



# trafooon

*Traditional Food Network to improve the transfer of knowledge for innovation*



Project no.: 613912

**Project acronym: TRAF00N**

Project title: Traditional Food Network to improve the transfer of knowledge for innovation

Instrument:  
FP7-KBBE COORDINATION AND SUPPORT ACTION  
(SUPPORTING ACTION)

**Activity 2.2:** Fork to Farm: Food (including seafood), health and well being

**Topic KBBE.2013.2.3-02:** Network for the transfer of knowledge on traditional foods to SMEs

## **Deliverable Report for D6.5**

*guidelines for successfully transferred innovations*

Due date of deliverable: M 18

Actual submission date: M 36

Start date of project: November 1<sup>st</sup> 2013

Duration: 3 years

Organisation name of lead contractor for this deliverable: UL (Partner 4)

<b>Project co-funded by the European Commission within the Seventh Framework Programme (2007-2013)</b>		
<b>Dissemination Level</b>		
<b>PU</b>	Public	<b>x</b>
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	



# trafoon

*Traditional Food Network to improve the transfer of knowledge for innovation*

## **1. Statement**

Deliverable completed.

## **2. Use and Verification of Deliverable in TRAF00N**

### **Introduction**

During 2015-2016, TRAF00N project has organized more than 55 Training Workshops (TWs) in 14 European countries with the focus on six different food product sectors: 1) grains, 2) fish, 3) vegetables, 4) mushrooms, 5) fruits and 6) olives, and general topics like food quality & food safety, and entrepreneurship. The main objective of the TWs was to allow the transfer of knowledge and innovation to SMEs, based on the analysis of the Inventory of needs (IoNs) previously performed during the Multi-stakeholder Workshops (MWs) at the beginning of the project.

TRAF00N knowledge transfer network interlinks researchers, knowledge transfer organizations and associations of SMEs on a European, national and regional level. The network acts as a mediator for the transfer of current innovative research in production and marketing of traditional food, and fosters entrepreneurship in the sector of traditional food producers.

The importance of knowledge transfer in the European food industry is obvious, especially in the case of Small and Medium Sized Enterprises (SMEs) in the food producing sector. These SMEs are increasingly under pressure due to the opening of new markets, an increasing demand of standardized and price competitive food products by the consumers, the rising importance of large retailers, and the need to conform to governmental regulations. To deal with this complex situation, the transfer of new technology and knowledge is essential, becoming an important subject of scientific research, as well as in economic and public policy.

Many obstacles that hamper the transfer of new scientific insights and innovation to SMEs have been identified, e.g. lack of trust, language and culture barriers, lack of ability to transfer knowledge to a non-specialist. Based on the experience in implementation of **TRAF00N Training Workshops on food quality and food safety (WP6)**, this document collects best practices, practical information, lessons learned and recommendations for a successfully transfer innovations to SMEs.



*Traditional Food Network to improve the transfer of knowledge for innovation*

## **Overview of organized workshops**

In total, 2 events (look at Tab. 1) were organized within WP6 (Food quality & food safety) with the aim to offer different knowledge and skills concerning buckwheat food production chain and mediteranean food and nutrition from point of view of technology, processing, quality and safety nutrition, gastronomy and culture.

<b>Workshop concerning WP6 – food quality and safety</b>	<b>Venue</b>	<b>Date</b>	<b>Responsible partner</b>
»Buckwheat between tradition and innovation«	Maribor, Slovenia	3 and 4.06.2015	University of Primorska
<b>Mediterranean Food and Nutrition</b>	Portorož Slovenija	16 and 17 .10.2015	University of Primorska

Tab 1. List of all organized training workshops within TRAF00N project, WP6 concerning food safety and quality

## **Workshops contents and structure**

Event »**Buckwheat between tradition and innovation**“ takes place 3 - 4 June 2015 in the premises of the Training Centre of Piramida in Maribor, Park Young 3, organized by the European project under the 7th Framework Programme, entitled "Traditional Food Network to Improve the transfer of knowledge for innovation (Trafoon) "and with the technical assistance of the Institute for food, nutrition and health, UP, and the Department of biotechnology and food safety BF UL Training Centre Piramida Maribor, and the promotional support in cooperation with Slovenian Association for the promotion of buckwheat Fagopyrum and European a network of European Declaration on Food, Technology and Nutrition. The event was dedicated to a review of buckwheat and its products, as well as the exchange of experiences, good practices and approaches, both in technological as well as nutritional aspect. The program consists of theoretical and practical part and in eight sections cover the entire area of the grain to the product and it touches all the advantages and disadvantages in the food supply chain food buckwheat and its products to impact on human health. Joining us as experts, representatives of local communities and representatives of socially responsible companies in the field of production and processing of buckwheat.

In two days we clustered 16 lecturers, we enjoy good practice presentations 6 in research area, 7 in development o imprudent of new products based on buckwheat, round table entitled:



# trafoon

*Traditional Food Network to improve the transfer of knowledge for innovation*

»Why buckwheat?«

And practical course how to make buckwheat products

Also this event is bringing three publications:

- Monography of 30 chapters on 325 pages dealing with five elements like General(1), Production of buckwheat(3), Quality and safety(3), Nutrition and Health aspects(5), Protected and traditional products from the grain in the Alps and the Pannonian-Mediterranean cultures(4), Selected examples of good practice in research: Showing potential practical solutions for practice(7). Selected examples of good practice in the development of new products(5), Presentation of the project "Trafoon"(2)
- And this proceeding presenting all lectures, speakers and programme on 60 pages.

Event » **MEDITERANIAN FOOD AND NUTRITION** " took place 16 - 17 October 2015 in the premises of the Life class hotels in Portorož, organized by the European project under the 7th Framework Programme, entitled "Traditional Food Network to Improve the transfer of knowledge for innovation (Trafoon) "and with the technical assistance of the Institute for food, nutrition and health, UP, and the Department of biotechnology and food safety BF UL and the promotional support in cooperation with Rotary Slovenina, and European a network of European Declaration on Food, Technology and Nutrition and Academia europea and Science and Research Centre, University of Primorska, Koper, Slovenia

It was not easy to bring this selection of eminent people and organisations on one spot. We enjoy Trafoon activity of its partners, since the dimension of this European project is just right interface for Mediterranean tradition and innovation. We are linked to EFTN activities since the European declaration on food, technology and nutrition for health supports very much Mediterranean spirit in nursing chains. And further on we have moral support from Academia Europea, since they see our activity as excellent interface between science and practice, for scholars, professional and lay public. In a way they are right. Namely key organiser of Mediterranean culinary experience and supporter of few international speakers is Rotary international district 1912 to spin out the message about Mediterranean diet to their network, which is known to be strong and oriented to man and humanism.

This event and publication has intention to gather thoughts and statements from professionals from different countries around Mediterranean basin including Slovenia. We assumed when we put together cluster of different, for Mediterranean food and nutrition relevant themes, we should show this diversity also with language. The outcome of this exercise is following publication with 27 chapters from which half are in English language written by



# trafoon

*Traditional Food Network to improve the transfer of knowledge for innovation*

professionals from dozen Mediterranean countries, what makes this publication attractive since covers on 400 pages five elements like General aspects, Technological aspects, Quality and safety aspects, Nutrition and Health aspects of Mediterranean food and nutrition and will as a consequence be good material, not just for Slovenian students and other relevant professionals who would like to have some more information about related themes in this fast developing area.

Monography of 28 chapters on 400 pages dealing with five elements like General, Technological, Quality and safety, Nutrition and Health aspects in Mediterranean food and nutrition. Special publication on 80 pages to address nutritionally lay people with the message of Mediterranean diet in 2500 copies in Slovenian language which will be distribute via Rotary channels to Slovenian public. And this proceeding presenting all lectures, speakers and all posters on 100 pages.

In two days we clustered 27 lecturers, vast majority of high international reputation. We enjoy 32 posters and two round tables entitled:

»Intangible cultural heritage and the Mediterranean diet«

»The role of the Mediterranean diet: open discussion about innovation and project proposals«

Also this event is bringing three publications:

- Monography of 27 chapters on 400 pages dealing with five elements like General, Technological, Quality and safety, Nutrition and Health aspects in Mediterranean food and nutrition.
- Special publication to address nutritionally lay-people with the message of Mediterranean diet in 2500 copies in Slovenian language which will be distributed to Slovenian public via Rotary channels.
- And this proceeding presenting all lectures, speakers and all posters on 100 pages.

## ***Selection of transferrable knowledge***

All elements of workshops were organized by researchers and professionals who are interested in applied research concerning food products, based on buckwheat or Mediterranean diet their quality safety and nutrition patterns (partners from UP, UL). These organizers also used their rich and active cooperation with other innovators and mainly with associations for organization of practical training workshops. Needed and transferrable knowledge for all workshops were identified, collected and prepared thanks to: 1) update of transferable innovations from finished national and EU projects; 2) analysis of inventory of needs from SME partners and development of suitable knowledge transfer activities, 3) SWOT analysis of buckwheat sector and 4) detailed



# trafoon

*Traditional Food Network to improve the transfer of knowledge for innovation*

discussion with SME partners during or outside of Multistakeholder workshop. At the end of this part of the project, transferrable knowledge were sorted according to topics and each workshops with special theme or topic was organized.

During the WP 6 of TRAF00N project, in total 40 EU and 29 national finished projects were analyzed and several applicable results were identified for relevant sectors mainly thanks to professional overview of partners from all WPs. Fruitful discussion between partners build relationships will be very useful for future technology development an innovation of fish sector in both countries.

### ***Preparation of training material***

Thanks to the identification of transferrable knowledge and inventory of needs as a feedback from professionals addressed in the process. The list of speakers was created after the discussion with each speaker who was selected as specialist for each topic of the workshop. During discussion with each selected speaker who agreed with his participation on the workshop detailed program with specific theme of each presentation was prepared. After that, the team of speakers of each segment of each workshop prepared all training theoretical (presentations) and practical material. Finally, all participants of training workshops received training materials prepared either in electronically form as well as traditional (printed) version (including agenda, summaries of lectures, copies of presented slides, names of speakers and contact information). Thanks to invited speakers, organizers of workshops were also prepared popular-science articles to expand the knowledge on the topics presented on workshops. We produced in total 5 publications (books) with more than 1000 pages and hundreds of slides of exceptional quality distributed to more than two hundred participants. Even, two special practical training of has been edited and conducted one on buckwheat and one on culinary experience with Mediterranean diet. All teams of prepared workshops used their possibilities to get the most modern theoretical knowledge and information and support of workshop participants with practical shows and demonstrations. It was very nice to observe all teams of working speakers, their cooperation and discussion during the preparation of each workshop. Again, new partnerships were created or old relations were fixed for future cooperation.

### ***Preparation of promotional material***

After the preparation of the workshop program and agenda, always 3-6 months before the term of each workshop, special leaflets and emails were spread among relevant community, organizations and associations etc. in





# trafoon

*Traditional Food Network to improve the transfer of knowledge for innovation*

relevant countries. Special advertisements concerning TWs were published in professional websites and special presentations were presented during different workshops, conferences and other events which were relevant. Sometime, special phone call had to use for special invitation of a management of the important company, groups and association. Always one - two weeks before each organized workshop, a special phone talks were done or e-mail were sent to all declared participants with the aim to reminder and confirm their participation. All participants during workshops received promotional gadgets with the logo of the TRAF00N project as relevant.

Generally, organizers of all workshops had very closed cooperation with different production and trade steps within food supply chain, which was very useful and fruitful but sometimes very time consuming and hard for organization. However, all times organizers kindly explained all agenda in detail. This part of the organization of workshops was very important for potential participants.

## ***Structure of the workshop***

According to our experience, the workshop for practical s should not be longer that 2 days. Longer event is boring for participants and very often people from real practice do not accept registration on such event. However, workshop divided into two days with possibility to spend an evening with special action (dinner or degustation of fish products connected with discussion or visit of some farm or experimental facilities) is very fruitful and increases professional atmosphere and effectiveness of workshop. In this case, organizers of the workshop can get better relationship with their participations compared when this workshop has not been organized with special evening action. For good acceptance and effectiveness of the workshop, the combination of theoretical and practical sessions is very useful and important. Generally, each presentation should to have time limitation (maximum around 20 minutes) with direct discussion after each presentation around 10 minutes. Sometime, discussion is the most important part of the workshop. The keeping of a time of the workshop agenda is very important during the whole workshop. Workshop was divided into several special sessions/ clusters/ topics according to specific requests or the theme with planned coffee breaks (around 15 minutes). Special discussion after each session or after each workshop day can be very fruitful as also conclusion of workshop after theoretical and practical parts of the workshop. Generally at the end of workshop, organizer of workshop should to thank to all speakers and participants with short note (promotion) of next workshop event.



# trafoon

*Traditional Food Network to improve the transfer of knowledge for innovation*

## ***Additional activities: excursions, visit, etc.***

All additional activities during or after the workshop are positively took in. We recommend to use following additional activities for the organization of workshops: preparation and edition of workshop proceeding, organization of an excursion during or after workshop, organization of special visit of laboratory, special equipment etc., offer to supply of workshop participants with free or paid professional or scientific literature such as books, handbooks, journals etc. All these mentioned additional activities were used and offered during some training workshop within WP 6 of TRAF00N project with very positive reaction of participants.

## **Designing and planning Workshops**

### ***Date (special considerations for SMEs)***

The best period for the buckwheat was found June, before the session or after the session (the end or before of summer vacation period). Subsequently, good periods are: October, November and the end of January or the whole February.

### ***Venue (accessibility, location, etc.)***

Three different strategies of localization of the prepared workshops were proposed. First, closed to organizers seat (Ljubljana, Izola nad Maribor), second in the center of country/region (central, Primorska and Štajerska) and third with cooperation with selected SMEs in host place (fpr buckwheat more Štajerska for Mediterranean cuisine more Primorska). According to our experience, the selection of venue will effect a participation on the workshop. Generally, venue must be closed to or in well-known place for the workshop participants (e.g. the best venue for Mediterranean would be cost line-Primorska). Sometime, highly attractive venue is selected for special venue as Ljubljana or special castle, lake etc., but all time this workshop is connected with higher cost and very often lower participation. Unfortunately, organization of the workshop in host place of selected SMEs partner binds to the limited number of participants. So we decided for fruitful and prolonged discussion between speakers and participants in productive site like Maribor with tradition in Buckwheat and Portorož with tradition in Mediterranean diet.

### ***Invitations (who?, when?, how?)***

We recommend organizing invitation as soon as possible before the organization of the workshop. If invitation is applied earlier that 3 months





# trafoon

*Traditional Food Network to improve the transfer of knowledge for innovation*

before the workshop special reminder must be used one - two weeks before the event. Invitation must be well organized mostly with one responsible person who must have very good view on the invitation or registration process. Multiple invitations can discourage workshop participants. Generally, three ways of the invitation is possible to organize: 1) by email which is easier, cheapest but impersonal and very often lost way, 2) by post letter which is more professional, personal, temporal but expensive and 3) by phone which is most personal, polite, very effective however very time consuming, expensive and limited.

## ***Participation of SMEs Associations as mediator***

Local professional SMEs association as GZS is very effectively helped to organizers of all workshops with the promotion, acceptance and organization of these events. Therefore we recommend to all different organizers of training workshops to cooperate with professional associations for the organization of interesting, fruitful and effective workshops. During this cooperation, all teams of workshop organizers created very good partnership with both countries and this relation will be used for future innovation in sector in Slovenia in other countries.

## ***Registration***

All organized training workshops through TRAFOON project and WP 6 used simple registration form which was part of email or letter (printed) invitation. Each participant or group of participants had to register and sent this registration form to one responsible organizer of each training workshop. Registration of participants was very needed and important for a planning of the workshop capacity including booking lecture rooms, printed proceeding, refreshments, lunches, dinners and training capacities in laboratories and culture facilities etc. For the organization of workshops connected with practical professionals is very important is apply simple and brief registration form which is not complicated. Email or phone communications are recommended for communications during the organization of training workshops.

## ***Agenda (presentations, coffee breaks and lunches, networking time)***

The program of each training was prepared several months before the term of training workshop. Each workshop was divided to several clusters7expert sessions with discussion after each presentation and session with time for coffee, lunch and dinner breaks. Special evening action as the excursion into scientific laboratories, degustation of products, etc. were organized with the combination of some social program between the first and the second



*Traditional Food Network to improve the transfer of knowledge for innovation*

workshop day. Social program including degustation of relevant products, accompanied with relevant beverages or other food products from local production is very welcomed and useful for networking activities which can have very positive effect on practical collaboration between organizers and workshop participants or between participants in the future. We have very positive experience in this regard.

## **Lessons learned**

### ***What to avoid for a successfully transferred innovations to SMEs?***

A lot of following different reasons can preclude successful transferred innovation to SMEs: poor cooperation between RTD and SME partners, limited knowledge (mainly practical) of RTD partners, lack of interest of SME partners to learnt new techniques and innovate their production, poorly organized training workshop, failure of timing during workshop. We should avoid tense, not trusty atmosphere at the event bout already at its preparation.

### ***General recommendations***

Start to organize the training workshop earlier compared latter. Organization committee must have previous experience with the organization of similar event. This team must work hardly and effectively without any personal problems in the team. Active, kindly and rich cooperation with professionals and their associations can significantly support training workshop and increase its effectiveness. Prepared printed material can positive support knowledge feedback of workshop participants. Different supporting activity such as: excursion, visiting, social program, expert discussion etc. can effectively support a networking and efficiency of workshops. Writing memo on the spot and planning further actions with specified stakeholders.

### ***Specific considerations***

We recommend to edit special book, and issue special workshop proceedings or special issue of some journal which contains detailed description and text of each workshop presentation or prepare basic or special printed material for workshop participants concerning to practical training activity. We have not any other specific considerations.

### ***Identified difference between countries***

During the organization of multistakeholder and training workshops, we identified very similar current problems and innovation needs of the sectors in



*Traditional Food Network to improve the transfer of knowledge for innovation*

the countries took place at these activities. At the same time, we found very similar position of practicals, their associations, processors and their interest to increase a collaboration with other SMEs and RTDs partners in relevant countries.