

# **FOOD 4 GROWTH**

## **F4G**

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## Agenda of the F4G actions

DONE

### Action 1: Pave the way

In the first phase activities have been focused on the **analysis of training needs** related to the framework of opportunities and criticalities for the development of integrated planning and communication paths. **This phase has been aimed at collecting and processing data and results** of training models, descriptors of skills, education methods and experiences of (formal and non-formal education and training), practices of co-design between the productive sector and expression of consumptions system per country involved in the project. The results have been released in 2016, and represent the output No. 1 or "***Agribusiness growth: emerging skills and interdisciplinary***".

## Action 2: The training model

The second phase will include the **implementation** and the **pilot Testing of the Food 4G training model**.

The training model represents the core activity of the Project and will be developed according to the so called “**Flipped Classroom principle**”.

During its pilot test phase, it will actively involve :

- ✓ **VET teachers as trainers**
- ✓ **VET students and agro-food technicians as learners**
- ✓ **Company representatives as tutors**

## Action 3 : Co-working Lab

**The third phase will be based on the co-working LAB.**

The co-working Lab represents the ideal complement to the training carried out in the previous stage, in order to strengthen and implement purposes of lessons **learned in terms of integrated planning and innovation communication.**

In this phase **stakeholder engagement** will be provided to develop an integrated planning, to activate territory animation paths and to convey information and communication content.

## Action 4: Dissemination

The aim is to make known, through a wide target range of beneficiaries, the **potential of the F4G Training model**, in order to promote wider adoption by the stakeholders identified in the VET system and also in the business sector.

During this phase, **actions are focused on the systematization of the F4G training model.**

The results of the monitoring, recorded using SWOT analysis techniques, will be used to make improvements and will strengthen any weaknesses of the model in order to enhance its impact and sustainability.

## Main outcomes achieved within the first phase

### Definition of the **KEY ISSUES** related to the **Communication of Innovation**

The research has identified some of the main issues that the agro-food companies have to face when asked to deal with **innovation communication** in order to strengthen the social acceptability of their products:

- ✓ Transformation of the qualitative exploration of **consumer preferences and attitudes** in innovation drivers
- ✓ Translation of **consumer perceptions** in objective measurements
- ✓ Anticipation of the estimate of the direct and indirect **risks related to innovation**
- ✓ Identification and interpretation of the **disadvantages and the direct and indirect benefits** of innovation
- ✓ Demonstration of the **effectiveness and the benefits of new solutions adopted** in the process and the product
- ✓ Communication and translation of a **technical problem in a clearly understandable language**
- ✓ **Negotiation**, conveyance of innovation contents towards the interests of stakeholders, to find common points of interest

## Definition of a first set of KEY COMPETENCES

According to the results of the desk and on field survey carried out in the first phase of F4G, **4 integrated skills areas** have arisen in the food technician and technologist professional profiles, in order to improve her/his overall ability to interact in the agro-food innovation contexts.

The 4 areas of expertise and key **learning objectives** listed below express the result of the sharing and interpretation of the evidence emerged from the research phase of F4G with the project partnership:

- **BASIC SKILLS:** The ability to **know the organizational features** of the company and the actors involved in the decision-making process, and own basic corporate team building and communication techniques and styles
- **MARKET AND STRATEGIC INFLUENCING:** Given an innovative product, the ability **to understand the market** and to identify and map relevant stakeholders in terms of their position, level of influence, relevance, interest and position

## Definition of a first set of **KEY COMPETENCES**

- **COMMUNICATION:** Once the relevant stakeholders are identified, the ability to **correctly communicate innovation** through the development of a consistent communication strategy in order to build up consensus about the innovation proposed
- **NEGOTIATION:** **Ability to influence relevant stakeholders**, when appropriate, **through negotiation skills**. Ability to maintain an awareness of goals and objectives and to drive solutions towards desired ends, while maintaining relationships and supporting consensus



## Main dissemination **EVENTS** in which **F4G** has been presented



**ECOTROPHELIA**  
**EUROPE**

### **ECOTROPHELIA EUROPE 2016 – SIAL – PARIS** **16<sup>th</sup> – 17<sup>th</sup> October 2016**

What will tomorrow's food be? What are the major trends in consumption in Europe? On 16<sup>th</sup> and 17<sup>th</sup> October in Paris at the SIAL, the ECOTROPHELIA Europe competition provided answers to these questions through the imagination of 72 engineering students in agribusiness and the expertise of the national food federations that accompany them.

On the principle of a Champions League in food innovation, 15 European countries participated in Europe ECOTROPHELIA 2016.

## **Dissemination EVENTS in which F4G has been presented**

**Food Innovation Stakes & Business competitiveness at a  
European level: the key to success for  
business-university partnerships**

**INTERNATIONAL CONFERENCE – PARIS  
18<sup>th</sup> October 2016**

For the first time, three food projects FooD-STA, FOODLAB & IDEFI-ECOTROPHELIA got together to organize an international conference about food innovation stakes & business competitiveness at a European level. This event covered the benefits and success of business-university partnerships, the importance of sustainable development, the interest of business incubators and financial stakes.