

EXECUTIVE SUMMARY

DESCRIPTION

INNSENS is a project that consists of the creation of an innovative and efficient learning training program for the Food & Drink SMEs sector related with Sensory Analysis and Consumer Sciences.

Sensory and Consumer Research Sciences have been recognized as key discipline for consumer goods companies, encompassing different tools for guiding and validating the innovation process of product development and making communication and understanding between different areas of the companies easy (production, marketing, R&D).

The Project involves three main steps: exploration of the needs in the Food & Drink SMEs, creation of an on-line course (design, structure, contents, interrelationship between participants and e-platform) and piloting of the e-learning course by means of 50 European SMEs in the Food & Drink sector.

INNSENS, a European Commission funded project, executed in collaboration with 5 European partners, will provide European SMEs with abilities and competencies that will help them in the innovation process by means of vocational and educational training.

OBJECTIVES

The general project's objective is to develop an innovative and efficient e-learning training program with focus on the use of sensory and consumer sciences in the innovation and the process of development of new products.

The main aim under this objective is to improve the innovation capacities and competitiveness of food companies by means of increasing professional's knowledge and skills in this field.

Further objectives of this project are:

1. To improve the quality of the performed sensory analysis by means of the introduction of new and more practical sensory and consumer methods for SMEs
2. To improve the efficiency of the training by means to e-learning as a way to reduce the training efforts of SMEs and increase the cost/benefits of the action
3. To contribute to vocational training by means of new technologies such as Moodle, by targeting participants' relationships and by means of visual and attractive, exemplifying and visual contents.
4. Through this pilot training course to trigger others web based training initiatives in this field at a European level.
5. To promote the cooperation between R&D, marketing an sensory professionals in the process on food product innovation within SMEs.

RESULTS

The main **expected results** are:

1. The main expected result is the pilot e-learning program course focused on the use of sensory and consumer sciences in the innovation and the whole process of development of new products.
2. The development of the e-learning course will include a set of involved results such as: module contents, case studies, tests etc.
3. An exploitation plan to continue having project benefits (it will include guidelines between partners for the exploitation and valorisation of the project after its development).

BENEFITS

The **main expected benefits** are:

1. The acquisition by the European SMEs of deeper and innovative knowledge to help them in the innovation product process.
2. A better promotion of Sensory and Consumers Science in the European food industry.
3. A promotion of vocational training by means of new technologies such as Moodle, and by targeting participant's relationship and apply visual and attractive exemplified content.

PARTNERS

ainia
centro tecnológico

AINIA is the coordinator of the INNSENS project and manage the Consortium formed by the 5 partners. It supervises that project tasks are performed according to the time schedule and within the estimated budget and acts as the representative of the Consortium with the Agency. As project partner, AINIA contributes across the different Work Packages of the project, and is in particular responsible for the development of the e-platform for the e-learning training course. Besides, it is responsible for the dissemination and the exploitation of the Work Packages. It contributes to the SMEs needs exploration, course content development and its piloting.

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The role of IBA Bucuresti in the INNSENS project is leading the Work Package of Quality and Evaluation and set activities, procedures and methodologies that Consortium partner's use during the project to support quality management. Moreover, IBA actively contributes to the SME's needs exploration, course content development and its piloting.

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The main role of SIK in the INNSENS project is the piloting and evaluation of the e-learning training course. Prior to the piloting SIK will carry out a pre-piloting of the training course in its own country so that unforeseen problems can be detected.

SIK will coordinate the running of the course in each country and will make an impact evaluation of the course. SIK will also contribute across several tasks of other WPs such as SME's needs exploration and development of the course.

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The role of SSICA in the INNSENS project is to lead the analysis of the SMEs training needs. SSICA coordinates the exploration and identification of major needs affecting European SMEs on topics related to consumers and reference markets; essentially the sensory and consumer science research involved in the development of new products processes.

SSICA also contributes actively across other WP of the projects which are the development of the course and its piloting.

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UCPH's main role is the development of the actual content of the web-based program (i.e. the course material). The development includes the design of the structure, the creation of theoretical understanding and practical examples content, interactive training tasks and self-evaluations.

Moreover, UCPH actively contributes to the SMEs needs exploration and piloting of the course.

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