

PRE-PROJECT FP7 "CALL" - FOOD- 2007

Search for Partners and Stakeholders

FOOD & CONSUMERS



Name of the proposal

"CONSUMER SCIENCE INNOVATION - OPEN NETWORK FOR NEW SCIENCE" - (acronym: "CSI-ONNS")

Call: COOPERATION within -Network of Excellence - on the Theme: FOOD AGRICULTURE & BIOTECHNOLOGY. FP7-KBBE-2007-1, Opening: 22 December Activity: Fork to farm: Food, Identifier: KBBE-2007-2-1-01: Networking of food consumer science in Europe and development and application of social and behavioral sciences to food research.

Project abstract

Objectives: Knowledge Based Bio-Society (KBBE) can be enhanced in Europe by bringing food-consumers directly in touch with research and industrial challenges. Malnutrition affects not only physical health (obesity, heart condition, etc.). There is growing concern across Europe about how food habits affect social behaviour (for example, bad diet often leading to

Project abstract

aggression) and the learning process; both aspects appear to be especially affecting young children. It is well known to social anthropologists that attitudes to food and drink are culturally construed; edible/inedible, tasty/disgusting, etc. are cultural categories determined by culturally specific classificatory criteria that affect good or bad integration of basic energy sources. Equally well known is the key role played by advertising in influencing consumer attitudes, transforming them into compulsive feeding habits. This Project addresses the growing demand for safer, healthier and higher quality food production. This major aim of the "**CSI-ONNS**" Project has been developed by EGOCREANET in collaboration with the University of Kent, the IUAES *Commission on Urban Anthropology* and the Italian Food For Life Platform launched by the FEDERALMENTARE. The priorities are:

- 1) to establish an EU-wide network;
- 2) to develop a complex multi-disciplinary research strategy with the objective of building up awareness among Scientists and Consumers about the importance of improving good and well-informed nutrition and dietary styles;
- 3) to establish the key relationship between new knowledge and new working methods of food production, focusing on neurological and genetically advanced knowledge and its impact on consumer's perception of changes.

Potential Partners DEC./22/06

- EGOCREANET –
www.egocreanet.it
www.edscuola.it/LRE.html
- FEDERALIMENTARE –
www.federalimentare.it
www.federalimentare.it/Documenti/ETP-5luglio2006/ETP.htm
- The University Of Kent (Department of Anthropology)
i.pardo@kent.ac.uk
- The IUAES Commission on Urban Anthropology
g.b.prato@kent.ac.uk
- The University of Birmingham (R& ES)
www.qualityliving.org
www.bham.ac.uk
- Tubitak - Turkey
www.mku.edu.tr/genel/fakulte/ziraat/gida/eykavsar.htm

Project owner

Paolo Manzelli - pmanzelli@gmail.com
Director of EGOCREANET/LRE

Proposing Committee

- Paolo Manzelli (Egocreanet: pmanzelli@gmail.com);
- Italo Pardo (Department of Anthropology, University of Kent: i.pardo@kent.ac.uk);
- Giuliana B. Prato (IUAES Commission on Urban Anthropology and University of Kent: g.b.prato@kent.ac.uk);
- Luigi Pelliccia (Federalimentare: pelliccia@federalimentare.it).

Program deadline

Deadline: 02 May 2007 at 17:00 (Brussels local time)

Partner profile looked for

The Proposing Committee c/o Paolo Manzelli (IT), is searching for partners belonging to European Universities, Research Centers, Public Organizations, Consumer Associations and SME's Association on Food and Agriculture. **NB** – The "**CSI-ONNS**" Preliminary Proposal is launched by EGOCREANET, "*not only*" aiming to be a "leader" of the project, but also wishing to contribute, as a partner, to good, established European **networks of SCIENTISTS and CONSUMERS**.

Participation

Partnership in the "**CSI-ONNS**" is encouraged from bodies belonging to the above-listed categories that subscribe the objectives of the proposed programme based on the development and dissemination of "**KBBE**" innovation, particularly oriented to develop new knowledge and new working methods through strengthening consumer science in Europe. In order to achieve the goal to "**POWER "KBBE" TO THE PEOPLE**", the "**CSI-ONNS**" partnership would take a multidisciplinary approach. Such an approach would be instrumental to the effort of developing culturally competent methods and new technologies aimed at disseminating correct information among European Consumers. In the context set out by the "**Fork to the Farm**" Programme, such a strategy would pay special attention to the complex interactions between environmental factors, genes, neurology, sensing research....etc, as part of the relationship

Duration of the project

among food nutritional innovation, prevention and reduction of malnutrition and obesity, and health programmes and consumer well being.

N.B- Following a Partnership Agreement, it will be possible to change the Specific KBBE call content and choose a more appropriated area in the 'Fork to Farm' Programme with specific reference to a consumer-oriented activity. The leadership of the project, its duration and budget will be finalized after the Consortium Agreement.

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Short Profile of the Telematics Association EGOCREANET

<http://www.egocreanet.it>



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DEC/23/2006

- "EGOCREANET" it is a telematic international non-profit association acting jointly with the Laboratory of Education Research and Innovation (LRE) of the Department of Chemistry of the University of Florence.
- EGOCREANET brings together highly talented researchers with specific skills. The aim is to establish international cooperation aimed at encouraging the complex strategy of improving the European Knowledge Society. EGOCREANET endeavours to do by improving conceptual innovation and creative alliances and carrying out various international projects.
- The EGOCREANET research team is engaged in the project, 'Consumer Science Innovation' (CSI-ONNS). The team was established in order to bring about an OPEN NETWORK FOR NEW SCIENCE in the fields of Consumer Food Science, in the context of an European "Knowledge Based Bio-Economy" aimed at promoting integrated research about what influences people food choices i.e. culture, sensory perception (taste, appearance, smell, texture), food quality, diet, nutrition, dietary lifestyles and marketing influences. This area of Consumer Study Innovation provides an opportunity to disseminate inter-disciplinary knowledge in Neurology, Genetics, Sensory Science, Biochemistry, Biotechnology, Anthropology, Food Production and Marketing and Management, in a way that contributes to an informed approach to healthy human nutrition .

Previous Activities of EGOCREANET ON FOOD & CONSUMERS INNOVATION:

- Leonardo EU project 2002- OGM & Biopollution Certification:

<http://www.edscuola.it/archivio/lre/ogm2.html>

- National Italian Project AMETISTA on Typical food Concurrency in the Global Market see:

<http://www.egocreanet.it>

<http://www.edscuola.it/archivio/lre/ametista2.htm>

<http://www.edscuola.it/archivio/lre/ametista3.htm>

- In NOV/ 13 /2006 – Egocreanet, in collaboration with FEDERALIMENTARE, organized in Florence (IT) a National Conference on Consumers Science Innovation for the Improvement of the 7FP (see: <http://www.egocreanet.it>). The debate helped decision-makers to achieve better insights into the future of consumer rights on food health and well-being.

The Key issues are:

- food chain: verify the true risks and the means to control of food safety;
 - food science: trust and mistrust of consumers about diets;
 - new efforts for the dissemination of correct alimentary knowledge;
 - neurological studies to improve informed consumer choices.
- In collaboration with the WEB Editor EDSCUOLA, Egocreanet have produced educational materials in support of a correct alimentary information and news. See:
<http://www.edscuola.it/lre.html>
 - Staff of EGOCreaNET , for the "CSI-ONNS" Project proposal will be composed by the -following experts:

Paolo Manzelli - EgoCreanet President (It); Linda Giannini - EgoCreanet (It); Carlo Nati EgoCreanet (It); Fortunati Giuseppe - Egocreanet (It); Bruno Nati - EgoCreanet (It); Roberto Cei - Egocreanet (It), Dario Cillo - Ed.Scuola (It); Giacomo Petrini – QuinConsortium - Pisa (It); Nicola Ferronato - Smile& Work (It); Fabrizio Chemeri - Map-Brain; Leonardo Piccinetti - EuroConsult (Be); Anna Russo – Educazione Alimentare (It); Riccardo Simoni- Neurologo (It).

For further information see also :

<http://www.chim1.unifi.it/group/education/index.html>.

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