

BENEFICIARIES

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FOCUS - BALKANS

Food Consumer Science in the Balkans



Frameworks, Protocols and Networks
for a better knowledge of food behaviours



Funded by the
European Union



**Institute of Public Health
IPH MNE
Montenegro**



Project length: 3 years : October 2008 - October 2011

Budget: Euro 3 millions

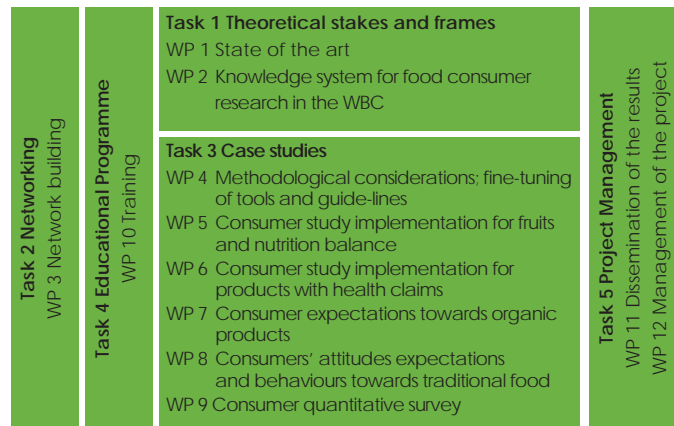
Six studied countries:

Slovenia, Croatia, Bosnia and Herzegovina, Montenegro,
the former Yugoslav Republic of Macedonia, Serbia

The **general objective** of the FOCUS-BALKANS project is to improve competencies and understanding in the field of consumer food science in the Western Balkan countries (WBC). The scientific results of the research will make important contribution to the public health and consumer protection and to the achievement of the objectives within the Seventh Research Framework Programme (FP7). The specific objectives are to:

- Develop the competences and understanding of public organisations, private enterprises and NGOs in the WBC countries regarding food consumer science (training).
- Develop a network of universities, institutes, high schools, consumer organisations, NGOs and private enterprises active in the field of food consumer science that are able to develop joint-research activities (networking).
- Have a better understanding of food consumers in the WBCs, with a focus on products with positive nutritional properties (fruits and health/Diet foods) and sustainability (organic and traditional food products).

Four studies on those markets plus one quantitative survey will systematically be conducted by WBC organisations as a mechanism for learning-by-doing.



TRAININGS & NETWORKING

Formal trainings will be organised for key research organisations in the WBCs to enable them to become familiar with state of the art methodologies, practical techniques and theories. The training activities, organised in each WBC, target a wide range of organisations from the public and private research sectors, NGOs & consumer associations. 6 regional training meetings will be designed by the project partners and associated organisations. Two open seminars will bring together a wider spectrum of stakeholders including food supply chains representatives and policy-makers. Altogether, these actors will be invited to participate in the "Food Consumer Science Balkan Network".

The research part of the programme should lead to enhance local co-operation and technical competence. The project will develop an analysis of the drivers and determinants of food consumption behaviours in the WBC on the basis of a collaboration between EU and South East Europe universities and SMEs, with the involvement of consumer organisations, which will act as main players for the diffusion of the results. The research will entirely be part of the knowledge acquisition process: the market and consumer studies (inquiries, data collection and process and synthesis) will be conducted mainly by actors in the WBC with strong support from senior experts within the consortium.

In terms of skills and knowledge related to food consumer science in the WBC, the WBC project beneficiaries will be familiar with the different variables influencing food perception and will make available data on consumer behaviour towards specific food groups. It will result in the publication of the project main findings, through reports, leaflets, brochures, articles and lists of publications.

