



**SEARCH FOR PARTNERS . CONSUMER SCIENCE INNOVATION
- EGOCREANET PROPOSAL on FP7 - 2007-
Issue: FOOD&CONSUMERS**

Dear colleagues in address,

I would like to inform you about the EGOCREANET PROPOSAL of the 7 FRAMEWORK PROGRAM on FOOD & CONSUMERS SCIENCE INNOVATION. Egocreanet Telematics association starts from the consideration that our future depends on conscious understanding of life science innovation. This because economic globalisation has changed the world economic order, bringing new opportunities and new challenges on Food, Agriculture & Biotechnology. In this new economic order, Europe the problem of FOOD cannot compete unless it becomes more creative, reacts better to consumer needs and preferences and innovates more.

Security and quality needs of food production and consumption calls for a collective action to safeguard the European way of life that combines economic prosperity with solidarity. These legitimate concerns must be turned into an opportunity to enhance Europe's world-wide economic **competitiveness**.

Therefore is very easy to understand that renewable bio-resources are mostly depending through strengthening and enabling research cooperation among scientists and consumers in a way to sub stain European model of innovation of Agriculture - Biotechnology and Knowledge Society.

The main goal of EGOCREANET in the context of FOOD& CONSUMER SCIENCE INNOVATION is based on the following issues that are of proprietary relevance in order to reach large audience in European food-consumers and to support the building of Knowledge Based Bio-Economy:

- a) favouring conscious consumer satisfactions on basic needs of nutrition by means new dietary strategies;
- b) enhancing information about quality and safety of foods production "from farm to fork"
- c) developing consumer's permanent education on functional foods, novel foods, and GMO in a healthy agricultural environment
- d) facilitating easy food choices through disseminating innovative labelling methods
- e) revitalizing dietary food knowledge through advanced nutrigenomics to overcome the inadequate and standardized food intake models.

The Dead line of the CONSUMER & FOOD 7FP proposal will be the MAY 02 /2007 (hour 17.00 Bruxelles Time) see FP7-KBBE-2007-1 in: <http://cordis.europa.eu/fp7/dc/index.cfm>

The Project Proposal Implementation of CONSUMER SCIENCE INNOVATION -Open Network for new Science (acronym : CSI-ONNS) is the following:

**-Id: KBBE-2007-2-1-01 – COOP -2-2-1-01 / (NoE)
and for the WESTERN BALCAN - Id: " ICPC "CONTRIES – COO -2-2-1-02 / (SCP-SICA)**

SEE preproposal in : <http://www.egocreanet.it/contributi/nameoftheproposal.pdf>

- Step by step procedure for implementing the project- proposals:
- (notes and recommendations after the meeting of the advisory committee in Florence 29/DEC/2006)

**-12 JAN.2007 Launch in Florence (IT) of the 7 FP by APRE (see www.apre.it) events
-Till 20 JAN 07**

- all potential partners are enjoyed in a down top search for facilitating the establishment of an European Network of Excellence (NoE) "CSI-ONNS" and will be engaged in sharing methodologies of cooperation to give a first indication of the comparability of the NoE aggregation in order to guarantee scientific sound results to the requests of the call.

- 20 FEB. 07

- "dead line" for a "Letter of intent" where each potential partners propose the proper contribution to the relevance of specific research activities on CONSUMER SCIENCE INNOVATION for IMPROVING FOOD QUALITY & SAFETY CONSUMER'S RIGHTS. To define harmonized procedures will be open a forum - discussion list among the potential partners.

-Planned at about the 20. MAR .2007

CSI-ONNS – first NoE Evaluation and Implementation Meeting (will be decided together by partners if a) on line) or in presence in Florence (IT). Evaluation and Implementation of the BLUEPRINT of the project proposal will concerns.

1. Political relevance;
2. Community relevance;
3. Scientific interdisciplinary relevance;
4. Specific Thematic areas relevance in the context of the 7FP;
5. Innovative aspects relevance;
6. Consortium agreement pre-proposal;
7. Prospects for success

-Planned at about the date of 20 APRIL 2007 , in BRUXELLES or in other place

- NoE - Consortium AGREEMENT -OFFICIAL SIGNATURE in relation to the definitive version of CSI-ONNS project.
- Following details are requested to send to all the potential partners that would like to enjoy to the CSI-ONNS project proposal.

Please send your details by email to pmanzelli@gmail.com Many Thanks.
Very cordially - *Paolo Manzelli*

Name			
Job title			
Department			
Organisation			
Address			
PostCode		Country	
Telephone	+	Fax	+
E-mail	@		
	Please include me in "CSI-ONNS " Consumer's Research Innovation mailing list with the following email:		
Name			
LETTER OF INTENT	One page max, fitting the call pre-proposal: see in: http://www.egocreanet.it/contributi/nameoftheproposal.pdf		