






























## 0. START HERE

Area	  Communication
Segment	  4.1 Access
New or Existing Activity	  <input type="radio"/> New Activity <input type="radio"/> Continuation of Existing Activity
Proposed Activity Title	  'SEE & EAT': Communicating the benefits of visual familiarity as a strategy for introducing healthy foods into children's diets
Generated ID	 19076
Start / End Date	  <input type="text" value="01-Jan-2019"/>  <input type="text" value="31-Dec-2019"/> 
Activity intends to contribute to EIT Food financial sustainability	  <input type="radio"/> Yes <input checked="" type="radio"/> No
Activity should be considered for RIS funding	  <input type="radio"/> Yes <input checked="" type="radio"/> No
Public Activity Description (max 1000 characters)	  <div style="border: 1px solid #ccc; padding: 5px;"> <p>Healthy eating in childhood tracks into adulthood, so initiatives to promote dietary variety should begin at an early age. Children's food preferences depend on food familiarity and liking, which research shows can be increased by repeated tasting opportunities. Studies have shown that boosting foods' visual familiarity before children taste them (e.g. by looking at picture books) further increases their willingness to taste, liking and intake of targeted foods. This project will use the Food Unfolded portal as a platform to communicate to parents the benefits of familiarizing preschoolers with vegetables before offering them at mealtimes. The project involves three main activities: (1) creation of interactive 'See &amp; Eat' e-books about vegetables, available to download through Food Unfolded; (2) evaluation of outcomes of using e-books on children's liking and intake of targeted foods; &amp; (3) creation of online resource for parents, with guidance on using e-books to introduce vegetables.</p> </div>

### PLEASE




- follow the guidance provided through the  icons help text;
- be aware that fields with a maximum character limit (this includes spaces and line breaks), will be truncated when the maximum is reached;
- use the save button on each tab on regular intervals to avoid data loss.
- in case of remaining questions, please contact [CfPsupport@eitfood.eu](mailto:CfPsupport@eitfood.eu)

## 1. CONTACTS

Activity Title		'SEE & EAT': Communicating the benefits of visual familiarity as a strategy for introducing healthy foods into children's diets
Generated ID		19076
Activity Web Site (if applicable)		<input type="text" value="max 255 characters"/>
Lead Partner	 ★	<input type="text" value="046 University of Reading"/>
Activity Leader (Person name)	 ★	<input type="text" value="Houston-Price, CMT (Carmel)   University of Reading  "/>
Email Activity Leader		<input type="text" value="c.houston-price@reading.ac.uk"/>
Specify <b>All involved EIT Food partners</b> (including the lead partner, Linked Third Parties and Rising Food Stars Partners)	 ★	<input type="text" value="Partner Description"/> <input type="text" value="010 - Colruyt"/> <input type="text" value="016 - EUFIC"/> <input type="text" value="046 - University of Reading"/> <input type="text" value="047 - University of Turin"/> <input type="text" value="Select a EIT Food Partner / Rising Food Star from this dropdown list to add it to your list of involved partners"/>
Area - Segment		<input type="text" value="Communication - Access"/>
Functional Director		<input type="text" value="Nuijten, SJMA (Saskia)   EIT Food  "/>
Email Functional Director		<input type="text" value="saskia.nuijten@eitfood.eu"/>

## 2. ACTIVITY OVERVIEW

*The information provided in this page needs to be self-contained and must not refer to other parts of the submission*

Activity Title		'SEE & EAT': Communicating the benefits of visual familiarity as a strategy for introducing healthy foods into children's diets
Generated ID		19076
<b>Activity Purpose:</b> crisp, in the style of an elevator pitch (max 500 characters)	 ★	<input type="text" value="The aim of the project is to construct an evidence-based resource to support parents in introducing healthy foods into preschool children's diets. The resource, which will be sited within Food Unfolded, will consist of a set of 24+ interactive e-books about vegetables that parents can download, free of charge, along with guidance on how to use and adapt the books to encourage intake of vegetables, and hence greater dietary variety, in their children."/>

Link to **Strategic Objectives**



Strategic Objective	Description	% of Activity
Strategic Objective 2: Distorted nutritional habits: Create consumer-valued food for healthier nutrition	Parents know children should eat 5 portions of fruit and veg a day but children fall far short of meeting this target. This project will help narrow the gap between parents' intentions and children's actual intake, by suggesting ways to encourage preschool children to eat vegetables. Interactive e-books can be personalized to suit families' needs & resources (via selection of target foods & tailoring of content), energizing parents to make better nutritional choices for their child.	100

**Expected Outcomes and Impact** of activity on economy and society (max 2000 characters)



The goal of the project is to increase vegetable intake and dietary variety in preschool children.

This will be achieved through an online parent resource containing 24+ e-books about vegetables in English and Italian, and guidance on how to use these to increase children's vegetable intake. Access to the resource, which will be hosted on Food Unfolded, will be free and therefore available to all socio-economic groups, including families most in need. It will be promoted through established consumer networks by EUFIC, Colruyt Group and the British Nutrition Foundation, with potential to reach 8 million families (25m families in Europe have preschoolers; 70% can access iPads/tablets; 50% speak English/Italian). Future work will translate the resources into other languages. Evidence of the reach and impact of the project will come from download statistics and reports of changes in children's eating behavior shared via an online parent forum.

Previous research has shown the positive effects of visual familiarity on children's liking and intake of familiarized foods and acceptance of other new foods. Such studies have used printed books, pictures on placemats or actual foods, which are suitable for small-scale projects but impractical for large-scale interventions. This project will establish whether e-books have similar effects on vegetable acceptance. Evaluations conducted in UK and Italy will confirm whether outcomes generalize to differing European contexts. Results, which are likely to gain widespread media interest, will be shared with parents via Food Unfolded and with researchers through peer-reviewed publications.

By increasing children's vegetable intake and variety, the project's long-term outcomes include lower levels of obesity and nutrition-related diseases. Potential indirect benefits include reduced healthcare costs and environmental impacts associated with processed food consumption and greater consumer engagement with healthy eating advice.

**Workplan 2019** (including key milestones) (max 5000 characters)



The project involves 3 main tasks. The main activities and milestones are:

(1) Creation of library of interactive See & Eat e-books

Previous research has shown that familiarization to foods through picture books increases children's intake and liking of vegetables (e.g. Owen, Kennedy, Hill & Houston-Price, 2018, Appetite). Most such studies used printed 'farm-to-fork' books showing how foods grows, what they look like outside and inside, raw and when cooked, with color photos of foods and simple text suitable for preschoolers.

In this project, books will be transferred to digital format, downloadable to tablets. Potential supporting platforms have been identified, such as Our Story, a free app created by the Open University and available via iTunes. This app allows the downloading of ready-made e-books and the interactive creation and editing of books by parents and children using photos, text, audio and video recordings to reflect their own interests and needs.

Pilot work involving 6 families has established the feasibility of using vegetable e-books for this purpose. Parents provided feedback on their experiences of sharing and adapting two e-books with their toddlers (Begging for Broccoli! & Crazy about Carrots!); two families reported positive changes in children's intake of foods. This project will extend the pilot work to create a library of e-books and update the supporting platform as needed. Delivery will involve these milestones:

1.1 Completion of library of 24+ See & Eat e-books covering the range of vegetables parents want to introduce. Books will be similar to those used in previous work, but will include audio/video in addition to photos and text, and will be produced in both English and Italian

## 1.2 Delivery of updated app platform to support e-books, compatible with latest generations of iPad/Android software

### (2) Evaluation of outcomes of See & Eat e-books

We will evaluate the e-books' impact on children's willingness to taste, liking and intake of targeted foods and on their acceptance of other new foods. Parallel studies will be run in UK and in Italy. Italian children eat a much lower proportion of processed food than children in UK and are therefore likely to be more familiar with vegetables' natural forms. By comparing the two groups, we can establish whether outcomes are similar in contexts differing in foods' baseline familiarity.

Two cohorts (English, Italian) of 120 families with 2-year-olds will be recruited through project webpages supported by EUFIC. Families in each cohort will be randomly allocated to one of two experimental groups or to a control group. Those in experimental groups will download an e-book about a vegetable selected by parents and look at this every day for 2 weeks, as in previous studies. One experimental group will look at a ready-made book; the other will be asked to engage interactively with a book, personalizing this by adding photos, stories and audio/video recordings of their experiences with the food. Parents will upload edited books to allow us to see whether changes to content are related to outcomes. Control groups will not receive books until after the evaluation.

The 'parent as researcher' model will be used to assess outcomes. Parents will be asked to record their experiences of offering their child the target food and to return their coding sheets and other information via the project website. Parents' ratings will establish whether e-books exert the expected positive effects and whether these are boosted by personalization of books. Results will also confirm whether effects generalize to countries beyond UK.

The study will adhere to ethics procedures described in H2020 Program Guidance and undergo local ethical scrutiny at UoR and UNITO.

Milestones include:

- 2.1 Creation of materials for project website including instructions for parents and outcome measures
- 2.2 Testing and delivery of project websites able to collect parental consent, randomize participants to groups, enable downloading and uploading of e-books, and collect outcome measures
- 2.3 Ethical approval by Research Ethics Committees at UoR and UNITO
- 2.4 Recruitment of families
- 2.5 Collection of outcome measures
- 2.6 Coding and analysis of data
- 2.7 Drafting of manuscript for publication
- 2.8 Outreach campaign to disseminate findings

### (3) Communication activity

Parent pages providing the library of e-books, guidance on how to use books for best outcomes and other evidence-based strategies to increase vegetable intake (e.g. activities developed by School Food Network project) will be created within Food Unfolded. Awareness of the resource will be raised through a publicity campaign led by EUFIC and British Nutrition Foundation.

Milestones include:

- 3.1 Creation of structure for parent pages in Food Unfolded
- 3.2 Finalization of content on supporting children's healthy eating
- 3.3 Finalization of publicity campaign for EUFIC, BNF & other partner websites and media channels

characters)

activities for 2020 include:

- 1) Translating the parent resource (and library of See & Eat e-books) into further European languages, to broaden reach to families beyond UK and Italy;
- 2) Extending the parent resource to include recommendations and activities based on latest evidence on how to best support healthy eating, including activities based on the outcomes of the School Food Network project. Prof Houston-Price (the lead at UoR on the See & Eat project) and Dr Harvey (also based at UoR) are both involved with developing preschool activities as part of the School Food Network project, and will ensure collaboration and strong communication between the two teams, in both directions. Activities might include games to increase children's familiarity with healthy foods, recipes using fresh vegetables, tips on how to grow a kitchen garden, etc.
- 3) Publication of printed See & Eat books and/or development of other product(s) for market. As a communication project, the primary purpose of the See & Eat activities planned for 2019 is to communicate the benefits of food familiarization as broadly as possible; we consider that this goal is most likely to be achieved by making e-books and the other web resources available to families free of charge. However, the potential to commercialize the outcomes of the See & Eat project (and potentially to support the financial sustainability of EIT Food) will be explored and reported in one of the deliverables planned for 2019. If this report identifies a mechanism for marketization of the See & Eat products (such as printed books or games that are available to purchase through retail outlets, perhaps at the point of purchase of fresh vegetables), we will include such activity within the work plan for 2020.

The decision to submit an application for funding beyond 2019 will depend on achievement of the milestones planned in the work plan for 2019 and successful achievement of the deliverables with target dates prior to May 2019. The decision to proceed with an award for EIT Food funding in 2020 would depend on successful completion of the milestones described in the work plan for 2019, and successful achievement of all deliverables listed for 2019.

**Role of partners and team members**



Partner Description	Partner Role
010 - Colruyt	Colruyt Group is a major retail group and distributor of food products including fruit and vegetables in Belgium, France and Luxembourg. Colruyt Group have joined the consortium to advise on the development of the communications plan and related activities, to enable us to better signpost consumers to the project website and resources. Colruyt Group will also lead on a piece of work to explore the potential for translating the project outcomes into market initiatives for families with young children. The report will inform our plans to develop retail opportunities (such as in-store products or activities) in Year 2 of the project, when Colruyt Group (or another industry partner) will play a more pivotal role in the partnership. Colruyt Group are happy to cover the costs associated with their involvement in the project themselves this year, and are therefore not requesting a budget from EIT Food for 2019.
016 - EUFIC	For over 20 years, EUFIC has helped people to find online food facts to make healthier choices in their everyday lives. EUFIC is a unique science communication organisation that offers accessible, appealing and actionable science-based information on food and health. For this project, EUFIC will bear responsibility for developing and supporting the project website and the parent resource pages within Food Unfolded, launching an outreach campaign combining traditional and social media, and promoting the project outcomes and parent resource through EUFIC's website and networks. EUFIC will specifically contribute to these elements of the Work Plan: 2.2 Testing and delivery of project websites able to collect parental consent, randomize participants to groups, enable downloading and uploading of e-books, and collect outcome measures; 2.8 Outreach campaign to disseminate findings 3.1 Creation of structure for parent pages on Food Unfolded 3.2 Finalisation of content on supporting children's healthy eating 3.3 Finalisation of publicity campaign for EUFIC, BNF & other partner websites and media channels.
046 - University of Reading	Researchers at UoR are experts in the development of food preferences, experienced in running interventions to support healthier eating and known for their pioneering work on the use of familiarity to support acceptance of new and disliked foods. As the lead partner, UoR will coordinate project activities across the consortium, ensure close communication between partners and take responsibility for delivery of outcomes. UoR will manage the sub-contracts needed to deliver a suitable digital platform for e-books and to ensure the team has the necessary expertise in e-book production. Sub-contractors will be procured in line with UoR's (EU-compliant) procurement policy. One sub-contract will be with the British Nutrition Foundation, an EIT Food Network Partner, who will use their extensive networks to disseminate the parent resources on My Food Portal

**Role of partners and team members**



Partner Description	Partner Role
	via activities with health professionals and parents. UoR will contribute to the following tasks in the Work Plan: 1.1 Completion of library of See & Eat e-books in English 1.2 Delivery of app suitable to support e-books 2.1 Creation of content for project website 2.3 Ethical approval by Research Ethics Committee at UoR 2.4 Recruitment of 120 families into UK cohort 2.5 Collection of outcome measures 2.6 Coding and analysis of data 2.7 Drafting of manuscript for publication 2.8 Outreach campaign to disseminate findings 3.2 Finalization of content for parent resource on supporting children's healthy eating
047 - University of Turin	UNITO will be responsible for the production of e-books suitable for children in Italy, delivering the evaluation of e-book effectiveness within a cohort of Italian families, and for supporting the planned parent resource and dissemination activity. UNITO will contribute to these tasks in the Work Plan: 1.1 Completion of library of See & Eat e-books in Italian 2.3 Ethical approval by Research Ethics Committee at UNITO 2.4 Recruitment of 120 participants to Italian cohort 2.5 Collection of outcome measures 2.6 Coding and analysis of data collected 2.7 Submission of manuscript for publication 2.8 Outreach campaign to disseminate findings 3.2 Finalisation of content for parent resource on supporting children's healthy eating

**Key Outputs**



Type	Code	Title	Description	Expected Date
Output	OUT01	Library of e-books (English)	Set of template e-books about 24+ vegetables (more if required), that can be downloaded to iPad and Android tablets	31 Mar 2019
Output	OUT02	Library of e-books (Italian)	Set of template e-books as above, translated into Italian and adjusted as required to suit Italian eating context	30 Apr 2019
Output	OUT03	New/ updated version of app to support e-books	Delivery of new or updated version of app platform for e-books, compatible with latest software used by iPad and Android tablets, available through Apple iTunes/ Google Play stores	30 Apr 2019
Output	OUT04	Evidence on effects of See & Eat e-books	Data on effects of using e-books on children's liking and intake of targeted foods, and whether/how interactive nature of e-books can be used to further boost effects.	31 Oct 2019
Output	OUT05	Parent resource within My Food Portal	Set of interactive web pages within Food Unfolded providing guidance for parents on introducing vegetables into children's diets. To include library of e-books and guidance on how to optimize the benefits of these.	31 Dec 2019

**Key Deliverables**



Type	Code	Title	Description	% of KAVA Costs	Expected Date
Deliverable	DEL01	Project Schedule & Timeline	As a first activity, consortium members will meet to agree the project timeline and schedule for the planned activities, to ensure timely delivery of objectives. The agreed schedule and timeline will be submitted as a deliverable, and the project lead will ensure progress is in line with this.	5	31 Jan 2019
Deliverable	DEL02	Library of e-books (English & Italian)	Set of template e-books about 24+ vegetables, in English and Italian, that are downloadable to iPad or Android tablet	20	30 Apr 2019
Deliverable	DEL03	Report on potential for commercialisation of project outputs	Following discussions between project partners, Colruyt will lead on producing a report summarizing potential opportunities to generate revenue from e-books and/or their supporting platform	5	31 May 2019

## Key Deliverables



Type	Code	Title	Description	% of KAVA Costs	Expected Date
			in Year 2 of the project, such as in-store products or activities, market initiatives, etc.		
Deliverable	DEL04	Communications Plan	EUFIC, in collaboration with the British Nutrition Foundation (BNF) and Colruyt Group, will produce a document describing the communication strategy for the project. The communications plan will describe: target audiences in UK, Italy, and wider Europe, and how these will be reached; dissemination plans via both Food Unfolded and partner websites (EUFIC, Colruyt Group, BNF, UoR and UNITO); and an outline of the content for the See & Eat webpages. The report will also detail plans to extend reach in both traditional and social media, covering the period Sept – Dec 2019.	5	31 Aug 2019
Deliverable	DEL05	Summary of content for parent resource	Content for the parent resource within Food Unfolded (evidence-based guidance for parents on how to introduce a wider variety of vegetables into children's diets) will be summarized for review as a deliverable	15	30 Nov 2019
Deliverable	DEL06	Traditional and social media campaign to promote parent resource	Press releases will be issued by EUFIC, BNF, Colruyt Group, UoR & UNITO, and promotional materials placed on EUFIC's and the BNF's websites, to draw attention to the new parent resource. The content of these materials will be summarized for review as a deliverable	10	31 Dec 2019
Deliverable	DEL07	Manuscript describing outcomes of evaluation of See & Eat e-books	Experimental work evaluating the effects of the e-books to be written up for submission to peer-reviewed international journal. First draft to be prepared during the project.	40	31 Dec 2019

## EIT Core KPI targets



KPI Code	KPI Title	Target Value 2019	Target Value 2020	Target Value 2021
EITN07	# Success stories submitted to and accepted by EIT	0	0	0

## EIT Food Specific KPI targets



KPI Code	KPI Title	Target Value 2019	Target Value 2020	Target Value 2021
KICC01	Press coverage	40	70	110
KICC02	Online media audience	5000	40000	50000
KICC05	Consumers engagement	10	10	10

## Risk Management



Risk Category	Risk Title	Risk Likelihood	Risk Impact	Risk Description	Risk Mitigation
EXTERNAL	Delivery of digital platform for e-books	2	2	A software developer might not be able to complete the work to develop the app to support the e-books in time for project delivery.	(i) We will start discussions with UoR's procurement teams to identify and contract a supplier as soon as confirmation of funding is received; (ii) existing apps work sufficiently well to run the planned evaluations on iPad.
EXTERNAL	Lack of media interest in outreach campaign	1	3	The media might not pick up press releases issued about the parent resource and See & Eat books.	(i) Very strong press interest in previous similar work, given broad interest in stories relating to health, food, and the use of digital technology to support children's healthy eating; (ii) UoR's Press Office has dedicated resources for promoting news to external audiences; (iii) the potential to draw on the expertise and promote the resource through the press networks, websites & social media channels of project partners, especially EUFIC and British Nutrition Foundation.
OPERATIONAL	Failure to find expected outcomes in evaluation	2	3	Failure to find expected positive outcomes to e-books might hinder publication of findings, and would change the nature of the parent resource.	(i) Failure to submit manuscript for publication would not hinder delivery of the project's primary objectives, which relate to providing guidance for parents through the online resource; (ii) Plans to provide guidance on the variety of strategies supported by the literature would not be affected.
OPERATIONAL	Failure to recruit sufficient participants	3	2	We may fail to meet the target to recruit two cohorts of 120 families to participate in evaluations of the e-books.	(i) UoR has previously successfully recruited more than 120 families to similar interventions; (ii) participant target numbers are intentionally ambitious, to maximise the information obtained from the evaluations. However, half the target number (60 families per cohort) would be sufficient to draw conclusions about the books' effectiveness.
OPERATIONAL	Failure to complete parent resource within Food Unfolded	2	3	The structure and content of the parent pages within Food Unfolded may not be completed by the end of the project period.	(i) EUFIC are setting up Food Unfolded as a 2018 EIT Food project. They have confirmed that the site will be ready for content by 2019; (ii) EIT Food's own editorial team will oversee the addition of content to the portal in 2019, of which the parent pages will form a key element; (iii) any delay to the outcomes of the e-book evaluation will not delay the creation of other content for the portal, which will include all evidence-based interventions to date.
OPERATIONAL	Creation of See & Eat books in English	3	2	Failure to recruit Research Assistants to begin work on the project from the outset would pose a risk if it delayed the completion of the library of e-books needed for the project	(i) E-books will be based on existing printed books developed in previous research; (ii) pilot work has developed a template e-book for this project; (iii) undergraduate/MSc students can be recruited to work on book production if needed; (iv) recruitment activity to appoint suitable Research Assistants will begin as soon as confirmation of funding is received; (v) UoR has effective recruitment processes; (vi) positions are likely to attract a strong response from applicants.
OPERATIONAL	Creation of See & Eat books in Italian	3	2	The risk described above also applies if UNITO are delayed in recruiting a Research Assistant to the project.	The mitigating factors described above also apply here. In addition, as books will be written in English before they are adapted and translated into Italian, UNITO will have more time to appoint a researcher to complete this work.



## Risk Management



Risk Category	Risk Title	Risk Likelihood	Risk Impact	Risk Description	Risk Mitigation

**Dissemination Plan:** Please describe the dissemination plan. (max 1000 characters)



Production of a detailed Communications Plan is a key deliverable for this project. At present, we anticipate that communications activity to promote the new parent resource (which is in itself a communications tool) will be through: (1) existing consumer networks managed by EUFIC, Colruyt Group and British Nutrition Foundation (BNF), including articles for the consumer and health professional sections of BNF's website on the importance of dietary variety and early familiarization with vegetables, and activities with health professionals and parents; (2) traditional and social media campaigns led by EUFIC and BNF to target the general public and key health professionals working with young children (e.g. nutritionists and dietitians, health visitors, nurses); (3) publication of the outcomes of the evaluation project in academic journal(s) and associated press campaigns led by UoR and UNITO.

**Outlook:** Please provide an outlook of how the results of your Activity will be further exploited after the end of the Activity. (max 500 characters)



Funding will be sought in the 2020 call to extend the project activities (see Workplan Beyond 2019). Subject to the findings of our report on the potential for commercialization (see Deliverables), activities may include: (1) publication of printed books/ other product development to support healthy eating, and distribution via retail outlets; (2) translation of parent resource into additional languages; (3) further development of parent resource and publicity campaign to promote its use.

## 3. ACTIVITY SPECIFIC INFO

### SPECIFIC ACTIVITY INFORMATION

Specific target group and challenge (max 1000 chars)



This project targets vegetable consumption in preschool children (via parents) because the earlier healthy eating begins, the greater the health benefits, and intake of green vegetables is especially low during preschool years. Efforts to educate families about healthy eating have had limited success, as children's food choices depend on food familiarity and liking, rather than nutritional knowledge, but there is growing evidence for a role for picture books in increasing children's liking and intake of vegetables (e.g. Owen et al, 2018, Appetite). Shared book-reading is popular among families in all SES groups; the children's print book market (valued at £394m) has been at record levels for 3 years in a row. Two-thirds of families have access to iPads/tablets, making free-to-download e-books an ideal way to reach those most in need. The success of the project will be indexed by the number of e-books downloaded and reports of changes in children's eating behavior via a parent forum.

Reason to be successful (max 1000 chars)



The project will succeed because:

- (i) It is evidence-based. The e-books and guidance in the parent resource will draw on strategies research has shown to increase vegetable intake and dietary variety in preschoolers.
- (ii) It engages the target population in activity development. Feedback from pilot work with parents and toddlers will inform the adaptations made to books and the supporting app platform to improve their usability. The opportunity to interact with and personalize books to meet families' interests, needs and resources will enable us to maximize books' appeal to the target audience.
- (iii) It involves evaluation in two countries. Testing the intervention in cultural contexts that differ widely in baseline levels of familiarity with vegetables allows us to test whether effects generalize to other countries in Europe.
- (iv) It is ideally suited to EIT funding, involving communication, innovation and education (& potentially, business creation in Year 2).

PRE-CALL BUDGET ESTIMATE

KAVA BUDGET	KAVA Costs <a href="#">?</a>	Thereof: Personnel costs <a href="#">?</a>	KAVA Investment <a href="#">?</a>	Thereof: Co-Funding <a href="#">?</a>	Co-Funding Ratio <a href="#">?</a>
2019	+ 460,362.00 €	+ 320,035.00 €	+ 460,362.00 €	+ 0.00 €	+ 0.00 %

KCA BUDGET	KCA Contribution <a href="#">?</a>	KCA Explanation (who/why/link to KAVA) <a href="#">?</a>	non-EIT Funding Ratio <a href="#">?</a>
2019	+ 1,381,086.00 €	<p>Partners will each contribute a share of the KCA in proportion to their activity on the project.</p> <p>The University of Reading's KCA contributions towards the project will total €860,000. This will be derived from a variety of eligible projects. For example, one of the relevant projects to be used as KCA will be the SEDTC-funded PhD studentship awarded to Sarah Snuggs, "The development and evaluation of an online interactive course designed to improve healthy family eating behaviours".</p> <p>The University of Turin conducts leading research, innovation and education programs relevant to EIT Food's strategic objectives and in total is projected to hold up to €6 million worth of KIC complementary activities in 2019. €190,000 from this fund will form the KCA contribution to the project from UNITO.</p> <p>EUFIC's core activities, to understand consumers and communicate science-based information on food and health topics, are all relevant to EIT Food's strategic objectives. EUFIC projects will commit €330,000 towards the KCA of the 'See &amp; Eat' project in 2019. With experience from numerous EU funded research projects, EUFIC has robust know-how on developing and implementing innovative communication and dissemination strategies on a variety of research focused topics. EUFIC's expertise comes from over 20 years of outreach directly to the general public via the web, online games, our large social media community, videos, articles and infographics as well as via multipliers such as the media and health professionals. EUFIC's content is available in 12 languages which ensures European as well as national outreach. In addition, EUFIC carries out consumer research to find out what motivates people and publishes the results in impact factor journals.</p> <p>A more detailed breakdown of the KCA contributions for this activity, which will total almost €1,400,000, will be provided at the next stage.</p>	+ 75.00 %

4. SUSTAINABILITY

**FINANCIAL RETURNS FOR EIT FOOD (€)**



FINANCIAL RETURN MECHANISM	RESPONSIBLE PARTNER
No mechanism defined	

Describe the selected financial return mechanisms (max 1000 characters)



no returns in 2019 are anticipated

**5. BUDGETS**

**KCAs**



KCA ID	C1901
KCA Title	Building communication campaign and outreach activities around healthy eating
KCA Website	<a href="http://www.eufic.org">http://www.eufic.org</a>
KCA Description	EUFIC's core activities, to understand consumers and communicate science-based information on food and health topics, directly address EIT Food's strategic objectives and are supported by numerous EU funded research projects.
Partner	016 EUFIC
Contact Person	Kuhn, S (Sofia)   EUFIC   The European Food Information Council
Why chosen	EUFIC's expertise comes from over 20 years of outreach directly to the general public via the web, online games, our large social media community, videos, articles and infographics as well as via multipliers such as the media and health professionals. EUFIC's content is available in 12 languages which ensures European as well as national outreach. In addition, EUFIC carries out consumer research to find out what motivates people and publishes the results in high impact factor journals. EUFIC has robust know-how on developing and implementing innovative communication and dissemination strategies on a variety of research focused topics. EUFIC projects will commit €330,000 towards the KCA of the 'See & Eat' project in 2019.
Start / End Date	20-Nov-2017 31-Dec-2019
KCA ID	C1902
KCA Title	An integrative theory of interest: How can we motivate ourselves without extrinsic incentives?
KCA Website	
KCA Description	Leverhulme Trust funded project
Partner	046 University of Reading
Contact Person	Houston-Price, CMT (Carmel)   University of Reading
Why chosen	This project draws on broad psychological theories regarding motivation and cognition from the neural level to the social level. It furthers the team's understanding of the nature of intrinsic motivation/curiosity, which underpin individual preferences and choices, including food preferences. The project also extends the team's access to latest research methodologies and statistical methods (e.g. mixed-effects modeling, Bayesian statistics).
Start / End Date	01-Sep-2017 31-Dec-2019
KCA ID	C1903
KCA Title	Prenatal and infancy origins of biological and social-cognitive processes in disruptive behaviour problems in children aged 7-9 years

KCA Website	<a href="http://gtr.ukri.org/projects?ref=MR%2FL022257%2F1">http://gtr.ukri.org/projects?ref=MR%2FL022257%2F1</a>
KCA Description	Medical Research Council funded project - ADDITIONAL FUNDS Amendment for H5211000 (RE005481)
Partner	046 University of Reading
Contact Person	Houston-Price, CMT (Carmel)   University of Reading
Why chosen	This project extends the team's understanding of the individual and environmental factors that shape children's development from birth to primary-school age, including the important role played by parents. The project also provides access to expertise in longitudinal and randomized control trial study designs.
Start / End Date	01-Jan-2017 30-Sep-2018
KCA ID	C1904
KCA Title	The Multilingual Mind (MultiMind)
KCA Website	<a href="https://cordis.europa.eu/project/rcn/211897_en.html">https://cordis.europa.eu/project/rcn/211897_en.html</a>
KCA Description	Horizon 2020 - Marie Curie funded project
Partner	046 University of Reading
Contact Person	Houston-Price, CMT (Carmel)   University of Reading
Why chosen	The aim of the project 'MultiMind' is to establish an international, multidisciplinary and multi-sector training network on multilingualism, in order to address societal challenges within the European education and health sector. The project therefore provides relevant expertise in the use of a multidisciplinary perspective to bridge the gap between fundamental and applied research. Specifically, the project can provide expertise in developing successful networks involving leading academic institutions, companies, health organisations and centers that provide outreach activities, and in building consortia involving researchers with complementary expertise within the disciplines of psychology, education, and health, along with non-academic partners within the education and health sectors, communication and marketing.
Start / End Date	01-Apr-2018 31-Dec-2019
KCA ID	C1905
KCA Title	Shortfall from FEC
KCA Website	
KCA Description	The University of Reading costs overheads using a 100% Full Economic Costs model. This cost exceeds the 25% overheads provided by EIT Food and is identifiable in the accounts of the University. This represents a shortfall in costs of €113,840. This €113,840 will be used as KCA on this project.
Partner	046 University of Reading
Contact Person	Houston-Price, CMT (Carmel)   University of Reading
Why chosen	The University of Reading costs overheads using a 100% Full Economic Costs model. This cost exceeds the 25% overheads provided by EIT Food and is identifiable in the accounts of the University. This represents a shortfall in costs of €113,840. This €113,840 will be used as KCA on this project.
Start / End Date	01-Jan-2019 31-Dec-2019
KCA ID	C1906
KCA Title	The development and evaluation of an online interactive course designed to improve healthy family eating behaviours
KCA Website	
KCA Description	ESRC South East Doctoral Training Partnership funded studentship (co-funded by NetMums) awarded to Sarah Snuggs, supervised by Dr Harvey and Prof Houston-Price

Partner	046 University of Reading
Contact Person	Harvey, N (Kate)   University of Reading
Why chosen	The PhD project for which this funding was received is investigating ways to support parents in improving family healthy eating through development of an app, and is therefore very closely aligned with the aims of the See & Eat project.
Start / End Date	01-Jan-2017 31-Mar-2019
KCA ID	C1907
KCA Title	Repeated taste exposure and visual exposure to increase vegetable acceptance in children
KCA Website	
KCA Description	PhD studentship award to Nurfarhana Binti Diana Nor, funded by Malaysian Government.
Partner	046 University of Reading
Contact Person	Houston-Price, CMT (Carmel)   University of Reading
Why chosen	Prof Houston-Price and Dr Harvey co-supervised this project, which looked at ways to increase vegetable liking and intake in children through repeated exposure, and is therefore directly related to the goals of the See & Eat project.
Start / End Date	01-Jan-2017 30-Apr-2018
KCA ID	C1908
KCA Title	myAHA
KCA Website	<a href="http://www.activeageing.unito.it/">http://www.activeageing.unito.it/</a>
KCA Description	H2020-PHC-2015_single stage - My Active and Healthy Aging
Partner	047 University of Turin
Contact Person	Sacco, KS (Katuscia)   University of Turin   Università degli Studi di Torino (Unito)
Why chosen	myAHA is a large project including various activities, all with a common underlying objective: increasing well-being throughout the entire life span, from childhood to old age. Activities related to the present project proposal include the development and testing of approaches and methods to teach both children and their parents how to find reliable food information and increase food and vegetable intake.
Start / End Date	01-Jan-2017 31-Dec-2019
KCA ID	C1909
KCA Title	Diderot Project year 2017/2018
KCA Website	<a href="http://www.fondazionecri.it/attività/ricerca-e-istruzione/2017-2018-diderot/">http://www.fondazionecri.it/attività/ricerca-e-istruzione/2017-2018-diderot/</a>
KCA Description	The Diderot project offers students from all primary and secondary schools in Piedmont and Valle d'Aosta the opportunity to deepen their learning of traditional subjects with innovative methodologies and to approach disciplines that fall outside the narrow curriculum framework.
Partner	047 University of Turin
Contact Person	Operti, L.O. (Lorenza)   University of Turin   Università degli Studi di Torino (Unito)
Why chosen	Researchers involved in the Diderot Project are developing tools and methodologies for innovative teaching of children from 6 to 20 years old. Activities in the See&Eat project build upon this teaching experience on innovative education methods for the fields of food production systems and diet habits, but also on critical thinking and rationalization. Furthermore, researchers in the Diderot project are in constant contact with teachers, which will help to disseminate findings from See&Eat to parents.
Start / End Date	01-Sep-2017 31-Aug-2018

Tasks



KCA ID	C1910
KCA Title	Agreement between the University of Torino and the Compagnia di San Paolo Foundation (years 2016-2018) for the improvement of education and research activities
KCA Website	
KCA Description	The Compagnia di San Paolo Foundation has signed an agreement with the University of Torino with a duration of 3 years (2016-2018) to finance activities of the university in order to contribute to the improvement of education and research
Partner	047 University of Turin
Contact Person	Operti, L.O. (Lorenza)   University of Turin   Università degli Studi di Torino (Unito)
Why chosen	The See&Eat project is an educational project that targets pupils and families in Europe. Due to its educational aim, the KCA selected for this project is considered relevant and eligible to be included.
Start / End Date	01-Jan-2017 31-Dec-2018
Task ID	A1901
Task Title	Activity Management
Task Type	Project or Programme Management
Task Description	Management of the project from start to end, including coordination of activities across partners; production of project schedule and timeline; production of report on potential for commercialization.
Task Leader	Houston-Price, CMT (Carmel)   University of Reading
Start / End Date	01-Jan-2019 31-Dec-2019
KCA Reference	C1904 The Multilingual Mind (MultiMind);C1905 Shortfall from FEC
Deliverable Reference	Report on potential for commercialisation of project outputs;Report on potential for commercialisation of project outputs;Project Schedule & Timeline;Project Schedule & Timeline;Project Schedule & Timeline
Task ID	A1902
Task Title	Creation of Interactive See & Eat Books
Task Type	Technology Maturation
Task Description	The task involves two components: (1) Completion of library of approx. 24 See & Eat e-books covering the range of vegetables parents want to introduce to toddlers. Existing printed books about vegetables will be transferred to digital format, downloadable to tablet, including audio and video in addition to pictures and written text. E-books will initially be produced in English and Italian. (2) Delivery of suitable app platform for e-books, compatible with latest generations of iPad/Android tablet software, to enable downloading and interactive editing of e-books to reflect families' interests and needs.
Task Leader	Houston-Price, CMT (Carmel)   University of Reading
Start / End Date	01-Jan-2019 30-Apr-2019
KCA Reference	C1906 The development and evaluation of an online interactive course designed to improve healthy family eating behaviours;C1907 Repeated taste exposure and visual exposure to increase vegetable acceptance in children;C1908 myAHA;C1909 Diderot Project year 2017/2018
Deliverable Reference	Library of e-books (English & Italian);Library of e-books (English & Italian)
Task ID	A1903
Task Title	Evaluation of Outcomes of See & Eat E-Books
Task Type	Technology Validation

Task Description	The task includes the following components: (1) Creation of content for project website, including instructions for parents and outcome measures, in English & Italian (2) Testing and delivery of project websites able to collect parental consent, randomise participants to groups, enable downloading and uploading of e-books, and collect outcome measures (3) Ethical approval by Research Ethics Committees at UoR & UNITO (4) Recruitment of families & collection of outcome measures (5) Coding and analysis of data (6) Drafting of manuscript for publication (7) Outreach campaign to disseminate findings
Task Leader	Houston-Price, CMT (Carmel)   University of Reading
Start / End Date	01-Jan-2019 31-Dec-2019
KCA Reference	C1902 An integrative theory of interest: How can we motivate ourselves without extrinsic incentives?;C1903 Prenatal and infancy origins of biological and social-cognitive processes in disruptive behaviour problems in children aged 7-9 years ;C1910 Agreement between the University of Torino and the Compagnia di San Paolo Foundation (years 2016-2018) for the improvement of education and research activities
Deliverable Reference	Manuscript describing outcomes of evaluation of See & Eat e-books;Manuscript describing outcomes of evaluation of See & Eat e-books
Task ID	A1904
Task Title	Communication Activity to support use of See & Eat Books
Task Type	Consumer Engagement
Task Description	The task involves: (1) Creation of structure for parent pages in My Food Portal (2) Finalisation of content on supporting children's healthy eating (3) Publicity campaign through EUFIC and BNF websites and other media channels.
Task Leader	Kuhn, S (Sofia)   EUFIC   The European Food Information Council
Start / End Date	01-Jan-2019 31-Dec-2019
KCA Reference	C1901 Building communication campaign and outreach activities around healthy eating
Deliverable Reference	Summary of content for parent resource ;Summary of content for parent resource ;Summary of content for parent resource ;Traditional and social media campaign to promote parent resource ;Traditional and social media campaign to promote parent resource ;Traditional and social media campaign to promote parent resource ;Traditional and social media campaign to promote parent resource ;Communications Plan;Communications Plan

## Budget Overview



KCA ID	Partner	KCA Year	Budget
C1901	016 EUFIC	2019	180,825
C1902	046 University of Reading	2017	66,618
C1902	046 University of Reading	2018	199,854
C1902	046 University of Reading	2019	199,854
C1903	046 University of Reading	2017	41,432
C1903	046 University of Reading	2018	31,074
C1904	046 University of Reading	2019	20,428
C1904	046 University of Reading	2018	20,428
C1905	046 University of Reading	2019	113,840
C1906	046 University of Reading	2017	33,452
C1906	046 University of Reading	2018	5,146
C1907	046 University of Reading	2017	45,352
C1907	046 University of Reading	2018	10,466
C1908	047 University of Turin	2018	59,572

**1,175,020**

## Budget Overview



KCA ID	Partner	KCA Year	Budget
C1909	047 University of Turin	2018	27,287
C1910	047 University of Turin	2017	69,392
C1910	047 University of Turin	2018	50,000
			<b>1,175,020</b>

Task ID	Partner	FTE	A Personnel	B Sub-contracting	C1 Sub-granting	C2 Prizes	D1 Travel and subsistence	D2 Depreciation	D3 Cost of other goods and services	D4 Cost of Large Research Infrastructure	D5 Costs of internally invoiced goods and services	F Costs of EIT labelled Education Programmes	E Indirect costs	EIT funding	Co-funding
A1901	016 EUFIC	0.10	7,820	0	0	0	2,000	0	0	0	0	0	2,455	12,275	0
A1901	046 University of Reading	0.40	31,834	8,156	0	0	9,134	0	2,608	0	0	0	10,894	62,626	0
A1901	047 University of Turin	0.08	5,450	0	0	0	2,000	0	0	0	0	0	1,862	9,312	0
A1902	046 University of Reading	0.45	26,935	60,000	0	0	522	0	1,304	0	0	0	7,190	95,951	0
A1902	047 University of Turin	0.27	10,000	5,500	0	0	0	0	1,500	0	0	0	2,875	19,875	0
A1903	016 EUFIC	0.20	15,700	0	0	0	0	0	7,000	0	0	0	5,675	28,375	0
A1903	046 University of Reading	0.80	48,448	0	0	0	0	0	0	0	0	0	12,112	60,560	0
A1903	047 University of Turin	0.95	25,550	0	0	0	0	0	0	0	0	0	6,387	31,937	0
A1904	016 EUFIC	0.20	15,700	0	0	0	0	0	0	0	0	0	3,925	19,625	0
A1904	046 University of Reading	0.25	20,190	18,270	0	0	0	0	0	0	0	0	5,047	43,507	0
A1904	047 University of Turin	0.21	5,000	0	0	0	0	0	0	0	0	0	1,250	6,250	0
<b>Total</b>		<b>3.91</b>	<b>212,627</b>	<b>91,926</b>	<b>0</b>	<b>0</b>	<b>13,656</b>	<b>0</b>	<b>12,412</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>59,672</b>	<b>390,293</b>	<b>0</b>

EIT Funding (€)	390,293.00 €
Partners Co-Funding (€)	0.00 €
Total KAVA Funding (€)	390,293.00 €
KCA Funding (€)	1,175,020.00 €
Co-Funding Leverage (%)	0.00 %
EIT Leverage (%)	75.07 %
Total FTE	3.91 FTE

### Justification

**A Personnel Justification** (max 1000 characters) ★

*The FTE related budget for the catalyst tasks is 212,627.00 €. The planned FTE for the catalysts tasks sums up to 3.91 FTE with an average cost of 54,380.31 € / FTE.*

Total personnel costs for the project are €212,627 (€265,784 including indirect costs), just over half of the total costs for the project. Costs for the two university partners include €67,851 (covering a total of 0.74 FTE) for the 4 full professors who are leading and supervising the project and €105,555 (2.67 FTE) for the 4 research assistants who will carry out the project activities. Communication and dissemination activities will be led by the non-academic partners, for which personnel costs of €39,220 are requested for time to be spent on the project by 1 Head of Unit (0.21 FTE), 1 Senior Manager (0.14 FTE) and 1 Junior Manager (0.14 FTE).


Enter a breakdown of FTE costs per skill level, e.g. project mgr, senior business developer ; lab assistant,




etc. For each, state the average rate, e.g. [project mgr: x FTE at average rate of y p.a.]. Do not provide detail that allows to link cost with individual persons.

**B Sub-contracting Justification** (max 1000 characters)  ★  
Costs to an amount of 91,926.00 €.

The total sub-contracting costs are €91,926. This figure includes €13,656 for consultation fees to bring in the necessary expertise in e-book development and in child nutrition to ensure the validity of the project work in Italy. €60,000 has been budgeted for development work to create/update a suitable app platform for the e-books. Finally, €18,269 is required to bring in the expertise of the British Nutrition Foundation, an EIT Food Network Partner, to support the extensive planned dissemination activity around the project.

**D1 Travel and subsistence Justification** (max 1000 characters)  ★  
Costs to an amount of 13,656.00 €.

Total travel and subsistence costs amount to €13,656. €13,000 of this budget is needed to enable the partners to hold project management meetings twice during 2019 (Jan, July; 5 people travelling to each meeting) and to enable the two academic partner teams to meet to ensure the project work underway in UK and Italy is aligned (April, 3 people travelling). Costs are estimated at €1,000 pp attending each 2-day meeting, including flights, other travel costs, accommodation & subsistence. Additional budget of €656 is allowed for within-country travel (e.g to meet with consultants, liaise over app development, meet with British Nutrition Foundation; 4 meetings at €164 per meeting, to cover travel and any subsistence costs).

**D3 Cost of other goods and service Justification** (max 1000 characters)  ★  
Costs to an amount of 12,412.00 €.

Additional budget of €12,412 is included to cover other goods and services. €7,000 is included to cover the development costs of the evaluation project website. €4,110 is included to cover the costs of 2 desktop PCs for the research assistants (€1,305) and 4 tablets (2 iPads, 2 android tablets) for the teams working on e-book development in UK and Italy (€2,805).€1,302 is included to cover the costs of advertising and recruiting research assistants.

## 6. FEEDBACK

Remarks History 

06 Jun 2018 18:25 PM | Houston-Price, CMT (Carmel) | Activity Leader

Please see our responses to the reviewers' feedback and recommendations in the boxes below.

Feedback 1

- Include in consortium already an industry partner (with consumer interactions, strengthen your marketing preparations and can serve as a strong outlet in reaching consumers.);

Colruyt Group have joined the project consortium to: support the development of our communications strategy to ensure we reach consumers; support dissemination of the project findings and signpost consumers to the project website; to explore the potential for translating project outputs into market initiatives for families with young children in Year 2.



06 Jun 2018 18:21 PM | Houston-Price, CMT (Carmel) | Activity Leader

Feedback 2

- Target group: seems you are tapping into a target group that already pay attention to healthy eating/those who read to their children. How will you tap into other parent groups? Target group otherwise might be much smaller. Who are you really targeting: the parents or the children?;

Evidence suggests that shared book reading with toddlers is a common activity in all socio-economic groups, and that the majority of families have access to a device that could support e-book reading. Although our target group is preschool children, we can only reach this group indirectly via their parents and preschool teachers, and we

direct our efforts towards consumers in these groups. Our previous research shows that sharing vegetable books with children changes parents' attitudes as well as children's suggesting the potential for more widespread dietary changes within families who engage with the See & Eat books.



**06 Jun 2018 18:22 PM | Houston-Price, CMT (Carmel) | Activity Leader**

Feedback 3

- E-books is one means to reach your goal (the e-book is the communication tool not the communication goal). Other options possible to also open up to partners who are not readers. Is there already a solid market research this is the right tool to reach your selected audience? If not, please include this as an output/deliverable in your project. Can you open up project to other communication vehicle(s) based on outcome of your research?

Research to evaluate the effectiveness of e-books as a tool to reach our target market is planned as Task 3 of the project, and a manuscript describing the outcomes of this research is included as a Deliverable. We will explore the potential to develop other communication vehicles (in particular, printed books) in Year 2 and will summarise our plans in this regard in the commercialisation report on potential market initiatives, also included as a Deliverable.



**06 Jun 2018 18:22 PM | Houston-Price, CMT (Carmel) | Activity Leader**

Feedback 4

- e-books available March/April, but no marketing and promotion of the first available books. Please include in your activities/budget

The library of e-books will be developed by April 2019, in time to be used by families participating in the evaluation project. Books will be made available to parents more widely through the new parent resource within the My Food Portal (renamed as Food Unfolded), which will be completed in December 2019. To ensure that we are ready to fully communicate the resource when it is ready, we now include a Communications Strategy document among the Deliverables on the project, which will be completed by August 2019.



**06 Jun 2018 18:22 PM | Houston-Price, CMT (Carmel) | Activity Leader**

Feedback 5

- Please review whether it can be combined/ or partly cooperate with the Food School Network project? (Project leader Azti). You both want to educate children on healthy eating;

Prof Houston-Price and Dr Harvey at UoR are involved in the School Network Project, as well as the current project, and will ensure that overlaps between the work being carried out will be exploited. Specifically, activities being developed for preschoolers as part of the School Network Project will be included in the parent web resource on Food Unfolded that will be constructed as part of this project. Likewise, information about See & Eat books will be included in the nursery activity packs being developed in the School Network Project. In addition, our relationship with British Nutrition Foundation will be used to ensure the involvement of this organisation in dissemination of School Network Project activities.



**06 Jun 2018 18:22 PM | Houston-Price, CMT (Carmel) | Activity Leader**

Feedback 6

- Role of the partners: clarify the involvement of mentioned 3rd parties (e.g. British nutritional foundation);

The British Nutrition Foundation (BNF) is an EIT Network Partner, and will be involved as a sub-contractor, in line with the University of Reading's (EU-compliant) procurement policy. BNF will use its extensive networks to support the dissemination of the parent resources on Food Unfolded via a range of activities with health professionals and parents. Articles will be written for both the consumer and the health professional sections of BNF's main website ([www.nutrition.org.uk](http://www.nutrition.org.uk)) on the importance of dietary variety and early familiarization with vegetable intake, with links to Food Unfolded. Information will be included within a dedicated website for

teachers, providing free resources about healthy eating, cooking, food and farming for children and young people (<http://www.foodafactoflife.org.uk/>). BNF will also raise awareness via a program of media and social media activities targeting the general public and key health professionals working with young children (e.g. nutritionists and dietitians, health visitors, nurses).



**06 Jun 2018 18:23 PM | Houston-Price, CMT (Carmel) | Activity Leader**  
Feedback 7

- Question if we have the required publishing expertise in the consortium. Writing a children's book is a specific expertise. Book publishing expertise (IP)? Please include clearly how you deal with such elements and what activities you plan to contract out the 3rd parties;

The content of the See & Eat e-books will be based on an existing library of printed books used in previous research. To support the adaptation of the books for delivery via iPad/android tablet, we include a consultancy fee to bring in an expert in the development of e-books to support learning in preschool children. Preliminary discussions around IP have already been held between the project partners and the UoR's IP officer; the consortium agreement will include an additional paragraph to clarify the ownership of the resulting IP from the books, the app developed from the project, and other project materials.



**07 Jun 2018 17:45 PM | Houston-Price, CMT (Carmel) | Activity Leader**  
Feedback 8

- Create clear go/no go decision points in your proposal;

The consortium intends to apply for continuation funding in 2020 to conduct additional communication activities relating to the See & Eat project. Year 2 activity might include making print versions of books available to parents through retail outlets, and developing the online parent resource into further European languages beyond English and Italian.

A go/no-go decision will be made on whether to pursue further funding in May 2019, based on the successful delivery of the following Outputs and Deliverables: libraries of e-books in English and Italian (April 2019); updated apps able to support e-books on iPads and android tablets (April 2019); Report on potential for commercialization of outcomes (May 2019).



**07 Jun 2018 17:46 PM | Houston-Price, CMT (Carmel) | Activity Leader**  
Feedback 9

- Budget mostly goes to personnel costs, please review;

The consortium has discussed the make-up of the budget to ensure it is suitable for the project activities. As the majority of the work to be completed is labour-intensive (involving 4 research assistants at the two academic institutions, and multiple individuals in communication activity), and as we have kept expenditure in other areas to the minimum (e.g. technical work on app development), the budget is a fair reflection of the nature of the project.



**07 Jun 2018 17:47 PM | Houston-Price, CMT (Carmel) | Activity Leader**  
Feedback 10

- Deliverable: a library of e-books is rather vague, how many?

Based on the range of vegetables parents selected as target foods in our previous research (e.g. Owen, Kennedy, Hill & Houston-Price, 2018, Appetite), the library will include books on at least 24 different vegetables. However, if parents request books on additional foods, this number will be expanded to meet demand.



**07 Jun 2018 17:47 PM | Houston-Price, CMT (Carmel) | Activity Leader**  
Feedback 11

- We also want to draw your attention to KPIs, outcomes and deliverables. These need to be ambitious but realistic: not achieving them may result in ineligible budget. As such, please review OUTPUTS and DELIVERABLES in the light of the help text in the submission system. For KPIs, please also refer to the updated guidance in Plaza which specifies per pillar which ones are suitable to use. We would like to caution you in the use of the EIT Core KPI EITN07, experience of other KICS shows that many entries are rejected by EIT. If this happens to your success story it means you did not achieve your KPI. You are not required to select an EIT Core KPI, as you have selected EIT Food specific KPIs. We advise you to re-consider your EITN07 entry.

Your KPI target KICC02 seems very unambitious for the three years.

KICC05 becomes very unambitious in 2020/2021.

We have revised our target KPIs to be more ambitious, as suggested.



**07 Jun 2018 17:49 PM | Houston-Price, CMT (Carmel) | Activity Leader**  
Feedback 12

- Please develop the outline provided in the financial sustainability part of your proposal to be more concrete about the mechanism, in line with the guidance given in the call document. It is important to know that on the level of individual proposals, excellent proposals with a detailed and credible financial sustainability strategy will be prioritised. This is driven by the fact that a part of the EIT funding allocated by EIT will be discretionary, and a major component of this will be the overall performance on financial sustainability by the entire partnership.

We have reviewed the likelihood of the project activities contributing to EIT financial sustainability, and consider that it would be detrimental to the goals of the communication activities to be carried out in 2019 if we were to impose a charge for access to the project resources. We therefore no longer consider the 2019 activities likely to bring a financial return. However, we plan to explore the potential for commercialization of the project outputs in activity beyond 2019, and Colruyt Group will lead on the production of a report on this potential, which we will submit as a Deliverable in 2019.



**27 Apr 2018 00:00 AM | IMPORT | Formal Quality Check**

Dear proposers,

We are pleased to tell you that experts have now reviewed your proposal and have recommended that you PROCEED in the submission of a full proposal. The reviewers were generally positive on your proposal, and felt that it would fit into the portfolio of EIT Food's Business Plan 2019. Please note that reviewers have also recommended that improvements be made, and we kindly ask you to integrate these recommendations into the submission of the full proposal:

- Include in consortium already an industry partner (with consumer interactions, strengthen your marketing preparations and can serve as a strong outlet in reaching consumers.);
- Target group: seems you are tapping into a target group that already pay attention to healthy eating/those who read to their children. How will you tap into other parent groups? Target group otherwise might be much smaller. Who are you really targeting: the parents or the children?;
- E-books is one means to reach your goal (the e-book is the communication tool not the communication goal). Other options possible to also open up to partners who are not readers. Is there already a solid market research this is the right tool to reach your selected audience? If not, please include this as an output/deliverable in your project. Can you open up project to other communication vehicle(s) based on outcome of your research?;
- e-books available March/April, but no marketing and promotion of the first available books. Please include in your activities/budget
- Please review whether it can be combined/ or partly cooperate with the Food School Network project? (Project leader Azti). You both want to educate children on healthy eating;
- Role of the partners: clarify the involvement of mentioned 3rd parties (e.g. British nutritional foundation);

- Question if we have the required publishing expertise in the consortium. Writing a children's book is a specific expertise. Book publishing expertise (IP)? Please include clearly how you deal with such elements and what activities you plan to contract out the 3rd parties;
- Create clear go/no go decision points in your proposal;
- Budget mostly goes to personnel costs, please review;
- Deliverable: a library of e-books is rather vague, how many?

We also want to draw your attention to KPIs, outcomes and deliverables. These need to be ambitious but realistic: not achieving them may result in ineligible budget. As such, please review OUTPUTS and DELIVERABLES in the light of the help text in the submission system. For KPIs, please also refer to the updated guidance in Plaza which specifies per pillar which ones are suitable to use. We would like to caution you in the use of the EIT Core KPI EITN07, experience of other KICS shows that many entries are rejected by EIT. If this happens to your success story it means you did not achieve your KPI. You are not required to select an EIT Core KPI, as you have selected EIT Food specific KPIs. We advise you to re-consider your EITN07 entry. Your KPI target KICC02 seems very unambitious for the three years. KICC05 becomes very unambitious in 2020/2021.

Please develop the outline provided in the financial sustainability part of your proposal to be more concrete about the mechanism, in line with the guidance given in the call document. It is important to know that on the level of individual proposals, excellent proposals with a detailed and credible financial sustainability strategy will be prioritised. This is driven by the fact that a part of the EIT funding allocated by EIT will be discretionary, and a major component of this will be the overall performance on financial sustainability by the entire partnership.

Best regards,  
The Review Team

