



## **D5.3 FOODstars leaflet**

### **WP5 Dissemination and networking**

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### **Project documentation sheet**

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Project officer	Dr. Soraya Impens
Project Coordinator	Dr. Milica Pojić
Consortium partners	FINS - Institute for Food Technology, Serbia TEAGASC - Agriculture and Food Development Authority, Ireland UNIBO - University of Bologna, Italy
Website	<a href="http://www.foodstars.uns.ac.rs">www.foodstars.uns.ac.rs</a>

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## **Abbreviations**

FINS - Institute for Food Technology, Serbia

UNIBO - University of Bologna, Italy

TEAGASC - Agriculture and Food Development Authority, Ireland

DoA - Description of Action



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## ***1 Executive summary***

The purpose of this document is to present the report on two leaflets developed during the lifetime of FOODstars project, integrated under the name *FOODstars leaflet* realized within WP5 (T5.3) of FOODstars project in compliance with the list of all deliverables as stated in FOODstars DoA.: leaflet published at the beginning of project to present the main facts of the FOODstars and leaflet published close to the end of project to present the main project achievements.

The specific objective of this deliverable is to give an overview of the content of FOODstars leaflets reflecting the main facts about the FOODstars project, the project idea behind, project partners, the main outcomes and impact achieved.



## ***I FOODstars leaflet***



## 2 First FOODstars leaflet

### 2.1 Leaflet title

The first FOODstars leaflet was published under the name *New stars are born*. In this context the term “star” was used in the figurative sense indicating a “brilliant reputation or talents”. In that sense, the aspiration of the Institute of Food Technology to step up research excellence in different disciplines of food technology has been reflected. The appearance of the title page of the first FOODstars leaflet is given in the figure below (Fig. 1).



**Figure 1.** The title page of the first FOODstars project leaflet

### 2.2 Design

The appearance of the first FOODstars leaflet follows the selected visual identity of the FOODstars project including colour scheme (blue, silver, white) and project logo. The leaflet was made in a format A5 (14.8 cm x 21 cm) landscape orientation.

### 2.3 Content

The first FOODstars leaflet comprises of three parts: *front page* which contains the project title and logo, and leaflet title, *central section* structured in a way to contain a scheme of innovative food product development cycle, the explanation what the innovative food product development cycle is, the main objective and main information about the project (project website, project partners, target groups) (Fig. 2), *back page* structured to contain legal terms and statements of the ownership and authorship of a leaflet (e.g. disclaimer), contact details (postal and e-mail address, phone number) and links to FOODstars social media (Fig. 3). The leaflet was prepared in Serbian and English language to be receptive to the wider audience.

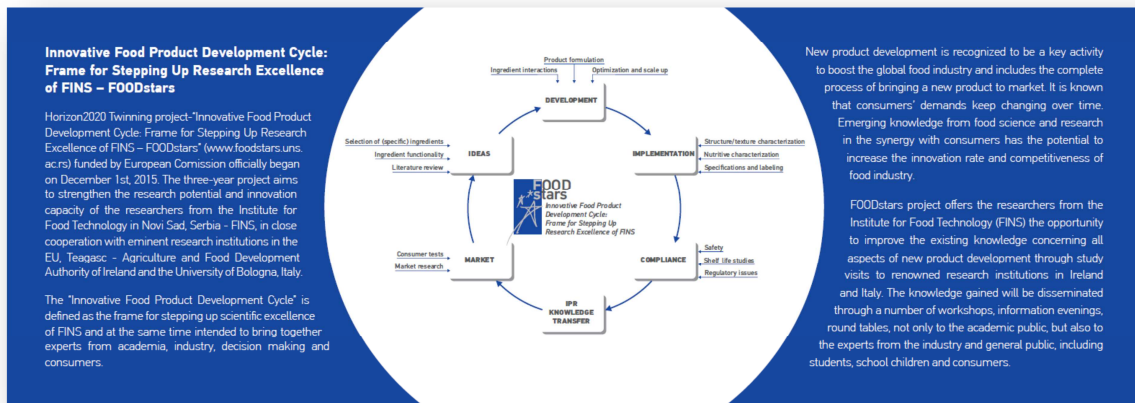


Figure 2. The central page of the first FOODstars project leaflet



Figure 3. The back page of the first FOODstars project leaflet





## ***II FOODstars leaflet***



## 3 Second FOODstars leaflet

### 3.1 Leaflet title

The first FOODstars leaflet was published under the name *Towards a sustainable future and changing marketplace ... and the stars within our reach*, reflecting FOODstars aspiration to act towards implementing actions to enable the achievement of a long-term improvement of quality of life through the creation of sustainable communities able to manage and use resources efficiently, and to exploit the power of innovation potential of all actors (science, consumers and industry) for the benefit of the economy, prosperity, and environmental protection.

### 3.2 Design

The appearance of the second FOODstars leaflet follows the selected visual identity of the FOODstars project including colour scheme (blue, silver, white) and project logo, and it is filled in with cover FOODstars photos as well as photos taken on during all FOODstars events. The leaflet was made in a format 21 cm x 21 cm.

### 3.3 Content

The second FOODstars leaflet comprises of 28 pages written bilingually in Serbian and English language. First part of a leaflet contains the explanation of the process of new food product development following the principles of open innovation (Fig. 4). Second part of a leaflet lists the project impacts and explains how they have been achieving in a receptive manner, such as:

- *Boosting industrial and economic development*
- *Stimulating innovativeness in the food industry*
- *Creating the preconditions for innovation*
- *Involving consumers in the innovation process*
- *Challenging policymakers and the civil sector* (Fig. 5).

The third part of a leaflet contains the information about the project implementation and project tasks executed, such as:

- Stepping up scientific excellence among research staff through training events, schools and workshops
- Enhancing cooperation with internationally recognised research institutions in Europe
- Collaborating with the food industry to facilitate innovative product development
- Raising awareness of innovation and knowledge transfer to industry and promotion of an entrepreneurial culture among food scientists and technologists
- Engaging with policymakers and consumers to ensure that knowledge and awareness about food is increased
- Promoting food science and technology and providing a tangible insight into food research to youngsters (Fig. 6)

The fourth part of a leaflet contains the general information about project team members – WP leaders (Fig. 7).

*The back page* is structured to contain legal terms and statements of the ownership and authorship of a leaflet (e.g. disclaimer), contact details (postal and e-mail address, phone number) and links to FOODstars social media.

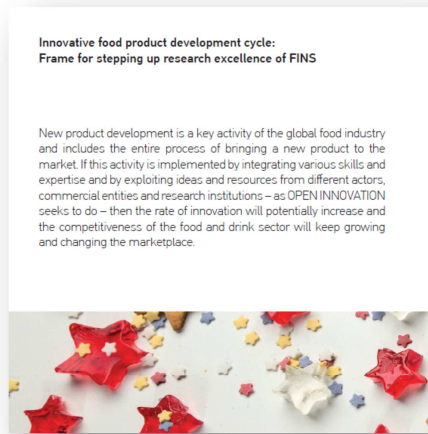


Figure 4. The first part of the second FOODstars project leaflet



Figure 5. The second part of the second FOODstars project leaflet



Figure 6. The third part of the second FOODstars project leaflet



**Figure 7.** The fourth part of the second FOODstars project leaflet

## 4 Conclusion

The general aim of the FOODstars project leaflets, to present the main facts of the project and its accomplishments was achieved by preparing text in a receptive manner (in English and Serbian language) to be easily understood by targeted stakeholders. The leaflets have been publicly available in online form through project website and in hard copy form that have been distributed at relevant project events (e.g. training, schools, outreach activities), as well as national and international scientific events.