

Work package number	4	Start date or starting event:	1
Work package title	Methodological considerations: fine tuning of tools and guidelines		
Activity type	RTD		
Objectives			
<p>The objective of WP 4 is to organise the WP 5 to 9 on the basis of the State of the Art. The scope of the survey, the methodology and the main tools of each survey are to be accurately defined upstream of each survey together with each of the WP leaders. An appropriate work plan of each work package implementation will be prepared. A methodological follow-up will ensure surveys consistency. The main goals are to obtain the consumer surveys methodology and general conception and a description of the different steps for the implementation of protocols and their adaptation to local conditions.</p> <p>The methodologies used in each case study WP (5, 6, 7, 8 and 9) vary from one WP to the other in so far as they may be of different nature (qualitative and quantitative) but also because a certain liberty is given to the WP leader on these aspects. It will furthermore allow the WBC beneficiaries to experience the whole panel of food consumer sciences methodologies.</p>			
Description of work			
<p>This component aims at preparing each WP consumer survey. The project partners will be involved in significant data collection for the methodological key-decisions (choice of stakeholders to be interviewed, number of interviews, ...). The work package leader and assistants will propose a methodology that all assistants will amend and validate. The leader of this WP 4, together with its assistants ENITAC, ECOZEPT and LEI, will constitute a methodology group to follow up and support the achievements of the five case studies on a methodological point of view. The methodology group will give its input all along the project to frame and prepare each WP case study. WBC beneficiaries are all concerned by WP 5, WP 6, WP 7, WP 8, AND WP 9 and therefore involved in the methodology. However, more narrow exchanges will be established between the case study WP leaders and the methodology group (SMMRI, BEL, ZAG, LEI and ENITAC).</p>			
<i>Activity 4.1 Terminology clarification and references collection for each WP</i>			
<i>Activity 4.2 Legal and institutional frameworks clarification</i>			
<i>Activity 4.3 Identification of companies and main professional organisations or other stakeholders or experts for each topic covered by the surveys (linked with the WP2)</i>			
<i>Activity 4.4 Specific methods for each case study WP</i>			
<i>Activity 4.5 Preparation of the questionnaires and prescription of the data formats</i>			
<i>Activity 4.6 Work plan and tasks repartition</i>			
Deliverables			
D4.1 Description by country of the methodology to be adopted in WP5 and WP6. Month 8.			
D4.2 Description by country of the methodology to be adopted in WP7 and WP8. Month 17.			
D4.3 Description by country of the methodology to be adopted in WP9. Month 24.			