



# SPES Techno-Scientific Mediators (TSMs), researchers and SMEs: a successful cooperation in 15 countries

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**WP 8 – Training, dissemination and technology transfer**

**Final TRUEFOOD Conference**

*New roots for traditional European foods:*

*Possibilities for success and sustainability*

**Brussels, 13 April 2010**



## Partners involved in WP 8

- 11 Food and Drink National Federations (SPES consortium) representing 35.000 food enterprises in 11 countries (France, Italy, Belgium, Czech Republic, Hungary, Denmark, Austria, Spain, Portugal, Turkey and Greece)
- 30 research centres and universities from Italy, France, Norway, Greece, Belgium, Spain, Poland, Germany, Czech Republic, Portugal, Turkey, Hungary and Slovenia
- WP 8 coordinated by the consortium SPES with the support of Agriconsulting

## Overall objective of WP 8

- To put in place a system of continuous training and dissemination of new knowledge on TFP from the research institutions to the SMEs:
  - Creation of 11 Training and Dissemination Units (TDUs) at the SPES food national federations – Techno-Scientific Mediators (TSMs) to bring research and industry closer together in 11 SPES members' countries

# Specific objectives and main activities of WP 8

## Specific objectives of WP 8:

- To make the scientific results generated by the RTD WPs available to the food SMEs
  - Knowledge transfer using different tools, mainly through training programmes targeting SMEs
- To make project results available to different stakeholders (consumers, wider public)
  - Communication tools and dissemination activities

## Main activities of WP 8:

- Transfer of new knowledge and research results (not needing demonstration actions)
- Dissemination and communication

# Phase 1 (May 2006 – Oct 2008): establishment of 11 TDUs

- Establishment of 11 Training and Dissemination Units (TDUs) with Techno-Scientific Mediators (TSMs) able to assist the transfer of new knowledge from research to food SMEs:
  - Selection of TDUs staff
  - Training needs assessment of TSMs
  - Training of TSMs: tailored training programme to enhance the capacity of TSMs to dialogue and interchange with science and to reach SMEs
  - Workshops and common meetings to exchange information with RTD WPs
  - TSMs' skills portfolio



# Phase 1 (May 2006 – Oct 2008): communication and dissemination

- Development of communication and dissemination tools:
  - TRUEFOOD web site [www.truefood.eu](http://www.truefood.eu)
  - National web pages
  - Production and distribution of information materials in SPES national languages
  - TRUEFOOD INFO (project newsletter)
  - Press releases and articles
  - Participation in meetings and events

## Phase 2 (Nov 2008 – April 2010): transfer and training to SMEs

- Key activities and tools
  - Training activities targeting SMEs in 15 countries
  - Visits and round table discussions with SMEs and stakeholders (research institutions, national authorities, etc.)
  - Direct e-mailing and phone conversations with SMEs distributing news and updated information
  - Formats for presenting scientific results to SMEs: INFO-SHEETS
  - 'Easy-to-read' abstracts on scientific articles
  - Booklet on effective technology transfer to SMEs in the food sector

## Phase 2 (Nov 2008 – April 2010): transfer and training to SMEs

- Large number of TFP SMEs involved in technology and knowledge transfer activities in 15 countries (Austria, Belgium, Czech Republic, Denmark, France, Greece, Hungary, Italy, Portugal, Spain, Turkey, Germany, Poland, Slovenia and UK)

**23.500 SMEs directly involved  
in transfer activities**

- Large number of training events implemented in 15 countries

**234 training events involving  
6.078 participants**

## Phase 2 (Nov 2008 – April 2010): transfer and training to SMEs

- Wide range of topics covered during the training events:
  - Truefood research results, Food packaging, Food safety, Marketing, sales and distribution, Food law, Health and nutritional claims, EU funding opportunities in the food innovation sector, etc.
- Taking account of SMEs needs
- Far-reaching and decentralized training activities
- Positive feedback of the participating SMEs
- Follow-up activities after the training

## Phase 2 (Nov 2008 – April 2010): communication and dissemination

- Communication and dissemination activities:
  - Updating of TRUEFOOD web site
  - Updating of SPES national web pages
  - New website: [www.truefish.eu](http://www.truefish.eu)
  - Library on-line with 235 items
  - 43 TRUEFOOD publications in scientific journals
  - TRUEFOOD INFO (project newsletter)
  - TRUEFOOD Info-days targeting consumers and other stakeholders (Italy, Greece, France, Hungary, Turkey)
  - Short films (France, Italy and Greece)



## Phase 2 (Nov 2008 – April 2010): communication and dissemination



- Communication and dissemination activities:
  - TRUEFOOD conferences (Paris, October 2008; Brussels, April 2010; Budapest, April 2010)
  - TROPHELIA student prize award
  - Press conferences in SPES members' countries
  - Press releases
  - Articles in newspapers, TV and radio interviews
  - Participation in food exhibitions, conferences and other events for dissemination of project activities and results



# Collaboration with networks and EU funded projects

- Creation of links to facilitate collaboration and exchange of information and good practices between WP8 partners and the following projects and institutions:
  - Pathogencombat (EU funded project under 6 FP DG Research)
  - ENFFI (EU funded project under DG Enterprise)
  - Deploy Promis (EU funded project under eTen)
  - ICARE (EU funded project under 6 FP DG Research)
  - TRACEBACK (EU funded project under 6 FP DG Research)
  - FOOD-FRENZ (EU funded project under 6 FP DG Research)
  - ETP and NTP “Food for Life”
  - Enterprise Europe Network (DG Enterprise and Industry)
  - AgriFoodResults (EU funded project under 7 FP DG Research)
  - DREAM (EU funded project under 7 FP DG Research)
  - Transparent\_Food (EU funded project under 7 FP DG Research)
  - FutureFood 6 (EU funded project under 6 FP DG Research)
  - UNIDO – United Nations Industrial Development Organization

# Main results achieved

- WP 8 main results achieved at the end of the project:
  - A core group of 20 TSMs assists effectively food SMEs in 11 countries
  - Strong network of TDUs – TSMs is on place
  - Stable network between TDUs – TSMs and SMEs is on place
  - Strong interaction among TSMs, research partners and SMEs is leading to new ways of cooperation as a follow up of Truefood events (new R&D projects)
  - New tools for technology and knowledge transfer are available to the public (Guidelines for the design and delivery of training activities to SMEs; Evaluation model for SMEs training; Best practice guide for technology transfer to food SMEs)
  - Training materials available in different languages
  - INFO-SHEETs with main information on research results available in different languages

# Thanks for your attention!

On behalf of all WP 8 partners

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