

PROJECT BUILDING BLOCKS AND ACTION PLAN

I. Project Preparation and Composition

1.a. Management Team

Tasks/Function/Responsibilities:

Daily management and oversight of the project; fund raising and financial accounting; decision-making; progress and commitments.

Members: Orange House Partnership; Schuttelaar & Partners; Bureau Brussels; Caesar Group.

Expected Meeting schedule: once every 2 months (12 meetings in 2 years, frequent information sharing)

1.b. Project Secretariat

Junior scientific report writer (meeting rapporteur); Administrative Assistant (financing and accounting, meetings, secretariat, etc.).

Charged with:

- Management team meetings correspondence, meeting documents
- General administrative process support
- Sponsor reporting
- General and specific mailings, Newsflash (1/two months), tele- and videoconferencing
- Info/help desk

1.c. Advisory Board

Tasks/Function/Responsibilities:

Advisory role *vis-à-vis* the Management Team on all aspects of the content of the project; communication approaches; prioritization of project elements, level of detail and stakeholder commitments; identification of critical and supporting documentation; consensus building on all critical areas.

Composition:

- Representatives of the Management Team
- Scientist(s) in nutrition, food technology, toxicology/risk assessment, consumer sciences, IT innovation and communication (on an *ad hoc* and as needed basis)
- Representatives of National food safety/labeling authorities
- Multinational food (and other fast moving consumer goods) producers
- SME representatives
- International retailers representatives
- International consumer organizations representatives

Observers:

- Representatives of the European Commission
- Representatives of the EU Parliament

Meeting schedule: at start, after each of the 4 dialogue rounds, intermediate meetings on a as-needed basis, final meeting before closing event (total 4-6 in 2 years)

1.d. Board of Recommendation

Tasks/Function/Responsibilities:

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Expressing support of the project where and when requested; advising the Management Team on all aspects of the project, at any time of the project, on request and at its own initiative;.

Composition:

High level/high profile representatives from the international public community including national governments and EU, NGO's, the private sector and science.

Meeting schedule: twice, at the kick-off meeting and at the final presentation; otherwise communication by email, videoconference.

1.e. Corporate Identity

Aiming at high visibility and high level participation, a well designed and well executed 'look and feel' of the project is a key success factor.

Needed:

- Logo or grouping of existing logo's; stationary
- Web design
- Corporate brochure
- Newsflash format

1.f. Press Desk

Continuous on-line and off-line PR activities such as press releases, news flashes, project announcements, project monitoring, outcome, etc.

Activities further include: cooperation at all stages of the project with the (inter)national professional journals that have an interest in the work of 'our' experts; publication of VIP interviews, articles, columns, announcements (e.g. Financial Times, EU Food Policy, EU Food Law, European Voice, EurActiv).

II. Website

Online communication is the most important innovative aspect of the project, and a dedicated website is one of its main features. An interactive website will be developed that:

- Is easy accessible and attractive for professionals
- Focuses on content distribution with other social media
- Uses different on-line tools
- Ranks high in Google
- Gives ample room for debate and exchange, next to information storage and dissemination
- Can be linked to consumer online surveys

III. Major Project Components (Roadmap and Methodology)

3.a. Kick-off Event

A kick-off meeting is foreseen to create profile and authority. This event will take place in Brussels and will cover the following elements:

- Initiation of the Advisory Board
- Presentation of the Board of Recommendation
- Official launch: explaining the roadmap and methodology, presenting the corporate identity and the launch of the website
- Tone of voice: creating openings in an already long discussion by showing new opportunities, esp. by online possibilities
- Character: not too big (50-100), not too long (one afternoon), high level (Board of Recommendation, at least one CEO)

3.b. Inventory of Existing Food Information Systems and Approaches

- Collection, collation and summary of current approaches, previous research; analysis of these approaches by evaluation of criteria and compliance monitoring
- Inventory of suggestions, preferences, controversies and priority areas as agreed by all stakeholders

3.c. Debating Rounds and stakeholders dialogues

Two debating rounds of 4 months each are the core of the first year of the project. Steps include:

- Explorative desk research on subject
- Interview VIP stakeholder (CEO)
- 3-4 interviews with senior experts/representatives for comments
- Identification and description of common grounds; development of criteria for harmonized approaches
- Mobilization of experts to contribute to the discussion: web discussions (see below), FaceBook, LinkedIn discussion groups
- Moderated discussion (2 month duration per debating round), leading to concrete results: codes of conduct, principles, criteria
- Draft results, leading to either consumer research (online survey, on-line and off-line panels) and/or (additional) desk research
- Web columns to digest draft results
- Draft conclusion, to be debated in Advisory Board
- Adoption of the draft covenant amongst the willing on defined aspects of product information
- Publication on website in news flashes for professionals, collection of comments and suggestions
- Off-line workshop (20-30 experts from different interests) to agree on modification of the draft covenant, taking into account the workshop outcome
- Final agreement by the Advisory Board
- Publication in open sources, press release
- Ongoing: visualizer to show the products (labeling options, web comm.) where the discussions are leading to

3.d. Web Discussion

Participants web discussion

The discussion should be an *online expert dialogue*. The main participants are:

- Unlimited representatives of all stakeholders from the public sector (National authorities, MEPs, Commission)
- Unlimited representatives of all stakeholders from the private sector (major producers, SME's, retailers,)
- Unlimited number of interested scientists
- Unlimited number of interested NGOs (consumer, environmental, animal welfare, fair trade)
- Private individuals
- Others

Attractiveness and participation

Sufficient participation on adequate level is a prerequisite.

Ways of mobilization:

- We propose to make use of *intermediate accelerators*: very motivated expert persons who get others involved
- Involve relevant LinkedIn and Facebook groups
- Bannering on relevant websites (e.g. participating and sponsoring organizations)

- VIPs as endorsers
- Publicity, esp. in professional press
- Address book invitation tools

What's in it for participants:

- Influencing this process of serving the consumer with modern communication technology to be better and more ethically informed about the products offered for sale
- Contributing to the fascinating process of development of consensus among experts and stakeholders
- Being connected to innovation concerning an important issue in society
- Being identified in the European food network as an expert
- The reward by participation in off-line workshops
- Having access to an unseen volume of product information and (both sincere and fake) product accreditation systems
- Recognition of being part of a community of experts on product information and communication

3.e. Annual Progress Evaluation Meeting

After the first year and possibly annually the Advisory Board and the Management Team will evaluate the progress made by considering the outputs achieved and their possible impact on the consumer.

3.f. Concluding Event

The project ends with a fairly large scale 100-150 stakeholder event, in which the results are discussed and handed over to representatives of the public (EU Commission, European Parliament, national authorities) and private sector (producers, retailers).

Timeline and Milestones: First Year

Activity	Timing (nominal weeks)	Budget required (in euros)
1. Project preparation and composition		
Formation of Management Team • Finalize project plan and timings	1-8	
Project Secretariat • Management team, meeting 1/8 weeks; i.e. 6 times/year • Management team presence, 7 members x 6 meetings • Arrange other meetings • Newsflash minimal 6/year, progress reports (4/year, other mailings) • General process supervision, administration, reviewing, etc. • Sponsor reporting • Help/info desk, miscellaneous activities • Finance and accounting	0-50 50 48	
Development of corporate identity • Logo and stationary • Corporate brochure • Newsflash format	4-12	
Board of Recommendation • Recruitment	1-4	
Advisory Board (3 meetings) • Recruitment • First meeting: Initiation of the Advisory Board • 2 Additional meetings and information	1-50 1-3 4 30, 49	
Press desk • Communication plan • PR-activities, press releases, contacts with journalists, input for newsletters	1-8 8-50	
2. Website		
• Web design • Web construction (initially and extensions during the process) • Web master / moderator (general)	Ongoing 2-7 8-14 + ongoing	
3. Major Project Components		
Kick-off event • Plan of action, planning, organization, logistics • Invitation, mailing list, registration • Program, speakers, briefing • Press / PR plan • Travel costs • Venue + catering (n=80-100)	14 1-8 2-12 2-8 8-12 4-16	
Inventory of Existing Food Information Systems and Approaches • Collection and evaluation of current	0-12 0-12	

<ul style="list-style-type: none"> approaches; Inventory of suggestions and priorities of stakeholders 	8-12	
<p><i>Two Debating Rounds per year.</i></p> <p><i>Per round:</i></p> <ul style="list-style-type: none"> Explorative desk research on subject Interview VIP stakeholder (CEO) and 3-4 interviews with senior experts for comments Mobilization of experts to contribute to the discussion Identification and description of common grounds; development of criteria for harmonized approaches Discussion moderation (10h/wk, 2 months), leading to concrete results Draft results, leading to either consumer research (online survey, off-line panels) and/or desk research Adoption of the covenant amongst the willing on agreed aspects of product information Arrange/edit columns to digest draft results, input for Advisory Board, publication on website and press release Off-line workshop (20-30 experts from different interests), including travel expenses + catering / meeting venue Ongoing: visualizer to show the products (labeling options, web comm.); follow-up of the discussions 	<p>8-16; 33-35 16-18; 35-37</p> <p>14-18; 33-37 18; 37</p> <p>18-26; 37-45 28, 47</p> <p>47 30-33; 49-52</p> <p>32, 51</p> <p>18-32; 37-52</p>	
<p><i>Annual Progress Evaluation Meeting</i></p> <ul style="list-style-type: none"> Meeting of the Advisory Board, the Board of Recommendation and the Management Team to discuss progress by considering outputs Decision on the (dis)continuation of the project 	50	
<p><i>Concluding event + report</i></p> <ul style="list-style-type: none"> Plan of action, planning, organization, logistics Invitation, mailing list, registration Program, speakers, briefing Press / PR plan Travel costs Draft final report Location + catering 	To be decided	