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# "People's food - people's health. Towards healthy and sustainable European Food Systems"

JA2015 - GPSD [705038]

START DATE: 15/02/2018

END DATE: 14/03/2019

DURATION: 13 month(s)

CURRENT STATUS: Finalised

PROGRAMME TITLE: 3rd Health Programme (2014-2020)

PROGRAMME PRIORITY: -

CALL: Austrian EU Presidency Conference

TOPIC: Presidency conference grants - Austria

EC CONTRIBUTION: 100000 EUR

KEYWORDS: Equity, Food System, Healthy Diet, Sustainability, Systemic Approach

## Project abstract

**Objectives:** A healthy and sustainable diet must become available, affordable, acceptable and appealing for all. The main aim of the conference is to facilitate the initial dialogue between all relevant stakeholders in the food system. The conference is seen as a first step towards a healthier and more equitable food system for all.

**Activities:** To tackle obesity and therefore contributing to the halt of the current rise of NCDs a whole systems approach is needed. Access to a healthy and sustainable diet is determined by a long chain of actors along the food supply chain ranging from agricultural producers, manufactures, transport, retailers and consumers. Measures which are good for health and for other sectors can build a basis for change. These "co-benefits" need to be addressed throughout the conference and future activities.

**Persons benefiting from the project:** On the long run all people who live in the European Union should benefit from the project. At the conference itself representatives from public bodies, private entities and non-governmental-organizations involved in the food system will be invited. In total approx. 140 participants are expected to take part.

**Expected results:** As a short term goal it is expected that awareness among the participants will be raised of the impact of health on the food system and vice versa. The conference should be used as a starting point of future actions. As a long term result changes in the food system (food supply chain; food environments) are expected.

**Outputs:** A Policy brief on "Addressing co-benefits in the food system: What health can do for agriculture, environment and trade."(working title) will be produced prior to the conference. A multi-sectoral and interdisciplinary platform/knowledge hub could be established after the conference. A conference report including an overview of best and promising practice examples within the food system in different EU-member states will be produced after the conference.

# Work package

## Work Package 1: Management

Start month: 1

End month: 13

Work Package Leader: BMASGK

In order to stay within the limits of the budget allocated for the conference it is of highest importance to keep an overview of the ongoing work in the different areas. Furthermore this allows a better alignment of the work packages in general. According to the internal procedures in the Ministry, the procedures in place for the co-funding and procedures related to formal subcontracting in Austria, this work packages involves many administrative tasks.

Specific tasks:

- Coordination among the different work packages
- First estimation of costs for the conference
- Preparation of the grant agreement
- Submission of the grant agreement
- Administration of signing procedure of the grant agreement
- Bookkeeping and reporting to CHAFEA
- administrative work regarding subcontracts

## Work Package 2: Marketing and Communication- Promotion of the conference incl. invitation management

Start month: 1

End month: 10

Work Package Leader: BMASGK

For the success of the conference it is important to reach out to different target groups as early as possible. Consequently, the promotion of the topic of the conference is key to its success. The urgency to involve different sectors has to be pointed out at many different occasions (e.g. conferences, networks, Newsletter). The promotion of the conference should result in applications of a great number of participants. There are strict rules in place during the Austrian EU-presidency on how to confirm applications. To ensure a multidisciplinary audience at the conference the invitation-management needs to be very well structured and accompanied throughout the whole process from sending out a first 'save the date' to the actual confirmation of the application (including preparations and

dissemination of relevant practical information).

#### Tasks:

- preparation and update of presentations for diverse meetings/conferences
- preparation and updates of 'fact sheets' about the conference
- regular update of the process of the preparations at the national level
- regular update of the process of the preparations at the EU-Level
- regular update of the current state of preparations to the steering/scientific committee
- regular update of the official website
- preparation and dissemination of the leaflet
- preparation and dissemination of the 'save the date' via different channels (including dissemination through the permanent representation of Austria to the EU)
- preparation of practical information
- administrative cooperation with the 'Exekutivsekretariat' at the Austrian Federal Chancellery regarding the updates on the official Website and the accreditation-procedure
- booking management (accommodations)
- correspondence with participants and persons interests in participation with special requests

## Work Package 3: Evidence/Content of the conference

Start month: 1

End month: 9

Work Package Leader: BMASGK

This work package includes mostly work concerning scoping the agenda for the EU-Presidency. This includes intensive research on existing policies and initiatives in the field of nutrition and health and intensive screening of important documents (WHO, FAO, CCs, EU-Actionplans and national policy documents). Intensive Networking (seeking collaboration with MS, EC and important stakeholders) and the set up of a solid network of experts is a core element of this work package. Regular consulting with DG SANTE and with the High Level Group on Nutrition and Physical Activity is central as well. To guarantee a high level of quality a scientific and steering committee is in place to accompany the process of strategic planning and organizing the conference. To keep all partners informed about recent developments it is important to develop a sufficient communication strat.

To accompany the preparations of the conference a Policy Brief at the European Observatory on Health Systems and Policies was commissioned. This work package includes the organization and coordination of the Policy Brief. The Policy Brief will also serve as a deliverable and will be published before the conference.

#### Tasks:

- participation in different conferences and committees (announcement of the conference, networking)
- systematic research of policy documents in the field of nutrition and health on national and EU-Level
- close consultations with DG SANTE
- stakeholder mapping and analysis (in the food system)
- identifying national and international experts
- identifying potential partners (MS, NGOs, EC)
- drafting a first agenda for the conference
- constitution of the scientific and the steering committee
- feedback loops on the first draft of the conference agenda
- writing a final conference Agenda
- organization and coordination of the Policy Brief
- organization and preparation of telephone conferences
- providing feedback at various stages to the Policy Brief

## Work Package 4: Design of the conference

Start month: 1

End month: 10

Work Package Leader: BMASGK

The success of the conference is partly dependent on a well structured design. Adequate methods and materials as well as sound prepared moderation and identification and briefings of eligible keynote speakers is therefore the main focus of work package 4.

The Ministry of Labor, Social Affairs, Health and Consumer Protection is cooperating closely with the consultancy agency 'winnovation gmbh'. The agency is involved via sub-contracting.

The consultancy agency is supporting the Ministry with its experiences in carrying out unusual conferences in the public sector including open innovation processes.

#### Tasks:

- regular correspondance, meetings, phone conferences between the Minsitry and winnovation GmbH
- identifying best suitable methods for the conference according to the target groups
- preparation of methods eligible to achieve the objectives of the conference
- identifying good key note speakers according to the objectives of the conference
- Invitation managment and briefings of key note speakers
- preparation of a detailed concept for the 'spatial design' (the room situation in the venue of the conference is not very beneficial for conducting an interactive

conference. Moving to an other venue would have exceeded our budget drastically due to missing out other centrally organized benefits of the main venue for the Austrian EU-presidency- e.g. security checks, catering costs)

- preparation of a summary booklet
- briefing of moderators
- briefing of rapporteurs

## Work Package 5: Selecting good/best practice examples

Start month: 1

End month: 8

Work Package Leader: BMASGK

One main focus at the conference is the showcasing and discussion of different multi-sectorial good and best practice examples that contribute to healthy and sustainable food systems.

The scouting of these practice examples is supported by three channels:

- In cooperation with the consultancy agency (sub-contracting) the Ministry is doing a pre-search through different channels and networks for promising practices.
- The EC is going to launch a 'call for best practices' tailored to the conference.
- In Addition, EurohealthNet is giving advice according to the experiences of the Project-scouting process throughout the INHERIT-Project. In this regard, potential synergies for the Austrian conference on 'People's food - people's health. Towards healthy and sustainable European Food Systems.' and the INHERIT conference (taking place one day prior to the Austrian conference) are trying to be reached.

Tasks:

- regular exchange between the Ministry and the consultancy agency (sub-contracting)
  - pre-search of promising practices
  - regular phone conferences/Meetings with DG SANTE and regular updates with other DGs
  - dissemination of the call for best practices
  - Evaluation of best practices together with experts from JRC
  - selection of best practice examples for the conference
  - Invitation and briefings of the presenters prior to the conference
  - regular phone conferences/Meetings with EurohealthNet
- (- pre-preparation of Deliverable 5)

## Work Package 6: Social programme

Start month: 3

End month: 9

Work Package Leader: BMASGK

The organization and realization of the social program during the conference is sub-contracted to an event agency. The event agency is commissioned to organize a welcome reception (140pax) before the conference, a gala dinner (140pax) and is commissioned to support in additional organizational tasks (flight booking, correspondence with participants of the conference, hiring of additional personnel e.g. hostess).

#### Tasks:

- organization and preparation of meetings with the event agency
- regular communication with the event agency
- visiting potential event location for the welcome reception and gala dinner
- consultations about additional furnishings, decoration, technical equipment
- consultations with the catering company
- Budget planning
- comparison of different offers
- correspondence with the event agency about special wishes/needs of participants
- providing detailed information to participants (practical information: when, where, how to get there etc..)
- transport logistics - organizing sufficient transports to and from the event locations
- book keeping: invoice verification

## Work Package 7: post conference follow-up and evaluation

Start month: 8

End month: 13

Work Package Leader: BMASGK

This work package consists of the conduction of the evaluation of the conference and the preparation & dissemination of the final report. This work-package will be at least partly supported by the consultancy agency winnovation (sub-contract). The conference should result in concrete future actions. Therefore the sharing of learnings from the conference with the next trio and across networks of different sectors is of highest importance.

#### Tasks:

- preparation and conduction of evaluation of the conference (using the indicators listed and described in partB)
- preparation of the summary of good & best practice examples
- preparation & dissemination of the conference report (including detailed description of good/best practice examples)
- 'note of thanks' to all active participants; networking tasks
- reporting/sharing of 'learnings from the conference' to specific committees and

circulation of the conference report across relevant networks

## COORDINATOR



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## PARTNERS

No partners related to the current project

## Conference report

BMASGK

"People's food - people's health. Towards healthy and sustainable European Food Systems" (HP-PC-FOODSYS)

Published on: 25/04/2019

Summaries of the presentations given at the conference, the discussions and conclusions will be made available to the public in form of a well-readable, short report. Note: Clarification regarding a potential deliverable "overview of good/best practices" As described in the work packages our best practice scouting procedure is supported by three entities: DG SANTE launched a call for our conferences on the best practice portal; EurohealthNet is sharing experiences and contacts from the project INHERIT; the consultancy agency 'winnovation' helps to approach various channels within the food system. DG SANTE and EurohealthNet already have databases where descriptions of practice examples are accessible for the public. For this reason we decided to see at a later stage – dependent on number of best practice examples and internal resources - whether a detailed stand alone 'overview of good/best practices' is still reasonable. BUT: The conference report will definitely include descriptions of the practice examples presented and discussed at the conference.

## Policy brief

BMASGK

"People's food - people's health. Towards healthy and sustainable European Food Systems" (HP-PC-FOODSYS)

Published on: 11/12/2018

The policy brief will be led and covered by the European observatory for Health Systems and Policies. As it will function as a basis document for the conference, it is mentioned here as deliverable. Working title: Beyond Health: A healthy food system for meeting multiple EU policy goals

## Web-site

BMASGK

"People's food - people's health. Towards healthy and sustainable European Food Systems" (HP-PC-FOODSYS)

Published on: 11/12/2018

The official Website for the Austrian EU-Presidency has been launched in May. All public deliverables will be made accessible stepwise throughout the web-site. This will be co-organized together with the EU-department of the Ministry

for Labor, Social Affairs, Health and Consumer Protection and by the "Exekutivsekretariat" located at the Austrian Federal Chancellery.

## Summary booklet

BMASGK

"People's food - people's health. Towards healthy and sustainable European Food Systems" (HP-PC-FOODSYS)

Published on: 11/12/2018

introducing speakers, a summary of the presentation, foto and short biography

## Leaflet

BMASGK

"People's food - people's health. Towards healthy and sustainable European Food Systems" (HP-PC-FOODSYS)

Published on: 11/10/2018

A leaflet to promote the conference will be uploaded to the official website of the Austrian EU-Presidency.