



inprofod

Towards sustainable food research

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

Vienna, 20 June 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 20 June 2013 in Vienna. Commissioned by the European Commission under the Seventh Framework Programme on Research (FP7)'s Work Programme Science in Society in 2011,¹ 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

¹ Grant Agreement Number 289045

delegates from large organisations. In this third workshop smaller organisations attended than in the preceding series.

To allow for comparability the workshops have been matched in respect to stakeholder recruitment, conduct and documentation.² 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/ 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 third Viennese scenario workshop took place at the peak of a heatwave,

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

officially the hottest day of the year in Vienna. This caused some worry, whether those having signed up would really come and stay throughout the labour-intense workshop day. Fortunately only a few did not come. Those who could not make it were most often hindered because of health issues of working colleagues or family. Those who attended, deliberated intensely for the whole workshop day. It was delightful how the participants and the facilitator, Katharina Novy, managed to bring about rich results. The third workshop was also visited by the evaluator, Gene Rowe, who remained at the back of the workshop room after he had been introduced to the participants, and in the role of an impartial observer did not interfere with the deliberations.

The authors want to thank all of them for their engagement and endurance.

List of participants

Names	Organisation	Category *)
Gabriele Adam	<i>e-fis european food information system</i>	BUS
Vera Besse	SOL - Menschen für Solidarität, Ökologie und Lebensstil - People for Solidarity, Ecology and Lifestyle	NPO
Petra Braun	<i>Interdisziplinäres Forschungsinstitut für Entwicklungszusammenarbeit der Johannes Kepler Universität Linz (IEZ)</i>	PUB
Thomas Ebel	<i>serv.ip / Service of Industrial Property</i>	BUS
Desirée Ehlers	<i>Bundesanstalt für Bergbauernfragen (BABF) / Federal Institute for Less-Favoured and Mountainous Areas</i>	PUB
Wolfram Groschopf	<i>Wirtschaftsuniversität Wien, Institut für Transportwirtschaft und Logistik / Institute for Transport and Logistics Management (Vienna University of Economics and Business)</i>	PUB
Michaela Henzinger	<i>Lebensmittel-Cluster Oberösterreich (LC OÖ) / Upper Austrian Food Cluster</i>	BUS
Bernd Kajtna	<i>Arche Noah - Gesellschaft für die Erhaltung der Kulturpflanzenvielfalt & ihre Entwicklung / Seed Savers Association in Central Europe</i>	NPO
Franz Keil	<i>Bio-Heu-Region Trumer Seenland¹⁾</i>	BUS
Walter Steiger	<i>Biostore²⁾</i>	BUS
Beatrix Stornig	<i>Frau in der Wirtschaft / Women in Business</i>	BUS
Eva Waginger	<i>Wirtschaftsuniversität Wien, Institut für Regional- und Umweltwirtschaft / Institute for the Environment and Regional Development at the Vienna University of Economics and Business</i>	PUB
Erika Wichro	<i>Medizinische Universität Graz / Medical University Graz</i>	PUB
Martin Wildenberg	<i>Global 2000</i>	NPO

***) Categories:**

PUB: public organisation

NPO: non-profit organization without business ties

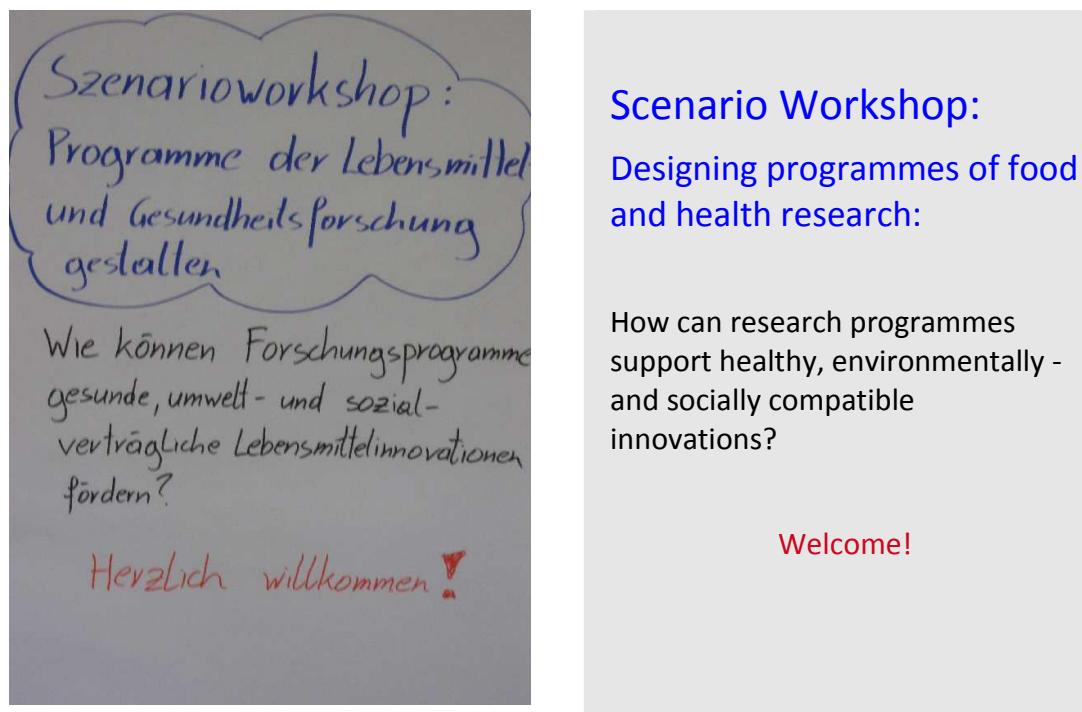
BUS: business association or small/medium enterprise (SME)

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

- 1) Bio-Heu-Region Trumer Seenland is a regional cooperative of organic producers
- 2) The *Biostore* is an organic food trader

Workshop design and agenda

Posters that summarized the content of the briefing papers (which they had received before the event) were pinned to the walls. That way Participants could ask questions of understanding and warm up to the topic.



- 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**

- 13:05 **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**

*) The participants wished to shorten the lunch break, so they could take up the deliberation approx. half an hour earlier than planned.

Working groups

At the beginning participants were asked to reflect upon topics they found important in the area of food and health 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 written down 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 preceding workshops they chose one among them to write on the flipcharts.

The working group presentations and discussions in the plenary were recorded. The deliberator 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.

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.

1st working group sessions: Homogeneous setting

The members of the three stakeholder categories formed three groups: non-business related NPOs (3 persons), public organisations (5 persons) and business related associations and SMEs (6 persons). Each group was asked to work out topics that seemed important to them, 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.

2nd working group session: Mixed (inhomogeneous) groups

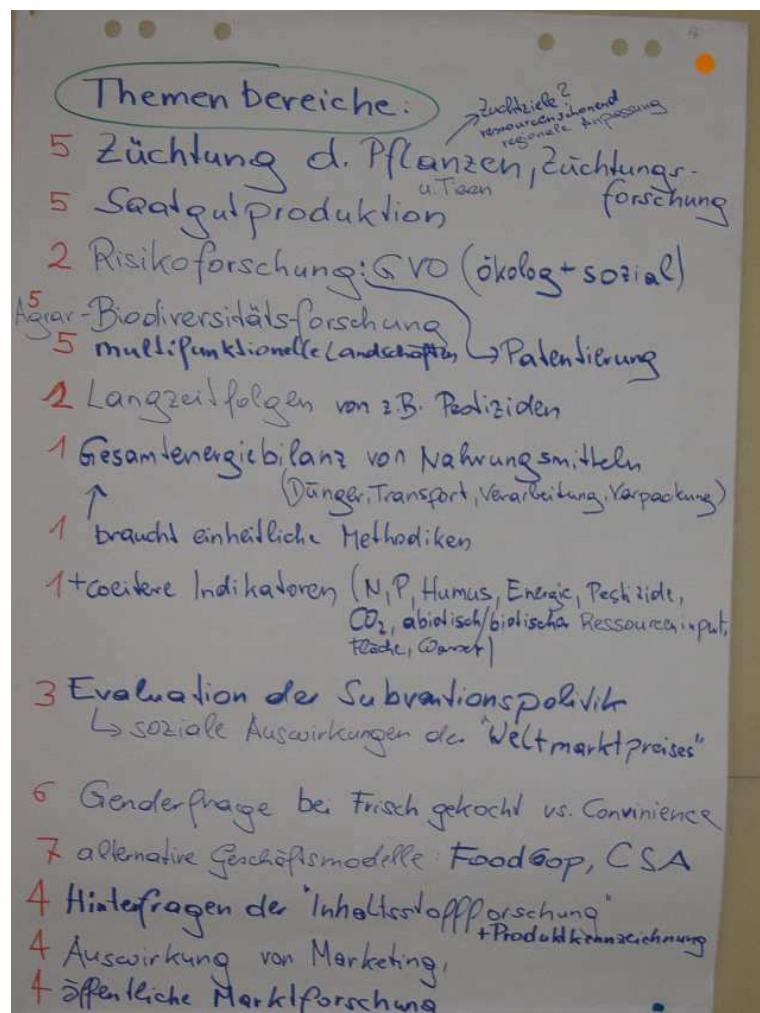
Two of the mixed groups were balanced with 1, resp. 2 delegates of each category (3, resp. 6 participants and in one group two delegates from NPOs without business ties deliberated with three delegates from the business category.

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

Homogeneous working groups

Homogeneous working group "NPOs without business ties"

Important research topics - deliberation of the "orange" group (NPO)



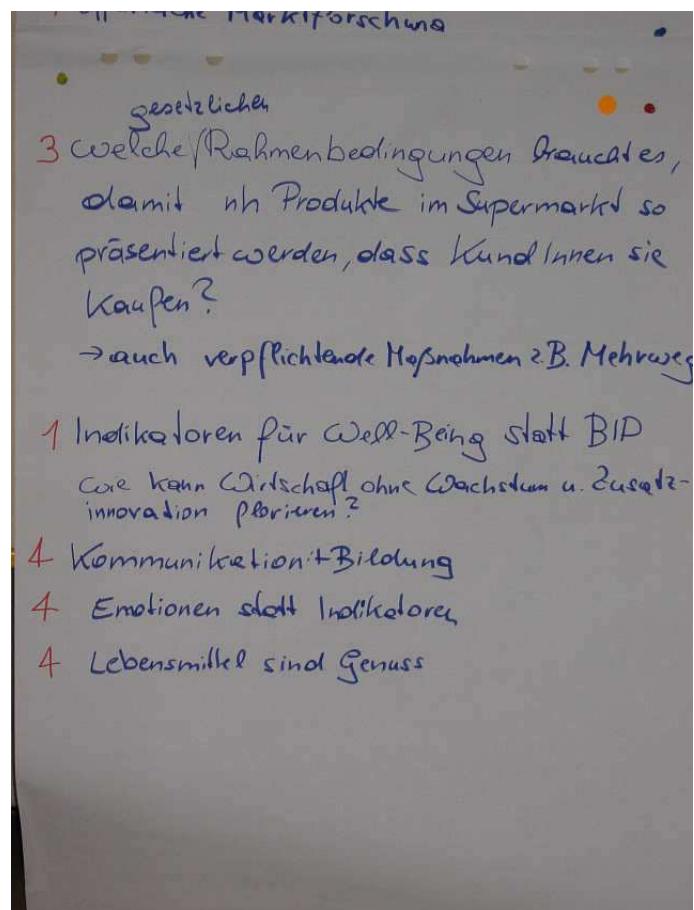
Homogeneous group 1, topics 1/2, NPOs without business ties

Translated transcription

Poster 1/2

Thematic areas

- 5 breeding of plants (and animals) (---> breeding objectives? using resources sparingly, regional adaption), research on breeding
- 5 Production of seeds
- 2 Risk research: GMO (ecological + social)
 - > granting of patents
- 5 Agro-bio-diversity research
- 5 Multi-functional landscapes
- 2 Long time effects of pesticides, e.g.
- 1 Total energy use of food production (fertilizer, transportation, processing, packaging)
 - 1 ---> needs common [*standardized*] methodologies
 - 1 Colitere indicators (N , P, humus, energy, pesticides, CO₂, abiotic/biotic input of resources, area, water)
 - 3 Evaluation of subvention politics
 - > social impacts of “world market prizes”
 - 5 Gender question in respect to freshly - cooked versus convenience
 - 7 Alternative business models FoodCoop, CSA
 - 4 Questioning of the “contents research” + labelling of products
 - 4 Effects of marketing
 - 4 Public market research



Homogeneous group 1, topics 2/2, NPOs without business ties

Translated transcription

Poster 2/2

- 3** Which ^{legal} framework [conditions] is necessary to be able to present sustainable products in supermarkets a way that consumer buy them?
---> also obligatory measures, e.g. reusable packaging
- 1** Indicators for well-being instead of GDP
How can economy prosper without growth and additional innovation?
- 4** Communication + education
- 4** Emotions instead of indicators
- 4** Food is pleasure

Explanations during the presentation (facilitated)

During the presentation of the posters the group explained that the red numbers on the left side indicate the clustering of the thematic areas. These clusters were noted by the facilitator on the following third poster:

<p>zu NPO → Ergänzung</p> <p>5) Produktion</p> <p>2) Risikoforschung</p> <p>3) Rahmenbedingungen</p> <p>4) Kommunikation + Bildung</p> <p>5) Indikatoren für Nachhaltigkeit nicht neue, nur messen? + Label (*) Problematik v. 1. im Leb.mitt. bereich unterschiedl. Begrifflichkeiten - für wen gutes - polit. Frage (→ Bedürfnisse)</p> <p>6) Gender Fragen</p> <p>7) alternative (Wirtschafts)modelle (auch historisch) Geschäft</p>	<p>add. NPO - complementation</p> <p>5) Production</p> <p>2) Risk research</p> <p>3) Framework conditions</p> <p>4) Communication + education + label</p> <p>1) Indicators for sustainability in the food area</p> <p>not new ones, umpteenth indicators*)</p> <p>only measuring?</p> <p>problem of indicators for whom is it valid (→ impairment) different terminologies political question</p> <p>6) Gender issues</p> <p>7) Alternative business models (economic) (also historically) **)</p>
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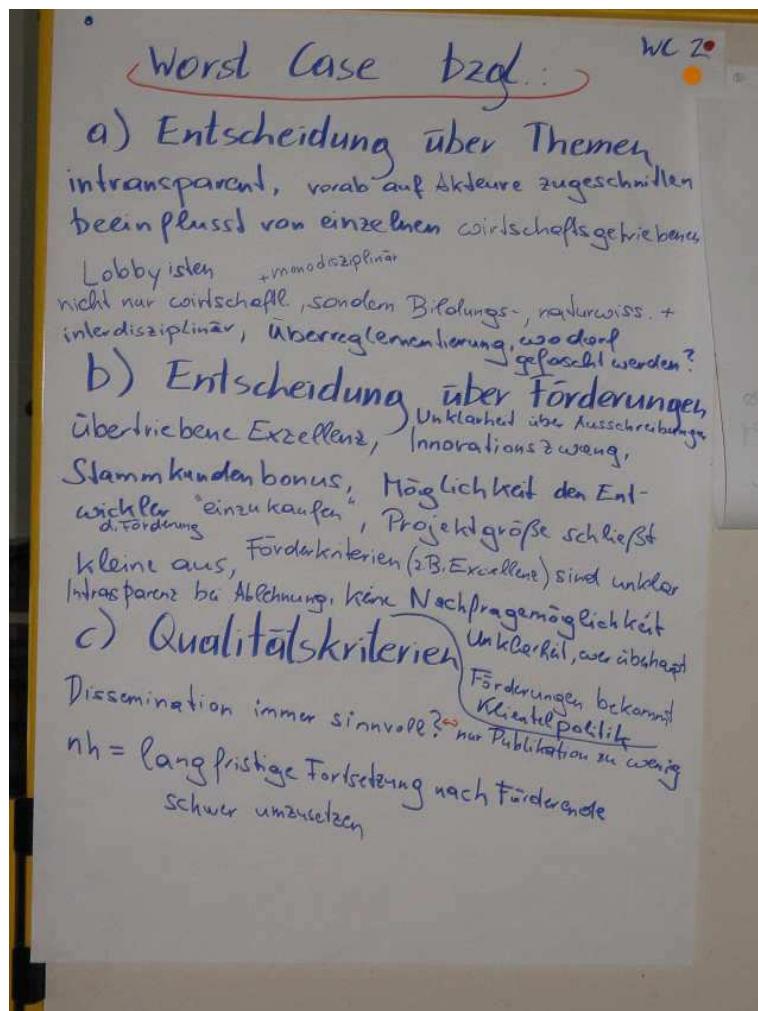
Topic clusters presented by "NPO" group, noted by facilitator

Explanations during the presentation of the deliberation outcomes/footnotes

*) Indicators are only useful if they create comparability. Inventing new indicators all the time does not serve this purpose.

**) Alternative business models can be found in history.

Worst case - deliberation of the “orange” group (NPO)



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

Translated transcription

Poster 1/2

Worst Case

a) Decision on topics

Non-transparent, tailored in advance to [certain] actors ¹⁾

Influenced by single, economically driven lobbyists ²⁾

Not only economically (+ mono-disciplinary), but also educationally,
natural scientifically + Interdisciplinary,

Over-regulation; on what is research allowed ³⁾

b) Decision on funding

Exaggerated excellence, compulsion for innovation [*pressure to innovate*]

Uncertainty about calls,

Advantage for regular customers, possibility to “buy”
the developer (of the grant), project size excludes small ones,⁴⁾
criteria for funding (excellence, e.g.) are unclear

Non-transparency if [*it comes to*] rejection, no possibility to readress
[*ask for reasons*]

Unclear who gets funded at all

Clientele politics

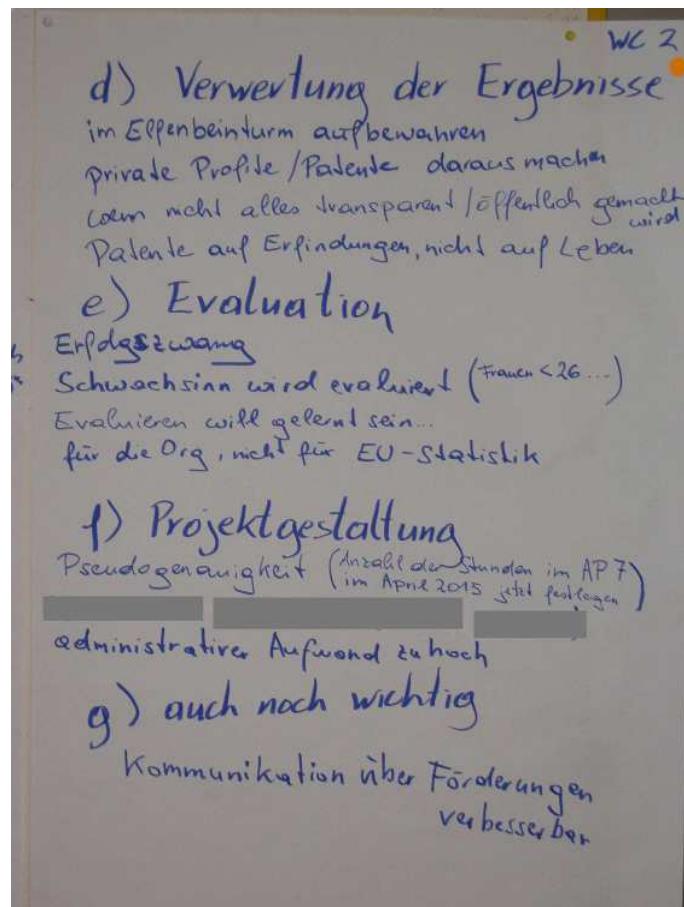
c) Quality criteria

Dissemination always reasonable? ↔ publication alone not enough

Sustainability = long term maintenance is difficult to realize after funding has ended

Explanations during the presentation of the deliberation outcomes/footnotes

- 1) Decisions made beforehand, and “regular customers” are favored.
- 2) Too much regulation and too narrow criteria can restrict the areas in which research is possible, which would hinder all free research.
- 3) Negative is the excessive “excellence” criterion based on publication lists and the image of a renowned researcher.
- 4) Demanding a certain project size excludes certain projects or institutions from the very beginning.



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

Translated transcription

Poster 2/2

d) Exploitation of results

Storage in the ivory tower

Private profits / turning [results] into patents

If not everything is made transparent/public

Patents on inventions [are acceptable], not on life ¹⁾

e) Evaluation

Compulsion for success [pressure to be sucessful]

Nonsense is evaluated (women <26)

Evaluating needs to be learned

For the organisation, not for EU statistics

f) Project design

Pseudo-accuracy (determine presently [*in the now*] the number of hours in FP7 in April 2015)

[NEXT LINE WAS EDITED BY ORGANISERS]

Administrative burden too high

g) And this is important, too

Communication about funding [*schemes*] improvable

Explanations during the presentation of the deliberation outcomes/footnotes

- 1) While it is acceptable to patent inventions, it is not acceptable to patent organisms.

Composition

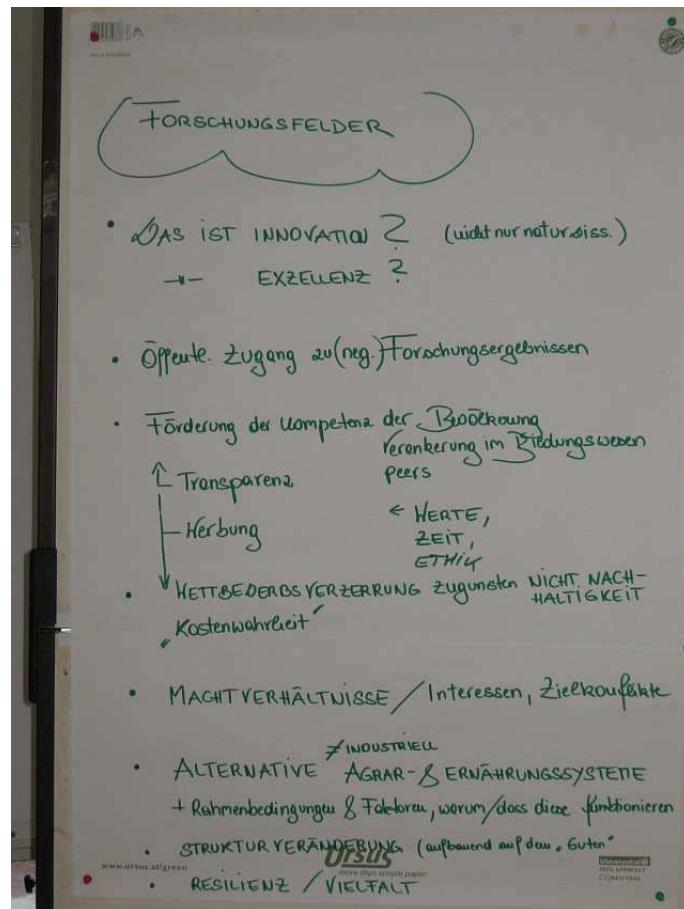
Three delegates of NPOs without business ties deliberated.

Comment from authors

One line has been deleted from this poster for reasons of confidentiality. This does not change the contents of the poster substantially.

Homogeneous working group "Public organizations"

Important research topics - deliberation of the "green" group (PUB)



Homogeneous group 2, topics, public organisations

Translated transcription

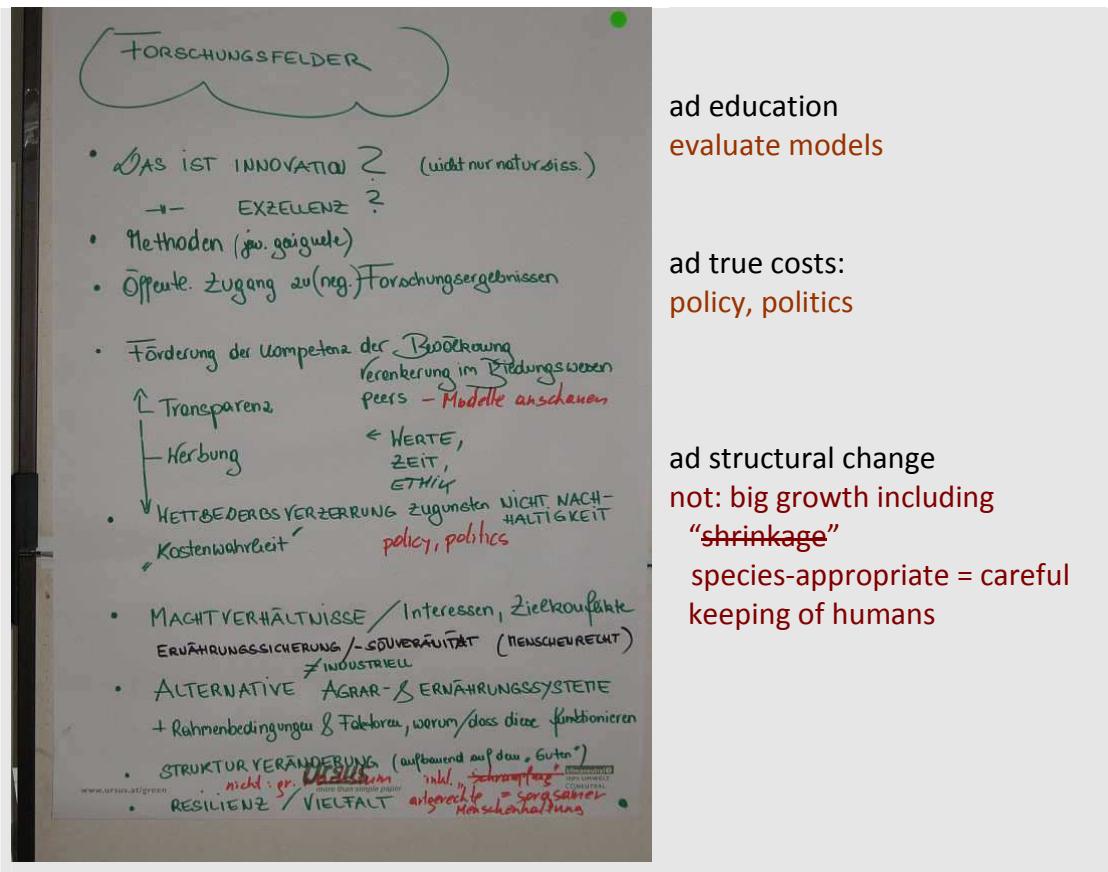
RESEARCH FIELDS

- what is innovation? (not only natural scientific)
- [what is] excellence?
- public access to (negative) research results
- nurturing of competences of the population
anchorage in the education system ¹⁾
 - ↑ transparency peers
 - | advertising values, time, ethics
 - ↓
- → distortion of competition in favour of non-sustainability
"truth about costs" ²⁾

- power relations / interests, conflict of targets
- alternative (#industrial) agro and nutrition systems + framework conditions & factors, why/that they work [operate]²⁾
- structural change (building upon the “good”)
- resilience / diversity

Explanations during the presentation (facilitated)

During the plenary discussion some clarifications were made, which are indicated by the comments in red which the facilitator added to the original flipchart in red:



Clarifications presented by “PUB” group, noted by facilitator

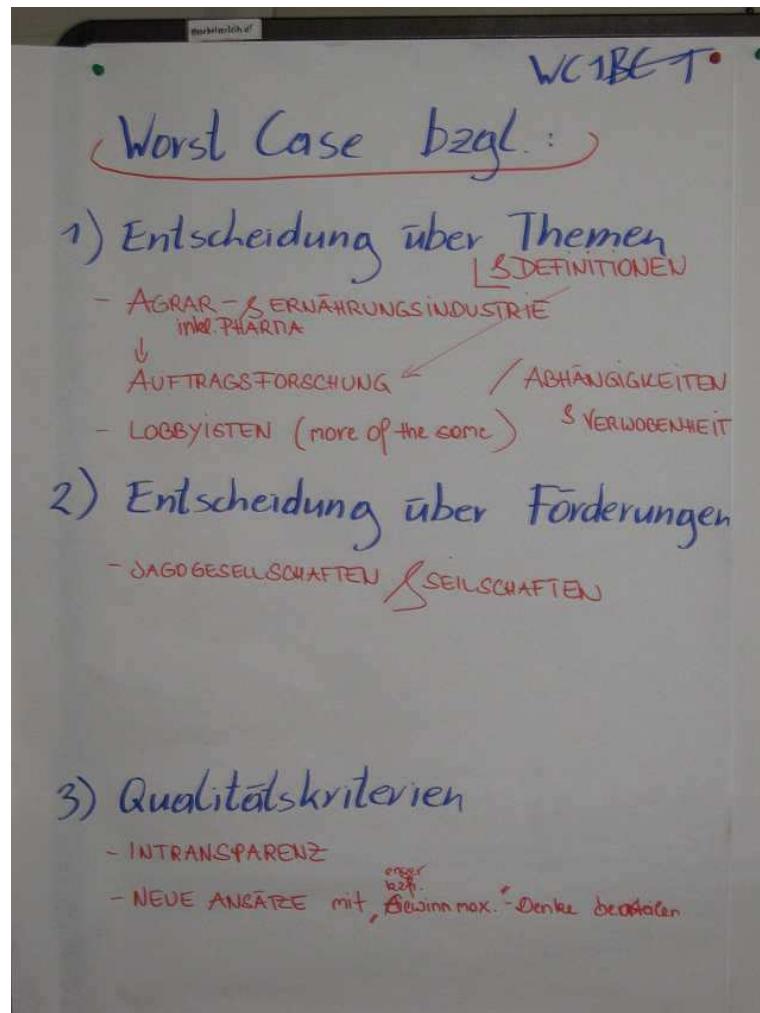
Explanations during the presentation of the deliberation outcomes/footnotes

- 1) Models should be investigated, how the population could be braced against advertising and understand labels. What works well and what does not?
- 2) Investigating the “true costs” would bring all social and environmental costs of food production into the calculation. Presently they are left out. This creates a strong bias against sustainable production.
- 3) Present structures are adapted for economy to grow exponentially, although the natural resources are limited. It is not necessary to shrink economy, but if resources were used carefully and waste was avoided, a “species-appropriate = careful keeping

of humans" would be possible.

*) A late clarification was later added to the poster by a delegate from the respective group: food safety/sovereignty (human right)

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



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

Translated transcription

Poster 1/2

Worst Case

in respect to

1) Decision on topics

& DEFINITIONS

- agro- and [big] food industry including pharma
- commissioning research
- lobbyists (more of the same) / dependencies & intertwining ¹⁾

2) Decision on funding

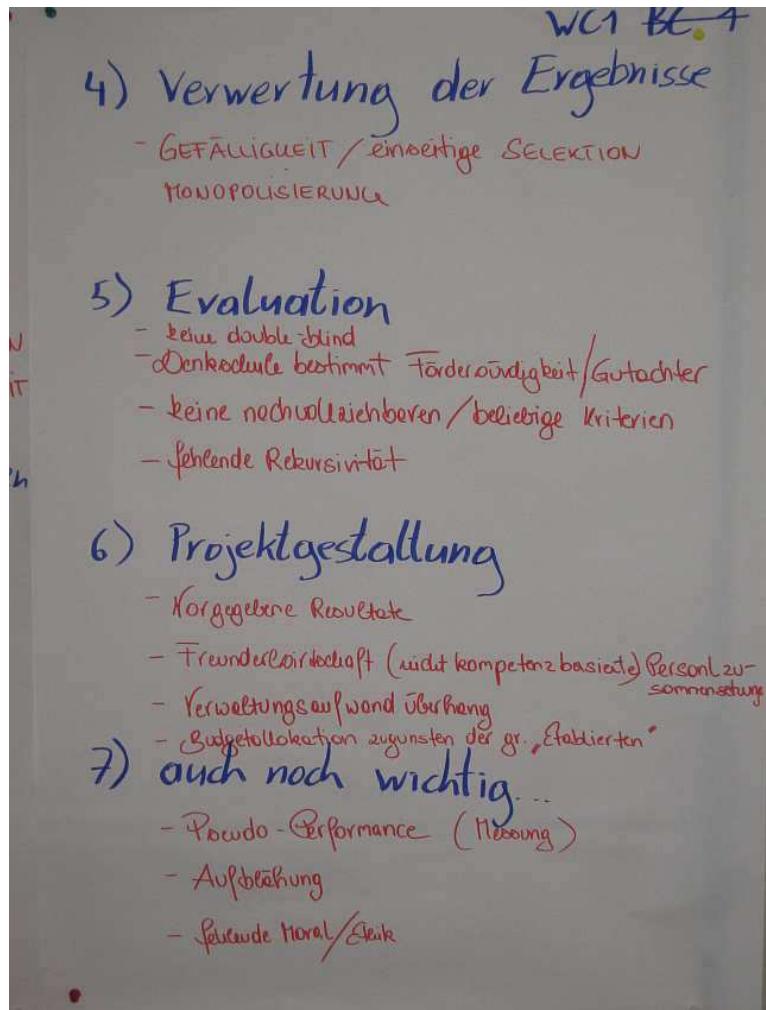
- hunting parties [fig.] & cliques²⁾

3) Quality criteria

- non-transparency
- new approaches judged with narrow [illegible] “profit maximisation” thinking

Explanations during the presentation of the deliberation outcomes/footnotes:

- 1) Interdependencies lead also to favoritism and corruption.
- 2) Insider relationships and networks provide themselves with projects and funds.



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

Translated transcription

Poster 2/2

4) Exploitation of results

- favouritism / one sided selection
- monopolisation

5) Evaluation

- not double-blind
- school of thought determines worthiness of funding / reviewer
- no comprehensible / discretionary criteria ¹⁾
- lack of recursiveness ²⁾

6) Project design

- predetermined results

- buddy system (not competence based composition of personal)
- superfluity [*abundance*] of administrative effort
- budget allocation favours the big “established” ones

7) And this is important, too

- pseudo-performance (measurements)
- inflation [*bloating*] ³⁾
- lack of morals/ethics

Explanations during the presentation of the deliberation outcomes/footnotes:

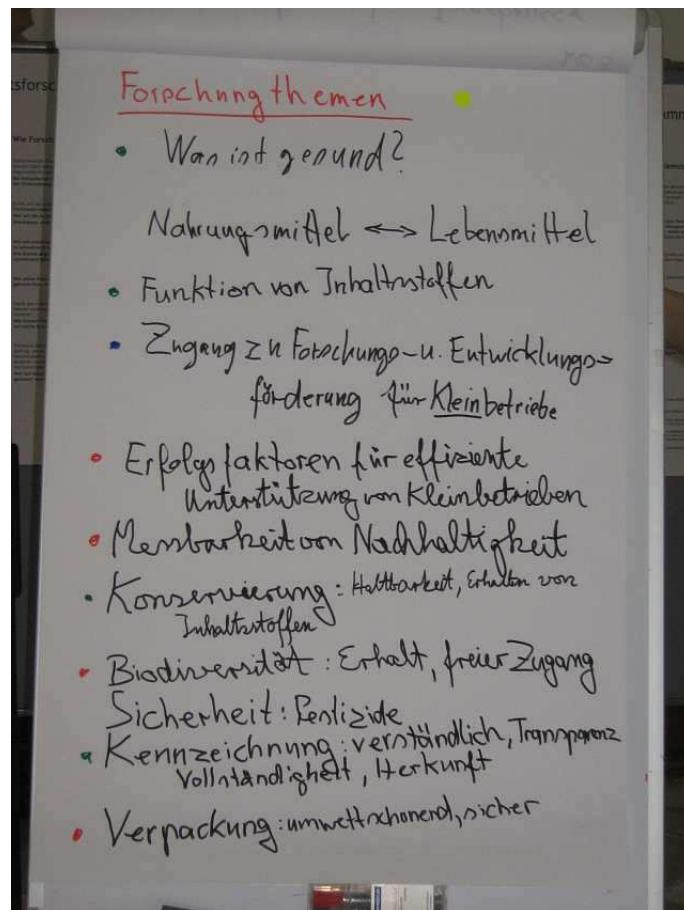
- 1) Everything is defined so vaguely that anything can be interpreted into it.
- 2) There is no exchange or impact.
- 3) Often reports contain empty phrases; 120 pages often could be easily shortened to 50 or 20 pages.

Constellation

5 delegates from public organisations deliberated.

Homogeneous working group "Business associations and small enterprises"

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



Homogeneous group 3, topics, business associations & small enterprises

Translated transcription

Research topics

- what is healthy? ¹⁾
nourishment <---> alimentation ²⁾
- function of [food] components ³⁾
- access of small enterprises to funding for research- and development
- success factors for an efficient support of small enterprises ⁴⁾
- measurability of sustainability ⁵⁾
- preservation: durability, preservation of [food] components
- bio-diversity: preservation, free access ⁶⁾

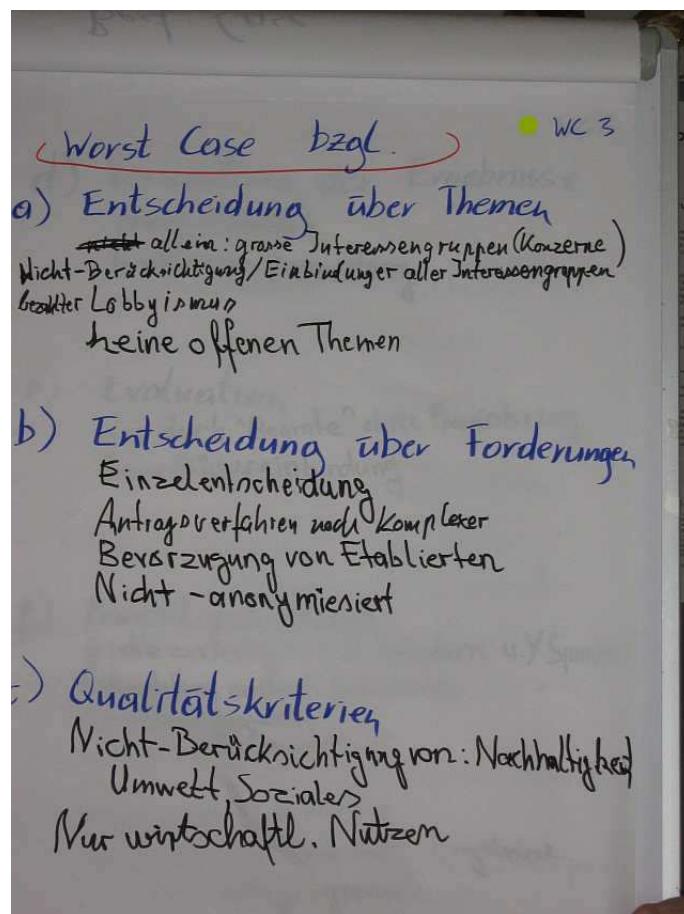
safety: pesticides

- labelling: intelligible, transparency, completeness, origin
- packaging: environmentally sound, safe

Explanations during the presentation of the deliberation outcomes/footnotes:

- 1) Defining parameters would serve as a common basis, what “health” level is desirable or what is discussed.
- 2) Terminology is understood differently: what grows from the field, what is sold, what is needed to live, ...
- 3) What impacts do food components really have on the body, which claims or traditional opinions are true?
- 4) Small enterprises cannot afford putting 4 month work into a proposal have no proposal specialists, so the large ones always get funded.
The small ones would have to be supported by a application assistant or some sort of “assigned counsel”.
- 5) The small enterprises often work more sustainably, but do not have the means to prove it, while others can assert sustainability with impressive labels which do not always mean much.
- 6) No patents on life that could prevent farmers from using/sowing their own harvested seeds.

Worst case - deliberation of the yellow" group (BUS)



Homogeneous group 3, worst case, poster 1/2, business associations & SMEs

Translated transcription

Poster 1/2

Worst Case in respect to

a) Decision on topics

[Taken] Alone: big interest groups (corporations)

Not paying attention to / involvement of all interest groups ¹⁾

Paid lobbyism ²⁾

No open topics ³⁾

b) Decision on funding

Single decisions

Even more complex proposal submission procedures

Favouring of the established ⁴⁾

Non-anonymous

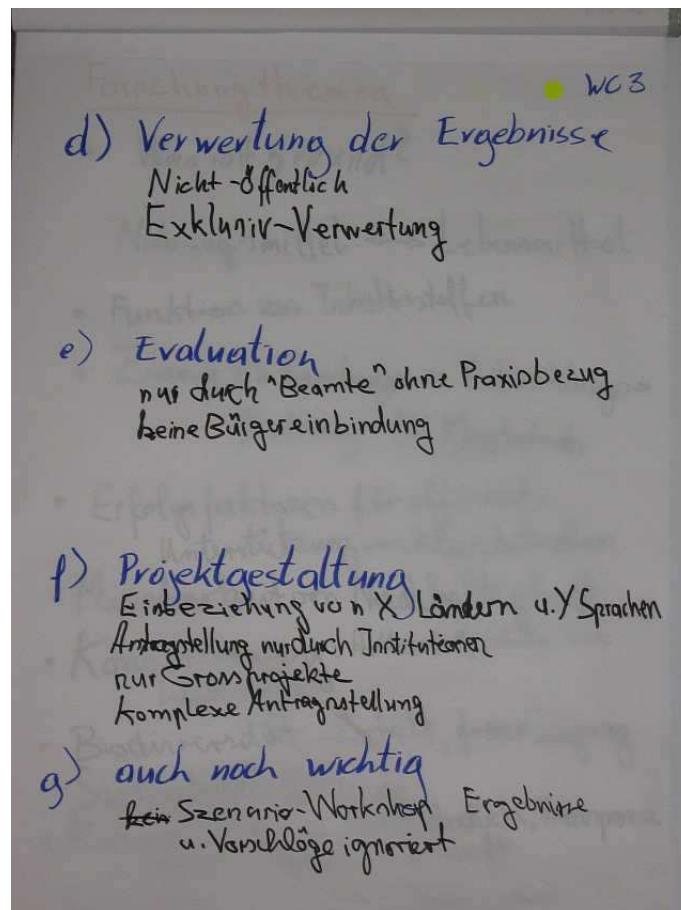
c) Quality criteria

Not paying attention to sustainability, environment, the social

Only economic benefit

Clarifications during the presentation of the deliberation outcomes/footnotes:

- 1) Civil society should not be excluded.
- 2) Often there is a call and a certain enterprise already has an appropriate proposal.
- 3) It should still be possible for researchers to apply with their own topics.



Homogeneous group 3, worst case, poster 2/2, business associations & SMEs

Translated transcription

Poster 2/2

d) Exploitation of results

Non-public

Exclusive exploitation

e) Evaluation

Only by “officials” without orientation on practice ¹⁾

No involvement of citizens

f) Project design

Involvement of x countries and y languages ²⁾

Only institutions can apply

Only large projects

Complex procedures for submitting proposals

g) And this is important, too

Disregard Scenario-Workshop, its results and suggestions ³⁾

Clarifications during the presentation of the deliberation outcomes/footnotes:

- 1) The person should be rooted in reality.
- 2) Why should a project be disadvantaged, if all partners speak German only.
- 3) Workshop results should be made transparent and not ignored!

Constellation:

6 delegates from the business group (associations & SMEs) deliberated.

Plenum discussion after the homogeneous working groups

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:

After each presentation the facilitator asked other group members if they had complementations. For the business group she wrote the following on a flipchart:

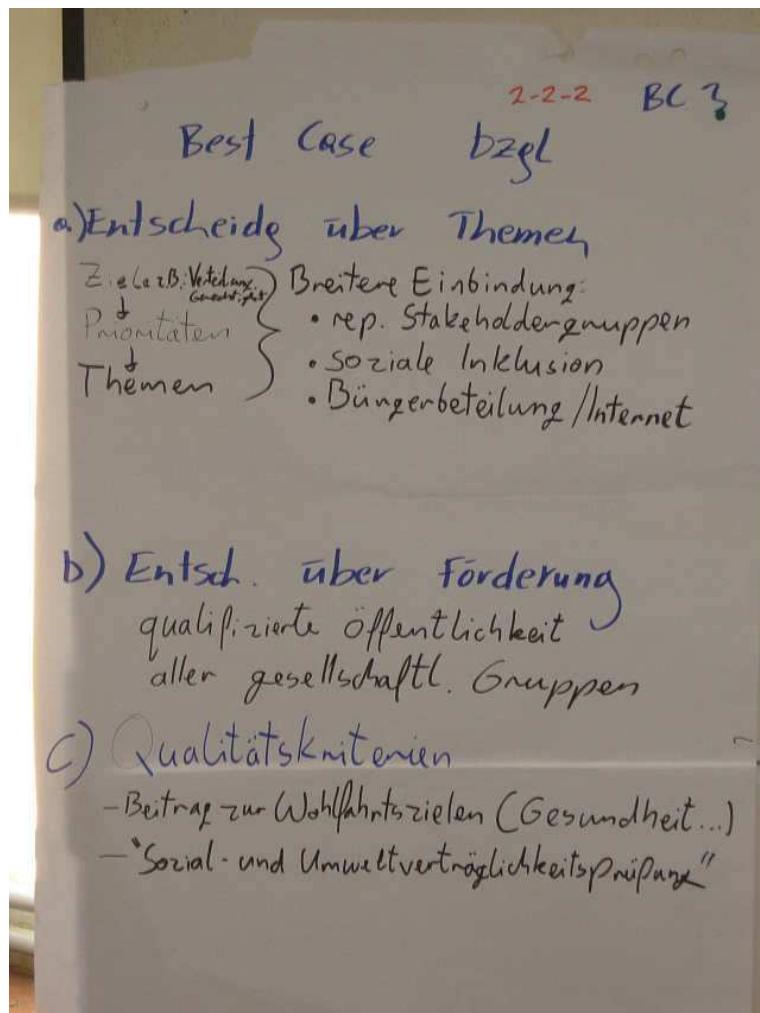
<p>↳ Umkehr d. Beweislast bei SME → Chancengleichheit bzgl. Nachhaltigkeit</p> <ul style="list-style-type: none">• Umgang mit Komplexität als Meta-forschungsthema „Was ist Gesundheit“ NachhaltigkeitUmgang mit Unsicherheiten	<p>Reversion of burden of proof in the case of SME concerning sustainability ----> equal opportunities</p> <ul style="list-style-type: none">• dealing with complexity as meta-research topic“What is health” sustainability <p>Dealing with uncertainties</p>
--	--

Clarifications presented by business group, noted by facilitator

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 NPO, 2 PUB, 2 BUS)

Translated transcription

Poster 1/2

Best Case related to

a) Decision on topics

Goals – just distribution, e.g.
↓
Priorities
↓
Topics

Broader involvement:

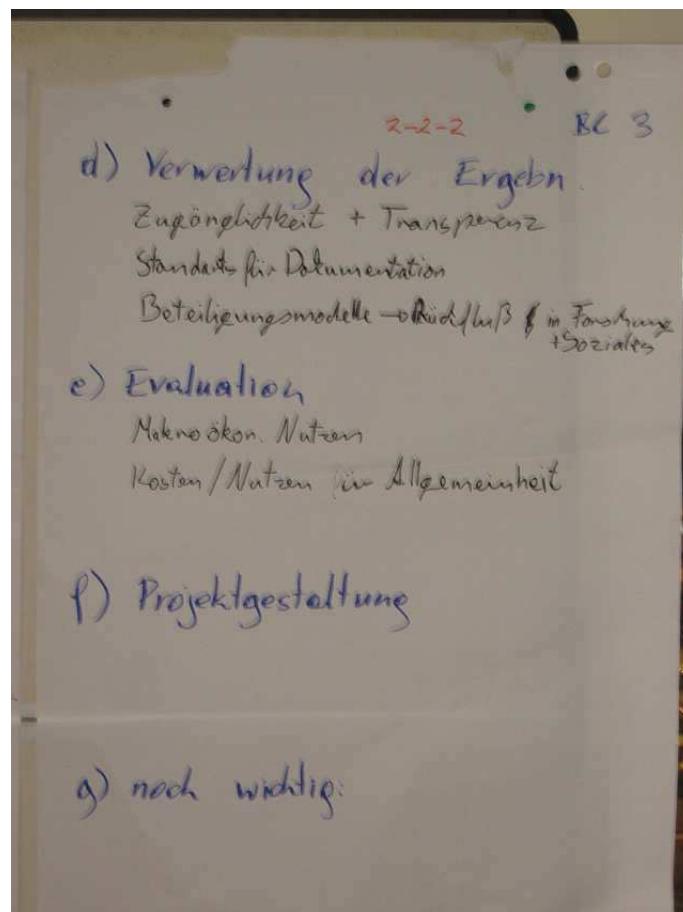
- representative stakeholder groups
- social inclusion
- citizens' participation / internet

b) Decision on funding

The qualified public
of all societal groups

c) Quality criteria

Contribution to welfare targets (health, ...)
“social- and environmental impact assessment”



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

Translated transcription

Poster 2/2

d) Exploitation of results

accessibility + transparency
standards for documentation
models for participation --> back flow to research and social issues

e) Evaluation

macro-economic benefit
cost / benefit for the public

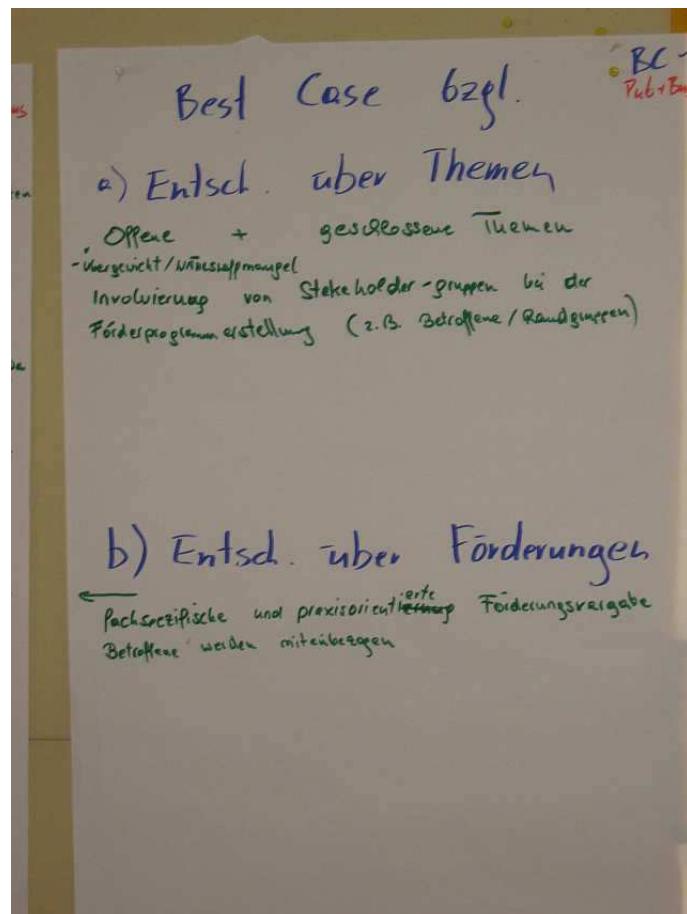
f) Project design

g) And this is important, too

Constellation

6 delegates deliberated: 2 from non-profit organisations without business ties, 2 from business associations or SMEs, 2 from public organisations.

Mixed working group 2: Best Case



Mixed Group 2, best case, poster 1/2 (2 NPOs, 3 BUS)

Translated transcription

Poster 1/2

Best Case related to

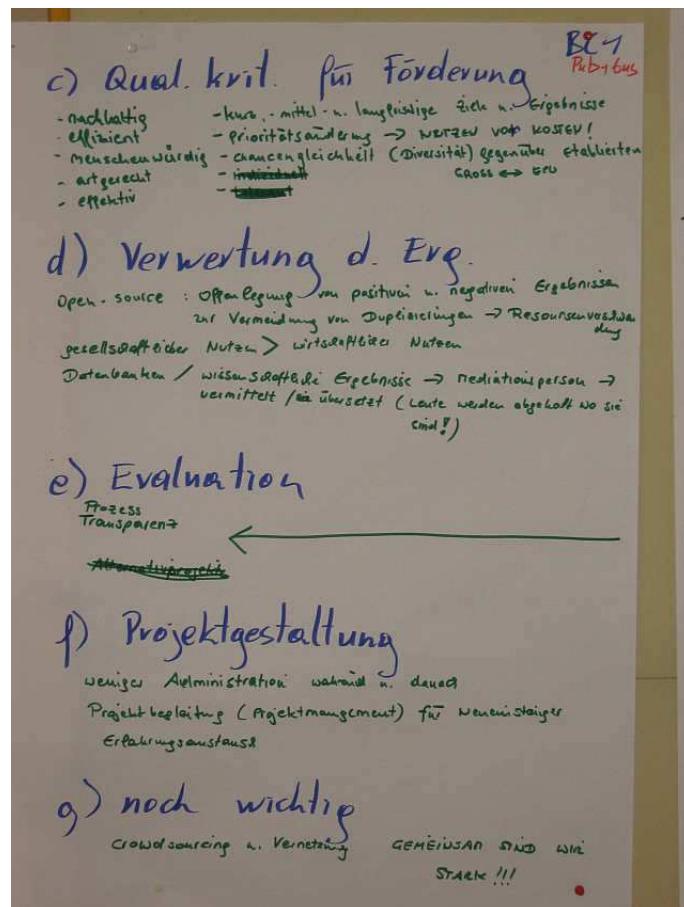
a) Decision on topics

- open + closed topics
- overweight / nutrient deficiencies
- involvement of stakeholder groups in the designing of funding programmes
(e.g. concerned / marginalized groups)

b) Decision on funding

←

- field specific and practically orientated allocation of funds
- concerned people are being involved



Mixed Group 2, best case, poster 2/2 (2 NPOs, 3 BUS)

Translated transcription

c) Quality criteria for funding

Poster 2/2

- sustainable
- efficient
- humane
- species-appropriate
- effective
- short term, medium term and long term goals and outcomes
- change of priorities → benefit prior to costs
- equal opportunities (diversity) compared to established big ↔ single-person business

d) Exploitation of results

Open source: disclosure of positive and negative results in order to avoid duplications → waste of resources

Societal benefit > economic benefit

Databases / research results → mediation person → communicates / translates (picking up people, where they are)

e) Evaluation

Process
Transparency



f) Project design

- Less administration during and afterwards
- Process attendance (project management) for new comers
- Exchange of experiences

g) And this is important, too

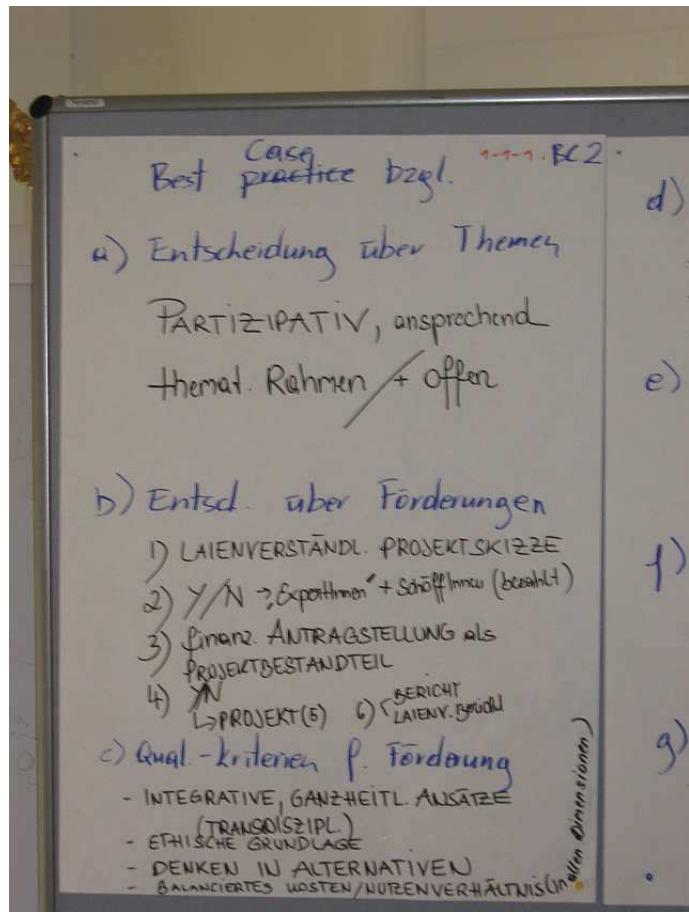
crowd sourcing and networking

together we are strong !!!

Constellation

5 delegates deliberated. 2 came from non-profit organisations without business ties and 3 came from business associations or SMEs.

Mixed working group 3: Best Case



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

Translated transcription

Poster 1/2

Best Case related to

a) Decision on topics

Participative, attractive

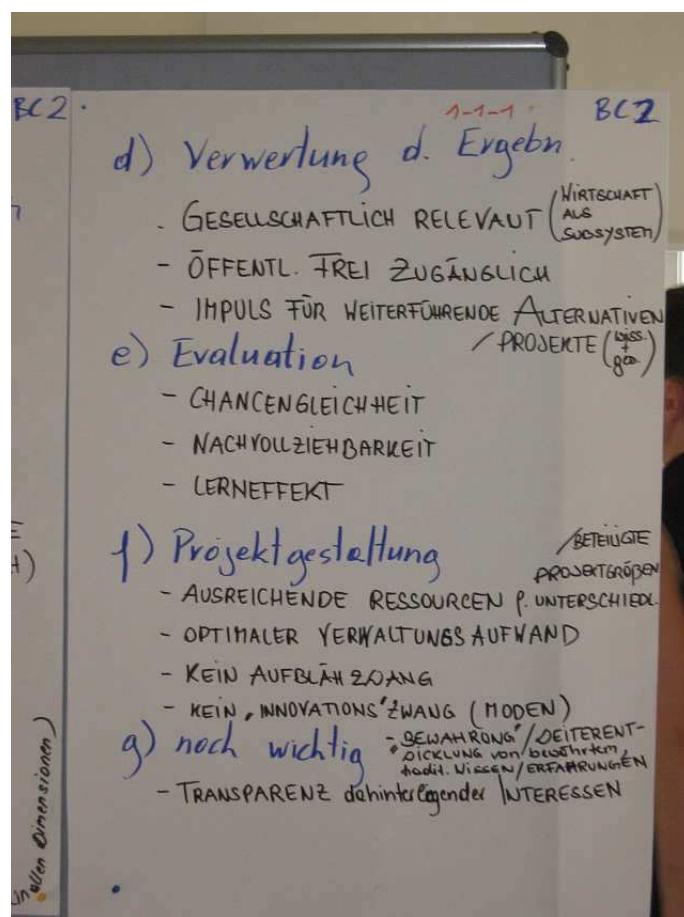
Thematic frame + open

b) Decision on funding

- 1) project sketch intelligible for laypersons
- 2) Y/N → “experts” + jury members (paid)
- 3) financial application as part of the project
- 4) Y/N → project (5)
- 5) report [*intelligible for*] laypersons

c) Quality criteria

- integrative, holistic approaches
(transdisciplinary)
- ethical basis
- thinking in alternatives
- balanced cost/benefit relation (in all dimensions)



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

Translated transcription

Poster 2/2

d) Exploitation of results

- societal relevant (economy as sub-system)
- publicly free accessible
- impulse for further-reaching alternatives / projects (scientific + societal)

e) Evaluation

- equal opportunities
- comprehensibility
- learning effects

f) Project design

- sufficient resources for different project sizes / participants
- optimal administrative expenditure
- no pressure to bloat
- no pressure to innovate (fashions)

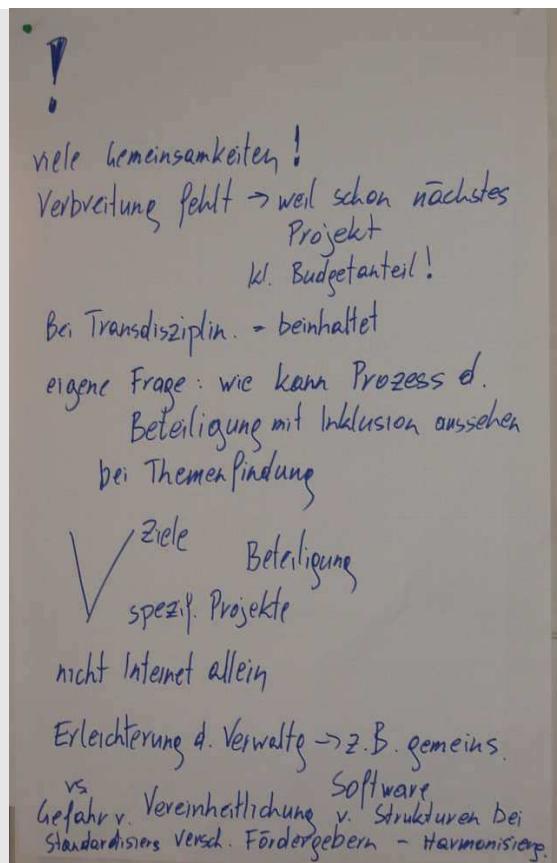
g) And this is important, too

- “conservation” / advancement [further development] of well-tried, traditional knowledge / experiences
- transparency of underlying interests

Other Outcomes

Plenary discussion

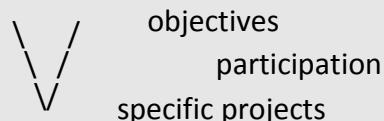
The facilitator led through a plenary discussion on the outcomes of the mixed working groups and took notes on the issues discussed most vividly:



Many commonalities!

Dissemination is missing → because next project already small part of budget

When transdisciplinary = contains a specific question: how can the process of inclusive participation be designed when finding topics

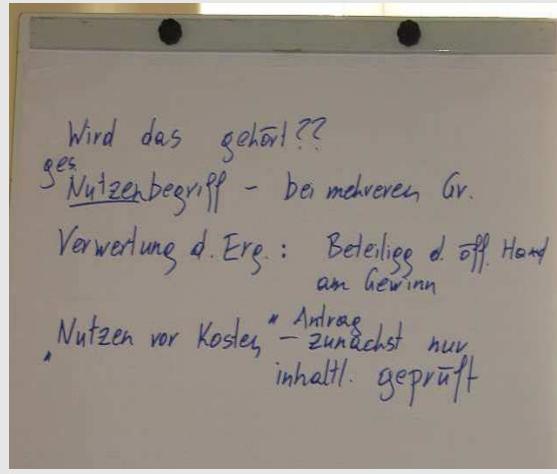


Not only internet

Facilitation of administration → common software, e.g.

vs.

Risks to create uniformity of structures by standardizing different fund givers - harmonisation



Will this be heard ??

soc.

Definition of benefit – at several groups

Exploitation of results: profit sharing with the public sector

“Benefit prior to costs” – proposal – initially only evaluation of contents

Plenary discussion on outcomes of the mixed groups' deliberations

Final remarks

Plenary discussions have been recorded with a dictaphone- participants have been informed 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 workshops 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 mailing list. 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/ 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.³ To cover additional media, we sent the press release

³ The press release is accessible at 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 blog⁴, asked for entries at blogs and platforms of interest for NPOs or companies and entered the event into online event calendars.⁵ Last, but not least, we promoted the workshop on Wissenschaftsladen Wien – Science Shop Vienna's website.⁶

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 mailing lists 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.

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

⁵ 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=151511&item_start=0&t=2013-5-23

⁶ <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.

The three stakeholder categories eligible for participating in this workshop are

- NPOs without business ties
- Public organisations,
- Business related associations and small enterprises.

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

During the recruitment phase via Call for Participation, it was attempted to reach gender balance. Organisations have been asked to send a female delegate, if

possible. In contrast to the first workshop in November 2012 women outnumbered men in the public group and in contrast to the second workshop in May 2013 there was a balanced participation in the business category:

Category	female	male
NPO	1	2
Public	4	1
Business	3	3
TOTAL	8	6

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 Teilnehmenden 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 Lebensmittel-innovation 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 einer 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 Unterkunftskosten (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 inaprofood.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 (2nd 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.inaprofood.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 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://www.inaprofood.eu/documentation> and <http://wilawien.ac.at>.

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.