

CONNECT4ACTION

Strategies for improving communication between social and consumer scientists, food technology developers and consumers

Informational Governance



WAGENINGEN UR
For quality of life



This project aims to improve the communication between social and consumer scientists, food technology developers and consumers in order to support the success of novel food products and their commercialisation in Europe. The core statement is that consumers' needs and preferences should be reflected in the development of new food technologies.

About CONNECT4ACTION



Lack of awareness of consumer preferences by food technology developer.

Despite developments in technology and marketing, many new food and drink products, particularly those developed using novel food technologies, are not successfully commercialised and fail early in their launch phase. Failed innovations are not only a waste of investment, but also often a missed opportunity to contribute to solving societal problems, such as health and environmental issues. Additionally, success in innovation is of high relevance to the food industry in Europe as manufacturers face a strong competition from emerging economies around the world.

The 3-year project CONNECT4ACTION (2011-2014) aims to **improve the communication between social and consumer scientists, food technology developers and consumers in order to support the success of novel food products and their commercialisation in Europe**. The core statement is that consumers' needs and preferences should be reflected in the development of new food technologies. Consequently, this will help food technology developers defining adequate solutions and improving the acceptance of novel food products.

Partners

Wageningen University (WU), French National Institute for Agricultural Research (INRA), University of Bologna (UNIBO); Arhus University (AU); European Food Information Council (EUFIC); European Federation of

Highlights project

- Identify success factors and identify potential barriers from scientific findings and from stakeholders' experience
- Conceptualise improved communication
- Develop toolbox
- Stakeholder community



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www.connect4action.eu

Food Science and Technology (EFFoST); Netherlands Organisation for Applied Scientific Research (TNO); International Association for Cereal Science and Technology (ICC); Newcastle University (UNEW); Agroscope Changins-Wädenswil Research Station (FDEA-ACW).



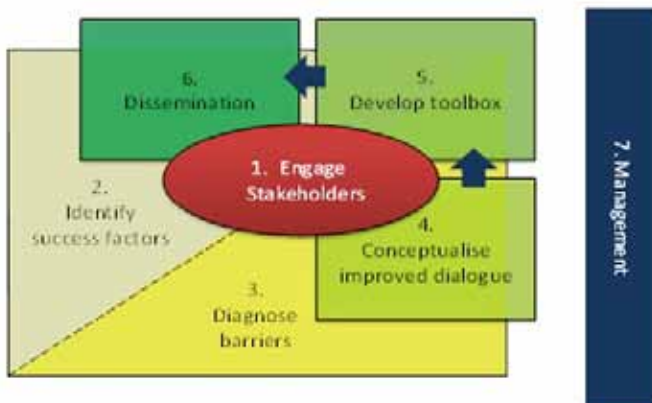
www.linkedin.com

Approach

To **identify success factors and identify potential barriers from scientific findings and from stakeholders' experiences** that underlie improved communication at various stages of the food technology development and commercialisation process.

To **conceptualise improved communication** into a framework for internal and external communication at the three different stages of market orientation (Generating, Dissemination and Responsiveness).

To **develop a toolbox** that enables interested stakeholders to improve and plan their communication strategies. The toolbox will contain various tools for various key players, but the linking pin is connecting consumer wishes to technology development.



Preliminary results Stakeholder community

More than 200 members! Online platforms, such as a stakeholder community (www.connect4action.eu) and the [LinkedIn page](#), have been created and are bringing together key stakeholders to discuss the complex issue of failed innovations. Based on this exchange between social and consumer scientists, food technology developers and consumers, CONNECT4ACTION will develop a set of concrete tools that can be used by actors with interests in novel product development to ensure effective internal and external communication.

Workshop 'Talking about food innovation'

More than 40 stakeholders of food industry and academics attended the workshop held in Bologna on the 12th of November 2013.

The objective of the workshop was to receive feedback from the audience on the usefulness of a series of tools which are being developed within the C4A project.

To get these insights embedded there are several activities to stimulate interaction and promote availability of the knowledge in future. For example the Wiki will be linked to C4A website which means open access and the support system will be linked to ISEKI PLATFORM. The C4A community will bring the stakeholders together even after the official closure of the project. The developed trainings will be online available for students and food developers from industry.

In addition a C4A embassy will be developed linked to EFFoST network in order to ensure the sustainability of the project. This embassy will actively disseminate the results of C4A after the closure of the project.

The toolbox contains:

- a **glossary of key** (multi-disciplinary) **terms** used in the food innovation process,
- a collection of **case studies** to derive lessons from experience,
- a couple of **wiki** containing the principles of consumer science (for food technologists) and the basics of food science & technology (for consumer scientists),
- an **application of a support system** able to identify early sentiments of new and emerging technologies and products,
- **instructions** for implementing an effective **communication plan**,
- an **online discussion forum**,
- and a proposal for professional and academic **trainings** on communication during the food innovation process.

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