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Erasmus+ Knowledge Alliance

EUFOOD-STA: EUROPEAN FOOD STUDIES &TRAINING ALLIANCE

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Open Symposium

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Delivery date: M40

Dissemination Level		
PU	Public	Х
PP	Restricted to other programme participants (including Commission services and projects reviewers)	
СО	Confidential, only for members of the consortium (including EACEA and	
	Commission services and projects reviewers)	

Summary:

The Open Symposium took place in the big international food fair Alimentaria 2018, in Barcelona, on April 17th. The results of the project were summarised in three presentations for approximately 100 participants.

The symposium was held in the same session other two European projects related to the food industry, finalized with a round table with contributors from the three projects.

The main stakeholders invited were national governments, EU Commission, Industrial and Professional Associations and European networks. The Press was also invited to disseminate the results to the general public.





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1 Plan of the Open Symposium

The Open Symposium (OS) was initially planned to be held in Brussels, in the University Business forum, to communicate the results of the project and discuss sustainability of its outcomes. Main stakeholders to be invited would be national governments, EU Commission, Industrial and Professional Associations and European networks. Dissemination through was also planned to disseminate the results to the public.

At the end of the project it became evident that a synergy with the UB forum wouldn't be possible and a different alternative was chosen.

Through FIAB, a project member, it was possible to plan a cooperative symposium with other European projects on food, in the big food fair, Alimentaria 2018, in Barcelona. Alimentaria 2018 includes a fair of food products, food processing and hospitality equipment, with simultaneous dissemination and working scientific, innovation and business events. The area of the fair was 100,000m², counted with 150,000 visitors, and 4,500 exhibiting companies, with more than 150 activities of knowledge and debate.

One of these activities of knowledge and debate was the Open Symposium of EuFooD-STA, Foodlab and Food4Growth, titled INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP, held for 2 hours on the 17th of April. Speakers from EACEA were invited to open the symposium but their fully booked agenda did not allow to participate.

A EuFooD-STA leaflet was distributed to symposium participants and to visitors that passed by the entrance of the auditorium.

2 Agenda of the Open Symposium

17 April 2018

16:00-18:00 INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP Room Auditorium – Hall 3 – Alimentaria Hub

Presenter: Dr. Francisco Javier Casado. Project Manager Hohenheim Research Center for Bioeconomy

16:00-16:10 Welcome-Commission Representative: University Business Forum¹

16:10-16:40 General presentation FooD-STA Project

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¹ The invited Commision representatives could not come.



- The FooD-Studies & Training Alliance: bridging industry, academia and research. G. SCHLEINING (BOKU, AT).
- •Strategies to promote entrepreneurship at student and graduate level. P. PITTIA (UNIVERSITY OF TERAMO, IT).
- •International certification of professionals and courses in the food sector. R. COSTA (IPC, PT).

16:40-17:10 FoodLab

- "What would I have gained using FOODLAB Tools for my business". B. PLISSON (ICI & LA).
- •The Foodlab Program. X. MARTINEZ-MONZO (UPV).
- "How I developed a new product using the FOODLAB outcomes". J. MANSOA (CARINSA).
- •Testimonial from the Vake-IT. Ecotrophelia Spain 2017 Winners Team

17:10-17:30 Food4Growth

- How to communicate innovation in Food: the F4G challenge. D. ROSSI (SFC).
- •F4G Training Model: Flipped and Co-Working Lab. R. BERRUTO (UNITO).
- New skills for Food Technician and Technologist: the F4G experience. M. CONTEL (OPGA).
- •"Innovation in the Brewing sector and problems of social acceptability".ITS Parma, Birra Menabrea representative.
- "Innovation in prepared food: an idea for gazpacho". IRTA representative.
- 17:30-18:00 Round Table «VIRTUAL incubator to promote the innovation and the entrepreneurship for food chain» Chairman: Daniele Rossi, Food for Growth Project Coordinator
- Gerhard Schleining, FOOD-STA Project Coordinator.
- Vanessa Martinez, President and General Manager of Grupo CARINSA.
- Dominique Ladeveze, Chairman ECOTROPHELIA.
- Maurizio Notarfonso, Management of EU funded projects & Young Entrepreneurs secretariat, FEDERALIMENTARE.
- Pilar Morais, Head of the Innovation Management and Intelligence Department, Frulact.



3 Summary of EuFooD-STA presentations



GERHARD SCHELINING (BOKU)

GS gave an overview of the project: its vision, its achievements, highlighting the outcomes that will be exploited after the project by IFA (Annex I).



PAOLA PITTIA (UT)

PP gave an overview of strategies to promote entrepreneurship at student and graduate level, with particular focus on EuFooD-STA related activities (Annex II).







RUI COSTA (IPC)

RC presented the certification schemes for food courses and for food professional at international level further developed and testes during the project, stressing the need of these certification to facilitate international mobility of professionals (Annex III).



Round table (from the right to the left): GERHARD SCHLEINING (BOKU) AND PILAR MORAIS (Frulact)

A round table was moderated by Daniele Rossi (SPES) with representatives from the three projects, where it was discussed the future of innovation in the food industry.





Roll-up of EuFooD-STA



4 Outreach in the press and social networks

The OS was included in the ALIBER program, organized by FIAB, an EuFooD-STA project member. The ALIBER program had a strong impact in the press as reported by FIAB press agency.

The following reports were published:

EFEAGROOBJETIVO DE LA INDUSTRIA ALIMENTARIA: EXPORTAR MÁS A ASIA

https://www.efeagro.com/especiales/exportar-asia-alimentaria/

FOODRETAIL.ESFIAB PROMUEVE MÁS DE 2.400 REUNIONES EN ALIMENTARIA http://www.foodretail.es/fabricantes/fiab-balance-alimentaria-2018 0 1210378978.html

REVISTA ALIMENTARIAALIBER 2018: "LO QUE NADIE VE DONDE TODOS MIRAN" http://www.revistaalimentaria.es/vernoticia.php?noticia=aliber-2018-lo-que-nadie-ve-donde-todos-miran

REVISTA ALIMENTARIALAS EMPRESAS DEL SECTOR INNOVAN DURANTE TODA SU TRAYECTORIA

http://www.revistaalimentaria.es/vernoticia.php?noticia=las-empresas-del-sector-innovan-durante-toda-su-trayectoria

EL ECONOMISTA.ESFIAB ENTREGA LOS PREMIOS ECOTROPHELIA ESPAÑA 2018 http://www.eleconomista.es/espana/noticias/9081293/04/18/Fiab-entrega-los-Premios-Ecotrophelia-Espana-2018.html

LA VANGUARDIALA PLATAFORMA DE INNOVACIÓN "FOOD FOR LIFE" CONTARÁ CON UNA FILIAL EN MÉXICO

http://www.lavanguardia.com/vida/20180418/442700792773/la-plataforma-de-innovacion-food-for-life-contara-con-una-filial-en-mexico.html

CINCO DÍAS PÁG. 17EL ENFOQUE AL SHOW DE ALIMENTARIA IMPULSA SU DIMENSIÓN INTERNACIONALVersión Texto

https://acceso360.acceso.com/fiab/es-

 $\underline{ES/?mod=TrackingPressViewer\&task=default\&external=1\&companyNewsId=487126973\&newsDate=1524002400\&sig=d75a403cd06feb64598e341ae8f20685ba69a1938e12304c39650aa6352ee391}$

The International Conference was published in FIAB and ALIBER website, in Food for Life-Spain:

Publication in FIAB (after conference of 16th April)



http://fiab.es/la-industria-de-alimentacion-y-bebidas-apuesta-en-alimentaria-2018-por-la-innovacion-como-generador-de-riqueza-y-futuro/

Publication in ALIBER website

http://aliber.es/programa/

http://aliber.es/programa-ampliado-aliber-2018-17-de-abril-de-2018/

Publication in FoodForLIFE Spain

http://foodforlife-spain.es/?s=ALIBER&post type=post

In social networks, the impacts for all ALIBER programm were the following:

TOTAL TWEETS: 2.329

PARTICIPANTS ONLINE: 332

TOTAL VIEWS: 8.318.879

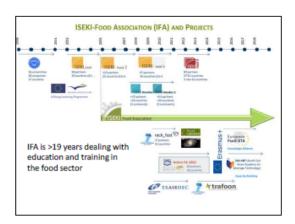
Some screenshots of social networks can be found In the Annex IV.

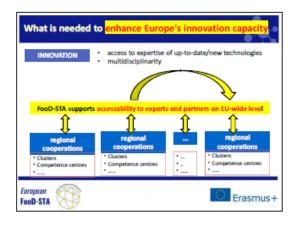


Annex I – Presentation by Gerhard Schleining













































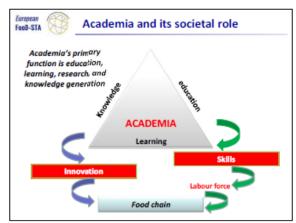


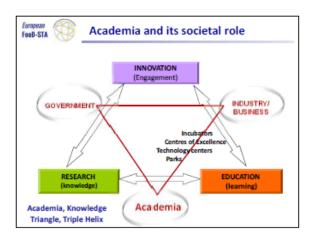




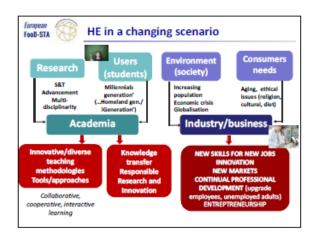
Annex II - Presentation by Paola Pittia

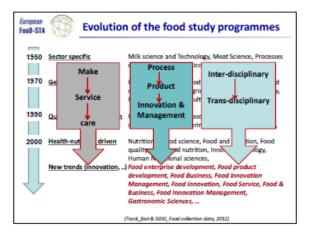




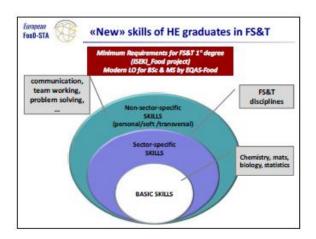






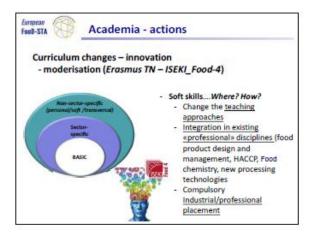


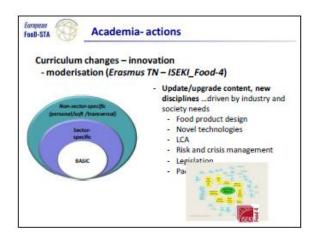


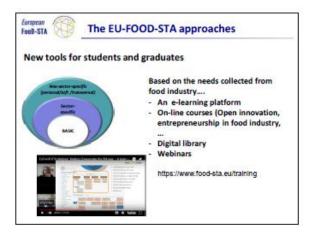




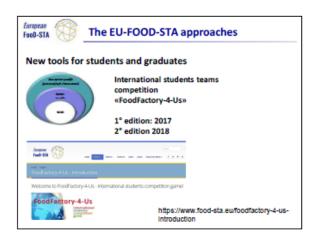




















Annex III - Presentation by Rui Costa







































































Annex IV - Screenshots of social networks



