

0. START HERE

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Area	Education	
Segment	1.6 Grand Challenges	
New or Existing Activity	<input type="radio"/> New Activity <input checked="" type="radio"/> Continuation of Existing Activity	
Single or Multi Year Activity	<input type="radio"/> Single Year Activity <input checked="" type="radio"/> Multi Year Activity	
Existing Activity	19152 IValueFood	
Generated ID	20240	
Start / End Date	01-Jan-2020	31-Dec-2020
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	

Link to Strategic Objectives (please select max of 2 objectives)	Strategic Objective	Description	% of Activity
	Strategic Objective 5: Skills gap: Educate to engage, innovate and advance	IValueFood aims to produce the next generation of Food Champions who will be knowledgeable, engaged and passionate about food. Food Champions will be highly accomplished communicators, particularly in the use of digital platforms to communicate and advance the IValueFood message and help consumers make improved food choices in terms of well-being and supporting the local agri-food economy.	100

Activity Description for public dissemination (max 1500 characters)

IValueFood (3 yr project) will enhance consumer health and support the European Agri-food economy by improving future generations' knowledge of, and engagement with, food. Novel approaches will be used to engage with next generation audiences: students from primary to tertiary education. Following a pan-European inventory of current tools and resources; novel engagement and education approaches (e.g. gamification, txokos, food interest groups/collectives, "twinning", science meets food) will be used to produce our future food champions who will communicate food values through digital media platform(s) of their choosing. IValueFood will be supported by a pan European network of high profile food ambassadors and stakeholders. Industry will "relearn" to engage with our

youth on food values. The project will be scaled-up across Europe, targeting regions where a greater engagement and understanding of food is needed in order for the next generations to make the best choices of the food they eat.

Proposal Synopsis. (max 3000 characters)

In year 2 of this 3 year Grand Challenge, we will test and evaluate the efficacy of existing and modified tools, and test novel engagement strategies, to create next generation food champions, who will disseminate and communicate the IValueFood message widely using their networks and social media platforms. In addition, in year 2, we will investigate how industry can re-learn ways to communicate with the next generation of consumer effectively, as a means to enhance food engagement/ knowledge and education. The piloting, evaluation and efficacy testing of a variety of food engagement approaches in year 2 will inform which tools/strategies/approaches will be scaled-up in year 3.

At the end of the project in year 3, we aim to have:

- An established pan European network of food aware next generation consumers
- A suitable pool of tools/strategies/approaches for food education
- Established food champions who are passionate and knowledgeable about food
- A more interconnected structure between agri-food and education sectors for co-creation and information exchange on food
- A well-established social media presence with a minimum of 200,000 subscribers by end of 2021

Year 1 focused on identifying current tools/strategies and gaps in learning needs and year 2 builds on this by focusing on piloting and testing new/modified tools, prior to scale up in year 3.

Overview of 2020 WPs:

WP1: Modification and piloting of selected tools/strategies

Selection, modification and piloting of existing tools/strategies for engagement with next generation consumers in several countries. Further testing of Decision Making Framework

WP2: Education and Engagement of Consumers via co-creation

Co-creating of new tools/strategies for engagement/education of next generation consumers. Iterative co-creation among researchers, educators, industry and students will focus on understanding how to educate/engage consumers on food.

WP3: Producing the first food champions

Identification of different ways of successfully developing (fast-tracking) the first food champions using practical intervention strategies and support mechanisms.

WP4: Industry re-learning novel ways to communicate

investigate how best industry could communicate with future consumers about food. Understanding what next generation consumers want to know about food, their food values.

WP5: Communication and Dissemination

Facilitate sharing of the new and improved tools, and maximising opportunities for food champion communication

Estimated Total KAVA Costs in 2020

750-1000 k€

Keywords

Keyword

Changing behaviour / attitudes

Co-creation

Consumer dialogue / engagement

Health and food consciousness

Novel learning approaches

Perceived value of food

1. CONTACTS

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

Activity Title	IValueFood
Generated ID	20240
Activity Web Site (if applicable)	<input type="text" value="max 255 characters"/>
Lead Partner	<input type="text" value="034 Queen's University Belfast"/> ▼
Activity Leader (Person name)	<input type="text" value="Brereton, P A (Paul) Queen's University Belfast "/> ▼
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Specify **All involved EIT Food partners** (including the lead partner, Linked Third Parties and Rising Food Stars Partners)

Partner Description
006 - Universidad Autónoma de Madrid
016 - EUFIC
023 - Koppert
027 - Matis
034 - Queen's University Belfast
043 - University of Cambridge
044 - University of Helsinki
046 - University of Reading
047 - University of Turin
048 - University of Warsaw
097 - IMDEA Food Institute
514 - Flatev
<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"/> ▼

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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

IValueFood

Generated ID

20240

Expected Outcomes and Impact

of activity on economy and society (max 2000 characters)

IValueFood links to Strategic Objective 5 and ultimately aims to impact society in way that will educate, engage and advance the next generations knowledge, understanding and appreciation of food generally (nutrition, health, sustainability, security etc.). The real impact of IValueFood will be realized in the longer term, and is dependent on our ability to ensure our next generation consumers are adequately educated and passionate about food. In 2020, the focus is on piloting and testing different approaches to enhancing food engagement among society (next generation consumers), and will determine which approaches are scaled up in year 3.

By the end of 3 years we aim to have:

- An established pan European network of food aware next generation consumers
- A suitable pool of tools/strategies/approaches for food education
- Established food champions who are passionate and knowledgeable about food
- A more interconnected structure between agri-food and education sectors for co-creation and information exchange on food
- A well-established social media presence with a minimum of 200,000 subscribers by end of 2021

In 4-10 years:

- A new pan-European generation that is much more food aware, who value food, and are proactive

- A society that is more knowledgeable and discerning about the food they eat in terms of nutrition, supply chain, quality standards and sustainability, and of the industry that produces it.
- A closer link between consumers and the food industry
- Food for health and a healthy environment agenda delivers financial benefits for the economy and European citizens and transforms the image of the industry.
- European Agri-food economy thrives due to increase in product differentiation and added value, due to next generation consumer choices and values. Similarly exports to developing economies increase as their citizens demand high quality European products with assured integrity

Workplan 2020 (including key milestones with measurable go/no-go criteria) (max 5000 characters)

WP1: Modification and piloting of selected tools/strategies for engagement with next generation consumers (Lead: Helsinki, & QUB, Matis, Madrid, Warsaw, Reading, Flatev, Koppert)

Based on the results of year 1, selected existing tools and strategies discovered in year 1 will be modified, if necessary, for testing among students and educators. WP1 will evaluate results from year 1 to determine the most appropriate tools and strategies to be taken forward for piloting in 2 European areas with perceived low food engagement. The efficacy of tools/strategies/programmes will be evaluated against defined criteria to assess what tools/strategies/programmes will be taken forward (with/without further modifications) into year 3. Further, the Decision Model Framework for Educators, that was developed in year, 1 will go through further testing across partner countries (2 further countries).

M1: Selection of tools/strategies based on criteria (month 2)

M2: Make modifications to selected tools for piloting (month 5)

M3: Complete further testing of the Decision Model Framework in two countries (month 9)

M4: Complete piloting and evaluation in two countries (month 11)

WP2: Education & Engagement of Consumers via co-creation of new tools/ strategies (Lead: Warsaw, & QUB, Helsinki, Madrid, Cambridge, Flatev, Matis, Reading, UNITO)

Informed by food engagement gaps identified in year 1, WP2 will co-create new tools and strategies to engage and educate next generation consumers on food. Co-creation among researchers, educators, industry and students will focus on understanding how to educate and engage tertiary level next generation consumers on food via tools and strategies. Co-creation workshops focusing on secondary education will be completed in two countries: Italy (UNITO) and UK (Cambridge).

M5: Co-creation workshops in two countries completed (month 8)

M6: Completion of co-created and designed tools and strategies (month 12)

WP3: Developing the 1st IValue Food champions (Lead: QUB, & Matis, EUFIC, Madrid)

WP3 can be viewed as "fast tracking" the 1st food champions through a range of practical intervention strategies, including use of food ambassadors, "Txokos", "twinning" EIT Food Network and targeted training (Iceland, UK and Spain). Strategies will be piloted and tested for efficacy.

M7: Selection of best "tactical" interventions. Strategies for recruitment, sampling etc for each practical intervention (month 3)

M8: Completion of implementation of pilots and efficacy assessment (month 12)

WP4: Industry re-learning novel ways to communicate with next generation consumers (Lead: Matis, & Reading, QUB, Warsaw, EUFIC, Madrid, Helsinki)

Focusing on industry's current engagement and communication patterns with consumers, WP4 concentrates on helping industry learn/re-learn how to communicate with next generation audiences, outside of the typical marketing streams of communication. Industry partners from 3 pilot countries will work participate in workshops using a range of student/industry communication techniques for example, reversed 'Dragon's Den' type scenarios. In each country, 3 workshops will be carried out; 1 with students, 1 with industry and a combined workshop/collaborative activity, where industry could pitch their new means of communication to students or collaborate on a relevant educational food topic. The industry's level of involvement and the process of engagement will be evaluated for efficacy to determine the usefulness of this type of co-creation

M9: Completion of workshops (month 10)

M10: Process evaluation to determine usefulness and gather feedback month 11)

WP5: Communication and Dissemination (Lead: UNITO, & EUFIC, QUB, Madrid)

Communication and dissemination strategy objectives are to:

- Facilitate sharing and implementation of the new and improved educational/engagement tools identified in WP1,2 & 4. Design of a targeted dissemination plan and use of existing networks (European SchoolNet) to aid prompting outputs. Web-platform will be built upon, as a resource to students and educators. Further, an evaluation process to measure uptake in food engagement will be designed.

-Provide communication and dissemination platforms for the Food Champion community to maximise the impact and outreach (social media channels, e-twinning, EIT Food Ambassador ipromotion and events etc.)

M11: Communication & Dissemination Plan (month 3)

M12: Identification of communication support tools and events for the Food Champion community (month 6)

Workplan 2021 (including key milestones with measurable go/no-go criteria)(max 5000 characters)

The main focus for year 3 will be transnational scale-up of the successful pilots and strategies/tools designed from year 2 (WP1, WP2 and WP 3). The scale-up will include rolling out strategies/methods/tools to organisations/interested groups within partner countries so that they can be tested and evaluated further, and embedded in education programmes. Successful strategies for industry communication with next generation consumers (WP4 in 2020) will be rolled out across several countries and evaluated for their effectiveness. More Food Champions will developed across more partner countries, using the methods deemed successful from pilots in 2020. In addition to this European cohort of Food Champions, IValueFood will exploit its international links, with the help of key Food Ambassadors and the World Food Program to expand the IValueFood message to other continents.

Year 3 Milestones and timings:

1. Measurable indicators of engagement/learning in next generation consumers (month 4)
2. Establishment of network of next generation consumers who are food aware (month 12)
3. 200,000 followers/subscribers on social media (month 12)
4. Case study evaluation of created resources/approaches/strategies etc (month 12)
5. Further scale up to EIT food partners, networks (month 12)
6. Further communication activities (month 12)

Outlook beyond project funding (max 5000 characters)

IValueFood is designed in such a way to enable long term sustainability, after the 3-year funded programme has come to an end. Year 1 identified the baseline and needs, with year 2 focusing on pilot work and year 3 is designed to scale up successful approaches. By the end of year 3, we aim to have successful approaches/tools/strategies embedded within education programmes throughout Europe. Further, we aim to have an established European network of next generation consumers that are food aware, assisted by the development Food Champions who will continue to champion and promote messages on the value of food beyond 2021, via various mechanism including social media. In addition, we aim to have a suitable repository of tools/strategies/approaches that can be used as a resource in food education on an ongoing basis. In the long term, a more interconnected structure between agri-food and education sectors, and consumers should prevail, enabling longevity and (financial) sustainability in agri-food, via targeted and co-created food education to engage the next generation consumer who will be knowledgeable and appreciative of food as well as making better dietary choices.

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

By the end of June 2019 (Year 1 activity), the following milestones are anticipated be reached based on the current time frame:

Milestone 1- collation and evaluation of existing tools, strategies and programmes of engagement relating to next generation consumers (complete)

Milestone 2- Collation of tools/strategies for outcome measurement (complete)

Milestone 6- Identification of needs of industry and other stakeholders captured through workshops and interviews with industry, children, parents, teachers, headmasters, students; surveys (200) and focus groups (3)

Milestone 11- Review to identify learning needs and expectations (gaps) of young consumers that could be met by greater engagement in educational activities

Milestone 14- first draft communication and dissemination plan/strategy (complete). To be reviewed periodically

Milestones 15- Establish a communication team (complete)

Milestone 16- project web platform and online tools set up

DEL01 (Report on food ambassadors strategy) is due 21st June and is expected to be completed on time.

Internal monthly reporting (template) with green, amber and red alerting is in place, where Work Package leaders must complete monthly. In addition, Work package leaders also participate in a monthly call. Both these mechanisms help ensure that the project is running on time and provides the opportunity to highlight any concerns or risks and any subsequent mitigation in a timely manner.

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

By June 2020, the following milestones are expected to be completed in line with the current 2020 workplan:

- Milestone 1: Selection of tools/strategies based on criteria
- Milestone 2: Make modifications to selected tools for piloting
- Milestone 7: Determining strategies for recruitment, sampling etc for each practical intervention
- Milestone 11: Communication & Dissemination Plan
- Milestone 12: Identification of communication support tools and events for the Food Champion community

Role of partners and team members

Partner Description	Partner Role
006 - Universidad Autónoma de Madrid	In collaboration, UAM-IMDEA Food will contribute to WPs 1, 2, 4 and 5. UAM will contribute extensively to WP3 in 2020. For WP3, they will foster a community of young scientists (the future food champions) that will disseminate Food Science and food engagement to the general public through different activities and media. An existing course implemented every year by UAM targeting scientists/communicators around campus to teach them how to communicate scientific information to all audiences will be adapted as a workshop activity. In WP1, UAM will contribute to the evaluation and analysis the existing tools and strategies identified in year 1.
016 - EUFIC	EUFIC will contribute to WPs 3 and 4 and extensively to WP5. For WP3, EUFIC will support the establishment of the Food Champions community by identifying potential cross-over activities with other EIT Food projects that could be leveraged with the Food Champions community e.g. identifying engagement events, communication channels (e.g. FoodUnfolded) and potential Food Stars (e.g. from "Influencer marketing for EIT Food: The EIT Food Ambassadors Programme"). For WP4, EUFIC will contribute to WP co-creation workshops. EUFIC will be major contributor to WP5, in designing the Communication and Dissemination Plan, ensuring it is aligned with the major trends in science-based communication on food and health. In addition, they will oversee the maintenance and expansion of the web-platform and support the communication efforts of the Food Champions by providing opportunities for further outreach (social and digital media, events etc) and engagement among the end users of the educational tools (outputs from WP1-3).
023 - Koppert	Koppert will contribute to WP1 in 2020, providing input on modifications on tools and strategies, from an industry perspective
027 - Matis	In 2020, Matis will contribute to all WPs and lead WP4. Matis and its subcontractor, University of Iceland will bring to WP experience in food related education in different school stages (primary, secondary, universities), and collaboration with educators in these school stages, and will take part in testing of Decision Model Framework (WP1). Matis will bring their experience of Matis has long and successful experience of collaborating with various food industry and will conduct within WP2 co-creation workshops with industry, educators, students and researchers. In WP3, Matis and their subcontractor (University of Iceland) will help in develop food champions and testing different methods for children in communicating food value. In addition to leading WP4, Matis will carry out workshops with people from primary producers, food processing and services and the next generation consumers. Dr. Kolbrun Sveinsdottir research leader in sensory science and consumers research is the main Matis contact in the project. She will work in collaboration with Dr. Anna Sigrídur Ólafsdóttir head of Faculty of Sport, Leisure and Social Education of The University of Iceland. Professor Gudjon Thorkelsson will be responsible for linking the activities to companies/industry associations from primary production to the catering industry in Iceland. The team will build on their previous and ongoing projects in food training and education and consumer studies.
034 - Queen's University Belfast	QUB will lead the IVF project and oversee the management, as well as lead WP3 (Food Champions) and contribute to all other WPs (1,2,4 and 5). QUB will play an active role in collecting and analyzing data from WPs 1 and 2 and be involved in WP4. It is foreseen will contribute to all proposed WPs in year 3, leading WPs where appropriate. Across the project, QUB will utilise their existing networks within industry and education (WPs 1,2,4) established throughout other complimentary projects such as Daire. Existing, industry networks include Devenish Nutrition, Moy Park, LacPatrick Dairies, Foyle Food Group, Iwrins Bakery and Simply Fruit. QUB will also utilise existing education networks (from Daire) and networks established in year 1. Established links with Basque Culinary Centre and Project gastronomia will be exploited for WP3 for twinning and training in establishing

Role of partners and team members

Partner Description	Partner Role
	practical interventions for engagement (<5% of the total KAVA budget). the World Food Programme have also agreed to help support and advise on up scaling (year 2/year 3) and outreach.
043 - University of Cambridge	The GPSEP team will contribute to WP2 in 2020. As part of WP2, Cambridge will coordinate the co-creation of secondary school educational teaching resources. This will involve facilitating workshops with industry, research and educationalists to develop engaging teaching resources, based on core science curriculum topics to engage secondary school students with food and where plants (and plant science) fit into their food. Including user testing with target audience (secondary school science students, secondary school science teachers). Convene and coordinate the representation of the science behind how plants get to your plate drawing from the academic and industrial partners involved, rising stars plus a network of 28 research intensive plant science universities in the UK. Including user testing with target audience (secondary school science students, secondary school science teachers). Production and oversight of resource creation according to SAPS QA process. Ethics and research methodology development in conjunction with Faculty of Education, U of C.
044 - University of Helsinki	University of Helsinki will lead WP1, and contribute to WPs 2 and 4 in 2020. In WP1, as well as leading, they will take a significant role in modifying and piloting selected tools within Finland. In WP2, they contribute by will helping arrange workshops with industry, educators, students and researchers. In WP4, Helsinki will complete workshops in Finland which will create novel ways of communicating with consumers via the retail sector, collaborating with a large Finish food retailer.
046 - University of Reading	The University of Reading undertakes high quality research across the food chain from primary production, processing, food nutrition and into consumer behaviour and marketing. It is ranked in the top 10 universities globally for research in agriculture and UK's top university for impact in Agricultural Sciences research. The UoR has excellent working links with industry and other stakeholders across the food value chain from primary producers to industry, developed through our pioneering use of a whole food chain-science approach. UoR will contribute to WPs 1, 2 and 4 in 2020. UoR will contribute to the selection and piloting of tools in WP1, the co-creation of education tools in WP2 and the industry workshops in WP4.
047 - University of Turin	UNITO will lead WP5 on communication and dissemination, as well as contributing to WP2 in 2020. In WP5, UNITO will lead on the Communication and Dissemination activities that aim to promote the project but also provide platforms and opportunities for developed food champions. In WP2, UNITO will carry out co-creation workshops with a focus on the secondary education level.
048 - University of Warsaw	The University of Warsaw, Department of Psychology, has an expertise in consumer research. We approach the research issue to be tackled from an interdisciplinary perspective: psychology, sociology and economics. We have wide expertise in the area of advanced consumer and marketing research methods (qualitative and quantitative), including corporate social responsibility and cause-related marketing. We combine science knowledge and approach with the business approach (UW team with expertise on working for wide range of business Clients). We have experience in running workshops and presentations. University of Warsaw will contribute to WPs 1,2 and 4 and will lead WP2. STRENGTH for each WP: WP1: Qualitative and quantitative research experience, both in business and science projects. WP2 (Leader): Research experience. Workshops facilitating experience. Merging business and science approach WP4: Workshops facilitating experience.
097 - IMDEA Food Institute	In collaboration with UAM, IMDEA Food will contribute to WPs 2, 4 and 5. In WP2 and 4, IMDEA will participate the co-creation workshops with industry, educators, students and researchers (WP2), and in the implementation of workshops with students and industry to test novel communication strategies (WP4). In addition, they will make contribution to the communication and dissemination strategy previously established.
514 - Flatev	In 2020, Flatev will contribute to WP1 and WP2 and will contribute to workshops according to our experience and expertise as a Swiss food tech startup. Our network and connections are within the Swiss and European food startup network.

Key Outputs

Type	Code	Title	Description	Expected Date
Output	OUT01	Repository of successful education and engagement strategies and tools	A list of tools/strategies deemed successful as suggested by pilot work in WPs1 and 2. Linked to DEL 03 & 04. Linked to KICE04.	31 Dec 2020
Output	OUT02	Strategies for creating new food champions	Identification of successful means of creating new food champions that will promote the value of food and positive food cultures to next generation consumers (their peer set) Linked	31 Dec 2020

Key Outputs

Type	Code	Title	Description	Expected Date
			to DEL 05. Linked to KICC04 and KICE04	
Output	OUT03	Student preferred communication strategies	A range of communications strategies preferred by next generation consumers and usable by industry will be identified through the pilot work in several countries. Linked to DEL 01. Linked to KICC04 and KICE04	31 Dec 2020
Output	OUT04	Communication and Dissemination	Enhanced engagement and communication of IValueFood with key stakeholders and next generation consumers, with credible and viable links to food ambassadors. Linked to DEL 02. Linked to KIC001, KICC02, KICC03, KICC04, KICC07 and KICE04	31 Dec 2020

Key Deliverables

Type	Code	Title	Description	Expected Date	Output Reference
Deliverable	DEL03	Report on tools and strategies	Report on the tools/strategies selected and modified, the piloting phase, what measures there were/what was evaluated and recommendations for year 3 roll out	31 Dec 2020	OUT01
Deliverable	DEL04	Report on co-creation for education & engagement of consumers	Report on what consumers want to know, industry believe consumers should know, the education pathways required and an evaluation of the co-creation process.	31 Dec 2020	OUT01
Deliverable	DEL05	Report on 1st Food Champions	Report on the development of the 1st Food Champions with measures of success.	31 Dec 2020	OUT02
Deliverable	DEL01	Report on industry communication to consumers	Report on what students want in relation to communication about food and how industry can achieve this, with examples of strategies that could be used (priority/rated list of strategies), and an evaluation of the process.	30 Nov 2020	OUT03
Deliverable	DEL02	Report on Communication and Dissemination	Report summarizing the communication and dissemination activities from throughout the 2020 year, detailing how the plan has been implemented.	31 Dec 2020	OUT04

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	1	1	1

EIT Food Specific KPI targets

KPI Code	KPI Title	Target Value 2020	Target Value 2021	Target Value 2022
KICC03	Online media impressions	100000	250000	500000
KICC01	Press coverage	5	20	25
KICC02	Online media audience	2000	200000	50000

EIT Food Specific KPI targets

KPI Code	KPI Title	Target Value 2020	Target Value 2021	Target Value 2022
KICC04	Events	5	10	15
KICC07	Press coverage through Partners	5	8	15
KICE04	Participants in EIT Food novel education programmes	50	500	800

Risk Management

Risk Category	Risk Title	Risk Likelihood	Risk Impact	Risk Description	Risk Mitigation
GOVERNANCE & MANAGEMENT	Difficulties in recruitment of staff/subcontractors	2	4	Recruitment of research staff to work on the project has to align with specific start and end times. There is also need for subcontractors, e.g. Matis require subcontractor. Delays to recruitment of staff/subcontractors could be a risk to the project	As this is a year 2 workplan, it is anticipated that current research staff will have their contracts extended to work on year 2, rather than recruiting new staff. It is anticipated that the existing subcontracting links will be maintained for year 2.
OPERATIONAL	Stakeholder recruitment difficulties	3	5	Year 2 proposal relies on recruitment of stakeholders including consumers, industry and schools/universities (students and educators). These stakeholders will be required to engage with the project, participate in pilots, workshops and interventions.	The IValueFood consortium has extensive stakeholder networks both nationally and internationally. Existing participatory stakeholders in year 1 of IValueFood as well as those in other projects, e.g. Daire are advantageous to ensuring successful recruitment and can be called upon for year 2. Project Daire demonstrates QUB's ability to recruit and engage potentially challenging stakeholders. See more detail on specific partners in 'partner roles'
OPERATIONAL	Under performance/lack of cohesion in the consortium	3	5	Partners not engaging, under performing, missing deadlines, unable to fulfill their projected capacity/contributions	The PI and co-investigators on this project are very experienced in managing and executing large projects with large consortia, including a project spanning 60 partners, with a budget of €12M, delivered on time and to budget. As with year 2019, a PM team will be implemented to ensure smooth delivery and identification of problems and subsequent mitigation early on. In 2019, WP leaders were required to report status & concerns monthly in a formalized procedure.
OTHER	Engagement of Food Champions	3	5	Pilot studies in WP3 unsuccessful in creating and engaging the 1st food champions. This could be a risk for creating next generation food champions that will portray the IValueFood message and ethos	Existing EIT Food projects such as Food Ambassadors (mutual consortium members) will be used as resources to help with recruitment and advise on successfully engaging food champions. Furthermore, consortium members have existing experience engaging young consumers on food, e.g. existing courses at UAM, current engagement intervention activities at QUB (Daire), in house communication/dissemination experts at QUB, that will help ensure success in recruitment and engagement.

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.*

Demonstration of market demand

Currently with the Northern Ireland, QUB are executing project Daire. Project Daire focuses on attaining baseline data on primary level children's understanding of and experience with food, prior to designing interventions to increase engagement and understanding and then further re-testing to ascertain if there has been an improvement in knowledge. The project is currently in the intervention stage. This study is concentrated at within the north-west region of Northern Ireland and only at primary level education. This illustrates that there is a demand and need for this type educational research but on a wider level

IValueFood has a much wider and diverse approach to understanding and intervening in food engagement. IValueFood's remit focuses on primary, secondary and tertiary education levels across several European countries, some of which have perceived higher/lower food engagement than others. It uses innovative approaches to help address food dis-engagement, e.g. development of food champions, across Europe. The market demand for this research lies with ensuring a sustainable European Agri-Food sectors that has longevity and prosperity, while meeting the food needs of the next generation consumer, e.g. convenience, health, nutrition, as well as effective and preferable industry-consumer communication.

Specific target group

As with 2019, year 2020 (and year 2021) IValueFood will primarily target the education sector at primary, secondary and tertiary levels across Europe using our next generation as primary communication agents for change. It aims to ultimately provide strategies, tools, programmes and novel approaches for educators in these education levels, with the view of increasing the next generations engagement and interest with food. This will enable a profitable and sustainable European Agri-Food sector in years to come, through development of consumers that are interested and invested in food, on a personal and/or career level. This activity is therefore, also of significance and importance to the wider European Agri-Food Sector and industry that stakeholders play a significant role in 2020 and throughout the project life cycle.

Competences to be developed/enhanced

The competences groupings that this activity will develop and enhance are:

1. Food systems
2. Problem solving
3. Communication

Food Systems:

- Activity across the three years will help develop and enhance the food systems competency. A profitable and sustainable European agri-food industry/system in the future is dependent on the next generation consumer being engaged with, educated and knowledgeable about food and the food system. In 2019, the project identified the base line educational tools, strategies and gaps related to food engagement across Europe. Year 2 (2020) activity will focus on approaches and responses increase engagement of next generation consumers, developing the first food champions that will 'champion' the value of food. Year 3 will focus on scaling up these approaches and endeavors.

Problem Solving:

- Co-creation and collaborative working between industry, researchers, educators and students in 2020 activity will contribute to the development and enhancement of the problem-solving competency.

- From gaps in tools/strategies/engagement identified in 2019, multi-disciplinary and inter-disciplinary teams will co-create new tools and strategies for food education/engagement and develop new strategies for industry communication with next generation consumers.
- The co-creation/collaborative approach/process to addressing problems and the provision of solutions will be evaluated.

Communication:

- IValueFood activities will help enhance the communication competency.
- The first food champions developed in WP3, will be instrumental in advancing this competency. They will be using various mediums of communication including digital and live events, to convey the IValueFood message and messages concerning the value of food to wide and diverse audiences, including next generation consumers.

Excellence of the programme

IValueFood activity presents a quality solution to addressing the perceived low engagement with food among next generation consumers. It uses innovative approaches to develop and disseminate tools, strategies and methods (such as the use of food champions), that will enhance food knowledge, engagement and appreciation among the next generation. In year 2, pilots to identify the most suitable methods, tools and strategies will be carried out. Pilots will include a 'quality assurance' element, where pilot efficacy will be evaluated for scale up suitability in year 3 activities. Furthermore, teaching and learning excellence will be embedded in WPs in 2020; a range of multi and inter-disciplinary stakeholders (industry, educators and researchers) will determine best practice for translating food engagement initiatives (as envisaged by the stakeholders) into viable education pathways, to enable the fostering of food knowledge and engagement in the next generation.

Knowledge Triangle Integration

IValueFood will mobilize the entire knowledge triangle through its proposed activities. Innovation will be mobilized through using innovative approaches, involving inter and multi-disciplinary teams, to enhance next generation consumers engagement with food. Such approaches include, co-reaction between consumers, industry, researchers, educators etc, and well as practical interventions to develop the first food champions. Knowledge gaps and learning needs concerning food and engagement, as identified in 2019, will be transformed into new and modified tools/ strategies/ programmes/ resources, for educational use that will ultimately benefit the wider society of next generation consumers. This addresses the education pillar. The greater knowledge/engagement with food among next generation food consumers, the more food aware and appreciative they will become, therefore supporting the European agri-food industry (business creation). Finally, through the use of food champions, activities can be linked into the communication pillar. Food champions will be actively communicating with and disseminating information about the value of food to next generation consumers, and society in general, via a number of mechanisms.

Gantt Chart



Download Gantt Chart

GANTT Chart IValueFood Year 2 (2020).pdf

Dissemination plan

Please describe the dissemination plan (max 1000 characters)

WP5 will ensure correct implementation of dissemination, including the correct use of logos. The dissemination plan will act on two levels in 2020.

Outputs:

The plan will facilitate the sharing of educational tools and strategies for engagement as identified in WPs 1, 2, 4. The plan will ensure promotion and communication of outputs from the WPs to the relevant audiences. The web-platform will be built upon from 2019, and will host shared resources for educators, as well as the Decision Model Framework, and act as a source of dissemination. Findings and results from the relevant work packages will also be disseminated at organised events, conferences etc, to a range of audiences, therefore showcasing the findings and partners involved.

Food Champion Community:

The very first food champions developed in 2020 will be an instrumental part of dissemination. They will communicate the IValueFood message across digital platforms and organised events.

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 supervisory and managerial level (max 1000 characters)

The IValueFood project is a Pan-European project, spanning 9 different countries, therefore the consortium could be deemed culturally and socio-economically diverse at a country level. The existing 2019 team is relatively balanced in terms of gender, with slightly more female counterparts (~60%) than male (~40%) based on an estimation of current employees within partner organisations working on IValueFood. It is envisaged a similar team will go forward into 2020. We will collect Gender aggregated data from the consortium on an annual basis to monitor for equality and diversity. Furthermore, QUB employs an Equality and Diversity Policy to ensure equality and diversity within QUB, at a partner level.

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 WPs have been designed to collect data from participants across a selection of our nine IValueFood partners, thereby ensuring cultural and socio-economic diversity at an organisational level. Participants for workshops etc will be recruited conveniently within the selected countries, but sampling will attempt to take into account diversity among participants, where reasonably practical. In terms of gender diversity, where reasonably practical, we will attempt to ensure workshops etc are balanced by gender. However, concessions may need to be made when a particular industry/sector/segment is dominated by a particular gender. Aggregated diversity data will be collect from participants to monitor for diversity.

4. SUSTAINABILITY

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

Suggested **Financial returns** to EIT FOOD

Mechanism

Select Mechanism (Required)

Partner Coordinating Sustainability

Select Partner from dropdown list (Required)

Describe the selected financial return mechanisms (max 1000 characters)

5. BUDGETS

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

KCAs		
	Carrier ID	C2001
	Carrier Title	Unit Cost per student
	Carrier Website	
	Carrier Description	Costs for this KCA have been determined using the average costs (€12,274) of teaching a student in biological sciences at QUB in the most recent reported period (17/18), based on national costing process of Transparent Approach to Costing. 2017/18 students in UG & PG courses are considered
	Partner	034 Queen's University Belfast
	Contact Person	Dean, S (Moir) Queen's University Belfast
	Why chosen	As this is an education project, the unit cost per student was deemed an appropriate KCA. Costs are determined using average costs of teaching a student in Biological Sciences at QUB for most recent reporting period (17/18) [€12,274 for FTE]. The process distinguishes between cost of teaching, research and other activities and is subject to annual audits. Teaching costs are expressed as an amount per Full Time Equivalent (FTE) on a subject related basis as defined by TRAC methodology
	Start / End Date	01-Jan-2018 31-Jul-2018
	Total KCA Amount	786,423 €
	Carrier ID	C2002
	Carrier Title	Research into food education in the Philippines
	Carrier Website	
	Carrier Description	Local approaches to supporting agricultural productivity and managing impacts of climate variability and change in indigenous communities in Aurora Province, Philippines. Research project funded by the British Council
	Partner	046 University of Reading
	Contact Person	Mauchline, A L (Alice) University of Reading
	Why chosen	This project is providing background information and knowledge regarding food production and educating consumers regarding their food.
	Start / End Date	01-Apr-2018 31-Mar-2020
	Total KCA Amount	131,777 €
	Carrier ID	C2003
	Carrier Title	Research into food education in the UK
	Carrier Website	
	Carrier Description	Knowledge Frontiers and Boundaries for the New UK. Funded by the British Academy
	Partner	046 University of Reading
	Contact Person	Mauchline, A L (Alice) University of Reading
	Why chosen	This project is focussed on improving knowledge availability to UK businesses regarding how products, processes and how innovation can be affected by external factors. This is directly related to

Start / End Date	helping businesses to develop closer links with their consumers, which is a focus of IValueFood. 03-Mar-2017 30-Mar-2018
Total KCA Amount	1,323 €
Carrier ID	C2004
Carrier Title	Shortfall in FEC
Carrier Website	
Carrier 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.
Partner	046 University of Reading
Contact Person	Mauchline, A L (Alice) University of Reading
Why chosen	This represents a shortfall in costs of €37,627 specific to this project. This shortfall of €37,627 will be used as KCA on this project.
Start / End Date	01-Jan-2020 31-Dec-2020
Total KCA Amount	37,627 €
Carrier ID	C2005
Carrier Title	Rising Food Star Input
Carrier Website	
Carrier Description	Costs for this KCA have been determined using the average costs for travelling and subsistence. Eligible KCA timeframe is between 17th November 2016 until 31st December 2020.
Partner	514 Flatev
Contact Person	Ruiz, CR 0787188499 (Carlos) Flatev
Why chosen	In order to get to important industry engagement / learning meetings and workshops and provide our inputs as Rising Food Star.
Start / End Date	17-Nov-2017 17-Nov-2020
Total KCA Amount	18,750 €
Carrier ID	C2006
Carrier Title	Know how in science communication and outreach
Carrier Website	
Carrier Description	EUFIC's core activities to understand consumers and communicate science-based information on food and health
Partner	016 EUFIC
Contact Person	McGrath, NM (Nina) EUFIC The European Food Information Council
Why chosen	With experience from many EU funded research projects, EUFIC has robust know-how on developing and implementing communication and dissemination strategies on a variety of research focused topics. EUFIC's expertise comes from 20 years of outreach directly with the general public via the web, online games, social media, videos, articles and infographics as well as via multipliers such as the media and health professionals. EUFIC's science-based content is available in 12 languages which ensures European as well as national outreach. For each communication campaign EUFIC carries out, we work with multipliers and influencers Europe wide. These influencers range from interest groups, health professionals, consumer groups to influential academics. For example, EUFIC runs a project called 'Speaking up for Science Action Network' where we provide easy to read overviews of the

	latest scientific consensus related to a misreported issue in the media. Our network, made up of young academics, senior, well known academics as well as science communicators, then respond in their own name, to the misrepresented story in the public debate. In addition, EUFIC carries out consumer research to find out what motivates people and publishes the results in impact factor journals.
Start / End Date	01-Jan-2019 31-Dec-2019
Total KCA Amount	206,250 €
Carrier ID	C2007
Carrier Title	DAGIS - Increased health and wellbeing project Erkkola
Carrier Website	
Carrier Description	Academy of Finland funded project among preschoolers and early educators
Partner	044 University of Helsinki
Contact Person	Erkkola, ME (Maijaliisa) University of Helsinki
Why chosen	Previous and ongoing experience in activities in preschool aged children aiming to improve health and wellbeing.
Start / End Date	01-Sep-2018 31-Dec-2020
Total KCA Amount	130,252 €
Carrier ID	C2008
Carrier Title	Salaries of permanent staff
Carrier Website	
Carrier Description	Salaries of permanent staff working on the KAVA related projects. Salaries covered from the UH basic funding obtained from the Ministry of Education.
Partner	044 University of Helsinki
Contact Person	Erkkola, ME (Maijaliisa) University of Helsinki
Why chosen	University Lecturers in Nutrition working as principal investigators in research projects in food and nutrition, lecturing on nutrition and health, and supervising doctoral students in the topic.
Start / End Date	01-Jan-2019 31-Dec-2020
Total KCA Amount	232,291 €
Carrier ID	C2009
Carrier Title	Unicef-fund
Carrier Website	
Carrier Description	Unicef funded food education activities among families with children.
Partner	044 University of Helsinki
Contact Person	Erkkola, ME (Maijaliisa) University of Helsinki
Why chosen	Building similar education capacity to address nutrition in families and children.
Start / End Date	01-Jan-2017 21-Dec-2017
Total KCA Amount	29,839 €
Carrier ID	C2010
Carrier Title	Scientific Culture Unit of the Universidad Autónoma de Madrid (UCCUAM) 2018

Carrier Website	
Carrier Description	The Scientific Culture Unit of the Universidad Autónoma de Madrid (UCCUAM) is a service ascribed to the Assistant Rector's Office for University Extension and Scientific Publication. Its objective is to foster and support activities contributing to the social communication of scientific knowledge.
Partner	006 Universidad Autónoma de Madrid
Contact Person	Fresno García, TFG (María Teresa) Universidad Autónoma de Madrid
Why chosen	The Scientific Culture Unit of the Universidad Autónoma de Madrid performs outreach activities to promote scientific culture among citizens researches in Public communication of science. Its activities include dissemination courses, the organization of the Science Week, a Scientific Coffee, etc. This corresponds to 2018 approximate budget.
Start / End Date	01-Jan-2018 31-May-2019
Total KCA Amount	144,375 €
Carrier ID	C2011
Carrier Title	IMDEA Food 2018
Carrier Website	
Carrier Description	IMDEA Food is a center specifically dedicated to the research, dissemination and innovation on the Food-Health arena. It contributes with 61875€ in KCAs towards the project derived from the salaries of IMDEA Food personnel that are derived from funding/source independent of EIT Food funding
Partner	097 IMDEA Food Institute
Contact Person	Latasa, MJ (Maria Jesus) IMDEA Food Institute
Why chosen	IMDEA Food personnel exclusively works in activities related to Food research and Functional Foods development, analysis, clinical evaluation, dissemination of results and transfer to society. The activities developed in IMDEA Food focus on the improvement of health and prevention of chronic diseases related to Nutrition and lifestyle, with some projects specifically addressed to school children, therefore providing the knowledge necessary to feed the proposed tasks.
Start / End Date	01-Jan-2018 31-Dec-2018
Total KCA Amount	61,875 €
Carrier ID	C2012
Carrier Title	Agreement to improve education and research activities
Carrier Website	
Carrier Description	The Compagnia di San Paolo Foundation signed an agreement with the University of Torino (2019-2020) to finance activities of the university in order to contribute to the improvement of education, research and public engagement, which a special focus of innovative education methods
Partner	047 University of Turin
Contact Person	Operti, L.O. (Lorenza) University of Turin Università degli Studi di Torino (Unito)
Why chosen	Due to the educational nature of the IValueFood, the KCA selected for this project are considered eligible to be included. More specifically the agreement contains specific funding sums related to the development of innovative teaching and novel educational tools of the University of Torino which is one of the added value in participating in this project. Furthermore the activities supported by this Agreement will aid in the promotion of international links between different higher education institutions and industry partners within the EIT network and beyond.
Start / End Date	01-Jan-2019 31-Dec-2020

Total KCA Amount	337,500 €
Carrier ID	C2013
Carrier Title	PTAG/144 Staff costs for AE JENKIN, Project Manager Schools (GPSEP)
Carrier Website	
Carrier Description	This KCA is staff costs for the Project Manager (Schools) for the Gatsby Plant Science Education Programme. This role has oversight of the programme's engagement with secondary school teachers in the UK, and creation of school teaching resources.
Partner	043 University of Cambridge
Contact Person	Jenkins, DM (Dan) University of Cambridge
Why chosen	The Project Manager has and will continue working on a number of projects to engage secondary school science teachers and their students with plant science using a variety of real life contexts. These projects include: maintaining and developing the Science and Plants for Schools website (saps.org.uk) designed to provide inspiration and teaching resources to support teachers in plant science related topics, with an emphasis on contexts such as food; having oversight over a residential summer school aiming to enthuse and inspire science teachers with plant science; follow-up support for alumni of this summer school; and supporting up to 10 teacher ambassadors and 40+ UK Teacher Training Institutions to deliver face-to-face teaching resource training to secondary school teachers. The Project Manager's insights from working on these projects will directly support the co-creation of teaching resources to engage secondary school students, particularly in designing engaging content of scientific importance for the target audience, and marketing to the target audience. The Project Manager will also manage the development of the resources with the co-creators.
Start / End Date	01-Jun-2017 31-Jul-2019
Total KCA Amount	112,203 €
Carrier ID	C2014
Carrier Title	Consumer and sensory research
Carrier Website	
Carrier Description	Matis leads sensory and consumer research in Iceland and takes part in national and international research, and provides sensory services for food industry in Iceland.
Partner	027 Matis
Contact Person	Sveinsdottir, K (Kolbrun) Matis Matis
Why chosen	Matis runs a trained sensory panel of 16 individuals and sensory facilities. Most projects are related to different processing and storage of foods and effects on food quality, and consumer liking and food related attitudes. This KCA was chosen as sensory perception and science helps us understand how consumers perceive, engage and experience food.
Start / End Date	02-Jan-2018 31-Dec-2020
Total KCA Amount	145,300 €
Carrier ID	C2015
Carrier Title	Nutrition support after hospital discharge in geriatric patients
Carrier Website	
Carrier Description	Aim of the project was to develop appetizing and likable products that improve the nutritional status of the geriatric patients. The emphasis was placed on developing products with soft texture, that are energy dense and high in protein, and that are easy to handle.

Partner	027 Matis
Contact Person	Sveinsdottir, K (Kolbrun) Matis Matís
Why chosen	This KCA was chosen as by developing more appetizing and appealing products, the target group of patients would be more engaged and interested in food
Start / End Date	02-Jan-2018 31-Dec-2020
Total KCA Amount	44,700 €
Carrier ID	C2016
Carrier Title	Costs of masters, PhD and Post graduate studies
Carrier Website	
Carrier Description	Costs for this KCA have been determined using the average costs of teaching a student at University of Warsaw Department of Psychology in the summer term 2017 (18.02.2017 – 30.09.2017)
Partner	048 University of Warsaw
Contact Person	Affeltowicz, DA (Daria) University of Warsaw
Why chosen	University of Warsaw is the largest and top ranked University in Poland with a great experience in developing and implementing master, PhD and postgraduate studies. The Faculty of Psychology is delivering courses that our focused toward sharing knowledge in psychology, including economic psychology. The graduates are capable of performing complex tasks in supporting business (both regional and international) from various sectors of business. The chosen KCA is relevant to the project and University's expertise will be the basis to lead the students projects focused on business needs.
Start / End Date	18-Feb-2017 30-Sep-2017
Total KCA Amount	262,500 €
Carrier ID	C2017
Carrier Title	Consumer and sensory science course
Carrier Website	
Carrier Description	The course is taught at BSc level at the University of Iceland.. The course covers different methods of sensory evaluation, such as difference tests, descriptive and hedonic tests and how sensory methods are applied in different situations, such as in quality control and product development.
Partner	027 Matis
Contact Person	Sveinsdottir, K (Kolbrun) Matis Matís
Why chosen	This KCA was chosen as it links to factors influencing food choice, food involvement and methods to evaluate and measure responses to different food situations. These are important aspects for IValueFood as how people learn about and perceive and sense food are believed to link to consumers engagement with food.
Start / End Date	02-Jan-2018 31-Dec-2020
Total KCA Amount	21,000 €
Carrier ID	C2018
Carrier Title	New delicates from the sea, inspired by traditions
Carrier Website	
Carrier Description	The project is an educational and communication project, with the aim of increasing the use and knowledge of traditional foods from the sea. Focus is e.g. placed on desalted fish.. The project is a

Partner	collaborative study of researchers, chefs and producers of salt-cured cod.
Contact Person	027 Matis Sveinsdottir, K (Kolbrun) Matis Matís
Why chosen	This KCA was chosen due to the educational synergies between it and IValueFood. This project aims to increase knowledge and use of traditional foods from the sea. Similarly, IValueFood aims to increase knowledge and engagement with food in general.
Start / End Date	02-Jan-2019 31-Dec-2020
Total KCA Amount	59,000 €
Carrier ID	C2019
Carrier Title	Nordcultour
Carrier Website	
Carrier Description	The awareness about the importance of culinary heritage has been increasing all over the Nordics. In addition, sustainable food production and tourism has also been increasing. This raise questions about how dynamic forces, e.g. global warming and culinary heritage influence consumer behavior.
Partner	027 Matis
Contact Person	Sveinsdottir, K (Kolbrun) Matis Matís
Why chosen	This KCA is concerned about the interplay between culinary heritage and dynamic forces, such as sustainability, and as such, the impact on consumer behavior. IValueFood encompasses long term behavior change in next generation audiences via methods such as food champion development. Iceland's Culinary Treasures is leading the project in cooperation with Iceland's Tourism Cluster and Matís. Nordic participants in the project come from Norway, Denmark, Greenland, the Faroe Islands, Finland, Åland Islands and Sweden.
Start / End Date	02-Jan-2019 31-Dec-2020
Total KCA Amount	89,000 €
Carrier ID	C2020
Carrier Title	UNUFTP- United Nations Fisheries Training Programme
Carrier Website	
Carrier Description	Matis provides courses, training, supervision and projects for the students of UNUFTP. The UNU-FTP operates in collaboration with academic institutions, private fishing companies, governmental institutions and research firms. Each year, the UNU-FTP offers a 6-month training course in Iceland.
Partner	027 Matis
Contact Person	Sveinsdottir, K (Kolbrun) Matis Matís
Why chosen	As IValueFood is an educational project, this KCA is deemed eligible. The aim of this course is to strengthen the professional capacity of UNU-FTP Fellows to actively contribute to the work done in their organizations and to recognize development potential in their home countries. The 6-month training course runs from September to February, and is divided into three parts; the introductory course, the specialization line, and the individual research project. In addition to the educational aspect, this KCA also helps strengthen international links with industry.
Start / End Date	02-Jan-2018 31-Dec-2020
Total KCA Amount	148,000 €

KCA ID	KCA Title	Partner	KCA Year	Budget
C2001	Unit Cost per student	034 Queen's University Be	2018	786,423 €
C2002	Research into food education in the Philippines	046 University of Reading	2020	47,919 €
C2002	Research into food education in the Philippines	046 University of Reading	2019	47,919 €
C2002	Research into food education in the Philippines	046 University of Reading	2018	35,939 €
C2003	Research into food education in the UK	046 University of Reading	2018	331 €
C2003	Research into food education in the UK	046 University of Reading	2017	992 €
C2004	Shortfall in FEC	046 University of Reading	2020	37,627 €
C2005	Rising Food Star Input	514 Flatev	2020	4,688 €
C2005	Rising Food Star Input	514 Flatev	2019	4,688 €
C2005	Rising Food Star Input	514 Flatev	2018	4,687 €
C2005	Rising Food Star Input	514 Flatev	2017	4,687 €
C2006	Know how in science communication and outreach	016 EUFIC	2019	206,250 €
C2007	DAGIS - Increased health and wellbeing project Erkkola	044 University of Helsinki	2020	130,252 €
C2008	Salaries of permanent staff	044 University of Helsinki	2019	116,145 €
C2008	Salaries of permanent staff	044 University of Helsinki	2020	116,146 €
C2009	Unicef-fund	044 University of Helsinki	2017	29,839 €
C2010	Scientific Culture Unit of the Universidad Autónoma de Madrid (UCCUAM) 2018	006 Universidad Autónoma	2018	100,000 €
C2010	Scientific Culture Unit of the Universidad Autónoma de Madrid (UCCUAM) 2018	006 Universidad Autónoma	2019	44,375 €
C2011	IMDEA Food 2018	097 IMDEA Food Institute	2018	61,875 €
C2012	Agreement to improve education and research activities	047 University of Turin	2019	337,500 €
C2013	PTAG/144 Staff costs for AE JENKIN, Project Manager Schools (GPSEP)	043 University of Cambridge	2019	33,245 €
C2013	PTAG/144 Staff costs for AE JENKIN, Project Manager Schools (GPSEP)	043 University of Cambridge	2018	49,868 €
C2013	PTAG/144 Staff costs for AE JENKIN, Project Manager Schools (GPSEP)	043 University of Cambridge	2017	29,090 €
C2014	Consumer and sensory research	027 Matis	2020	59,800 €
				2,999,985 €

KCA ID	KCA Title	Partner	KCA Year	Budget
C2014	Consumer and sensory research	027 Matis	2019	44,000 €
C2014	Consumer and sensory research	027 Matis	2018	41,500 €
C2015	Nutrition support after hospital discharge in geriatric patients	027 Matis	2020	14,900 €
C2015	Nutrition support after hospital discharge in geriatric patients	027 Matis	2019	14,900 €
C2015	Nutrition support after hospital discharge in geriatric patients	027 Matis	2018	14,900 €
C2016	Costs of masters, PhD and Post graduate studies	048 University of Warsaw	2018	262,500 €
C2017	Consumer and sensory science course	027 Matis	2020	7,000 €
C2017	Consumer and sensory science course	027 Matis	2019	7,000 €
C2017	Consumer and sensory science course	027 Matis	2018	7,000 €
C2018	New delicacies from the sea, inspired by traditions	027 Matis	2020	7,000 €
C2018	New delicacies from the sea, inspired by traditions	027 Matis	2019	52,000 €
C2019	Nordcultour	027 Matis	2020	52,000 €
C2019	Nordcultour	027 Matis	2019	37,000 €
C2020	UNUFTP- United Nations Fisheries Training Programme	027 Matis	2020	74,000 €
C2020	UNUFTP- United Nations Fisheries Training Programme	027 Matis	2018	74,000 €
				2,999,985 €

Tasks

Catalyst ID	A2001
Task Title	Activity Management
Task Description	Management of the Activity
Task Type	Project or Programme Management
Task Leader	Brereton, P A (Paul) Queen's University Belfast
Start / End Date	01-Jan-2020 31-Dec-2020
Deliverable Reference	104 Communication and Dissemination
Total Costs	85,582 €
Catalyst ID	A2002
Task Title	Modification and piloting of selected tools/strategies for engagement with next generation consumers
Task Description	Based on the scalability and the appropriateness results of year 1, selected existing tools and strategies discovered in year 1 will be modified (if applicable) for testing among students and educators for feasibility. WP1 will evaluate and assess the results from year 1 to determine the most appropriate tools and strategies to be taken forward for piloting in 2 areas with perceived low food

<p>Task Type</p> <p>Task Leader</p> <p>Start / End Date</p> <p>Deliverable Reference</p> <p>Total Costs</p>	<p>engagement. Any modifications to content will be supported by people working locally in the food industry, and educators. For example, in QUB project, Daire (in Northern Ireland), food-related educational activities were modified and developed and subsequently delivered (videos, lesson plans, worksheets, talks, visits, and practical activities such as experiments) in line with the primary school curriculum, as part of an education food engagement strategy. The content spans all disciplines across the food supply from farmers, chefs, nutritionists, regulators. A similar approach will be taken for IValueFood. The pool of tools/content from the EIT Food School Network will also be examined to determine their relevance and required modifications, if applicable. The efficacy of tools/strategies/programmes will be evaluated against defined criteria to assess what tools/strategies/programmes will be taken forward (with/without further modifications) for implementation in Year 3.</p> <p>Consumer Engagement</p> <p>Erkkola, ME (Maijaliisa) University of Helsinki</p> <p>01-Jan-2020 31-Dec-2020</p> <p>103 Report on tools and strategies</p> <p>165,076 €</p>
<p>Catalyst ID</p> <p>Task Title</p> <p>Task Description</p> <p>Task Type</p> <p>Task Leader</p> <p>Start / End Date</p> <p>Deliverable Reference</p> <p>Total Costs</p>	<p>A2003</p> <p>Education & Engagement of Consumers via co-creation of new tools/ strategies</p> <p>Informed by food engagement gaps identified in year 1, work package 2 will create new tools and strategies to engage and educate next generation consumers on food, with a focus on the tertiary and secondary education levels. Initially, co-creation among researchers, educators, industry and students will focus on understanding how to educate and engage tertiary level next generation consumers on food via tools and strategies. Using an iterative process via co-creation workshops (approximately 2 per country), completed in two countries (UK and Iceland) aim to determine: 1. What do students want to know about food, i.e. what are the key aspects of food that interest them? What forms and sources of information do they prefer? 2. What do industry and educators believe they should know? (e.g. that food is produced, procured, transported and processed via a complex system to reach a consumer's plate) 3. How to translate points 1 & 2 into viable education pathways (i.e. the appropriate tools and strategies that could be utilised) 4. Co-design and create viable tools and strategies as a collaborative group Additionally, workshops focusing on secondary education will be completed in a further two countries (UNITO and Cambridge). These secondary focused workshops aim to co-create new tools/strategies/resources for secondary education and understand any differences in strategies/approaches to be taken for this education level versus the tertiary education level. These workshops will not directly involve students and will utilise educators as a go between students and industry.</p> <p>Consumer Engagement</p> <p>Affeltowicz, DA (Daria) University of Warsaw</p> <p>01-Jan-2020 31-Dec-2020</p> <p>104 Report on co-creation for education & engagement of consumers</p> <p>214,695 €</p>
<p>Catalyst ID</p> <p>Task Title</p> <p>Task Description</p>	<p>A2004</p> <p>Developing the 1st IValue Food champions</p> <p>The main aim of this WP is to identify different ways of successfully developing the first food champions via practical intervention strategies. The strategies will be piloted and tested for efficacy</p>

<p>Task Type</p> <p>Task Leader</p> <p>Start / End Date</p> <p>Deliverable Reference</p> <p>Total Costs</p>	<p>on students. These Food Champions will start to promote and communicate the value of food to the next generation of consumers in year 3 of the project. The first food champions will be instrumental in communicating the IValueFood messages and therefore, this WP links extensively to communication and dissemination activities in WP5. WP3 ultimately aims to help with the recruitment, engagement and empowerment of food champions. Established projects/links within the EIT Food network can be used to help with recruitment of food champions, where applicable, e.g. Food Ambassadors. Different methods will be trialed in different countries including Iceland, Spain and the UK. Iceland: - In Iceland (collaboration between Matis and University of Iceland), we will pilot another hands-on approach of engaging next generation consumer, via use of an Icelandic food ambassador to work with students under the age of 18. The food star will educate students about food and providing them with practical experiences with food, e.g. science meets food. Additionally, twining activities could be executed where families with children are connected/twinned with producers (fishermen/farmers)/chefs. These tasks would could be linked to WP4 in the MAKEIT project. Madrid: - Within Madrid, UAM will create a community of young scientists (the future food champions) that will disseminate Food Science and food engagement to the general public through different activities and media including social media. Initially, an existing course at UAM (which targets scientists/communicators around campus to teach them how to communicate scientific information to all audiences), will be adapted as a workshop activity and offered to the community of young scientists. - UAM currently participates in an EIT Food project where the participants (both young and senior researchers) specifically address Food communication and dissemination. Participants attended and participate in the European Researchers' Night, Women and Girls in Science Week, or the Science Coffee (an activity developed by UAM where scientist on campus talk about certain topics in a relaxed non-academic environment and which is open to all audiences). - These approaches will be replicated and adapted as appropriate to specifically address the development of the first food champions UK: - QUB will twin with an institution in the Basque region such as the BCC to explore and learn about new ways to engage young consumers with food and to promote a positive food culture similar to that existing in the Basque country. - In Belfast, a 'Txoko' style get together for cooking and socialising with food will be tested with young consumers who may/ may not have cooking and food skills. Different ways of upskilling the necessary skills as well as encouraging involvement and dissemination will be tried out.</p> <p>Consumer Engagement</p> <p>Brereton, P A (Paul) Queen's University Belfast</p> <p>01-Jan-2020 31-Dec-2020</p> <p>105 Report on 1st Food Champions</p> <p>174,975 €</p>
<p>Catalyst ID</p> <p>Task Title</p> <p>Task Description</p>	<p>A2005</p> <p>Industry re-learning novel ways to communicate with next generation consumers</p> <p>While WP2 focuses on co-creating tools and strategies, WP4 concentrates on helping industry learn/re-learn how to communicate with next generation audiences, outside of the typical marketing streams of communication. This work package will focus on industry's current engagement and communication patterns with consumers to investigate how best they could communicate with future consumers about food. The objective is to help industry (for example, producers, processor and retailers) re-learn how they could communicate with consumers in a constructive, positive and healthy way. Learnings from WP2 will be used to inform and direct WP4. Industry partners from the three pilot countries will be invited to work on this work package with consumers and participate in workshops using a range of student/industry communication techniques for example, reversed</p>

<p>Task Type</p> <p>Task Leader</p> <p>Start / End Date</p> <p>Deliverable Reference</p> <p>Total Costs</p>	<p>‘Dragon’s Den’ type scenarios, if deemed suitable. In each country, 3 workshops will be carried out with students (n=1) and industry (n=1), as well as a combined workshop/collaborative activity (n=1), where industry could pitch their new means of communication to students or collaborate on a relevant educational food topic, e.g. Food waste. This workshop/ industry-student collaboration will be used to evaluate industry ideas. Student workshops will be completed to explore how students or educators perceive industry’s current food related messages. Results from the student workshops will be provided as stimuli at the industry workshops/collaborations to generate conversation on new mechanisms/means of communicating/engaging with young consumers. The industry partner’s level of involvement and the process of engagement will be documented and evaluated for efficacy and outcomes used to determine the usefulness of this type of co-creation.</p> <p>Business Development</p> <p>Sveinsdottir, K (Kolbrun) Matis</p> <p>01-Feb-2020 30-Nov-2020</p> <p>101 Report on industry communication to consumers</p> <p>212,792 €</p>
<p>Catalyst ID</p> <p>Task Title</p> <p>Task Description</p> <p>Task Type</p> <p>Task Leader</p> <p>Start / End Date</p> <p>Deliverable Reference</p> <p>Total Costs</p>	<p>A2006</p> <p>Communication and Dissemination</p> <p>IValueFood’s main communication and dissemination strategy objectives are to: - Facilitate sharing and implementation of the new and improved educational/engagement tools identified in WP1,2 & 4. An effective and targeted dissemination plan will be designed with the goal of promoting the use of outputs from these WPs among key audiences (e.g. educators and national/local authorities). Existing networks such as, the European SchoolNet will be utilised to help with dissemination of outputs/findings. Extending WP5 from year 1, an appealing web-platform to represent at "international" level, where students meet (previous activities will be mainly at local level) will be built. In addition, there will be an area dedicated to educators (and other stakeholders) where the educational resources can be shared for use including the existing Decision Model Framework, existing EIT Food tools (such as the Good of Food Kit) and resources (such as Interactive ‘See and Eat’ books). WP5 will also design an evaluation process to measure uptake/improvement in food knowledge and engagement among the end users of the educational tools. - Support and provide mechanisms for maximising the communication and dissemination for the concept by the Food Champion community (WP3) through digital media and live events. Online and offline communication opportunities will be identified to maximise the impact and outreach of the voices of the Food Champions (social media channels, e-twinning, EIT Food Ambassador events etc)</p> <p>Dissemination and Events</p> <p>Dino, AD (Alessia) University of Turin</p> <p>01-Jan-2020 31-Dec-2020</p> <p>102 Report on Communication and Dissemination</p> <p>146,875 €</p>

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	034 Queen's University Be	0.83	58,466	0	0	0	10,000	0	0	0	0	17,116	0	85,582	85,582	0
2020	A2002	034 Queen's University Be	0.36	20,000	0	0	0	0	0	10,000	0	0	7,500	0	37,500	37,500	0
2020	A2002	044 University of Helsinki	0.90	43,740	0	0	0	5,500	0	3,000	0	0	13,060	0	65,300	65,300	0
2020	A2002	046 University of Reading	0.06	3,636	0	0	0	0	0	0	0	0	909	0	4,545	4,545	0
2020	A2002	006 Universidad Autónoma	0.10	5,000	0	0	0	1,000	0	0	0	0	1,500	0	7,500	7,500	0
2020	A2002	023 Koppert	0.00	0	0	0	0	5,000	0	0	0	0	1,250	0	6,250	6,250	0
2020	A2002	027 Matis	0.04	5,000	5,000	0	0	0	0	0	0	0	1,250	0	11,250	11,250	0
2020	A2002	048 University of Warsaw	0.50	19,585	0	0	0	2,000	0	2,100	0	0	5,921	0	29,606	29,606	0
2020	A2002	514 Flatev	0.00	0	0	0	0	2,500	0	0	0	0	625	0	3,125	3,125	0
2020	A2003	514 Flatev	0.00	0	0	0	0	2,500	0	0	0	0	625	0	3,125	3,125	0
2020	A2003	097 IMDEA Food Institute	0.02	1,000	0	0	0	500	0	4,000	0	0	1,375	0	6,875	6,875	0
2020	A2003	048 University of Warsaw	0.80	25,675	0	0	0	1,000	0	2,230	0	0	7,226	0	36,131	36,131	0
2020	A2003	047 University of Turin	0.28	25,000	0	0	0	2,500	0	0	0	0	6,875	0	34,375	34,375	0
2020	A2003	043 University of Cambridge	0.50	22,721	0	0	0	4,000	0	3,200	0	0	7,480	0	37,401	37,401	0
2020	A2003	027 Matis	0.24	27,000	0	0	0	0	0	0	0	0	6,750	0	33,750	33,750	0
2020	A2003	046 University of Reading	0.06	3,636	0	0	0	0	0	0	0	0	909	0	4,545	4,545	0
2020	A2003	044 University of Helsinki	0.34	15,795	0	0	0	500	0	500	0	0	4,198	0	20,993	20,993	0
2020	A2003	034 Queen's University Be	0.36	20,000	0	0	0	0	0	10,000	0	0	7,500	0	37,500	37,500	0
2020	A2004	034 Queen's University Be	0.90	50,000	0	0	0	0	0	10,000	0	0	15,000	0	75,000	75,000	0
2020	A2004	027 Matis	0.20	24,480	20,000	0	0	0	0	0	0	0	6,120	0	50,600	50,600	0
2020	A2004	006 Universidad Autónoma	0.50	25,000	0	0	0	2,500	0	5,000	0	0	8,125	0	40,625	40,625	0
2020	A2004	016 EUFIC	0.08	7,000	0	0	0	0	0	0	0	0	1,750	0	8,750	8,750	0
2020	A2005	016 EUFIC	0.04	3,500	0	0	0	0	0	0	0	0	875	0	4,375	4,375	0
2020	A2005	027 Matis	0.44	50,000	5,000	0	0	5,000	0	0	0	0	13,750	0	73,750	73,750	0
2020	A2005	034 Queen's University Be	0.09	5,000	0	0	0	0	0	6,534	0	0	2,883	0	14,417	14,417	0
2020	A2005	044 University of Helsinki	0.75	35,100	0	0	0	0	0	500	0	0	8,900	0	44,500	44,500	0
Total			10.44	618,335	30,000	0	0	60,300	0	97,364	0	0	193,996	0	999,995	999,995	0

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	A2005	046 University of Reading	0.48	29,091	0	0	0	5,300	0	3,300	0	0	9,422	0	47,113	47,113	0
2020	A2005	048 University of Warsaw	0.40	14,410	0	0	0	2,000	0	1,000	0	0	4,352	0	21,762	21,762	0
2020	A2005	097 IMDEA Food Institute	0.02	1,000	0	0	0	500	0	4,000	0	0	1,375	0	6,875	6,875	0
2020	A2006	097 IMDEA Food Institute	0.02	1,000	0	0	0	500	0	4,000	0	0	1,375	0	6,875	6,875	0
2020	A2006	047 University of Turin	0.63	42,000	0	0	0	2,500	0	18,000	0	0	15,625	0	78,125	78,125	0
2020	A2006	034 Queen's University Be	0.09	5,000	0	0	0	0	0	0	0	0	1,250	0	6,250	6,250	0
2020	A2006	016 EUFIC	0.41	29,500	0	0	0	5,000	0	10,000	0	0	11,125	0	55,625	55,625	0
Total			10.44	618,335	30,000	0	0	60,300	0	97,364	0	0	193,996	0	999,995	999,995	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	006 Universidad Autónoma	0.60	30,000	0	0	0	3,500	0	5,000	0	0	0	9,625	48,125	48,125	0
2020	016 EUFIC	0.53	40,000	0	0	0	5,000	0	10,000	0	0	0	13,750	68,750	68,750	0
2020	023 Koppert	0.00	0	0	0	0	5,000	0	0	0	0	0	1,250	6,250	6,250	0
2020	027 Matis	0.92	106,480	30,000	0	0	5,000	0	0	0	0	0	27,870	169,350	169,350	0
2020	034 Queen's University Be	2.63	158,466	0	0	0	10,000	0	36,534	0	0	0	51,249	256,249	256,249	0
2020	043 University of Cambridge	0.50	22,721	0	0	0	4,000	0	3,200	0	0	0	7,480	37,401	37,401	0
2020	044 University of Helsinki	1.99	94,635	0	0	0	6,000	0	4,000	0	0	0	26,158	130,793	130,793	0
2020	046 University of Reading	0.60	36,363	0	0	0	5,300	0	3,300	0	0	0	11,240	56,203	56,203	0
2020	047 University of Turin	0.91	67,000	0	0	0	5,000	0	18,000	0	0	0	22,500	112,500	112,500	0
2020	048 University of Warsaw	1.70	59,670	0	0	0	5,000	0	5,330	0	0	0	17,499	87,499	87,499	0
2020	097 IMDEA Food Institute	0.06	3,000	0	0	0	1,500	0	12,000	0	0	0	4,125	20,625	20,625	0
2020	514 Flatev	0.00	0	0	0	0	5,000	0	0	0	0	0	1,250	6,250	6,250	0
Total 2020		10.44	618,335	30,000	0	0	60,300	0	97,364	0	0	0	193,996	999,995	999,995	0

BUDGET OVERVIEW

EIT Funding (€)	999,995.00 €
Partners Co-Funding (€)	0.00 €
Total KAVA Funding (€)	999,995.00 €
KCA Funding (€)	2,999,985.00 €
Co-Funding Leverage (%)	0.00 %
EIT Leverage (%)	75.00 %
Total FTE	10.44 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 618,335.00 €. The planned FTE for the catalysts tasks sums up to 10.44 FTE with an average cost of 59,227.49 € / 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.

A total of 10.44 FTE (€618,335) is allocated to this project, with an average cost of €48,007.8/ FTE).

In 2020, together with the PI, investigators will complete 5 WPs, in addition to a 6th management WP (QUB only). The majority of work will be completed by staff members employed at post-doctoral level, with some strategic oversight and management at a senior level.

MAIN EFFORTS PER WP:

A2001(WP6): Project Management WP.

A2002 (WP1): Modification and piloting existing tools and strategies (identify in year 1) with students in 2 pilot countries. For example, in QUB project, Daire (in Northern Ireland), food-related educational activities were modified and developed and subsequently delivered- a similar approach will be taken.

A2003 (WP2): Co-creation workshops among researchers, educators, industry and students to understand how to educate and engage secondary and tertiary level next generation consumers on food via tools and strategies.

A2004 (WP3): Practical intervention strategies to identify different ways of successfully developing the first food champions. Strategies will be piloted and tested for efficacy.

A2005 (WP4): Workshops with industry and students to investigate industry's current engagement and communication patterns with consumers and how best they could communicate with future consumers about food constructive, positive and healthy way.

A2006 (WP5): Development of a communication and dissemination strategy to enable dissemination of outputs from the project but also to provide mechanisms and support for the Food Champion community to enable them to communicate and disseminate the IValueFood messages.

BY PARTNER:

QUB:

Total FTE: 2.63 (€158,466)

Ave: €60,253/ FTE

A2001: 0.83 FTE (€50,010)

A2002: 0.36 FTE (€21,691)

A2003: 0.36 FTE (€21,691)

A2004: 0.90 FTE (€54,227)

A2005: 0.09 FTE (€5,423)

A2006: 0.09 FTE (€5,423)

UAM

Total FTE: 0.6 (€30,000)
Ave: €50,000/ FTE
A2002: 0.1 FTE (€5000)
A2004: 0.50 FTE (€25,000)

EUFIC

Total FTE= 0.53 FTE (€40,000)
Ave: €75,472/ FTE
A2004: 0.08 FTE (€50,000)
A2005: 0.04 FTE (€3500)
A2006: 0.41 FTE (€29500)

Koppert:

Total FTE=0

Matis:

Total FTE: 0.92 (€106,480)
Ave: €115,739
A2002: 0.04 FTE (€5000)
A2003: 0.24 FTE (€27,000)
A2004: 0.20 FTE (€24,480)
A2005: 0.44 FTE (€50,000)

Cambridge:

Total FTE: 0.5 (€22,271)
Ave: €44,542/FTE
A2003: 0.5 FTE (€22,721)

Helsinki:

Total FTE: 1.99 (€94,635)
Ave: €47,555/FTE
A2002: 0.90 FTE (€43,740)
A2003: 0.34 FTE (€15,195)
A2005: 0.75 FTE (€34,100)

Reading:

Total FTE: 0.6 (€36,363)
Ave: €60,605/FTE
A2002: 0.06 FTE (€3636)
A2003: 0.06 FTE (€3636)
A2005: 0.48 FTE (€29,091)

UNITO:

Total FTE: 0.91 (€67,000)
Ave: €73,626/FTE
A2003: 0.28 FTE (€25,000)
A2006: 0.63 FTE (€42,000)

Warsaw:
Total FTE: 1.7 (€59,670)
Ave: €35,000/FTE
A2002: 0.50 FTE (€19,585)
A2003: 0.80 FTE (€25,675)
A2005: 0.40 FTE (€14,410)

IMDEA:
Total FTE: 0.06 (€3000)
Ave: €50,000/FTE
A2003: 0.36 FTE (€1000)
A2005: 0.09 FTE (€1000)
A2006: 0.09 FTE (€1000)

Flatev:
Total FTE= 0

BY WP:
A2001 (WP6)
-0.83 FTE (average €58466) researchers for WP6 (QUB)
A2002 (WP1):
- 1.96 FTE (average €49,469) researchers for WP1
A2003 (WP2):
-2.60 FTE (average €54,164) researchers for WP2
A2004 (WP3)
-1.68 FTE (average €63,381) researchers for WP3
A2005 (WP4)
-2.22 FTE (average €62,207) researchers for WP4
A2006 (WP5)
-1.15 FTE (average €21,588) researchers for WP5

B Sub-contracting Justification (max 1000 characters)
Costs to an amount of 30,000.00 €.

€30K of subcontracting costs have been anticipated by Matis. The subcontractor will be responsible for carrying out and delivering some sub tasks on time across WPs 1 (A2002), 3 (A2004) and 4 (A2005).

D1 Travel and subsistence Justification (max 1000 characters)
Costs to an amount of 60,300.00 €.

In total, there are 12 partner organisation involved in year 2. 10 partners (excluding QUB and Helsinki), on average, were allocated 5K for travel and subsistence. Partners were given the autonomy to reduce their travel budget and reallocate to another category if they saw fit. However, on average the travel and subsistence budget was €4430 for these 10 partners, and was allocated to enable partners to travel to and attend partner meetings (~3), workshops (16/17 in total) and events. Helsinki was allocated a total of 6K, as they have agreed to run a specific IValueFood event in 2020 which will require additional travel and subsistence budget. QUB were allocated the largest proportion at 10K, and this is to cover additional subsistence costs associated with planned consortium meetings and fund external 'experts' travel in 2020.

Approximately 3 partner meetings will occur in 2020: January 2020, June 2020 and November 2020.
Approximately 16/17 workshops across several WPs and partners will be carried out on 2020.

D3 Cost of other goods and service

Justification (max 1000 characters)

Costs to an amount of 97,364.00 €.

€91,364 has been allocated to goods and services costs to enable activities to be carried out effectively. A summary of the types of goods and services to be acquired are detailed below.

It will cover the costs associated with acquiring or renting equipment and materials such as teaching resources (WP1), as well as costs associated with holding meetings, events, workshops (WP2 and 4) and practical interventions (WP3), e.g. room rental, catering and services.

In addition, it will also cover costs associated with WP5, for the further development of communication platforms and promotional material.

6. FEEDBACK

	Subject	Message	Sent On
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Time Stamp: 22 May 2019 12:15 PM