

FOOD FOR GROWTH

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Why strategic influencing matters? ***The case of nutrition ad health***

**IO3 – the BSI&SA
co-working lab**

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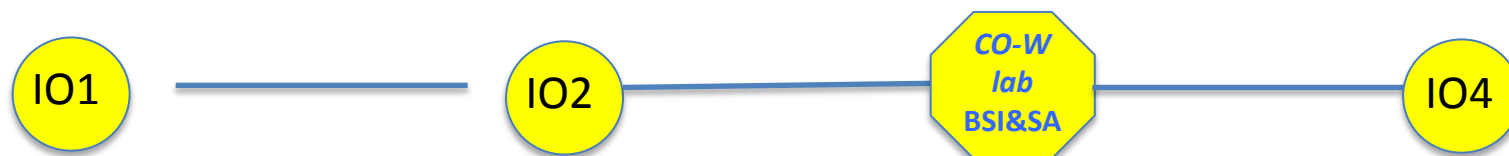
The BSI&SA co-working lab



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The Co-working lab ***Innovation in the Brewing Sector and problems of Social acceptability (BSI&SA)*** is coordinated by **OPGA** in collaboration with **ITS PARMA, SFC, Birra Menabrea** and **DISAFA -Unitorino**.

This pool of activities refer to the IO3 (*co-working experiences for food innovation*) of the project and is correlated to both IO2 (*F4G training model*) and IO4 (*Best practices of learning experiences*):



The BSI&SA co-working lab develops a **training test and a simulation game in the field of innovation in the food sector**.

BSI&SA is a cooperative initiative linking together **learners, educational providers, companies** and **societal stakeholders** to experiment *in vivo* the topic of social acceptability of innovation in the field of food manufacturing.

Content and Objectives



The BSI&SA co-working lab is a practical oriented laboratory for **VT students** in the **food technician** learning track extended to **companies** and **societal stakeholders**. The lab is aimed at testing the efficacy of a specific content of the training model, namely ***Strategic Influencing and Negotiation***.

The BSI&SA co-working lab has a focus on the topic of **social acceptability of innovations in the food sector**. For this reason the lab emphasizes the aspect of **shaping a firm strategy capable of mediating the company interest in the public arena**. Its objective is hence to make strategic influencing work as a major skill to sustain and make innovation successful.

The Co-working lab **BSI&SA** gathers different activities:

- *assisted training*
- *individual training*
- *in class training*
- *project work visits and school camps*
- *communication & validation*

What are we talking about?



BSI&SA builds up a simulated **Strategic influencing strategy** in the interest of a food company's objective of manufacturing a new product and **communicating it to the market and societal stakeholders.**

BASE STIMULUS

*The R&S branch of **medium size brewery** decides in accord with the owners to **launch a new product** specifically targeted to **young consumers**.*

*The company chooses a breakthrough content: a **Radler type beer with normal alcohol content diluted with ingredients like caffeine and taurine**, in analogy with energy drinks beverages.*

*The resulting product has **highly aggressive image, easy to communicate but socially controversial** and exposed to criticism from the **scientific community and consumers' organizations**.*

*The task is hence to **promote this product** by taking into account opportunities and resistance factors coexisting in complex societies by an active action of the influencers through a **Social Acceptability Plan** and an integrated **Communication Plan**.*

BSI&SA has been described and planned in a series of working documents:

1. ***CONTEXT and NATURE of the CO-WORKING LAB “Innovation in the Brewing sector and problems of social acceptability”***
 - It gives a justification of the co-working lab in the light of the overall targets of F4G.
1. ***DESCRIPTIONS of the CO-WORKING LAB “Innovation in the Brewing sector and problems of social acceptability”***
 - It describes the subject of the lab and illustrates the work phases and activities.
2. ***EXERCISE MATERIALS of the CO-WORKING LAB “Innovation in the Brewing sector and problems of social acceptability”***
 - It contains the class and individual work teaching and activity materials

A further document devoted to the communication and dissemination activities of BSI&SA is at present in the pipeline and will be released shortly.

Structure of BSI&SA (cont.)



BSI&SA activities are developed in two phases mixing formal training, training exercises, school camps and communication and dissemination through a network of stakeholders.

PHASE 1: Training and training exercises

- *Identification of a simulated product/process innovation*
- *Learning phase with the help of the Strategic influencing and negotiation training model F4G*
- *Working out of a feasible strategy according to the Strategic Influence principles and techniques*
- *Making of a simplified acceptability plan to manage the potential objections from stakeholders*
- *School camp with a leading company to assess and revise the acceptability plan*

PHASE 2: Communication and Validation

- *Identification of categories of relevant stakeholders*
- *Representation of the simulated innovation/diffusion: Social acceptability plan*
- *Dissemination of the acceptability strategy with stakeholders: communication plan*
- *Feed back from stakeholders*

Sequence and Timing



The **BSI&SA** co-working lab follows the time schedule of IO 3. It is part of the co-working lab effort of F4G.

SEQUENCE	AGENTS	METHODOLOGY
a. Recall of training <i>Strategic Influencing</i>	Students and coaches	In Platform training
b. Exercise in <i>Strategic Influencing</i>	Students and coaches	Class and individual work
c. Acceptability plan discussed	Students and company staff	Class and individual work + <i>School camp</i>
d. Communication/Validation	Students, partners and stakeholders	Comm & Diff. techniques

The **BSI&SA** co-working lab will yield a number of results/outcomes out of its different and articulated activities.

RESULTS

1. Validation of the flipped education training model for ***Strategic Influencing***
2. Mixed methodology (class+individual work+school camp) project assignement and exercises
3. *Social Acceptability Plan*
4. *Communication Plan*
5. Validation of the Plans

DOCUMENTS

1. Strategic Influencing and Negotiation Validation report
2. Social Accepatability Plan: final release
3. Communication Plan: final release
4. Plans validation report

Roles & responsibilities



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The **BSI&SA** co-working lab partners' effort is so distributed:

PARTNER

OSSERVATORIO
PERMANENTE GIOVANI e
ALCOOL

SISTEMI FORMATIVI
CONFINDUSTRIA

ITS PARMA

BIRRA MENABREA

DISAFA - UNITORINO

ROLES

COORDINATION + CLASS
COACHING + WRITING OF
MATERIALS + LAB VALIDATION
DOCUMENTS

CLASS COACHING + WRITING OF
MATERIALS + LAB VALIDATION
DOCUMENTS

COORDINATION OF CLASSWORK+
CLASS COACHING+ TRAINING
MODEL VALIDATION

SCHOOL CAMP + EVALUATION

F4G PLATFORM MANAGEMENT +
TRAINING MODEL VALIDATION

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