



European Commission; Thematic Programme 1 - Quality of Life and Management of Living Resources (QoL); Key Action 1 - Food, Nutrition & Health



Assessment of the IMPACT of the EU FAIR Agri-Food Research Programme 1994-98

Contract n°QLK1-CT2000-30013

- **The challenge**
- **How we did it**
- **Main Findings**

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www.tcd.ie/Physics/People/Peter.Richmond/IMPACT/impact.html



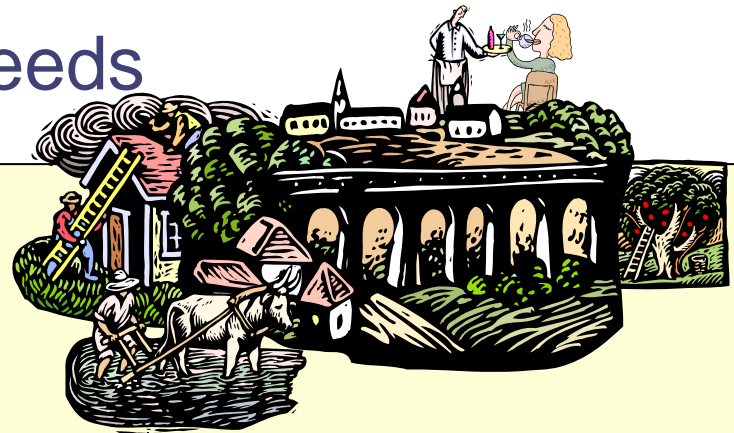
Thematic Programmes

- Information Society
- Competitive and Sustainable Growth
- Energy Environment and Sustainable Development
- Nuclear energy
- **Quality of Life & Management of Living resources**
 - **FAIR ~110 Million Euro**



FAIR Objectives

- Strengthen **competitiveness of agro-food industrial sector**
- **Strengthen science base** and build networks of focussed research activity
- Support relevant **EU policies**
- Respond to **consumer needs**





IMPACT?



- Different stakeholders have different expectations
 - What is.....?
 - Who benefits from...?
 - When can one expect....?
 - Where can one expect...?



Pragmatic Approach – 118 projects

- Interacted with all stakeholders via facilitated workshop
 - Ireland, UK, Spain, Italy (Belgium, France, Germany, Italy, UK, Spain..) & Brussels (Scientific Officers)
 - Developed concept, clarified vocabulary, heightened awareness of IMPACT
- Developed structured approach endorsed by FAIR community
 - Professional advice; piloted in Denmark, Spain and UK
- About 400 partners and coordinators responded
 - 116/118
 - Average ~3 per project
 - Much quantitative data and comment
 - High scoring, potentially high impact projects identified
- Additional direct contact with over 100 participants, independent beneficiaries, wider peer group, Marie Curie Fellows
- Internet search
- Examined the EU Food Knowledge Network Highway





Structured pragmatic 2 part approach

Questions yielding quantitative benchmarks

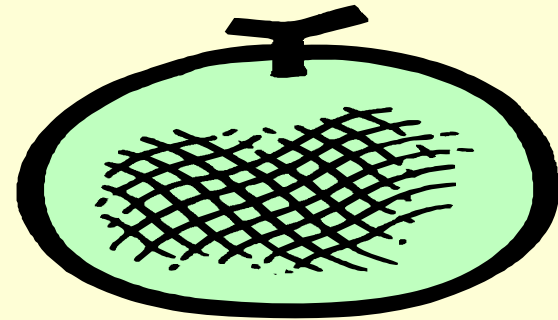
- Part A: IMPACT **domains**
 - Industrial innovation & competitiveness
 - Food science & technology
 - Policy development
 - Consumer relevance
 - Training
- Part B: 'Process factors' facilitating or inhibiting **level** of impact
 - Project management, aims, expectations
 - Follow-up
- **7 point scale**



Typical output: Feasibility of controlling melon ripening through genetic manipulation of ethylene synthesis

● Coordinator France

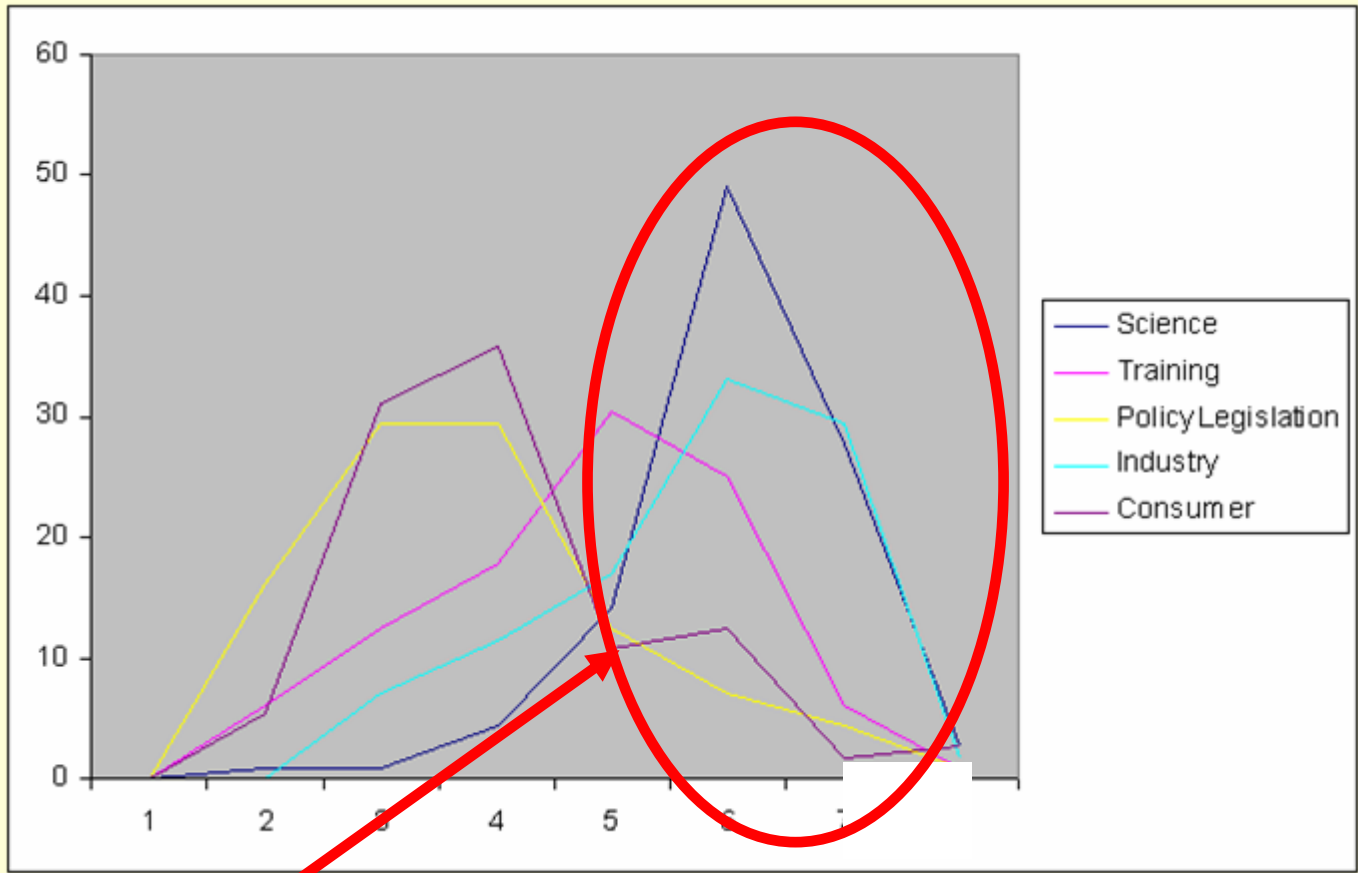
- Science 7
- Training 6
- Policy 4
- Industry 6.5
- Consumer 7



- Took science forward enormously
- Developed new line of melon; controlled and delayed ripening process
- One postdoc now has senior industry position
- Attracted industry sponsorship and international visitors
- TV programmes interested
- Discussions with Greenpeace
- Strong consumer interaction



Part A



● Identify top ranked projects in each category



Success stories

● Industrial innovation & competitiveness

- Take up & interest expressed by industry, patents, etc
 - 34 projects ranked 6 or more

● Science

- Publications, invitations to meetings, symposia
 - 18 projects ranked > 6

● Policy development

- Direct contacts with regulators, CODEX, Council of Europe, etc
 - 14 projects ranked > 6

● Consumer relevance

- Direct contacts with consumers, consumer groups & consumer affairs
 - 19 projects > 5

● Training

- Numbers of PhDs, postdoctoral fellows recruited into industry
 - 33 projects ranked > 5



Got many quotes en route

- **“EU coordinated science programmes are world class. The networks involving both academics and industries spanning the food chain are a unique and important manifestation of EU added value.”**
 - Professor David Reid, Faculty of Food Science, University of California, Davis.
- **“Participation in the network is the most important aspect of all.”**
 - Industrial partners

Networks are important



Training in FAIR

- Approached Marie Curie Association
 - ~50 contacts from database

Since 1998 I have been 'Head of Analytical Chemistry- Pharmaceutical R & D' within a Contract Research Organization. I was employed as a direct result of the experience I gained working on the FAIR project and I am very grateful to the EC for giving me the possibility to realize and complete a research project as a Marie Curie Fellow.

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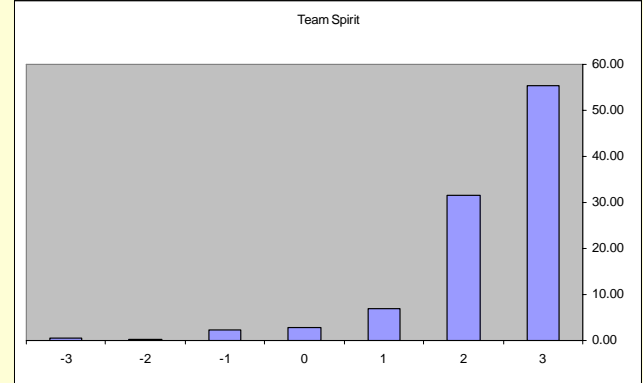
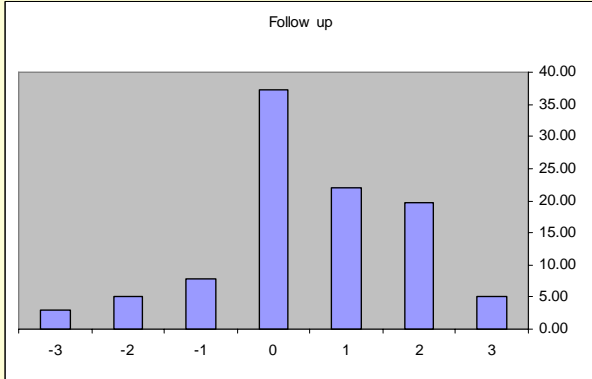


Survey Part B

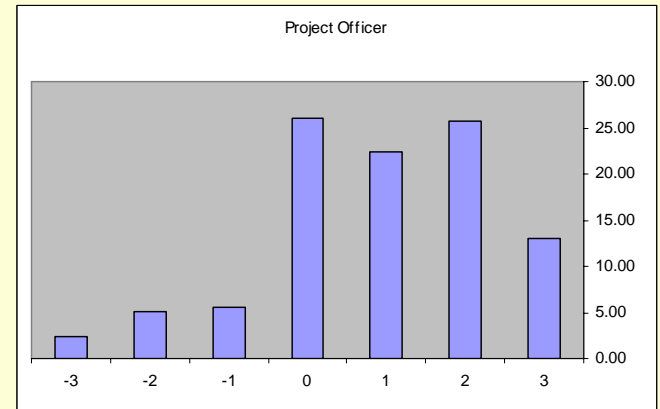
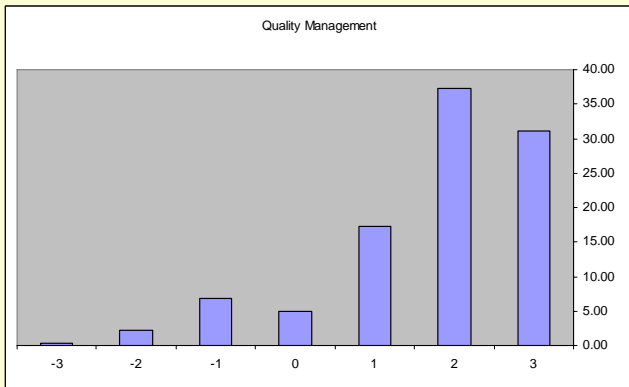
- Factors influencing **level of IMPACT** achieved
- 15 Questions e.g.
 - Quality of project management
 - Availability of follow-up funding
 - Ongoing clarity of expectations
 - Motivation.....
- Score against quantitative benchmarks
 - -3 negative,
 - 0 neutral,.....
 - +3 positive



Part B



- Identification of Independent beneficiaries...
- Team consensus
- Dissemination
- 'Esprit de corps'





Summary

- Demonstrable industrial and scientific IMPACT
 - Microbiological food safety
 - Pro & prebiotics
 - Proteomics & genomics
 - Packaging
 - High pressure technology
- Validated IMPACT on policy and consumer issues
- Valued Pan European networks
- Trained new generation of young researchers
- Some national initiatives can be traced to FAIR



Process factors

- Clarity of goals
 - Agreement and support from all partners
- Industry commitment throughout life of project
- Create strong dissemination opportunities
- Involve regulators
- Quality of contact between partners
 - Style of coordinator
 - Team spirit
 - Availability of trained staff
- Contact with scientific officer




“DG Research can be justly proud of the IMPACT made via its research programme”

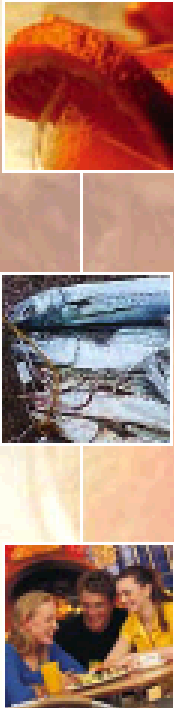
Sir Geoffrey Allen
Chancellor University of East Anglia, UK
Former Research Director Unilever &
Chairman, UK Science and Engineering
Research Council



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European Commission 



**An assessment of the IMPACT
of the EU FAIR Agri-Food
Research Programme
1994-1998**

EUR 20496

 QUALITY OF LIFE AND MANAGEMENT OF LIVING RESOURCES