

0. START HERE

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Area

Segment

New or Existing Activity New Activity Continuation of Existing Activity

Single or Multi Year Activity Single Year Activity Multi Year Activity

Existing Activity

Generated ID 20234

Start / End Date

Activity intends to contribute to EIT Food financial sustainability Yes No

Activity should be considered for RIS funding Yes No

Link to Strategic Objectives (please select max of 2 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 vegetables 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 supporting parents in encouraging preschool children to eat vegetables. Parents are given access to an online resource that provides tips on how to encourage healthy food habits and a library of e-books about vegetables that can be accessed via iOS and Android tablet devices. These resources offer evidence-based tools that empower parents to make healthier food choices for their children.	50
Strategic Objective 5: Skills gap: Educate to engage, innovate and advance	Early years educators, health professionals, and researchers are influential figures who have the power to promote healthy food messages, both directly to the children and families they work with and indirectly by disseminating knowledge within their professional networks. This project will engage professionals in these sectors by holding training sessions and workshops on how to use e-books and other resources in classrooms or health settings to promote positive health messages to children and their parents, and by presenting the outcomes of our evaluation of e-book	50

Link to Strategic Objectives
(please select max of 2 objectives)

Strategic Objective	Description	% of Activity
	effectiveness at academic conferences. By engaging multiple sectors of society to encourage children to increase vegetable consumption, Year 2 activity will greatly widen the impact of the See & Eat project.	

Activity Description for public dissemination (max 1500 characters)

Healthy eating in childhood tracks into adulthood, so promoting dietary variety should begin early. Children's food preferences depend on food familiarity and liking, and research shows that visually familiarizing children with foods before they taste them (e.g. by looking at picture books) increases their willingness to taste, liking and intake of targeted foods. Year 1 activity will provide downloadable resources to support parents in familiarizing preschoolers with vegetables (e.g. interactive e-books, parent guidance) via the Food Unfolded portal. In Year 2, we will widen the dissemination of these resources by: (1) translating 'See & Eat' e-books into further languages & involving new partners in disseminating guidance in additional countries; (2) creating new versions of the supporting app to broaden access to families in additional countries ; (3) involving education and health professionals in public engagement activities such as workshops and training sessions on how to use See & Eat resources; and (4) exploring opportunities to disseminate books or other products through food retailers, such as alongside point of sale of healthy foods.

Proposal Synopsis. (max 3000 characters)

Year 1 of the See & Eat project will deliver an evidence-based resource to support parents in introducing vegetables into preschool children's diets. The focus of Year 2 will be to broaden access to this resource to a wider population of users.

By the end of Year 1, the See & Eat resources, currently under development within the Food Unfolded site, will consist of a set of 24+ interactive e-books about vegetables in English and Italian 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 preschool children.

In Year 2, we plan to broaden access to these resources by translating the e-books and other guidance for parents into further European languages, and by engaging in additional outreach activities involving relevant national organisations in each country. New partners will join the existing consortium to support this work (University of Warsaw, University of Helsinki).

We will also further develop the app that supports the e-books to broaden access to speakers of other languages than English and Italian (Polish, Finnish, French, & Dutch), and we will explore the potential to develop this app for smartphone, to broaden access to families without iPad/android tablets.

Subject to the findings of the commercialization report to be produced by Colruyt Group during Year 1, we will pursue the potential for the See & Eat e-books to be published in hard copy or for other related physical products to be created and distributed through EU food retailers in Year 2.

Finally, Year 2 will involve significant communication activity around the publication of the findings of our evaluation of the e-books' effectiveness in Year 1, in order to raise awareness of the existence of the resources and promote their use among parents, early years educators, and health professionals. This activity will be led by EUFIC and our in-country dissemination partners, and will include webinars, podcasts and workshops for education and health professionals, as well as direct communications with parents of preschoolers.

Estimated Total KAVA Costs in 2020

500-750 k€

Keywords

Keyword

Changing diets

Novel learning approaches

1. CONTACTS

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Activity Title 'SEE & EAT': Communicating the benefits of visual familiarity as a strategy for introducing healthy foods into children's diets

Generated ID 20234

Activity Web Site (if applicable) max 255 characters

Lead Partner 046 University of Reading

Activity Leader (Person name) Houston-Price, CMT (Carmel) | University of Reading |

Email Activity Leader c.houston-price@reading.ac.uk

Specify **All involved EIT Food partners** (including the lead partner, Linked Third Parties and Rising Food Stars Partners)

Partner Description

010 - Colruyt

016 - EUFIC

044 - University of Helsinki

046 - University of Reading

047 - University of Turin

048 - University of Warsaw

Select a EIT Food Partner / Rising Food Star from this dropdown list to add it to your list of involved partners

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2. ACTIVITY OVERVIEW

The information provided in this page needs to be self-contained and must not refer to other parts of the submission. The information contained in this page is shared with EIT.

Activity Title 'SEE & EAT': Communicating the benefits of visual familiarity as a strategy for introducing healthy foods into children's diets
Generated ID 20234

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.

By the end of Year 1, 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, will be available via the Food Unfolded website. Year 2 activities aim to broaden access to these resources across platforms, sectors, and European countries.

In Year 1, the app supporting the e-books is being developed for iPad and Android tablet users only. However, an estimated 74% of adults across advanced economies have access to a smartphone, with numbers continuing to rise. During Year 2 activity, we will explore the viability and cost of developing a similar app for smartphone, which would broaden access to all socio-economic groups.

Dissemination efforts in UK and in Italy will promote the results of the outcome evaluation in Year 1 and the Food Unfolded resources. The e-books, the supporting app, and the parent guidance will be translated into Polish, Finnish, French, and Dutch. Events will be held to expose different audiences (parents, early years educators, health professionals, and researchers) to the benefits of using See & Eat resources in efforts to promote vegetable consumption among children.

In all countries, resources will be promoted through established consumer networks by EUFIC and Colruyt Group, and by in-country dissemination partners such as British Nutrition Foundation (UK), INRAN (Research Centre CREA – Food and Nutrition, IT), CSB Onlus (Centre for Child's Health, IT), Piemonte Regional Public Health Service (IT), Empowering Children Foundation (Poland), Finnish Society for Food Education (Finland) and Mannerheim League for Child Welfare (Finland).

Evidence of the project's reach and impact will come from download statistics, press visibility, attendance figures at public engagement and dissemination activities, and consumer reports of changes in children's diets.

Workplan 2020 (including key milestones with measurable go/no-go criteria) (max 10000 characters)

The project will involve 4 tasks:

- (1) Activity management, including production of project schedule and timeline, following a kick-off meeting to agree the objectives and timeline for delivering these (31 Jan 2020);
- (2) Expansion of See & Eat resources to new languages and updating the supporting platforms

By the end of Year 1, the See & Eat website within Food Unfolded will include libraries of e-books and associated parent guidance in English and Italian. Books will be supported by an app platform (Our Story) suitable for tablet devices, available to download through iTunes and Google Play. Year 2 activities will broaden access to these resources by updating and expanding the content of the guidance, and by increasing the number of languages in which the apps and associated resources are provided to include Finnish, Polish, Dutch and French. New interactive features may be developed, subject to the outcomes of the Year 1 evaluation of the effectiveness of interactive versus ready-to-read books. In addition, we will work with the developer to explore the viability to developing the supporting app for smartphone (e.g. with features adjusted to accommodate the smaller screen size).

Key milestones are:

- 2.1. Completion of updated parent resource, including recommendations and activities based on Year 1 evaluation outcomes, latest evidence on how to support healthy eating, and the outcomes of the EIT Food School Network project, with a new forum function to enable parent participation (30 Nov 2020);
- 2.2. Translation (and contextual adaptation) of 24+ e-books from the existing library, with creation of new books if common vegetables in participating countries (Finland, Poland, Belgium, Italy, UK) are missing from the library (31 May 2020);
- 2.3 Translation of online resources within Food Unfolded site into Dutch, French, Finnish and Polish, to support parents in encouraging their children to eat more vegetables, including guidance on how to use e-books to support healthy eating (30 Nov 2020);
- 2.4 Translation of user interface and instructions for using the supporting app into Dutch, French, Finnish and Polish (31 May 2020);
- 2.5. Report on viability of smartphone-compatible versions of the app (iPhone, android) (30 Jun 2020).

(3) Wide dissemination and communication of resource within relevant sectors

A major focus of Year 2 activity will be to increase awareness of the See & Eat resources among both consumers and professional stakeholders. Awareness of the resources will be raised through a publicity campaign led by EUFIC and supported by in-country dissemination partners such as the British Nutrition Foundation (UK), INRAN (Research Centre CREA – Food and Nutrition, IT), CSB Onlus (Centre for Child's Health, IT), Piemonte Regional Public Health Service – ASL TO3 (IT), Empowering Children Foundation (Poland), Finnish Society for Food Education (Finland) and Mannerheim League for Child Welfare (Finland). Activities will involve delivery of workshops and training events for early years professionals, health practitioners, and families, but also direct communication to consumers via traditional and social media and to academic audiences and professional influencers via conferences and public lectures.

Key milestones are:

- 3.1. Development of communication strategy, including a concept and design for project branding, analysis of key search terms by parents of toddlers, and a roadmap for a digital targeting campaign with bespoke marketing angles for national audiences (31 Mar 2020);
- 3.2. Completion of promotional materials, including visual and social media materials (30 Jun 2020);
- 3.3. Delivery of/ participation in workshops, training sessions and conferences to reach parents, early years educators, health professionals and academic influencers, in collaboration with in-country dissemination partners (31 Dec 2020);
- 3.4. Collection of impact statistics including downloads from the Food Unfolded website, media mentions and attendance figures and feedback from public/stakeholder engagement activities (31 Dec 2020).

(4) Pilot testing with consumers and retailers

We will continue to work with members of the public to gain insights about their experiences with the resources developed in Year 2 and with retailers to explore potential avenues to use the products to support healthy food choices

Key milestones are:

- 4.1. Pilot testing of the new materials and consultation on the development of new products (such as smartphone apps) via focus groups with families and professional stakeholders (30 Sept 2020);
- 4.2. Evaluation of See & Eat e-books' effects on vegetable liking and intake in Poland (30 Sept 2020);
- 4.3 Production of report on the commercial potential of See & Eat-related products. Prototypes will be tested with consumer focus groups (parents with young children) and retail markets to gather feedback on demand for the products, whether they should be provided free of charge, and how they might be integrated with current commercial activities directed towards parents and young children (30 Sept 2020).

Outlook beyond project funding
(max 5000 characters)

If funding is awarded to continue activities in 2021, this will enable the See & Eat project to develop in three key ways:

- expansion of the resources to allow access by families and early years professionals in other EU countries, through involvement of new partners and translation and contextualisation of books within further countries;
- implementation of further opportunities for interactivity within the supporting apps, especially if the outcomes of the evaluation in Year 1 demonstrate significant benefits of personalisation of story content by individual families;
- development of smartphone-compatible versions of the app, if the feasibility work conducted in 2020 indicates this as a sensible route to pursue;
- development of new products or activities that enhance healthy eating through familiarisation with foods. This could include the development of games or other products, or the expansion of e-books to cover healthy foods beyond vegetables (e.g. oily fish; nuts; pulses).

Main decision criteria for second year funding (max 5000 characters)

The See & Eat project started running in January 2019. To support the case for continuation of funding in 2020, we will demonstrate the successful delivery of the following outputs and deliverables specified in the 2019 work plan:

DELIVERABLE 01 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".

STATUS - The deliverable was finalized following a project kick-off meeting on its due date of 31 Jan 2019 and uploaded to the Plaza on 30 April 2019

OUTPUT 01 Library of E-Books (English)

"Set of 24+ new e-books about vegetables (more if required), that can be downloaded to iPad and Android tablets"

STATUS - The library of 24 e-books about vegetables was finalized on 15 April 2019. An example pdf of an e-book was uploaded as evidence to the Plaza on 30 April 2019.

OUTPUT 02 Library of E-Books (Italian)

"Set of 24+ new e-books as above, translated into Italian, and adjusted as required to suit Italian eating context"

STATUS - The library of e-books is currently undergoing translation and contextual adjustment into Italian. Expected completion 15 May 2019

DELIVERABLE 02 Library of E-Books (English & Italian)

"Reference list of e-books created for the online library"

STATUS - The deliverable was finalized and uploaded to the Plaza on its due date of 30 April 2019

OUTPUT 03 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"

STATUS - A suitable sub-contractor and software developer have been contracted to develop the app as required. The app has undergone successful beta testing and is in the final stages of testing by the project team and software developers. Delivery is scheduled for 3 May 2019 and the app should be available via online stores by end of May 2019.

DELIVERABLE 04 Report on Potential for Commercialization 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 in Year 2 of the project, such as printed books, in-store products or activities, market initiatives, etc."

STATUS - Work in progress. Avenues to be explored were discussed at the kick-off meeting in January 2019 and at the all-partner meeting in Turin in April 2019. Report is due on 31 May 2019.

Role of partners and team members

Partner Description	Partner Role
010 - Colruyt	Colruyt Group will lead on activities to test ideas relating to the retail potential of See & Eat products. Following the production of See & Eat e-books in French and Dutch, Colruyt will test a variety of formats of the books and related products (e.g. leaflets, games) with consumers and retailers, to identify any potential routes to disseminate See & Eat products through retail outlets. Specifically, Colruyt will take these prototypes to consumer focus groups (parents with young children) and to different retail markets within Colruyt Group to gather feedback on the level of demand for the products, whether they should be sold or provided free of charge, and how they might be integrated with current commercial activities directed towards parents and young children. Colruyt will produce a summary report of the outcomes of their investigation. Colruyt Group will therefore contribute to the first task in the Work Plan: 1. Activity management, including exploration of commercialization avenues for distribution of See & Eat-related products through food retailers. Colruyt Group can incorporate these activities within their usual work streams and are not requesting additional funds from EIT Food to support their role in this project.
016 - EUFIC	EUFIC will continue to lead on public dissemination activities and on development of the See & Eat pages on the Food Unfolded website, and will also lead on developing the visual identity and branding of the project, and on translating resources to French and Dutch. EUFIC will contribute to the following tasks in the Work Plan: 2.1. Implementing the updates to the parent resource, including recommendations and activities based on Year 1 evaluation outcomes, latest evidence on how to best support healthy eating, and the outcomes of the EIT Food School Network project; and adding a forum facility to the website to enable parent participation; 2.2. Translation (and contextual adaptation) of 24+ e-books from the existing library into French and Dutch, with creation of new books if common vegetables in Belgium are missing from the library; 2.3 Translation of online resources within Food Unfolded site into Dutch & French; 2.4 Translation of user interface and instructions for using app into Dutch & French; 3.1. Development of communication strategy, including a concept and design for project branding, analysis of key search terms by parents of toddlers, and proposal for digital targeting campaign & bespoke marketing angles for national audiences; 3.2. Completion of promotional materials, including visual and social media materials; 3.4. Collection of impact statistics including downloads from the Food Unfolded website and media mentions.
044 - University of Helsinki	As a new partner in Year 2, University of Helsinki will introduce the See & Eat resources developed in Year 1 to Finnish consumers. University of Helsinki will contribute to the following tasks in the Work Plan: 2.2. Translation (and contextual adaptation) of 24+ e-books from the existing library, with creation of new books if common vegetables in Finland are missing from the library; 2.3 Translation of online resources within Food Unfolded site into Finnish, including guidance on how to use e-books to support healthy eating; 2.4 Translation of user interface and instructions for using the supporting app; 3.2. Completion of promotional materials, including visual and social media materials; 3.3. Delivery of/ participation in workshops, training sessions and conferences to reach parents, early years educators, health professionals and academic influencers, in collaboration with in-country dissemination partners; 3.4. Collection of project reach and impact statistics via attendance figures and feedback collected at public/stakeholder engagement activities.
046 - University of Reading	046 - University of Reading 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 contribute to these tasks in the Workplan: 1.1 Project management and exploration of commercialization avenues for distribution of See & Eat-related products through food retailers; 2.1. Updating the parent resource, including recommendations and activities based on Year 1 evaluation outcomes, latest evidence on how to best support healthy eating, and the outcomes of the EIT Food School Network project; 2.5. Delivery of report on viability of smartphone compatible versions of the app (iPhone, android); 3.2. Completion of promotional materials, including visual and social media materials; 3.3. Delivery of/ participation in workshops, training sessions and conferences to reach parents, early years educators, health professionals and academic influencers, in collaboration with in-country dissemination partners; 3.4. Collection of project reach and impact statistics via attendance figures and feedback collected at public/stakeholder engagement activities; 4.1. Pilot testing of the use of new materials and consultation on the development of new products (including the smartphone apps) via focus groups with families and professional stakeholders.
047 - University of Turin	UNITO will extend their contribution by further disseminating results of Year 1 activities, including the translated e-books, parents guidance and outcomes of evaluation to Italian audiences. UNITO will contribute to the following tasks in the Work Plan: 2.1. Updating the parent resources, including recommendations and activities based on Year 1 evaluation outcomes, latest evidence on how to best support healthy eating; 2.3 Translation of online resources within Food Unfolded site into Italian; 3.2. Completion of promotional materials, including visual and social media materials; 3.3. Delivery of/ participation in workshops, training sessions and conferences to reach parents, early years educators, health professionals and academic influencers, in collaboration with in-country dissemination partners; 3.4. Collection of project reach and impact statistics via attendance figures and feedback collected at public/stakeholder engagement activities; 4.1. Pilot testing of the use of new materials and consultation on the development of new products (including the smartphone apps) via focus groups with families and professional stakeholders.
048 - University of Warsaw	As a new partner in Year 2, University of Warsaw - Faculty of Psychology will evaluate the effectiveness of the tools developed in Year 1 among

Role of partners and team members

Partner Description	Partner Role
	Polish families. Additionally, UW will contribute to communication activities to raise awareness of the resource among parents. The Polish team's experience of research on psycho-dietetics and evidence-based program evaluation and their established networks of schools and NGOs working in the field of child care and positive dietary behavior makes them an obvious partner to join the consortium. UW will contribute to the following tasks in the Work Plan: 2.2. Translation (and contextual adaptation) of 24+ e-books from the existing library, with creation of new books if common vegetables in Poland are missing from the library; 2.3 Translation of online resources within Food Unfolded site into Polish; 2.4 Translation of user interface and instructions for using the supporting app; 3.2. Production of promotional materials, including visual and social media materials; 3.3. Delivery of/ participation in workshops, training sessions and conferences to reach parents, early years educators, health professionals and academic influencers, in collaboration with in-country dissemination partners; 3.4. Collection of project reach and impact statistics via attendance figures and feedback collected at public/stakeholder engagement activities; 4.2. Evaluation of the See & Eat e-books' effects on vegetable liking and intake in Poland.

Key Outputs

Type	Code	Title	Description	Expected Date
Output	OUT01	Library of e-books (Polish, Finnish, French, & Flemish)	Set of 24+ e-books updated, translated, and adapted to ensure suitability for local context	31 May 2020
Output	OUT02	Apps for smartphone	Delivery of apps to support use of e-books on smartphones (Android, Apple)	30 Jun 2020
Output	OUT03	Results of evaluations and public consultation activities	Results of surveys and focus group discussions on the use of e-books on different platforms and the retail potential for See & Eat-related productions, plus the outcomes of the evaluation of effects of e-books on children's intake and liking of vegetables in Poland	30 Sep 2020
Output	OUT04	Updated See & Eat resources within Food Unfolded	See & Eat web pages providing guidance for parents on introducing vegetables into children's diets will be updated to include latest evidence on methods to support healthy eating (including outcomes of Year 1 evaluation) and expanded to include Finnish, Polish, French, and Flemish translations of this guidance and access to e-books in the additional languages.	30 Nov 2020
Output	OUT05	Training, workshop, and conference materials for early years educators, health professionals, and researchers	Collection of materials used in training sessions, workshops, and public dissemination activities carried out throughout the year	31 Dec 2020

Key Deliverables

Type	Code	Title	Description	Expected Date	Output Reference
Deliverable	DEL01	Project schedule, timeline & communication plan	List of the project stages, including the deadlines for sub-tasks within each task, milestones, outputs and deliverables. List of training to be developed, events to be organised, and conferences to be attended to disseminate use of See & Eat resources to early years educators and health professionals, and to parents. Approach to engaging with media and in-country partners, and to developing brand guidelines to establish the visual identity of the See & Eat project for dissemination purposes.	31 Mar 2020	
Deliverable	DEL02	Library of e-books in 6 languages	A reference list of new or newly-translated vegetable e-books in English, Italian, Polish, Finnish, French, and Flemish	31 May 2020	OUT01
Deliverable	DEL05	Summary of updated content for	An outline of new resources and new translations developed to update the	31 Dec 2020	OUT04

Key Deliverables

Type	Code	Title	Description	Expected Date	Output Reference
		parent resource	Food Unfolded website		
Deliverable	DEL06	Summary of trainings, workshops, and dissemination activities held	A report including the list of completed training events, workshops and dissemination activities held across partners and countries, a summary of training materials developed, and evidence of uptake by participants.	31 Dec 2020	OUT05
Deliverable	DEL04	Summary of consumer feedback and results of pilot studies	A summary of the results of evaluation activities in Poland and feedback from the consultation activities with families and retailers	31 Oct 2020	OUT03
Deliverable	DEL03	Report on viability of developing new apps for smartphone	Report summarising outcomes of feasibility study of developing new apps for smartphone, whether the See & Eat products are suited to this platform, and whether there is demand for access to this format by parents	30 Sep 2020	OUT02

EIT Core KPI targets

KPI Code	KPI Title	Target Value 2020	Target Value 2021	Target Value 2022
EITN07	# Success stories submitted to and accepted by EIT	0	0	0

EIT Food Specific KPI targets

KPI Code	KPI Title	Target Value 2020	Target Value 2021	Target Value 2022
KICC02	Online media audience	5000	10000	20000
KICC04	Events	5	10	0
KICC07	Press coverage through Partners	10	20	30

Risk Management

Risk Category	Risk Title	Risk Likelihood	Risk Impact	Risk Description	Risk Mitigation
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 EUFIC and in-country partners across 5 countries
OPERATIONAL	Failure to update parent resource within Food Unfolded	2	2	Updates on the Food Unfolded website may not be completed by the end of the project period.	(i) Parent resources in English and in Italian will already be available on the Food Unfolded website by the end of Year 1, (ii) EIT Food has control of the website and EUFIC support website development; (iii) any delay to the updating of the website will not affect dissemination activities that involve direct contact with beneficiaries (e.g., workshops and trainings for education and health professionals)

Risk Management

Risk Category	Risk Title	Risk Likelihood	Risk Impact	Risk Description	Risk Mitigation
OPERATIONAL	Failure to recruit participants to evaluation, workshop, and training activities	2	2	We may fail to recruit participants to participate in workshops and training activities offered	(i) In-country partners have confirmed a strong interest from various sectors in receiving guidance on children's nutrition, (ii) Partners are working with organizations with existing networks and links to potential participants
OPERATIONAL	Partner Drop-out	2	3	All partners are fully committed to the project. However, in the unlikely event that one should need to leave the consortium, this will be communicated immediately to EIT Food.	If possible, the remaining consortium partners will pick up the responsibilities of the partner that leaves. If necessary, the consortium would consider bringing a new partner into the consortium. EIT Food would be kept informed on progress in resolving the issue.

3. ACTIVITY SPECIFIC INFO

*The information provided in this page is essential for **Internal Evaluation** purposes. The information contained in this page is **NOT** shared with EIT.*

Challenge addressed

Levels of vegetable consumption are worryingly low among children. Food preferences are determined in early childhood, when research has shown that food familiarity and liking, rather than nutritional knowledge, drive children's food choices. The See & Eat project therefore tackles preschool children's willingness to eat vegetables by increasing their familiarity with foods before they encounter them at mealtimes. Research has shown that looking at vegetable picture books can increase children's willingness to taste, liking, and intake of the foods (e.g., Owen et al., 2018, Appetite). In Year 1 of this project, we developed a library of vegetable e-books that can be downloaded to iPad and Android tablets. However, although two-thirds of families have access to such devices, smartphones are even more widely accessible. Thus, to broaden access to families, in Year 2 we will explore the potential to develop versions of the supporting app that are suitable for Apple and Android smartphone use. Second, we will translate the e-books and parent resources developed during Year 1 into more languages, to enable access by families in France, Belgium, Poland and Finland, as well as Italy and UK. Third, we will reach more families by engaging with early years educators and health professionals through communication activities such as workshops and webinars, and by exploring opportunities to use picture-based exposure techniques to influence consumer behaviour with food retailers. Our goal in Year 2 is therefore to reach families with young children from a wider range of socioeconomic and language backgrounds and through a wider range of network partners and organisations.

Specific target group

This project targets vegetable consumption in preschool children because the earlier healthy eating begins, the greater the health benefits, and because intake of green vegetables is especially low during preschool years. See & Eat e-books and resources support parents, early years educators and health professionals - the role models for young children's eating behaviour - by providing tools with which children can be familiarised with vegetables, nudging them towards consuming more of vegetables when they later encounter these at mealtimes. We aim to reach children in a range of countries (including the UK, Italy, Finland, France,

Poland, and Belgium), and to broaden access to a range of socioeconomic groups by exploring the potential to develop a smartphone-compatible app in addition to existing tablet-compatible versions.

Excellence and innovation of the activity

The project demonstrates excellence by (i) using the latest empirical evidence on how to increase vegetable intake and dietary variety in preschoolers through picture-book exposure; (ii) developing resources and materials suitable for parents, educators and health visitors, to enable widespread public dissemination; (iii) engaging the target population in developing the resources by soliciting feedback from parents on the existing apps and on the demand for smartphone-compatible platforms to access the e-books, and by engaging early years educators and health professionals in discussions about healthy eating among pre-schoolers, and by using this consumer feedback to improve the way we design materials and disseminate information with the public, (iv) making our resources suitable for use in 5 countries and 6 languages, with materials suited to the local diet and cultural context; and (v) being ideally suited to EIT Food funding, involving components of both innovation and education, as well as communication.

Expected impact of the activity

By the end of Year 2, we will have delivered a set of resources suitable for families with preschool children and for education and health professionals in 6 countries. Evidence of the project's reach and impact will come from the number of visits to the See & Eat project site within the Food Unfolded website, the number of downloads from the e-book library and of other resources, the number of features in the press and on social media, and the number of attendees in various public engagement and dissemination activities. Results of surveys and focus group discussions will measure the overall public perception of the resources and guidance provided and be used to inform and enhance development of the materials provided via the See & Eat site. The project therefore has the potential to impact on the dietary quality and health of very large numbers of young children.

Knowledge Triangle Integration

We integrate communication, education and innovation in the following ways: (1) by offering broader technological access to picture books that promote vegetable familiarity and intake by making a tablet-based app directly available to consumers for free, and by exploring the potential to develop smartphone-compatible platforms in addition, (2) by disseminating information through multiple channels (websites, social media, in vivo workshops and training sessions) and to multiple sectors of society (families, schools, and networks of health professionals), and (3) by exploring the potential for new commercial or promotional offerings with retailers where books and other materials that promote vegetable familiarity and intake could be accessed alongside food purchases.

Gantt Chart



Download Gantt Chart

GANTT_template_19Jul.pdf

Dissemination plan

Please describe the dissemination plan (max 1000 characters)

Year 2 activity will include a cohesive and comprehensive strategy to disseminate the resources developed during Year 1 and the outcomes of the evaluation project. EUFIC will develop brand guidelines to be implemented in all Year 2 activities, providing a distinct visual identity to support consumers in finding the See & Eat resources. Partners will then draw on existing networks to (i) broaden our access to wide and diverse audiences, (ii) co-develop online and physical training materials on the importance of dietary variety and early familiarization with vegetables for consumers, early years educators, and health professionals, (iii) deliver workshops and other events on how to promote healthy food choices among pre-schoolers in homes, schools, and health settings. In addition, EUFIC and in-country partners will engage in traditional and social media campaigns, while academic partners will disseminate the outcomes of the evaluation project via academic journals and conferences.

Diversity Dimension in team composition

Please outline how you will carry out the activity taking into consideration the diversity dimensions (gender, ethnicity, socio-economic status, etc.) in the composition of the team assigned to the activity, including at

The activity involves partners from 5 different countries who speak at least 6 different languages. The lead partner, the University of Reading enforces an Equal Opportunities Policy which states an explicit commitment to diversity: "The University of Reading is committed to promoting equal opportunities and non-discriminatory treatment for all members of its community regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation." Partners at the University of Turin, University of Warsaw, University of Helsinki, EUFIC, and Colruyt Group confirm that a similar policy is in place at their respective institutions, and that this policy will be enforced in the hiring of staff to work on this project.

supervisory and managerial level
(max 1000 characters)

Diversity Dimension in activity content

Please outline how you will carry out the activity taking into consideration the diversity dimensions (gender, ethnicity, socio-economic status, etc.) in the activity content (e.g. recruitment of activity participants) (max 1000 characters)

The activity will involve speakers from at least 6 language backgrounds (English, Italian, Finnish, Polish, French, and Dutch) and from 5 different countries (UK, Italy, Finland, Poland, and Belgium). The investigation of the potential to create a smartphone-compatible app is intended to widen the socioeconomic profile of audiences reached, specifically in order to enable families most at risk of poor diet to benefit from the See & Eat resources. A commitment to diversity will be adhered to in all aspects of running the project, from book preparation (e.g. ensuring books include images of children of different ethnicity and gender) to engaging participants in focus groups, workshops and pilot studies. We will also explore the possibility of working with professionals who work with children with special needs (especially autism), who have expressed an interest in using See & Eat books with this population.

4. SUSTAINABILITY

The information provided in this page is partially or totally shared with EIT

Suggested **Financial returns** to EIT
FOOD

Mechanism
Other
Select Mechanism (Required) ▼

Partner Coordinating
Sustainability

University of Reading 046 ▼

Describe the selected financial return mechanisms (max 1000 characters)

The KAVA is not expected to contribute to the FS of the KIC Legal Entity (or CLC) for the following reasons:

This project will create positive societal impact both directly and indirectly. The project will directly improve the dietary quality of large numbers of preschool children, by encouraging consumption of a wider variety of vegetables. By improving the quality of children's diets, the project has the potential to improve the health and longevity of those who engage with the See & Eat materials and may as a result reduce health care costs. Indirect societal benefits of the project include greater consumer trust in the advice parents are provided to enable them to make healthier choices for their child.

5. BUDGETS

The information provided in this page is partially or totally shared with EIT

KCA's	Carrier ID	C2001
	Carrier Title	Building communication campaign and outreach activities around healthy eating
	Carrier Website	https://www.eufic.org/en/
	Carrier Description	EUFIC's core activities - to understand consumers and communicate science-based information on food and health topics - are relevant to EIT Food's strategic objectives. EUFIC has robust know-how on developing and implementing communication and dissemination strategies on research focused topics.
	Partner	016 EUFIC
	Contact Person	Byrne, (Kirstyn) EUFIC The European Food Information Council
	Why chosen	EUFIC's unique role in the See & Eat project is to package research findings into consumer-friendly dissemination material. As EUFIC specialises in communicating science, the entire project will benefit from having EUFIC on-board to develop communications strategies. The See & Eat project aims to supply families with well-researched e-books to encourage children to eat vegetables. EUFIC's communication expertise will ensure that the e-books will reach as many families as possible within the budget. EUFIC also has experience working with several languages which is an important part of the See & Eat project, given it is expanding into several new languages.
	Start / End Date	01-Jan-2018 31-Dec-2020
	Total KCA Amount	348,750 €
	Carrier ID	C2002
Carrier Title	Academy of Finland grant	
Carrier Website		
Carrier Description	Academy of Finland funded nutrition education activities among families with children (Mutanen)	
Partner	044 University of Helsinki	
Contact Person	Erkkola, ME (Maijaliisa) University of Helsinki	
Why chosen	This project is building similar education capacity to address nutrition in families and children.	
Start / End Date	01-Jan-2017 31-Aug-2019	
Total KCA Amount	81,170 €	
Carrier ID	C2003	
Carrier Title	Salary from Doc Pop Finland	
Carrier Website	https://www.helsinki.fi/en/research/doctoral-education/doctoral-schools-and-programmes/doctoral-school-in-health-sciences/doctoral-programme-in-population-health	
Carrier Description	Salary for doctoral studies obtained from Doctoral Programme in Population Health, Finland (Vepsäläinen)	
Partner	044 University of Helsinki	
Contact Person	Erkkola, ME (Maijaliisa) University of Helsinki	
Why chosen	This funding covered the salary of a post doctoral student working on the KAVA related projects (physical and social food environment of children). The salary was covered by the Doctoral Programme in Population Health, Finland.	
Start / End Date	01-Jan-2017 31-Dec-2017	

Total KCA Amount	14,325 €
Carrier ID	C2004
Carrier Title	Identifying the contribution of combined rhythmically matched visual and auditory cues to optimise social interactions
Carrier Website	
Carrier Description	Royal Society grant funding awarded to School of Psychology & Clinical Language Sciences, University of Reading
Partner	046 University of Reading
Contact Person	Houston-Price, CMT (Carmel) University of Reading
Why chosen	The research carried out within this project on visual cues forms part of the background to this current application's theoretical approach, which concerns the effects of visual familiarity on preference and choice.
Start / End Date	26-Mar-2018 25-Mar-2019
Total KCA Amount	21,989 €
Carrier ID	C2005
Carrier Title	Emerging Minds: Action for Child Mental Health
Carrier Website	
Carrier Description	ESRC project awarded to School of Psychology & Clinical Language Sciences, University of Reading
Partner	046 University of Reading
Contact Person	Houston-Price, CMT (Carmel) University of Reading
Why chosen	The research carried out within this project on children's mental development forms part of the background to this current application's focus on healthy development in children
Start / End Date	01-Dec-2018 31-Dec-2020
Total KCA Amount	468,865 €
Carrier ID	C2006
Carrier Title	Thames Valley Simulation and Interactive Learning Centre (TV SILC)
Carrier Website	
Carrier Description	Health Education England (HEE) funding award to University of Reading
Partner	046 University of Reading
Contact Person	Houston-Price, CMT (Carmel) University of Reading
Why chosen	The research carried out within this project on interactive learning forms part of the background to this current application's section on children's learning and preference formation.
Start / End Date	01-Apr-2018 09-Oct-2018
Total KCA Amount	121,027 €
Carrier ID	C2007
Carrier Title	A Randomised Controlled Trial to Investigate the Cognitive, Neurological, and Metabolic Effects of Acute Walnut Intervention in Young Adults.
Carrier Website	
Carrier Description	California Walnut Commission funding to School of Psychology & Clinical Language Sciences,

Partner	University of Reading
Contact Person	046 University of Reading Houston-Price, CMT (Carmel) University of Reading
Why chosen	The research carried out within this project on the cognitive effects of walnuts in young adults forms part of the background to this current application's focus on improving dietary variety in children.
Start / End Date	01-Jan-2019 31-Dec-2019
Total KCA Amount	107,890 €
Carrier ID	C2008
Carrier Title	Food Processing Centre Technical Services Agreement Income FQ4 17/18
Carrier Website	
Carrier Description	Amalgamated Funders (UKI) award to Food Processing Centre, University of Reading
Partner	046 University of Reading
Contact Person	Houston-Price, CMT (Carmel) University of Reading
Why chosen	The research carried out in this project formed part of the background information on nutritional science used to inform the proposed work on enhancing children's dietary variety.
Start / End Date	01-May-2018 31-Jul-2018
Total KCA Amount	3,184 €
Carrier ID	C2009
Carrier Title	Shortfall from fEC
Carrier Website	
Carrier Description	Shortfall from fEC
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 €89,934 specific to this project. This shortfall of €89,934 will be used as KCA on this project.
Start / End Date	01-Jan-2020 31-Dec-2020
Total KCA Amount	89,934 €
Carrier ID	C2010
Carrier Title	Prof.ssa CERRATO Giuseppina - Fondo Finanziamento delle Attività Base di Ricerca
Carrier Website	
Carrier Description	Fondo di Finanziamento delle Attività di Base di Ricerca
Partner	047 University of Turin
Contact Person	Cerrato, GC (Giuseppina) University of Turin Università degli Studi di Torino (Unito)
Why chosen	Project concerned research in Didactic of Sciences
Start / End Date	31-Dec-2017 30-Jun-2020
Total KCA Amount	3,000 €
Carrier ID	C2011

Carrier Title	PROF. BATTEZZATI - UE MARIE CURIE - VitriMetTech
Carrier Website	
Carrier Description	Marie Curie Fellowship Initial Training Network FP7
Partner	047 University of Turin
Contact Person	Cerrato, GC (Giuseppina) University of Turin Università degli Studi di Torino (Unito)
Why chosen	PhD Students Training is the main scope of the project
Start / End Date	01-Jan-2017 30-Sep-2017
Total KCA Amount	164,000 €
Carrier ID	C2012
Carrier Title	Prof. CERRATO Giuseppina - Conv. soc. Donchi's foam SL - cdd. 29/05/2018
Carrier Website	
Carrier Description	Progetti di ricerca conto terzi
Partner	047 University of Turin
Contact Person	Cerrato, GC (Giuseppina) University of Turin Università degli Studi di Torino (Unito)
Why chosen	Project aimed at fundamental research
Start / End Date	29-May-2018 31-Mar-2019
Total KCA Amount	4,099 €
Carrier ID	C2013
Carrier Title	COST ACTION FA 1206 4° GP - PRANDI
Carrier Website	
Carrier Description	Cost Action FA1206
Partner	047 University of Turin
Contact Person	Cerrato, GC (Giuseppina) University of Turin Università degli Studi di Torino (Unito)
Why chosen	This is a networking project
Start / End Date	01-Jan-2017 31-Mar-2017
Total KCA Amount	39,310 €
Carrier ID	C2014
Carrier Title	Little innovator
Carrier Website	
Carrier Description	The projects goal is to develop a training program for small children integrating novel teaching models of STEAM with a structured approach to the innovative process Design Thinking (DT).
Partner	048 University of Warsaw
Contact Person	Barlinska, J.B. (Julia) University of Warsaw
Why chosen	Like in the See & Eat project the Little Innovator is puts the child in an active role as the content creator, researcher, discoverer, constructor who uses technology to create his own solutions, which translates into arousing cognitive curiosity and stimulating intellectual development. In turn, Design Thinking is a method of creating innovative products and services based on understanding the needs of users what stands in line with the methods of creating the See& Eat personalized products. As part of both projects pilot testing is planned.
Start / End Date	01-Sep-2018 31-Aug-2020

Total KCA Amount	46,308 €
Carrier ID	C2015
Carrier Title	Masovia through the prism of local homelands - Education of young people in field of assessment of resources and values of the geographical environment and activities serving sustainable development in local and regional spatial scale
Carrier Website	
Carrier Description	The main goal of this project is to create education programs the purpose of which will be to stimulate students' cognitive curiosity towards the geographic environment close to them. Various forms are planned such as workshops and pilot testing
Partner	048 University of Warsaw
Contact Person	Barlinska, J.B. (Julia) University of Warsaw
Why chosen	Alike with the See&Eat project the group the project addresses are children. Also the main goal of this project is developing educational tools focused on stimulating childrens' cognitive curiosity towards the environment and broadening their knowledge and acceptance of elements of the natural environment
Start / End Date	03-Sep-2018 31-Oct-2019
Total KCA Amount	23,104 €
Carrier ID	C2016
Carrier Title	Implementation of a new model of education for specialists in rehabilitation management - as part of a comprehensive rehabilitation system in Poland
Carrier Website	
Carrier Description	The main goal of this project is developing and evaluating an effective education model. Just like in the See&Eat project, the University of Warsaw is one of the Partners working in cooperation with a socially responsible institution, showing the University's experience in cooperation with such unit
Partner	048 University of Warsaw
Contact Person	Barlinska, J.B. (Julia) University of Warsaw
Why chosen	Alike with the See&Eat project the main goal of this project is developing and evaluating an effective education model. Just like in the See&Eat project, the University of Warsaw is one of the Partners working in cooperation with a socially responsible institution - showing the University of Warsaw experience in cooperation with such units. Implementation of the education model and post-graduate program shaping the competence of specialists as a result of cooperation with a transnational partner Deutsche Gesetzliche Unfallversicherung eVoraz Social Insurance Institution, University of Warsaw, Medical University in Lublin, Medical University of Gdańsk and University of Wrocław through preparation, implementation and evaluation of post-graduate studies, which will result in the education of min. 200 graduates in the period 01/10/2017-31.12.2020.
Start / End Date	01-Oct-2017 31-Dec-2020
Total KCA Amount	130,413 €

KCA ID	KCA Title	Partner	KCA Year	Budget
C2001	Building communication campaign and outreach activities around healthy eating	016 EUFIC	2018	348,750 €
C2002	Academy of Finland grant	044 University of Helsinki	2018	40,585 €
C2002	Academy of Finland grant	044 University of Helsinki	2019	40,585 €
C2003	Salary from Doc Pop Finland	044 University of Helsinki	2017	14,325 €
C2004	Identifying the contribution of combined rhythmically matched visual and auditory cues to optimise social interactions	046 University of Reading	2018	16,492 €
C2004	Identifying the contribution of combined rhythmically matched visual and auditory cues to optimise social interactions	046 University of Reading	2019	5,497 €
C2005	Emerging Minds: Action for Child Mental Health	046 University of Reading	2018	18,755 €
C2005	Emerging Minds: Action for Child Mental Health	046 University of Reading	2019	225,055 €
C2005	Emerging Minds: Action for Child Mental Health	046 University of Reading	2020	225,055 €
C2006	Thames Valley Simulation and Interactive Learning Centre (TV SILC)	046 University of Reading	2018	121,027 €
C2007	A Randomised Controlled Trial to Investigate the Cognitive, Neurological, and Metabolic Effects of Acute Walnut Intervention in Young Adults.	046 University of Reading	2019	107,890 €
C2008	Food Processing Centre Technical Services Agreement Income FQ4 17/18	046 University of Reading	2018	3,184 €
C2009	Shortfall from fEC	046 University of Reading	2020	89,934 €
C2010	Prof.ssa CERRATO Giuseppina - Fondo Finanziamento delle Attività Base di Ricerca	047 University of Turin	2018	1,200 €
C2010	Prof.ssa CERRATO Giuseppina - Fondo Finanziamento delle Attività Base di Ricerca	047 University of Turin	2019	1,200 €
C2010	Prof.ssa CERRATO Giuseppina - Fondo Finanziamento delle Attività Base di Ricerca	047 University of Turin	2020	600 €
C2011	PROF. BATTEZZATI - UE MARIE CURIE - VitriMetTech	047 University of Turin	2017	164,000 €
C2012	Prof. CERRATO Giuseppina - Conv. soc. Donchi's foam SL - cdd. 29/05/2018	047 University of Turin	2018	2,869 €
C2012	Prof. CERRATO Giuseppina - Conv. soc. Donchi's foam SL - cdd. 29/05/2018	047 University of Turin	2019	1,230 €
C2013	COST ACTION FA 1206 4° GP - PRANDI	047 University of Turin	2017	39,310 €
C2014	Little innovator	048 University of Warsaw	2018	7,718 €
				1,667,368 €

KCA ID	KCA Title	Partner	KCA Year	Budget
C2014	Little innovator	048 University of Warsaw	2019	23,154 €
C2014	Little innovator	048 University of Warsaw	2020	15,436 €
C2015	Masovia through the prism of local homelands - Education of young people in field of assessment of resources and values of the geographical environment and activities serving sustainable development in local and regional spatial scale	048 University of Warsaw	2018	6,601 €
C2015	Masovia through the prism of local homelands - Education of young people in field of assessment of resources and values of the geographical environment and activities serving sustainable development in local and regional spatial scale	048 University of Warsaw	2019	16,503 €
C2016	Implementation of a new model of education for specialists in rehabilitation management - as part of a comprehensive rehabilitation system in Poland	048 University of Warsaw	2017	10,032 €
C2016	Implementation of a new model of education for specialists in rehabilitation management - as part of a comprehensive rehabilitation system in Poland	048 University of Warsaw	2018	40,127 €
C2016	Implementation of a new model of education for specialists in rehabilitation management - as part of a comprehensive rehabilitation system in Poland	048 University of Warsaw	2019	40,127 €
C2016	Implementation of a new model of education for specialists in rehabilitation management - as part of a comprehensive rehabilitation system in Poland	048 University of Warsaw	2020	40,127 €
				1,667,368 €

Tasks

Catalyst ID	A2001
Task Title	Activity Management
Task Description	Management of the Activity
Task Type	Project or Programme Management
Task Leader	Houston-Price, CMT (Carmel) University of Reading
Start / End Date	01-Jan-2020 31-Dec-2020
Deliverable Reference	101 Project schedule, timeline & communication plan
Total Costs	66,356 €
Catalyst ID	A2002
Task Title	Expansion of See & Eat resources to new languages and new supporting platforms
Task Description	Task components include: 2.1. Completion of updated parent resource, including recommendations and activities based on Year 1 evaluation outcomes, latest evidence on how to best support healthy eating, and the outcomes of the EIT Food School Network project, and adding a forum function to enable parent participation; 2.2. Translation (and contextual adaptation) of 24+ e-books from the existing library, with creation of new books if common vegetables in participating countries (Finland, Poland, Belgium, Italy, UK) are missing from the library; 2.3 Translation of online resources within Food Unfolded site into Dutch, French, Finnish and Polish, to support parents in encouraging their children to eat more vegetables, including guidance on how to use e-books to support healthy

Task Type	eating; 2.4 Translation of user interface and instructions for using the supporting app; 2.5. Exploration of potential to develop smartphone compatible versions of the app (iPhone, android). Technology Maturation
Task Leader	Houston-Price, CMT (Carmel) University of Reading
Start / End Date	03-Feb-2020 30-Nov-2020
Deliverable Reference	105 Summary of updated content for parent resource
Total Costs	163,605 €
Catalyst ID	A2003
Task Title	Wide dissemination and communication of resource within relevant sectors
Task Description	Subtasks include: 3.1. Development of communication strategy, including a concept and design for project branding, analysis of key search terms by parents of toddlers, and a roadmap for a digital targeting campaign with bespoke marketing angles for national audiences; 3.2. Completion of promotional materials, including visual and social media materials; 3.3. Delivery of/ participation in workshops, training sessions and conferences to reach parents, early years educators, health professionals and academic influencers, in collaboration with in-country dissemination partners; 3.4. Collection of impact statistics including downloads from the Food Unfolded website, media mentions and attendance figures and feedback from public/stakeholder engagement activities.
Task Type	Dissemination and Events
Task Leader	Byrne, (Kirstyn) EUFIC
Start / End Date	03-Feb-2020 31-Dec-2020
Deliverable Reference	106 Summary of trainings, workshops, and dissemination activities held
Total Costs	231,874 €
Catalyst ID	A2004
Task Title	Pilot testing with consumers and retailers
Task Description	Subtasks include: 4.1. Pilot testing of the new materials and consultation on the development of new products (including the smartphone apps) via focus groups with families and professional stakeholders (by 30 Sept 2020); 4.2. Evaluation of See & Eat e-books' effects on vegetable liking and intake in Poland (by 30 Sept 2020); 4.3 Production of report on the commercial potential of See & Eat-related products. Prototypes will be tested with consumer focus groups (parents with young children) and retail markets to gather feedback on demand for the products, whether they should be provided free of charge, and how they might be integrated with current commercial activities directed towards parents and young children.
Task Type	Consumer Engagement
Task Leader	Barlinska, J.B. (Julia) University of Warsaw
Start / End Date	01-Jan-2020 31-Dec-2020
Deliverable Reference	103 Results of evaluations and public consultation activities
Total Costs	71,704 €

Year	Work Package	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	E Indirect costs	F Costs of EIT labelled Education Programmes	Total Cost	EIT funding	Co-funding
2020	A2001	046 University of Reading	0.40	34,000	0	0	0	11,954	0	1,358	0	0	11,828	0	59,140	59,140	0
2020	A2001	048 University of Warsaw	0.15	3,773	0	0	0	2,000	0	0	0	0	1,443	0	7,216	7,216	0
2020	A2002	048 University of Warsaw	0.13	2,882	0	0	0	0	0	3,000	0	0	1,470	0	7,352	7,352	0
2020	A2002	047 University of Turin	0.27	11,448	0	0	0	1,500	0	0	0	0	3,237	0	16,185	16,185	0
2020	A2002	046 University of Reading	0.33	22,126	63,028	0	0	0	0	2,377	0	0	6,125	0	93,656	93,656	0
2020	A2002	016 EUFIC	0.30	21,600	0	0	0	2,000	0	2,000	0	0	6,400	0	32,000	32,000	0
2020	A2002	044 University of Helsinki	0.23	10,530	0	0	0	1,000	0	0	0	0	2,882	0	14,412	14,412	0
2020	A2003	044 University of Helsinki	0.23	10,935	0	0	0	1,000	0	2,000	0	0	3,483	0	17,418	17,418	0
2020	A2003	016 EUFIC	0.70	50,400	0	0	0	0	0	17,000	0	0	16,850	0	84,250	84,250	0
2020	A2003	046 University of Reading	0.50	34,086	44,989	0	0	2,173	0	1,359	0	0	9,404	0	92,011	92,011	0
2020	A2003	047 University of Turin	0.28	11,775	0	0	0	0	0	0	0	0	2,943	0	14,718	14,718	0
2020	A2003	048 University of Warsaw	0.46	8,082	9,000	0	0	0	0	3,500	0	0	2,895	0	23,477	23,477	0
2020	A2004	048 University of Warsaw	0.76	13,302	1,000	0	0	0	0	2,050	0	0	3,838	0	20,190	20,190	0
2020	A2004	047 University of Turin	0.51	16,794	0	0	0	1,500	0	2,000	0	0	5,073	0	25,367	25,367	0
2020	A2004	046 University of Reading	0.28	17,522	0	0	0	1,630	0	1,766	0	0	5,229	0	26,147	26,147	0
Total			5.53	269,255	118,017	0	0	24,757	0	38,410	0	0	83,100	0	533,539	533,539	0

Year	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	Total Cost	EIT funding	Co-funding
2020	016 EUFIC	1.00	72,000	0	0	0	2,000	0	19,000	0	0	0	23,250	116,250	116,250	0
2020	044 University of Helsinki	0.46	21,465	0	0	0	2,000	0	2,000	0	0	0	6,365	31,830	31,830	0
2020	046 University of Reading	1.51	107,734	108,017	0	0	15,757	0	6,860	0	0	0	32,586	270,954	270,954	0
2020	047 University of Turin	1.06	40,017	0	0	0	3,000	0	2,000	0	0	0	11,253	56,270	56,270	0
2020	048 University of Warsaw	1.50	28,039	10,000	0	0	2,000	0	8,550	0	0	0	9,646	58,235	58,235	0
Total 2020		5.53	269,255	118,017	0	0	24,757	0	38,410	0	0	0	83,100	533,539	533,539	0

BUDGET OVERVIEW

EIT Funding (€)	533,539.00 €
Partners Co-Funding (€)	0.00 €
Total KAVA Funding (€)	533,539.00 €
KCA Funding (€)	1,667,368.00 €
Co-Funding Leverage (%)	0.00 %
EIT Leverage (%)	75.76 %
Total FTE	5.53 FTE

BUDGET JUSTIFICATION - This information is shared with EIT. Please refer to the budget justification guidelines available in Plaza.

A Personnel Justification (max 1000 characters)

The FTE related budget for the catalyst tasks is 269,255.00 €. The planned FTE for the catalysts tasks sums up to 5.53 FTE with an average cost of 48,689.87 € / 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.

Total personnel requirements for the project are 5.53 FTE, costing €269,255.

Personnel costs include:

- Full Professors x a total of 0.4 FTE, at an average cost of €108,645 pa, and Assistant Professors x a total of 0.36 FTE, at an average cost of €65,400 pa, to lead and oversee the successful delivery of the project. This team will be responsible for Task 1 (Activity Management), and will oversee the delivery of Task 2 (Expansion of See & Eat resources to new languages and new supporting platforms), Task 3 (Wide dissemination and communication of resource within relevant sectors) and Task 4 (Pilot testing and collection of feedback from consumers);
- Post-Doctoral Research Assistants/ Postgraduate Students x a total of 2.51 FTE, at an average rate of €44,108 pa, to deliver Tasks 2, 3 and 4, and support Task 1;
- Graphic Designer/Communications Manager x a total of 1.0 FTE, at an average rate of €72,000 pa, to support Task 2 and lead on Task 3;
- Administrators x a total of 1 FTE, at an average rate of €17,400, to support activities under Tasks 2, 3 and 4;
- Logistic-scientific support officers x a total of 0.25 FTE, at an average rate of €17,400 pa, to support Tasks 3 and 4.

B Sub-contracting Justification (max 1000 characters)

Costs to an amount of 118,017.00 €.

Total sub-contracting costs are budgeted at €118,017, to include:

- €52,164 to develop versions of the existing app platform (developed during Year 1) in Polish, French, Dutch and Finnish, suitable for both Apple and Android tablet platforms, and to scope the feasibility and cost of developing versions suited to smartphone platforms;
- €10,864 for consultancy costs, to provide the necessary expertise to support the development of the app. As in Year 1, an expert in e-book development will be brought in to oversee development work on the supporting apps;
- €54,989 to support dissemination activities by a range of non-governmental partner organisations, who will engage in networking and communication activities to promote the project activities to stakeholders.

D1 Travel and subsistence

Justification (max 1000 characters)
Costs to an amount of 24,757.00 €.

Total budget requested for travel and subsistence is € 24,757. This will cover:

- € 20,954 to enable all members of all 6 partner institutions to attend 3 project meetings (1 kick-off meeting in Reading, UK, in January 2020,

and 2 progress meetings to be held at partner institutions in Europe in May and September 2020);
- € 2,173 to support travel to attend national events, such as conferences and workshops, in order to disseminate project outcomes;
- € 1,630 to cover the travel expenses of participants in focus groups (parents taking part in pilot studies, early years educators, health visitors).

D3 Cost of other goods and service
Justification (max 1000 characters)
Costs to an amount of 38,410.00 €.

Total budget requested for other goods and services is €38,410. This includes:
- €1,358 to cover costs of hosting all-partner project meetings (to be held 3 times during the year), including room hire and catering;
- €1,358 to purchase 2 smartphones (1 iPhone, 1 Android), so that the project team can explore the functionality and usability of the apps and new e-books within these with end users;
- €1,019 to purchase License to use Adobe Stock images for 3 months, to download high quality images for e-books;
- €5,358 to cover costs of running workshops for stakeholders (including room hire, production of educational materials & catering);
- €2,050 to cover the cost of scientific article preparation and publishing in an open access journal as part of our communication strategy;
- €3,000 to pay for translation and proof reading services;
- €3,500 to cover support with creating and adapting materials into additional languages/cultural contexts;
- €1,766 to cover incentives to participants to engage in focus groups, pilot studies and feedback sessions. Of this, €1,358 is to cover participant recruitment costs and €408 is to provide catering for participants in focus groups;
- €15,000 to cover costs of a digital targeting campaign to reach the target audience (parents with toddlers who have an interest in e-books). Costs will cover sponsored Facebook posts in six languages over the course of six months, and potentially use of other platforms for promotion;
- €4,000 to cover costs of website development (expanding existing site within Food Unfolded) and to pay for license to use font in See & Eat branding.

6. FEEDBACK

Subject	Response to feedback
To	c.houston-price@reading.ac.uk
Cc	n.a.masento@reading.ac.uk;k.dulay@reading.ac.uk;k.n.harvey@reading.ac.uk;
Message	<p><i>Dear Sofia,</i></p> <p><i>Many thanks for sharing the feedback of the reviewers. We are delighted that the project received a High Priority rating again this year, with a 100% score!</i></p> <p><i>We have addressed each of the recommendations in the feedback as described below. Please see my responses in italics.</i></p>

Finally, we are very grateful that the initial request to reduce our budget to 500k was subsequently changed to 540k. We have managed to achieve the revised budget as detailed below.

KPI adjustment:

- Please take out KICC05

KICC05 has been removed

Other adjustments:

- Please note that the project communication/dissemination plan needs to be ready in Q1 (preferred) or Q2 at the latest to allow for implementation of the plan during the remainder of the year. Please adjust. In addition, please note that an output and deliverable need to be linked.

Our Project schedule, timeline & communication strategy (OUT01 and DEL01) is scheduled for completion on 31st March 2020, at the end of Q1. This will include a full dissemination plan, including a list of events to be held, training to be developed, conferences to be attended, and approach to media engagement to be agreed by partners in each country. The communication strategy will also include a set of brand guidelines to establish the visual identity of the See & Eat project for dissemination purposes.

- In risk management, please include risk mitigation measures in case of project partner drop out.

We have added project partner drop-out as a further Risk to be managed, along with the following text on risk mitigation: "All partners are fully committed to the project. However, in the unlikely event that one should need to leave the consortium, this will be communicated immediately to EIT Food. If possible, the remaining consortium partners will pick up the responsibilities of the partner that leaves. If necessary, the consortium would consider bringing a new partner into the consortium. EIT Food would be kept informed on progress in resolving the issue".

Additionally, when it comes to the budget justification tab, please review the budget justification entries in light of the guidance on budgets (consult the "Partner's guide for budget justification" document which can be found on EIT Food Plaza).

We have reviewed the budget justification entries to ensure these do match the guidance.

- The total FTE request has increased from 3.91 FTEs in 2019 to 6.39 FTEs in 2020, despite only adding one new partner. Warsaw (new partner) is asking 2 FTEs to carry out the same work in Poland which was carried out by Reading in 2019 using 1.9 FTEs, but which also included project management.

We would like to highlight that two new partners are joining the consortium in 2020, University of Warsaw and University of Helsinki. These are together requesting a total of 1.96 fte. As suggested, Warsaw has reviewed their personnel requirements and have reduced their request from 1.9 fte to 1.5 fte. The new value is the same as the total fte that UNITO required to deliver a very similar package of work in 2019, and that Reading required for the work they did in 2019 except for project management. This is appropriate as Warsaw

will be running an evaluation project very similar to those run at Reading and UNITO in 2019.

Helsinki have not reduced their personnel requirements as these are smaller and appropriate for the scope of the work they are doing. However, UNITO have reduced the fte they are requesting from 1.42 to 1.055. We hope that the smaller overall fte we are now requesting is acceptable to EIT Food.

- 50K budget reserved to outsource dissemination and 15K for digital marketing. In addition to this, 1 FTE (70K) has been requested by EUFIC to work on dissemination and communication. Why is it necessary to outsource dissemination/communication if you have a full time position dedicated towards this task?

We have considered whether to cut costs in the budget we were requesting for dissemination, communication and marketing. Both partners involved were willing to do so if necessary, but both highlighted the negative impact of this on the reach of the project. Given that broadening the reach and consumer awareness of the See & Eat resource is the primary goal of 2020 activity, we do not want to reduce our activity in this area, and have therefore left the costs as they were.

It is important to note that EUFIC and the subcontractor in the UK will support different aspects of our communication activity. EUFIC is responsible for leading on the development of the communication strategy for the project, for developing the concept and design for project branding, for analysing key search terms by parents of toddlers, and for drawing up a proposal for the digital targeting campaign & bespoke marketing angles for national audiences. They will also create promotional materials, including visual and social media materials, and collect impact statistics including downloads from the Food Unfolded website and media mentions. They will oversee the updates to the parent resource on Food Unfolded and coordinate the development of this website to include a forum to enable parent participation. However, EUFIC is not only involved in dissemination activity. They will also translate (and ensure appropriate contextual adaptation) of 24+ e-books from the existing library into French and Dutch, with creation of new books if common vegetables in Belgium are missing from the library; they will translate our online resources within the Food Unfolded site into Dutch & French; and they will translate the user interface and instructions for using the app into Dutch & French.

The sub-contractor in the UK will have a very different role in the project, focusing on two key areas of work: overseeing UK media communications, including developing press releases, content and resources to publicise the project in the general consumer, early years and parenting media; and developing educational content for early years professionals based around the work of the project. This educational content is likely to take the form of content for short face-to-face workshops to be delivered in nursery settings, a webinar and a downloadable 'toolkit' comprising resources for running activities with children on vegetables. We see these two areas of work as overlapping but complementary, and as an overall package we believe our partners offer very good value for money and a very broad reach, which are vital to achieve our objectives for 2020.

- University of Turin asks for 1.42 FTEs despite not leading a task.

As suggested, UNITO have reviewed their personnel requirements and reduced the total fte requested from 1.42 to 1.055 fte.

- In addition, the cost of app development was questioned during the review meeting and it was remarked (by the project leader) that the budget for the app has been inflated.

I apologise that I did not have the figures to hand to explain the budget for app development in the review meeting, and that I could not justify the figures as I should have. The original budget was set as follows, based on quotes from a potential provider:

∅ £50,000 for development of two new smartphone apps (Apple & android)

∅ £40,000 for translation work involved in producing apps in 5 new languages, downloadable from each country's online store (5 x 8,000)

∅ £8000 consultancy fee to cover involvement of academic with expertise in app development and who can liaise with software developer

∅ £500 for iPhone

These costs totalled to a value of £98,500, which when the relevant inflation costs and institutional exchange rate had been applied came to 133,801 EUR.

- The budget requested for 2020 is questioned and as a result a maximum has been set. Budget maximum for 2020 for this project: 500,000 EUR. Please make sure to revise your proposal accordingly.

Subsequent to this request, Sofia has confirmed that we should reduce our budget to a maximum of 540,000 EUR, and we are grateful for this change, which has made it possible for us to find a way to deliver our project.

Some savings have been made by reducing the personnel costs requested by UNITO and Warsaw, as recommended by the reviewers. However, these made only small reductions to our overall budget, and we were not keen to reduce the planned communication or dissemination activity, for the reasons outlined above - these are central to achieving our objectives in 2020.

We have therefore made the decision to cut one activity from the 2020 workplan. We no longer plan to develop smartphone-compatible apps in 2020. Instead, we will explore the potential viability of such apps in two ways: (i) we will work with the developer of the current app to see whether it is possible to develop a functional app for smartphone within a reasonable budget, if we can raise budget to do so in 2021; (ii) we will work with the developer and our user forums to review the feasibility of interfacing with the app via the smaller screen of the smartphone; (iii) and we will run focus groups with users to explore the demand for smartphone versions of the apps in future. On the basis of this exploratory work, we will produce a report that details the viability and feasibility of developing a smartphone app in 2021, and on consumer demand for this platform. By cutting the app development activity from the budget, we can save £50k on app development and £8k on translation work (as we already have the app for tablets in Italian), delivering savings of more than 75,000 EUR in 2020, and enabling us to meet our revised budget target.

I have amended all mentions of the smartphone app in the workplan and elsewhere in the application to make it clear that, in 2020, we will explore the potential viability of a smartphone app, rather than deliver the apps within year.

We hope that we have fully addressed the reviewers concerns in our response but would be happy to answer any further questions.

Carmel Houston-Price

On behalf of the See & Eat project team

Sent by Houston-Price, CMT (Carmel)

Sent on 19-Jul-2019 04:09 PM

Subject EIT Food Proposal Feedback

To c.houston-price@reading.ac.uk

Cc office@eitfood.eu

Message

Dear Carmel,

Please find below the feedback on your proposal **20234 - 'SEE & EAT': Communicating the benefits of visual familiarity as a strategy for introducing healthy foods into children's diets** :

PLEASE NOTE: you will find the full **Evaluation Summary Report** drafted by the experts assessing your proposal in the Tab 6 - Feedback of Plaza.

We are pleased to inform you that your proposal falls clearly within the scope of EIT Food and will be included in the Draft Business Plan 2020. Experts in the field were very positive about your proposal and it has been ranked with high priority. Chances are high that you will receive funding to continue your project, however the total budget requested is questioned and as such a maximum funding has been set (please see below for more details) for 2020.

This ranking is based among others on the following points:

- The proposal encourages healthier food habits at an early age. In addition, it plugs the skills gap by working with early years practitioners and health professionals and increases societal impact from year 1, aiming at engaging families and children in 6 European countries.

Nevertheless, please note that that it is required that you implement the following improvements / corrections in your proposal via the online submission tool until July 19th in order to maintain your ranking:

KPI adjustment:

- Please take out KICC05

Other adjustments:

- Please note that the project communication/dissemination plan needs to be ready in Q1 (preferred) or Q2 at the latest to allow for implementation of the plan during the remainder of the year. Please adjust. In addition, please note that an output and deliverable need to be linked.

- In risk management, please include risk mitigation measures in case of project partner drop out.

Additionally, when it comes to the budget justification tab, please review the budget justification entries in light of the guidance on budgets (consult the "Partner's guide for budget justification" document which can be found on EIT Food Plaza).

- The total FTE request has increased from 3.91 FTEs in 2019 to 6.39 FTEs in 2020, despite only adding one new partner. Warsaw (new partner) is asking 2 FTEs to carry out the same work in Poland which was carried out by Reading in 2019 using 1.9 FTEs, but which also included project management.

- 50K budget reserved to outsource dissemination and 15K for digital marketing. In addition to this, 1 FTE (70K) has been requested by EUFIC to work on dissemination and communication. Why is it necessary to outsource dissemination/communication if you have a full time position dedicated towards this task?

- University of Turin asks for 1.42 FTEs despite not leading a task.

- In addition, the cost of app development was questioned during the review meeting and it was remarked (by the project leader) that the budget for the app has been inflated.

- The budget requested for 2020 is questioned and as a result a maximum has been set. Budget maximum for 2020 for this project: 500,000 EUR. Please make sure to revise your proposal accordingly.

Should you have any question, please do not hesitate to contact Sofia Kuhn, sofia.kuhn@eitfood.eu.

Kind regards,
EIT Food Team

Sent by Banescu, AMB (Anne-Marie)

Sent on 05-Jul-2019 02:46 PM

Time Stamp: 09 January 2020 09:49 AM