



TRUEFOOD

Traditional United Europe Food

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Instrument: Integrated Project

Thematic Priority: Food Quality and Safety (# 5)

D8.3.5 Report on TRUEFOOD Conference

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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- **Introduction to the first “TRUEFOOD for Life” Conference**

The conference “TRUEFOOD for Life” took place during year 3, month 30th as in the DoW – Description of Work premises (Task 8.3. Exploitation of Results and Training) when the first consolidated results from WPs 1 – 7 were available.

The conference included a 1-day plenary session with discussions. All WPs were invited to present their research results during the conference.

The conference took place during the SIAL international exhibition, at the Paris-Nord Villepinte exhibition centre, on 20 October 2008¹.

The main objectives of the conference were as follows:

- To transfer the new knowledge from the RTD WPs 1-7 to SMEs and Stakeholder
- To present WP8 – Training and Dissemination Units from SPES GEIE
- To discuss about the applicability of TRUEFOOD project research results: potential benefits for the industry and how to apply the research results by the SMEs;
- To represent platform to debate the different aspects of innovation in the traditional food products with all stakeholders.
- To improve networking
- To facilitate the debate with Truefood Academic players and SMEs.

- **Target Audience**

The conference mainly focused on transferring scientific results from WP1 –WP7 to Food and Drink SMEs. TRUEFOOD Techno scientific mediators, as well as TRUEFOOD Communication Unit, played an important role in approaching companies in order to make them aware about the conference. Almost 130 people attended the event; mainly from Food Companies, Research Centres, and Universities. Attendants came mainly from Europe, but the conference also hosted some attendants from outside Europe: Egypt, India, Mexico, the USA, Russia, and China. TRUEFOOD partners were invited to attend the event too. Nevertheless a low participation of Project partners was registered. Due to difficulties in joining the conference venue some French companies were not able to attend the meeting.

Recommendations

- Participation of all TRUEFOOD project partners should be encouraged in the next conferences
- Organize National event rather than International events, in order to approach also Micro and Small Companies

¹ <http://en.sial.fr/ExposiumCms/do/admin/visu?reqCode=accueil>

- **Methodology**

In order to organize the 1st TRUEFOOD Conference an Organizational Committee was created. This Committee was in charge of the coordination of the logistic and communication aspects led by CIAA: Beate Kettlitz, Virginie Rimbert (until 20/06/2008) and Roberta Mancina (since 1/09/2008) took over all the logistic and organizational tasks.

CIAA also benefited by a supporting contribution of TRUEFOOD Communication Unit (Francesca Resio and Stefania Franzè), ANIA (Françoise Gorga) and ACTIA (Christoph Cotillon). Virginie Rimbert (until June 2008) and Roberta Mancina (since 1st September 2008) were in charge to manage the organizational committee. Cecilia Chiapero (Agriconsulting S.p.A.) as Training and Dissemination Manager provided some advice and supported the organizational committee in the coordination of speakers and panels' moderators. She developed a powerpoint model for the presentations and collected the presentations of the speakers.

Furthermore, a checklist was developed. This list contained information on “things to do before, during and after the conference”, “who does what” and “deadlines”.

Communication tools:

The conference was announced using various communication tools from January 2008 until October 2008, namely:

- TRUEFOOD Newsletters (February 2008 / October 2008)
- TRUEFOOD website announcement (www.truefood.eu)
- CIAA /TRUEFOOD web page (<http://www.ciaa.eu/truefood/>)
- National Federation web sites
- A save the date message on May 2008 (CIAA)
- TRUEFOOD Conference Brochure (CIAA)
- Final invitation letter by Mrs Mella Frewen CIAA General Director (September /October 2008)

Role of the TRUEFOOD communication unit:

CIAA has been supported in various communication and dissemination activities, by the TRUEFOOD Communication Unit (Francesca Resio and Stefania Franzé) in close cooperation with Cecilia Chiapero (TRUEFOOD training and dissemination manager, on behalf of Agriconsulting S.p.A.)

- Constant check and updating of the conference programme (the programme was developed by Daniele Rossi – Project Coordinator and Beate Kettlitz – CIAA and has been regularly updated by the Communication Unit, following CIAA indications, in order to better plan speakers involvement).
- Draft of the electronic invitation letter to the conference.
- Sending of the electronic invitation letter (with the leaflet “*TRUEFOOD for life -First research results to boost innovation in the traditional food industry section*”), to the complete TRUEFOOD contact list.
- TRUEFOOD website:
 1. Uploading of all the documents related to TRUEFOOD Conference
 - (Leaflet: <http://www.truefood.eu/publications.asp>);
 - (Speakers presentations: <http://www.truefood.eu/page.asp?ID=22>).
 2. Setting of “TRUEFOOD Conference” section– link to CIAA website

in order to give the widest visibility to the event.

- Printing of TRUEFOOD conference leaflet in two different formats: posters (30) and flyers (300).
- Production of TRUEFOOD folders (300);
- Assistance to registration desk during the TRUEFOOD Conference and distribution of materials.

CIAA organized a registration and welcome desk. The Communication Unit and SPES (FEVIA, ANIA, Federalimentare, SEVT, FIAB, etc.) provided some support during the registration of participants.

Conference structure:

The conference was articulated in a plenary session from 10.00 to 16.30 divided in:

- Morning session panel: Speakers presentations and audience
- Lunch break and press conference
- Afternoon session panels
- Final conclusions

WP leaders or representatives were requested to present the main research results and the possibilities of application by SMEs.

Each WP had 25/30 minutes divided as follows: 15/20' for presenting the research results and applicability by SMEs; 10/15' for discussion and/or questions guided by a moderator.

Moderators were asked to impose strict time discipline of all speakers and to guide the discussions between speakers and attendants

Overall the Conference implementation followed what envisage in the programme².

Conference moderators:

- Panel 1 “The future of traditional foods - Possibilities for SMEs through the outputs of research” Moderator: Daniele Rossi
- Panel 2 “Tradition and modernity: consumer attitudes, nutritional aspects and improved food supply chain” Moderator: Xavier Gellynk
- Panel 3 “Safety in traditional foods: new possibilities for SMEs” Moderator: Andras Sebok
- Panel 4 “Success stories and good practices for SMEs on training, knowledge & technology transfer and financing food innovation” Moderator: Tim Hogg
- Conclusion of the conference: Daniele Rossi

Deviation:

A press conference scheduled after the lunch break did not take place, due to the overlapping with the ANIA’s press conference on the launch of their French National Platform “Food for Life” where also Mr Di Giulio and other speakers were invited. This was the unique deviation from the programme.

² See annex 1

Next actions- as per DoW:

- Conference follow up During months 33 – 42 and during the last phase of the project (after M 42)
- TRUEFOOD conferences and/or workshops to disseminate project results to be organized by SPES (TDUs) at national, regional and/or European level.

Recommendation

- To approach the TRUEFOOD network SMEs and disseminate conference presentations

- **Assessment of the conference**

CIAA carried out the evaluation of the conference through an anonymous questionnaire³, designed by Mrs Cecilia Chiapero from Agriconsulting S.p.A. Questionnaires were made available both in English and French thanks to translations made by FEVIA (Mrs Anne-Christine Gouder)

These anonymous evaluation questionnaires were distributed to all participants before the end of the conference (precisely before the last panel started).

This questionnaire was semi-structured and was organized in 3 sections, each one made of four questions.

The main topics for the conference assessment were the following:

1. Organization of the Conference
2. Intervention of the speakers and moderators
3. Logistic

The analysis of the questionnaires indicates that overall the participants rated the “Truefood for Life” Conference as satisfactory.

- SECTION 1 “ORGANIZATION OF THE CONFERENCE”: THE MAJORITY EXPRESSED 4 ‘VERY GOOD’ –(AVERAGE SCORE 4.05) FOR THE AIMS HAVING BEEN FULFILLED.

Program of the conference, practical utility of the conference and expectation in relation with the conference were rated with 4 and 5: very good to excellent

Some participants expressed that the duration of the conference was too long (rating between 2/3/4s).

- Section 2 “Intervention of the speakers and moderators”: the majority of the attendants indicated that the level of the interventions and moderators was very good (“ very good” - average score 4.1)

However, some expressed that in their view presentations were too long and in some case quite difficult to follow, and that it would have been appreciated to have shorter presentation, in order to have more time to be dedicated to “question and answer” session at the end of each panel.

- Section 3 “Logistic”: all interviews indicated that Conference room, technical support, catering and joining instruction were appropriate (average score 4).

The technical support during training, lunch, cocktail and organization in general were rated with 4s and 5s.

However, participants reported some difficulties in joining the conference, because of the transportation system for joining the SIAL Exhibition Center in Villepinte (Paris) presented some difficulties (trains too crowded, scarce public connection, lack of information, etc.)

No least positive impressions emerged apart of the main problems concerning transportations.

³ See annex 2

Recommendations:

Organization of the Conference:

- Reducing the duration of the conference

Intervention of the speakers and moderators:

- Regarding presentation content it is suggested to focus even more on utilization aspects of the scientific results rather than scientific /technical aspects
- To use a simplified language
- To avoid technicality
- To encourage the debate/ exchange of opinions between SMEs attendants and Scientist
- To shorten presentations and scheduling more time for debate / question time
- To introduce a case story / best practice panel

Logistic:

- In order to facilitate the participation of Micro and Small companies national events rather than international events would be more appropriate. Actually some companies from the TRUEFOOD network, due to budgetary constraint, were not able to move to France in order to attend the conference.
- To prefer medium size fair rather than International fair as SIAL due to the following reasons:
 - a. Very difficult transports service and unclear transport information
 - b. Dispersive and distracting setting (215.000 squared meter gross exhibition space, 145.000, attendants 55% international, 5.500 exhibitors, 33 conferences /workshop⁴)
 - c. Uneconomical / high cost to visit SIAL exhibition (70 to 90Euro)
 - d. Inappropriate internal hosting service, lack of information to join the conference room.
 - e. Internal communication of the event non admitted

• Link with other European Projects

ENFFI⁵ and SPES Geie

Full title	European Networking for Financing Food Innovation
Origin	Funded by DG Enterprise under the Europe Innova Initiative
Status	Finished on 30 November 2008
Partners	8 partners from 5 countries (Italy, France, Hungary, Denmark and Norway)
Common partners	SPES Geie
Scope	Food processing, Food and Drink SMEs innovation financing, business models
Relevance	Looked at needs and problems related to innovation financing in the food-processing sector.

The ENFFI project was aimed at identifying, analysing and addressing the food and drink sector specific innovation finance issues. ENFFI settled up and mobilized a European networking involving relevant actors for food innovation financing, by taking advantage of the extensive European networking and relationships already built by the ENFFI consortium partners, which

⁴ Source http://en.sial.fr/ExposiumCms/cms_sites/SITE_151102/ressources151102/bilan2008_uk.pdf

⁵ <http://food.gate2finance.com>

represents complementary expertise such as specialized food equity funds and other innovation financing professionals, agro business incubator, food Federations, food firms, University spin off and start up companies.

In February 2008 SPES GEIE accepted a proposal made by Asesoria Industrial Zabala, to host a final dissemination event trough one of main dissemination event of the TRUEFOOD Project. After an evaluation of the SPES Geie Federation planned events or year 2008 the ideal location resulted to be the SIAL Fair. With the aim to strengthen a closer connection with the European Project networks laded by the GEIE, all main outcomes from the ENFFI project would be in the future used as training material (when suitable) for training courses organized within the activities of the TRUEFOOD project Training and dissemination units

- **List of annexes**

ANNEX 1 – TRUEFOOD conference programme

Conference: ‘TRUEFOOD FOR LIFE’

First research results to boost innovation in the traditional food industry sector

PARIS, SIAL Exhibition, 21 October 2008

9.30 – 10.00	Registration of participants
10.00 – 11.00	<p>“The future of traditional foods - Possibilities for SMEs through the outputs of research” Moderated by Daniele Rossi (SPES – TRUEFOOD Project Coordinator – Chairman Research Group CIAA)</p> <p><i>Interventions:</i> Catherine Chapalain (General Manager, ANIA) Joseph Culioli (Research Director “Quality of Animal Products” Unit, Clermont–Ferrand INRA Research Centre) Antonio Di Giulio (Head of Unit Directorate E: Biotechnology, Agriculture and Food – EC DG Research) Horacio González Alemán (Deputy Secretary General FIAB – Spanish Food and Drink Industry Federation)</p>
11.00 – 12.30	<p>“Tradition and modernity: consumer attitudes, nutritional aspects and improved food supply chain” Moderated by Xavier Gellynck (Prof. Agro–food marketing & chain management – Ghent University)</p> <p><i>Interventions:</i> Margrethe Hersleth (Research Scientist MATFORSK – NOFIMA FOOD) Alessandro Banterle (Professor, Department of Agricultural, Food and Environmental Economics, University of Milan) Pere Gou (Researcher – Food processing and Engineering – IRTA)</p>
12.30 – 13.00	<p>“Safety in traditional foods: new possibilities for SMEs” Moderated by Andras Sebok (General Manager, Campden & Chorleywood Food Industry development Institute Hungary)</p> <p><i>Interventions:</i> Marie-Christine Montel (Head of the Cheese Research Department – INRA – Aurillac) Georges Corrieu (Research Director – Food Microbiology and Engineering Dept. – INRA–Grignon –TRUEFOOD Scientific Pillar) Raffaele Lamanna (Researcher Ph.D – ENEA) George John Nychas (Professor in Food Microbiology, Agriculture University of Athens)</p>
13.00 – 14.30	Lunch break and Press conference

14.30 – 15.20	<p>“Safety in traditional foods: new possibilities for SMEs” (<i>continued</i>)</p> <p>Catherine Chapalain (General Manager, ANIA)</p> <p>Antonio Di Giulio (Head of Unit Directorate E: Biotechnology, Agriculture and Food – EC DG Research)</p> <p>Joseph Culioli (Research Director “Quality of Animal Products” Unit, Clermont–Ferrand INRA – Chairman of Governing Board)</p> <p>George Corrieu (Research Director – Food Microbiology and Engineering Dept. – INRA–Grignon – TRUEFOOD Scientific Pillar)</p> <p>Daniele Rossi (SPES – TRUEFOOD Project Coordinator – Chairman Research Group CIAA)</p>
15.20 – 16.10	<p>“Success stories and good practices for SMEs on training, knowledge & technology transfer and financing food innovation”</p> <p>Moderated by Tim Hogg</p> <p>(Associate Director of the College of Biotechnology of the Catholic University of Portugal and President of the Scientific Committee of SPES)</p> <p><i>Interventions:</i></p> <p>Cecilia Chiapero (TRUEFOOD Training and Dissemination Manager, AGRICONSULTING)</p> <p>Christophe Cotillon (Deputy Manager ACTIA)</p> <p>Francisco de Arístegui (Asesoria Industrial Zabala SA Project Coordinator ENFFI – European Networking for Financing Food Innovation, EU project financed under DG Enterprise)</p>
16.10 – 16.30	<p>Final conclusions by:</p> <p>Daniele Rossi (SPES TRUEFOOD Project Coordinator – Chairman Research Group CIAA)</p>
16.30 – 17.30	Cocktail

ANNEX 2 – CONFERENCE EVALUATION QUESTIONNAIRE

EVALUATION QUESTIONNAIRE

Conference “TRUEFOOD FOR LIFE”

First research results to boost innovation in the traditional food industry sector

Paris, SIAL Exhibition, 21 October 2008

This evaluation aims to improve the quality of the events organized under the TRUEFOOD project. Your opinion is very important. Please express your views on the following subjects by giving a value in answer to each question: 1 is “insufficient”, 2 is “sufficient”, 3 is “good”, 4 is “very good”, 5 is “excellent”.
The questionnaire is anonymous. If you feel the need to add any personal remarks for the purpose of clarification, please do so. Thank you!

1) Organization of the conference

		1	2	3	4	5	
a) Programme of the conference	Inappropriate						Very appropriate For total application
b) Practical utility of the topics	No practical use						
c) Expectations in relation to the conference	Not reached						
d) Duration of the conference	Unappropriate						

2) Intervention of speakers and moderators

		1	2	3	4	5	
a) Overall performance of speakers	Insufficient						Excellent Excellent For total application Very appropriate
b) Overall performance of moderators	Insufficient						
c) Practical utility of the results presented	No practical use						
d) Presentation duration	Unappropriate						

3) Logistics

		1	2	3	4	5	
a) Conference room	Unappropriate						Very appropriate Excellent Excellent Very appropriate
b) Technical support	Insufficient						
c) Catering (Lunch break and cocktail)	Insufficient						
d) Joining instructions	Unappropriate						

Please make any other comments (positive impressions, suggestions for improvement, etc.)

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Thank you very much for your collaboration! ☺

ANNEX 3 - CONFERENCE PRESENTATIONS LINKS

To download presentations please go to the following URLs

Christophe Cotillon http://www.truefood.eu/files/pages/files/cotillon_tfconference_sial08.pdf

Alessandro Banterle http://www.truefood.eu/files/pages/files/banterle_tfconference_sial08.pdf

Cecilia Chiapero http://www.truefood.eu/files/pages/files/chiapero_tfconference_sial08.pdf

Catherine Chapalain

http://www.truefood.eu/files/pages/files/chapalain_tfconference_sial08.pdf

Margrethe Hersleth

http://www.truefood.eu/files/pages/files/hersleth_tfconference_sial2008.pdf

Xavier Gellynk

http://www.truefood.eu/files/pages/files/gellynck_tfconference_sial08.pdf

Georgis Nychas http://www.truefood.eu/files/pages/files/nychas_tfconference_sial08.pdf

Raffaele Lamanna http://www.truefood.eu/files/pages/files/lamanna_tfconference_sial08.pdf

Francisco de Aristegui http://www.truefood.eu/files/pages/files/enffi_tfconferencesial_08.pdf

Pere Gou http://www.truefood.eu/files/pages/files/gou_tfconference_sial08.pdf

MC Montel -G Courieu

http://www.truefood.eu/files/pages/files/montelcourrieu_tfconference_sial08.pdf