

F4G

FOOD FOR GROWTH

Increase key skills in communication and responsibility for the growth of Agroo Food

Erasmus + Project

Key Action 2 – Strategic Partnership in the field of Vocational Education and Training

2. Rationale

ASSUMPTION 1

Turnover

€1,048 billion

(↑3.1% compared to 2011)

Largest manufacturing sector
in the EU (14.6%)

Employment

4.2 million people

(↑0.4% compared to 2011)

Leading employer in the EU (15.5%)

SMEs

51.6% of food and drink turnover

64.3% of food and drink employment

❖ Growth **opportunities** in the Agrofood sector

2. Rationale

ASSUMPTION 2

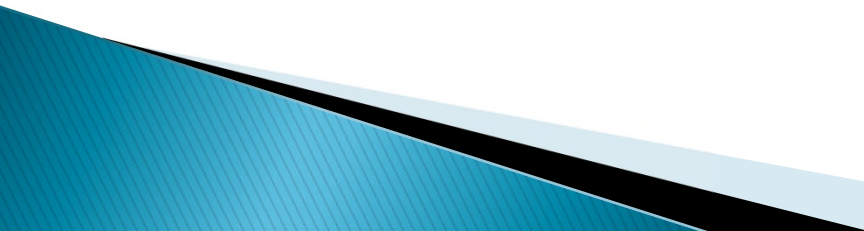


- ❖ **Innovation** is strategic key for the **growth** of the food industry

2. Rationale

ASSUMPTION 3

Companies are moving to set up an **innovation risk assessment**, in order to:

- ❖ **understanding of consumer resistance** to new and emerging technologies
 - ❖ feed the debate with consumers and stakeholders on the most appropriate risk using more "**evidence – based**" information
 - ❖ understanding the possible role of social media in the **debate on innovation**
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3. F4G STRATEGIC PARTNERSHIP



OSSERVATORIO PERMANENTE
SUI GIOVANI E L'ALCOOL *

DEVELOPING
INNOVATION

COMMUNICATE
INNOVATION

FACILITATE
SOCIAL
ACCETPABILITY

TRAINING



F4G IN A NUTSHELL

- F4G intends to develop a **training model** addressed to Technical Profiles of the Food Sector
 - This model is aimed at improving **communication skills of innovation incorporated** into the food product
 - Target countries: **ITALY, SPAIN, FRANCE**
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WORKPROGRAMME & IO



ANALYSING

Deadline: 06/2016

Output:
“Agribusiness
growth: emerging
skills and
interdisciplinary”

**Result: Multi Actor
Approach of
Innovation in
Agrifood**

TESTING

Deadline: 09/2017

Output: “F4G
Training Model”

**Result: Mixed
learning Group,
Flipped Classroom**

COWORKING

Deadline: 03/2018

Output: “Co-
working
experiences for
Food Innovation:
best practices for
training and job”

**Result: Food
Innovation project**

DISSEMINATION

Deadline: from
12/2015 to 04/2018

Output: “Best
Practices of learning
Experiences: flipped
Classroom field
guide”

**Result: Training
Model F4G**

Multiplier Event
UNITO

Multiplier Event
IRTA

Multiplier Event : FIAB-ALIMENTARIA 2018

Results and outputs

DEVELOP

- Research “Agribusiness growth: emerging skills and integrated training course”
- <http://www.food4growth.eu/>
- 4 Module on Basic Skills, Communication Plan, Strategic Influencing, Negotiation
-and more

DEFINE

- F4G training model (Flipped + CWL experience)
- Flipped methodology and learning experience to approach the skills identified as relevant to foster the dialogue between industry and consumers
-and more

PRODUCE

- Training course for teacher on “Flipped Classroom methodology”
- Testing F4G Training Model on 60 students (42 from ITS, 20 from IRTA, 20 from ECOTROPHELIA)
- **Agreements by stakeholder in Education, Agrifood Enterprises, Innovation & Research center**

Results and outputs

FOOD4GROWTH



COMMUNICATION SKILLS FOR FOOD INNOVATION



Basic skills forum



Introduction to Food 4 Growth



Questionnaire of Impact Evaluation in Training Course of F4G

Basic Skills



Strategic influencing and negotiation



Communication plan



Negotiation: the Art of dealing



Thank you for your attention!

See you soon on:

www.food4growth.eu/

