

## 0. START HERE

Area ? ★ Education

Segment ? ★ 1.6 Grand Challenges

New or Existing Activity ? ★  New Activity  Continuation of Existing Activity

Proposed Activity Title ? ★ IValueFood

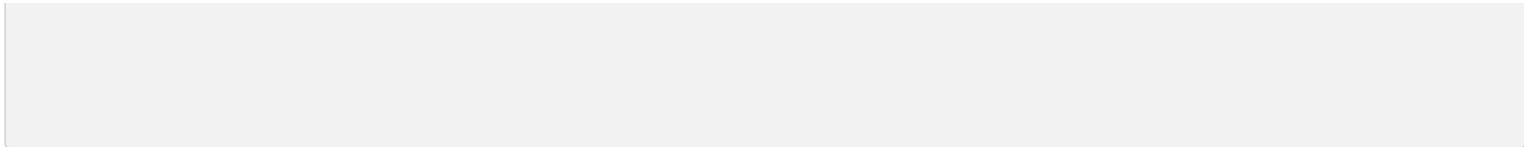
Generated ID ? 19152

Start / End Date ? ★

Activity intends to contribute to EIT Food financial sustainability ? ★  Yes  No

Activity should be considered for RIS funding ? ★  Yes  No

Public Activity Description (max 1000 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 school to university. 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 stars" 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.




**PLEASE**

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

**1. CONTACTS**

Activity Title		IValueFood
Generated ID		19152
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  "/> ▼
Email Activity Leader		<input type="text" value="paul.brereton@qub.ac.uk"/>

Specify <b>All involved EIT Food partners</b> (including the lead partner, Linked Third Parties and Rising Food Stars Partners)	 ★	Partner Description
		<input type="text" value="006 - Universidad Autónoma de Madrid"/>
		<input type="text" value="007 - AZTI"/>
		<input type="text" value="016 - EUFIC"/>
		<input type="text" value="023 - Koppert"/>
		<input type="text" value="027 - Matis"/>
		<input type="text" value="034 - Queen's University Belfast"/>
		<input type="text" value="042 - Technion"/>
		<input type="text" value="043 - University of Cambridge"/>
		<input type="text" value="044 - University of Helsinki"/>
		<input type="text" value="046 - University of Reading"/>
		<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"/> ▼

Specify **All involved EIT Food partners** (including the lead



Partner Description
047 - University of Turin
048 - University of Warsaw
513 - Eskesso
514 - Flatev
Select a EIT Food Partner / Rising Food Star from this dropdown list to add it to your list of involved partners

Area - Segment



Education - Grand Challenges

Functional Director



van der Kamp, M. (Maarten) | EIT Food |

Email Functional Director



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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*

Activity Title



IValueFood

Generated ID



19152

**Activity Purpose:** crisp, in the style of an elevator pitch (max 500 characters)



IValueFood aims to address the growing erosion of society's engagement with the food that it consumes. Novel approaches will be used to engage, educate and empower the next generation in specific areas within Europe where food engagement is poor. The new food champions will promote and the communicate the IValueFood concept across Europe and beyond and help future generations value food and make the best choices in the food that they eat.

Link to **Strategic Objectives**



Strategic Objective	Description	% of Activity
Strategic Objective 5: Skills gap: Educate to engage, innovate and advance	IValueFood will produce the next generation of Food Champions who will be 1) knowledgeable, 2) highly engaged, 3) passionate about food, 4) excellent communicators who are highly proficient in digital technology platforms. The food champions will fulfil key stakeholder roles in the future and ensure that European citizens of the future will make improved decisions about the food they eat in terms of health, well being and their local agri-food economy.	100

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



IValueFood is structured in 3 phases  
 Year 1 -Information gathering and development  
 Year 2- Pilot studies and feedback  
 Year 3- Implementation and scaling up

As such some of the key benefits of the Grand Challenge will not be realised until the impact of IValueFood have been realised on the education of our next generation. A summary of the short and longer term outcomes and impacts are summarised below:

#### Short term (within 3 years)

- The establishment of a pan European network of children and students across Europe who are very food aware
- Fit for purpose food education and engagement tools for the youth of today
- A large pan-European cohort of passionate, proactive and knowledgeable food champions
- New participative training programmes for industry on how best to co-create learning on food values
- Next generation led digital communication platform(s) with minimum of 200,000 subscribers by 2021

#### Longer term (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
- 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 consumers choices and values. Similarly exports to developing economies increase as their citizens demand high quality European products with assured integrity

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



The 2019 work plan is very much the building phase of the IValueFood vision. Pilot implementation takes place in Y2 with pan-european scaling up in Y3.

Objectives Y1:

- To collate and evaluate existing tools, strategies, engagement related to pre-schools to students to identify existing capabilities and possible modifications
- To identify the needs, wants, barriers and aspirations and lived experiences of different stakeholders.

- To co-create tools, lesson plans, decision making framework and strategies to be used with the next generation
- To set up a stakeholder platform for the new food champions and others to disseminate the new tools to foster greater engagement and communication with the food industry and other stakeholders within the EU

Activity 1: To collate and evaluate existing tools, strategies for engagement related to pre-schools to university students to identify existing capabilities and possible modifications to be addressed in Activity 4. Partners' existing projects, networks of pedagogical methods and associated networks will be used to gain access to this information. (Lead Helsinki, & all except EUFIC).

Milestone (M)1 (month 3) Collation of existing relevant tools, strategies, methods and programmes of engagement relating to next generation consumers from European countries.

M2 (month 4) Collation of assessment methods and kits for outcome measurement of the tools. This will be linked to, but not duplicate, Grand Challenge 02 Toolkids.

M3 (month 8) Creation of a matrix of tools and assessments for different age-groups and different stakeholders.

M4 (month 12). Evaluate tools/strategies for scalability

M5 (month 12). A circulation strategy for the matrix of tools and assessments will be designed and executed.

Activity 2: To identify the needs, wants, barriers and aspirations of different stakeholders related to food engagement, food use and food knowledge. (Lead QUB & Helsinki, Warsaw, MATIS, Madrid)

M6. (month 6). Identification of needs of industry and other stakeholders will be captured through participatory workshops (3) and interviews (30) with industry, children, parents, teachers, headmasters, students; surveys (200 participants) and focus groups (3).

M7. (month 9). Identification of required modifications of existing tools, strategies and the gaps to be addressed. Outputs from M6 will be compared with Activity 1 Output 03 in order to identify the work to be undertaken in Activity 4.

Activity 3: Develop and assess Decision Making Framework (DMF) for selection and evaluation. The DMF will be co-created with teachers and will allow them to select the best tools/strategies for their needs. The DMF will have a feedback loop that will provide aggregated data on the teacher and children selection and use of the tools for subsequent analysis to provide information on: 1) uptake of tools, 2) food engagement and food knowledge of children, and identify 3) additional/future needs.

M8. (month 7) Development of prototype DMF co-created with teachers

M9. (month 12) Beta Testing of the DMF in a small number of early adopter schools, initially in two countries within the EU, i.e UK and Poland (Lead QUB, Helsinki, Warsaw, UNITO).

Activity 4: Activity 4: Good practice in co-creating tools with industry for the next generation consumers (Lead: Warsaw, partners: all)

M11 Literature review (month 6) To identify the learning needs and expectations of young consumers that could be met by greater engagement in educational activities by representatives from the food industry.

M12 Workshops (month 3- 9) 3 workshops (UK & PL) to engage primary food producers, industry partners and academics allied with food and primary food production in educational co-creation by forming an educational champions group.

M13 (month 12) Analysis of learnings and experience from the Daire project together and the other two workshops to provide a wider view of possible new educational tools and strategies as well as the criteria for the assessment of learning when using these tools.

Activity 5: Food Champions Communication and dissemination. Planning the strategy, setting up a platform and tools and defining the guidelines (different levels for different age groups) to be used by the "Food Champions (FC)" (Lead UNITO, QUB, Cambridge, EUFIC, Matis)

M14 (month 3); month 12; The communication and dissemination strategy reviewed

M15 (month 3) Communication Team is set up to create a cross-media storytelling about the project and food-related topics through the voices of the FC

M16 (month 6) Project web-platform and online tools (from Activity 1 & 4) are set up. Start building social media communities linked to platform (minimum 200 followers by m12)

M17 (month 12) Communication material and multimedia distributed

**Workplan 2020** (including key milestones) (max 5000 characters)



To undertake modification and generation of tools, strategies and tools for IValueFood engagement with next generation consumers

- Implementation of tools strategies in two pilot countries for engagement
- Scaling up of Decision Making Framework for selection and evaluation
- Co-creating tools with industry for the next generation consumers

Activity 1: Modification and generation of tools, strategies and tools for IValueFood engagement with next generation consumers

Based on the scalability and the appropriateness results of year 1 activity 1 existing tools and strategies will be modified and new ones co-designed with different stakeholders. For example the Daire project in Northern Ireland developed and delivered educational activities (videos, lesson plans, worksheets, talks, visits, and practical activities such as experiments) linked to food and the primary school curriculum. The content span all disciplines across the food supply from farmers, designers, chefs, nutritionists, regulators, engineers. The content and delivery will be supported by people working locally in the food industry who wish to take an active role in raising knowledge and understanding of the sector, who are willing to come into schools, host visits etc. These strategies, tools and other artefacts created in this and other projects will be modified for scalability and appropriateness for effective engagement with next generation consumers. Examples of other strategies include: Gamification – a range of tools initially devised by project partners but eventually co-designed by end users; Science meets food - Directly linked with Gamification tools a series of education activities to provide an evidence based food knowledge.

Activity 2: Engagement at school level and with students - pilot study.

Two counties perceived to be low in food engagement, UK and Poland, will be selected and become the pilots for testing of tools, strategies and tasks modified and generated in Activity 1. In addition students will be exposed to a range of activities and speakers including from: Projectgastronomia, World Food Programme, Basque Culinary Centre, as well as high profile "food stars" from the food sector. A Belfast Txoko based at QUB with support from counterparts in the Basque region will be formed. The pilot countries will be twined with Basque region counterparts (Basque Culinary Centre) <http://projectgastronomia.org/en/> for support and be used as comparison for measures of achievement.

Activity 3 : Efficacy assessment and selection of tools and strategies for use in year 3

The data gathered from the pilot countries will be used to evaluate the efficacy of the tools and strategies to be taken forward in year 3. Students will measure engagement in the Txoko through social media and their own filming of the Txoko experience. In addition early adopters from these countries will also have the opportunity to link with: MIT's FoodComputer programme, a global initiative to grow bespoke food by computer (<https://www.media.mit.edu/posts/build-a-food-computer/>) as well as the World Food Programme.

Activity 4: Communication and Dissemination

As part of this activity, the two pilot countries will develop a dedicated country case study . Multiple workshops organised with food industry to share the learnings from the pilot study. Extending activity 5 in year 1 an appealing web-platform that could represent the "international" level where the students meet (as the previous activities there will be mainly at local level) will be built. Here, we could also foresee a dialogue space where they share their experiences (in English language). In addition, there will be an area dedicated to educators (and other stakeholders) where the educational resources are shared/described to be used. A key objective of IValueFood is to produce and empower the next generation of food champions who will be the communicators of the future. IValueFood partners will therefore play a supporting role and provide mechanisms for maximising the communication and dissemination of the concept by the students through vlogs and other digital media. IValueFood students will also present their results at

dissemination of the concept by the students through vlogs and other digital media. I value food students will also present their results at ProjectGastonomia in 2019/20.

#### Activity 5: Industry engagement

Industry partners from the two pilot countries will be invited to work with the project. The industry partner's level of involvement as well as other process parameters will be documented and the process evaluated for efficacy and outcomes.

#### Yr 2 Milestones:

1. Select countries for pilot testing (months 13 - 14)
2. Design and schedule of testing (months 13 - 16)
3. Web-platform for international dialogue (months 13 - 14)
4. Efficacy assessment of tools and strategies (months 20 - 24)
5. Recording of student experiences (months 20 - 23)
6. Workshops with industry for dissemination of results and industry involvement findings (months 23 - 24)

**Workplan 2021** (including key milestones) (max 5000 characters)



#### Year 3 (2021): Objectives:

- Scale up and implementation of tools strategies in countries identified as low in IValueFood dimensions
- Evaluation of country engagement with tools and strategies
- Industry re-learning and communication
- Wider dissemination

The following activities are planned for the final year. Based on the success and outcomes of year 1 and 2 these plans will be modified and extended. We suggest the following activities:

#### Activity 1: Scale up and implementation

Based on the pilot study outcomes tools and strategies will be further modified/ updated and selected for implementation in more countries. Protocols, tools, strategies and other artefacts generated in the study will be shared and rolled out to interested groups and organisations recruited to work with the project team.

#### Activity 2: Scale up of industry re-learning and communication

Based on the lessons learned from the pilot industry engagement study food industry partners from different countries will be recruited to take part in the project. Their type, level, style of engagement as well as willingness and barriers to re-learning will be assessed and new models of learning and engaging with the new generations of food consumers implemented.

#### Activity 3: Evaluation of engagement

Both the young people and the food industry participation, engagement, learning/relearning and outcomes will be evaluated.

#### Activity 4 : Efficacy assessment of tools and strategies for wider role out

The efficacy of the tools, strategies, protocols as well as recruitment methods used in each country will be evaluated and documented for further role outs.

#### Activity 5: Communication, dissemination and wider role out plan

The outcomes as well as the process of the project will be documented and disseminated using multiple ways. The participants themselves will become the voice, face and champions of the programme and will have global reach through transcontinental communication social media vehicles such as whats app, instagram, facebook, twitter and their successors. The new food ambassadors will take part in high profile conferences (e.g. project gastronomia 2021 and ASSET 2021)

In addition IValueFood will be communicated and disseminated by:

- extensive stakeholder communication networks both nationally and internationally (e.g. World Food Programme, EU e-twinning)
- through high profile media "food stars" both national and international (e.g. Eneko Atxa of Azzurmendi and Virgilio Martinez of Central both support IValueFood)

#### Yr 3 Milestones:

1. Measurable indicators of target group engagement and learning (month 28)
2. The establishment of a network of children and students across Europe who are very food aware (month 36)
3. 200,000 followers of student led IValueFood usergroup by year 3 (month 36)
4. Case studies of application and impact of resources (month 36)
5. Plan for wider roll-out to other EIT Food partners across all CLC's. (month 36)
6. Communication activities (MyFoodPortal) (month 36)



Role of partners and team members



Partner Description	Partner Role
006 - Universidad Autónoma de Madrid	UAM-IMDEA Food will participate in activities 1, 2 and 4 during 2019 by providing data on existing tools/strategies related to engagement of the future and emerging food consumers, identifying the needs/preferences/barriers/expectations of the various stakeholders and co-creating tools with industry for the next generation consumers, as well as participating in the analysis and collection of new data. The following years, UAM-IMDEA Food will contribute with the ideation/creation, implementation, scalation and evaluation of the newly generated tools/strategies to ensure next generation consumers' food engagement.
007 - AZTI	Year 1: Activity 1 – collate and evaluate existing tools. AZTI will bring to the project the Citizen Participation Forum methodology. Activity 2 – identify stakeholder needs. Activity 4 – Co-creating tools. AZTI has expertise in cocreation with industry (along the food chain, not only primary production) and can bring to the project also the link with SMEs Workshop education project. In 2019, the aim is to build a conversation between industry and consumers around "local and sustainability" issues. Year 2: Activity 1: Modification and generation of tools, strategies and tools for IValueFood engagement with next generation consumers Activity 2: Engagement at school level and with students - pilot study Activity 5: Industry engagement Year 3: Activity 1: Scale up and implementation Activity 2: Scale up of industry engagement Activity 3: Evaluation of engagement Activity 4: Efficacy assessment of tools and strategies for wider role out
016 - EUFIC	Major contributor to Activity 5. Task1: Defining the Communication and Dissemination Plan EUFIC will play a major role in the strategy design, ensuring it is aligned with the major trends in science-based communication on food and health and that a proper link with MyFood portal is established. Task 2 EUFIC leads the role, supervising the web-platform production. Task 3 EUFIC / management of the online channels (web-platform and social media); Task4: Establishing links with MyFoodPortal Scaling up activities in Y2 and 3.
023 - Koppert	Koppert will take part in Activity 1 the Inventory of tools and programmes and assess their applicability for IValueFood, and amend where necessary and evaluate their effectiveness (Activity 2 & 3).Contribute the Education programme for 4-6 year olds. Koppert has extensive knowledge on how to "break-the-ice" for more sustainable cropping practices, especially in the high value horticultural market (and organic) . For over 50 years we developed tools, techniques and narratives to convince both primary food producers and retailers on the benefits of biologicals. Video and hardcopy manuals, webinars and in-house training curricula have been developed for use in our 25 subsidiaries around the world. Koppert co-owns an governmental accredited University (Ceickor) in Queretaro, Mexico, from where we also organise webinars for the Spanish speaking communities.
027 - Matis	Matis's role in the first year will be to evaluate existing tools and strategies and identify stakeholders needs in Iceland, Denmark, Norway and Sweden in activity 2 leading co-creating engagement tools with industry in activity 4 by interviews and a workshop with people from primary producers, food processing, services and players and decision makers in "food education" in Iceland. Matis will also play an active role in the impact part of IValueFood outside the project by identifying and recruiting potential food ambassadors emphasising peer to peer communication. 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 Sigridur Ólafsdottir head of Faculty of Sport, Leisure and Social Education of The University of Iceland who will be a Matis subcontractor responsible for carrying out the tasks and delivering them on time. Professor Gudjon ThorkeIsson 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. The experts will use their extensive Nordic network to review the factors controlling/influencing food values and food choices in those countries.
034 - Queen's University Belfast	Lead IValueProject manager, lead Activities 2 and 3, contribute to all other activities in year 1. Contribute to all activities in year 2 and 3. QUB will bring extensive industry networks through their links with the Daire project. Fourteen industry members are involved in the project both small and large business, e.g. Devenish, Moy Park, FoodIrwin's Bakery LacPatrick Dairies, Foyle Food Group, Simply Fruit. QUB will bring in and link an extensive group of external "food stars", media and industry participants into IValueFood. For example it will twin early adopters with the Basque region and link with ProjectGastronomia (projectgastronomia.org/en/) to support food values and Txoko concept. QUB will subcontract in year 2 with a Basque institute that can provide a unique ecosystem of training, research and innovation in the field of Gastronomy and food. Training programmes for millennials in Gastronomic Sciences. The twinning will take place throughout the three years of IValueFood (Y1 visits between subcontractor and QUB to understand Basque culture and Txoko) (Y2 interaction with Basque culture and children/millennials) Y3 evaluation and promotion of IValueFood. Similarly the World Food Programme (Francis Mwanza, Head of Office, WFP London and Paul Newnham Coordinator SDG2 Advocacy Hub, London) have agreed to provide support and advise on upscaling and outreach activities.
042 - Technion	Year 1 Activity 1 – Gamification: a thorough and updated review on food-centered gamification and edutainment. Activity 3 - Efficacy assessment: help in designing assessment tools for awareness raising and knowledge constructing of smart food choices. The Beneficiary Technion – Israel

Role of partners and team members



Partner Description	Partner Role
	Institute of Technology ("Technion") will involve Technion Research & Development Foundation Ltd. ("TRDF"), to handle financial and administrative aspects of the Technion's involvement in the Action. The estimation of the costs budgeted therefor is € 5 500, which costs are an integral part of the Technion's budget in the Action. TRDF will be providing such in-kind contributions at the premises of Technion, free of charge to the Technion (under the provisions of Article 12 of the Grant Agreement and example contained on page 136 of the Annotated Model Grant Agreement, version 3 July 2018)
043 - University of Cambridge	Will contribute to Activity 5 by conducting communication workshops with students in Year 1, 2 & 3.
044 - University of Helsinki	Year 1. Leader of the Activity 1: Inventory of current tools, strategies for food engagement. Contribute to Activities 2-4 (needs identification, piloting and co-creation). Years 2 and 3 contribute to all Activities in modification of tools, piloting, scaling up and communication. In Finland national networks of pedagogical methods, Finnish Nutritional Council and different non-governmental food organizations (eg. Finnish Food Culture Association, Dairy Nutrition Council) will be used in data collection.
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. Contribution: UoR will contribute to the literature review to identify the learning needs and expectations of consumers; engaging with primary producers, industry partners and academics in educational co-creation by forming an educational champions groups. The University will lead an interactive workshop for this group to develop innovative 'good-practice' communication approaches for young consumers about primary production. We will also co-write a report from the learning and experiences of this workshop which will guide subsequent activity and cutting edge strategies for communication.
047 - University of Turin	Year1: Lead on Activity 5: Planning the Food Ambassadors Communication and Dissemination strategy, exploiting the experience of the Unit for Public Engagement of the University. Workshops at the university (following the model of Children Universities) Inventory of tools. Identify how to engage young consumers: behavioral and brain correlates of young consumers' attitudes towards various features of food products. Year 2: Lead on the Food Ambassadors' strategy refinement process and then implementation on a larger scale. Evaluation of the impact of the educational activities/strategies and tools on the two target audiences. Beside standard techniques (interviews, questionnaires...), we intend to make use of the virtual games developed in phase 2: they can be used both as training and as evaluation tools. Year 3: Lead on the communication and dissemination strategy to disseminate the outcomes of the projects. Monitoring of the project implementation. Use of the strategy of civic monitoring: students can be involved not just as communication agents but also as evaluation agents, making them conduct the evaluation process.
048 - University of Warsaw	Year 1: - Leading Activity 4, contributing to others. In 2020 (Year 2), the University of Warsaw will develop a dedicated country case study within the framework of the project. Network of selected partners of Warsaw University that will be used for IValueFood 1. Agency for Restructuring and Modernisation of Agriculture 2. AgroBioCluster 3. Association of Polish Consumers 4. Association of Polish Dairy Processors 5. Institute of Agricultural and Food Biotechnology 6. National Association of Organic Producers and Processors "Polish Ecology" 7. Polish Association of Juice Producers 8. Polish Chamber of Regional and Local Product 9. Polish Society of Dietetics 10. Scientific and Technical Association of Engineers and Technicians of Food Industry (Stowarzyszenie Naukowo-Techniczne Inżynierów i Techników Przemysłu Spożywczego) 11. Union of Producers and Employers of Meat Industry
513 - Eskesso	Year 1: input into communication strategy. Year 2: contribute to workshops Year 3: Attend "de-learning" workshops on how best to communicate with children and millennials
514 - Flatev	Year 1: input into communication strategy, Year 2 contribute to workshops, Year 3 Attend "delearning" workshops on how best to communicate with children and millennials.

## Key Outputs



Type	Code	Title	Description	Expected Date
Output	OUT01	Novel tools and strategies for educating, engaging, communicating and empowering the next generations to value food	A range of engagement and education tools and strategies that have been found to be successful in several pilot studies within Europe. The tools will have been successfully used and modified/redesigned where necessary following case studies in Northern Ireland, Poland, Scandanavia and contrasted with case studies in Spain and Italy. Link to DEL 02, 03 and KICE04	31 Dec 2019
Output	OUT02	Needs and wants of next generation and education establishments	The key needs of stakeholders: children-students, school teachers, educational establishments, will be produced, iterated, summarised and played back to stakeholders through a series of interactions (3 workshops, >200 interviews, focus groups etc.) The output will contribute to the development of: education and engagement strategies and the DMF. Link to DEL 03, 04, 05 & 06. Link to KICC04 & KICC07.	31 Dec 2019
Output	OUT03	New learning for the food industry on communication strategies for our next generation	Industry will be exposed to the communication strategies and techniques used by our next generations through a series of "technology transfer" events, including at least 3 workshops, and will unlearn and learn improved ways of interaction and communication. Co-designing strategies will be investigated with a view to producing the next generation of consumer preferred products. Link to DEL 03 & 06. Link to KICC04 and KICC07	31 Dec 2019
Output	OUT04	Media communication	A key part of IValueFood is the empowerment of the next generations of food champions. In order to fastrack millennial food champions a range of support structures will be used such as using high profile food media stars, chefs, artisan food companies, ProjectGastronomia, MIT Media Lab FoodComputer programme, World Food Programme as well as the champions themselves to promote the IValueFood concept in European media and worldwide in terms of Digital Communication Platforms. Link to DEL 01 & 07 and to KICC01, KICC02, KICC03, KICC04, KICC07	31 Dec 2019

## Key Deliverables



Type	Code	Title	Description	% of KAVA Costs	Expected Date
Deliverable	DEL01	Report on the Food Ambassadors strategy	Including instruction to produce formats for engaging media and communications actions (reviewed every 6 months)	10	21 Jun 2019
Deliverable	DEL02	Review of existing tools strategies and engagement with needs for modification and construction identified	Report on existing tools, strategies, and methods of engagements relating to the next generation will be collated. A matrix of tools for different age-groups and different levels of engagement (high, medium, low) will be created. In addition an evaluation of tools/strategies for scalability will be undertaken. (lead Helsinki, partners: all).	20	30 Sep 2019
Deliverable	DEL03	Report on gaps between needs/ barriers and existing tools, strategies, methods and the programmes identified in activity1	Containing identification of needs of industry and other stakeholders as well as experiential narratives of group members and country citizens captured through participatory workshops and interviews with children, parents, teachers headmasters and students. recommendations for modification of existing tools, strategies and the co-creation of additional tools, strategies etc., in Activity 4	20	01 Dec 2019

## Key Deliverables



Type	Code	Title	Description	% of KAVA Costs	Expected Date
Deliverable	DEL04	Report on training needs of teachers	Assessment of the data generated through the use of the pilot framework and the teacher assessments will be collected and analysed so that this feedback will allow for the refinement of the framework as well as the evaluation of the efficacy of the tools/strategies. Where assessment tasks are not available for existing tools, these will be provided through a generic questionnaire process.	10	31 Dec 2019
Deliverable	DEL05	Report on gaps in assessment tools	A report on the uptake and efficacy of the education tools based on the feedback from the DCF. The report will be used to determine the required refinement/redesign of tools in year 2	10	31 Dec 2019
Deliverable	DEL06	Report on learning needs and solutions for next generation.	The results of a literature review conducted to identify the learning needs and expectations of consumers that could be met by greater engagement in educational activities by representatives from the food industry. The review will include data all the countries engaged in the project. These data will be combined with the outcomes of Activity 2 to develop a comprehensive report on current learning needs of consumers. The report will focus on where industry involvement is appropriate and will consist of two parts; generic summary - showing the needs and expectations that are common for all the young consumers, and specific examples - data on learning needs that are specific for every country.	20	31 Dec 2019
Deliverable	DEL07	Communication and Dissemination Plan	A C & D plan that is updated on a 3 monthly basis summarised at year end, and includes information on implementation	10	31 Dec 2019

## EIT Core KPI targets



KPI Code	KPI Title	Target Value 2019	Target Value 2020	Target Value 2021
EITN01	# Graduates form EIT labelled MSc and PhD programmes	0	0	0
EITN07	# Success stories submitted to and accepted by EIT	0	2	5

## EIT Food Specific KPI targets



KPI Code	KPI Title	Target Value 2019	Target Value 2020	Target Value 2021
KICC03	Online media impressions	3000	100000	250000
KICC01	Press coverage	2	5	20
KICC02	Online media audience	200	2000	200000
KICC04	Events	2	5	10

## EIT Food Specific KPI targets



KPI Code	KPI Title	Target Value 2019	Target Value 2020	Target Value 2021
KICC07	Press coverage through Partners	3	5	8
KICE04	Participants in EIT Food novel education programmes	25	50	500

## Risk Management



Risk Category	Risk Title	Risk Likelihood	Risk Impact	Risk Description	Risk Mitigation
GOVERNANCE & MANAGEMENT	Difficulties in procurement/subcontracting/staff recruitment	2	4	The proposal identifies several sub-contacts, MATIS yr 1, QUB yr 2 &3, difficulty/delays are a risk to the project. For academia, recruitment of PDRA or similar usually has to align with specific times.	The workplan has been designed to mitigate where possible these risks, e.g. QUB major work items for a PDRA start in the 2nd half of the year, QUB subcontract starts in y2. Matis sub contract starts in 2nd half of yr 1 etc.
OPERATIONAL	Lack of cohesion and under performance of the consortium. partners underperform, delivery not met.	3	5	Partners under perform, lack of collaboration, missed deadlines, delivery not met.	The project leader is very experienced in leading large project consortia including 2 of over €12M containing 60 partners, each delivered to time and budget. Project management and team building will be incorporated into a comprehensive project management process, integrating team building, co-designing together with reporting rigour.
OPERATIONAL	Difficulty in recruitment of stakeholders	3	5	The proposal presupposes that teachers, industry and related stakeholders and actors will engage with the project and attend workshops, contribute to learning, communication and dissemination events etc.	IValueFood has exploited extensive partner stakeholder networks national and international) some of which are described in partner descriptions above. In addition the QUB KCA Daire project is a good example of how potentially challenging SME food producers have been successfully engaged in similar project area. See individual partner profiles for information on the stakeholder networks that will be utilised.
OTHER	Lack of engagement with target groups	3	5	Target audience (primary school children and millennials) do not engage with the project	Mitigation- IValueFood participants have been chosen for their expertise in this area and have a track record of projects/courses where they have overcome such dis-engagement. In terms of children, e.g. QUB existing project"Daire" looking at nutrition and learning, Koppert software learning tools for 4-6 yr olds. Furthermore the project has been designed to produce a wide range of engagement tools and strategies in recognition that one size will not fit all demographics.

## Risk Management



Risk Category	Risk Title	Risk Likelihood	Risk Impact	Risk Description	Risk Mitigation
STRATEGIC	Lack of implementation and uptake of IValueFood strategies and tools	3	4	There is no uptake or implementation of IValueFood in educational establishments or with industry and related stakeholders. IValueFood is not sustained representing poor value for money for EIT	IValueFood has a range of uptake evaluation processes e.g. Activity 3 and feedback mechanisms that allow early problems to be identified and mitigation measures to be employed (redeployment/redesign/change of tool/process). The consortium also has excellent links and networks with the target groups in question.

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



Plan will act at 2 levels: 1. Within the project community: to enhance the engagement of the actors involved in the project, 2. Beyond the project community: to disseminate the project results and invite the largest number of people to benefit and possibly exploit them. It will give the IValueFood protagonists a key role as communication agents, encouraging their active participation as FA. The FA are the early adopters of the tools/strategies piloted by the project (mainly students and industry in year1) who will advocate their experience by taking part in the production of engaging contents/tools (published on the online channels: webplatform & social media) to: 1. ENGAGE STUDENTS (distinguishing age groups: primary, high schools and university) about food-related topics; 2. INFORM STAKEHOLDERS (teachers; parents; industry; NGOs, policy makers) about the project progress and its main deliverables. Establishing links with MyFood Portal will maximise the dissemination impact

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



By 2021 novel education and communication strategies involving participative learning of food and where it comes from, linked with industry, will be embedded in educational programmes across Europe. Further European upscaling will take place as stakeholders see the benefits of IValueFood in terms of health and the economy. Global upscaling will follow with support from food security stakeholders (e.g. WFP) not least due to the 200K followers the student led platform will have by 2021

## 3. ACTIVITY SPECIFIC INFO

### SPECIFIC ACTIVITY INFORMATION

Activity Description (max 2000 characters)



There is a growing erosion of society's engagement with the food that it consumes. Western trends for convenience food combined with a growing ignorance about the origin of our food, and how it was produced, are creating generations completely disconnected from the food they eat. This growing trend has potentially devastating consequences for the western world where the price of food as a % of income is at an all-time low, food

waste is high and the next generation is set to be the most obese since records began. This is, at a time when the European Agri-food economy is predicated on selling high quality foods (authentic, safe, ethical, welfare, accurately labelled) to its consumers and those in developing economies; but what is the point of producing high quality food if the consumer does not appreciate it or want to pay a reasonable price for it? There is a need for an innovative food engagement programme across Europe to educate, engage and empower the next generations to make improved food choices. IValueFood comprises 14 EIT partners from 10 countries and consists of food industry, academia, technology providers and research institute partners. The project will use novel approaches to engage with our youth: primary school children to students. A combination of engagement and education approaches (gamification, txokos food interest groups/collectives, "e-twinning", science meets food) will be used to empower next generation "Food Champions" to communicate through a digital media platform(s) of their choosing with links to MyFoodPortal. The engagement and education process will be supported by a network of high profile "Food Stars" and stakeholders who will help upscale and disseminate. Success will be measured, in the short term, by digital media followers of the IValueFood concept and uptake of the tools/programmes and in the longer term by citizens' improved health and well being together with a thriving local agri-food economy.

Learning Outcomes (max 1000



Next generation with increased awareness and appreciation of the value of the food they eat and the food system. Increase in the number of

characters)

youngsters going into food system related careers/programs/etc. Food industry actors with knowledge of best ways to communicate with the next generation(s).

Relevance to Strategy (max 1000 characters) ⓘ ★

IValueFood directly addresses EIT strategic approach, by empowering (young) citizens it directly links SO 1.1 Develop citizen participation across the food supply network; by developing new communication tools and strategies for engagement with the youth of today it links with SO 1.2 Develop a new communication culture to reach out to EU citizens; the whole IValueFood concept directly addresses Strategic Objective 2: Create consumer-valued food for healthier nutrition; by producing the next generation of talented food champions that will be employed by stakeholders, IValueFood will contribute to SO 3.2 Improve food system transparency and integrity; their education will teach them the value of sustainability within the food chain and will therefore contribute to Strategic Objective 4: Enhance sustainability through resource stewardship; its primary focus directly addresses Strategic Objective 5: Educate to engage, innovate and advance.

Knowledge Triangle Integration (max 1000 characters) ⓘ ★

IValueFood is linked to Toolkids (grand challenge 02 personalised nutrition, looking at innovative ways to change behaviour of children) and also linked with a Communication activity on School Food Network, in which QUB, Helsinki and AZTI are partners, Includes development of school-based activities, including education/curriculum; gaming and environment (e.g. canteen) changes.

#### PRE-CALL BUDGET ESTIMATE

KAVA BUDGET	KAVA Costs ⓘ	Thereof: Personnel costs ⓘ	KAVA Investment ⓘ	Thereof: Co-Funding ⓘ	Co-Funding Ratio ⓘ
2019	+ 1,330,000.00 €	+ 995,000.00 €	+ 1,330,000.00 €	+ 330,000.00 €	+ 24.81 %
2020	+ 1,330,000.00 €	+ 995,000.00 €	+ 1,330,000.00 €	+ 330,000.00 €	+ 24.81 %



<b>2021</b>	+ 1,330,000.00 €	+ 995,000.00 €	+ 1,330,000.00 €	+ 330,000.00 €	+ 24.81 %
<b>Total</b>	+ 3,990,000.00 €	+ 2,985,000.00 €	+ 3,990,000.00 €	+ 990,000.00 €	+ 24.81 %

<b>KCA BUDGET</b>	<b>KCA Contribution</b> ⓘ	<b>KCA Explanation (who/why/link to KAVA)</b> ⓘ	<b>non-EIT Funding Ratio</b> ⓘ
<b>2019</b>	+ 2,670,000.00 €	<p>QUB conducts leading research, innovation and education programs relevant to EIT Food's strategic objectives and is projected to hold up to €5 million worth of KIC complementary activities in 2019. Several current studies (UAM, QUB, KOPPERT and other partners ) will be used as starting point for activity 4.</p> <p>The University of Reading undertakes a wide range of research projects into primary food production approaches for example 'sustainable management of orchard pollination services' funded by the BBSRC. These research projects will support student learning in the area of sustainable food production systems.</p> <p>AZTI's KCA contributions to this project will be derived from a variety of eligible projects that have received external funding. KCA- Year 1-&amp;2: 150,000 €. AZTI will cover its KCA contribution with its own budget as well as from the Basque Government project called "INNOAL: Innovation in the food sector linked to co-creation activities with stakeholders and consumers".</p> <p>University of Madrid - provide KCAs of around 150,000€ (3 FTEs from nutritionists working in the schools project).</p> <p>Current motives and barriers for fish consumption as well as fish consumption behaviour in five European countries was mapped in PrimeFish, an ongoing H2020 project, coordinated by Matis ( KCA 210K)</p> <p>The University of Turin conducts leading research, innovation and education programs relevant to EIT Food's strategic objectives is projected to hold up to €6 million worth of KIC complementary activities in 2019. The University of Helsinki's research conducted in the field of food and nutrition sciences relevant to EIT Food's strategic objectives in projects (2017-2019), salaries of permanent personnel taking part in the projects and indirect costs contribution holds up to € 2-4 million worth of KIC complementary activities.</p> <p>A more detailed breakdown of our in-kind contributions for this activity will be provided at the next stage.</p>	+ 75.00 %

2020	+ 2,670,000.00 €	Similar levels of KCA contributions to that of 2019 will be provided by the project partners	+ 75.00 %
2021	+ 2,670,000.00 €	Similar levels of KCA contributions to that of 2019 will be provided by the project partners	+ 75.00 %
Total	+ 8,010,000.00 €		+ 75.00 %

#### 4. SUSTAINABILITY

FINANCIAL RETURNS FOR EIT FOOD (€)



FINANCIAL RETURN MECHANISM

RESPONSIBLE PARTNER

No mechanism defined

Describe the selected financial return mechanisms (max 1000 characters)



max 1000 characters

#### 5. BUDGETS

## KCA's



KCA ID	C1901
KCA Title	IMDEA Food KCAs for SO5
KCA Website	
KCA Description	UAM-IMDEA Food is a center specifically dedicated to the research, dissemination and innovation on the Food-Health arena. It contributes with 195000€ KCAs towards the project "IValueFood" derived from the salaries of IMDEA Food personnel whose source is independent from EIT funding.
Partner	006 Universidad Autónoma de Madrid
Contact Person	Galindo, I (Inmaculada)   Universidad Autónoma de Madrid
Why chosen	UAM-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 life-style, and they provide the knowledge necessary to feed the proposed tasks.
Start / End Date	02-Jan-2017 29-Dec-2017
KCA ID	C1902
KCA Title	Communications Training
KCA Website	
KCA Description	Development, delivery, administration and support of additional non-award bearing short-courses and award-bearing postgraduate courses in the area of science communication and general communications training of in the professional, public and academic sectors
Partner	043 University of Cambridge
Contact Person	Monie, T (Tom)   University of Cambridge
Why chosen	These courses are closely related to that being designed for this course and will have potential relevance to individuals involved in EIT Food related projects who want to learn more about effective communication and engagement with wider audiences.
Start / End Date	02-Apr-2018 31-Dec-2019
KCA ID	C1903
KCA Title	Surveillance Activity
KCA Website	
KCA Description	Surveillance tools and databases to collect key aspect related to different projects.
Partner	007 AZTI
Contact Person	Riesco, SR (Sonia)   AZTI   Fundacion Azti - Azti Fundazioa
Why chosen	One task of the project is related to collate and evaluate existing tools, strategies for engagement related to pre-schools to students to identify existing capabilities.
Start / End Date	02-Jan-2017 29-Dec-2017
KCA ID	C1904
KCA Title	Nature's little helpers
KCA Website	<a href="https://hulptroepenuitdenatuur.nl/">https://hulptroepenuitdenatuur.nl/</a>
KCA Description	Of course, it is not an educational project about food, but about how nature helps us to produce food.
Partner	023 Koppert
Contact Person	Jens, P J L (Peter)   Koppert

Why chosen	Koppert has extensive knowledge on how to "break-the-ice" for more sustainable cropping practices, especially in the high value horticultural market (and organic) . For over 50 years we developed tools, techniques and narratives to convince both primary food producers and retailers on the benefits of biologicals. Video and hardcopy manuals, webinars and in-house training curricula have been developed for use in our 25 subsidiaries around the world. Koppert co-owns an governmental accredited University (Ceickor) in Queretaro, Mexico, from where we also organise webinars for the Spanish speaking communities.
Start / End Date	01-Nov-2017 31-Dec-2019
KCA ID	C1905
KCA Title	Diderot Project year 2016 / 2017
KCA Website	<a href="http://www.fondazionecri.it/attività/ricerca-e-istruzione/2017-2018-diderot/">http://www.fondazionecri.it/attività/ricerca-e-istruzione/2017-2018-diderot/</a>
KCA Description	Offers students from all primary and secondary schools of 1st and 2nd degree in Piedmont and Valle d'Aosta the opportunity to deepen traditional subjects with innovative methodologies and to approach disciplines that fall outside the narrow curriculum framework.
Partner	047 University of Turin
Contact Person	Operti, L.O. (Lorenza)   University of Turin   Università degli Studi di Torino (Unito)
Why chosen	Researchers involved in the Diderot Project develop tools and methodologies for innovative teaching for children from 6 to 20 years old. Activities of IValueFood can build upon the teaching experience on innovative education methods for the fields of food production systems and diet habits, but also on critical thinking and rationalization. Furthermore researchers in the Diderot project are in constant contact with teachers and this will also help to supply the surveys planned in IValueFood.
Start / End Date	02-Jan-2017 31-Aug-2017
KCA ID	C1906
KCA Title	Diderot Project year 2017 / 2018
KCA Website	<a href="http://www.fondazionecri.it/attività/ricerca-e-istruzione/2017-2018-diderot/">http://www.fondazionecri.it/attività/ricerca-e-istruzione/2017-2018-diderot/</a>
KCA Description	The objective of the Diderot Project is to enhance the basic didactics offered by schools spreading the founding values of civil society and is divided into lessons, courses, activities and educational visits, whose participation is free for all schools.
Partner	047 University of Turin
Contact Person	Operti, L.O. (Lorenza)   University of Turin   Università degli Studi di Torino (Unito)
Why chosen	Researchers involved in the Diderot Project develop tools and methodologies for innovative teaching for children from 6 to 20 years old. Activities of IValueFood can build upon the teaching experience on innovative education methods for the fields of food production systems and diet habits, but also on critical thinking and rationalization. Furthermore researchers in the Diderot project are in constant contact with teachers and this will also help to supply the surveys planned in IValueFood.
Start / End Date	01-Sep-2017 31-Aug-2018
KCA ID	C1907
KCA Title	European Researchers' Night 2017 / CloSER project
KCA Website	<a href="http://nottedeiricercatori.piemontevalledaosta.it/">http://nottedeiricercatori.piemontevalledaosta.it/</a>
KCA Description	A Europe-wide public event dedicated to popular science and fun learning. It takes place each year on the last Friday in September. The events showcase what researchers really do for society, in interactive and engaging ways, and promote research careers to young people and their parents.
Partner	047 University of Turin

Contact Person	Dino, AD (Alessia)   University of Turin   Università degli Studi di Torino (Unito)
Why chosen	Knowledge and experiences as a support for the communication and dissemination activities of IValueFood.
Start / End Date	02-Jan-2017 01-Jan-2018
KCA ID	C1908
KCA Title	Funding to UNITO public engagement activities led by Agorà Scienza
KCA Website	
KCA Description	At UNITO the specialized unit Agorà Scienza is dedicated to spread awareness of the social responsibility of R&I, while enhancing the dialogue between science and society. This specific line is funded partially founded by the Compagnia di San Paolo Foundation.
Partner	047 University of Turin
Contact Person	Dino, AD (Alessia)   University of Turin   Università degli Studi di Torino (Unito)
Why chosen	Knowledge and experiences as a support for the communication and dissemination activities of IValueFood.
Start / End Date	02-Jan-2017 31-Dec-2018
KCA ID	C1909
KCA Title	Salaries of permanent staff
KCA Website	
KCA Description	Salaries of permanent staff working in the KAVA related projects. Salaries covered from the University of Helsinki basic funding obtained from the Ministry of Education, Finland.
Partner	044 University of Helsinki
Contact Person	Valve, R (Raisa)   University of Helsinki
Why chosen	University lecturer Raisa Valve (Nutrition Science) and University lecturer Antti Knaapila (Sensory Science) are coordinating, working as principal investigators and supervising doctoral students and post-doctoral researchers in projects with topics related to the KAVA project; IValueFood.
Start / End Date	02-Jan-2017 31-Dec-2018
KCA ID	C1910
KCA Title	National Project Funding from Academy of Finland, the Finnish Ministry of Social Affairs and Health and Prime Minister's Office
KCA Website	
KCA Description	Project funding
Partner	044 University of Helsinki
Contact Person	Valve, R (Raisa)   University of Helsinki
Why chosen	Projects deal with food engagement and health promotion with close thematic connection to IValueFood project
Start / End Date	02-Jan-2017 31-Dec-2018
KCA ID	C1911
KCA Title	The SOCIAL project
KCA Website	
KCA Description	The SOCIAL (Situated, Online, Collaborative and Interactive Learning) project is designed to promote scientific thinking and motivation toward science-related careers among school students
Partner	042 Technion

Contact Person Why chosen	Barak, MB (Miri)   Technion   Technion - Israel Institute of Technology The SOCIAL project is a unique combination of Science (curricula) - Technology (learning tools) - and Community (location and culture). These three components are fused together in order to promote the knowledge, motivation, and self-esteem of school teachers and students. The project contributes new tools and model for promoting education among students from underrepresented communities by encouraging them to connect scientific topics to culturally related authentic situations. The knowledge and experience gained in this project allows us good access and better understanding of existing tools, strategies, engagement related to school students to identify existing capabilities and possible modifications for the IValueFood activity. See also "in kind" contributions made through collaboration with TRDF- see Technion partner profile.
Start / End Date	01-Jan-2018 31-Dec-2019
KCA ID KCA Title KCA Website KCA Description	C1912 The United Nations University Fisheries Training Programme (UNU-FTP) - The UNU-FTP belongs to the United Nations University in Tokyo but is mainly funded by the Icelandic Government, and hosted by the Marine Research Institute. Offers applied postgraduate-level training in various areas of the fisheries sector based on expertise from both academia and the fishing industry. Matis is a very important link in yearly 6-month training course combined of introductory course, specialization and individual research projects.
Partner Contact Person Why chosen	027 Matis Sveinsdottir, K (Kolbrun)   Matis   Matís The involvement of Matis with UNU-FTP training, teaching and lecturing students of different backgrounds, in addition to building and using expert knowledge and active dissemination related to the fisheries value chain is a valuable input to activities 1,2, 4, and 5. Analysing existing tool and strategies; identifying stakeholders needs; co-creating tools with industry for the next generation of consumers and finally making it have an impact through food ambassadors and peer to peer communication. Activity 2 – the engagement with different industry and education programmes will add valuable experience and knowledge in need analysis of industry and other stakeholders Activity 4 – Matis has already vast and broad material for communication and dissemination through the UNU-FTP that will be further strengthened and developed in this activity as well as in The UNU-FTP training and teaching activities.
Start / End Date	02-Jan-2017 31-Dec-2019
KCA ID KCA Title KCA Website KCA Description	C1913 Nordic Sensory Workshop Reykjavik 2018: making sense! Topic of the Nordic Sensory Workshop 2018 involved all our senses for use in food industry and beyond. The focus was on scientific results and their practical applications in the industrial environment, from research to market.
Partner Contact Person Why chosen	027 Matis Sveinsdottir, K (Kolbrun)   Matis   Matís The Nordic Sensory Workshop was hosted by Matis and majority the participants and lecturers were experts within the field of sensory evaluation and consumer science, - experts on interaction of our senses. Our environment greatly influences how we experience food as well as the information we perceive, these aspects are very useful as well as new method in evaluation of foods in addressing Activity 4 and 5. Topic of the Nordic Sensory Workshop 2018 involved all our senses for use in food industry and beyond. The focus was on scientific results and their practical applications in the industrial environment, from research to market. The workshop provided e.g. insights to sensory interactions and perception, methods in new perspective and novel technics
Start / End Date	01-Sep-2017 30-May-2018

KCA ID	C1914
KCA Title	Bioactive seaweed ingredients with verified in-vivo bioactivities
KCA Website	
KCA Description	A 3-year project with the aim of verifying in-vitro bioactivities of seaweed extract, by human intervention studies involving consumption of the extract and use skin cream containing seaweed extract. Additionally, the aim was development of products containing seaweed extract and market analysis.
Partner	027 Matis
Contact Person	Sveinsdottir, K (Kolbrun)   Matis   Matís
Why chosen	This KCA project covered consumers thoughts, needs, ideas and attitudes towards using seaweeds as food supplement and as food ingredient, as well as analysing the market for such products and active co-creation with industry partners. This KCA supports Activity 1 for collection and evaluation of present and past interventions, interviews and questionnaires. In this respect the focus groups of this KCA shed light on consumer involvement of healthy foods and functional foods. Further, this KCA will support Activity 4 with experience in co-creation with industry and consumers. Bioactive seaweed ingredients with verified in-vivo bioactivities is a Nordic project funded by the Nordic Innovation (MAR 14311, 2015-2018). The project is coordinated by Matis and partners are research partners from Finland, Sweden and Iceland and industry partners from Finland and Iceland.
Start / End Date	01-Sep-2017 30-Apr-2018
KCA ID	C1915
KCA Title	Consumer and sensory science course
KCA Website	
KCA Description	A university introductory course providing insight to sensory and consumer science. The course covered main factors influencing food choice and methodology of sensory evaluation and consumer research.
Partner	027 Matis
Contact Person	Sveinsdottir, K (Kolbrun)   Matis   Matís
Why chosen	This KCA project was chosen because it is linked to factors influencing food choice, tackles food involvement, our senses and methods to evaluate and measure our responses to different food situations and environment. It teaches how expectations affect food choice and our food experiences, how our senses function and influence our food liking and food choice. These are all very important aspects for IValue Food, and especially Activity 2 in need analysis of industry and stakeholders, and pilot studies with students as the tools used in this activity such are interviews and focus groups are strongly linked to the methodologies taught in this KCA.
Start / End Date	01-Sep-2017 29-Dec-2017
KCA ID	C1916
KCA Title	Networking
KCA Website	
KCA Description	Networking activities between researchers, food industry and society to accelerate business opportunities and bring innovation to market.
Partner	007 AZTI
Contact Person	Riesco, SR (Sonia)   AZTI   Fundacion Azti - Azti Fundazioa
Why chosen	This project aims to build a community of active agents around food innovation, given value added for business and consumers.
Start / End Date	02-Jan-2017 29-Dec-2017

KCA ID	C1917
KCA Title	Entrepreneurship in new business initiatives
KCA Website	
KCA Description	Support to boost entrepreneurship in new business initiatives in the food value chain is an initiative for identify the challenges in the food sector. Different activities are organized for catalyse innovation aligned with the identified challenges.
Partner	007 AZTI
Contact Person	Riesco, SR (Sonia)   AZTI   Fundacion Azti - Azti Fundazioa
Why chosen	This project aims to build a community of active agents around food innovation, given value added for business and consumers.
Start / End Date	02-Jan-2017 01-May-2018
KCA ID	C1918
KCA Title	FEMP
KCA Website	
KCA Description	Activities related to diverse communities as children: food product testing, perceptions, and preferences at schools.
Partner	007 AZTI
Contact Person	Riesco, SR (Sonia)   AZTI   Fundacion Azti - Azti Fundazioa
Why chosen	One of the main targets of the current proposal are children, who were the target of this project in order to get more knowledge from them related to food preferences and perceptions.
Start / End Date	02-Jan-2017 29-Dec-2017
KCA ID	C1919
KCA Title	Sustainable Management of Orchard Pollination Services
KCA Website	
KCA Description	Sustainable Management of Orchard Pollination Services
Partner	046 University of Reading
Contact Person	Mauchline, A L (Alice)   University of Reading
Why chosen	The University of Reading undertakes a wide range of research projects into primary food production approaches for example 'sustainable management of orchard pollination services' funded by the BBSRC. These research projects will support student learning in the area of sustainable food production systems.
Start / End Date	02-Jan-2017 31-Dec-2019
KCA ID	C1920
KCA Title	Unit Cost per Student
KCA Website	
KCA Description	The costs of this specific KCA have been determined by using the average costs of teaching a student in Biological Science for the most recent reported period (16/17) at Queens University Belfast. €11,960 / FTE using the national costing process of TRAC.
Partner	034 Queen's University Belfast
Contact Person	Dean, S (Moira)   Queen's University Belfast
Why chosen	As this is within Education, the Unit Cost per Student was deemed the most appropriate KCA. The costs of this specific KCA have been determined by using the average costs of teaching a student in Biological Science for the



Start / End Date	<p>most recent reported period (16/17) at Queens University Belfast. €11,960 / FTE using the national costing process of TRAC (Transparent Approach to Costing). The process distinguishes between cost of teaching, research and other activities and is subject to annual audits. The teaching costs are expressed as an amount per Full Time Equivalent (FTE) student on a subject related basis as defined by the TRAC methodology.</p> <p>02-Jan-2017 31-Jul-2017</p>
KCA ID	C1921
KCA Title	Know how in science communication and outreach
KCA Website	
KCA Description	EUFIC's core activities, to understand consumers and communicate science-based information on food and health topics, are all relevant to EIT Food's strategic objectives.
Partner	016 EUFIC
Contact Person	McGrath, NM (Nina)   EUFIC   The European Food Information Council
Why chosen	With experience from numerous EU funded research projects, EUFIC has robust know-how on developing, managing and implementing innovative communication and dissemination strategies on a variety of research focused topics. EUFIC's expertise comes from over 20 years of outreach directly to the general public via the web, online games, our large social media community, videos, articles and infographics as well as via multipliers such as the media and health professionals. EUFIC's content is available in 12 languages which ensures European as well as national outreach. In addition, EUFIC carries out consumer research to find out what motivates people and publishes the results in impact factor journals.
Start / End Date	01-Nov-2017 31-Dec-2019
KCA ID	C1922
KCA Title	Shortfall from fEC
KCA Website	
KCA Description	Shortfall from fEC
Partner	046 University of Reading
Contact Person	Mauchline, A L (Alice)   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 € 31,063. This € 31,063 will be used as KCA on this project.
Start / End Date	01-Jan-2019 31-Dec-2019
KCA ID	C1923
KCA Title	Agreement between the University of Torino and the Compagnia di San Paolo Foundation (years 2016-2018) for the improvement of education and research activities
KCA Website	
KCA Description	The Compagnia di San Paolo Foundation has signed with the University of Torino an agreement of the duration of 3 years (2016-2018) to finance activities of the university in order to contribute to the improvement of education and research
Partner	047 University of Turin
Contact Person	Operti, L.O. (Lorenza)   University of Turin   Università degli Studi di Torino (Unito)
Why chosen	Researchers and Professors involved in educational activities within this Agreement develop tools and methodologies for innovative teaching at all levels (from primary education to adults). Activities of IValueFood can

Start / End Date	build upon the teaching experiences occurred within the context of such Agreement. 02-Jan-2017 31-Dec-2019
KCA ID	C1924
KCA Title	Educational programmes at the Faculty of Management in 2017
KCA Website	<a href="http://www.wz.uw.edu.pl/portale/rekrutacja/dzial/studia-magisterskie">http://www.wz.uw.edu.pl/portale/rekrutacja/dzial/studia-magisterskie</a>
KCA Description	Costs of bachelor, master, PhD and postgraduate studies
Partner	048 University of Warsaw
Contact Person	Spik, AS (Aleksandra)   University of Warsaw
Why chosen	The University of Warsaw is the oldest management school in Central and Eastern Europe with a great experience in developing and implementing bachelor, master, PhD and postgraduate studies. The Faculty of Management is delivering courses that are focused towards sharing complex knowledge in economic, management, finance, accounting, marketing, as well as rules and strategies of international corporate functioning. Its graduates are capable of performing complex tasks in regional and international business from various sectors. The chosen KCA is relevant to the project and University's expertise shown in KCA will be the basis to develop a new solutions for the innovative educational tools and strategies which is the aim of this project. KCA will provide learning experiences, expertise and knowledge of how to design new educational material to cater specific educational needs.
Start / End Date	02-Jan-2017 29-Dec-2017
KCA ID	C1925
KCA Title	Consumer preferences and habits relating to digital traceability
KCA Website	
KCA Description	Flatev will provide a KCA of 15k Euros covered by the technology of an automatic flatbread appliance with a digitally full traceable system. Flatev will also provide consumer preferences and habits acquired along the time of development
Partner	514 Flatev
Contact Person	Vazquez, PV (Pamela)   Flatev
Why chosen	Traceability systems are important to IValueFood project consumer understanding and industry implementation
Start / End Date	01-Jan-2018 31-Dec-2018
KCA ID	C1926
KCA Title	Product development, branding and trademarks
KCA Website	
KCA Description	Work undertaken relating to branding, IP & Trademarking and product development
Partner	513 Eskesso
Contact Person	Nuñez Porras, PNP (Pedro)   Eskesso
Why chosen	Activities relevant to understanding IValueFood operations.
Start / End Date	01-Jan-2018 31-Dec-2018
Task ID	A1901
Task Title	To collate and evaluate existing tools, strategies for engagement
Task Type	Technology Validation
Task Description	To collate and evaluate existing tools, strategies for engagement related to pre-schools to students to identify existing capabilities and possible modifications to be addressed in activity 4.

## Tasks



Task Leader	Alakukku, E (Laura)   University of Helsinki
Start / End Date	01-Jan-2019 31-Dec-2019
KCA Reference	C1901 IMDEA Food KCAs for SO5;C1903 Surveillance Activity;C1904 Nature's little helpers;C1905 Diderot Project year 2016 / 2017;C1906 Diderot Project year 2017 / 2018;C1911 The SOCIAL project;C1912 The United Nations University Fisheries Training Programme (UNU-FTP) - The UNU-FTP belongs to the United Nations University in Tokyo but is mainly funded by the Icelandic Government, and hosted by the Marine Research Institute. ;C1920 Unit Cost per Student;C1922 Shortfall from fEC
Deliverable Reference	Review of existing tools strategies and engagement with needs for modification and construction identified;Review of existing tools strategies and engagement with needs for modification and construction identified;Review of existing tools strategies and engagement with needs for modification and construction identified;Review of existing tools strategies and engagement with needs for modification and construction identified;Review of existing tools strategies and engagement with needs for modification and construction identified;Review of existing tools strategies and engagement with needs for modification and construction identified;Review of existing tools strategies and engagement with needs for modification and construction identified;Review of existing tools strategies and engagement with needs for modification and construction identified;Review of existing tools strategies and engagement with needs for modification and construction identified;Review of existing tools strategies and engagement with needs for modification and construction identified;Review of existing tools strategies and engagement with needs for modification and construction identified;Review of existing tools strategies and engagement with needs for modification and construction identified
Task ID	A1902
Task Title	To identify the needs, wants, barriers and aspirations of different stakeholders related to I Value Food
Task Type	Consumer Engagement
Task Description	To identify the needs, wants, barriers and aspirations of different stakeholders related to IValueFood
Task Leader	Dean, S (Moir)   Queen's University Belfast
Start / End Date	01-Jan-2019 31-Dec-2019
KCA Reference	C1901 IMDEA Food KCAs for SO5;C1905 Diderot Project year 2016 / 2017;C1906 Diderot Project year 2017 / 2018;C1912 The United Nations University Fisheries Training Programme (UNU-FTP) - The UNU-FTP belongs to the United Nations University in Tokyo but is mainly funded by the Icelandic Government, and hosted by the Marine Research Institute. ;C1913 Nordic Sensory Workshop Reykjavik 2018: making sense!;C1916 Networking;C1917 Entrepreneurship in new business initiatives;C1918 FEMP;C1920 Unit Cost per Student
Deliverable Reference	Report on gaps between needs/ barriers and existing tools, strategies, methods and the programmes identified in activity1; Report on gaps between needs/ barriers and existing tools, strategies, methods and the programmes identified in activity1; Report on gaps between needs/ barriers and existing tools, strategies, methods and the programmes identified in activity1; Report on gaps between needs/ barriers and existing tools, strategies, methods and the programmes identified in activity1; Report on gaps between needs/ barriers and existing tools, strategies, methods and the programmes identified in activity1; Report on gaps between needs/ barriers and existing tools, strategies, methods and the programmes identified in activity1; Report on gaps between needs/ barriers and existing tools, strategies, methods and the programmes identified in activity1; Report on gaps between needs/ barriers and existing tools, strategies, methods and the programmes identified in activity1; Report on gaps between needs/ barriers and existing tools, strategies, methods and the programmes identified in activity1; Report on gaps between needs/ barriers and existing tools, strategies, methods and the programmes identified in activity1; Report on gaps between needs/ barriers and existing tools, strategies, methods and the programmes identified in activity1
Task ID	A1903
Task Title	Develop and assess Decision Making Framework for selection and evaluation
Task Type	Courses Development
Task Description	Develop and assess Decision Making Framework for selection and evaluation
Task Leader	Brereton, P A (Paul)   Queen's University Belfast

Start / End Date	01-Jan-2019 31-Dec-2019
KCA Reference	C1905 Diderot Project year 2016 / 2017;C1906 Diderot Project year 2017 / 2018;C1910 National Project Funding from Academy of Finland, the Finnish Ministry of Social Affairs and Health and Prime Minister's Office;C1920 Unit Cost per Student
Deliverable Reference	Report on training needs of teachers;Report on training needs of teachers;Report on training needs of teachers;Report on training needs of teachers;Report on training needs of teachers;Report on training needs of teachers;Report on gaps in assessment tools ;Report on gaps in assessment tools ;Report on gaps in assessment tools ;Report on gaps in assessment tools ;Report on gaps in assessment tools ;Report on gaps in assessment tools ;Report on gaps in assessment tools ;Report on gaps in assessment tools ;Report on gaps in assessment tools ;Report on gaps in assessment tools
Task ID	A1904
Task Title	Co-creating tools with industry for the next generation consumers
Task Type	Courses Development
Task Description	Co-creating tools with industry for the next generation consumers
Task Leader	Spik, AS (Aleksandra)   University of Warsaw
Start / End Date	01-Jan-2019 31-Dec-2019
KCA Reference	C1901 IMDEA Food KCAs for SO5;C1904 Nature's little helpers;C1910 National Project Funding from Academy of Finland, the Finnish Ministry of Social Affairs and Health and Prime Minister's Office;C1911 The SOCIAL project;C1912 The United Nations University Fisheries Training Programme (UNU-FTP) - The UNU-FTP belongs to the United Nations University in Tokyo but is mainly funded by the Icelandic Government, and hosted by the Marine Research Institute. ;C1916 Networking;C1917 Entrepreneurship in new business initiatives;C1919 Sustainable Management of Orchard Pollination Services;C1923 Agreement between the University of Torino and the Compagnia di San Paolo Foundation (years 2016-2018) for the improvement of education and research activities;C1925 Consumer preferences and habits relating to digital traceability;C1926 Product development, branding and trademarks
Deliverable Reference	Report on learning needs and solutions for next generation.;Report on learning needs and solutions for next generation.;Report on learning needs and solutions for next generation.;Report on learning needs and solutions for next generation.;Report on learning needs and solutions for next generation.;Report on learning needs and solutions for next generation.;Report on learning needs and solutions for next generation.;Report on learning needs and solutions for next generation.;Report on learning needs and solutions for next generation.;Report on learning needs and solutions for next generation.;Report on learning needs and solutions for next generation.;Report on learning needs and solutions for next generation.;Report on learning needs and solutions for next generation.
Task ID	A1905
Task Title	Food Ambassador Communication and disseminations
Task Type	Dissemination and Events
Task Description	Food Ambassador Communication and disseminations
Task Leader	Dino, AD (Alessia)   University of Turin   Università degli Studi di Torino (Unito)
Start / End Date	01-Jan-2019 31-Dec-2019
KCA Reference	C1902 Communications Training;C1907 European Researchers' Night 2017 / CloSER project ;C1908 Funding to UNITO public engagement activities led by Agorà Scienza ;C1912 The United Nations University Fisheries Training Programme (UNU-FTP) - The UNU-FTP belongs to the United Nations University in Tokyo but is mainly funded by the Icelandic Government, and hosted by the Marine Research Institute. ;C1913 Nordic Sensory Workshop Reykjavik 2018: making sense!;C1914 Bioactive seaweed ingredients with verified in-vivo bioactivities ;C1920 Unit Cost per Student;C1921 Know how in science communication and outreach;C1922 Shortfall from fEC

Deliverable Reference	Communication and Dissemination Plan;Communication and Dissemination Plan;Communication and Dissemination Plan;Communication and Dissemination Plan;Communication and Dissemination Plan;Communication and Dissemination Plan;Communication and Dissemination Plan;Communication and Dissemination Plan;Communication and Dissemination Plan;Report on the Food Ambassadors strategy ;Report on the Food Ambassadors strategy ;Report on the Food Ambassadors strategy ;Report on the Food Ambassadors strategy ;Report on the Food Ambassadors strategy ;Report on the Food Ambassadors strategy ;Report on the Food Ambassadors strategy ;Report on the Food Ambassadors strategy ;Report on the Food Ambassadors strategy ;Report on the Food Ambassadors strategy ;Report on the Food Ambassadors strategy
Task ID	A1906
Task Title	Project management
Task Type	Project or Programme Management
Task Description	QUB will manage this project
Task Leader	Brereton, P A (Paul)   Queen's University Belfast
Start / End Date	01-Jan-2019 31-Dec-2019
KCA Reference	C1920 Unit Cost per Student
Deliverable Reference	Review of existing tools strategies and engagement with needs for modification and construction identified; Report on gaps between needs/ barriers and existing tools, strategies, methods and the programmes identified in activity1;Report on training needs of teachers;Report on gaps in assessment tools ;Report on learning needs and solutions for next generation.;Communication and Dissemination Plan;Report on the Food Ambassadors strategy

## Budget Overview



KCA ID	Partner	KCA Year	Budget
C1901	006 Universidad Autónoma de Madrid	2017	195,000
C1902	043 University of Cambridge	2018	26,560
C1903	007 AZTI	2017	25,000
C1904	023 Koppert	2019	10,000
C1904	023 Koppert	2017	10,000
C1904	023 Koppert	2018	10,000
C1905	047 University of Turin	2017	89,753
C1906	047 University of Turin	2017	44,876
C1906	047 University of Turin	2018	62,466
C1907	047 University of Turin	2017	46,023
C1908	047 University of Turin	2017	120,000
C1908	047 University of Turin	2017	50,000
C1909	044 University of Helsinki	2017	70,000
C1910	044 University of Helsinki	2017	305,000
C1911	042 Technion	2018	105,000
C1912	027 Matis	2019	170,000
C1913	027 Matis	2019	9,000
C1914	027 Matis	2019	60,000
C1915	027 Matis	2019	9,000
C1916	007 AZTI	2017	13,000
C1917	007 AZTI	2017	6,000
C1918	007 AZTI	2017	60,000
C1919	046 University of Reading	2017	43,558
			<b>2,996,526</b>

## Budget Overview



KCA ID	Partner	KCA Year	Budget
C1919	046 University of Reading	2018	37,335
C1919	046 University of Reading	2019	37,335
C1920	034 Queen's University Belfast	2018	660,300
C1921	016 EUFIC	2019	180,000
C1922	046 University of Reading	2019	31,063
C1923	047 University of Turin	2017	21,882
C1924	048 University of Warsaw	2017	450,375
C1925	514 Flatev	2018	15,000
C1926	513 Eskesso	2018	23,000
			<b>2,996,526</b>

Task ID	Partner	FTE	A Personnel	B Sub-contracting	C1 Sub-granting	C2 Prizes	D1 Travel and subsistence	D2 Depreciation	D3 Cost of other goods and services	D4 Cost of Large Research Infrastructure	D5 Costs of internally invoiced goods and services	F Costs of EIT labelled Education Programmes	E Indirect costs	EIT funding	Co-funding
A1901	006 Universidad Autónoma de Madrid	0.31	14,600	0	0	0	400	0	2,000	0	0	0	4,250	21,250	0
A1901	007 AZTI	0.07	1,208	0	0	0	3,000	0	0	0	0	0	1,052	5,260	0
A1901	023 Koppert	0.00	0	0	0	0	2,000	0	2,000	0	0	0	1,000	5,000	0
A1901	027 Matis	1.00	8,190	0	0	0	2,300	0	0	0	0	0	2,622	13,112	0
A1901	034 Queen's University Belfast	0.18	10,000	0	0	0	0	0	0	0	0	0	2,500	12,500	0
A1901	042 Technion	0.18	7,500	0	0	0	1,500	0	0	0	0	0	2,250	11,250	0
A1901	044 University of Helsinki	0.90	47,000	0	0	0	2,500	0	2,500	0	0	0	13,000	65,000	0
A1901	046 University of Reading	0.11	7,400	0	0	0	1,400	0	0	0	0	0	2,200	11,000	0
A1901	047 University of Turin	0.32	8,000	0	0	0	800	0	0	0	0	0	2,200	11,000	0
A1901	048 University of Warsaw	0.36	8,000	0	0	0	800	0	0	0	0	0	2,200	11,000	0
A1902	006 Universidad Autónoma de Madrid	0.31	14,600	0	0	0	400	0	2,000	0	0	0	4,250	21,250	0
A1902	007 AZTI	0.16	7,021	5,000	0	0	600	0	0	0	0	0	1,905	14,526	0
A1902	027 Matis	1.00	8,190	10,000	0	0	2,800	0	0	0	0	0	2,747	23,737	0
A1902	034 Queen's University Belfast	0.72	40,000	0	0	0	0	0	15,000	0	0	0	13,750	68,750	0
A1902	042 Technion	0.36	15,000	0	0	0	1,000	0	0	0	0	0	4,000	20,000	0
A1902	044 University of Helsinki	0.60	28,000	0	0	0	0	0	0	0	0	0	7,000	35,000	0
A1902	046 University of Reading	0.01	400	0	0	0	400	0	0	0	0	0	200	1,000	0
A1902	047 University of Turin	0.92	23,000	0	0	0	2,800	0	3,000	0	0	0	7,200	36,000	0
A1902	048 University of Warsaw	1.00	22,000	0	0	0	800	0	3,000	0	0	0	6,450	32,250	0
A1903	006 Universidad Autónoma de Madrid	0.01	400	0	0	0	400	0	0	0	0	0	200	1,000	0
A1903	027 Matis	0.00	0	0	0	0	800	0	0	0	0	0	200	1,000	0
A1903	034 Queen's University Belfast	0.58	32,000	0	0	0	0	0	5,000	0	0	0	9,250	46,250	0
A1903	042 Technion	0.00	0	0	0	0	1,000	0	0	0	0	0	250	1,250	0
A1903	044 University of Helsinki	0.20	8,000	0	0	0	0	0	0	0	0	0	2,000	10,000	0
A1903	046 University of Reading	0.01	400	0	0	0	400	0	0	0	0	0	200	1,000	0
<b>Total</b>		<b>19.08</b>	<b>614,451</b>	<b>55,000</b>	<b>0</b>	<b>0</b>	<b>70,100</b>	<b>0</b>	<b>70,525</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>188,766</b>	<b>998,842</b>	<b>0</b>

Task ID	Partner	FTE	A Personnel	B Sub-contracting	C1 Sub-granting	C2 Prizes	D1 Travel and subsistence	D2 Depreciation	D3 Cost of other goods and services	D4 Cost of Large Research Infrastructure	D5 Costs of internally invoiced goods and services	F Costs of EIT labelled Education Programmes	E Indirect costs	EIT funding	Co-funding
A1903	047 University of Turin	0.32	8,000	0	0	0	800	0	0	0	0	0	2,200	11,000	0
A1903	048 University of Warsaw	1.14	25,000	0	0	0	2,800	0	4,000	0	0	0	7,950	39,750	0
A1904	006 Universidad Autónoma de Madrid	0.28	13,160	0	0	0	400	0	2,840	0	0	0	4,100	20,500	0
A1904	007 AZTI	0.17	7,571	5,000	0	0	1,200	0	0	0	0	0	2,192	15,963	0
A1904	023 Koppert	0.00	0	0	0	0	2,000	0	2,000	0	0	0	1,000	5,000	0
A1904	027 Matis	1.00	8,190	0	0	0	2,300	0	0	0	0	0	2,622	13,112	0
A1904	034 Queen's University Belfast	0.36	20,000	0	0	0	0	0	0	0	0	0	5,000	25,000	0
A1904	042 Technion	0.00	0	0	0	0	1,000	0	0	0	0	0	250	1,250	0
A1904	044 University of Helsinki	0.20	12,000	0	0	0	0	0	0	0	0	0	3,000	15,000	0
A1904	046 University of Reading	0.38	23,212	0	0	0	2,400	0	3,000	0	0	0	7,153	35,765	0
A1904	047 University of Turin	0.17	4,200	0	0	0	1,800	0	6,800	0	0	0	3,200	16,000	0
A1904	048 University of Warsaw	2.14	47,000	0	0	0	2,800	0	3,100	0	0	0	13,225	66,125	0
A1904	513 Eskesso	0.00	0	0	0	0	4,000	0	0	0	0	0	1,000	5,000	0
A1904	514 Flatev	0.00	0	0	0	0	4,000	0	0	0	0	0	1,000	5,000	0
A1905	006 Universidad Autónoma de Madrid	0.01	400	0	0	0	400	0	0	0	0	0	200	1,000	0
A1905	016 EUFIC	0.50	40,000	10,000	0	0	0	0	0	0	0	0	10,000	60,000	0
A1905	027 Matis	0.80	9,009	15,000	0	0	800	0	0	0	0	0	2,452	27,261	0
A1905	034 Queen's University Belfast	0.18	10,000	0	0	0	0	0	0	0	0	0	2,500	12,500	0
A1905	042 Technion	0.00	0	0	0	0	1,000	0	0	0	0	0	250	1,250	0
A1905	043 University of Cambridge	0.60	3,000	0	0	0	200	0	4,785	0	0	0	1,996	9,981	0
A1905	046 University of Reading	0.01	400	0	0	0	400	0	0	0	0	0	200	1,000	0
A1905	047 University of Turin	0.88	37,400	10,000	0	0	4,900	0	6,500	0	0	0	12,200	71,000	0
A1905	048 University of Warsaw	0.00	0	0	0	0	800	0	0	0	0	0	200	1,000	0
A1906	034 Queen's University Belfast	0.63	35,000	0	0	0	10,000	0	3,000	0	0	0	12,000	60,000	0
<b>Total</b>		<b>19.08</b>	<b>614,451</b>	<b>55,000</b>	<b>0</b>	<b>0</b>	<b>70,100</b>	<b>0</b>	<b>70,525</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>188,766</b>	<b>998,842</b>	<b>0</b>

EIT Funding (€)	?	998,842.00 €
Partners Co-Funding (€)	?	0.00 €
Total KAVA Funding (€)	?	998,842.00 €
KCA Funding (€)	?	2,996,526.00 €
Co-Funding Leverage (%)	?	0.00 %
EIT Leverage (%)	?	75.00 %
Total FTE	?	19.08 FTE

Justification

**A Personnel Justification** (max 1000 characters)  
*The FTE related budget for the catalyst tasks is 614,451.00 €. The planned FTE for the catalysts tasks sums up to 19.08 FTE with an average cost of 32,203.93 € / 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 19.08 FTE (614,451Eur) are allocated to this project. In 2019 together with the PI (QUB) Investigators in activities 1 – 5 will collate and evaluate existing tools (activity 1), identify the needs and wants of different stakeholders (activity 2) set up a decision making framework ( activity 3) and identify good practice in co-creating tools with stakeholders ( activity 4) and disseminate (activity 5).

- 3.43 FTE (average 32,623 EUR/FTE) researchers for collating and evaluating tools (activity 1)
- 5.09 FTE (average 31,083 EUR/FTE) researchers for identify the needs/wants of stakeholders (activity 2)
- 2.26 FTE (average 32,654 EUR/FTE) researchers for set up a decision making framework (activity 3)
- 4.70 FTE (average 18,804 EUR/FTE) researchers for co-creating tools with stakeholders (activity 4)
- 2.98 FTE (average 33,627 EUR/FTE) researchers for dissemination (activity 5)
- .64 FTE (average 55,165 EUR/FTE) researcher for management (QUB)

**B Sub-contracting Justification** (max 1000 characters)  
*Costs to an amount of 55,000.00 €.*



The following subcontracts (total €55K) have been anticipated: AZTI 10K (obtaining existing tools and co-creating with Industry), EUFIC 10K (web platform), Matis 25K (Dr. Anna Sigridur Ólafsdottir head of Faculty of Sport, Leisure and Social Education of The University of Iceland who will be a Matis subcontractor responsible for carrying out the tasks and delivering them on time) UNITO 10K (Communication agency for branding operations and professional video productions)

**D1 Travel and subsistence Justification** (max 1000 characters)  
*Costs to an amount of 70,100.00 €.*



5K has been allocated to each of the Activity leaders to enable them to meet with both their Activity partners but also with the co-ordinating institute (QUB) as required. The largest proportion of the budget has been allocated to QUB (10K) this is to cover both T&S for meetings as well as 5K to fund "food stars" travel and other significant external stakeholders to attend meetings/workshops etc. 5K has been allocated to industry partners Koppert, Flatev and Eskesso to get them to important industry engagement/learning meetings and workshops. In addition to ad-hoc meetings between partners in Tasks/Activities, there are several specific meetings and workshops that will take place:

- 3 all partner meetings will be held in January 2019, June 2019 and November 2019.
- 6+ workshops will take place in y1 (Activity 2 & 4) that will facilitate knowledge transfer with stakeholders as well as act as a forum for interviews with Industry.

**D3 Cost of other goods and service Justification** (max 1000 characters)  
*Costs to an amount of 70,525.00 €.*



These costs include the acquisition or rental of equipment and materials needed to carry out the indicated activities, as well as to cover the associated costs needed to hold meetings, such as location rental and catering services.

Some examples include:

- Money allocated to run focus groups and interviews for activities 2 and 3 with different stakeholders school children and students, parents etc.
- Money allocated to run workshops with industry, to create promotional materials and leaflets for Activity 4.
- Money allocated to run focus groups, workshops, create promotional materials, and communication campaign for Activity 5.



## Remarks History



**15 Jan 2019 15:33 PM | Brereton, P A (Paul) | Activity Leader**

Following further feedback from EIT we have made the following changes:

- 1) We have specifically linked each OUTPUT with the relevant Deliverables and KPI's
- 2) We have added a 2019 value for KICE04.

Apologies for confusion in an earlier communication which meant to state that we had added another KPI value rather than another KPI.

We hope these changes meet your requirements.

Best Regards

Paul Brereton

QUB on behalf of the IValueFood consortium



**14 Aug 2018 22:18 PM | Brereton, P A (Paul) | Activity Leader**

Thank you for your positive feedback.

We have taken on board the reviewers comments and made the following changes:

- 1) Amended the budget justification entries
- 2) Revised the KPI's as suggested, some up, some down on the basis of further consultation with EIT guidelines and partner experience.
- 3) KCA's, we have now received the two outstanding KCA's from two of the SME's in the project (Eskesso and Flativ) of 23K and 15K respectively. QUB KCA has been reduced proportionately to provide no change in overall KCA budget.
- 4) KAVA budget. We identified a transposition error in QUB FTEs. It has now been corrected to 2.66 from 2.02 in the proposal, the original remaining QUB KAVA figures are correct.
- 5) Technion have corrected their KAVA budget figures (change in personnel costs) the overall KAVA budget is unchanged.

We hope the above changes meet your requirements and look forward to working with EIT in implementing the IValueFood vision.

Paul Brereton

QUB on behalf of the IValueFood consortium



**27 Jul 2018 15:10 PM | IMPORT | Management Committee Conclusion**

Dear Proposer,

We are delighted to tell you that the proposal falls clearly within the scope of EIT Food and will be included in the Business Plan 2019. Experts in the field were positive on your proposal and ranked it with high priority. You can expect that your activity will receive funding.

This ranking is based among others on the following points:

- the feedback from the pre-call has been responded to well, and both the project aims and the work plan have been strengthened significantly.
- the proposal clearly aligns with SO5, and has further benefits for other Strategic Objectives
- student engagement is strong
- KPIs are more ambitious, and even if not reached the increased awareness among consumers will be a good outcome. As it stands, the proposal offers good value for money

Please note that that it is required that you implement the following improvements / corrections in your proposals via the online submission tool until August 15th in order to maintain your ranking:

- 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)

- Review and revise the KPIs according to their definition and the evidence required to be delivered at the end of 2019 (consult the “Common Issue – Final call 2019” document which can be found on EIT Food Plaza), especially KPIs:
- EITN01: these values should be 0 for all years
- KICC03: Online media impressions relates to the number of times your content is displayed, and as such may not have been selected appropriately or the target numbers not entered appropriately
- KICC07: please note that these need to be articles that have been published by a media outlet, and do not relate to press releases. If a lower number is likely, please amend the values for all three years.

Thank you again for submitting your proposal,  
The Review Team



**08 Jun 2018 15:53 PM | Brereton, P A (Paul) | Activity Leader**

Thank you for your comments we have embraced them all, a summary of the key changes we have made is given below:

- 1) Removal of benchmarking
- 2) More emphasis linking schools and HEE with available tools, provision of decision tools for selecting most appropriate resources. Including use of feedback from aggregated data from the users as a means of assessing efficacy as well as a measure of engagement
- 3) Strengthening of the industry engagement and learning aspects, specifically how industry can help in food engagement e.g. strengthen the links with primary production and the environment.
- 4) Strengthening of pan-european linkages at HEE and schools, e.g. e-twinning
- 5) It is now explicit that IValueFood will address primary schools to students.
- 6) More detail on scaling up and sustainability, including link to WFP.
- 7) More explicit partner-industry links and networks that will be exploited in the project

Paul Brereton  
QUB



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

Dear Proposers,

We would like to thank you again for submitting your proposal.

A panel of subject-matter experts with academic, business and entrepreneurial backgrounds has now reviewed your proposal resulting in a number of critical remarks. Based on the points raised, the Management Board of EIT Food has decided to give you the opportunity to reformulate the proposal. Taking into consideration the feedback of the reviewers, we recommend that MAJOR revisions be made, and we urge you to integrate these recommendations into the submission of the full proposal to have a chance to secure funding for your project:

- Specify more clearly what are the innovations of this project. It is recommended to focus on enabling the circulation of locally existing initiatives throughout Europe, and co-creation of knowledge by the target groups and industry. This will create a stronger alignment with the goals and strategic objectives of EIT Food. Also, articulate more clearly the anticipated impact of the proposal;
- Focus much more strongly on the inventory of available offerings, possibly including an assessment of their efficacy, and the training/educational component; please remove the research component related to the mapping of countries. In the view of the review panel, the latter is not required to achieve the KAVA: if different teaching resources are made available with clear learning outcomes, pedagogies, and a brief case study about the initial site of implementation, teachers in different countries should be able to decide for themselves what could work in their local context (market pull). However, the research component may be implemented as a KCA contribution.
- Increase industry engagement within the project. The Grand Challenge brief clearly describes processes of unlearning and relearning by industry how to engage with the next generation of consumers, and at present the proposal does not articulate how this will be achieved, and how the pilot will be scaled.
- Please consider leveraging Faculties of Education in the academic partners to ensure robust pedagogical approaches for co-creation activities to ensure their value and fit for the target group. In your risk management section please include a description of how you will ensure duty of care towards the target groups, particularly in the co-creation activities.

- The choice of primary school children and millennials seem unlinked. There may be a good case to approach these groups but not also secondary school children, but this is not well articulated at present.
- Clarify the idea of food ambassadors - who are they, how will they be managed, how will their impact be assessed etc.
- Leverage more extensively networks of schools that already exist in the wider EU community (e.g. e-twinning).
- Introduce clearer go/no go milestones
- Budget: please consider diversifying the proposed budget to include costs for materials, funds to support pilot schools to lower the threshold of participation, and to drive substantial marketing campaigns for the initiative.

We also want to draw your attention to KPIs, outcomes and deliverables. These need to be ambitious but realistic: not achieving them may result in ineligible budget. As such, please review OUTPUTS and DELIVERABLES in the light of the help text in the submission system. For KPIs, please also refer to the updated guidance in Plaza which specifies per pillar which ones are suitable to use.

Please draw special attention to the following KPIs:

- Please introduce the KPI 'Number of participants in EIT Food novel education programmes' (KICE04)
- Please remove the KPI 'Consumers Engagement' (KICC05)

Please develop a viable sustainability strategy for the programme in the financial sustainability part of your proposal. It will be essential to have an approach that allows the initiative to continue after the three years of funding without any substantial additional funding.

Best regards,  
The Review Team

