

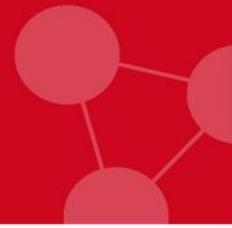


**inprofood**  
Towards sustainable food research

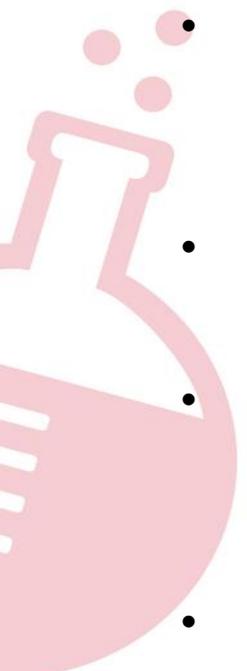
**Stakeholder views, common methodology**



# EASWs: what is it?

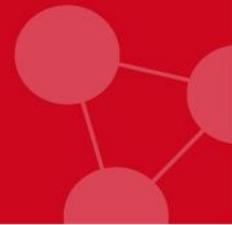


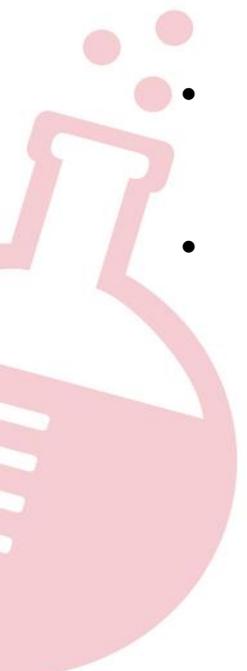
## European Awareness Scenario Workshops (EASWs)

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- **Participative method** initially developed by the Danish Board of Technology in the 90s for urban planning, applied later on environmental issues, **not yet applied on food and health issues**
  - Bringing together **15 to 25 people**, for 1 or 2 days, with **different** background, **expertise**, experiences and perspectives **on an equal footing**
  - Participants develop **scenarios** (worst scenario = what to avoid, best scenario = what to tend to) on the workshop topic, identify barriers and propose **strategies** and steps for realizing them
  - Not necessarily reaching a **consensus**, **discrepancies** are important results as well



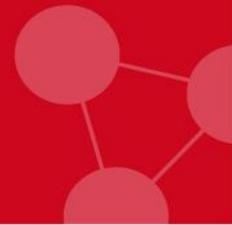
# EASWs: Key success factors



- Needs an efficient staff for the organisation, including **potential adaptations** to the local context
  - Requires **professional** skills for the **facilitation**, to favor informal atmosphere and participants involvement, and enhance their creativity
  - **Transparency** throughout all the process (from the recruitment to the follow up of the workshop (what and how the outputs will be used))
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# EASWs: Advantages and limits



## Advantages

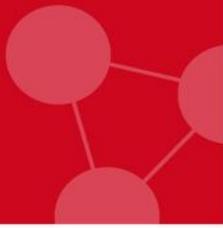
- Generation of **new and valuable ideas**, coming from people and organisations **usually not involved** in the research programming process
- Working with scenario helps **avoiding “business as usual”**, i.e. already implemented solutions or unsolved debates on an ideological basis

## Limits

- The **quality of the outputs is depending** on the quality of the participant panel
- Significance of results may be ensured only through the **repetition of workshops**
- **Costs in both time and money** to be devoted to the organisation of a series of workshops



# EASWs: Implementation



- In the framework of the Inprofood project:
  - **35 workshops** organised in 13 countries (about 500 participants)
  - 2 or 3 workshops / country
  - Involving both **large scale** (national scope) and **medium / small scale** (regional or local scope) organisations



# EASWs: participants / recruitment

Public organisations	Business organisations	Civil society organisations
<ul style="list-style-type: none"><li>• Research funding bodies</li><li>• University and research institutions</li><li>• Regulatory bodies</li><li>• Social security</li></ul>	<ul style="list-style-type: none"><li>• Food producers (associations)</li><li>• Health professional (associations)</li><li>• Trade unions</li></ul>	<ul style="list-style-type: none"><li>• Patient advocacy associations</li><li>• Consumers association</li><li>• Other non governmental organizations related to health and/or food</li></ul>

- **Transparency** in the recruitment process:
  - List of stakeholders, using official sources
  - Random selection of people to be invited and/or open call for participation