

F4G project is a 30 month project, co-financed by the European Commission in the Framework of the **Erasmus + Programme**, KA2 Strategic Partnership in the field of Vocational Education and Training.

The specific aim of the project is to build up and experiment an **innovative training model**, easily transferable to Vet national systems addressed to **technical profiles of the food sector**, aimed at **improving the communication skills** of innovation incorporated into the food product, in order to create added value in the product and a more dynamic market.

Despite the heightened consumer consciousness, information surrounding food is engendered and shaped by consumers, food firms, health authorities, academia and the media. This produces communicative divergences and often leads to the criminalization of particular products. In this context the general public receives contradictory messages, while companies, consumers and public bodies risk confrontation and conflict.

SMEs in Agro Food Sector, as strategic players deeply involved in their own communities and territories, are increasingly asked to be able to rightly inform local communities and consumers about their products, decisions and activities.

In this context it is **of paramount importance for SMEs to develop and acquire the key competences and skills in order to communicate correctly with end users** using the new channels of social networks, blogs, media in order to provide appropriate information and enhance healthy choices

This entails that technical profiles engaged in Agro Food SMEs - **both those who already are employed and students and graduates at post secondary vocational education** - are able to develop the right skills and competences and the interdisciplinary approach in order to deal with complex environments and customers' interests.



THE F4G MAIN PILLARS ARE REPRESENTED BY

The **identification of technical and cross-cutting skills** needed by companies to promote the communication of innovation to the market and to relevant stakeholders

The **development and the experimentation of an innovative training course**, supplementary to technical higher education systems, dedicated to the food industry

The implementation of innovative learning methods based on the **"Flipped Classroom"** tools and **"Co Working lab"** experience.

The **dissemination of results and methodology** at national and european level



COMMUNICATION
SKILLS
FOR FOOD
INNOVATION



Co-funded by the
Erasmus+ Programme
of the European Union

SFC SISTEMI FORMATIVE CONFINDUSTRIA

Founded in 1993, SFC - Sistemi Formativi Confindustria, is a consortium that acts on the behalf of Confindustria, the main association representing manufacturing and service companies in Italy, with a voluntary membership of more than 150,000 companies of all sizes, employing a total of 5,434,352 people. SFC mission is to design and coordinate training, research and technical assistance project in the field of Education, Innovation and Entrepreneurship at national and european level. SFC will lead the project development, coordinate the project consortium, contributing the content definition and involving the required target groups. Furthermore through its skills, SFC will develop detection tools of informal, non formal and / or tacit skills and will support the dialogue between education and business through the exchange of training practices related to business innovation and competitiveness systems.

UNIVERSITA' DI TORINO

The Università di Torino (UNITO) is a public higher education institution that offers modern training systems in accordance with 131 academic programs, 67.008 students of which 1.835 in agriculture and food technology areas. It is the sixth largest university in Italy. The Università di Torino will be involved in the definition and testing of the Food4G training model, sharing and enhancing the "Flipped Classroom" experience as a teaching tool and methodology for the training of adults already integrated in the work context.

OSSERVATORIO PERMANENTE GIOVANI E ALCOOL

The Osservatorio Permanente sui Giovani e l'Alcool is an association that, since its creation at the beginning of the 90's, has been involved in the research, study and

divulgation of scientifically grounded information on subjects related to the production, consumption and abuse of alcoholic beverages. In particular, as an expert in communication to delicate and critical segments of population and analysing and reporting consumer behaviour, it will intervene within the framework of co-working and communication actions included in the project in order to facilitate the social acceptance of innovation that F4G intends to promote.

ECOTROPHELIA

EEIG ECOTROPHELIA Europe is a European Economic Interest Group that aims to federate stakeholders from different member states around a common goal and brings together players in the food industry from 8 different countries with the aim to promote innovation in the food industry. EEIG Ecotrophelia will contribute by virtue of its specific expertise on issues of communication and innovation, Ecotrophelia helps improve the results dissemination to integrate and obtain knowledge on available innovation systems and it will support the dialogue among expertise in various disciplines.

IRTA – RICERCA I TECNOLOGIA AGROALIMENTARIES

IRTA is a public research body of the Government of Catalonia, Spain aimed to modernize and improve the agri-food sector. IrtA will contribute with the other partners to the realization of the activities and the intellectual outputs of the project. As a research centre with particular experience in the Food sector, IRTA participates in the modeling of the experimental training, in the identification and selection of "skills to innovate" with specific insights on interdisciplinarity.

FONDAZIONE ITS TECH&FOOD PARMA

The Fondazione ITS Parma was born in Parma in 2010 by order of the Ministry of Education, University and Research, thanks to the historical importance that covers the food sector of the territory, often cited as the Italian Food Valley. ITS Parma will be involved in defining methodologies, approaches, content of the FOOD4G training model and will have an active role in the model testing, involving locally a target of students / recent graduates of the course and ITS professionals from the member companies of the Fondazione.

BIRRA MENABREA

Birra Menabrea is an Italian brewing company based in Biella, in Piedmont. Under this label owned by the Thedy family, heir of the founders of the company, about 100 thousand hectolitres of beer are produced each year. The company has 38 employees, including 23 workers. The Birra Menabrea company has joined the Assobirra "Idrinkresponsibly", promoting the commitment of manufacturers of alcoholic beverages in favour of social responsibility and consumption in the name of self-regulation and control.

CASA MAS ALIMENTACION

Founded in 1996, Casa Mas Alimentacion employs 130 workers in 2013 and has a turnover of around € 17M. The R & D department develops around 30 dedicated projects per year, related to both the refinement of existing products and to the search of new products. The high use of conservation technologies, processing, distribution and products control, as well as the monitoring of food quality from the point of view of eco-compatibility of products and processes, outlines the Casa Mas Alimentacion participation in the F 4G project as a pilot element for an approach to innovation that can integrate the different techniques and stages of production.