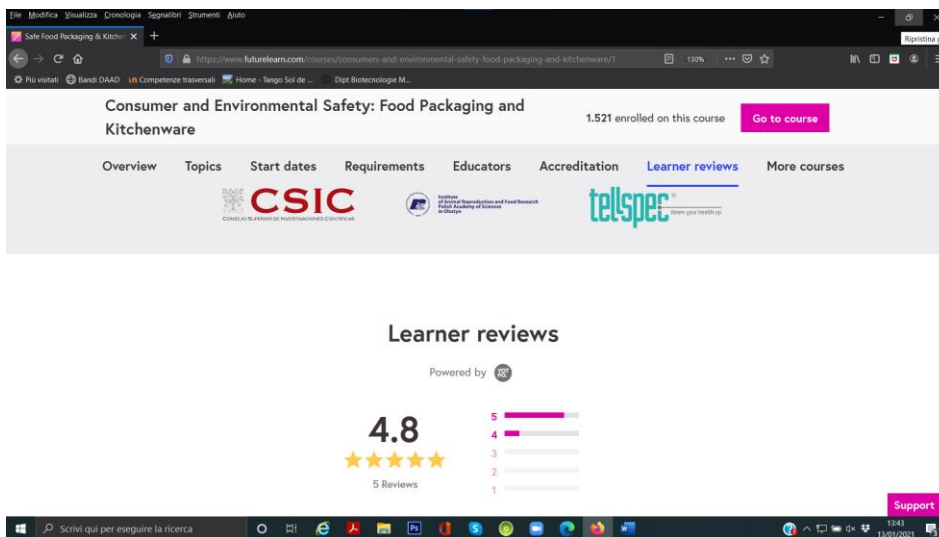
We predicted to be able to target Advancers and Flourishers, and indeed these two categories well represented. However, we also predicted to be able to target more Fixers, that are instead

very few, and by contrast we see the presence of several Vitalizers and Explorers, that we did not expect. Perhaps the Fixers depend less, or search less for, on-line courses in the form of MOOC, and instead tend to get their knowledge directly from articles, books or links, on their own. Or perhaps look for more technical-specialistic courses, while we planned to be public-oriented targeting a generic public. Having reached Vitalizers and Fixers is a sign that we have worked in the right direction, with the right style and depth.

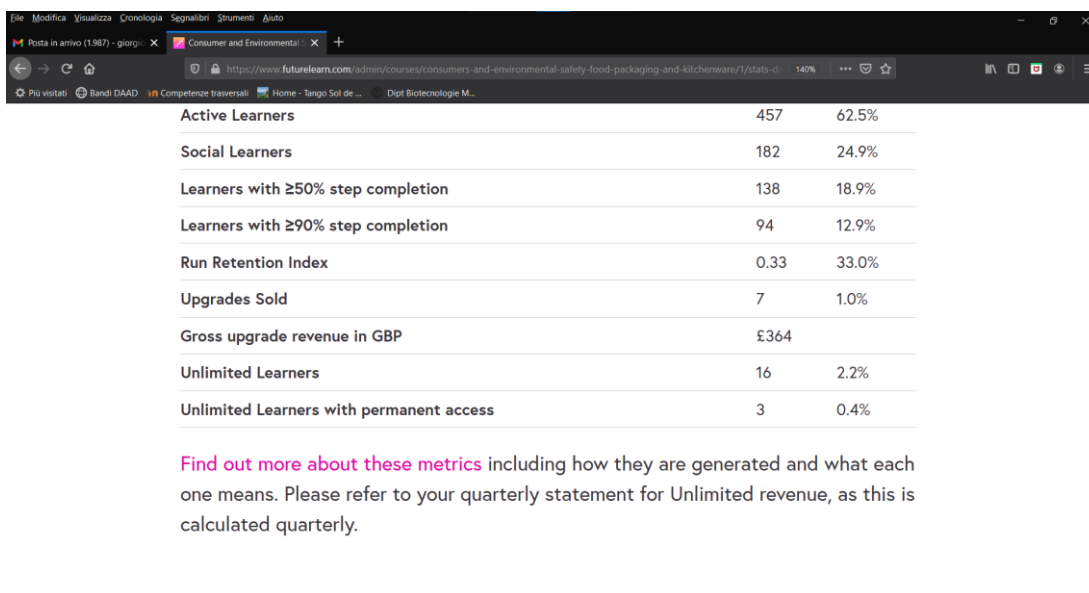
**Course Survey Response.** There are 39 end-of-course survey responses for this first course run. Here we report two multiple choice questions, the others are in **Annex 5**. The comments are vastly positive. 95% of learners (N=56 responders) declared to have gained knowledge and skills with this course



**From the learners' review** on the landing page, the score is 4.8 but from only 5 posts.



## Revenues generated by the Course (Annex 3)



The screenshot shows a web browser window displaying the FutureLearn course statistics page. The URL is <https://www.futurelearn.com/admin/courses/consumers-and-environmental-safety-food-packaging-and-kitchenware/1/stats-d>. The page contains a table with the following data:

Active Learners	457	62.5%
Social Learners	182	24.9%
Learners with $\geq 50\%$ step completion	138	18.9%
Learners with $\geq 90\%$ step completion	94	12.9%
Run Retention Index	0.33	33.0%
Upgrades Sold	7	1.0%
Gross upgrade revenue in GBP	£364	
Unlimited Learners	16	2.2%
Unlimited Learners with permanent access	3	0.4%

Find out more about these metrics including how they are generated and what each one means. Please refer to your quarterly statement for Unlimited revenue, as this is calculated quarterly.

### 3. Annexes

1. Examples of positive comments during 1<sup>st</sup> run
2. Examples of active and competent comment during 1<sup>st</sup> run
3. Measures, Totals and week-by-week data, from STATS of FutureLearn
4. Demographics of participants
5. End of course survey
6. Comments posted on Class Central
7. Final Run Overview

# 1. EXAMPLES OF POSITIVE COMMENTS

The screenshot shows a web browser window displaying a page from FutureLearn. The browser's address bar shows the URL: <https://www.futurelearn.com/courses/consumers-and-environmental-safety-food-packaging-and-kitchenware/1/steps/907502>. The page content shows a list of comments under the heading "0/1200".

At the top of the comments section, there are two dropdown menus: "Show: All comments" and "Sort by: Newest".

The first comment is from **Janeta Allen** (username JA), dated **21 NOV**. The comment text is: "Clearly stated with good examples. The list of factors involved was an eye opener so many parameters to measure." Below the text are interaction icons: Pin, Like, Reply, Bookmark, and Report.

The second comment is from **Barbara Hodgson** (username BH), dated **18 NOV**. The comment text is: "Interesting information and very relevant to where we are today." Below the text are interaction icons: Pin, Like, Reply, Bookmark, and Report.

The third comment is from **Susan Morris** (username SM), dated **17 NOV**. The comment text is: "Fascinating and especially relevant at the moment!" Below the text are interaction icons: Pin, Like, Reply, Bookmark, and Report.

At the bottom of the browser window, there is a navigation bar with links: "About FutureLearn", "Using FutureLearn", "Need some help?", "Popular Subjects", "Developing Skills", "Small Print", and "Support". The Windows taskbar is visible at the very bottom, showing the search bar and various application icons.



## 2. EXAMPLES of ACTIVE and COMPETENT COMMENTS

The screenshot shows a web browser window displaying a discussion forum on the website <https://www.futurelearn.com/courses/consumers-and-environmental-safety-food-packaging-and-kitchenware/1/steps/908394>. The browser's address bar shows the URL and a zoom level of 80%. The page content features four user comments, each with a profile picture, name, and date. The comments are as follows:

- Bisong Leopold Makia** (26 NOV): "What's should be done firstly to search if the for the conditions under which this chemical can be formed . Secondly search on the type of biological fluid it can be transported through,this will tell you if you can find it in blood and urine.then Research analysis to be on the food and drinks together with the packaging materials. Lastly a research on the environment. Since environmental factors have the tendency to affect food it might not be Soo great at all times"
- Chris Goodsell** (24 NOV): "I would start with blood to determine how much is contained within the body, then urine to determine if it being expelled. Then lead to food/drink, packaging and finally environment."
- savina ditommaso** (23 NOV): "it is better to analyze firstly the urine"
- Marina Paz Vargas** (22 NOV): "In my opinion, I would start doing tests to assess whether an encounter is present inside the body (blood, urine, feces and biological fluids) and then I would carry out the environmental analysis of the elemensts that could have transmitted it: air, food, packaging, drinks and some materials."

Each comment includes interaction options: Pin, Like (2 for Bisong, 1 for Marina), Reply, Bookmark, and Report. A 'Support' button is visible in the bottom right corner of the page content.

### 3. COURSE MEASURES

Accurate up to midnight on 13 January 2021 UTC.

Joiners	1,507	
Leavers	102	6.8%
Learners	745	49.4%
Active Learners	464	62.3%
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### TOTALS

Consumer and Environmental Safety: Food Packaging and Kitchenware - 9 Nov 2020 / Stats dashboard

#### Stats dashboard

Datasets Course Measures **Totals** By Week

Accurate up to midnight on 13 January 2021 UTC.

	Total	Average
Steps visited	20,483	27
Steps completed	17,112	36
Comments posted	1,749	9

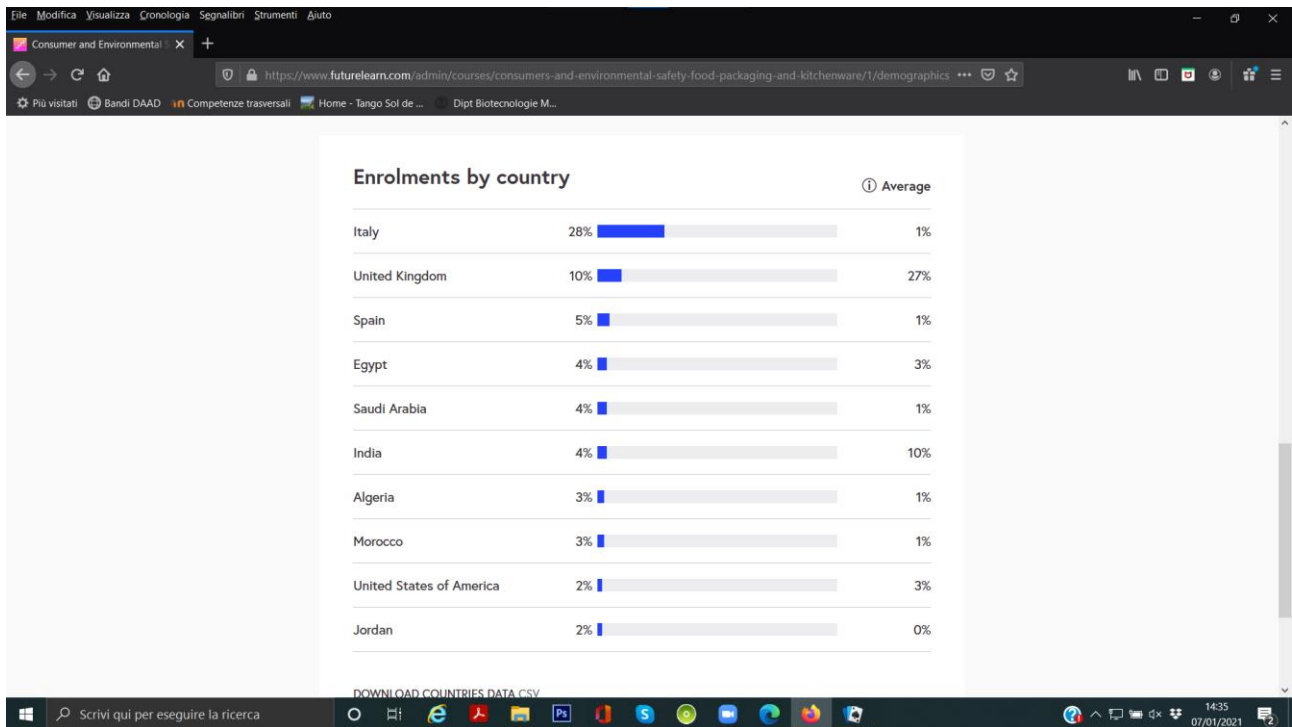
### WEEK BY WEEK

Accurate up to midnight on 13 January 2021

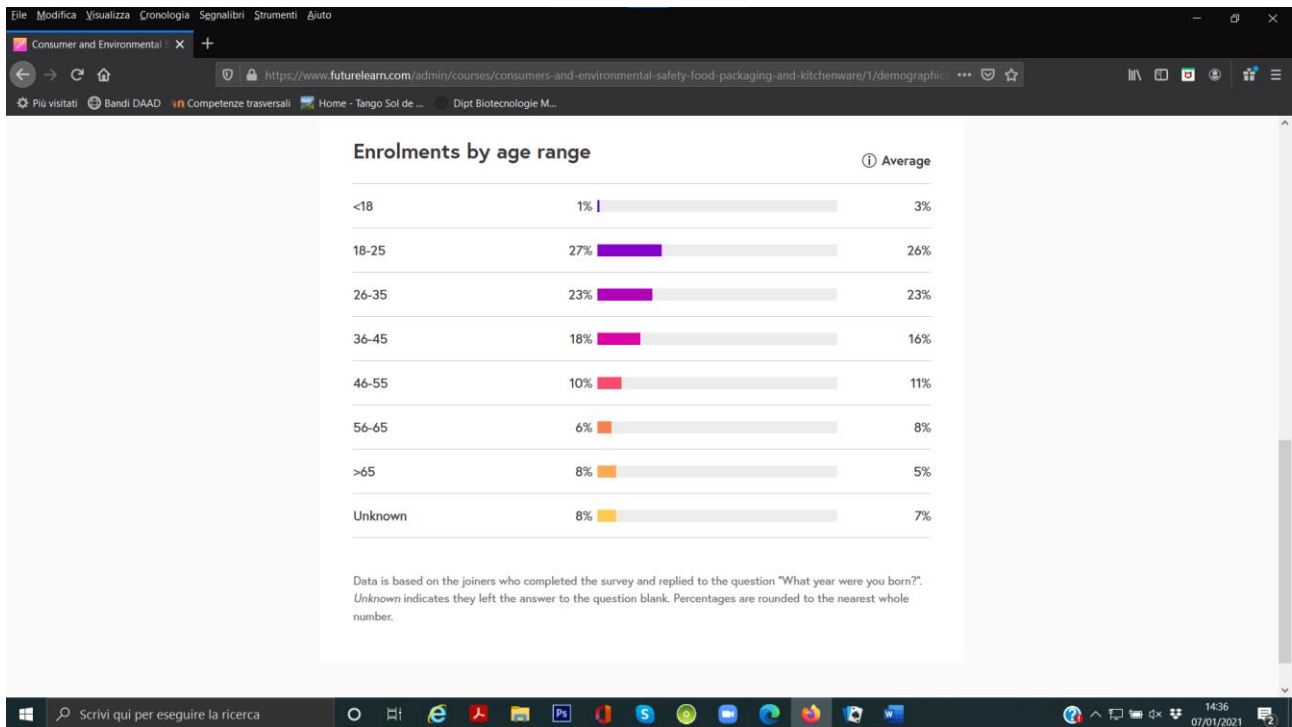
Week	1	2	3	4	5
Learners visiting steps	735	238	183	157	156
Active learners	457	193	157	133	125
Social learners	172	69	46	44	41
Visited Steps	8,675	3,715	2,272	2,782	3,039
Average visited steps per user	11.8	15.61	12.42	17.72	19.48
Completed steps	6,904	3,158	1,962	2,467	2,621
Average completed steps per user	15.11	16.36	12.5	18.55	20.97
Comments	873	249	153	256	218
Average comments per user	5	3	3	5	5

## 4. DEMOGRAPHICS of PARTICIPANTS

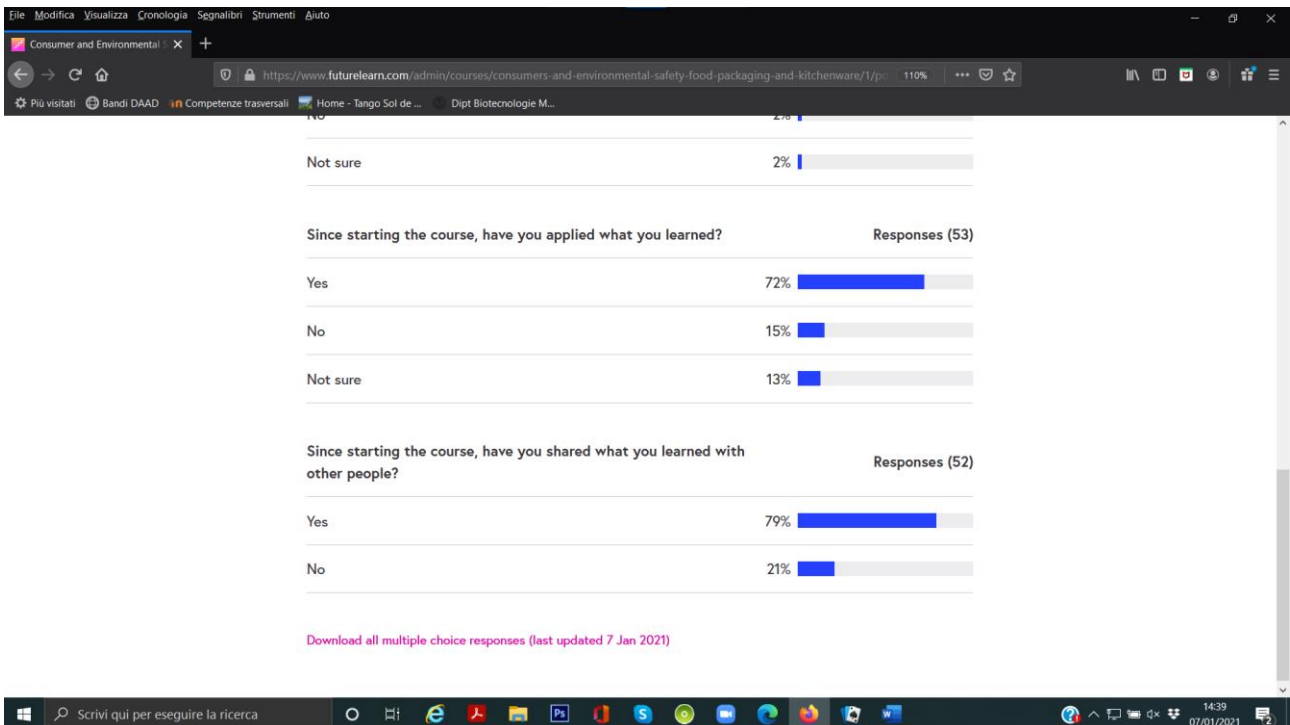
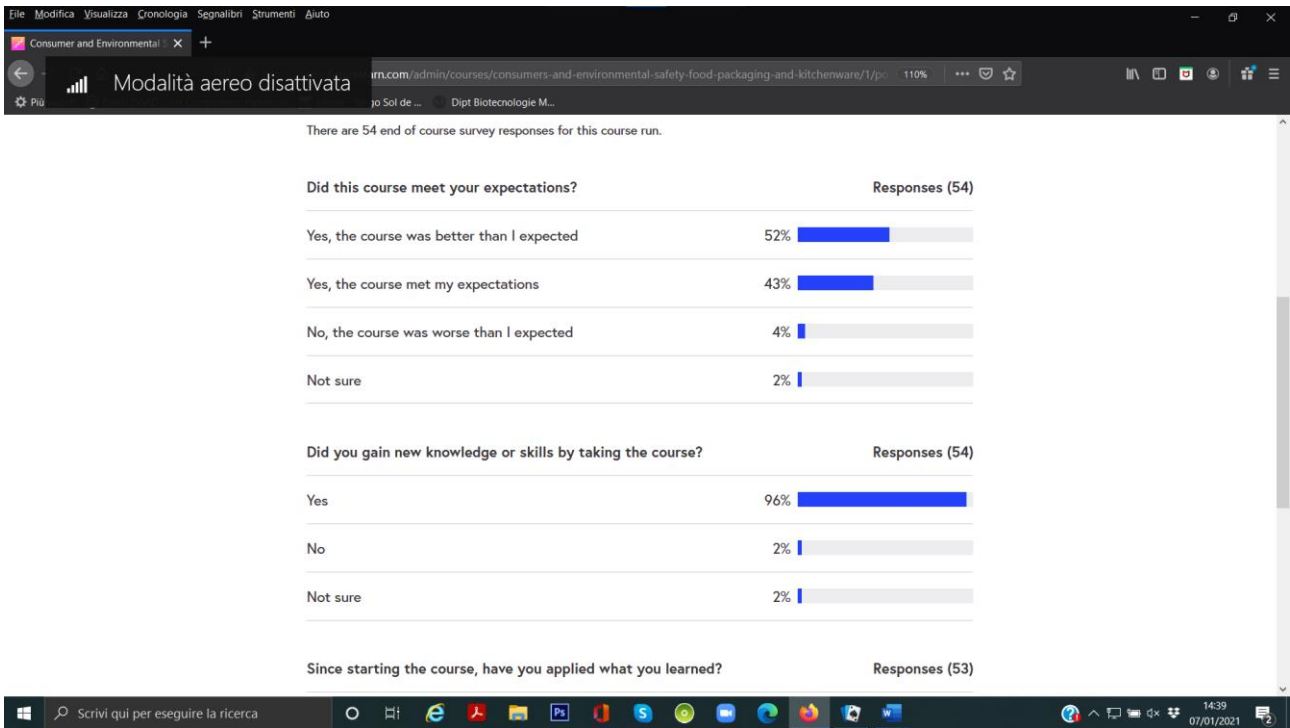
### ENROLLMENT BY COUNTRIES



### ENROLLMENT BY AGE



## 5. END OF COURSE QUESTIONS



## 6. COMMENTS FROM CLASS CENTRAL

The screenshot shows a web browser window with the URL <https://www.classcentral.com/course/consumers-and-environmental-safety-food-packaging-20769>. The page displays three reviews, each with a 5-star rating and a 'Helpful' button. The first review is from 'Anonym...' dated 'a month ago' and mentions that the course provided useful information on food packaging materials and helped with better choices. The second review is also from 'Anonym...' dated '3 weeks ago' and notes that the course is interesting and easy to follow. The third review is from 'Anonym...' dated 'a month ago' and praises the course for its clear articles, videos, and focus on environmental and scientific aspects.

9 Reviews Share [Go to class](#)

**AA** ★★★★★ a month ago  
Anonym... Provides very useful information on the subject matter. I have changed most of my cookware and how i use them since i started this course. I have also gained an appreciable knowledge on different types of food packaging materials, which helps me now, to make better choices (in terms of my health) of foods to buy based on what they are packaged in. It's a course no one will regret taking.  
Helpful 2

**AA** ★★★★★ 3 weeks ago  
Anonym... it is interesting to follow the courses which are presented by this site I found the fundamental studies rich and appreciable is easy and teachers who encourage you to continue to follow your courses and your studies  
Helpful 1

**AA** ★★★★★ a month ago  
Anonym... I think the course is really well done, with nice videos and interviews with competent speakers, nice and clear articles. It is about packaging, but then talks about the environment, the scientific method, the tests and regulations, the role of industry and the role of information, in a nice flowing way. Deals with some controversial issues with competence and equilibrium, leaving space for discussions and opinions, but at the same time providing important all key information and facts.  
I enjoyed this course

The screenshot shows a web browser window with the URL <https://www.classcentral.com/course/consumers-and-environmental-safety-food-packaging-20769>. The page displays three reviews, each with a 5-star rating and a 'Helpful' button. The first review is from 'Anonym...' dated '3 weeks ago' and mentions that the course tackles food safety and packaging issues in a scientific but accessible way. The second review is from 'Anonym...' dated 'a month ago' and notes that the course is clear and covers complex scientific processes. The third review is from 'Anonym...' dated 'a month ago' and states that the course is the most relevant and understandable one found for the subject.

9 Reviews Share [Go to class](#)

**AA** ★★★★★ 3 weeks ago  
Anonym... I am very much enjoying this course which tackles the issues of food safety and packaging safety. It is scientific and it is extremely well explained to the layman. There are some entertaining grammatical bits but on the whole the course is honest and vital and I am now going to week five, the last week, with so much knowledge about the subject. I wish I were 40 years younger and could get a career in this field. Well done to the University of Turino for this beautiful course.  
Helpful

**AA** ★★★★★ a month ago  
Anonym... First class, a little dodgy on the translating and English language but it comes from Turin and this has no effect on the clarity of the explanations which are so clearly made about complicated scientific processes and practices. I am really enjoying this course and the chance to talk about the hot subjects of ecology, environmentalism and nutrition for the world. For anyone wanting to study in this area it is extremely good.  
Helpful

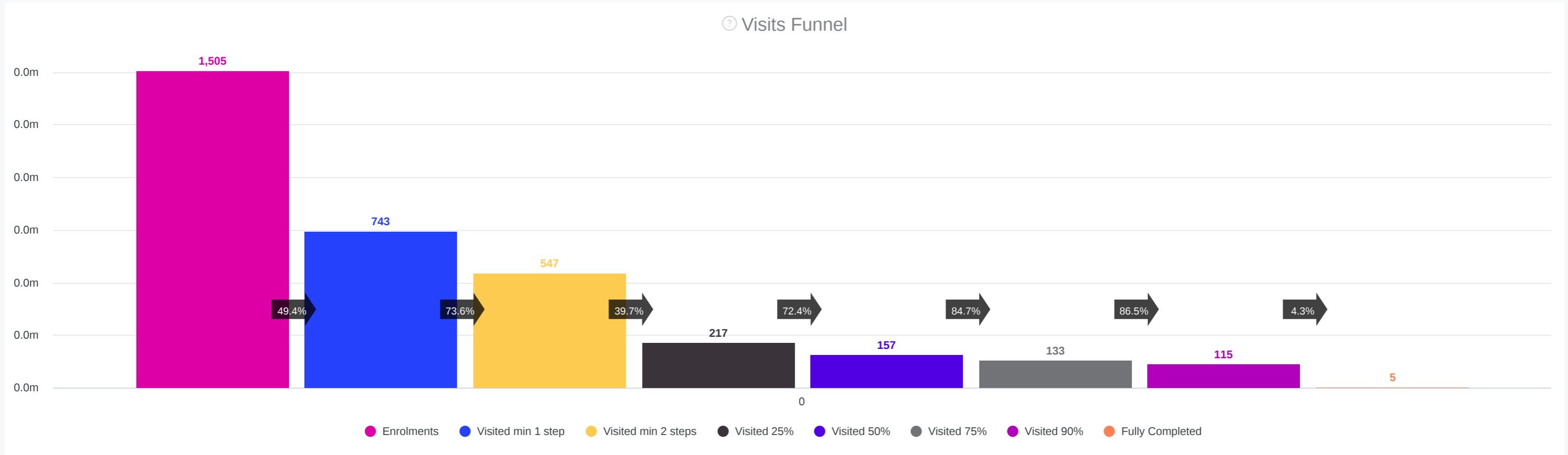
**AA** ★★★★★ a month ago  
Anonym... This course is the one I have been looking for since the seventies. Now the problems are becoming evident the course takes you through foodstuffs, additive, packaging, traveling through technology, biosciences and all explained in a very understandable way. This is the most relevant course to today I have found for a while. Ample research papers, videos and evidence to back up the matter under discussion. Love it.  
Helpful

43,902 🕒 Visits	1,505 👤 Enrolments	33.5% 🕒 % Activated Social Enrolments	3 🕒 Fully Completed, Unlimited	7 🕒 Upgrades Sold
1,035 👤 New Learners	547 👤 Activated Learners	0.9% 🕒 Completion Rate	88.2% 🕒 % Positive Feedback	£301.60 🕒 Gross Revenue

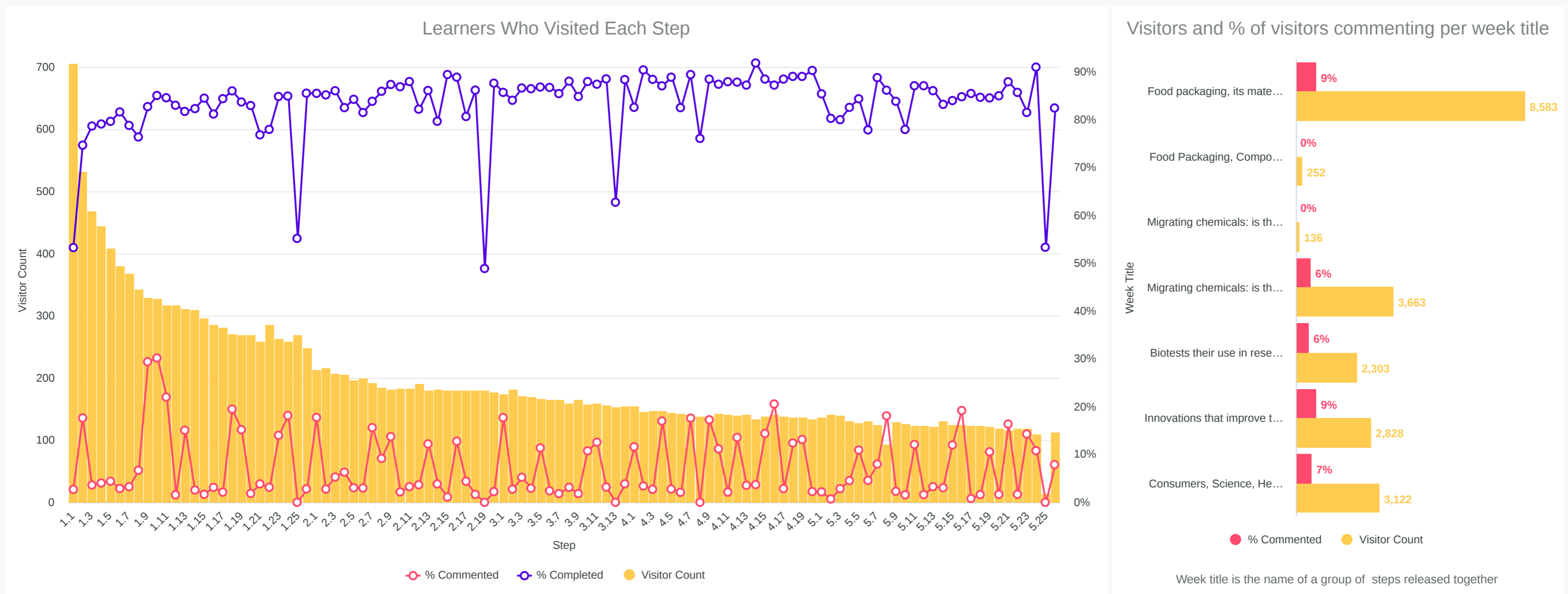
What are my run details?

Run Details		🕒 Runs Overview							
Short Title	Consumer and Environmental Safety: Food Packaging and Kitchenware	Short Title	Run Nu...	Starts Date	Enrolments	Fully Comple...	% Activated	% Upgraded ...	% Activated ...
Subtitle		Consumer and E...	Run: 1	2020-11-09	1,505	5	36.3%	3.0%	33.5%
Starts Date	2020-11-09								
Ends Date	2021-01-31								
Run Business Model	UpgradedAccess								
First Category	nature_and_environment								
Second Category	science_engineering_and_maths								
If no run is selected, these details are for the last run of the course									

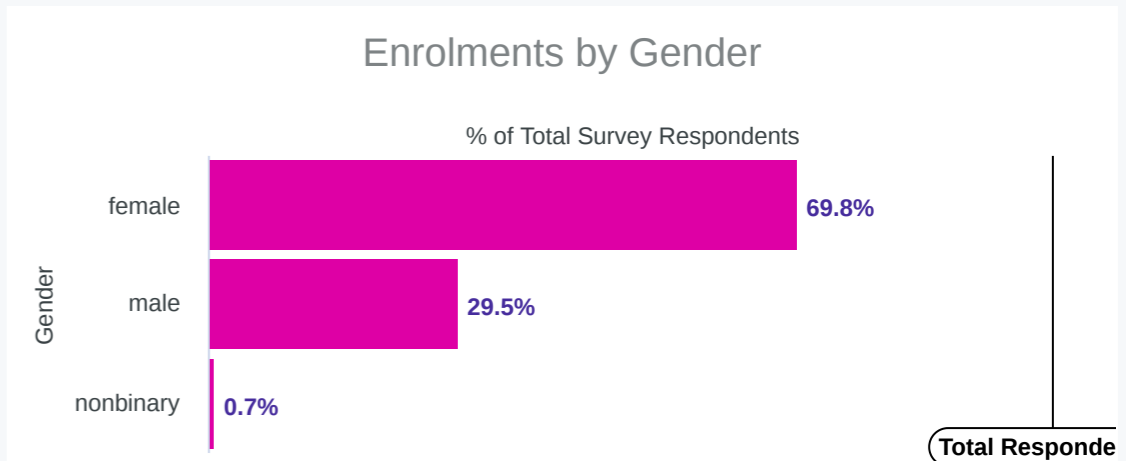
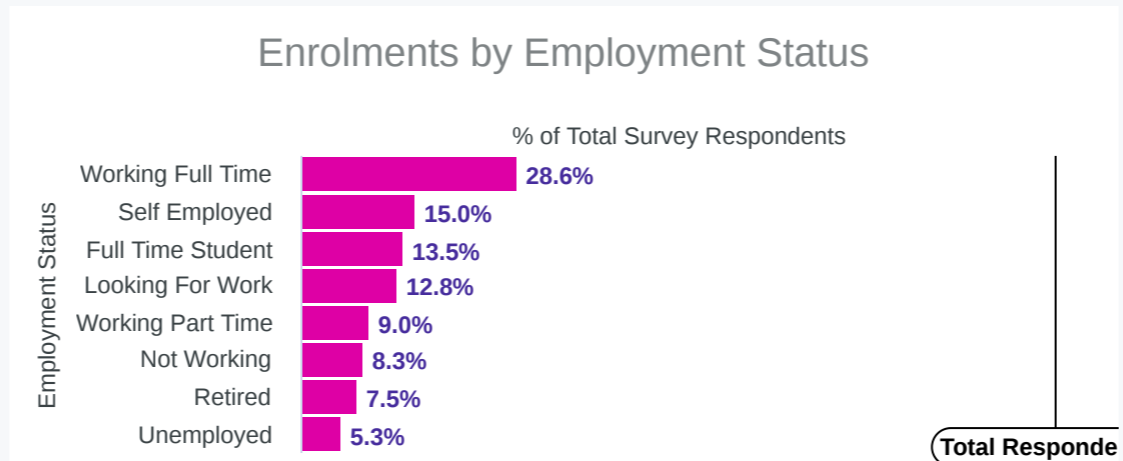
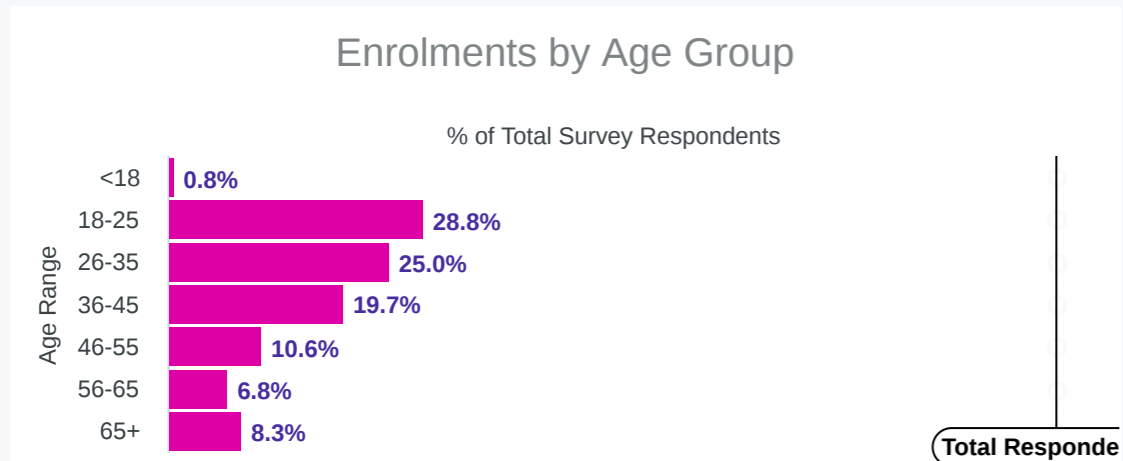
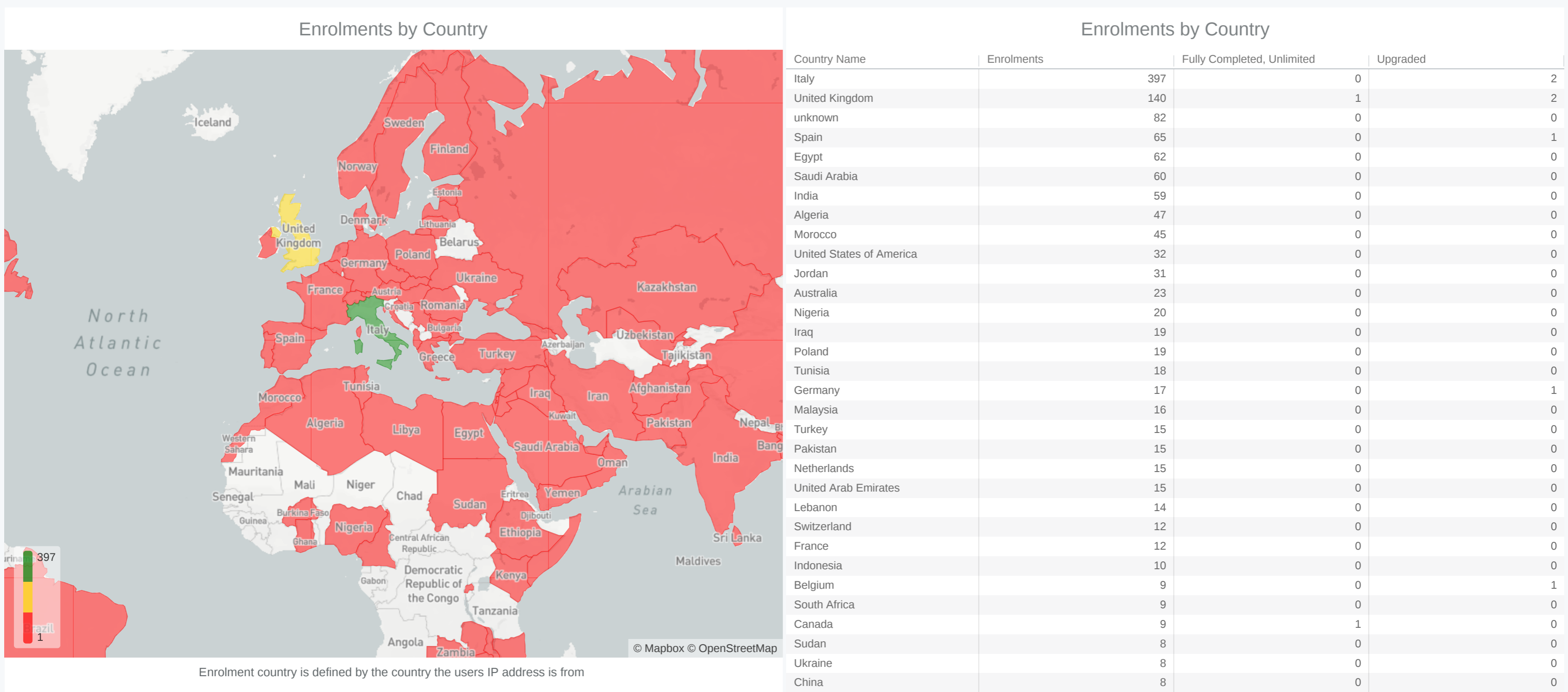
How are learners moving through my run?



How are my steps performing ?



Who are my learners?



Note: The results include only runs which have started post 01 January 2017.