

PROJECT BUILDING BLOCKS AND ACTION PLAN (YEAR 1)

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: 6 meetings/year of which 2 virtual meetings (tele- or videoconferencing), 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)
- Representative(s) of National food safety/labeling authorities
- Representative(s) of the major food (and other fast moving consumer goods) producers
- SME representative(s)
- International retailers representative(s)
- International consumer organizations representative(s)

Observers:

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

Meeting schedule: at the start of the project, two additional meetings at strategic timepoints, intermediate meetings on a as-needed basis as tele- or videoconferences.

1.d. Board of Recommendation

Tasks/Function/Responsibilities:

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: once, at the kick-off meeting; otherwise communication by email or tele- or videoconference.

1.e. Sponsoring Partners Forum

Tasks/Function/Responsibilities:

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:

Representatives *pro rata* of all stakeholders providing financial support.

Meeting schedule: 2 or 3 times/year, as face-to-face meeting (the first meeting) and after that possibly by a mix of face-to-face and tele- or videoconferencing for the other(s).

1.f. 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.g. 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. Project Introduction Event: Challenging Food Information Approaches

A Project Introduction Event is foreseen to probe social and professional support of the project and 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
- Explanation of the roadmap and methodology, presenting the corporate identity and the website;
- showcasing real life smart phone applications
- 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 (comprehensive table)
- Inventory of suggestions, preferences, controversies and priority areas as agreed by all stakeholders (annotated listing)

3.c. Debating Round and stakeholders dialogues

An extensive debating round of 4-8 months is the core of the first year of the project. Steps include:

- Explorative desk research on subject, basic research and knowledge dissemination.
- 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), leading to concrete results: draft 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 (after x years)

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 Week nr.
1. Project preparation and composition	
<i>Management Team and Project plan</i>	0-50
• Finalize project plan and timings	0-8
<i>Project Secretariat (4 actual + 2 virtual meetings)</i>	0-50
• Management team meeting: preparation, participation, reporting; 4 actual & 2 virtual meetings	
• Management team presence, 4 members + 1 rapporteur x 4 meetings	
• Arranging other meetings (2)	
• Newsflash minimal 6/year, progress reports (3/year), other mailings, sponsor-reporting	
• General process supervision, administration, reviewing, etc.	
• Helpdesk, miscellaneous activities	50
• Finance and Accounting	48
<i>Development of corporate identity</i>	1-4
• Logo and stationary	1-2
• Corporate brochure	1-4
• Newsflash format	1-4
<i>Board of Recommendation (1 meeting)</i>	1-50
• Recruitment; 1 meeting	1-4
<i>Advisory Board (3 meetings)</i>	1-50
• Recruitment	1-3
• First meeting: Initiation of the Board	4
• 2 additional Meetings and information	30, 50
<i>Sponsoring partners (3 meetings)</i>	1-50
• Recruitment	1-4
• Meetings and information, 3 meetings	5, 25, 49
<i>Press desk</i>	1-50
• Communication plan	1-8
• PR-activities, press releases, contacts with journalists, input for newsletters	1-50
2. Website	1-50
• Web design	1-4
• Web construction (initially and extensions during the process, uploading docs)	4-8
3. Major Project Components	

Project Introduction Event:Challenging Food Information Approaches	10
• Plan of action, planning, organization, logistics	1-10
• Invitation, mailing list, registration	2-6
• Program, speakers, briefing	2-6
Inventory of Existing Food Information Systems and Approaches	1-12
• Collection, analysis and evaluation of current approaches world-wide (comprehensive table) and basic research and knowledge dissemination	1-12
• Inventory of suggestions and priorities of stakeholders (annotated list)	2-5
Debating Round.	8-
• In-depth explorative desk research on subject(s) (report) (trainee to assist?)	8-20
• Interview VIP stakeholder (CEO) and 3-4 interviews with senior experts for comments	16-20
• Mobilization of experts to contribute to the discussion	16-18
• Identification and description of common grounds; development of criteria for harmonized approaches	20-24
• Discussion moderation leading to concrete results	24-30
• Web master (technical assistance)	24-30
• Draft results, leading to either consumer research (online survey, off-line panels) and/or desk research	30-33
• Off-line workshop (20-30 experts from different interests), Workshop report	40
• Adoption of the draft covenant amongst the willing	45
• Arrange/edit columns to digest draft results, input for Advisory Board, publication on website and press release	45-50
• Ongoing: visualizer to show the products (labeling options, web comm.) whereto the discussions are leading	25-50
4. Annual Progress Evaluation + kick-off for the second year	50
• Meeting of the Advisory Board, the Board of Recommendation and the Management Team to discuss progress by considering outputs	50
• Decision on the continuation of the project in its 2 nd year	50

