

Confindustria, 27 febbraio 2008

# Communication, Technology Transfer and Training



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Roma, 27 febbraio 2008



## Communication/Comunicazione

### Natura e obiettivo dello scopo

- Essere sistematici nel trasmettere il senso e le opportunità della piattaforma all'insieme degli stakeholders, cioè:
  - **I consumatori e la società in generale;**
  - **la comunità scientifica e il mondo dei ricercatori;**
  - **le imprese, gli imprenditori, i lavoratori e i sistemi di rappresentanza**

### Natura e obiettivo delle azioni

- Costruire sistemi di relazione comunicativa (communication networks) utilizzabili dai soggetti che debbono trarre il massimo beneficio dall'esistenza dell'IF4L, cioè:
  - **Integrare iniziative rivolte all'esterno finalizzate a fare conoscere i principali temi strategici e operativi dei programmi**
  - **Stabilire canali efficaci di dialogo tra impresa e consumatore**
  - **Stabilire legami duraturi e positivi tra le imprese e la comunità dei ricercatori**



## Challenges/Sfide

*1.1.1. Establishing an effective dialogue with society*

*1.1.2. Establishing new, simple methods for structuring existing fragmented information to SMEs and make it available, in an easily-understandable format, for factory personnel;*

La prima sfida attacca direttamente il problema di un **dialogo con i consumatori** in un momento di interesse potenzialmente grandissimo ma anche di grande confusione e pregiudizio da parte del consumatore sui temi alimentari e nutrizionali

La seconda sfida guarda al patrimonio industriale dell'industria alimentare nazionale. Si propone di predisporre e rendere rapidamente disponibili **formati di accesso delle imprese all'informazione strategica della piattaforma**, con l'auspicio di migliorarne il profilo operativo delle imprese



## Deliverables/risultati attesi

**Tre sono i risultati attesi principali**

***Challenge 1.1.1. Establishing an effective dialogue with society***

**Deliverable 1: “Food for thought: 200 questions that need an answer”**

***Challenge 1.1.2. Establishing new, simple methods for structuring existing fragmented information to SMEs and make it available, in an easily-understandable format, for factory personnel***

**Deliverable 2: “ITP Communication Network on risk perception and communication to the consumer”**

**Deliverable 3: “New communication initiatives formats for food related issues as identified by the steering committee”**



## **Training&education/Formazione ed istruzione**

### **Natura e obiettivo dello scopo**

- Incentivare ad ampio spettro iniziative, specialmente di nuova concezione, volte a potenziare e qualificare verso l'alto l'offerta formativa verso tutti i soggetti della food economy
  - **Rinnovare la formazione iniziale e continua della manodopera**
  - **unire le dimensioni tecniche e tecnologiche con quelle della scienza del consumatore**
  - **Incentivare la propensione all'investimento delle imprese (PMI in particolare) verso iniziative formative evolute ed efficaci**

### **Natura e obiettivo delle azioni**

- Incoraggiare settorialmente la formazione di una cultura innovativa del sistema di produzione attraendo talenti e competenze verso l'impresa alimentare
  - **Contribuire alla rifondazione in Italia di un FP degna di questo nome, magari proprio a partire dal settore agrindustriale**
  - **Intensificare la formazione continua con nuovi formati di erogazione e temi decisi con le imprese**
  - **Assumere la leadership culturale della Food Academy**



## Challenges/Sfide

*2.1.1. To establish and benchmark measures and mechanisms for training, including on-the-job options;*

*2.1.2. Training risk managers for logistic and large-scale retail*

Dotare il sistema di una **prima valutazione del patrimonio di competenze esistenti in Italia sulla formazione** universitaria e professionale delle discipline afferenti all'economia alimentare. Prendere accordi con le autorità (logica del libro bianco)

Iniziativa di **formazione complessa** volta a dare una cultura di base su tutti gli aspetti critici della filiera alimentare con particolare riferimento alla componente distributiva della filiera.



## Deliverables/risultati attesi

**Due sono i risultati attesi più importanti:**

*2.1.1. To establish and benchmark measures and mechanisms for training, including on-the-job options;*

**Deliverable 1:**

*“White book on the Italian provisions regarding skills formation and training on the job schemes”*

*2.1.2. Training risk managers for logistic and large-scale retail*

**Deliverable 2:**

*“Training risk managers for logistic and large-scale retail”*



## **Technology Transfer/Trasferimento tecnologico**

### **Natura e obiettivo dello scopo**

- **Sviluppare azioni concertate di trasferimento tecnologico a partire da quanto la piattaforma mette a disposizione identificando e creando un circuito di utilizzo coerente delle risorse umane e finanziarie**
  - **Benchmarking come strumento di valutazione dell'esistente**
  - **Analisi SWOT e definizione di una strategia condivisa**
  - **Collaborazione industria-università-centri di servizio**

### **Natura e obiettivo delle azioni**

- **identificare e selezionare iniziative di TT e di supporto canalizzando gli sforzi in una direzione comune**
  - **Costruzione di una rete nazionale (multilivello) di TT**
  - **Orientamento ai fabbisogni urgenti dalle PMI**
  - **Riduzione delle duplicazioni, delle finzioni e degli sprechi**



## Challenges/Sfide

- 3.1.1. *Building an observatory for innovation that SMEs can consult with the aim of obtaining information regarding legislation, statistics and patents. The observatory should also be addressed by SMEs to draw up sector studies and market surveys and identify possible innovations in the food sector.*
- 3.1.2. *A networking TT structure for the technical, economic and financial evaluation of innovation ideas and for the elaboration of a R&D business plan;*

L'Osservatorio può essere un network di risorse specificamente dedicate alle aziende. L'Osservatorio deve assolvere allo scopo di fare da incubatore di opportunità industriali settoriali e transettoriali in tre direzioni: 1) concept, b) servizi, c) consulenza.

La seconda iniziativa mira a dare supporto concreto e diretto alle imprese assistendole nella definizione di progetti speciali (a livello aziendale e sub-aziendale) in vista di innovazioni di prodotto o processo dedicate.



## Deliverables/risultati attesi

I risultati attesi della prima sfida sono piuttosto complessi.

*3.1.1. Building an observatory for innovation that SMEs can consult with the aim of obtaining information regarding legislation, statistics and patents. The observatory should also be addressed by SMEs to draw up sector studies and market surveys and identify possible innovations in the food sector*

Deliverables 1-5:

1. Job description for Techno- Scientific Mediators
2. General Repository: Knowledge base and information structure, including databases on 'centres of excellence', food research activities, Technology transfer network and centres,
3. Implementing a national network for TT and systematic innovation specialised in the food sector
4. Technology centre to realize prototypes, to optimize the food formulas, to realize pilot scale productions of new products and to train technicians in the use of the new technologies
5. **A monitoring system of the results of this differentiated communication policy in order, if necessary, to correct critical aspects**



## Deliverables/risultati attesi

*3.1.2. A networking TT structure for the technical, economic and financial evaluation of innovation ideas and for the elaboration of a R&D business plan*

### *Deliverable 6:*

*Implementing a national network for TT and systematic innovation specialise in food sector*



## Timeline/calendario (a medio termine!)

### **Comunicazione**

*Food for Thought: 200 questions that need an answer [Estate **2009**]*

*ITP Communication Network on risk perception and communication to the consumer”[Autunno-Inverno **2009-10**]*

*New communication initiatives formats for food related issues as identified by the steering committee*

### **Formazione & Istruzione**

*White book on the Italian provisions regarding skills formation and training on the job schemes [Autunno Inverno **2008-'09**]*

*Training risk managers for logistic and large-scale retail [Estate **2009**]*

*National and sector trainers will be educated at the Advanced Foundation for training and technology Transfer [Autunno-Inverno **2010-2011**]*



## Timeline/calendario (a medio termine!)

### **Trasferimento Tecnologico**

*Job description for Techno- Scientific Mediators [Inverno **2009-10**]*

*General Repository: Knowledge base and information structure, including databases on 'centres of excellence', food research activities, Technology transfer network and centres [primavera **2010**]*

*Implementing a national network for TT and systematic innovation specialised in the food sector [ Autunno-inverno **2011-12**]*

*Technology centre to realize prototypes, to optimize the food formulas, to realize pilot scale productions of new products and to train technicians in the use of the new technologies [Primavera **2012**]*

*A monitoring system of the results of this differentiated communication policy in order, if necessary, to correct critical aspects [a partire dal **2009**]*

*Implementing a national network for TT and systematic innovation specialise in food sector [primavera **2010**]*

# THE VISION – STRATEGIC RESEARCH AGENDA



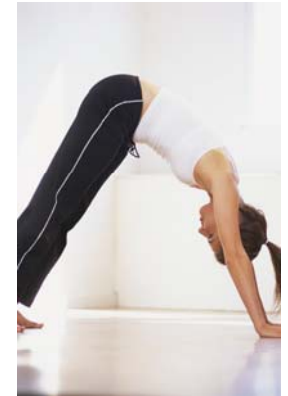
## 1<sup>ST</sup> PILLAR - FOOD & CONSUMER

- **Goal 1.** Measuring consumer behaviour in relation to food.
- **Goal 2.** Developing comprehensive models of consumer food choice processes.
- **Goal 3.** Developing strategies to induce behavioural change to improve consumer health and social responsibility.
- **Goal 4.** Promoting effective interaction with consumer groups and consumers directly through communication and public participation.
- **Goal 5.** Understanding consumer behaviour in relation to health and nutrition.
- **Goal 6.** Understanding consumer behaviour in relation to food quality and manufacturing.
- **Goal 7.** Understanding and addressing consumer concerns with food safety.
- **Goal 8.** Understanding consumers and their behaviour.
- **Goal 9.** Interaction with consumers to assess their willingness to pay for innovative products and for food chains which take into account sustainable consideration of environment, ethics and fair trade.
- **Goal 10.** Designing and testing new ways to communicate nutritional/other values to target populations, with some attention devoted to changes in “kitchen logic”.

Roma, 27 febbraio 2008

# THE VISION – STRATEGIC RESEARCH AGENDA

## 2<sup>ND</sup> PILLAR - FOOD & HEALTH



- **Goal 1.** Understanding brain function in relation to diet.
- **Goal 2.** Understanding dietary effects on immune and intestinal function.
- **Goal 3.** Understanding the link between diet and metabolic function.
- **Goal 4.** Understanding the relationship between the quality of animal products and the quality of animal breeding.
- **Goal 5.** Valorisation of healthy properties of traditional and innovative foods by using mild technologies and characterization of nutraceutical properties/components in raw materials and foods (bioactive compounds).

Roma, 27 febbraio 2008

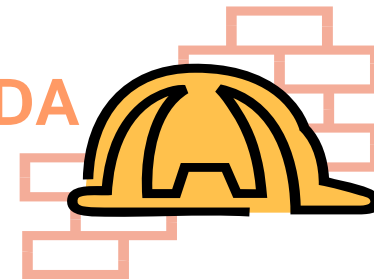
# THE VISION – STRATEGIC RESEARCH AGENDA

## 3<sup>RD</sup> PILLAR - FOOD QUALITY & MANUFACTURING

- **Goal 1.** Producing tailor-made food products.
- **Goal 2.** Improving process- and packaging design and process control.
- **Goal 3.** Improving understanding of process-structure-property relationships.

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## 4<sup>TH</sup> PILLAR - FOOD SAFETY

- **Goal 1.** Predicting and monitoring the behaviour and fate of relevant known and emerging biological hazards.
- **Goal 2.** Predicting and monitoring the behaviour and fate of relevant known and emerging chemical hazards including toxins of biological origin.
- **Goal 3.** Improving risk assessment and risk-benefit evaluation in the food chain.
- **Goal 4.** Developing tools and addressing measures to ensure safety of the food chain.

Roma, 27 febbraio 2008

# THE VISION – STRATEGIC RESEARCH AGENDA

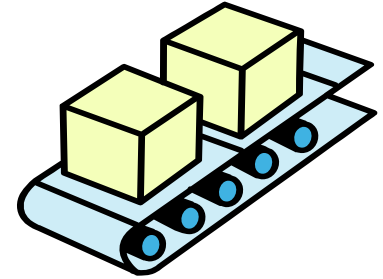


## 5<sup>TH</sup> PILLAR - SUSTAINABLE FOOD PRODUCTION

- **Goal 1.** Understanding the sustainability of food production and supply in Italy.
- **Goal 2.** Research on scenarios of future Italian food production and supply.
- **Goal 3.** Developing sustainable processing, packaging and distribution.
- **Goal 4.** Developing and implementing sustainable primary food production.
- **Goal 5.** Recycling and valorisation of food industry surplus, by-products and wastes.

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## THE VISION – STRATEGIC RESEARCH AGENDA



## 6<sup>TH</sup> PILLAR - MANAGING THE FOOD CHAIN

- **Goal 1.** Identification of possible scenarios.
- **Goal 2.** Stabilising markets and supporting food chain dynamics through the generation and preservation of trust.
- **Goal 3.** Improving the innovation potential of the food chain.
- **Goal 4.** Supporting competitiveness through integration.
- **Goal 5.** Participation of small producers in complex food chain operations.