



**inprofood**  
Towards sustainable food research

*Scenario workshop How can  
research programmes foster  
healthy and sustainable food  
innovation?*

*Vienna, 23 May 2013*

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## Introduction

This report is the documentation of an European Awareness Scenario Workshop (EASW), which has been conducted in the framework of the INPROFOOD project on 23 May 2013 in Vienna. Commissioned by the European Commission under the Seventh Framework Programme on Research (FP7)'s Work Programme Science in Society in 2011,<sup>1</sup> the project *Towards inclusive research programming for sustainable food innovations* (INPROFOOD) brings together researchers, scientists, policy makers, civil society, business and industry to tackle policy issues on environmentally responsible production of healthy food. Among others, the project's main objectives are to promote bottom-up development of concepts (processes and structures) of societal engagement in food and health research in combination with sustainability and to develop stakeholder engagement programmes both at national and European levels. Reaching those objectives is expected to contribute to adapting the governance of research and technological development to facilitate sustainable and inclusive solutions and to help further incorporate "science in society" issues into the systems of research.

Similar workshops took place in thirteen countries: Austria, Belgium, Denmark, France, Germany, Greece, Italy, the Netherlands, Portugal, Slovakia, Spain, Turkey, and the United Kingdom. This workshop was part of the second series of workshops. A first series was conducted in Autumn 2012 and Winter 2012/2013, a third series was conducted in Winter 2012/2013 and Spring 2013. Each series had a different focus on organisation types in terms of regional outreach, size or hierarchical level. The invited organisations sent delegates who possess an affinity to the topics in question. These practical and theoretical experts deliberated on a highly qualified level. The three series of European Awareness Scenario Workshops are very roughly based on three levels of power, size and outreach, so that members of small initiatives should not have to defend their views against professionally eloquent

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<sup>1</sup> Grant Agreement Number 289045



delegates from large organisations. In this second workshop smaller organisations attended than in the first series.

To allow for comparability the workshops have been matched in respect to stakeholder recruitment, conduct and documentation.<sup>2</sup> This creates an added value to the deliberations: Apart from providing single workshop results, it made it possible to identify perspectives and priorities that were articulated by similar groups independently from each other at different locations. As such common results cannot be discarded as coincidental outcomes, they gain more momentum, irrespective of whether they are made by organisations who rarely make themselves heard or are not listened to.

Participants were recruited by a Call for Participation, which was sent to media, event calendars, umbrella organisations (so they could spread it to their members), mailinglists, universities, business associations etc. Because in the first series of workshops the participation of nonprofit organisations without business ties was low, we asked 15 European umbrella organisations of civil society organisations to spread a call for participation in one of the 13 workshops to their regional members. As for the first workshop, stakeholder recruitment aimed at reaching beyond the usual participant circles to include stakeholders rarely addressed in consultations. At [http://scenario-workshops.net/workshops\\_at/](http://scenario-workshops.net/workshops_at/) organisations signed up their interest in participating in a workshop. Instead of granting participation on a first come, first serve basis, in case of a too high number of signatures a simple public random selection was foreseen.

The outcomes of the workshops, together with those of other activities, fed into an international WHO Europe workshop in Spring 2014.

The authors thank the participants for their commitment.

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<sup>2</sup> For further information on this, see the end of this report, <http://www.inprofood.eu/documentation> and <http://wilawien.ac.at>.

## List of participants

Names	Organisation	Category *)
Philipp Braun	<i>Slow Food in Oberösterreich</i> <sup>1</sup>	NPO
Sabine Ecker	<i>Veterinärmedizinische Universität Wien / University of Veterinary Medicine, Vienna</i>	PUB
Bernhard Gruber	<i>Perma-Norikum - Verein zur Förderung der Permakultur im regionalen Bereich</i> <sup>2</sup>	NPO
Karin Heinschink	<i>Gemeinde Leithaprodersdorf / Municipality of Leithaprodersdorf</i>	PUB
Aurelia Jurtschitsch	<i>Weingut Jurtschitsch / Jurtschitsch Winery</i>	BUS
Anita Kamptner	<i>Interessensgemeinschaft Erdäpfelbau, Vereinigung österreichischer Stärkekartoffelproduzenten</i> <sup>3</sup>	BUS
Carmen Klammer	<i>Verein Chronisch Krank</i> <sup>4</sup>	NPO
Petra Kocen	<i>Caritas Österreich / Caritas Austria</i>	NPO
Andreas Kranzler	<i>Forschungsinstitut für biologischen Landbau Österreich / Research Institute of Organic Agriculture Austria</i>	NPO
Rupert Matzer	<i>Bio-Laden</i> <sup>5</sup>	BUS
Patrick Moser	<i>Starzinger GmbH&amp;CoKG Getränkeherzeugung</i> <sup>6</sup>	BUS
Klaus Nigl	<i>FH Gesundheitsberufe OÖ, Studiengang Diätologie / University of Applied Sciences for Health Professions, Bachelor Programme Dietetics</i>	PUB
Esche Schoerghofer	<i>aus gutem grund Naturkostladen</i> <sup>7</sup>	BUS
Birgit Spitzer-Sonnleitner	<i>Paracelsus-Gesellschaft für Balneologie und Jodforschung in Bad Hall</i> <sup>8</sup>	NPO
Ernst Ternon	<i>Sojarei Vollwertkost Ges.m.b.H</i> <sup>9</sup>	BUS
Werner Zollitsch	<i>Dept. für Nachhaltige Agrarsysteme, Universität für Bodenkultur Wien / Dept. of Sustainable Agricultural Systemes, University of Natural Resources and Life Sciences, Vienna</i>	PUB

### \*) Categories:

PUB: public organisation

NPO: non-profit organization without business ties

BUS: business association or small/medium enterprise (SME)

**Organisations without an official English name have been translated as follows:**

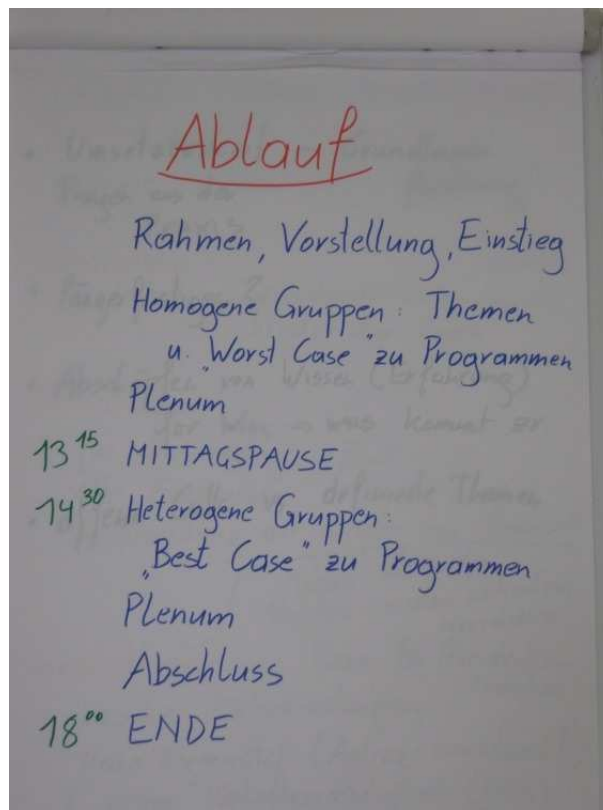
1) Slow Food in Upper Austria

- 2) Perma Norikum – Association for the Promotion of Perma Culture at Regional Level
- 3) Special Interest Group Potatoe Growing, Association of Austrian Producers of Starch Potatoes
- 4) Association Chronically III
- 5) Organic Shop
- 6) Starzinger GmbH&CoKG Beverage Production
- 7) For good reason / From good soil Natural Food Shop
- 8) Paracelsus Gesellschaft for Balneology and Iodine Research in Bad Hall
- 9) Sojarei Wholefoods Ges.m.b.H

## Workshop design and agenda

At arrival participants could read posters that summarized the briefing papers (which they had received before the event) . The posters were pinned to boards.

Wissenschaftsladen Wien – Science Shop Vienna staff was available for answering questions.



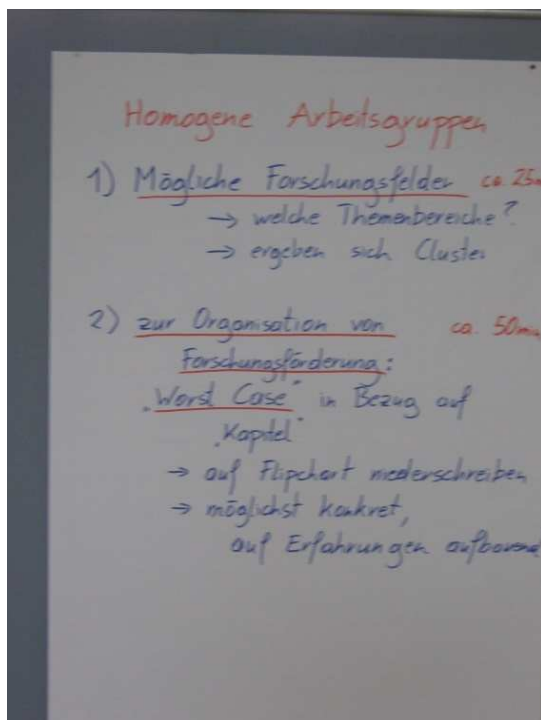
- 09:00    **Opening by workshop organiser and facilitator:**
  - Welcome
  - presentation of the agenda
  - information about INPROFOOD, the workshops, what will be done with the results and research programming on food & health
- 09:45    **Action sociometry**
- 10:10    **Instructions for homogeneous groups**
- 10:20    **Break**
- 10:35    **Homogeneous working groups on topics and worst case scenario**



12:05	Break
12:20	Plenum
13:15	Lunch break
14:30	Instructions for heterogeneous groups
14:40	Heterogeneous (mixed) working groups on best case scenarios
16:00	Break
16:25	Plenum
17:20	Reflection
17:45	End
18:00	Get-together

## Working groups

The working group tasks were identical to the previous workshop held in November 2012. They are depicted below:



### Homogeneous working-groups

#### 1) Possible research-fields ca. 25min

- what thematic areas
- do clusters emerge?

#### 2) On the organization of research support/funding ca. 50 min.

##### „Worst-Case“ in relation to „chapter“

- to be written on flipchart
- as concrete as possible, based on experiences

At the beginning participants were asked to reflect upon topics they found important in the area of food research. After this they were asked to think about worst cases of different aspects of research programming.

It was stressed that the posters would constitute the main and most transparent part of the workshop documentation, meaning that issues which were only discussed but not visualized on the posters would get lost. So the participants were asked to write on the posters in the most legible way. The facilitator explained that the results were to be group work.

The participants of all working groups deliberated independently and without facilitation or any influence from the organisers. As in the first workshop they chose one among them to write on the flipcharts.

The working group presentations and discussions in the plenary were recorded. The deliberators were informed beforehand that the recordings would only serve for a better understanding of the flipcharts and would not be used to change the outcomes of the deliberation but would only spare the organizers taking notes on the plenary discussions.

For each of the homogeneous groups, the facilitator prepared two flipcharts with the following headlines:

Worst Case
Decision on topics
Decision on funding
Quality criteria for funding
Exploitation of results
Evaluation
Project design
And this is important, too ...

The following posters are the condensed outcomes of the working group deliberations. No interpretations were added by the organisers as the goal was to depict the input of the participants as authentically as possible.

All 3 homogeneous and 3 mixed working groups deliberated independently and without being influenced by the organisers. The participants decided themselves, which topics they deemed most important and put them on the flipcharts. The notes of the participants are highly self-explanatory, albeit exact meanings can be lost in translation. To minimize lingual bias, clarifications are added in square brackets [ ] or they are included in the explanations/footnotes below the transcriptions.

### **Action sociometry**

The facilitator, Katharina Novy, had the participants group themselves in the room according to several aspects. More information on this can be found in the annex to this report (*Description of the action sociometrical exercises*).

This method was not only used as a "warm up", but also helped participants and observers way to get rapidly an overview where people came from and which experiences they had. (*This method allows people to learn about each other and replaced the often lengthy self-presentations at the beginning of such events.*)

### **Task of the working groups**

During the workshop the facilitator reminded the participants several times that the written posters would serve as the main documentation of the results and that it was likely that anything not written down there would be lost.

### **1<sup>st</sup> working group sessions: Homogeneous setting**

The members of the three stakeholder categories formed three groups: representatives of non-business related NPOs (6 persons), public organisations (4 persons) and business related associations and SMEs (6 persons). Each group was asked to work out topics that seemed important, and after this to create worst case scenarios. Because it cannot be avoided that positive ideas come up as well, the participants were asked to write them on a separate poster, but - in general - to stick

to the worst case scenario.

The results were presented in two presentation rounds: first each group presented the posters with the topics, and then each group presented the posters of the worst case scenario. Each group had chosen a speaker to present the group's work written on the posters. The facilitator encouraged the respective working group to complement or correct the presenter of their poster.

**2<sup>nd</sup> working group session: Mixed (inhomogeneous) groups**

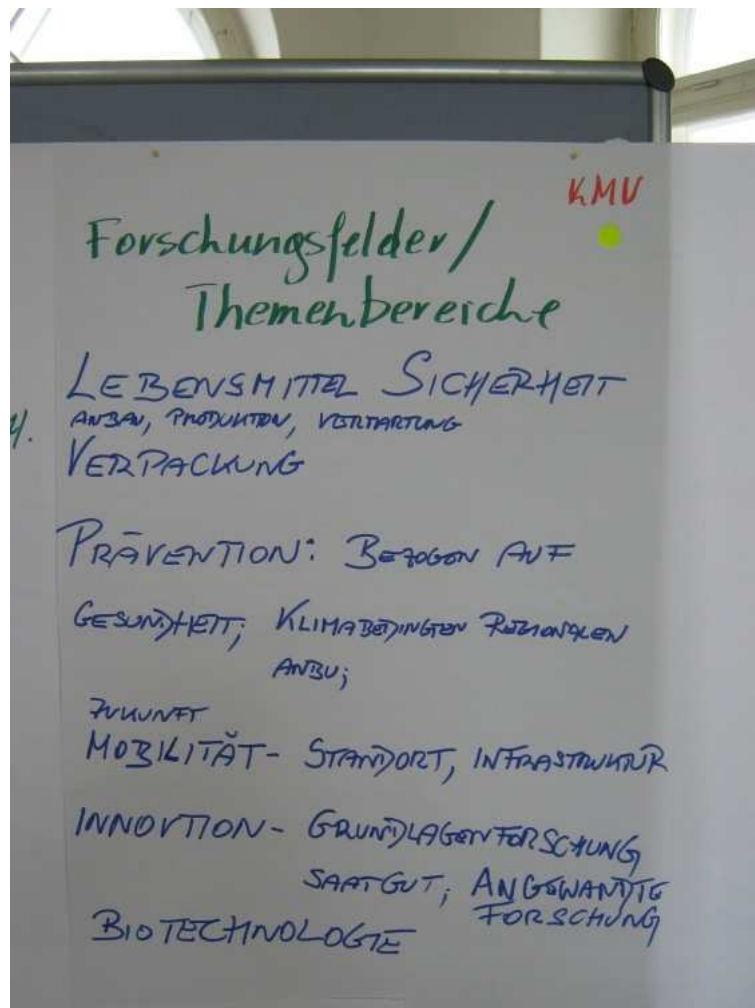
Two of the mixed groups were balanced with 2 delegates of each category (6 participants) and in one group 2 delegates from NPOs without business ties deliberated with two delegates from the "business" category.

Each mixed working group was asked to deliberate on best case scenarios, and again to put all outcomes on posters to ensure their visibility in the workshop report.

# Homogeneous working groups

Homogeneous working group “Business - SMEs”

Important research topics - deliberation of the “yellow group” (BUS)



Homogeneous group 1, topics, business associations & SMEs

## Translated transcription

### Research Fields / Thematic Areas

Food safety  
Cultivation, production, marketing

Packaging

Prevention: related to

health, climate dependent regional farming

Future

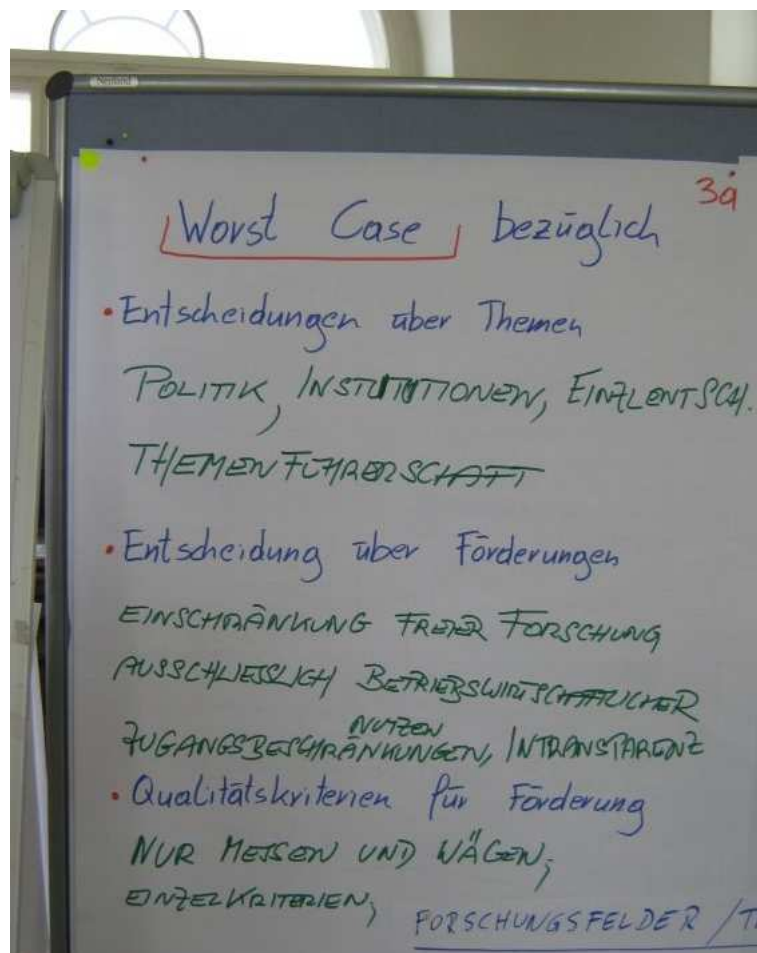
Mobility - location, infrastructure

Innovation - basic research

seeds; applied research

Biotechnology

Worst case – deliberation of the “yellow group” (BUS)



Homogeneous group 1, worst case, poster 1/2, business associations & SMEs



## Worst Case in respect to

- **Decision on topics**

Politics, institutions, solitary decision

Leadership on topics

- **Decision on funding**

Restriction of free [*independent*] research

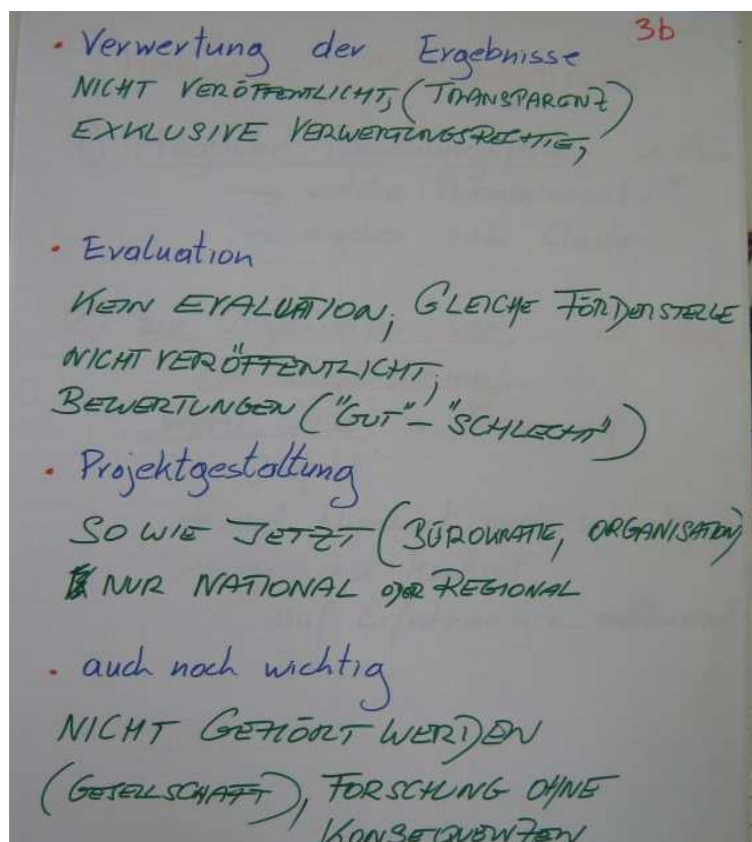
Only entrepreneurial [*economic*] benefit

Restrictions to access, non-transparency

- **Quality criteria for funding**

Only measuring and weighting

Single criteria



Homogeneous group 1, worst case, poster 2/2, business associations & SMEs

## Translated transcription

Poster 2/2

- **Exploitation of results**

Unpublished, (transparency)

Exclusive exploitation rights

- **Evaluation**

No evaluation, the same funding department

Not published

[Valuing] judgements (“good” – “bad”)

- **Project design**

As it is now (bureaucracy, organisation)

Only national or regional

- **And this is important, too**

Remaining unheard

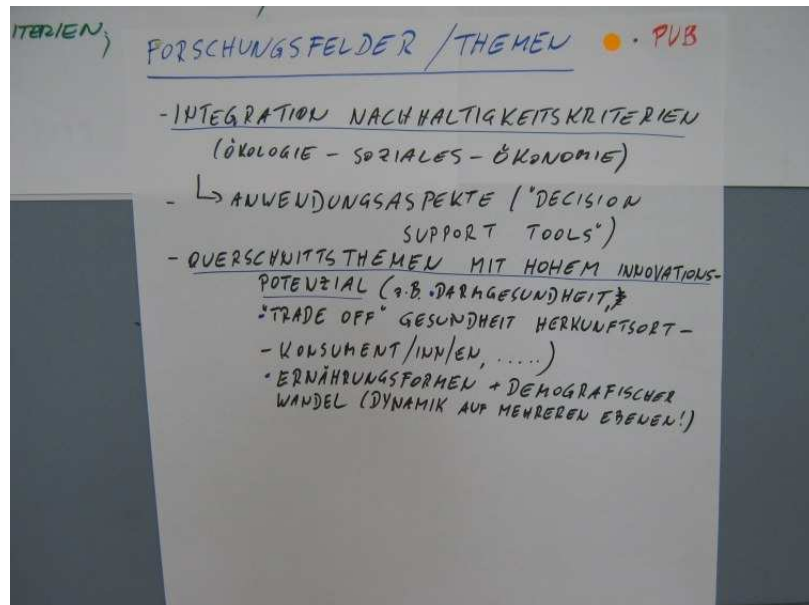
(Society); Research without consequences

## Constellation

6 delegates from 6 business associations and SMEs deliberated.

## Homogeneous working group “Public organizations”

Important research topics – deliberation of the “orange” group (PUB)



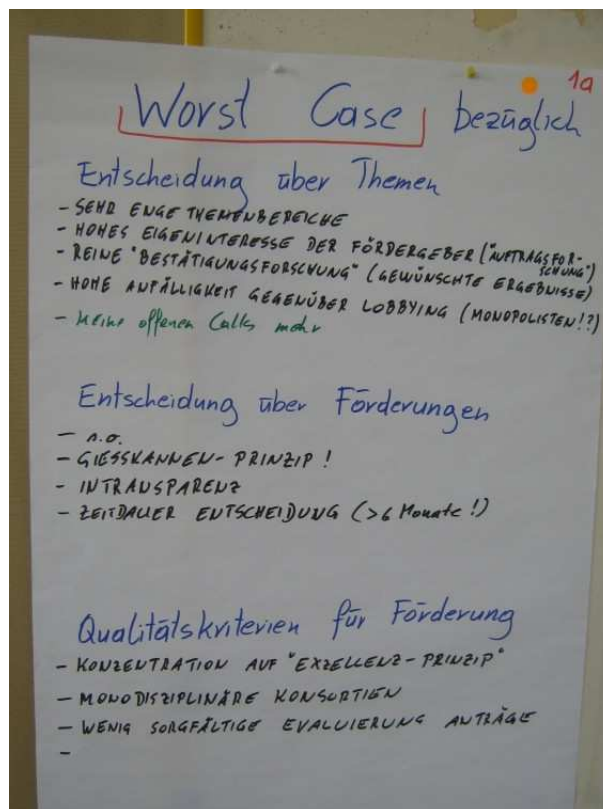
Homogeneous group 2, topics, public organisations

### Translated transcription

#### RESEARCH FIELDS / TOPICS

- \* Integration [of] sustainability criteria  
(Ecology – social issues – economy)  
---> Aspects of application (“decision support tools”)
  
- \* Horizontal [cross-sectional] topics with high innovation potential (e.g. colon health,  
- “trade off” health – place of origin – consumers, .... )  
- diets + demographic change (dynamics at multiple levels)

## Worst case – deliberation of the “orange” group (PUB)



Homogeneous group 2, worst case, poster 1/2, public organisations

### Translated transcription

Poster 1/2

## Worst Case

in respect to

### Decision on topics

- very narrow thematic areas
- high self-interest of fundgivers – (“commissioned research”)
- mere “confirmation research” (desired results)
- high vulnerability for lobbying (monopolists!?)

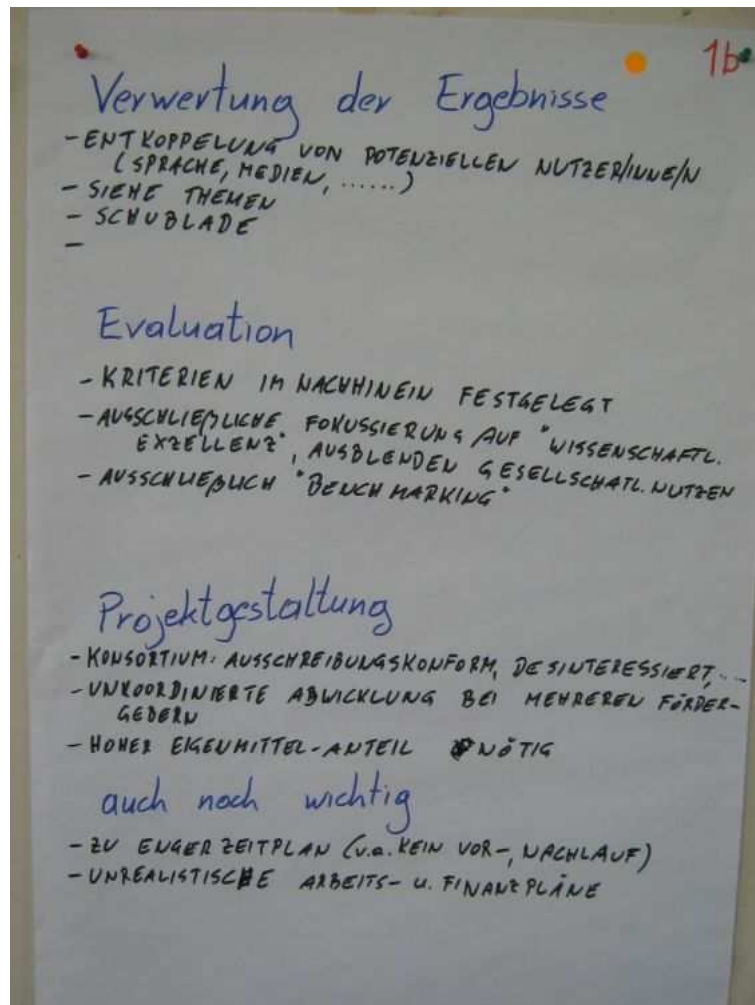
[added during presentation:] – no more open calls

### Decision on funding

- see above
- scattershot
- non-transparency
- time for decision (> 6 months!)

## Quality criteria for funding

- focus on "excellence principle"
- monodisciplinary consortia
- no careful evaluation of proposals



Homogeneous group 2, worst case, poster 2/2, public organisations

## Translated transcription

Poster 2/2

### Exploitation of results

- de-linking from potential users (language, media, ...)
- see: topics
- drawer
-

### **Evaluation**

- criteria are determined retrospectively
- exclusive focussing on “scientific excellence”, not regarding societal benefit
- only “benchmarking”

### **Project design**

- consortium: In conformity with the call, disinterested
- uncoordinated procedures at different fund givers
- high proportion of self-funding necessary

### **And this is important, too**

- too narrow time frame (especially no forerun and follow-up phase)
- unrealistic work and budget plans

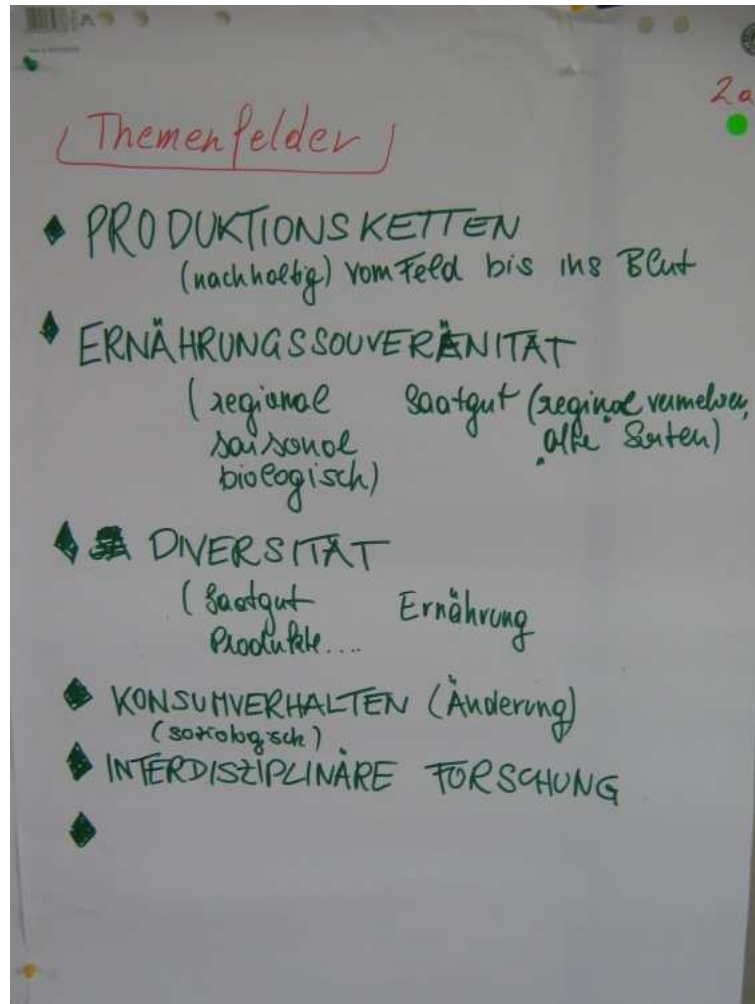
### **Constellation**

4 delegates from public organisations deliberated.



## Homogeneous working group “NPOs without business ties”

Important research topics - deliberation of the “green” group (NPOs)



Homogeneous group 3, topics, NPOs without business ties

### Translated transcription

#### Thematic areas

- ◇ Production chains  
(Sustainable) From the field into the blood
- ◇ Food sovereignty  
(Regional seeds (regional reproducing, „old varieties“)  
Seasonal  
Organic?)
- ◇ Diversity

Seed nutrition

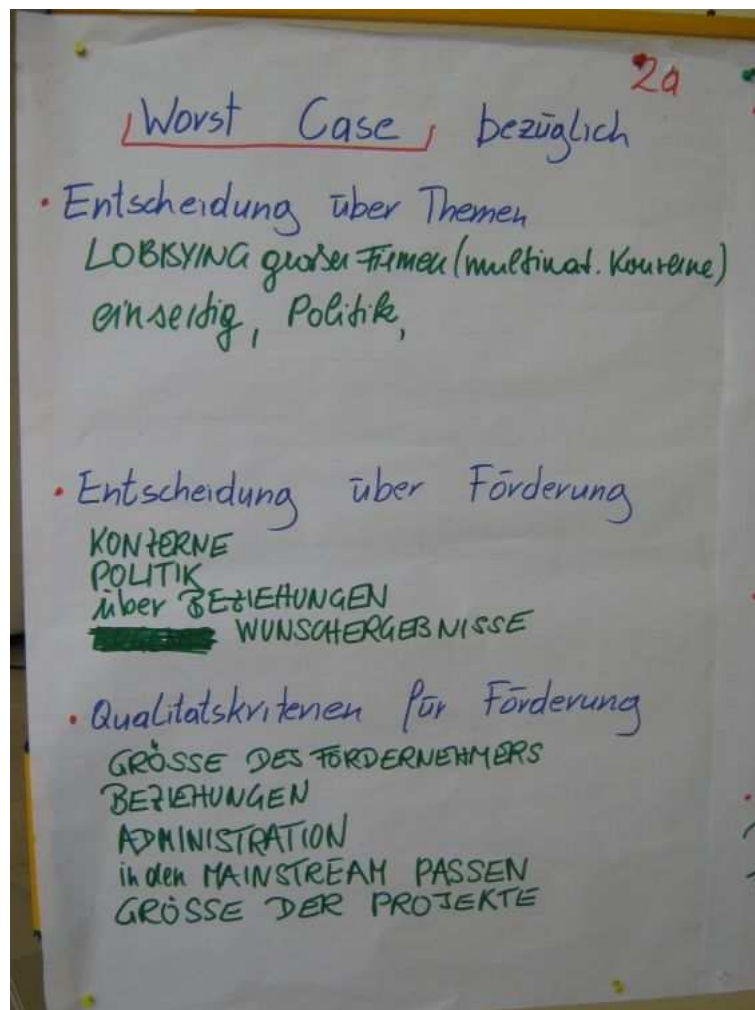
Products .....

◊ Consumer behavior (changeing)

(Sociological)

◊ Interdisciplinary research

Worst case - deliberation of the "green" group (NPOs)



Homogeneous group 3, worst case, poster 1/2, NPOs without business ties

## Worst Case

in respect to

- **Decision on topics**

Lobbying of large enterprises (multinational companies)

One-sided, politics

- **Decision on funding**

Corporations

Politics

By personal connections

Desired results

- **Quality criteria for funding**

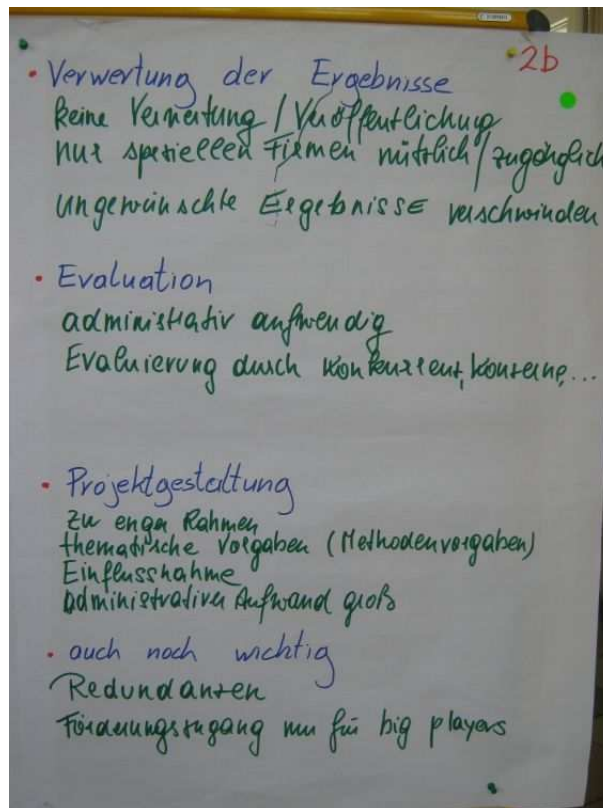
Size of fund-receiver

Personal connections

Administration

Fitting into the mainstream

Size of the projects



Homogeneous group 3, worst case, poster 2/2, NPOs without business ties

### Translated transcription

Poster 2/2

- **Exploitation of results**

No exploitation / making public  
Only useful for/accessible to special enterprises  
Undesired results disappear

- **Evaluation**

Administratively elaborated?  
Evaluation by competitors, corporations

- **Project design**

Frame too narrow  
Thematic presetting (methodical presetting)  
Exertion of influence?  
Large administrative expenditure?

- **And this is important, too**

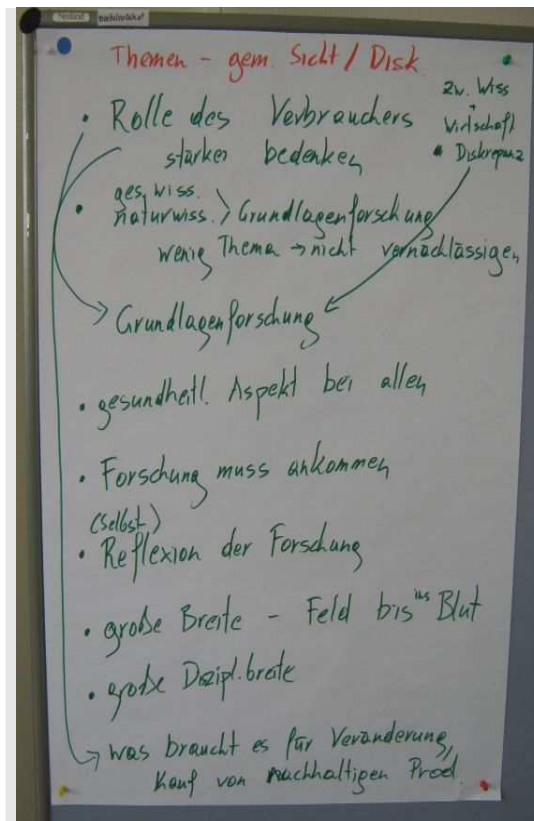
Redundancies  
Access to funding only for big players

**Constellation**

6 delegates from non-profit organisations without business ties deliberated in this working group.

## Plenary discussion after the homogeneous working groups (facilitated)

After the three groups had presented the outcomes of the deliberations on topics to be researched, there was a plenary discussion on topics to be researched, which was guided by the facilitator, who also made notes on the flipcharts below:



### Topics– common perspective / discussion

- Role of consumer – stronger consideration<sup>\*)</sup>
- Discrepancy science + economy<sup>\*\*)</sup>

- Social research/natural science > basic research

few topics --> not to be neglected

-----> basic research <-----

- Health aspect of everything
- Research has to arrive
- (Self-)reflection of research
- Broad spectrum – field to “blood”
- Great disciplinary broadness

----> what is necessary for changes, purchase of sustainable products

Facilitated plenum discussion about homogeneous working group results

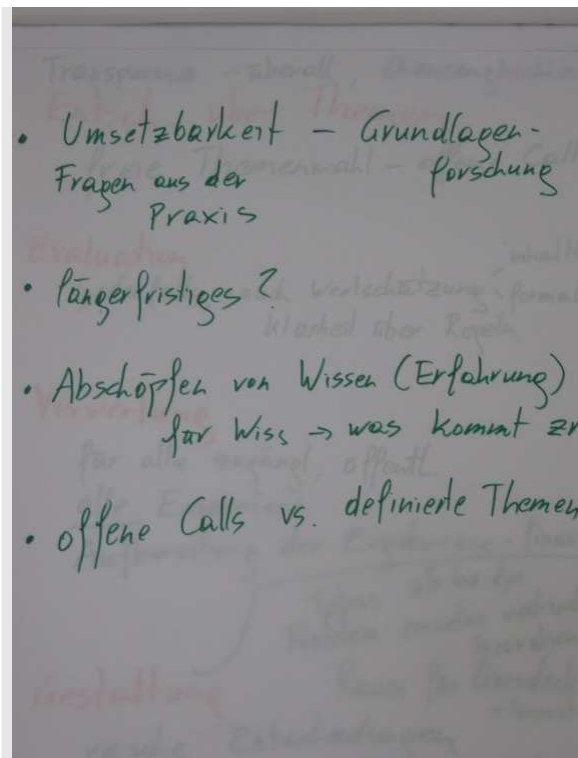
### Explanations during the presentation of the deliberation outcomes/footnotes

\*) The role of the consumers should be given more thought.

\*\*) This distinction led to a discussion on basic research (see below).

After a discussion on common topics and perspectives, there was a discussion on different weightings/priorisations between the groups. Here is the poster written by the facilitator during this discussion:





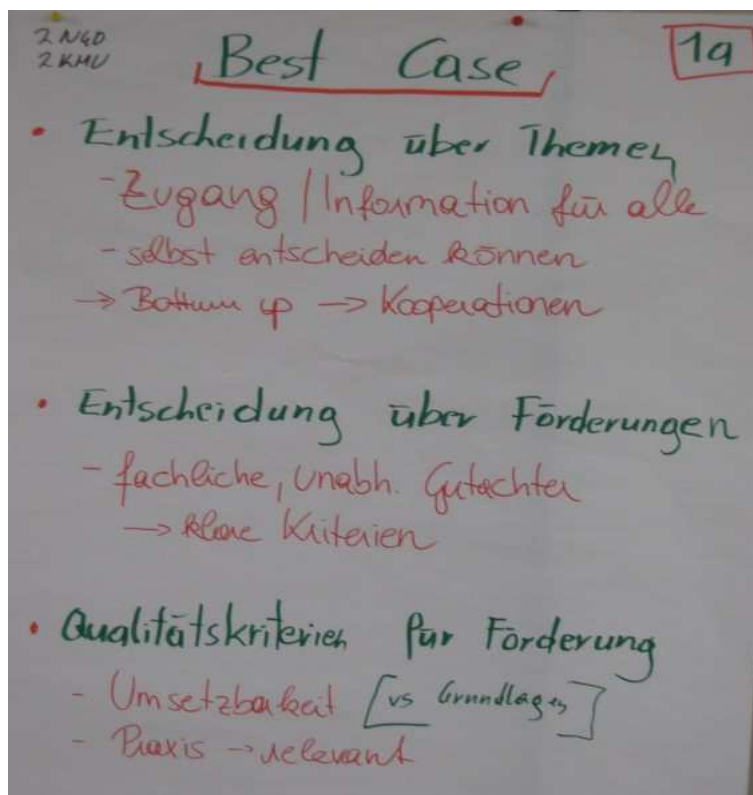
- Applicability– basic research questions from the praxis
- long term?
- Skimming of knowledge (experience) for science ---> what is given in return?
- Open calls versus defined topics

Facilitated Plenum discussion on topic priorities

## Mixed working groups

In the mixed group setting, participants were to reflect on the very same topics as the homogeneous groups, only this time they would concentrate on a desirable future. The facilitator also had prepared posters that were structured the same way and showed the same sub-sections, only this time headlined with “Best Case”:

### Mixed working group 1: Best Case



Mixed Group 1, best case, poster 1/2 (2 NPOs, 2 SMEs)

### Translated transcription

Poster 1/2

#### Best Case

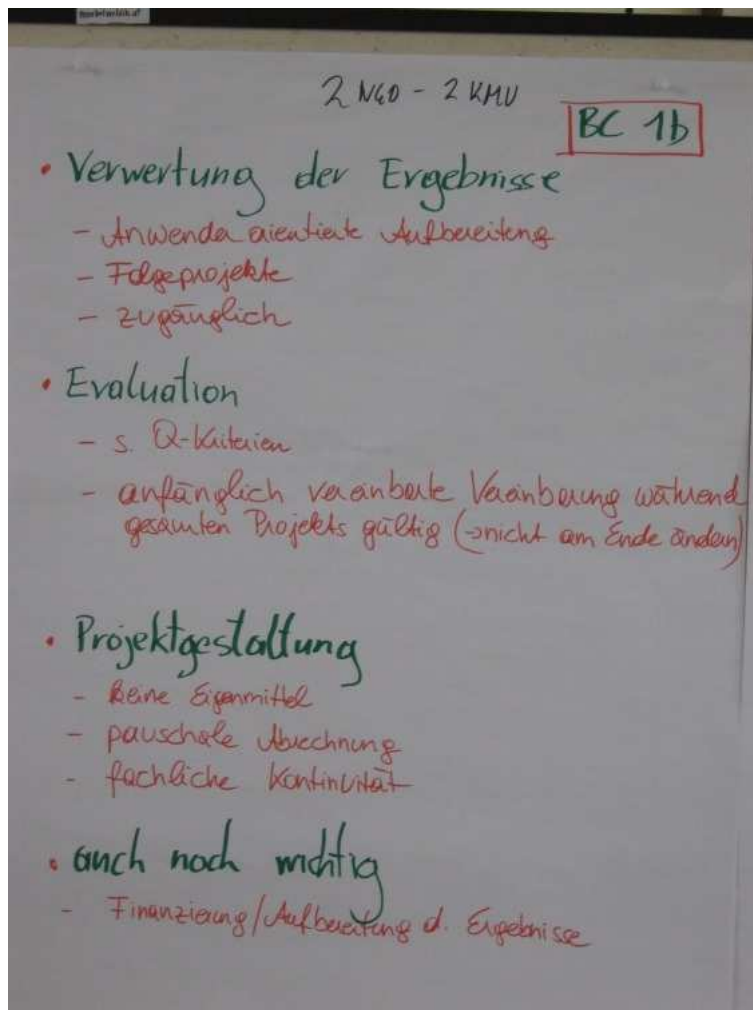
- **Decision on topics**
  - access / information for all
  - to be able to decide by oneself
  - bottom up → cooperations

- **Decision on funding**

- professional, independent evaluators
- > clear criteria

- **Quality criteria**

- applicability
- practice ---> relevant



Mixed group 1, best case, poster 2/2 (2 NPOs, 2 SMEs)

### Translated transcription

Poster 2/2

- **Exploitation of results**

- user oriented preparation
- follow-up projects
- accessible

- **Evaluation**

- see quality criteria
- at the beginning accorded agreements are valid during the whole project (→no changing at the end)

- **Project design**

- no own resources
- lump sum accounting
- continuity of expertise

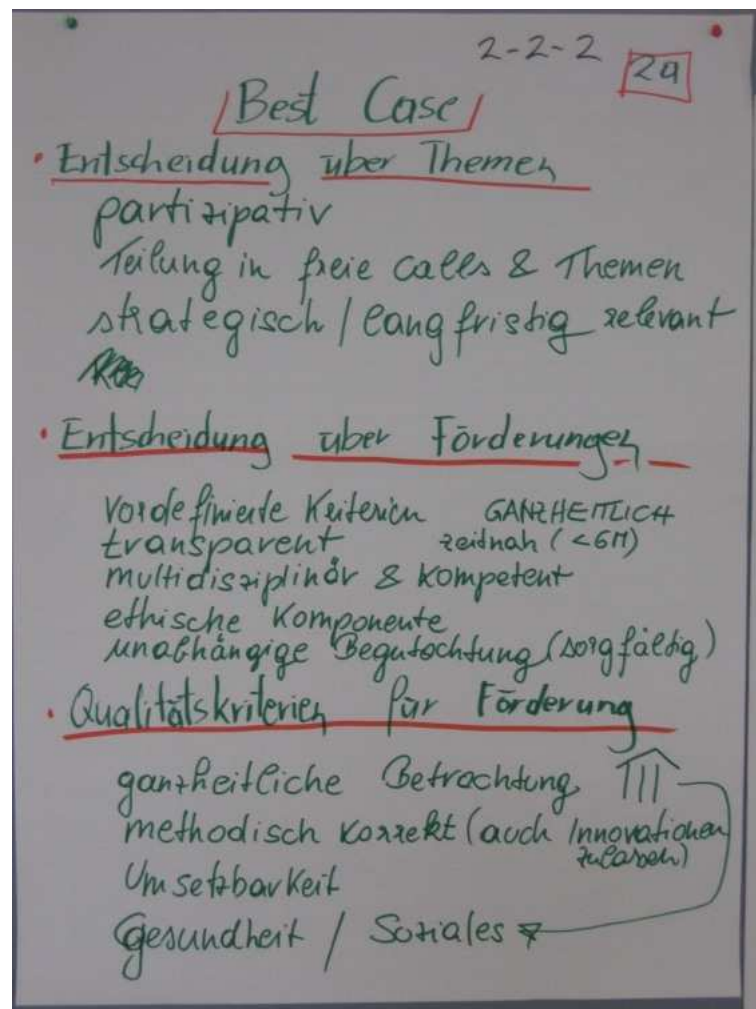
- **And this is important, too**

- financing / preparation of results

### **Constellation**

4 delegates deliberated - 2 from the business group and 2 from the NPO group.

## Mixed working group 2: Best Case



Mixed group 2, best case, poster 1 (2 NPO, 2 BUS, 2 PUB)

### Translated transcription

Poster 1/2

#### Best Case

- **Decision on topics**

Participatory

Division between calls & topics

Strategically relevant / relevant in the long run

- **Decision on funding**

Predefined criteria    HOLISTIC

Transparent early (< 6 month)

Multi-disciplinary & competent

Ethical component

Independent evaluation (careful)

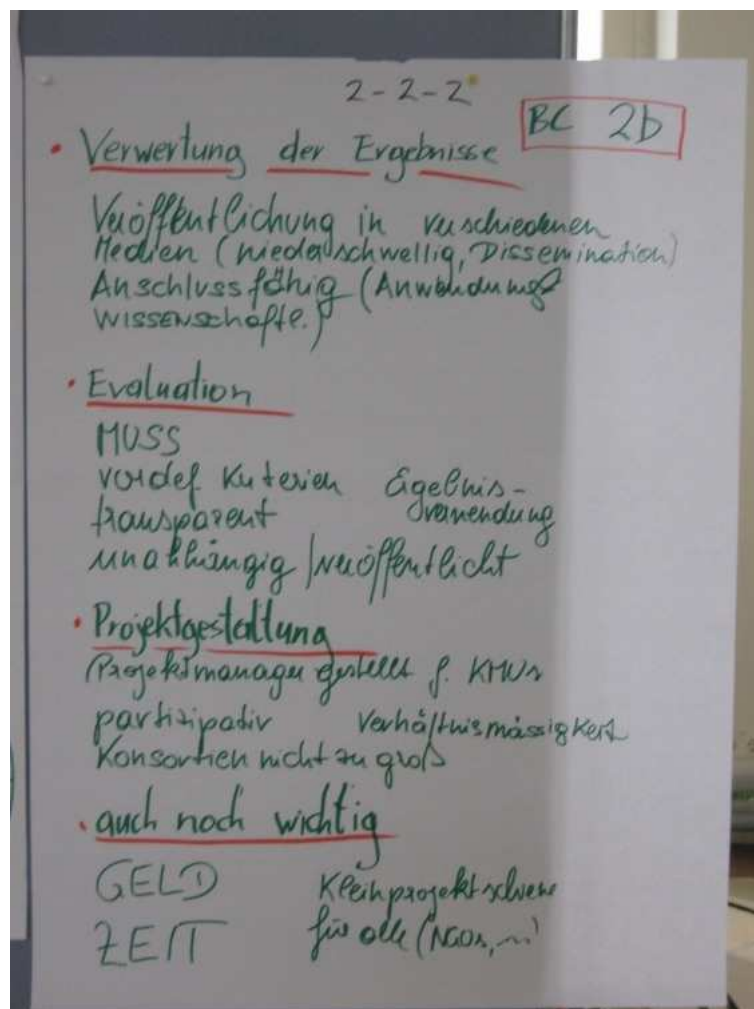
- **Quality criteria for funding**

Holistic perspective

Methodically correct (also allowing innovation)

Applicability

Health/ social issues ←



Mixed group 2, best case, poster 2 (2 NPO, 2 BUS, 2 PUB)



## Translated transcription:

Mixed group 2 Best Case 2/2

- **Exploitation of results**

Making public in different media (easily accessible, dissemination)

Compatible (application & scientific)

- **Evaluation**

MUST

Pre-defined criteria ----- use of results

Transparent

Independent / published

- **Project design**

Project manager provided for SMEs

Participatory                      proportionality

Consortia not too big

- **And this is important, too**

MONEY

TIME

Small project schemes for all (NGOs, ....) \*)

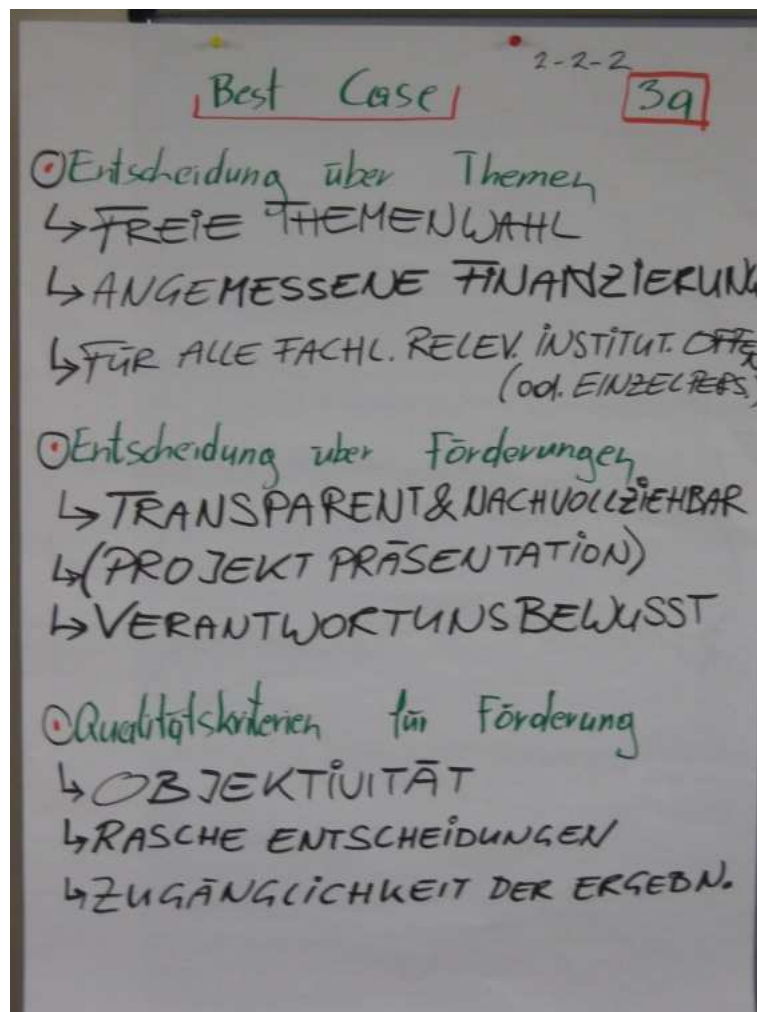
## Explanations during the presentation of the deliberation outcomes/footnotes

\*) There should be tracks that are dedicated to smaller projects.

## Constellation

2 delegates of public organisations, 2 delegates from the business group and two delegates of NPO without business ties deliberated.

## Mixed working group 3: Best Case



Mixed group 3, best case, poster 1 (2 NPO, 2 BUS, 2 PUB)

### Translated transcription

Poster 1/2

#### Best Case

- **Decision on topics**

- Free choice of topics
- Appropriate financing
- Open for all disciplinary relevant institutions (or single persons)

- **Decision on funding**

- Transparent & comprehensible

→ (Project presentation)

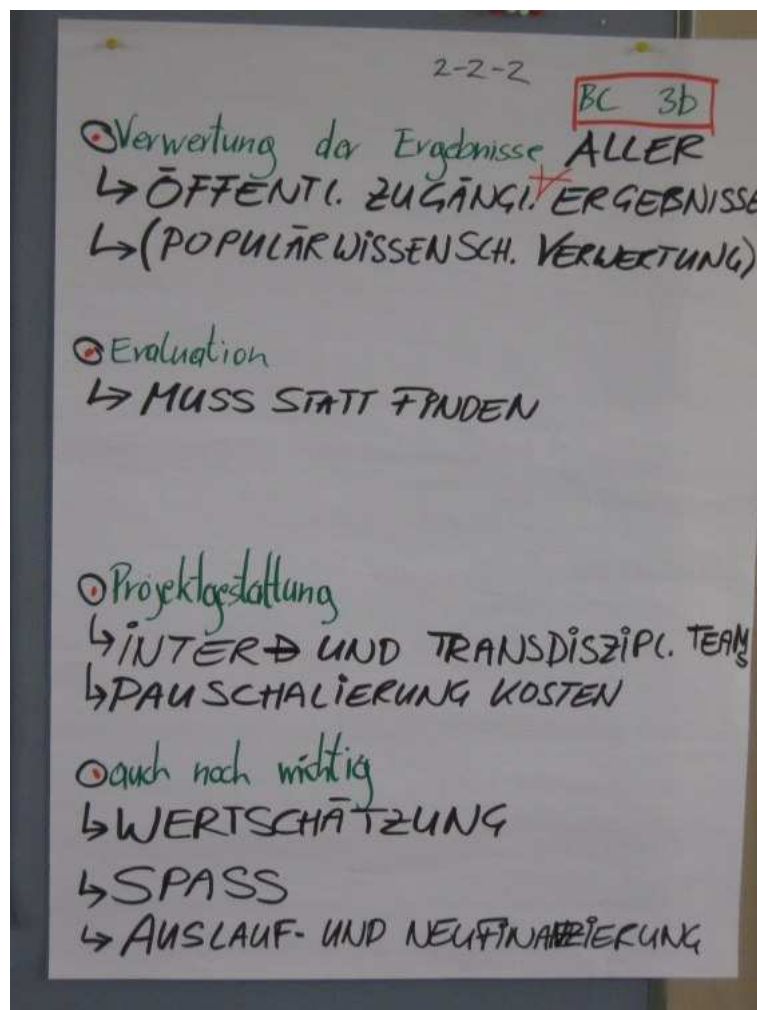
→ Responsible [attitude]

- **Quality criteria for funding**

→ Objectivity

→ Rapid decisions

→ Accessibility of results



Mixed group 3, best case, poster 2 (2 NPO, 2 BUS, 2 PUB)

## Translated transcription

Poster 2/2

- **Exploitation of results**
  - Public availability of all results
  - (Popular scientific exploitation)
- **Evaluation**
  - Must take place
- **Project design**
  - Inter- and trans-disciplinary teams
  - Flat rate [funding of] costs
- **And this is important, too**
  - Appreciation
  - Fun
  - Funding of phasing out and new funding?

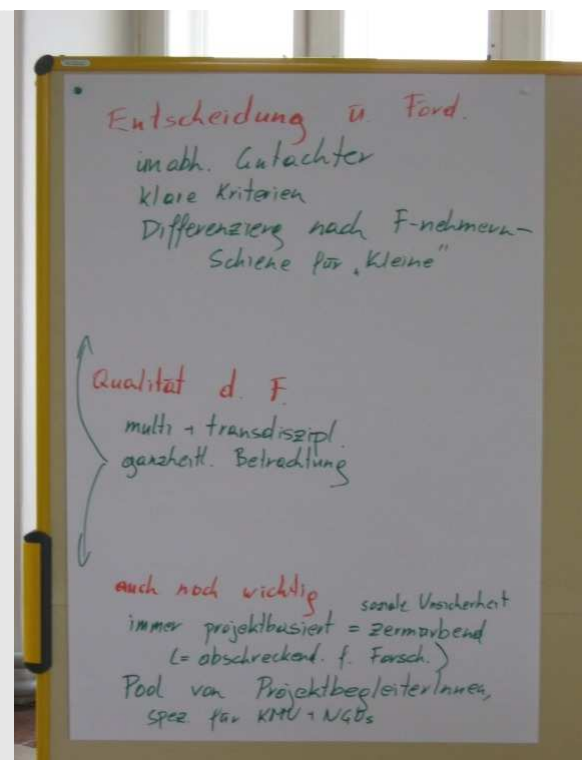
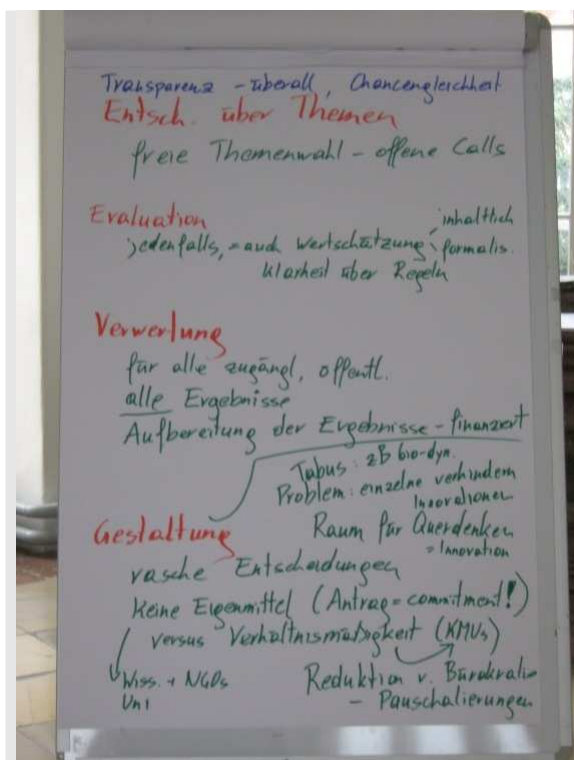
## Constellation

2 delegates of public organisations, 2 delegates from the business group and two delegates of NPOs without business ties deliberated.

## Other Outcomes

### Plenary discussion

The facilitator led through a plenary discussion on the outcomes of the mixed working groups and wrote on two posters which are carefully transcribed and translated below:



Transparency – everywhere, equal opportunities

Decision on topics

Free choice of topics – open calls

Evaluation

In any case, and also appreciation

on contents - formalised

.....Clarity of rules

Decision on funding

Independent evaluators

Clear criteria

Differentiation between fund-receivers  
 [funding] track for the “small”

Quality of research

multi- + transdisciplinary

holistic perspective

## Exploitation

Accessible for everybody, public

All results \*)

Format of the results – financed

Taboos, e.g. bio-dynamic

Problem: Single [persons,  
organisations] prohibit innovations

Space for lateral thinkers =  
innovations

## Design

Quick decisions

No own resources (application =  
commitment!)

versus proportionality ---> (SMEs) ---->  
science + NGOs

university..

Reduction of bureaucracy

Lump sums

## And this important, too

social insecurity

Always based on projects = wearing down  
(deterrent for science)

Pool of project attendants [assistants]  
especially for SMEs + NGOs

\*) All results have to be accessible.

## Final remarks

Plenary discussions have been recorded with a smartphone and a dictaphone - participants have been informed about it beforehand – to have a kind of backup of the discussions to settle questions of transcription. Besides the authors of this report took notes during the discussions. Nevertheless the output of the workshop is restricted to the posters. When looking at the abundance of statements that were made during the plenary discussions, it would be very tempting to add them to the workshop report. Abundance of text bears a risk that everybody picks out what he or she prefers. The decisions on thematic and political priorities were made by the participants during the independent deliberations.

# Annex

## Explanation of stakeholder recruitment

Hearing the opinions of different “stakeholders” is becoming a routine in policy making. Many agree that bringing together various perspectives and interests can yield new and good ideas or at least compromises, but there are a lot of unsolved problems, some of which INPROFOOD tries to tackle. It is among the first projects to develop other approaches than choosing participants out of the gut or otherwise arbitrarily, but tries to do better. While for the first workshop series invitations were based on lottery draws, an alternate approach was used for this workshop in Vienna, a Call for Participation, which was sent to media, event calendars, umbrella organisations (so they could spread it to their members), mailing lists, universities, business associations etc. Because in the first series of workshops the participation of nonprofit organisations without business ties was low, we asked 15 European umbrella organisations of civil society organisations to spread a call for participation in one of the 13 workshops to their regional members, spread the news on the call via our Twitter account @wilawien and informed science shop communities via the Living Knowledge mailinglist. As for the first workshop, stakeholder recruitment aimed at reaching beyond the usual participant circles to include stakeholders rarely addressed in consultations. At [http://scenario-workshops.net/workshops\\_at/](http://scenario-workshops.net/workshops_at/) organisations signed up their interest in participating in a workshop. Instead of granting participation on a first come, first serve basis, in case of a too high number of entries a simple public random selection was foreseen.

## Media outreach

Via APA OTS we sent out a press release to about 800 Austrian media and 1600 subscribers to the OTS service.<sup>3</sup> To cover additional media, we sent the press release

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<sup>3</sup> The press release is accessible at [http://www.ots.at/presseaussendung/OTS\\_20130417\\_OTS0077/ngos-forschungseinrichtungen-und-kmus-entwickeln-forschungspolitik](http://www.ots.at/presseaussendung/OTS_20130417_OTS0077/ngos-forschungseinrichtungen-und-kmus-entwickeln-forschungspolitik), last access on 21 October 2013.



to about 70 Austrian special interest magazines on agriculture, research & technology development, sustainability, health, SME topics, and CSO topics that are listed in the Austrian Index of Journalists. We informed the Austrian business community on corporate social responsibility by posting an entry on its blog<sup>4</sup>, asked for entries at blogs and platforms of interest for NPOs or companies and entered the event into online event calendars.<sup>5</sup> Last, but not least, we promoted the workshop on Wissenschaftsladen Wien – Science Shop Vienna’s website.<sup>6</sup>

### **Direct mailings**

To reach out scientific communities at public universities, we asked PR officers at universities to release the call in their internal newsletters. Public universities not addressed comprised only ones on mining, art or music. To reach out to NPO and business communities, we asked several dozens of Austrian umbrella organisations to inform their members about the call and sent out literally hundreds of invitations to potential participants in the workshops in Vienna by e-mails to mailinglists and organisations directly.

### **Other activities to spread the call**

The call was also spread with small posters, which have been hung up in NGO centres in Vienna, and flyers have been disseminated at NGO events such as the Attac Action Academy in Vienna in May 2013.

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<sup>4</sup> <http://csr-blog.at/2013/06/06/szenarioworkshop-zum-thema-forschungspolitik-fur-eine-nachhaltige-produktion-gesunder-lebensmittel/>, last access on 21 October 2013.

<sup>5</sup> See <http://www.ngojobs.at/events/event/szenarioworkshop-fur-ngos-klein-und-mittelbetriebe-offentliche-einrichtungen-nachhaltige-produktion-gesunder-lebensmittel-wien-2/>, <http://www.wissenswertes.at/events/index.php?event=589>, [http://www.datefix.de/at/oekotermine/kalender/detail.php?tid=151512&item\\_start=0](http://www.datefix.de/at/oekotermine/kalender/detail.php?tid=151512&item_start=0), [http://www.datefix.de/at/oekotermine/kalender/detail.php?tid=151511&item\\_start=0&t=2013-5-23](http://www.datefix.de/at/oekotermine/kalender/detail.php?tid=151511&item_start=0&t=2013-5-23)

<sup>6</sup> <http://wilawien.ac.at>

## Stakeholder definition

Who is a “stakeholder” and who is not, depends very much on interpretation. We have not found any documentation of similar events in which this problem was solved satisfactorily. Furthermore, it seems that often not much weight is given to this question, although it seems the most central to us: The definition of stakeholders decides who is invited, and this has much impact on the outcomes. Results of stakeholder workshops, we think, depends more than anything else on who actually are the participants. Stakeholders can be grouped endlessly according to different characteristics. Among them are: areas of activity and topics, type of activities, legal status, number of employees/members/sub-institutes, geographical outreach, and many more. A distinction between research institutions and non-research institutions does not work any more, because a lot of people with universities degrees work in charities, larger self-help groups, non-profit organisations (NPOs) with societal or environmental goals, etc.

The three stakeholder categories eligible for participating in this workshop are

- NPOs with no business ties
- public organisations,
- business related associations and SMEs.

The stakeholders have been distinguished according to the answer to the central question, whom an organisation is responsible to and who has actually decision making power (a power which sometimes can also be obtained by financial means).

We considered not only which stakeholders can have a say in the area of food & health, but also those who are affected by it. We tried to include those whose voices maybe have not been heard already, and who might not have been considered a stakeholder already.

## Gender balance

To improve gender balance, organisations have been asked to send a female delegate, if possible. Two categories, NPOs and public organisations, saw the same

numbers of men and women, only the business category saw two more men.

Category	female	male
NPO	3	3
Public	2	2
Business	2	4
<b>TOTAL</b>	<b>7</b>	<b>9</b>

## General information, workshop participants received

### German version

#### **ORGANISATORISCHES ZUM SZENARIOWORKSHOP PROGRAMME IN DER LEBENSMITTEL- UND GESUNDHEITSFORSCHUNG GESTALTEN AM 20.6.2013**

##### **Ablauf**

Es wird kleine Arbeitsgruppen mit wechselnder Zusammensetzung sowie Gesprächsrunden geben. Die verschiedenen Teilnehmer/-innen diskutieren anhand ihrer individuellen Erfahrungen, Anliegen und Erwartungen unterschiedliche Aspekte der Förderung von Lebensmittel- und Gesundheitsforschung. Es werden zwei Runden mit Arbeitsgruppen und Präsentationen dieser Arbeitsgruppe im Plenum stattfinden, wobei die zweite Runde auf der ersten aufbauen wird. Gemeinsam mit anderen Teilnehmer/-innen werden Sie Szenarien entwerfen, wie die Forschungsförderung im schlimmsten oder im besten Fall aussehen könnten, wenn sie Forschung für gesunde und nachhaltige Lebensmittel fördern soll. Mögliche Fallstricke und unbeabsichtigte Wirkungen werden ebenso diskutiert wie die Frage, welche Standards sicherstellen könnten, dass Forschungsförderung die Lebensmittelinnovation in eine nachhaltige und gesundheitsfördernde Richtung lenkt. Eine erfahrene Moderatorin wird für eine angenehme und anregende Atmosphäre sorgen, in der alle die gleichen Chancen haben, sich zu beteiligen. ***Aufgrund der Struktur des Workshops ersuchen wir Sie, die ganze Zeit über anwesend zu sein und weder früher zu gehen noch später zu kommen. Vielen Dank.***

##### **Dokumentation**

Wir werden die originalen Ergebnisse der Arbeitsgruppen deskriptiv, ohne viel zu interpretieren, in einem Bericht niederlegen. Ihr Name und Ihre Organisation werden nur in einer allgemeinen Liste der Teilnehmerinnen und Teilnehmer aufscheinen, die einzelnen individuellen Beiträge werden jedoch nicht identifizierbar sein. Für jede Arbeitsgruppe wird zwar dokumentiert, wie viele Teilnehmer/-innen aus den verschiedenen Stakeholdergruppen kommen, jedoch wird nicht bekannt gegeben, in welcher Arbeitsgruppe welche Personen vertreten waren. Dadurch können die Teilnehmenden offener sprechen und in den Arbeitsgruppen besser kooperieren.

Die Ergebnisse werden für jede Arbeitsgruppe separat dokumentiert. Wir machen nicht Einstimmigkeit zum Ziel - die verschiedenen Überlegungen und Meinungen sind ebenso wertvolle Ergebnisse.

##### **Was wird mit den Ergebnissen geschehen?**

Die Ergebnisse der Arbeitsgruppen werden mit den Ergebnissen der Arbeitsgruppen ähnlicher Workshops in 12 anderen europäischen Ländern verglichen.

Die Dokumentation dieses Workshops wird in Deutsch verfügbar sein, der überregionale vergleichende Bericht wird eine englische Übersetzung enthalten. Alle beiden Berichte werden nationalen wie europäischen Politiker/innen sowie Gesundheits-, Ernährungs- und Nachhaltigkeitsnetzwerken zur Kenntnis gebracht. Insbesondere sind sie für die Europäische Kommission von großem Interesse, denn sie hat das Projekt INPROFOOD beauftragt, im Rahmen dessen die Workshops stattfinden. Darüber hinaus werden sämtliche Berichte im Internet frei verfügbar sein, z.B. auf www.inprofood.eu.

Es werden nicht nur die nationalen und internationalen Entscheidungsträger/innen gezielt informiert, sondern auch das ganze Spektrum von gemeinnützigen, wirtschaftlichen und wissenschaftlichen Organisationen in Europa wird gezielt auf die Workshopergebnisse aufmerksam gemacht werden. Außerdem werden die Ergebnisse in eine Open-Space-Konferenz einfließen, die dieses Jahr stattfinden soll und zu der Vertreter/innen der Zivilgesellschaft, der Wirtschaft und der Forschung sowie politische Entscheidungsträger/-innen erwartet werden.

#### **Eine Information für diejenigen, die zum Workshop anreisen**

Gegen Vorlage der Originalbelege werden Ihre Reisekosten (Bahnfahrt 2. Kl.) und Ihre Unterkunfts-kosten (bis zu 90 € pro Nacht) ersetzt.

#### **English version**

#### **Agenda**

In small working groups of changing composition and sitting in a circle you will mostly discuss along your experiences, demands and concerns the various aspects of research programming in food & health research. There will be two rounds of working groups and plenary sessions on the working groups, the second round will build upon the first. Together with the other participants, you will draft worst-case and best-case scenarios of research programming for healthy and sustainable innovations in the food area on an equal footing. That way, you will discuss potential pitfalls, intended/unintended effects and standards demanded for research programmes to foster healthy and sustainable food innovation. A professional facilitator will keep up collaboration among participants on an equal footing and an inspiring and motivating atmosphere. Because of this workshop structure, we kindly request you to attend the whole workshop and not to leave earlier or come later.

#### **Documentation**

The documentation of the workshop will be a descriptive presentation of working group findings without much interpretation. Contributions will not be identified by name. You and the organisation you are representing will be named only in a list of all workshop participants. For each working group only the number of stakeholder “representatives” by group will be given, but not which persons participated in which working group. So

participants can speak more freely and working groups will better cooperate. Outcomes will be documented for each working group separately. We will not present a consensus only, but different trains of thoughts and opinions are equally valuable.

### **What will we do with the results?**

The outcomes of working groups will be compared to the outcomes of working groups in similar scenario workshops in 12 other European countries.

The national documentation will be available in German and an English translation of the report will be included into the cross-regional comparing report. Both reports will be brought to the attention of national and European politicians, large health and sustainability networks, innovators, etc.

The reports of the national workshops and the report comparing the workshops conducted in different regions will be of high interest to the European Commission, which funds the INPROFOOD project. Besides they will be available for free download on the internet, at [inprofood.eu](http://inprofood.eu), e.g.

There will be a strong effort to bring them to the attention of not only national and international policy makers, but also to civil society, business communities and the research community all over Europe. The results will also feed into an Open Space Conference of civil society and business representatives, researchers, scientists, and policy makers from all over Europe scheduled for 2013.

### **A NOTE FOR PARTICIPANTS WHO NEED TO TRAVEL TO ATTEND THE WORKSHOP:**

If you need to travel for attending the workshop, you will be reimbursed for your travel expenses (hotel accommodation up to 90 €, train ticket (2<sup>nd</sup> class).

*The Briefing Paper participants received before they attended the workshop, a summary of this information on a poster that was put on display during the workshop and the invitation letter can be found at <http://www.inprofood.eu/documentation> and <http://wilawien.ac.at>. The Detailed Workplan for the Workshops, which can be found at the mentioned web addresses, contains an English version of the Briefing Paper.*

## Description of the action sociometrical exercises

*This description of the action sociometrical exercises that took place at the beginning of the workshop is part of the instructions, Katharina Novy, the facilitator of the workshop on which this report is about, wrote for the facilitators of the other workshops in Belgium, Denmark, France, Germany, Greece, Italy, The Netherlands, Portugal, Slovakia, Spain, Turkey and the United Kingdom. All instructions can be found in the annex to the Detailed Plan for the INPROFOOD Scenario Workshops. Final version, which is available for download at <http://wilawien.ac.at> and <http://www.inprofood.eu/documentation/>.*

The action sociometry makes visible in the room the commonalities and dissimilarities of participants – by participants literally taking a place/position in the room. The participants get into contact with each other in relation to their roles and in relation to the topic.

### **Rationale of the action sociometry**

Participants start to talk, but not in a plenary situation, not single statements, but they should actually talk to each other – a warm up for getting into motion.

Quicker and more efficient way to get an overview – no lengthy introduction round

### **Leading criteria**

(The questions are not to be realized by 100%. This is mostly about making visible the diversity and various interests and about getting into talking to each other.)

1. According to stakeholder-groups, + short introduction – only name and institution  
- everything else comes later (not more space/time is given so that no monologues are possible).

2. Where is my / our interest:

- we do science, research
- we regulate food and/or fund research
- we represent concerned people
- we produce food

- other interests

Participants turn to each other and talk to each other standing in small groups for some minutes. “Where is my interest in research and innovation programmes on food and health in relation to my own profession or civil engagement?”

Participants remain standing in the room and tell some of their thoughts to the respective others in the plenum.

3. My institution has experiences with research or innovation programmes on national or EU level

- “very experienced (100%) ..... (until now) not involved at all (0%)”:  
Positioning according to this scale.
- People with similar position turn to each other: Why am I standing at this place? In which way experienced/involved, in which way not experienced/involved?
- Short and guided exchange in plenum. Point out the important perspectives of both, those already involved and not yet

4. End with getting together the stakeholder groups again – they will meet after the break for the first workshop unit.