



inprofood
Towards sustainable food research

Towards Inclusive Research Programming for
Sustainable Food Innovations

Overview of the INPROFOOD project

‘INPROFOOD: Towards inclusive research programming for sustainable food innovations’

Project duration: 36 months (2011 – 2014)

7 workpackages

Total Budget: around 4 Million Euro

Coordinated by the University of Hohenheim

18 Partners from 13 European countries

UNIVERSITÄT HOHENHEIM



Maastricht University





Agenda



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Overview of the INPROFOOD project

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Recomendations



Context

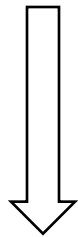


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- **Food and health** are key priorities for EU to respond to the increase in obesity and diet-related chronic diseases;
 - **Dialogue between academia, industry and civil society** for successful research programming and implementation of food innovations;
 - Awareness raising on healthy eating has not led to significant changes in patterns of food purchase and consumers, so far;
 - Bringing together the scientific and civil society community is essential to improve success in addressing this challenge with **research and innovation**.

PART I | Overview of the INPROFOOD project

MAIN GOAL

Promote **bottom-up development** of concepts (processes and structures) of societal engagement in food and health research



Innovative approaches (technical and social) for dealing with the food and health challenge.



SPECIFIC OBJECTIVES (1/2)



To **investigate current processes and structures** of research programming (WP1);

To **develop stakeholder engagement** at national and European level. European Awareness Scenario Workshops (EASWs), Play-Decide-Games, European Open Space Conference (WP 2 and 3);

To **stimulate uptake of concrete initiatives** of societal engagement in food and health research. Action Plan (WP4).

SPECIFIC OBJECTIVES (2/2)

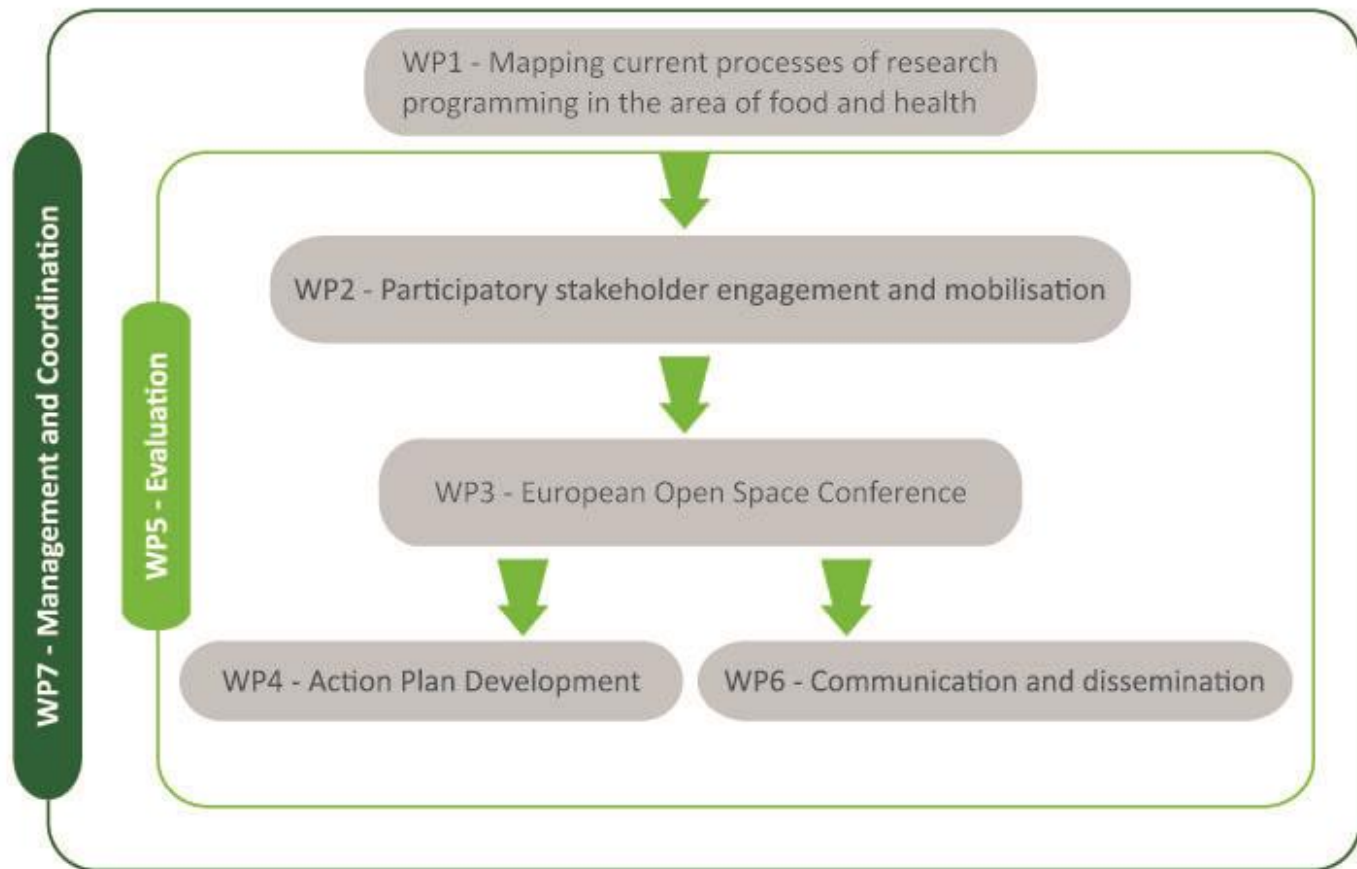
To **contribute to improved methodology** used in Science in Society (SiS) research projects. Evaluation of employed methods: (WP5);

To **facilitate communication with the project's target audience:** (WP6).



PART I | Overview of the INPROFOOD project

Work Packages (WP)





Agenda of Maastricht University



How to achieve goals and targeted objectives?

- 
- **WP1:** Mapping **current processes** of research programming in the area of food and health at national and at European level;
 - **WP2:** Direct **participation of national stakeholders** through assessment, engagement and mobilization;
 - **WP3:** Mobilizing stimulus, ideas and initiatives for CSO-research partnerships through a **European Space Conference**.

How to achieve goals and targeted objectives?

- 
- **WP 4:** Outline of a **Mobilization and Mutual Learning Action Plan** based upon stakeholders analysis and social network policy analysis;
 - **WP 6:** **Communication and dissemination** strategy through promotion of dialogue for enhancing the transferability of established practices;
 - **WP 7:** **Management and coordination** tasks.



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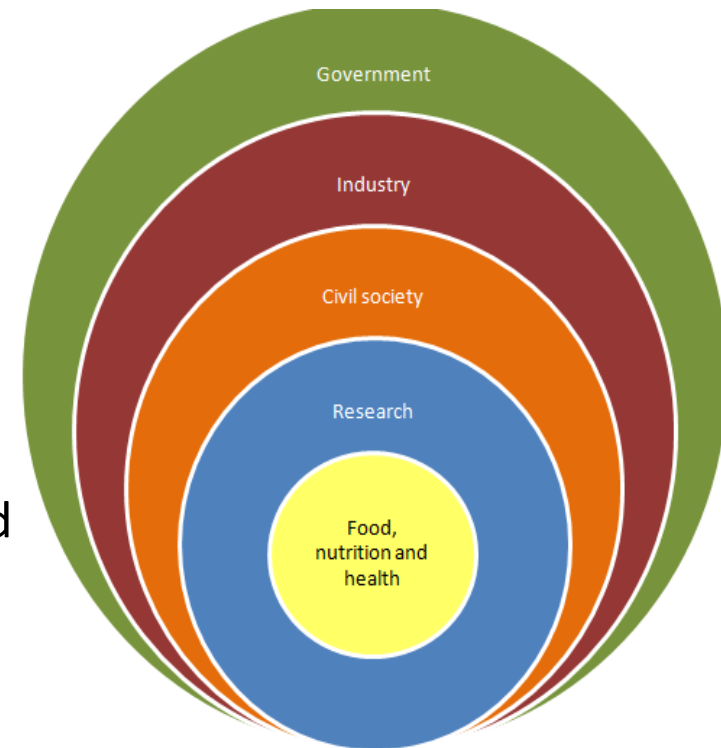
Recomendations

Current situation of research programming (WP 1)

- 
- Research themes were selected after completion of prior **desk research**;
 - Involved stakeholders were approached for interviews by means of covering letters;
 - **Semi-structured interviews** aimed at encouraging dialogue and minimize interviewer bias;
 - Interviews focused on **the concept of innovation** in food and health & the **decision making process** for publicly funded projects;
 - **Confidentiality clause** → very limited use.

Identification of stakeholders (WP 2)

- Designing a specific **recruitment strategy** to promote participation in workshops
- Step 1: Identifying small, medium & large-scale national stakeholders
- Step 2: Inviting non-arbitrarily selected stakeholders drawing results of lottery based Stakeholder Selection




Procedures



Recruitment of participants European Awareness Scenario Workshops (WP2)

- 
- Compiling a stakeholders database in a transparent manner → preventing the selection of ‘favorites’ or ‘usual suspects’ → ensuring a broad participation of national stakeholders;
 - **Lottery based stakeholder selection method** – non-selective and objective process for selecting invitees from the stakeholders database;
 - Invitation process was **similar in all EU countries** so as to achieve comparable results;


Evaluation of recruitment procedure (WP2)

- 
- **Personal invitations and follow-up calls** have proven to be most effective to attract participants;
 - **‘Open Call’ procedure** for stakeholder groups that are difficult to contact via regular invitations (mainly NGO’s) → less labor-intensive → effective in combination with expensive advertisements though;
 - Recruitment procedure also included spreading **briefing papers** discussing the topic of food and health



PART II | INPROFOOD – Evaluation of Process



- 
- Despite extensive invitation process, **difficult to involve stakeholders in workshops;**
 - Most heard reason for not-participating: **‘lack of relevance’ and ‘no time to attend’;**
 - Stakeholders were **unclear on which ground they had been invited;**
 - Differences between countries can partly be explained by **less adherence** to methodology.

PART II | INPROFOOD – Evaluation of Process

EASW Location	Organisation type	Approached	Agreed to attend	Attended
Rome	Civil Society	17	7	6
	Business-related Public Institutions	17	6	5
Porto	Civil Society	62	4	2
	Business-related Public Institutions	35	5	5
Maastricht	Civil Society	135	3	2
	Business-related Public Institutions	64	3	3
Ankara	Civil Society	9	7	6
	Business-related Public Institutions	9	7	4
Bratislava	Civil Society	25	8	4
	Business-related Public Institutions	25	8	7
Athens	Civil Society	70e	8	8
	Business-related	40e	3	1
	Public Institutions	60e	9	7
London	Civil Society	29	2	2
	Business-related	18	3	2
	Public Institutions	13	4	3
Copenhagen	Civil Society	15e	5	5
	Business-related	15e	5	5
	Public Institutions	20e	7	7
Bonn	Civil Society	233	12	9
	Business-related	240	6	4
	Public Institutions Other	161	6	4



Action Plan Development (WP 4)

- 
- Development of an outline for a **Mobilization and Mutual Learning Action Plan** (MMLAP), based on WP 1 and stakeholder analysis;
 - **Stimulating public engagement** and enhancing the understanding of the public health food dilemma;
 - **Setting goals for future research programming** in field of sustainable food innovations and developing advice for policy makers;
 - **Stakeholder analysis and Social Network Policy Analysis** → aimed at singling out the role of stakeholders within the publicly funded projects.



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Current situation of research programming (WP1)

- High involvement of national **Governments**;
- Interactions between universities and industry perceived as an important condition **for innovation**;
- **Low involvement of civil society**; involvement of industry and research institutions not uncommon → difficult to involve new (public) stakeholders;
- **Public engagement** problematic in most EU countries;
- **Poor transparency** of decision-making processes on research funding.


Current situation of research programming (WP1)

- 
- Difficulties in comparing the achieved outcomes among involved countries;
 - Two main funding mechanisms could be defined: **responsive mode** (initiative of researchers) & **strategic funding** (initiative of national Governments);
 - **Influence of industry** strongly depends on country;
 - **Freedom** from regulatory constraints a condition *sine qua non* for innovation , aligned with the dynamics of unconstrained markets.

Main outcomes EASWs (WP2)

- ‘What themes in food and health do you consider as relevant?’
- Different focus of different stakeholder groups:
 - **Non-profit organisations:** focus on consumer awareness, bottom-up approach, education and social relevance of research;
 - **Industry:** changing consumer behaviour, claims and regulations and organic and local food production;
 - **Public sector:** communicate science to consumer, nutrition as medicine, transparency in cooperation and food waste;
- Agreements between stakeholders groups:
 - **Transparency** is crucial for successful cooperation;
 - **Common vision** amongst stakeholders is needed for succesful project.

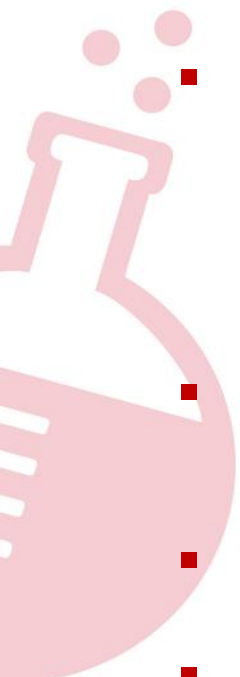
Best Case Scenario

- 
- Multi-disciplinary research, with social relevance;
 - Involvement of high variety of stakeholders;
 - Topic selection via independent experts;
 - Funding decisions made in a transparent and independent manner.

Worst Case Scenario

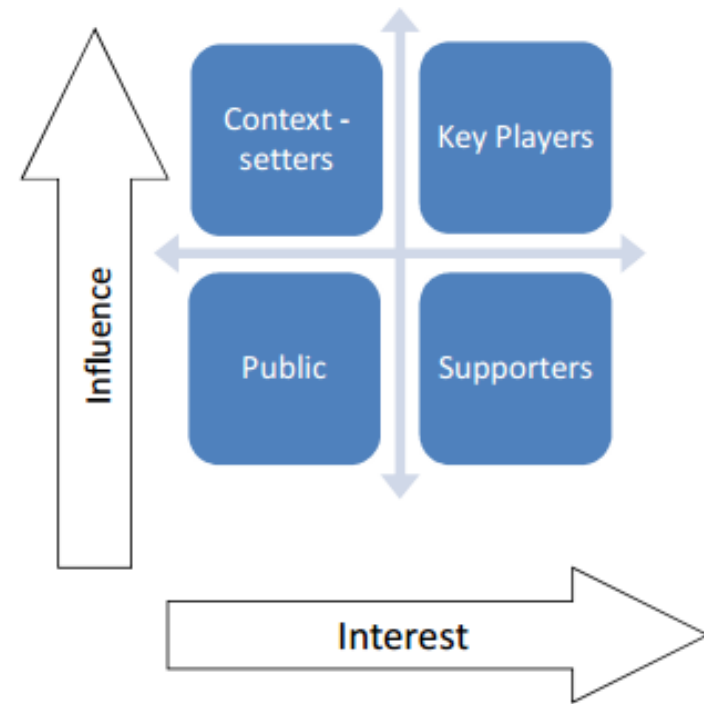
- Lack of common vision between stakeholders;
- Lack of transparency in topic selection and funding criteria;
- Only publishing positive results
→ Publication bias!;
- Too much influence of politics and big industries in decision making;
- Research and innovation with low social relevance.

Main outcomes Open Space Conference (WP 3)

- 
- No consensus on **definition** of the term ‘healthy’ food;
 - Narrow conceptualisation – healthy for human body;
 - Broader conceptualisation – impact of food production and consumption into the society;
 - **Communication and accessibility of knowledge** is key to changing behavior;
 - Improving **access to information** from civil society (citizens and NGO);
 - The process of collaboration in research agenda setting needs to be transparent and should take into account **the perspective of all relevant stakeholders.**

Main outcomes Action Plan (WP 4)

- Various roles assigned to different stakeholder groups, depicted in a **‘Power/Interest Grid’**;
- **Structure to be found in most countries:**
 - Context-setters are mainly governments;
 - Key players: industrial partners and scientists;
 - Consultation of citizens via NGOs & third parties directly or indirectly interested: Very low role in agenda setting!





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PART IV | Recommendations



Recommendations

- 
- Further reflections about **'who'** defines current needs for innovation → Enhanced dialogue between stakeholders;
 - **Improvement of transparency** on agenda setting & decision making on research funding:
 - Strengthened direction participation of affected interest group;
 - need for inclusiveness of medium and small-scale stakeholders in addition to large scale ones being heavily involved;
 - Criteria for their inclusion? – High social engagement;
 - **Improvement of communication** of scientific results to the public, including increased transparency and participation leading to regain of consumer trust .

Partners

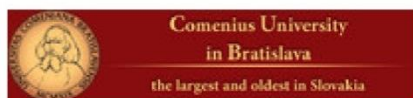
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A detailed microscopic image of biological cells, likely yeast or bacteria, showing various cellular structures and organelles. The cells are densely packed and exhibit a range of colors from bright yellow to deep red, with some appearing more translucent or blueish. The background is a dark, almost black, which makes the individual cells stand out prominently. The overall texture is granular and complex, typical of a high-magnification micrograph of a microbial culture.

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