



inprofood
Towards sustainable food research

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

Vienna, 21 November 2012

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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 21 November 2012 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. The workshops are repeated in a second and/or a third series in the same countries, but each series has a different focus on organization types in terms of regional outreach, size or hierarchical level. The invited organisations send delegates who possess an affinity to the topics in question. These practical and theoretical experts deliberate on a highly qualified level. This first workshop was attended by large organisations.

¹ Grant Agreement Number 289045

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 is now also possible to identify perspectives and priorities that are 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 seldom make themselves heard or are not listened to. Stakeholder recruitment was based on public sources and random selection.³ Lottery-based (random, non-arbitrary) stakeholder recruitment aimed at reaching beyond the usual participant circles to include stakeholders rarely addressed in consultations.

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 in this workshop for their commitment.

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

³ For further information on this, see the end of this report and <http://www.inprofood.eu/documentation>.

List of participants

Names	Organisation	Category *)
Herbert Böchzelt	Joanneum Research Forschungsges.m.b.H.	PUB
Julian Drausinger	Austrian Cooperative Research (ACR)	BUS
Dietmar Erlacher	Netzwerk Onkologischer Selbsthilfegruppen Österreich - Krebspatienten für Krebspatienten (KfK) ¹⁾	NPO
Reinhard Geßl	Freiland Verband ²⁾	BUS
Anton Graschopf	Rat für Forschung und Technologieentwicklung / Austrian Council for Research and Technological Development	PUB
Andrea Hofbauer	Verband der Diätologinnen/Diätologen Österreichs ³⁾	NPO
Claus Holler	Dachverband der österreichischen Bioverbände BIO AUSTRIA ⁴⁾	BUS
Christian Jochum	Landwirtschaftskammer Österreich / Austrian Chamber of Agriculture	BUS
Oliver Kemper	Österreichische Forschungsförderungsgesellschaft (FFG) / Austrian Research Promotion Agency	PUB
Christian Kienbacher	Medizinische Universität Wien / Medical University of Vienna	PUB
Ruth Kurz	Österreichische Vereinigung Morbus Bechterew ⁵⁾	NPO
Judith Mack	Bauernbund Österreich ⁶⁾	BUS
Anneliese Michlits	Demeterbund Österreich ⁷⁾	BUS
Michaela Moser	Armutskonferenz - Österreichisches Netzwerk gegen Armut und soziale Ausgrenzung / Austrian Anti Poverty Network	NPO
Anita Sackl	Ärzte ohne Grenzen Österreich / Doctors without Borders Austria	NPO
Peter Schintlmeister	Bundesministerium für Wirtschaft, Familie und Jugend (BMWFJ) / Federal Ministry of Economy, Family and Youth	PUB
Susanne Schmid	Bundesverband der Elternvereinigungen an höheren und mittleren Schulen Österreichs ⁸⁾	NPO
Heinz Schöffl	Arbeiterkammer Österreich / The Chamber of Labour	NPO
Matthias Schreiner	Universität für Bodenkultur Wien / University of Natural Resources and Life Sciences, Vienna	PUB
Reinhard Sefelin	Wirtschaftsuniversität Wien / Vienna University of Economics and Business	PUB
Claudia Sprinz	Greenpeace Österreich / Greenpeace Austria	NPO

Verena Stöger	<i>Christian Doppler Forschungsgesellschaft / Christian Doppler Research Association</i>	BUS
Vera Traar	<i>SGS Austria Controll-Co GmbH</i>	BUS
Stefan Weber	<i>Österreichische Qualitätsgeflügelvereinigung (QGV) ⁹⁾</i>	BUS
Elisabeth Wilkens	<i>Bundesministerium für Unterricht, Kunst und Kultur / Federal Ministry for Education, the Arts and Culture</i>	PUB

PUB: public organization

NPO: non-profit organisation without business ties

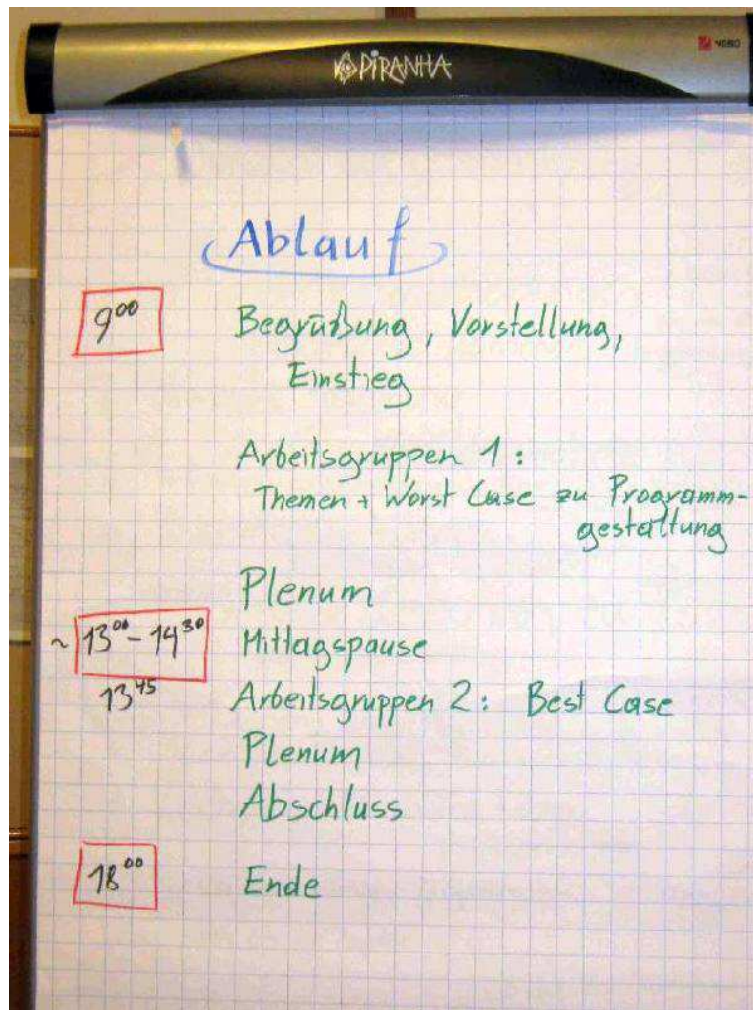
BUS: business association

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

- 1) Cancer patients for cancer patients - Network of Austrian oncology self help groups
The Austrian association of self help groups on cancer
- 2) Freiland association, an association on species-appropriate animal farming
- 3) The Austrian association of dieticians
- 4) The Austrian association of organic farmers
- 5) The Austrian association of self help groups on Morbus Bechterew
- 6) The Austrian Farmers' Union
- 7) Demeter Austria
- 8) The Austrian federation of parents' associations at lower and upper secondary schools
- 9) Austrian association for quality poultry

Workshop design and agenda

Posters that summarized the briefing papers (which the participants had received before the event) were pinned to the walls. Participants could ask questions and warm up to the discussion.



- 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 homogeneous 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

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.

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 4 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.

1st working group sessions: Homogeneous setting

The members of the three stakeholders formed three groups: non-business related NPOs (8 persons), public organisations (7 persons⁴) and business related associations (9 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.

2nd working group session: Inhomogeneous groups

One delegate of a public organization had left before noon, so 24 participants remained to form four mixed groups with six participants in the afternoon. Three of these groups were balanced: from each stakeholder category 2 members participated. A fourth group consisted of delegates from 3 business-related associations, 2 non-business related NPOs and 1 public organization. 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.

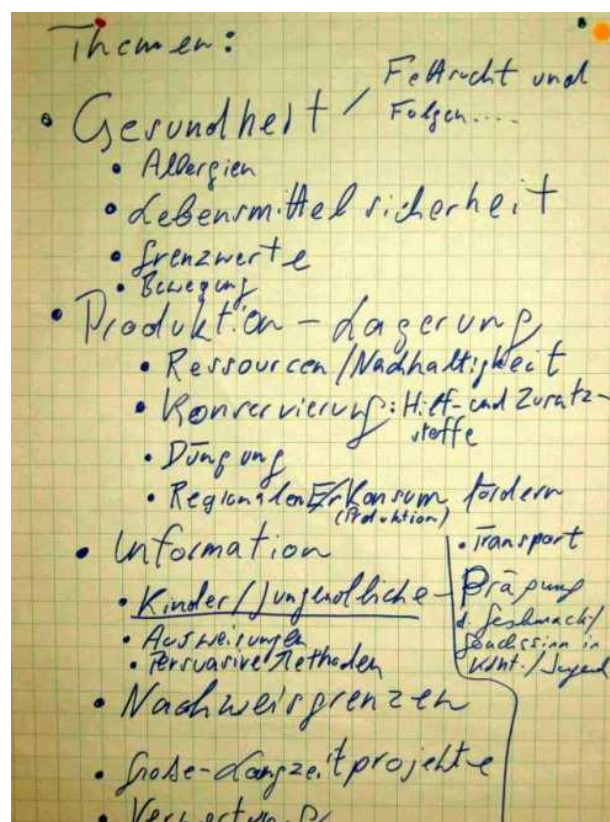
⁴ One representative of an public organization had to leave during the first working group but is not counted here.

Homogeneous working groups

Homogeneous working group “Public organisations”

Three homogeneous groups deliberate which topics should be researched in the area of food, health, sustainability.

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



Homogeneous group 1: Topics, poster 1/2, public organisations

Translated transcription

Poster 1/2

Topics:

* Health

(adipositas and consequences)

- * allergies
- * food security
- * threshold values¹⁾
- * physical activity²⁾

*** Production – storage**

- * resources / sustainability
- * preservation: enhancing agents and additives³⁾
- * fertilisation
- * support regional consumption (production)
- * Transportation⁴⁾

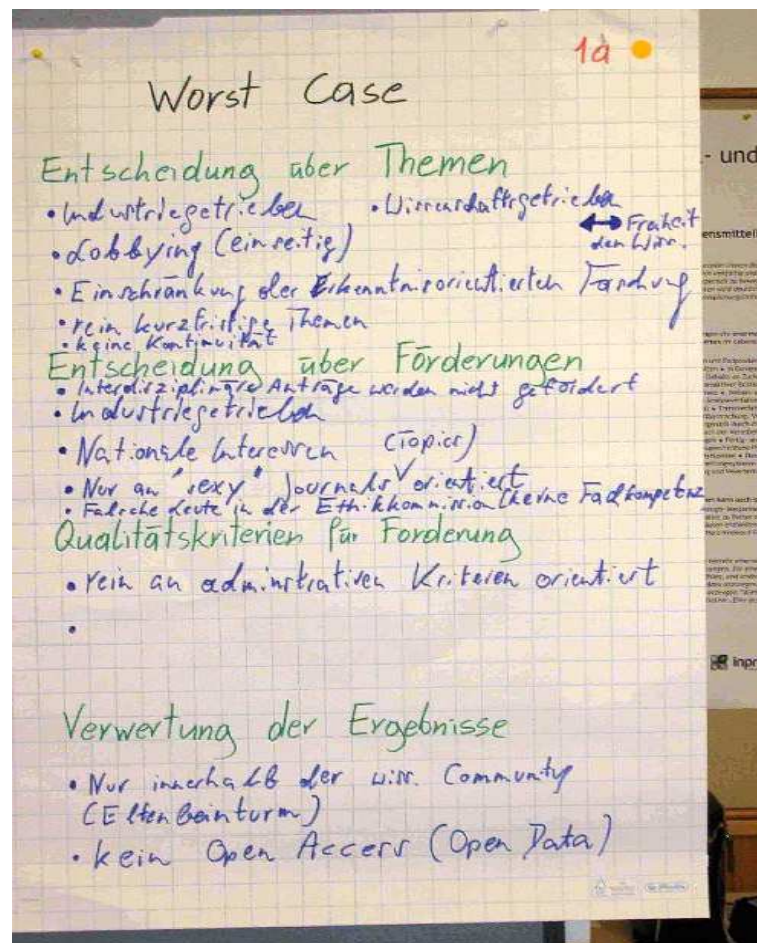
*** Information**

- * children / youths
 - Shaping of taste and sense of smell during infancy and youth
- * declarations⁵⁾
- * persuasive methods⁶⁾
- * limits of detection
- * large – long-term projects⁷⁾
- * exploitation

Explanations during the presentation of the deliberation outcomes/footnotes:

- 1) boundaries / allowable threshold
- 2) physical activity: How much do we move in our daily lives? What research could increase physical activity?
- 3) effects of preservation, auxiliary agents, additives
- 4) how efficient is transport of food?
- 5) identifying all ingredients, naming all food additives (especially important for children)
- 6) For example films for children
- 7) Large long-term projects are necessary especially when it comes to food and health

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



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

Translated transcription

Poster 1/2

Worst Case

Decision on topics

- driven by industry
- science driven¹⁾
- lobbying (one-sided) \longleftrightarrow freedom of research
- restriction of knowledge/understanding-oriented research²⁾
- purely short-time topics
- no continuity

Decision on funding

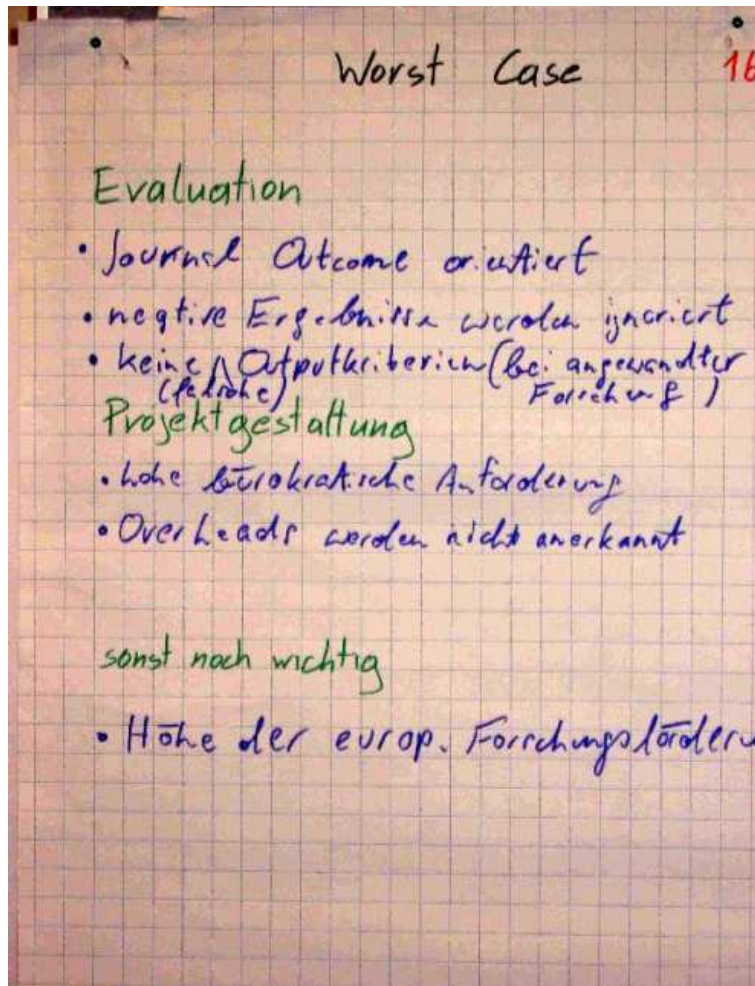
- interdisciplinary proposals are not funded
- driven by industry
- orientated towards "sexy" journals (topics)³⁾
- wrong people in the ethics committees (no expertise)

Quality criteria for project funding

- purely oriented on administrative criteria

Exploitation of results

- only within the scientific community (ivory tower)
- no open access (open data)



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

Translated transcription

Poster 2/2

Worst Case

Evaluation

- oriented towards outcomes [suitable] for journals
- negative results are ignored⁴⁾
- no (wrong) output criteria (in applied research)

Project design

- high administrative requirements⁵⁾
- overheads are not acknowledged

And this is important, too ...

- size of European research funding

Explanations during the presentation of the deliberation outcomes/footnotes

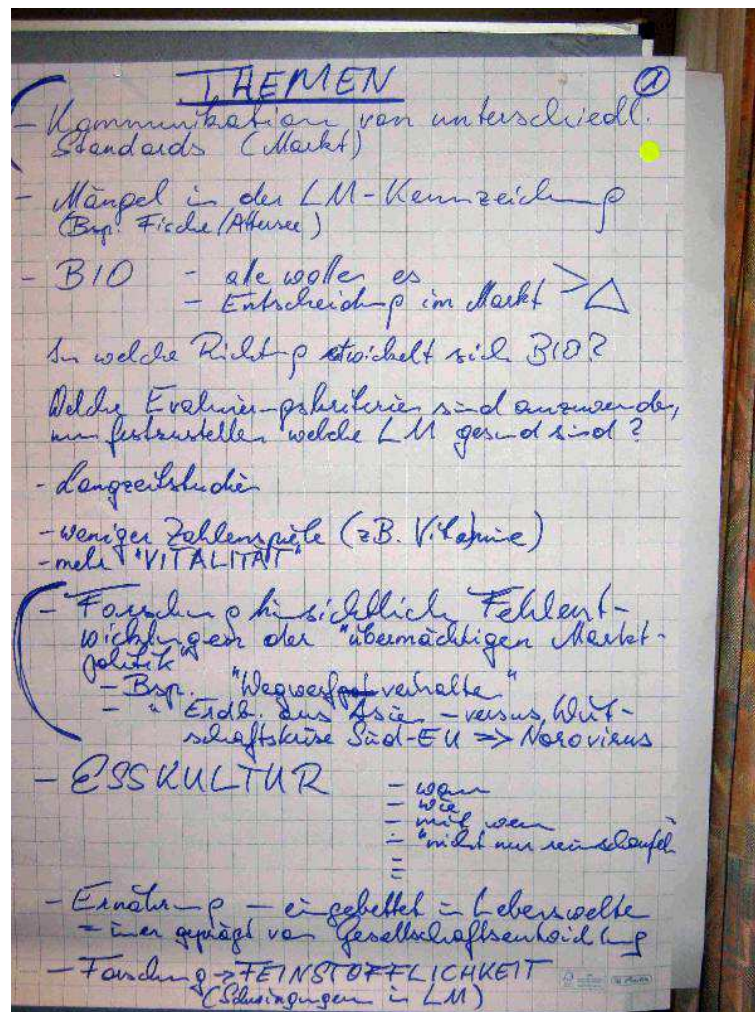
- 1) In the worst case, decision on topics is driven by industry. (Best case would be, if as many people as possible contributed to finding topics.)
- 2) Research that aims at insight and scientific understanding is attenuated. There are too many thematic confinements and not enough basic research.
- 3) Decision is based on "sexy" journals and/or topics. Industrial influence, the need of private funds and measuring academic merits based on high impact journals profoundly damages research.
- 4) In general they are less "publishable".
- 5) A high degree of administration is necessary.

Constellation

7 representatives from public institutions

Homogeneous working group "Business associations"

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



Homogeneous group 2, topics, poster 1/2, business associations

Translated transcription

Poster 1/2

TOPICS

- communication of different standards (market)
- flaws in food-labelling (Fisch/Attersee, e.g.)¹⁾
- organic
 - everybody wants it
 - decision on the market

In which direction does ORGANIC develop?

Which evaluation criteria are to be applied in order to determine what food is healthy?

- long term trials
- less numerical games (for example, vitamins)
- more "VITALITY"²⁾

research regarding erroneous developments of the all-powerful market policy

- example: "throw away behaviour"
- strawberries from Asia - versus economic crisis in
- Southern Europe – Norovirus

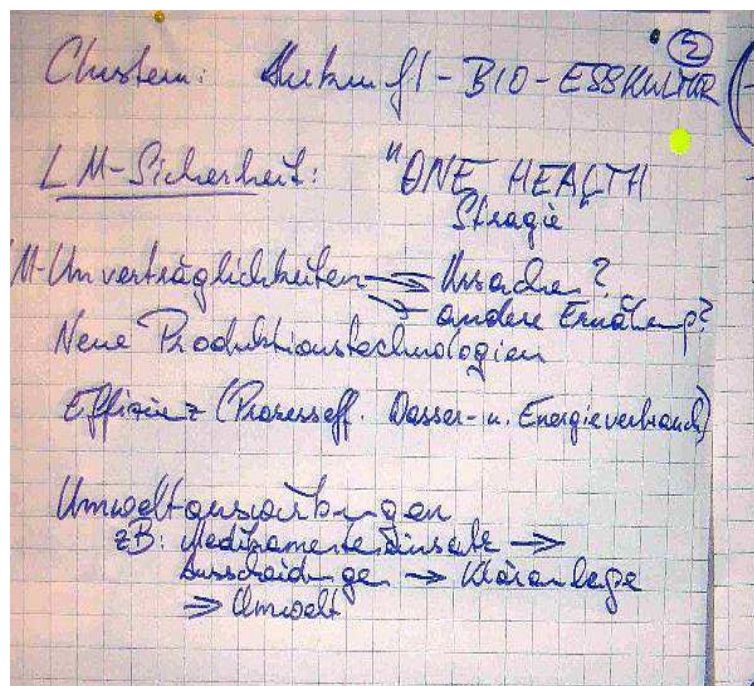
- Eating Culture

- when³⁾
- how
- with whom
- "not just guzzling"
-

- Nutrition - embedded into living environments

= always shaped by societal developments

- Research ---> subtle qualities and oscillations of food)



Homogeneous group 2, topics, poster 2/2, business associations

Translated transcription

Poster 2/2

Clustering: Origin - ORGANIC – Eating culture

food - security: "ONE HEALTH Strategy"

food intolerances --> causes?

---> . Other [different] diet?

new production technologies

efficiency (process-efficient consumption of water & energy)

environmental effects

for example: use of medical drugs – excretions -- > sewage treatment plant -- > environment

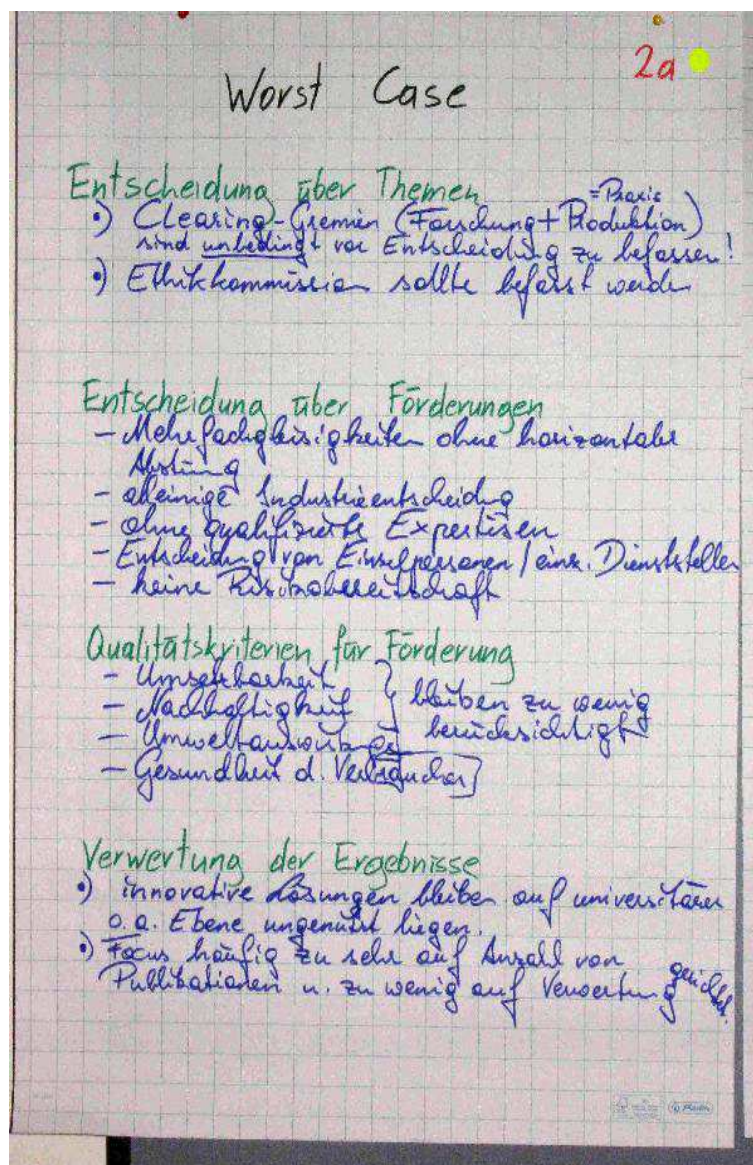
Explanations during the presentation of the deliberation outcomes/footnotes

1) an example for deficient food labelling was given: imported fish denoted as Austrian after it spent three days in an Austrian lake.

2) How much “vitality” do “vitals” contain?

3) Is there, do people have, sufficient time for eating?

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



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

Translated transcription

Poster 1/2

Worst Case

Decision on topics

*) [Involving] clearing panels (research + production = practice) before decision is made, is an absolute must

*) ethics committee should be consulted

Decision on funding

- multiple tracks without horizontal consolidation/coordination
- decision by [big] industry only

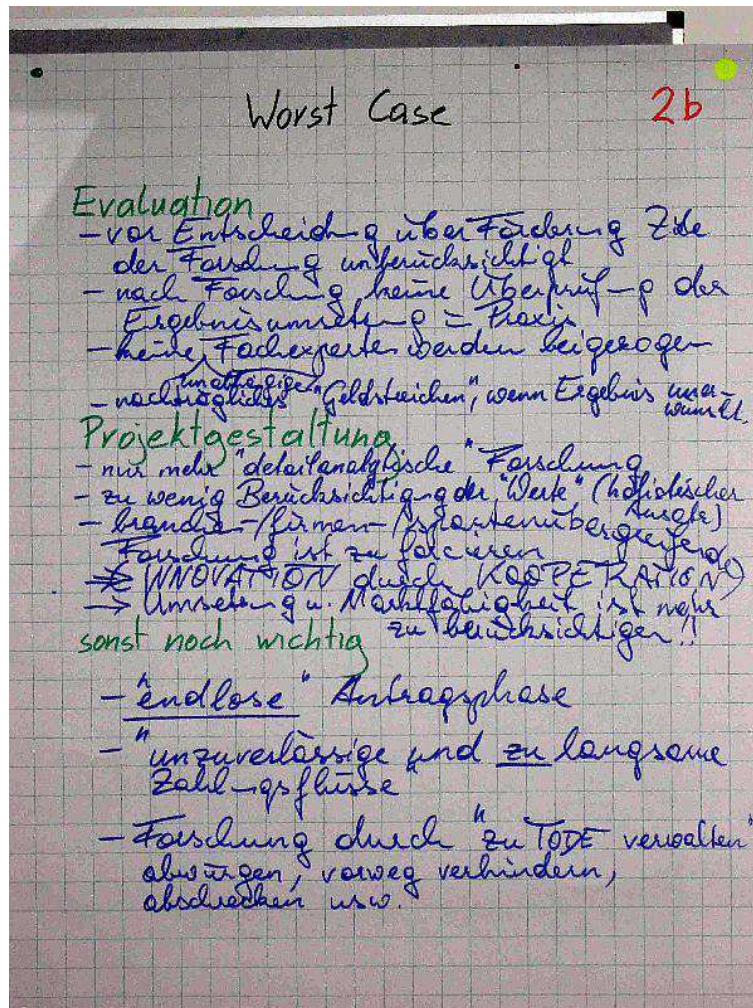
- without qualified expertises
- decision by single person / a single office
- no readiness to take risks

Quality criteria for funding

- practicability ---> are not sufficiently taken into account
- sustainability
- environmental impact
- consumers' health

Exploitation of results

- *) innovative solutions remain unused at university [level] or other levels
- *) the focus often lies too much on the number of publications and not enough on exploitation



Homogeneous Group 2 Worst Case poster 2/2 Business associations

Worst Case

Evaluation

- before the decision on funds, research objectives remain unaccounted for
- after research, the practical use of the results is not investigated
- no *independent* experts are consulted
- cutting budget after research, if the results are undesired.

Project design

- only "detail analytical" research remains possible - too poor integration of "values" (holistic approach)
- research should be strengthened that goes across branches / enterprises / thematic fields

⇒ INNOVATION by COOPERATION

→ Implementation and marketability should get more attention

And this is important, too ...

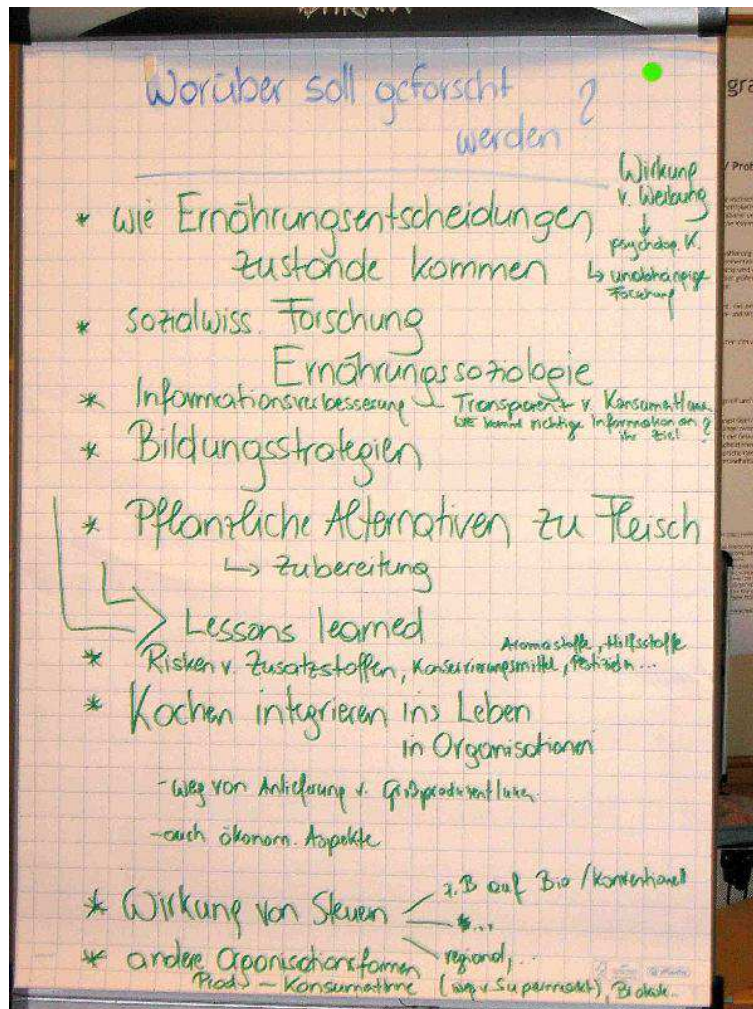
- "endless" proposal phase
 - unreliable and too slow flow of payments
 - drown research by "over-administration", ODER administrate research "to death" ODER research [is] "administrated to death"
- suffocate, hamper beforehand, discourage, etc.

Constellation

This group was constituted by 9 business related organisations.

Homogeneous group "Non-profit organisations without business ties"

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



Homogeneous group 3, topics, NPOs without business ties

Translated transcription

What should be researched?

- * How come nutritional decisions about?
 - Effects of advertising --- psycholog. C. [components] - independent research
- * social research
 - nutrition sociology
- * Improvement of information - Transparency for consumers

how does the right information reach its target?

- * Educational strategies

- * vegetarian alternatives to meat

- > preparation

- > lessons learned

- * risks of additives, ingredients for conservation, aroma, auxiliary agents, pesticides, ...

- * Integration of cooking into life, into organisations

- * [Move] away from distribution [channels] of large producers

- also economic aspects

- * Effect of taxes - e.g. organic / conventional

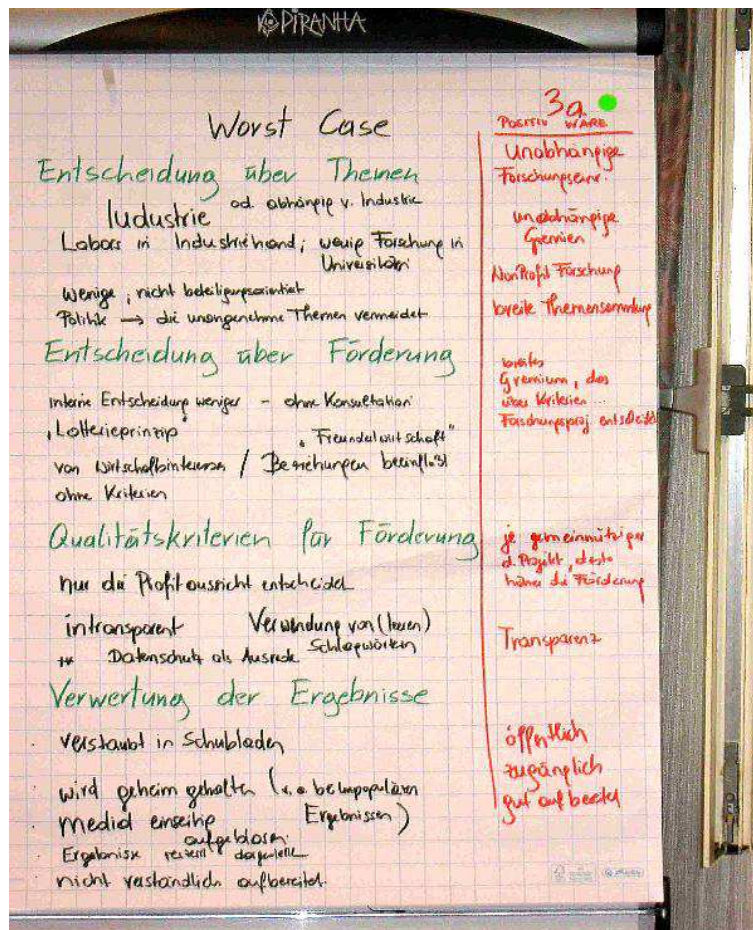
-

- regional

- * different forms of organization [or: ways to organize] producers ~ consumers (turn away from supermarket), organic [products] box, ..

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

This group used the right column to contrast negative aspects with positive solutions.



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

Worst Case

Positive would be

Decision on topics

* by industry or dependent on industry,
industry-led laboratories
little research at universities few [people], not
participation oriented
policy --> which avoids uncomfortable topics

independent research
institutions
independent panels
non-profit research
broad COLLECTION of topics

Decision on funding

internal decision by few - without consultation
"lottery principle" "buddy system"
influenced by economic interest/relations
no criteria

broad panel that decides on
criteria for research projects

Quality criteria for funding

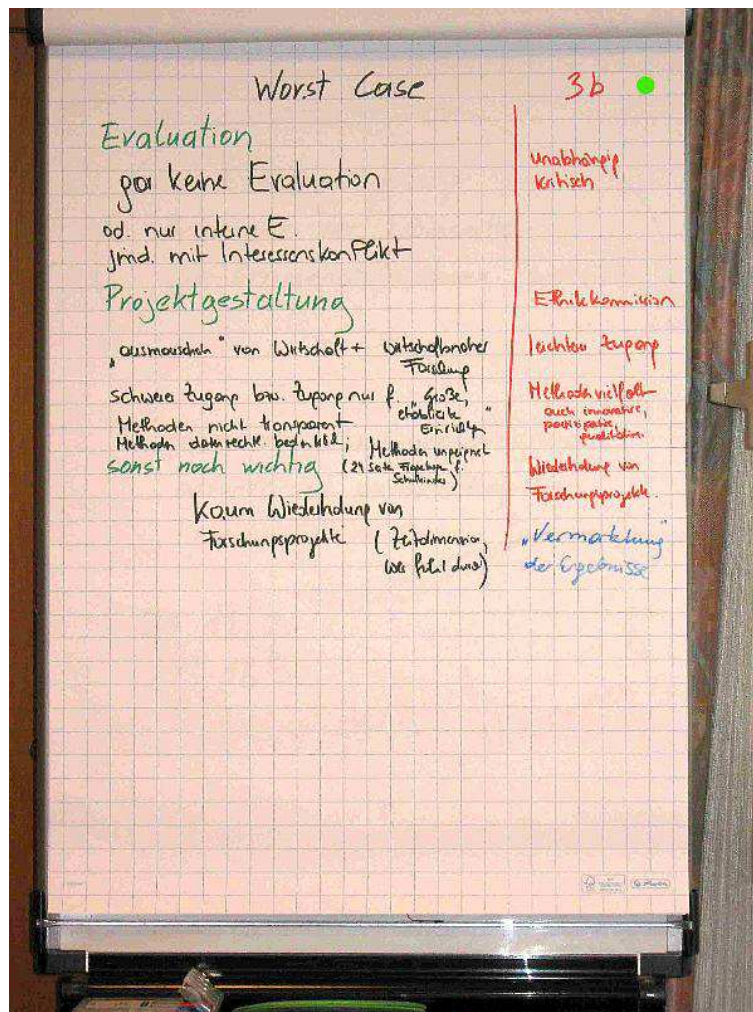
only prospect for profit decides [i.e. decision is only
based on a criterion of profitability] non-transparent
use of (shallow) buzzwords
data protection as excuse

the more non-profit
orientated the project, the
higher the funding
transparency

Exploitation of results

gather dust in drawers [shelves]
are kept secret (especially if results [are] unpopular)
medially one-sidedly blown up
results presented in a distorted way
are not presented in a comprehensible way

public
accessible
well prepared [for
presentation]



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

Translated transcription

Worst Case	Poster 2/2 Positive would be
Evaluation no evaluation at all or only internal evaluation somebody with conflict of interest	independent critical [i.e. discerning]

Project design

“underhand manoeuvres” by economy + research tied to business ²⁾

difficult access or access only for "big, established institutions" ⁽³⁾

methods not transparent

methods questionable in terms of data protection laws

methods inappropriate (a 24 page questionnaire for pupils)

And this is important, too ...

rarely research projects are repeated (time dimension, who does the research)

Ethics committee

easier access

diversity of methods

also innovative, participative, qualitative (4)

repetition of research projects

(added: “marketing” of results)

Explanations during the presentation of the deliberation outcomes/footnotes

- 1) Positive would be, if there was independent and critical (discerning) evaluation.
- 2) Research is negotiated behind the curtains and between business representatives and researchers close to business.
- 3) Access is difficult, only large, established institutions do have access.
- 4) A broad range of methods should be used, also innovative, participative and qualitative methods.

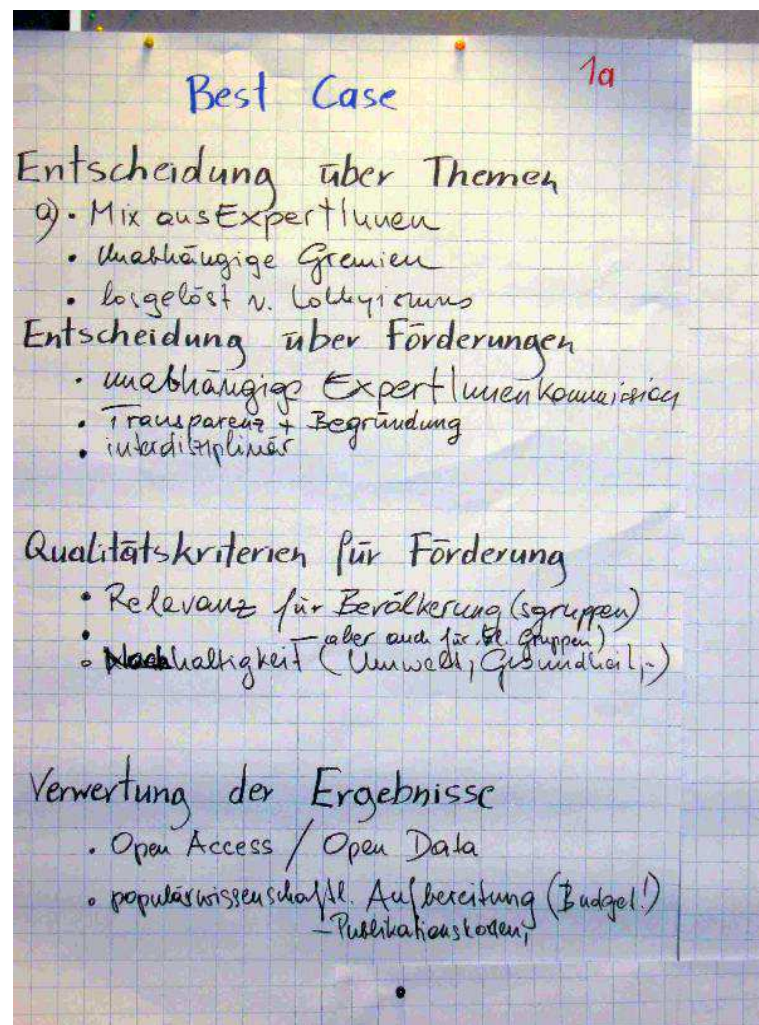
Constellation

8 delegates from non-profit organisations without business ties

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 1/3

Best Case

Decision on topics

- * mix of experts
- * independent panels
- * detached from lobbyism

Decision on funding

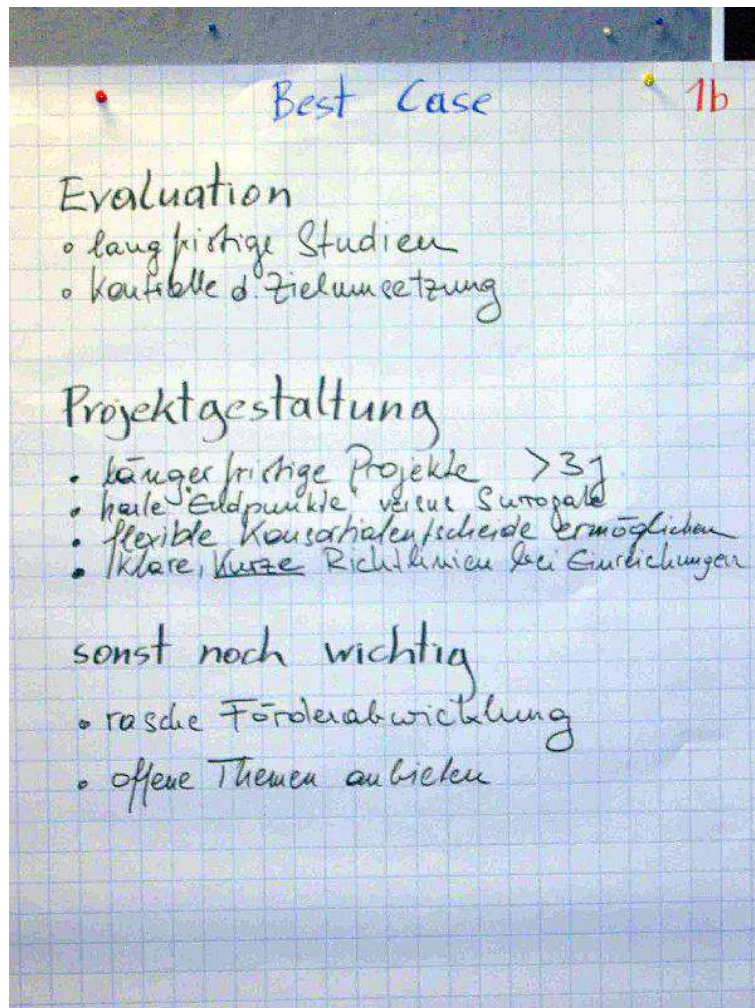
- * independent commissions of experts
- * transparency + justification
- * interdisciplinary

Quality criteria for funding

- * relevance for citizen (groups of)
but also for small groups
- * sustainability (environment, health, ~)

Exploitation of results

- * Open Access / Open Data
- * popular scientific editing (budget!)
- costs of publication



Mixed group 1, best case, poster 2/3

Translated transcription

Poster 2/3

Best Case

Evaluation

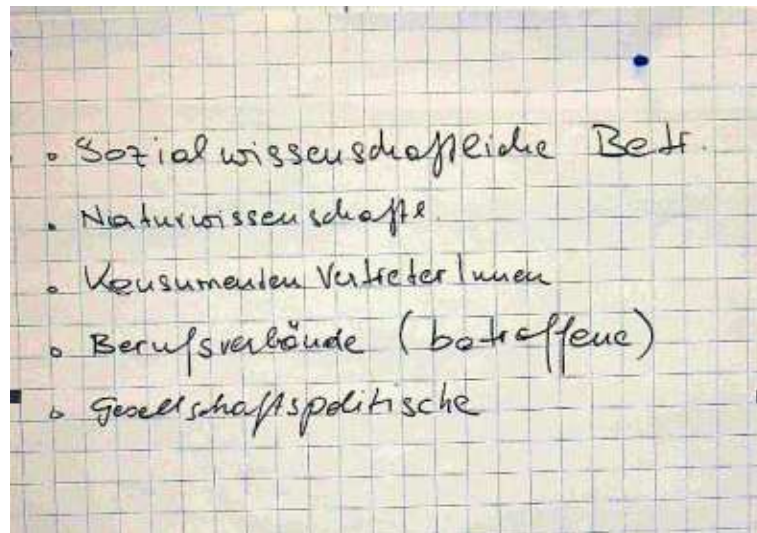
- * long term studies
- * controlling the execution of objectives

Project design

- * long term projects > 3 years
- * robust "end points" versus surrogates
- * allow for flexible consortium decisions
- * clear, short guidelines for proposals.

And this is important, too ...

- * quick administration of funding
- * offer open themes



Mixed group 1, best case, poster 3/3

Translated transcription

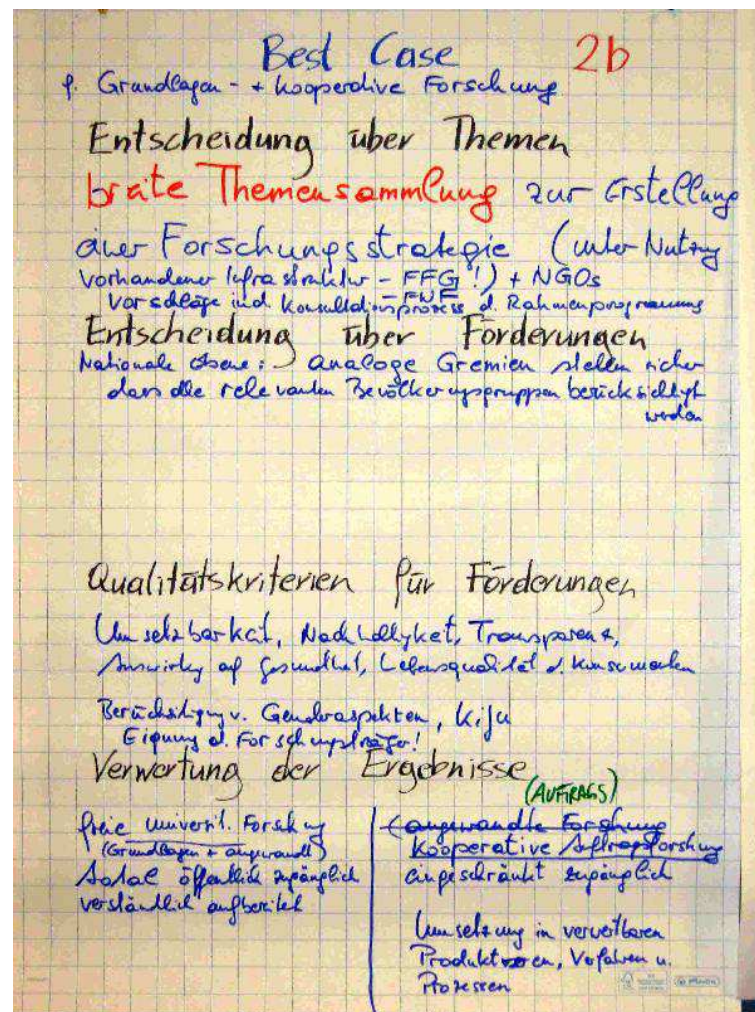
Poster 3/3

- * social science perspectives
- * natural sciences
- * representatives of consumers
- * professional associations (concerned)
- * socio-political

Constellation

2 delegates from the business related organisations, 2 delegates from NPOs without business ties, 2 delegate from public institutions

Mixed working group 2: Best Case



Mixed group 2, best case, poster 1/2

Translated transcription

Poster 1/2

Best Case

for basic and cooperative research

Decision on topics

broad collection of topics to work out a research strategy (using the existing infra structure - FFG!) + NGOs

suggestions in the consultation process of the Framework Programme

decision on subventions

national level: analogous panels ensure that all relevant sections of the population are taken into account

Quality criteria for funding

feasibility, sustainability, transparency,

impact on health , consumers' quality of life

taking into account gender aspects, children and youth

qualification of institutions conducting research

(~~applied research~~, commissioned cooperative research:

limited accessibility

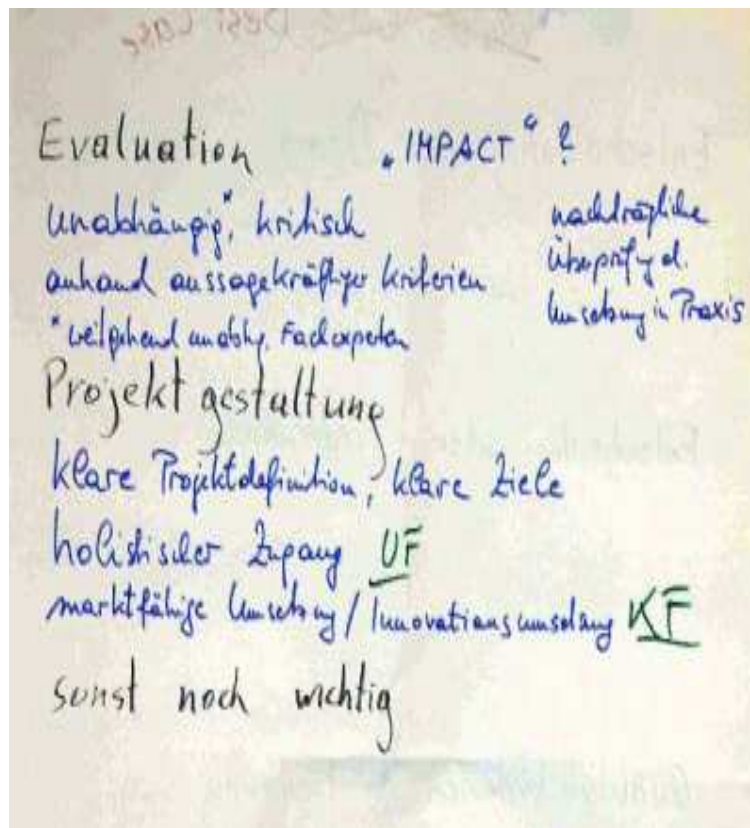
Implementation in applicable products, methods, procedures

Exploitation of results

free university research (basic + applied):

full public accessibility

presented in an intelligible way



Mixed group 2, best case, poster 2/2

Translated transcription

Poster 2/2

Evaluation

independent *, critical [i.e. discerning]
on the basis of meaningful criteria

*to a great extent independent experts

Project design

clear definition of project, clear objectives

holistic approach

marketable implementation / implementation of innovation

And this is important, too ...

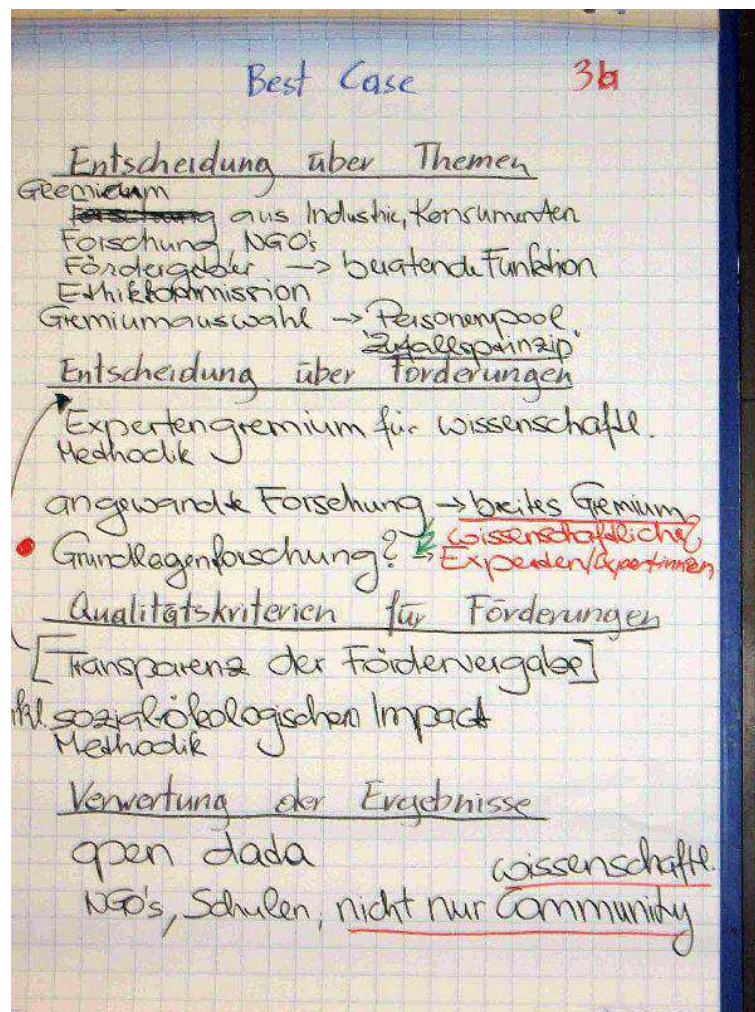
"IMPACT"?

retrospective investigation of/by putting into practice

Constellation

3 delegates from the business related organisations, 2 delegates from NPOs without business ties, 1 delegate from a public institution

Mixed working group 3: Best Case



Mixed group 3, best case, poster 1/2

Translated transcription

Poster 1/2

Decision on topics

panel of industry, consumers, research, NGOs

funder ---> advisory role

ethics committee

panel selection ----> pool of individuals,
"random principle"

Decision on funding

expert panel for scientific methods

applied research => broad panel

* basic research -> **scientific? male/female experts ?**

Quality criteria for funding

(transparency of fund allocation)

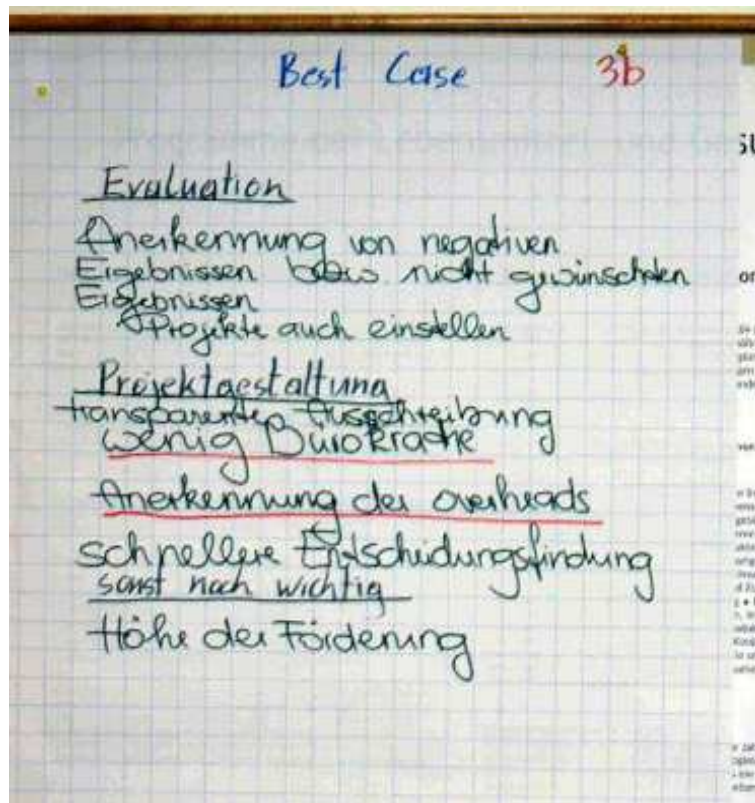
incl. socio ecological impact

method

Exploitation of results

Open Data

NGOs, schools, not only scientific community



Mixed group 3, best case, poster 2/2

Translated transcription

Poster 2/2

Evaluation

- Acknowledgement of negative results, resp. not desired results
- Option to end projects [prematurely]

Project design

- Transparent call
- Little bureaucracy
- Acknowledgement of overheads
- Quicker decision making

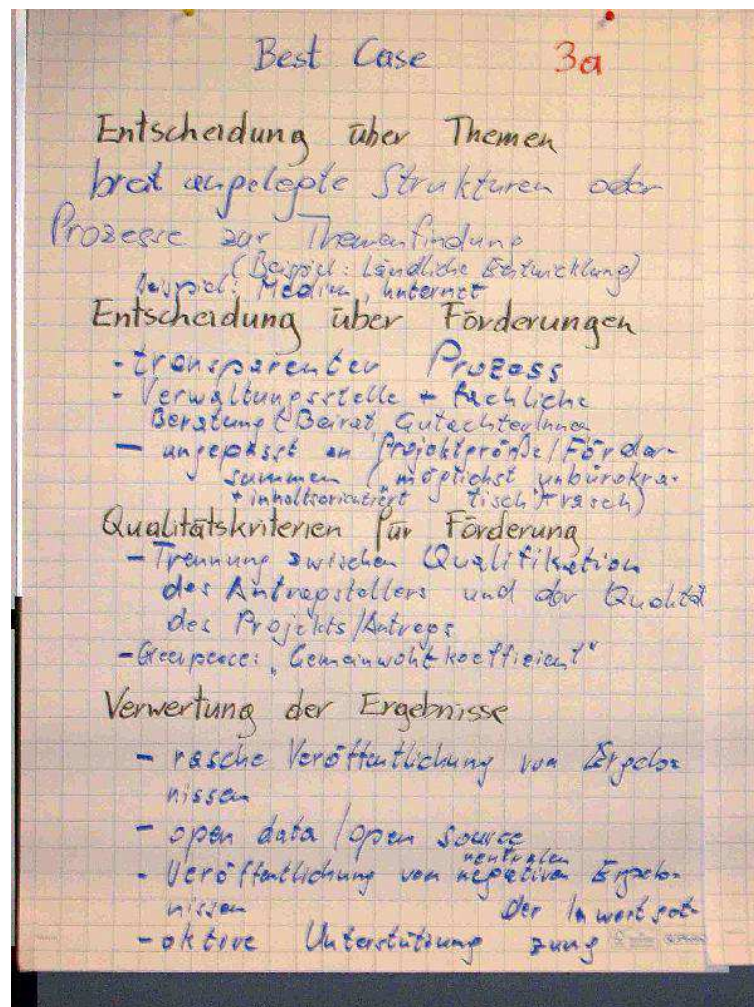
And this is important, too ...

- Amount of funds

Constellation

2 delegates from the business related organisations, 2 delegates from NPOs without business ties, 2 delegates from public institutions

Mixed working group 4: Best Case



Mixed group 4, best case, poster 1/2

Translated transcription

Poster 1/2

Best Case

Decision on topics

Broadly conceived structures or procedures for finding topics
(example: rural development)
example: media, internet

Decision on funding

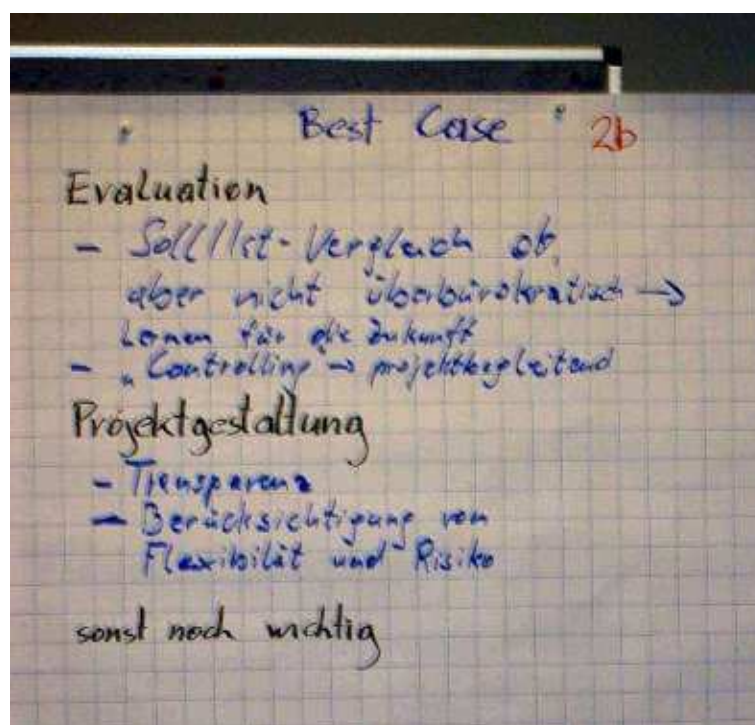
- transparent procedure
- administration office + specialist consultation (advisory board, reviewers)
- adjusted to project size, amount of funds (as far as possible)
- unbureaucratic + quick) + content orientated

Quality criteria for funding

- distinction between qualification of the proposer
And the quality of the project / proposal
- GREENPEACE " social benefit coefficient

Exploitation of results

- making results public rapidly
- Open Data / open source
- publication of negative / neutral results
- active support of valorisation not sure



Mixed group 4, best case, poster 2/2

Translated transcription

Poster 2/2

Evaluation

- target/actual comparison [should be / is comparison]
but not with overboarding bureaucracy ----> learning for the future
- “controlling” [impartially overseeing] ---> during the project

Project design

- transparency
- taking into account flexibility and risk

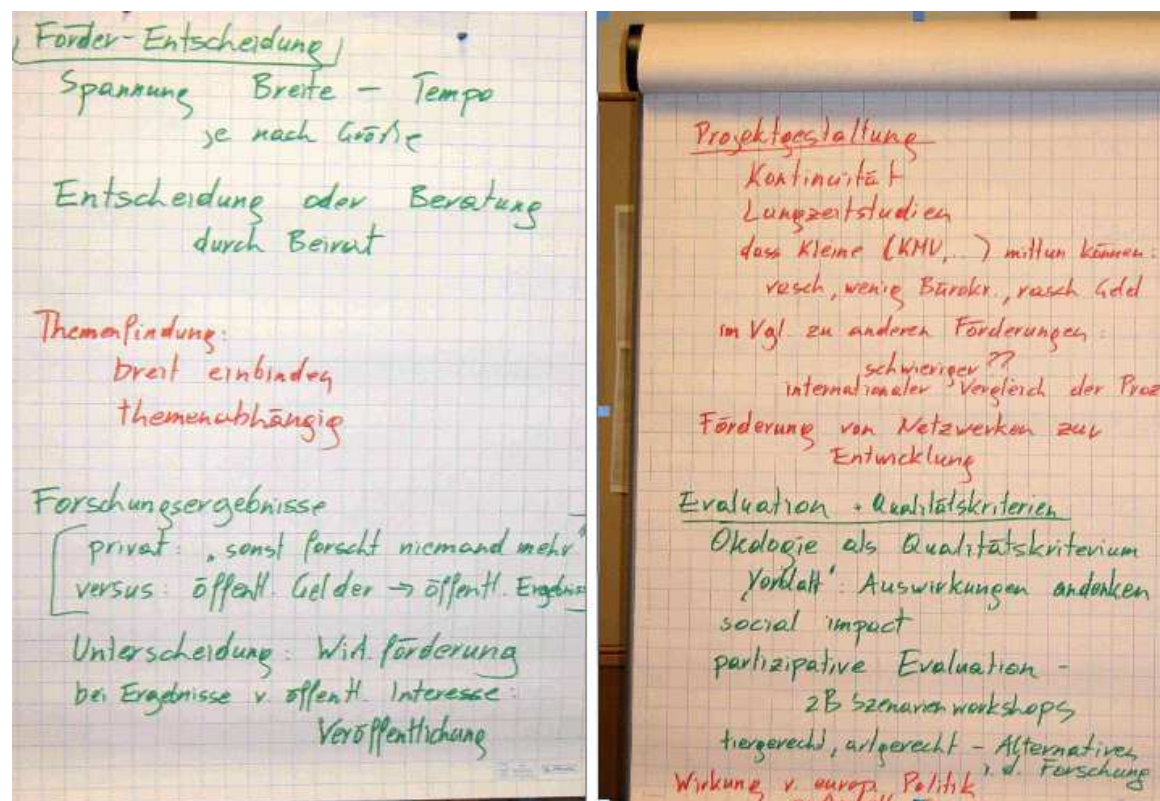
And this is important, too ...

Constellation

3 delegates from the business related organisations, 2 delegates from NPOs without business ties, 1 delegate from a public institution

Other outcomes

At the end of the workshop there was a plenary discussion on the conclusions of the working groups. The facilitator led this discussion and took notes on the flipcharts. different working groups could were discussed:



Final Plenum Discussion

Translation of the final plenum discussion

Decision making on topics/areas/themes

- tension [between] broadness – tempo
- depends on size
- decision or consultation by a board

Finding topics

- broad involvement
- depending on topics

Research results

private: "otherwise nobody would carry out research any more"
versus public money → public results?

distinction: promotion [funding] of economic development
if results are of public interest: making them public

Project design

Continuity

Long term studies

that the small (SMEs, ...) ones can participate:
quickly, little bureaucracy, money comes quickly

Compared to other subsidies: More difficult??

International comparison of procedures

Promotion of development networks

Evaluation + quality criteria

Ecology as quality criterion

Pre-chapter: reflection on effects

Social impact

Participatory evaluation

for example, scenario workshops

appropriate to animals, to a species - alternatives in research

Impact of European policies outside Europe

Final remarks

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. The handwritten notes of three Science Shop team members contain a lot of additional input from the discussions, but as it had been promised beforehand, the main outcomes of the workshop are depicted on the posters. The decisions on thematic and political priorities were made by the participants during the independent deliberations. And an abundance of text bears a risk that one picks out what s/he prefers.

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 was among the first projects to develop other approaches than choosing participants arbitrarily, but tried a random selection from a database that was compiled systematically as far it was feasible. Three series of European Awareness Scenario Workshops were very roughly based on three levels of power, size and outreach, so that representatives of small initiatives should not have to defend their views against professionally eloquent delegates from large organisations. In this first workshop “larger”, more powerful organisations, mostly with a nationwide outreach (or beyond) or otherwise strongly influential, participated.

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, depend 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. For reasons of

competition fairness, single enterprises had been excluded from the selection base, which, of course, made also their laboratories and research departments non-eligible for participating in the scenario workshops.

The three stakeholder categories addressed for participating in this workshop are

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

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.

We met several **challenges** when searching for database entries:

1. **Interest groups have become more blurring**, for example, when public authorities delegate responsibilities to agencies or when public-private-partnerships are established. Bringing together different stakeholder interests would need at least roughly distinguishable interests. As a consequence, organisations were excluded, if they obviously united different stakeholders under one roof. Nevertheless it becomes more and more difficult to identify stakeholders. If, for example, public universities become more dependent on private funds in the future, it will not be clear if they are to be listed as public or if they are to some extent business-orientated (at least partly responsible to private fund givers if they commission research).

2. **Availability of data** was a great challenge as well. Although an abundance of information can be found on the internet, its sources are often questionable. For this reason, we took all our database entries **from public authorities**, mostly using websites and links from ministries, government platforms, chambers with legally compulsory membership, etc. For each entry we named the source and its link.

When we had to select entries from a list, we excluded or included them systematically.

From the three specified main stakeholder categories, public organisations were relatively easily accessible, but NPOs without business interest and business associations were much more difficult to retrieve. They were often hidden among obviously non-relevant entries or there were obviously non-complete lists with only a few entries. The entries were not excluded case by case (and arbitrarily) but we specified for each list exclusion/inclusion procedures.

Often we would have wished for an Austrian transparency database to identify NPOs (non-business as well as those founded by business) and public-private partnerships. Without any breach of data protection laws, organisations could declare publicly substantial fund givers, characteristics of decision making and conflicts of interest. If well-defined themes and types of activities were searchable as well, the identification of stakeholders would be much easier. In the following we **explain list by list**, which **sources and systems we used to find the entries for this database**:

Public sources for compiling the database

1. Public organisations

1.1 **Public authorities** were taken directly from governmental websites according to their links and organigrams: Almost all Austrian Federal Ministries appeared in different official lists several times. So we decided to retrieve their names directly from the website of the Austrian government (austria.gv.at) and did not include those already added to the database.

1.2 Instead of listing institutes and departments of public universities, we listed the **public universities** themselves. In accordance to the selection plan no disciplinary selection was made to make multidisciplinary participation possible.

1.3 The Austrian Federal Ministry of Agriculture and Forestry, Environment and Water Management runs several public RTD centres and lists them on its website. We added all of them to the database.

1.4 From the website of the Austrian Federal Ministry of Health we retrieved the names of the two governmental agencies on health and of the control bodies on food safety. From these two lists, we only added national organisations to our database. One of these organisations, Gesundheit Österreich GmbH is the national research and planning institute for health care and a competence and funding centre of health promotion. We also added its three divisions to our database.

1.5 From the website of the Austrian Federal Ministry of Justice we added the Federal Cartel Prosecutor. This entry is not part of a link list but is listed as a single judicial authority on the website of the Ministry of Justice.

1.6 The Austrian government hosts a portal on the European Research Area. This portal presents an official overview on RTD governance in a diagram. We added all specified organisations not performing RTD and parliamentary committees displayed on this diagrams.

1.7 The Austrian government's consumer information portal presents an overview on competition regulation bodies. We added all entries except the Federal Cartel Attorney.

1.8 The website of the Main Association of Austrian Social Security Organisations provides a list of its members. We added all members except regional health insurance providers, accident and pension insurance providers.

1.9. The Austrian Agency for Health and Food Safety lists on its website its affiliates. We added the only food-related one to our list.

2. Non-profit organisations without business interests

This group comprises independent strictly non-business organisations, which means that they are ideally not financially supported by industry, government or political parties. We also excluded organisations maintained by a religious community, because it was not practicable, for this database with larger/powerful organisations at least, to find a sensible balance between different religions.

Genuine non-profit organisations cannot be fully identified beforehand. If an organisation is randomly selected, it may turn out that it is supported by a different stakeholder group. If the power relations are clear and the interests too mixed up,

then such an organisation or group of organisations can be shifted to the supporter's stakeholder list (public or business).

For the NPOs, we found no reliable source that would have come close to a systematic overview. Almost all lists mix a broad range of different scopes, thematic areas, power levels, sizes and/or outreach. The lists show the actual variety of civil society in Austria and the difficulty to systematize its organisations. It would have been impossible to research such lists entry by entry, often hundreds of them. Hence, sometimes we used a very pragmatic solution by taking parts of the name of the organisation as a basis of categorisation.⁵

2.1 "Österreich sozial" is an online database provided by the Federal Ministry of Labour, Social Affairs and Consumer Protection.

Results were obtained with the keywords „Verein Gesellschaft Verband“ + „Gesundheit und Vorsorge“ + „Chronisch kranke Menschen“ (NPO society association + health and prevention + people with chronic diseases) and with “Gesundheit/Krankheit” + “Betreuung” (health/disease & care).

From the resulting lists we took all entries with “Österreich” or “Austria” in their name for the “nationwide” organisations. Additionally we filtered entries with one of the nine Austrian federal states, not for the purpose to include regional organisations into this database, but to check if the same organisation appeared in several federal states, then we looked for a national umbrella organisation on the internet and included it, if we found one. Organisations dealing with chronic diseases/health conditions were included. Excluded were diseases related to trauma (e.g. caused by accidents, violence, fire), sensual disabilities, charities as well as hospices.

2.2 The Austrian Federal Ministry of Finance publishes a list of donation beneficiaries. Donating to these organisations can reduce the income taxes of a citizen. We first

⁵ There is no guarantee in Austria that the name of an organisation mirrors its actual activities or outreach. Having the term “Austrian” in a name does not guarantee that the organisation really acts nationwide. In Österreich gibt es keine Garantie dafür, dass der Name einer Organisation ihre tatsächlichen Aktivitäten oder ihre Reichweite widerspiegelt. „Österreichisch“ im Namen garantiert nicht, dass die Organisation landesweit tätig ist.

included all organisations from “Protection of nature and animal shelters” (Naturschutz und Tierheime) but left out animal shelters and regional organisations. A second list presents charities (*karitative Einrichtungen*) from which we took all entries with “Österreich” or “Austria” in their name. As the resulting list still contained too many organisations that were unlikely to be interested in food and health research, we decided to include only those that deal with poverty, environment, world hunger or chronic health conditions. From these we excluded charities that focussed on certain ethnicities or engaged exclusively in collecting money for the poor or for a single project. We also excluded organisations with a focus on a disability due to trauma, blindness or deafness, as well as hospices. Although the website offers also a list of scientific donation beneficiaries, we did not use it, because other sources on these organisations were available.

2.3 From the Federal Foreign Ministry's list of Austrian NGOs active in development cooperation we excluded all organisations focussing mainly on human rights, refugees and asylum seekers, peace, cultural activities, leisure, education & friendship associations and subunits of international organisations. Religious and regional organisations were excluded as well.

2.4 From the Federal Ministry of Education and Culture we retrieved a list of parents associations. We fed all parents associations into the database but left out all entries with obvious affiliations to political parties or religious communities.

2.5 All trade/labour unions united in the Austrian Federation of Trade Unions were included.

2.6. From the Federal Ministry of Health we retrieved a list of organisations of health professionals. We entered only organisations related to nutrition and health.

2.7 The Austrian government's health information portal offers information on selfhelp groups and links under this chapter to their umbrella organisation only. We included this organisation in our database.

2.8. Wiener Gesundheitsförderung, the City of Vienna's health promotion agency, has on its website links to organisation pertaining to health promotion. We added all

national organisations related to food & health and not already listed in our database.

3. Business-related organisations

3.1 In Austria there are professional associations with compulsory membership, so-called chambers: the Austrian Chamber of Agriculture, the Austrian Chamber of Veterinarians, and the Austrian Economic Chamber, e.g. Every self-employed craftsman, every enterprise and company is a compulsory member of such a guild or board. Here we made the following selections: Federal guilds and federal boards have been selected by assessing each respective entry of the Austrian Economic Chambers' list of guilds and boards. There was no possibility to search the list of guilds in respect to food and health. For each guild we looked separately which professions they were related to, and excluded those without any professions that were likely to deal with food and/or health. Only guilds and boards involved in the food or health business - as a producer, retailer, service provider etc. - have been selected.

A search for additional professional associations showed that in Austria almost all of them are related to the Austrian Economic Chambers or the Austrian Chamber of Agriculture, which cover a high degree of entrepreneurial organisations due to the compulsory membership.

3.2 We added all agricultural associations (Verbände) from a link list on the website of the Austrian Chamber of Agriculture.

3.3 The link collection of the Austrian Council for Research and Technological Development presents a selection of RTD organisations. We only added two RTD centres for applied research to our database, because not all listed organisations fulfil the criteria for large organisations related to food and/or health.

3.4. On the website of the Austrian Federal Ministry of Agriculture and Forestry, Environment and Water Management there is a list of associations of organic farmers. We included all national associations. This website also lists private control bodies. We added all national organisations to our database, which offer

certifications accepted by public authorities. From the Ministry's Food Report 2010 we added another professional association, the other national organisations listed there, public or private, could already be found in our database.

3.5 The Austrian Federal Ministry of Economy, Family & Youth lists on its website among its initiatives two large organisations it is funding. We added both of them to our database.

3.6 The Environmental Agency Austria lists the control bodies for organic products. We added all of them to our database.

4. Lists with entries from more than one stakeholder category

Some organisations were found on official lists but these lists did not distinguish between public and private organisations. To identify interests and responsibilities, we checked link lists entry by entry to add each entry to one of our three categories.

4.1 There were several lists of organisations testing food in respect to origin and quality, but none would distinguish clearly between control bodies with non-profit background, public and private control bodies. We took the lists from the Austrian Federal Ministry of Health for public regulatory bodies (food security), the Environmental Agency Austria for private regulatory bodies (organic food labels) and the Austrian Federal Ministry of Agriculture and Forestry, Environment and Water Management for private regulatory bodies (organic and fair trade food labels). Some of them are public authorities, others business-related organisations or non-profit organisations with a social mission. We entered all listed organisations into the database and deleted all double entries we already had from other sources.

4.3 The Austrian Chamber of Agriculture offers an extensive list of links to organisations pertaining to agriculture at large: environmental NGOs, political parties, companies, etc. We included all large environmental NGOs, public authorities, Chambers, and professional and agricultural associations, but deleted all double entries, political parties, associations of business with no stake in food & health (such as the tiled stove business), tourism-related organisations, organisations

with regional or local outreach only, non-Austrian organisations, projects and educational initiatives.

4.4 On its website the Austrian Federal Ministry of Science and Research presents a list of nonprofit research organisations, which we included.

4.5 On its website, in the section on nutrition, the Austrian Federal Ministry of Health lists links to projects and organisations. We added all national organisations.

4.6 The Austrian government's health information portal provides a list of institutions in public health. Because we added all public authorities on this list to our database already, we only added two national professional associations. One of the listed organisations is only responsible for processing patients information, we disregarded it.

The database can be retrieved at <http://www.inprofood.eu/documentation/> and <http://wilawien.ac.at>. For each entry it is indicated where it has been found. Also the random selection is explained there with examples. And the results of the lottery draws on which the random selection was based on and the results of the random selection are published there.

Recruitment per lottery-based selection

Lottery-based (random, non-arbitrary) stakeholder recruitment aimed at reaching beyond the usual participant circles to include stakeholders rarely addressed in consultations. For this, we numbered the database entries and used for selection the results of three draws of the Austrian National Lottery.

A follow-up was necessary, because e-mails were not always read by receivers. Attracting participants required a huge effort. We had to go through the ranking scheme several times, because many more potential participants were selected and invited than could/would come.

Reasons for participation and non-participation

The specific recruitment modalities of a non-arbitrary lottery-based selection very probably attracted different groups than would have attracted other invitation

strategies. Some invitees gave their opinions on the phone: Several found it very important that no group is given advantage over others. The frequent question, who will attend the event, was answered by referring to the database. The unusual recruitment scheme was appreciated by those who were interested in democratic and in-depth deliberation on research programming in the areas of food, health and sustainability, and who were not mainly interested in meeting large players and becoming part of large networks.

The reasons why persons do not participate in events that might give them occasion to express their opinions in research policies, would be worth of a more intense study. Because this is as far as we know the first attempt of randomly inviting participants from a database, a lot of clues could be gained, why people refrain from participation. The belief that interested parties would come to such events and those who do not come are simply not interested enough is wide spread but not necessarily true. Here are some reasons given by contacted representatives of organisations:

- Other obligations on the date of the event
- Lack of resources, including loss of working hours
- Assumption that food innovation was synonymously used to de-naturalization and supporting over-processed food.

It is also possible that some of the selected organisations already have their representatives on EU level. This could be true especially in the case of those business related organisations that belong to the Austrian Economic Chambers. Some of the selected are connected to other institutions that already negotiated for them on EU level.

Gender balance

With two more men than women, the workshop was quite balanced, with males outnumbering females only marginally. To reach this degree of gender balance, some effort had to be made: At the end of the recruitment phase, the randomly

selected were asked to send a female representative, if at all feasible. It was impossible to reach gender balance within the stakeholder categories. It was comparably easier to find women from the non-business related non-profit sector, but public organisations strongly tended to send male delegates, which in many times mirrored the organizational hierarchies.

Category	female	male
NPO	6	2
Public	1	6
Business related	4	5
TOTAL	11	13

General information, workshop participants received

German version

ORGANISATORISCHES ZUM SZENARIOWORKSHOP PROGRAMME IN DER LEBENSMITTEL- UND GESUNDHEITSFORSCHUNG GESTALTEN AM 21.11.2012

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 von Programmen in der 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 Teilnehmerinnen und Teilnehmern werden Sie Szenarien entwerfen, wie Programme im schlimmsten oder im besten Fall aussehen könnten, wenn sie eine gesunde und nachhaltige Lebensmittel- und Gesundheitsforschung fördern sollen. Mögliche Fallstricke und unbeabsichtigte Wirkungen werden ebenso diskutiert wie die Frage, welche Standards sicherstellen könnten, daß Programme die Lebensinnovation in eine nachhaltige und gesundheitsfördernde Richtung lenken. 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.***

Warum wurden Sie eingeladen?

Auf Basis verlässlicher Onlinequellen von öffentlichen Stellen haben wir eine Datenbank aus einer großen Bandbreite von Organisationen zusammengestellt, die in unterschiedlicher Weise vom Thema betroffen sein können. Es ist uns wichtig, Teilnehmende nicht willkürlich auszuwählen, sondern dass alle Organisationen ähnliche Chancen haben, ihre Anliegen, Erfahrungen und Meinungen einzubringen. Daher erfolgten die Einladungen gemäß einer öffentlichen Zufallsauswahl auf Basis der Ziehungen der Österreichischen Lotteriegesellschaft.

Dokumentation

Wir werden die originalen Ergebnisse der Arbeitsgruppen deskriptiv, ohne viel zu interpretieren, in einem Bericht niederlegen. Ihr Name und Ihre Organisation wird 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 werden gezielt auf die Workshopergebnisse aufmerksam gemacht. Außerdem werden die Ergebnisse in eine Open-Space-Konferenz einfließen, die nächstes 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.

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.

Why have you been invited?

By taking recourse to reliable, public web resources we systematically compiled a database of organisations. We also want to distribute evenly the opportunities for potentially concerned organisations (stakeholders) to bring in their demands, experiences and opinions. For invitations we applied a random selection scheme based on public lottery numbers.

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. They will be available for free download at inprofood.eu and other websites.

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.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 work-shops 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.