



# **Campaign to support innovation of food industry SMEs**

## **Steps for implementation**

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# Main messages



- Increased innovation of food SMEs will bring benefits for
  - the consumers;
  - the society as a whole and
  - the businesses themselvesthrough
  - more pleasure from food, more healthy and more convenient products;
  - more jobs, better food supply;
  - increased business growth.

## Objectives

- To enhance competitiveness of food SMEs through increasing their involvement into implementation of innovation;
- To convince food industry SMEs on the benefits and feasibility of exploiting research results;
- To increase the awareness of policy makers at EU and national level on:
  - the different nature of innovation in the food sector compared to the high-tech sectors;
  - the differences in role of food industry SMEs compared to research intensive SMEs in the high-tech sectors and other non-food manufacturing sectors;
- To propose actions and measures for policy makers for enhancing implementation of research results for innovation at SMEs, including funding.

# Target groups of the campaign



- Food SMEs
- Policy makers:
  - research and innovation
  - competitiveness
  - public health
- Research providers and knowledge transfer organisations



# Coordination at European level



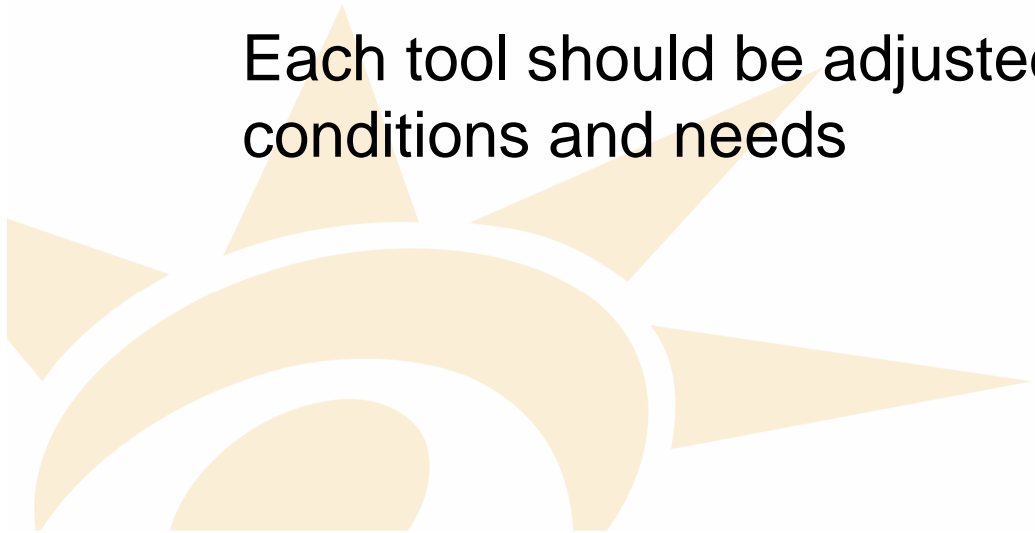
- Organisation of a Task Force to coordinate the national campaigns
- Main tasks:
  1. Developing a set communication tools in English, which can be used as a starting point by the NFTP's
  2. Define recommended timing of the actions within the selected time period
  3. Design European action of the ETP
  4. Provide assistance to the NFTP's as necessary
  5. Collect experiences



# Central communication tools

- A set of recommended general messages and specific messages for the different target groups from which the NFTP's can choose
- A letter from the NFTP's/ETP to the national and EU policy makers asking their support
- A core presentation
- A model leaflet

Each tool should be adjusted by the NFTP's to the national conditions and needs





## Main steps at national level

1. Setting up the national campaign team
  - coordinator
  - publicity manager
  - additional team members as necessary, who deliver the actions
2. Review available resources and define available budget
3. Prepare a national action plan considering agreed time schedule and tools at European level
4. Select general and specific messages according to national needs, typical way of thinking, resources barriers of innovation of food SMES
5. Develop communication tools
6. Deliver the campaign
7. Review the mid-term progress and adjust the campaign as necessary
8. Review experiences and share at European level

# Organisation of a Task Force to coordinate the national campaigns



- Leaders: D. Rossi and A. Sebők
- Julian Drausinger, Chairman of the CTTT group of the ETP
- Members of the SME Task Force
- Representative of the CIAA communication department
- Representative of 1-1 National Food Technology Platform from a
  - North-West European
  - West-European
  - Mediterranean
  - Central and East-European country



# Timing

Two alternatives

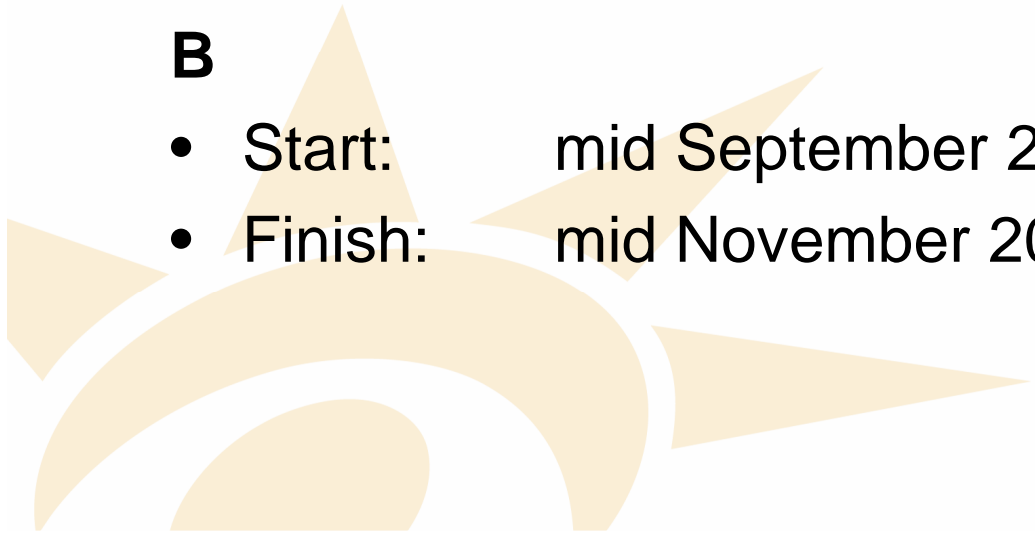
## A

- Start: at the CIBUS May 2010.
- Finish: mid July 2010.

some of the activities may be continued after that date

## B

- Start: mid September 2010.
- Finish: mid November 2010.



# Annex



- Current version of the collected messages  
(will be sent with the minutes)



*Thank you for your attention*

