



Strengthening European Food Chain Sustainability by Quality and Procurement Policy

Deliverable 2.9:

OUTPUT FOCUSED LEARNING WORKSHOPS

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¹ This document reflects the views only of the authors, and the Agency cannot be held responsible for any use which may be made of the information contained therein.



Academic Partners

1. **UNEW**, Newcastle University (United Kingdom)
2. **UNIPR**, University of Parma (Italy)
3. **UNED**, University of Edinburgh (United Kingdom)
4. **WU**, Wageningen University (Netherlands)
5. **AUTH**, Aristotle University of Thessaloniki (Greece)
6. **INRA**, National Institute for Agricultural Research (France)
7. **BEL**, University of Belgrade (Serbia)
8. **UBO**, University of Bonn (Germany)
9. **HiOA**, National Institute for Consumer Research (Oslo and Akershus University College) (Norway)
10. **ZAG**, University of Zagreb (Croatia)
11. **CREDA**, Centre for Agro-Food Economy & Development (Catalonia Polytechnic University) (Spain)
12. **UMIL**, University of Milan (Italy)
13. **SGGW**, Warsaw University of Life Sciences (Poland)
14. **KU**, Kasetsart University (Thailand)
15. **UEH**, University of Economics Ho Chi Minh City (Vietnam)

Dedicated Communication and Training Partners

16. **EUFIC**, European Food Information Council AISBL (Belgium)
17. **EUTA**, European Training Academy (Serbia)
18. **TOPCL**, Top Class Centre for Foreign Languages (Serbia)

Stakeholder Partners

19. **Coldiretti**, Coldiretti (Italy)
20. **ECO-SEN**, ECO-SENSUS Research and Communication Non-profit Ltd (Hungary)
21. **GIJHARS**, Quality Inspection of Agriculture and Food (Poland)
22. **FOODNAT**, Food Nation CIC (United Kingdom)
23. **CREA**, Council for Agricultural Research and Economics (Italy)
24. **Barilla**, Barilla Group (Italy)
25. **MPNTR**, Ministry of Education, Science and Technological Development (Serbia)
26. **Konzum**, Konzum (Croatia)
27. **Arilje**, Municipality of Arilje (Serbia)
28. **CPR**, Consortium of Parmigiano-Reggiano (Italy)
29. **ECOZEPT**, ECOZEPT (Germany)
30. **IMPMENT**, Impact Measurement Ltd (United Kingdom)

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EXECUTIVE SUMMARY

Four output-focused learning workshops were organised and delivered by Strength2Food partners around the key findings of the project. These aimed to exchange knowledge on key project findings, strengthen collaborations with local actors and provide evidence-based solutions to relevant problems faced by agri-food practitioners and policy makers. Specifically, the following workshops have been delivered:

- Public Procurement Summit on “[Making School Food Better](#)” – 18th October 2017, during the 2nd Interim Meeting, Edinburgh. Organised by: UNED.
- Workshop on “[The Sustainability of Geographical Indications](#)” (with FAO) – 9th May 2018, during the 3rd Annual Meeting, Rome. Organised by: UNEW, UNIPR, INRA.
- Webinar on “[Food Quality Labels: Do they Matter for Consumers? Empirical results from a pan-European study and policy recommendations](#)” (online) – 19th September 2019, during the 4th Interim Meeting, Bonn. Organised by: UNEW, UBO, EUFIC.
- Webinar on “[The Impacts of Public Sector Food Procurement Strategies and Tools for Better Management](#)” (online) – 29th May 2020. Organised by: UNEW, UNED, IMPMENT, EUTA, EUFIC.

Material from these learning workshops and webinars have been shared with all registered participants and, in the case of webinars, made fully available online. Key messages and recommendations from respective events will be integrated into the forthcoming Strength2Food’s MOOC.

OUTPUT FOCUSED LEARNING WORKSHOPS

B. Tocco, C. Abundancia, M. Gorton, F. Arfini, V. Bellassen, M. Brennan, M. Hartmann, S. Quarrie, A. Tregear, C.-H. Yeh, A. Wilkinson

1. INTRODUCTION

A series of physical and online outcome-focused learning workshops (sub-task 2.3.2.3) were organised by Strength2Food around the key findings of the project. These were delivered by the consortium partners with specific expertise in the field and sought to maximise project dissemination and impact generation throughout the course of the project. For this purpose, the first three events were hosted in conjunction with project coordination meetings, respectively in Edinburgh (2nd Interim Meeting, October 2017), Rome (3rd Annual Meeting, May 2018) and Bonn (4th Interim Meeting, September 2019), with the idea of having ‘open sessions’ for discussion of findings with practitioners and policy-makers. The fourth event was hosted remotely (May 2020, following the 5th Annual Meeting).²

Materials from these learning workshops have been shared with all registered participants and, in the case of online webinars, made fully available online. Key messages and recommendations from respective events will be integrated into the forthcoming Strength2Food’s MOOC (Task 2.7).

2. DETAILS OF THE LEARNING WORKSHOPS

2.1 PUBLIC PROCUREMENT SUMMIT ON “MAKING SCHOOL FOOD BETTER”

The Public Procurement Summit “Making School Food Better” was organised by the University of Edinburgh (UNED), alongside the 2nd Interim project meeting of Strength2Food, October 18-20, 2017, Edinburgh, UK (Figure 1). The summit brought together delegates from all parts of the school food system, ranging from procurement officers, catering managers, wholesalers and producers, to educators, researchers and support groups. The one-day summit tackled the following questions:

- How do we get more small and medium-sized enterprises (SMEs) and local suppliers into the school food system?
- How do we increase the local economic multiplier of school food budgets?
- How do we reduce the carbon footprint of school food supply chains?
- How can school food systems work harder to improve the well-being of kids and communities?

Results from a Strength2Food public procurement pilot case study from County Durham (UK) set the scene by highlighting the key environmental, economic, social and nutritional outcomes of school meals provision. Subsequent panel discussions shed light on the realities for SMEs of getting into school food supply and the measurement of environmental and local economic impacts of school food chains. Delegates from Scotland, England and across the EU shared experiences regarding the summit’s key questions and identified solutions. A detailed summary

² This event, which was originally planned to be hosted in Warsaw, was hosted remotely due to Covid-19.

report of the event with formulation of an action plan to take ideas forward was circulated to all attendees.

In total, 43 delegates attended the event (20 from Strength2Food, 20 school food system practitioners and 3 other academics). Dissemination news and pictures from the event are available on the Strength2Food project website: <https://www.strength2food.eu/2017/10/20/public-procurement-summit-2nd-interim-meeting-edinburgh-uk/>



Figure 1. Public Procurement Summit “Making School Food Better”

2.2 WORKSHOP ON “THE SUSTAINABILITY OF GEOGRAPHICAL INDICATIONS”

In conjunction to the 3rd Strength2Food Annual Meeting, a workshop on the sustainability of Geographical Indications was organised by Newcastle University (UNEW), University of Parma (UNIPR) and National Institute for Agricultural Research (INRA), in collaboration with the Food and Agriculture Organization of the United Nations (FAO), on 9th May 2018 (Figure 2). Hosted at the FAO headquarters, in Rome, the workshop welcomed Geographical Indications (GIs) experts and practitioners, including FAO staff, Strength2Food partners and associated members of the Stakeholder Advisory Board (SAB), and other academics.

The four-hour seminar, moderated by E. Vandecastelaere (FAO), who is also a SAB member for Strength2Food, had the main objective of sharing and discussing the Sustainability Assessment for Food and Agriculture systems (SAFA) methodology for evaluation of food system sustainability in the context of GIs and results from different case studies. Strength2Food partners presented the project’s methodology for sustainability assessment as well as experiences and lessons learnt from seven GI case studies:

- PDO Phu Quoc Fish Sauce, Vietnam – V. Hoang (UEH)
- PDO Olive oil, Croatia – R. Brečić (ZAG)

- PDO Kalocsai paprika powder, Hungary – Á. Török (ECO-SEN)
- PDO Parmigiano Reggiano, Italy – Prof. F. Arfini (UNIPR)
- PGI Lofoten Stockfish, Norway – G. Vittersø (HiOA)
- PDO Sjenica sheep cheese, Serbia – J. Filipović (BEL)
- PDO Comté Cheese, France – V. Bellassen (INRA)

In total, 71 delegates attended the workshop: 40 from Strength2Food, 5 from the SAB, 13 from FAO, and 13 external GI experts and practitioners. Dissemination news and pictures from the day can be accessed via the Strength2Food project website: <https://www.strength2food.eu/2018/05/11/3rd-annual-meeting-rome-italy/>



Figure 2. Workshop with the FAO on the Sustainability of Geographical Indications

2.3 WEBINAR ON “FOOD QUALITY LABELS: DO THEY MATTER FOR CONSUMERS? EMPIRICAL RESULTS FROM A PAN-EUROPEAN STUDY AND POLICY RECOMMENDATIONS”

This first Strength2Food online webinar, organised in cooperation with Newcastle University (UNEW), the European Food Information Council (EUFIC) and the University of Bonn (UBO), took place online (via WorkCast platform) on 19th September 2019, during the 4th Interim Meeting, Bonn (Figure 3). The event aimed to disseminate the key empirical results from quantitative consumer research, led by UBO and in collaboration with Strength2Food partners (WP8 – Task 8.1). The webinar consisted of a main presentation, delivered by Prof. M. Hartmann (UBO), which was followed by Q&A with the audience (moderated by the project Coordinator). Key topics of discussion were as follows:

- Strength2Food’s key insights from pan-European consumer surveys
- What do consumers care about? Differences between food products and countries

- The role of labels to solve the lemon problem for credence attributes
- Effectiveness of food quality schemes in Europe to inform consumers – recognition and perception considerations
- Effectiveness of an EU label modification
- Policy and practical implications of results.

Promotion of the event, via flyer distribution, was supported via Strength2Food’s SAB, DG-AGRI and REA. Email marketing proved to be the most effective form of digital promotion for the recruiting of participants. In total, 177 participants registered for the webinar (30 policy makers, 62 industry experts, 69 from the scientific community, 5 from the civil society and 11 others), and 108 attended live (61% attendance).

The full recording of the event, with ppt slides, Q&A, and related dissemination news, can be accessed via the Strength2Food project website: <https://www.strength2food.eu/2019/09/19/food-quality-labels-do-they-matter-for-consumers/>

Strength2Food WEBINAR
“Food Quality Labels: Do they matter for consumers? Empirical results from a pan-European study and policy recommendations”
 September 19, 2019, at 10 CEST (Brussels time).
 In cooperation with University of Bonn, the European Food Information Council and Newcastle University.

Logistics:

- Registration: click [here](#) to register for the webinar.
- Duration: 1 hour.
- Style: slides presentation by the University of Bonn (25 min), followed by questions from participants.
- Target audience: policy makers, industry, trade and consumer representatives.
- Post-webinar: event will be recorded and link with Q&A circulated to all registered participants.

Narrative structure:

- Strength2Food’s key insights from pan-European consumer surveys.
- What do consumers care about? Differences between food products and countries.
- The role of labels to solve the lemon problem for credence attributes.
- Effectiveness of the Food Quality Schemes in Europe to inform consumers - recognition and perception considerations.
- Effectiveness of an EU label modification.
- Policy & practical implications of results.

“Food Quality Labels: Do they matter for consumers? Empirical results from a pan-European study and policy recommendations”

WEBINAR

UNIVERSITÄT BONNEN Newcastle University eufic STRENGTH 2FOOD UNIVERSITÄT BONNEN Newcastle University eufic

Figure 3. Webinar on Food Quality Labels and Consumer Analysis

2.4 WEBINAR ON “THE IMPACTS OF PUBLIC SECTOR FOOD PROCUREMENT STRATEGIES AND TOOLS FOR BETTER MANAGEMENT”

The second Strength2Food online webinar, hosted on 29th May 2020 (via Zoom platform), was organised in cooperation with the European Food Information Council (EUFIC), Newcastle University (UNEW), the University of Edinburgh (UNED), Impact Measurement Ltd. (IMPMENT), and the European Training Academy (EUTA) – see Figure 4.

The webinar, introduced and moderated by project Coordinator, Prof. M. Gorton (UNEW), focused on collaborative research on public sector food procurement, led by UNED and in

collaboration with Strength2Food partners (WP6), and technical support tools for agri-food chain practitioners and better management (WP10 – Task 10.4). Three main presentations were delivered, as follows:

- Public Sector Food Procurement for school meals in Europe: evaluation of the environmental, economic and social impacts – Prof. A. Tregear (UNED)
- Meal Analyser Tool - A. Wilkinson (IMPMENT)
- Menu and Procurement Planning Tool - Prof. S. Quarrie (EUTA)

In total, 332 participants registered for the webinar (99 policy makers, 28 industry experts, 96 from the scientific community, 10 from the civil society and 99 others), and 189 attended live (57% attendance).

Key questions from the audience were addressed by the presenters. The full recording of the event, with ppt slides / tool demos, Q&A, and related dissemination news, are available on the Strength2Food project website: <https://www.strength2food.eu/2020/06/04/the-impacts-of-public-sector-food-procurement-strategies-and-tools-for-better-management/>

Strength2Food Webinar

"The Impacts of Public Sector Food Procurement Strategies and Tools for Better Management"
 May 29, 2020, at 11 CEST (Brussels time).

In cooperation with University of Edinburgh (UNED), Impact Measurement Ltd (IMPMENT), the European Training Academy (EUTA), the European Food Information Council (EURIC) and Newcastle University (LUNEW).

Logistics

- The webinar is aimed at policy makers, hospitality and catering managers (schools, hospitals, etc.), strategic procurement experts, local authorities, food procurement companies.
- A recording and Q&A will be shared with all registered participants after the event.
- REGISTER HERE

Programme

- Introduction (LUNEW, 5 minutes).
- Public Sector Food Procurement for school meals in Europe: evaluation of the environmental, economic and social impacts (UNED, 20 minutes).
- Meal Analyser Tool demonstration (IMPMENT, 10 minutes).
- Menu and Procurement Planning Tool demonstration (EUTA, 10 minutes).
- Questions & Answers (All participants, 15 minutes).

Presenters: Prof Angela Tregear, Prof Steve Quarrie, Mr Adam Wilkinson

Moderator: Prof Matthew Gorton

Organiser: Dr Barbara Tocco, Mr Carlos Abundancia

STRENGTH2FOOD

"The Impacts of Public Sector Food Procurement Strategies and Tools for Better Management"
 May 29, 2020, at 11 AM CEST

WEBINAR

Logos: EUTA, Newcastle University, euric, UNIVERSITY OF EDINBURGH BUSINESS SCHOOL, im, European Union, EUTA EUROPEAN, Newcastle University, euric, UNIVERSITY OF EDINBURGH BUSINESS SCHOOL, im.

Figure 4. Webinar on Public Sector Food Procurement and Management Tools



The Strength2Food project in a nutshell

Strength2Food is a five-year, €6.9 million project to improve the effectiveness of EU food quality schemes (FQS), public sector food procurement (PSFP) and to stimulate Short Food Supply Chains (SFSC) through research, innovation and demonstration activities. The 30-partner consortium representing 11 EU and four non-EU countries combines academic, communication, SMEs and stakeholder organisations to ensure a multi-actor approach. It will undertake case study-based quantitative research to measure economic, environmental and social impacts of FQS, PSFP and SFSC. The impact of PSFP policies on nutrition in school meals will also be assessed. Primary research will be complemented by econometric analysis of existing datasets to determine impacts of FQS and SFSC participation on farm performance, as well as understand price transmission and trade patterns. Consumer knowledge, confidence in, valuation and use of FQS labels and products will be assessed via survey, ethnographic and virtual supermarket-based research. Lessons from the research will be applied and verified in 6 pilot initiatives which bring together academic and non-academic partners. Impact will be maximised through a knowledge exchange platform, hybrid forums, educational resources and a Massive Open Online Course.

www.strength2food.eu

