

Objectives:

It is the objective of the work package to best utilize the results of the project through identifying relevant members of target groups, continuous interaction with stakeholders, exploitation of results to best serve stakeholders and assuring appropriate dissemination.

Dissemination activities

1. Research summary sheets
 - A general one, available in several languages (e.g. German, French, Dutch, Swedish, Hungarian, etc.)
 - On WP results
 - Updated research summary sheets with the main results of WPs
2. Project brochure
3. Best practice guide
4. Information to the National Technology Platforms of the ETP Food for Life
5. Dissemination via the European Transparency Platform (in WP7) – from November 2010
6. Regular direct contact with the National Technology Platforms (NTPs) of ETP Food for Life
7. Stakeholders' events
 - First: May 2010
 - Second: September 2011
 - Third: November 2011
8. Presentation on events
9. Publications, e.g.:
 - International European Forum on Innovation and System Dynamics in Food Networks: Igls Forum, Austria – 2010, 2011
 - IFAMA 21st Annual World Symposium, Frankfurt, Germany 2011
 - Cibus Food Tec, Parma 2011
 - Food Cluster Initiative Meeting, Brussels 2011
 - Scientific publications

Working definition of transparency in the food chain (together with WP6, WP7)

Process based approach

- Transparency is measures for building up credibility for consumers and customers, through openness and accountability on activities along the food chain, by underpinning the verity of messages and by generating the perception of being informed to allow informed decisions.
- This is achieved by making appropriate signals/information available and understandable on the verity of messages (claims, statements) on:
 - specific characteristics of products, processes, production environment, activities of actors
 - which can't be substantiated by the usual quick and simple methods.

Power balance based approach

- The valid needs of consumers, customers for facilitating their informed decisions and the sound balance with confidentiality needs of food chain members are considered.

Best practice guide (in collaboration with UGENT)

1. Introduction
2. Concept and definition(s) of transparency (including information, indicators, signals), domains, sub-domains
3. Best practices in Transparency
 - Process of realisation of transparency
 - Process of formulation of the content of transparency information
4. Recommended sub-domain specific transparency practices
5. Tools for building up transparency systems
6. Glossary

How to make dissemination more effective?

- Creating **awareness** through repeated hits
- Use of **national language**
- Build on **existing initiatives, networks** ETP Food for Life and its **National Technology Platforms**
- Support **understanding** of the **notion of transparency**- use simple terms, laymen style- provide practical examples, useful details
- Use **scientific forums**
- Issue (blue) **book** and **best practice guide**

- **Research needs for communication/ knowledge transfer**

- **Motivators** for requesting transparency information for different consumer segments?
- How to define which **needs are valid**?
- **Measuring effectiveness** and **impact** of communication on transparency
- More need for **regular dialogue** with the stakeholders and knowledge transfer than for new research

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