



Dissemination, exploitation and stakeholder involvement - spreading the FLABEL word

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Project characteristics

- FLABEL (Food Labelling to Advance Better Education for Life)
- 7th Framework Programme
- Small collaborative project (Contract N° 211905)
- 3 years (Aug 2008-Jul 2011)

Examples of nutrition labels in the EU

Health Check

FSA SMART

HEALTHIER CHOICE

1 portion 30 g
kcal 111
6%
GDA*

Nutrition information		
Typical values (unless as per instructions)	Per 100g	Per pack
Energy	610 kJ 146 kcal	2580 kJ 618 kcal
Protein	4.3g	26.3g
Carbohydrates of which sugars of which starch	12.8g 2.7g 10.1g	64.1g 14.4g 42.7g
Fat of which saturates mono-unsaturates polyunsaturates	8.4g 3.3g 3.3g 1.1g	35.9g 16.1g 14.8g 4.7g
Fibre	2.0g	8.5g
Salt of which sodium	0.5g 0.3g	1.9g 0.8g

Une portion de 25g vous apporte pour votre plaisir:

PER PACK

LOW Fat 4.3g
LOW Saturates 2.6g
MED Salt 1.6g
LOW Sugars 6.0g
Calories 275

Each serving contains

Calories 620 31%
Sugar 45.4g 51%
Fat 11.6g 17%
Saturates 2.8g 4%
Salt 2.8g 47%

of your guideline daily amount

nutri-pass

Each serving contains:

Sugar 14.2%
Fat 10.7%
Salt 21.0%

Calcium 14%
Vitamin D 10.4%
kcal 99.0%

of your guideline daily amount

Plaisir Nutrition Plaisir Classique Plaisir Gourmand

Dissemination work package objectives

- Disseminate and extend results of project to a wider audience at European level

Communication plan

- Target audiences
- Current attitudes and needs
- Desired change
- Tools to achieve this change

Core Objective										
To disseminate FLABEL research results to a broad European audience										
Audiences	Regulators (MS level)	Regulators (EU level)	Industry (Multinationals)	Industry (SMEs)	Retailers	Consumer Groups	NGOs	Health Professionals	Educators	Academia
Needs	To facilitate work and improve national legislation	To facilitate work and improve European legislation	To understand how nutrition information on food labels affects consumer choice	To understand how nutrition information on food labels affects consumer choice	To understand how nutrition information on food labels affects consumer choice	To understand the role of nutrition labelling in making healthy food choices	To understand the role of nutrition labelling in making healthy food choices	To understand the role of nutrition labelling in making healthy food choices	To understand the level of nutrition knowledge & the role of labelling	To learn from state of the art EU research about the role of nutrition information on labels
Comms. Objectives	"My decisions are now based upon the best possible science in an area that will affect my constituents"	"My decisions are now based upon the best possible science in an area that will affect European consumers"	"My decisions are now based upon the best possible science in an area that will affect my customers and potential customers"	"My decisions are now based upon the best possible science in an area that will affect customers and potential customers"	"My decisions are now based upon the best possible science in an area that will affect customers and potential customers"	"My positions are now based upon the best possible science in an area that will affect European consumers"	"My positions are now based upon the best possible science in an area that will affect European consumers"	"My advice is based upon the best possible science in an area that affects my patents"	"My decisions are now based upon the best possible science in an area that will affect European consumers"	"My decisions are now based upon the best possible science in an area that will affect European consumers"
Strategies	Stakeholder consultation & outreach programme	Stakeholder consultation & outreach programme	Stakeholder consultation & outreach programme	Stakeholder consultation & outreach programme	Stakeholder consultation & outreach programme	Stakeholder consultation & outreach programme	Stakeholder consultation & outreach programme	Stakeholder consultation & outreach programme	Stakeholder consultation & outreach programme	Stakeholder consultation & outreach programme
Tactics	-Media relations -Podcast of mid-term & final results -Website	-Stakeholder consult. -Podcast of mid-term & final results -Website -Peer-review articles -FLABEL leaflets -Closing workshop -Media relations	-Stakeholder consult. -Podcast of mid-term & final results -Website -Peer-review articles -FLABEL leaflets -Closing workshop -Media relations	-Stakeholder consult. -E-learning module -SF supplement -MIFM brochure -Closing seminar -Media relations	-Stakeholder consult. -Podcast of mid-term & final results -Website -FLABEL leaflets -Closing workshop -Media relations	-Stakeholder consult. -Podcast of mid-term & final results -Website -Peer-review articles -Closing workshop -Media relations	-Stakeholder consult. -Podcast of mid-term & final results -Website -Peer-review articles -Closing workshop -Media relations	-Podcast of mid-term & final results -Website -Peer-review articles -Food Today articles -Media relations	-Podcast of mid-term & final results -Website -Peer-review articles -Food Today articles -Media relations	-Stakeholder consult. -Podcast of mid-term & final results -Website -Peer-review articles -Food Today articles -Media relations



FLABEL logo



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Project website - www.flabel.org

The screenshot shows the homepage of the flabel.org website. At the top, it features the flabel logo and the tagline "Food Labelling to Advance Better Education for Life". A navigation menu includes "About Flabel", "Flabel Research", "Flabel Partners", "News", "Media Centre", and "Links". The main content area is titled "Introducing Flabel Project" and contains a welcome message: "Welcome to the Flabel (Food Labelling to Advance Better Education for Life) website. Here you can find all relevant information and latest news from the EU-funded research consortium that is dedicated for 3 years (2008 – 2011) to establish the role and identify what can be achieved when communicating nutrition information to consumers via food packaging labels." The page also includes a search bar, a print icon, and a send page icon.

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User statistics

Since launch on 24 November 2008:

- Top traffic sources
 - 35% accessed the site directly (showing high awareness of the site's existence)
 - 25% found the site via Google (top keywords were: "flabel" / "food labelling to advance better" / "flabel.org" / "www.flabel.org" / "flabel project" (showing high awareness of the project)
 - 25% referral links from EUFIC's own website www.eufic.org

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Press releases: FLABEL launch

- "First EU-funded research programme on nutrition labelling launched"
 - Issued on 24 November 2008 once www.flabel.org was live
 - 13 media clippings
 - Specialised trade press (Foodnavigator, EU Food Law Weekly)
 - Mainstream (La Repubblica)
 - EU channels (Cordis)

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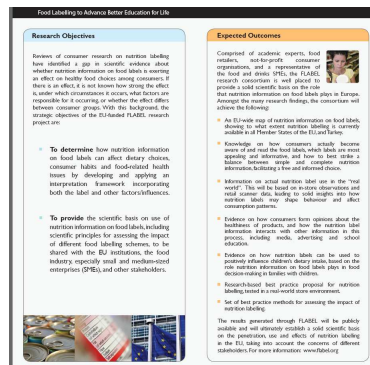
Press releases: WP1 results

- “Nutrition labelling: 85% penetration across Europe, finds EU study”
 - Issued on 30 April 2009
 - 8 media clippings
 - Specialised trade press (The Grocer, Foodnavigator, EU Food Law Weekly)

- Continues to get regular coverage (European Voice, Food and Drink Federation)

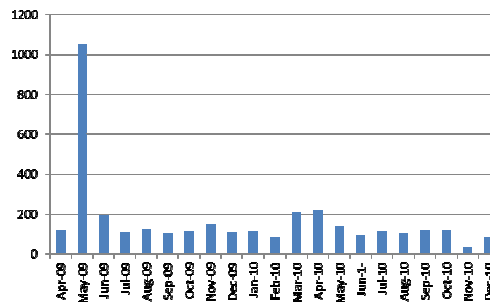
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FLABEL leaflet - 2,500 printed



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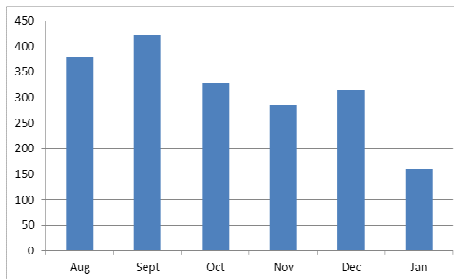
Webinar results on nutrition labelling penetration in EU27 plus Turkey



- 30 April 2009
- WP1 penetration data
- 97 people viewed the webinar live
- Subsequently 3,405 people have viewed the webinar (April 09-Dec 10)
- 258 people have viewed the Q&A session
- Continues to be viewed each month
- More info: <http://www.focusbiz.co.uk/webinars/flabel/wp1/>

Podcast: Read up! Are consumers paying attention to nutrition labels?

The screenshot shows the EUFIC website interface. At the top, there is a search bar and navigation links for 'Food Safety & Quality', 'Food Technology', 'Nutrition', 'Health & Lifestyle', 'Consumer Insights', 'Food for Thought', 'In the Spotlight', and 'Energy Research'. The main content area features a podcast player with the title 'Read up! Are consumers paying attention to nutrition labels?' and a video thumbnail showing Professor Hans van Trijp. Below the player, there is a brief description of the podcast and a bio for Professor Hans van Trijp, who is identified as a Professor of Marketing and Consumer Behaviour at Wageningen University.



- Recorded at the Euroscience Open Forum in Turin, July 2010
- How consumers are paying attention to nutrition labels
- Listen at: <http://flabel.org/en/News/FLABEL-News-Overview/>

Food Today articles

- More than 18,000 subscribers receive the printed version in DE, EN, ES, FR.
- 37,000 recipients receive Food Today electronically. Articles available in:
 - CZ, DE, EL, EN, ES, FR, HU, IT, PL, PT, SK



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Section on eufic.org

Food Safety & Quality > Home - EU initiatives

Food Technology > **FLABEL**

Nutrition >

Health & Lifestyle >

Diet-Related Diseases >

Consumer Insights >

Food for thought >

EU initiatives >

In the spotlight >

Energy Balance >



In response to the prevalence of diet-related diseases, governments and food companies increasingly promote nutrition information on food labels to help the consumer make healthy, informed food choices. The 3-year EU Seventh Framework-funded project FLABEL

(Food Labelling to Advance Better Education for Life), will provide state-of-the-art science on nutrition labels and consumer behaviour as well as best practice guidelines for future research, industry and policy-makers.

The issue

Nutrition labelling may be a quick guide to inform consumers about the pros and cons of different products, yet current use and actual effects on shopping basket composition remain largely unknown. Additionally, the different formats already in place (Nutrient tables, Traffic Light scheme, Guideline Daily Amounts (GDA), Health Logos etc.) may convey different messages, and their coexistence could be confusing rather than informing.

To thoroughly address the potential of food labelling as a useful source of nutrition information, the small collaborative project FLABEL will fully examine the aspects that lead from label availability to effects on dietary intake.

The consortium

Comprised of 12 partners ranging from academic experts, retailers, SME-representatives to not-for-profit organisations, the FLABEL research consortium is well placed to provide the definitive pan-European study on the role that nutrition information on food labels plays.

The research

FLABEL has two key research objectives:

1. To determine how nutrition information on food labels can affect dietary choices, consumer habits and food-related health issues by developing and applying an interpretation framework incorporating both the label and other

This site complies with the HONcode standard for trustworthy health information: verify here.



- www.eufic.org typically receives over 600,000 visitor sessions per month



Scientific publications & presentations



FLABEL presentations

- 17 in 2009
- 2010
- 5 Mar - FLABEL WP1 Presentation, 2nd FESNAD Conference, Barcelona
 - 2-7 July 2010 - EuroScience Open Forum, Torino, Italy
 - 11-15 July 2010 - 20th IUHPE World Conference on Health Promotion, Geneva, Switzerland
 - 17 September 2010 - Etiquetage alimentaire: Entre désir et réalité, Berne, Switzerland
 - 23-25 September 2010 - 2nd World Conference of Public Health Nutrition, Porto, Portugal

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Scientific publications

- 6 published
- 1 in revision
- 4 submitted
- 5 conference abstracts published
- 1 conference abstract accepted

Stakeholder Advisory Board

WP9 - Stakeholders

- Stakeholders Advisory Board
 - Ensure continuous communication and feed-back with key stakeholders (representatives from EU and national authorities, scientific groups, NGOs or interest groups representing the industry) who are not participating in the project
 - Convened annually to coincide with the meeting of the General Assembly

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Thank you!

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