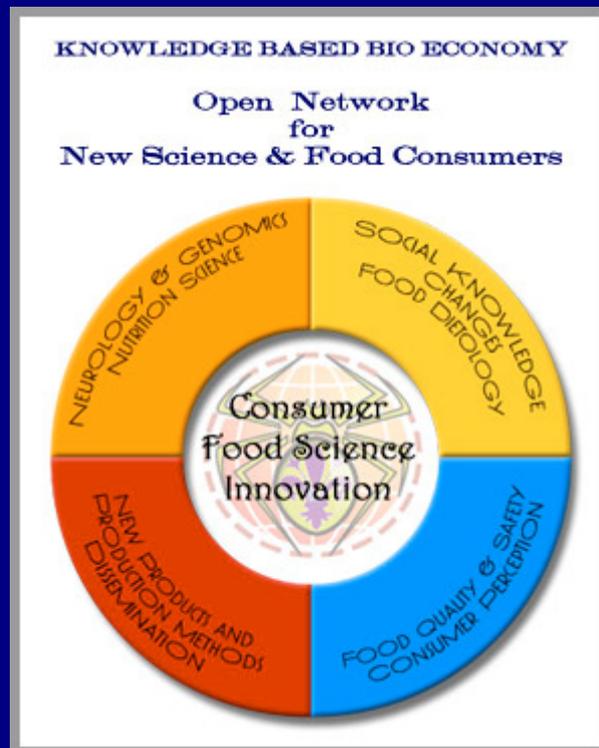


PRE-PROJECT FP7 "CALL" - FOOD- 2007 Search for Partners and Stakeholders

FOOD & CONSUMERS



Name of the proposal

"CONSUMER SCIENCE INNOVATION - OPEN NETWORK FOR NEW SCIENCE" - (acronym: "CSI-ONNS")

Call: COOPERATION within -Network of Excellence - on the Theme: FOOD AGRICULTURE & BIOTECHNOLOGY. FP7-KBBE-2007-1, Opening: 22 December Activity: Fork to farm: Food, Identifier: KBBE-2007-2-1-01: Networking of food consumer science in Europe and development and application of social and behavioral sciences to food research.

Project abstract

Objectives: Knowledge Based Bio-Society (KBBE), can be enhanced in Europe by bringing food-consumers together to the research and industrial challenges, aiming to reply to the growing demand of safer and healthier higher quality and safety of food production . Therefore the major aim of the "CSI-ONNS" Project of EGOCREANET is developed in collaboration of the Italian Food

Potential Partners DEC./22/06

For Life Platform launched by the FEDERALMENTARE to establish a networking European community and to develop a complex multi-disciplinary research to rebuilt a better confidence among Scientists and Consumers about the importance of improving good conscious nutrition and dietary styles and its relationship with new knowledge and new working methods of food production especially focusing neurological and genetics advanced knowledge impact on the consumer perception changes.

- EGOCREANET –
www.egocreanet.it
www.edscuola.it/LRE.html
- FEDERALIMENTARE –
www.federalimentare.it
www.federalimentare.it/Documenti/ETP-5luglio2006/ETP.htm
- The University of Birmingham (R& ES)
www.qualityliving.org
www.bham.ac.uk
- Tubitak - Turkey
www.mku.edu.tr/genel/fakulte/ziraat/gida/eykavsar.htm

Project owner

Paolo Manzelli - pmanzelli@gmail.com
Director of EGOCREANET/LRE

Program deadline

Deadline: 02 May 2007 at 17:00 (Brussels local time)

Partner profile looked for

EGOCREANET c/o University of Florence (IT), is searching for partners belonging to European Universities, Research Centres, Public Organizations and SME's Association on Food and Agriculture . **NB** – The " **CSI-ONNS** " preliminary proposal is launched by EGOCREANET, "*not only*" aiming to be a "leader" of the project, but also for giving a contribution as partner to good affirmed European **networks among European SCIENTISTS and CONSUMERS**

Participation

The participation as partners of the "**CSI-ONNS**" proposal can be accepted for all of the indicated partners that subscribe the objectives of the proposed program based on the development and dissemination of "**KBBE**" innovation, particularly oriented to develop new knowledge and new working methods through strengthening consumer science in Europe. - To achieve the goal to "**POWER "KBBE" TO THE PEOPLE**", the "**CSI-ONNS**" partnership would work in a multidisciplinary approach to develop culturally competent methods and novel technologies to elucidate and disseminate to the European Consumers the complex interactions from "**Fork to the Farm**" between environmental factors, genes, neurology, sensing research....etc, within the relationship of food nutritional innovation and prevention and reduction of obesity strategies of health and well being of consumers.

Duration of the project

N.B- Following the effective partnership's agreement , can be possible to change the Specific KBBE call content choosing a more appropriated area in the Form to Farm regarding a consumer oriented activity. The leadership of the project the duration and the budget will be confirmed after the Consortium Agreement.

Contact persons

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Short Profile of the Telematics Association EGOCREANET

<http://www.egocreanet.it>



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DEC/23/2006

- "EGOCREANET" it is a telematics international "no for profit" association in joint Venture with the Laboratory of Education Research and Innovation (LRE) of the Department of Chemistry of Florence University.
- EGOCREANET aggregate highly talented researchers with specific skills to realize an international cooperation to favour the complex strategy of improving the European Knowledge Society through improving conceptual innovation and creative alliances for realizing various international projects.
- The EGOCREANET research - team in the project Consumer Science Innovation (CSI-ONNS), was dedicated to aggregate an OPEN NETWORK FOR NEW SCIENCE in the fields of Consumer Food Science in the context of European "Knowledge Based Bio-Economy" to promote an integrated research about what influences people food choices i.e. culture, sensory perception (taste, appearance, smell, texture), food quality, diet, nutrition, dietary lifestyles and marketing influences. This area of Consumer Study Innovation provides an opportunity to disseminate trans-disciplinary knowledge in Neurology, Genetics, Sensory Science, Biochemistry, Biotechnology, Anthropology, Food Production and Marketing and Management, in a way to improve a conscious approach to a healthy human nutrition.

Previous Activities of EGOCREANET ON FOOD & CONSUMERS INNOVATION:

- Leonardo EU project 2002- OGM & Biopollution Certification:

<http://www.edscuola.it/archivio/lre/ogm2.html>

- National Italian Project AMETISTA on Typical food Concurrency in the Global Market see:

<http://www.egocreanet.it>

<http://www.edscuola.it/archivio/lre/ametista2.htm>

<http://www.edscuola.it/archivio/lre/ametista3.htm>

- The NOV/ 13 /2006 – Egocreanet organized in Florence (IT) in collaboration with FEDERALIMENTARI a National Conference on Consumers Science Innovation for improving 7FP (see: <http://www.egocreanet.it>). The debate was useful to help decision makers get better insight the future of consumers rights on food health and wheel being.
- The Egocreanet in collaboration with the WEB Editor EDSCUOLA, produce educational materials in support of the correct alimentary information and news. See :

<http://www.edscuola.it/lre.html>

- Staff of EGOCreaNET , for the "CSI-ONNS" Project proposal will be composed by the -following experts:

Paolo Manzelli - EgoCreanet President (It); Linda Giannini - EgoCreanet (It); Carlo Nati EgoCreanet (It); Fortunati Giuseppe - Egocreanet (It); Bruno Nati - EgoCreanet (It); Roberto Cei - Egocreanet (It), Dario Cillo - Ed.Scuola (It); Giacomo Petrini – QuinConsortium - Pisa (It); Nicola Ferronato - Smile& Work (It); Fabrizio Chemeri - Map-Brain; Leonardo Piccinetti - EuroConsult (Be).

For further information see also :

<http://www.chim1.unifi.it/group/education/index.html>.