



COMFOCUS

Community on Food Consumer Science



D 3.5 Interim report on monitoring, evaluation and recommendation of results of COMFOCUS Open Calls and VA/TNA



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Executive Summary

This interim report provides detailed information on the processes of monitoring, evaluation and recommendation of results of COMFOCUS Open Calls and VA/TNA projects until the end of October 2023. It includes the activity related to COMFOCUS Open call 1 which was launched in May 2022 and Open Call 2 which opened in April 2023.

The first Open Call provides virtual access (VA) to the Citizen Data Platform (CDP) Easy Questionnaire Tool (EQT) and invites early career researchers from academia and industry to submit their research proposals in the field of food consumer science in the domain of healthy eating. Applicants were required to use a set of harmonized measures from WP4 to enable data set integration at a later stage. The second Open Call provides transnational access (TNA) to visit and implement research proposals in 9 European laboratories equipped with cutting-edge technologies. The proposals were required to be in harmony with COMFOCUS project objectives and match the research infrastructure available.

Task 3.6 of WP3 aims to ensure that commissioned projects are progressing along agreed timescales. Concise reports will be submitted at the start and end of experiments with details of the work, a review on service provided by VA/TNA, as well as the reliability and validity of COMFOCUS harmonised guidelines, protocols and COMFOCUS Toolbox (WP3, WP4, WP5, WP6, WP7 and WP8). Summaries will focus on lessons learnt for the selection, operation and monitoring of future experiments.

As this is an interim report, the results and recommendations in the report will be useful in further addressing Task 3.6.

1. Introduction

In this report, we present and analyse the interim results derived from our monitoring and management of the open calls of COMFOCUS. Insights from Open Call 1 have informed recommendations for Open Call 2. Additionally, we outline our approach for handling COMFOCUS Open Call 2 after the selection of applicants.

COMFOCUS Open Call 1 provided virtual access to the EQT platform, accommodating up to 100 applicants. This online tool enables users to create personalized (pan-European) questionnaires focusing on self-report measures related to healthy eating. The aim of Open Call 2 is to provide an opportunity for early career researchers to gain access to European consumer science institutes specializing in psychophysiological measurements, virtual and augmented reality research, and conduct collaborative research on important food consumer science questions. Open Call 2 offered 67 positions for researchers to conduct research in one of the nine participating institutions across Europe.

Results of monitoring, evaluation, and recommendations for Open call 1 (<https://comfocus.eu/comfocus-open-call-1/>) and Open call 2 (<https://comfocus.eu/comfocus-open-call-2/>) are reported separately in the following structure:

- Kick-off meeting and information sessions for selected applicants and services/support provided
- Monitoring the research phase and communication with researchers
- Evaluation of interim results of COMFOCUS fellows
- Recommendation for task 3.5 'Mentoring and support for user' and implementation of COMFOCUS objectives

Finally, the section 4 was added to show some possible ways how explore innovation opportunities to reach maximal impact of COMFOCUS on the pan European Community on food consumer science and beyond.

2. Open call 1

2.1 Kick-off meeting for selected applicants and services/support provided.

To provide applicants with details about Open Call 1 and actively engage them in various COMFOCUS activities, several events were organised, after evaluation process. Overall Final Evaluation Report was approved by the COMFOCUS Independent Selection Panel and MC meeting on November, 2022. Successful applicants were invited for the kick-off meeting on December, 12, 2022, followed by the first information session on December, 16, 2022.

Selection results of the COMFOCUS OPEN CALL 1 include evaluation of the applications received by the deadline October, 31, 2022 as it was published and include also 2 applications received after this deadline in 2022 as the COMFOCUS consortium has decided to keep the call open in view of the project capacity. Based on evaluation 4 groups of applications have been created, depending on the quality of research proposal as follows:

1st group: excellent evaluation /4 applications/ selected

2nd group: Very good - good. Further align with COMFOCUS needed/ 9 applications/ selected

3rd group: Out of scope of COMFOCUS. Resubmission of application as an option/ 4 applications/not selected

4th group: The application does not fulfil criteria of COMFOCUS Open Call 1/5 applications/ not selected

Kick-off meeting - for selected applicants. It was organized immediately after the selection process was done and successful applicants were informed about it. Applicants were invited to the WP9 kick-off meeting on December 12, 2022, followed by the first information session on December 16, 2022. In total, 13 applicants were invited to the kick-off meeting as their projects were well linked into COMFOCUS way of thinking, concepts & harmonisation or needed just some small adjustments, in total, 22 applications were evaluated.

Kick-off meeting, on December 12, 2022, was organized with the following program:

1. Opening and brief introduction (COMFOCUS team)
2. Brief introduction of successful applicants (main researcher in case of team projects)
3. COMFOCUS and tooling developed in COMFOCUS WP5&7 for Open Call 1
4. Proposal for an information session - Friday, 16, 2022, 9 - 10 am
5. Closing

The main objective of the kick-off meeting was to familiarize the participants with the COMFOCUS project and its objectives, the objectives of Open Call 1 /VA and COMFOCUS toolbox. The participants met with project representatives and those who will support them during their research experiments.

Information sessions - Subsequently, an information session was organized on December 16, 2022 and on December 18, 2022. The records of both online events were uploaded to Google Drive and access was granted to all Open call 1 successful applicants:

https://drive.google.com/drive/u/0/folders/1VswcMFgc8bF7xiSj_CsdLFBCBHiw-xYO

Access to relevant documentation - Also, an Excel Master file (available at: https://docs.google.com/spreadsheets/d/1_Efeir3cEORyqJil421w1bDLD_2TiY65/edit#gid=1632612557, in attachment table 1) with connectors was proposed, developed and available as a starting point to liaise different teams in overlapping constructs and where they might usefully work together on the conceptual (content) side and the empirical side (combining and interlinking data). First, constructs come from the applications (original constructs) and the applicants were asked to think about additional ones.

To bring the project COMFOCUS closer to participants we used several directions, one of which was dissemination of the science talk "COMFOCUS Science talks Hans van Trip" available on YouTube: <https://youtu.be/3YGFVAsfhiY> (prepared by prof. Hans van Trijp and associate prof. Ellen van Kleef, COMFOCUS scientific coordinators). This science talk helped to increase the understanding of background and objectives of the project. To watch the video or at least listen to it as a podcast enabled to start the kick-off meeting on the same level of basic knowledge about COMFOCUS. A link to the overview of harmonised measures was provided to participants, too: <https://comfocus.eu/library/>

2.2 Monitoring the research phase and communication with researchers

Monitoring, support, and communication can be divided in two parts:

- Admin support (WP 3)
- Support and user guidance of the COMFOCUS Toolbox (WP 9)

Admin support (WP3)

Administrative support included keeping track of (new) applications and addressing common questions related to Open Call 1. Examples of questions submitted to admin support from side of applicants were

about the number of applications submitted, quality of application submitted by applicant in more details to inform the management/boss of applicant's faculty/working place, about Open Call 2 and possibilities to apply, etc.

Support and user guidance of the COMFOCUS toolbox (WP9)

The support and user guidance of the COMFOCUS toolbox included granting access to (new) applicants to the COMFOCUS toolbox, answering questions of Open Call 1 participants via email and monitoring activity in the COMFOCUS toolbox (e.g., new questionnaires created by applicants).

First, an instruction manual, as well as an instruction video for using the COMFOCUS toolbox, were created and made available for all Open Call 1 participants to support the participants in their use of the COMFOCUS toolbox. In this handbook, they could find detailed information on e.g. how to log in to the tool, how to register a study in the tool and how to create a survey in the tool. Furthermore, a separate project page was created for Open Call participants on [Basecamp](#), the online platform used within the COMFOCUS project. By using Basecamp for Open Call applicants as well, all relevant information for Open Call applicants is stored in one place (which include the documents described above, (links to) COMFOCUS documents, recordings, manuals, presentations etc.). The platform also provides opportunities for participants to interact using message boards and chats, although these functionalities were not used by the applicants. Only Open Call 1 applicants and COMFOCUS project members involved in the guidance of participants have access to this Basecamp page.

To further guide and support Open Call participants in their research and use of the COMFOCUS toolbox, Q&A sessions (via Microsoft Teams) were organised. The first Q&A session was organised in April 2023 by WP9, in collaboration with WP3. This session was meant to ask how applicants were doing and whether they had any questions, to generate some first feedback on the COMFOCUS toolbox and to provide some first updates from our side (e.g. launch of open call 2). Five (out of 14) applicants attended this session. Most applicants only explored the toolbox a little, but they were positive on its user friendliness and the detailed description of the measures. After positive responses from the applicants present on the organisation of a Q&A session, WP9 organised four more Q&A sessions (so far), spread throughout the year. During these four sessions, WP9 provided short updates on the Toolbox (e.g., new functionalities in the toolbox), discussed specific topics (e.g. data guidelines for uploading data in the COMFOCUS toolbox), and of course there was enough time for participants to ask questions or provide feedback. All Open Call 1 participants were invited to every session, although attendance was not mandatory. Perhaps due to that reason, the number of applicants attending the second till fourth Q&A session dropped, and varied from three applicants to only one applicant during the last session. After each Q&A session, the presentation was uploaded on Basecamp including a brief description of what we discussed during the Q&A session. All Open Call applicants were notified when presentations were uploaded.

Lastly, check-in emails were sent to Open Call applicants personally to ask how they were doing, whether they needed help or had any questions when we did not hear from them for a while and we did not see any activity in the COMFOCUS toolbox (e.g. no projects or surveys were created). Also for the signing of the DDA, WP9 send out a couple of (personal) emails and reminders to the applicants.

2.3 Evaluation of interim results of COMFOCUS fellows

From the 22 submitted applications, 13 passed the quality check and fit with COMFOCUS. One additional applicant has been accepted in July 2023.

All participants, including applicants and colleagues of applicants working in the same research team, were invited to the first kick off meetings in December and the Q&A sessions. Of all 14 applicants, 2 applicants dropped out because their project changed. Another 3 applicants did not reply to any of our emails. 7

applicants send back a signed Data Deposition Agreement. Of those, 6 applicants created a survey in the COMFOCUS toolbox. Only one applicant uploaded data so far, although we have been in touch with one other applicant who has finished their research, so we expect at least one additional dataset very soon.

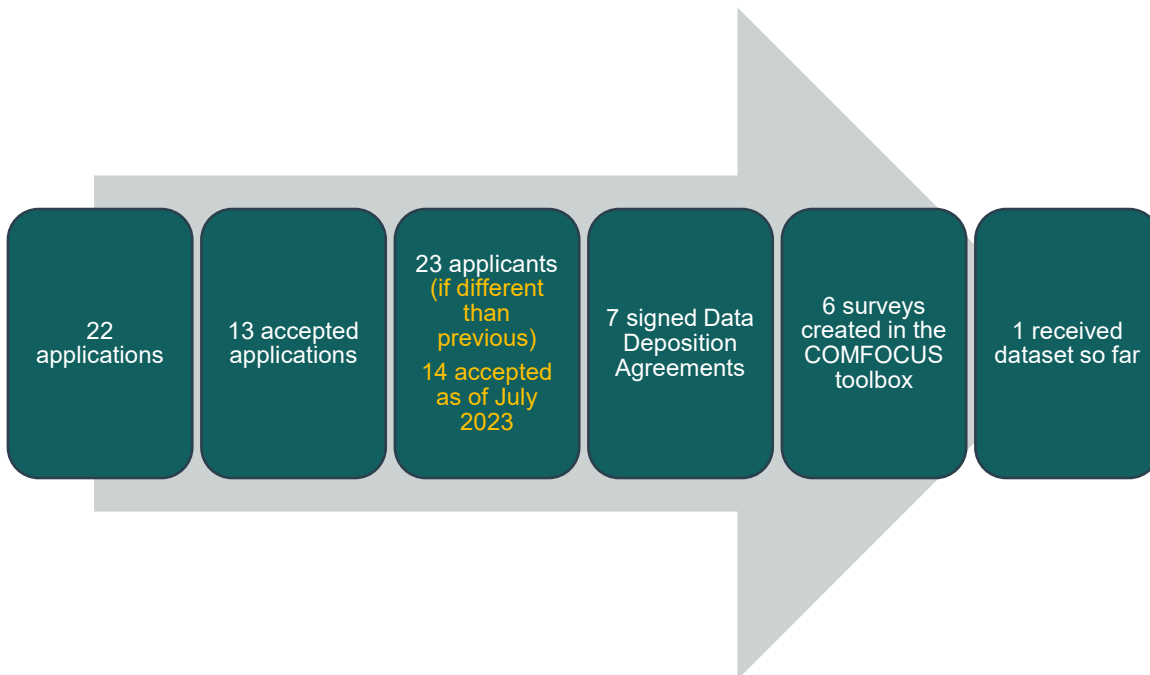


Figure 1 Flowchart of process and status of Open call 1

During Open Call 1, we experienced that keeping Open Call applicants actively involved, motivating them to use the platform and making sure datasets in the right formats are uploaded in the COMFOCUS toolbox, turned out to be far more challenging than expected. As mentioned in 2.2, several additional activities were organised to try and keep existing applicants motivated and feel involved in the COMFOCUS project. However, this did not prevent that it was hard to motivate applicants to actively participate and keep them involved. This might have been due to several reasons. First of all, benefits might have been limited for applicants. The creation of a survey within the COMFOCUS toolbox is quite a lot of work. Before the start of Open Call 1, we expected the integration with an external tool for distributing surveys (Qualtrics) to be ready to use for applicants. This would mean that applicants could export the survey they created in the Toolbox, and use it to gather data. However, as technical development of this integration took longer than expected, applicants could not (yet) use it. Therefore, the creation of a survey in the COMFOCUS toolbox, could be seen as additional work. Also the discussion platform, another tool that was promised to applicants, was not yet ready to use for the applicants. Furthermore, along the process additional 'work' for the applicants came up that was not communicated at the start of the project, such as signing a Data Deposition Agreement and adhering to data requirements for uploading data in the tool. The limited benefits and additional work might have been demotivating for applicants. Lastly, after the kick-off meetings in December it took a while before an additional session was organised. Organizing more sessions in the beginning to give all applicants a good start, might have helped in the motivation of the applicants. Recently, a short (anonymous) evaluation survey on Open Call 1 has been send out to all applicants, to get a better idea on how they experienced Open Call 1, the COMFOCUS toolbox and the support they received so far. In 2.4 we will describe some additional activities on how we could improve performance and attract new applicants to collect additional datasets.

2.4 Recommendation for task 3.5 ‘mentoring and support for users’ and implementation of COMFOCUS objectives (including risk management)

The number of applications to the COMFOCUS Open Call 1 is behind expectations. The limited number of applicants and the difficulties in keeping them involved, have consequences in terms of community building, feedback on the project and the tools developed within the project (e.g., the small number of datasets). Risk management is proposed to use to maximize the realization of opportunities to reach project milestones. Some steps and processes to overcome the situation include:

- Attract new applicants to collect additional datasets (and re-launch the promotional campaign for Open call 1)
- Distribute an evaluation survey among all Open Call 1 participants to receive feedback on process and tooling.
- Promote using the COMFOCUS toolbox in the group of Open Call 2 fellows and encourage each of them to bring one dataset to COMFOCUS (information is provided in the Handbook for COMFOCUS fellows).
- Encourage COMFOCUS partner institutions in Open call 2 to promote the COMFOCUS toolbox among their colleagues and students and bring one dataset per institution at least.

The risk of sufficient data inability was discussed during the F2F meeting on May 31, 2023, with **project officer on July, 25, 2023**, and also during **International Advisory Board (IAB) on October, 11, 2023**. Different mitigation activities are currently reviewed. **Members of IAB discussed** the status and learning points of OC1 and OC2. As possible solutions how to make OC1 more successful they mentioned: students from NoldusHUB and other partner institution who can collect the data, support of clear communication of benefits among OC1 and OC2 participants, clear vision and project definition, innovative approach and added value, building food consumer science communities using various events. COMFOCUS has come a long way, but also does not what to give up. At least, get into the direction.

Discussion and meeting with **project officer** included also risk taskforces, lack of data and lack of applicants including. OC1 is not providing sufficient data, so backup options were discussed as follows:

- Package deal with Open Call #2 (applicants of Open Call 2 can also make use of Open Call 1)
- Open the Open Call 1 for a longer period, so that researchers can ‘drop in’ later: has not provided the results needed.
- Give the participants a small funding for participating.
- Collect own data needs to be broad and diversified. Different questionnaires needed.
- Use existing data files: each consortium member to submit their data file and simulate harmonized measures.
- Use simulated data (COMFOCUS wants to show proof of principle)

3. Open call 2

3.1 Kick-off meetings for selected applicants and services/support provided.

Open Call 2 provides transnational research access (TNA) to partner research infrastructure, so the TNAs performed the feasibility check as a part of the overall evaluation, starting September 5, 2023 (in three cycles). Individually TNA kick-off meetings account for the first meeting with successful fellows once the selection process for TNA is completed.

Selection process was organized based on Open call 2, launched (hybrid mode) on April, 19, 2023 as a part of workshop Sharing best practices among food consumer science experts at the Slovak University of Agriculture in Nitra, Slovakia and whole Open call 2 document is available on website: <https://comfocus.eu/comfocus-open-call-2/>. The launch of Open call 2 was followed by **Information and Q&A session** (May 4, August, 8, 2023) and **Online Visit of the European Research Infrastructure** organized on June, 13, 2023 at the University of Economics, Krakov, Poland (hybrid mode).

To the first deadline of Open call 2, June 19, 2023, we received 43 applications and to the second deadline of the Open call 2, August 19, 2023, we received 62 applications. As there were 67 research positions open, we did not close the Open call 2 strictly, but we remained open it to new applications. In this way until the end of August we received 2 additional applications (and other three applications during September October 2023).

The evaluation process, started on August 21, 2023 and consisted of four phases:

- **Phase 1** involved an **eligibility check** and was done by WP2 and WP3. The application form included the employer's or head of department's consent to the application, without this document the applicants have been notified (just one applicant did not deliver the letter of consent until the end of evaluation process and was excluded)

- **Phase 2:** scientific coordinators of COMFOCUS project evaluated the proposals with focus on research background and research design (topic, questions/hypothesis, contribution) and they stated that all the applications fulfil criteria of the Open call 2. **Individual research evaluation** was done by September 1, 2023. They took „first come, first serve“ approach and allocated 60 applicants out of total number 64 applicants using 67 available research positions. Some positions and TNA were overtasked, so the task was forwarded the file with selected applicants to TNA leaders to communicate and manage the allocation of applicants.

- **Phase 3: Feasibility check:** this phase started on September 5, 2023, during online meeting of TNA leaders. The TNA providers discussed individual applications in terms of timeline, technical requirements for research, availability and capacity of technologies, other technical and scientific details, and appropriateness of the research proposal for TNA conditions and offer. The first deadline to deliver feasibility check results was set for September 15, 2023. During the meeting TNA leaders and access manager agreed on the way how to proceed:

- If some applications will be problematic and not suitable for TNA, internal discussion and possible “exchange” of applications among TNAs will be organized.

- In case there will be no way how to fit the applicant's needs, we will contact the applicant and discuss possible changes in application.

In case no option above will be possible to apply, applicant can be rejected, but all options must be carefully considered.

We agreed on the following structure of evaluation/ranking:

Feasible overall:

- Yes
- No

Feasible technology:

- Yes
- No

Feasible Research Topic:

- Yes
- TNA has no experience in research area, but willing to supervise.

- TNA has no experience in research area, but not willing to supervise.

Feasible in time given (i.e., is the setup going to be great, or the participant number, would vary per institute):

- Yes
- Not in current form – needs modifying discussion.
- No

Feasibility check was quite problematic as all TNAs tried to consider their possibilities at one side and applicant's expectation at another time.

After the first deadline September 15, 2023, 42 applicants were placed. This was stated on TNA meeting on September 19, 2023, and TNAs leaders were encouraged to communicate with remaining applicants.

After the second deadline September 30, 2023, 54 applicants were placed. The issue of proper selection and communication with applicants was discussed regularly during MC meetings and after TNA meeting on October, 4, 2023 the access manager prepared email for remaining candidates with the question whether they are willing to change to place of their research (as some TNAs were overbooked and some of them still had places available) and communicate with TNAs leader possible corrections in their research plans to fit the technical and personal capacities of available places. This was done on October 13, 2023, and after each positive answer the access manager sent email to all TNAs leaders to provide a very current and updated information for their evaluation process. Using this very personalized approach we reached 62 selected applicants until the end of October 2023.

During MC meeting it has been decided that Open call 2 will remain open as COMFOCUS and TNAs still can accept more applicants (up to 67) Overview of selected applicants by individual TNAs is available in Table 1. In most cases TNAs reached their capacity, LCS in Nitra accepted one additional applicant, TNA in Girona one less and Flavoria lab still has 5 research positions in offer.

- **Phase 4:** accounts summarizing the evaluation of all the phases, sending updates to MC members, and sending the confirmation letter to applicant.

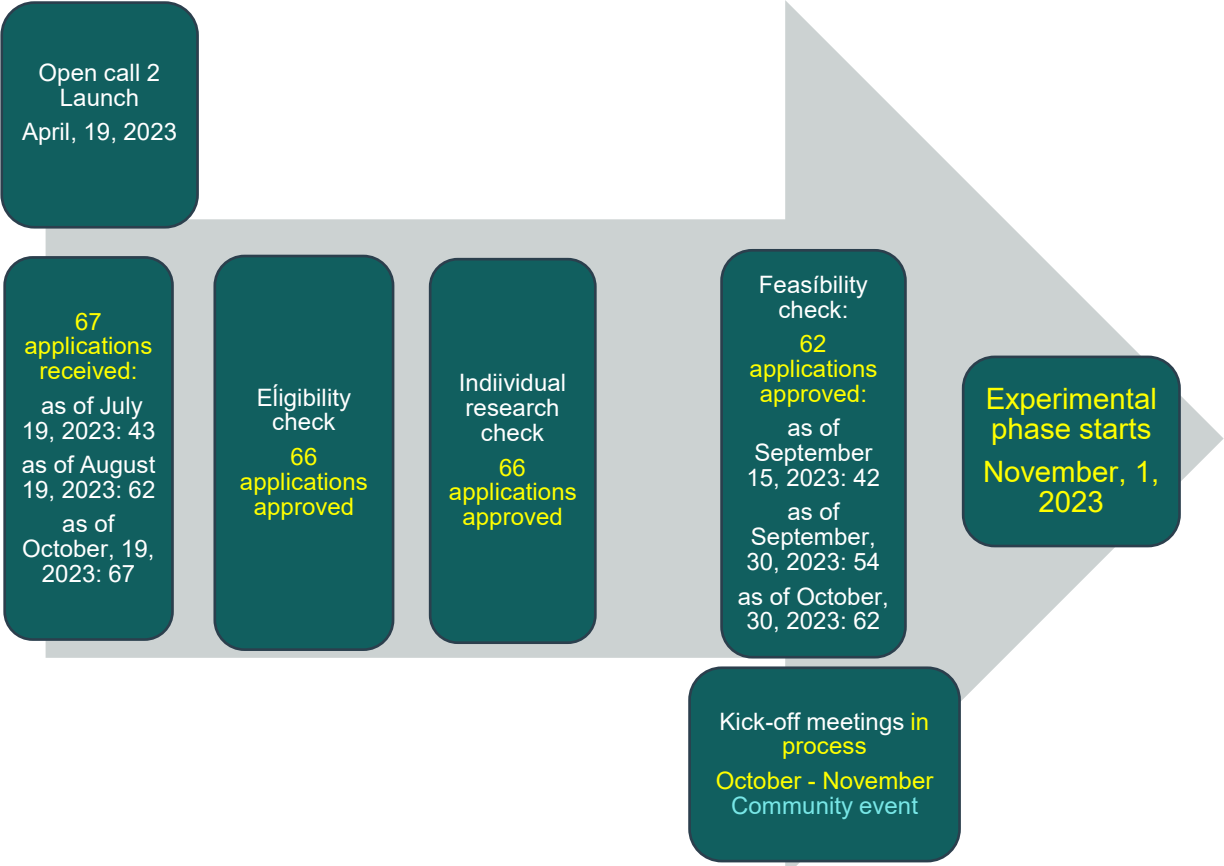


Figure 2 Flowchart of process and status of Open call 2 (as of October, 31, 2023)

Table 1 provides basic information about TNA, actual number of fellows for a certain TNA, responsibilities for admin versus research support and date of the kick-off meeting. Currently, we are in stage of organizing kick-off meetings in all TNAs (updated as of October 31, 2023)

Table 1 Information about TNA, number of fellows, admin and research support and kick-off meeting with fellows

WP	Name of TNA/number of fellows	Admin support	Research support	Kick-off meeting
WP 10	Measure Consumer Behaviour Competence Centre (MCBCC), Wageningen, The Netherlands (WU)/10	Ellen Van Kleef ellen.vankleef@wur.nl	Ellen Van Kleef ellen.vankleef@wur.nl	October, 6 and 10, 2023
WP 11	Cognition and Behavior Lab, Aarhus, Denmark/4	Violeta Stancu vlost@mgmt.au.dk	Violeta Stancu vlost@mgmt.au.dk	October, 26, 2023
WP 12	UoS Psychology Research Infrastructure (PRI), Guildford, UK/10	Philip Dean p.dean@surrey.ac.uk	Philip Dean p.dean@surrey.ac.uk	
WP13	University of Göttingen, Göttingen, Germany/4	Clara Marie Mehlhose clara.mehlhose@uni-goettingen.de	Clara Marie Mehlhose clara.mehlhose@uni-goettingen.de	
W/ 14	The consumer Behavior Lab, Monells, Chirona, Spain/10	Lluis Guerrero lluis.guerrero@irta.cat	Lluis Guerrero lluis.guerrero@irta.cat	
WP15	FARE Lab, UNIBO Bologna, Italy/4	Elisa Elisa.iori5@unibo.it	Matteo Vittuari matteo.vittuari@unibo.it	October, 27, 2023
WP16	Cognitive and Experimental Economics Laboratory (CEEL), Trento, Italy/4	Roberta Raffaelli roberta.raffaelli@unitn.it	Simone Cerroni simone.cerroni@unitn.it	
WP17	Laboratory of Consumer Studies, SUA Nitra, Slovakia /11	Jakub Bercik Jakub.bercik@uniag.sk Elena Horska Elena.horska@uniag.sk Jana Galova Jana.galova@uniag.sk	Jakub Bercik Jakub.bercik@uniag.sk	October, 5, 2023
WP18	FLAVORIA University of Turku, Finland/5	Mari Sandell masaarim@utu.fi mari.sandell@helsinki.fi	Mari Sandell masaarim@utu.fi mari.sandell@helsinki.fi	

Program of the kick-off meeting usually includes:

- Introduction of TNA team
- Introduction of successful fellows
- Research and admin support

- Introduction of the Handbook for COMFOCUS OPEN CALL 2 fellows (developed by access management team WP3 in close collaboration with TNAs)
- Agreement on timeline of research work in the TNA
- Instructions for adjustment of research projects and steps before visit the TNA
- Questions and answers session

Currently, we are preparing the information session regarding data management agreement and using COMFOCUS toolbox (including Handbook COMFOCUS TOOLBOX for OPEN CALL 2 FELLOWS)

Additionally, the project management team (coordinated by WP2) is preparing an event to launch of the open call 2 research on October 30th. This event will be an essential information session for all the candidates, where they can discuss their research studies and get valuable insights from the project experts. On the other hand, this event will also be a relevant network activity and a communication facilitator to advance the food consumer science community. More information about this event is detailed in section 4 of this document.

3.2 Monitoring the research phase and communication with researchers

COMFOCUS access management team (WP 3 Admin support) will be responsible to monitor the course of research phase in all TNAs, communicate with TNA leaders, fellows in close cooperation with WP9 (Support and user guidance of the COMFOCUS Toolbox) and WP 2. As the basic ways of communication, we will use emails, online meetings (Q&A sessions, transfer of good experiences among the fellows and TNA contact persons, news). A systematic tool for monitoring progress and communication will be the final reports of each fellow and questionnaires that will offer feedback and evaluation of the research placement. They will also be a tool to continuously improve TNA's approach to fellows and ways of working together. Monitoring and communication will be in the same time a way of building COMFOCUS community.

3.3 Evaluation of interim results of COMFOCUS fellows

Open Call 2 research will be officially launched at COMFOCUS Community Event on October 30th, 2023, and the first experiment starts immediately, On November, 1st, 2023. Agenda of the COMFOCUS Community Event is attached.

It is important to mention that the Handbook for COMFOCUS fellows contains the obligatory instructions for preparing final report, including link to a questionnaire to get the feedback from fellows and evaluation of the output of the research period in the TNA and further plans.

3.4 Recommendation for task 3.5 and implementation of COMFOCUS objectives (including risk management)

- To use effectively all the applications, on October 13, 2023, we sent email to those who can be accepted after major adjustment of the research proposal or based on accepting offer from the TNA different from

prioritized in their applications. Within one day 4 out of 10 already replied positively which gives the chance for quality of the research work and effectiveness.

- Use lessons learned in Open Call 1 to improve communication and guidance in Open Call 2, e.g., clear communication on expectations and requirements from the start (such as the use of the COMFOCUS toolbox and data format guidelines), use of a central platform such as Basecamp or the COMFOCUS website to store relevant documents.

4. Contribution to building the European food consumer science community

To ensure the maximal impact of all COMFOCUS activities and explore innovation opportunities to reach maximal impact of COMFOCUS on the pan European Community, COMFOCUS is continually building a culture of co-operation on food consumer science and beyond.

During the process of implementation of Open call 1 and Open call 2 (as of the end of October 2023) we identified some lessons learned that can help to direct the process of Open call 2 research and building food consumer science community:

- Active, target and content – oriented communication with fellows and food scientists.
- Emphasize both public benefits and benefits for researcher of being a part of European food consumer science community.
- Promote the potential of open discussion with experts from the same/similar field of study (COMFOCUS discussion platform).
- Keep fellows actively involved, create awareness of lively food consumer science community.
- Use different social media to show the effort devoted to food consumer studies.
- Promote the value of COMFOCUS Open Call 2 for all stakeholders as the edge-cutting research opportunity.
- Promote networking of Open Call 2 fellows and keep them actively in research collaboration with TNA researchers.

COMFOCUS is aiming to foster discussion and collaboration among the pan-European FCS community, promoting the use of project results and the organic growth of this community. During project lifetime, COMFOCUS intends to contribute to building the FCS community by engaging experts into the COMFOCUS way of working and establishing tighter connections and improve communication between scientists and research fellows. For this purpose, several online and offline events and training sessions were/are planned, such as:

- **COMFOCUS 1st Community event | Launching Open Call 2 research by fellows across Europe:** An online community event will take place on October 30th and will launch the Open Call 2 research by offering the selected fellows access to European consumer science institutes specializing in psychophysiological measurements, virtual and augmented reality research, and conduct collaborative research on important food consumer science questions. In this event, TNA snapshots

of what exciting consumer research lies ahead will be addressed and COMFOCUS tools will be made available. Additionally, creating discussion and sharing studies on food consumer behaviour measurement will hopefully generate more engagement with the FAIR&RRI principles for a sustainable future of the community on food consumer science.

- **International Consumer Science conference:** COMFOCUS will organize a pre-conference workshop at the 14th European Nutrition Conference FENS 2023. A workshop will be focused on advancing food consumer science through harmonization, data integration and collaboration.
- **Summer schools:** COMFOCUS academic training will take place on November 20. The event is part of the COMFOCUS Summer School and will be an online pre-training before the physical training course, which will take place in February 2024. Topics will include General introduction to consumer science, hands-on training at (food) consumer science harmonised measurements, protocols and guidelines for use of infrastructures and dedicated installations.
- **Training, networking:** A workshop “Sharing best practices among food consumer science experts” is taking place in May 2024 to spread information on the COMFOCUS approach and get inputs from the scientific community.
- **International Food Consumer Science Conference:** COMFOCUS conference will be organized in October, 2024 at the Slovak University of Agriculture in Nitra and will provide space for presenting individual research results and meeting COMFOCUS fellows, sharing experiences and support of COMFOCUS community.

5. Attachments

Table Excel sheet displaying the mapping of proposals to connector variables, revealing potential overlap between measures

code	measures	scope	PT	CA	CR	PL	DK	SK	SE	PL	TR	CZ	PO	DE	DE
			1.Oc1.2022	2.Oc1.2022	3.Oc1.2022	4.Oc1.2022	5.Oc1.2022	6.Oc1.2022	7.Oc1.2022	8.Oc1.2022	10.Oc1.2022	18.Oc.2022	20.Oc1.2022	21.Oc1.2022	22.Oc1.2022
CONNECTORS	include 1 from A and 1 from B (sometimes combined*)														
A1	Healthy eating diet (13 items)	health diet/eating		x										x	
A2 = 5.1	intentions (4 items)	healthy eating		x	x						x				
A3 = 3.20	self-evaluated of healthiness of diet (1 item)	healthy eating	x	x			x								x
B1a = 4.2	subjective nutrition knowledge (5 items)	subjective knowledge		x	x						x				
B1b = 4.1	objective nutrition knowledge (20 items)	objective knowledge		x							x				
B2 = 3.7	general interest towards health eating (8 items)	healthy eating		x			x				x			x	x
B3a = 3.4	self-identity-healthy eater (3 items)	health oriented food consumer		x	x										
B3b = 3.4	self-identity - sustainable consumer (3 items)	sustainable food consumer		x	x		x								
B4 = 5.4	willingness to pay (1 item)	food products / categories		x							x				
B5 = 4.7	food evoked emotions (25 items)	food products / categories													
B6 = 4.3	expectations about food (11 items)	food products / categories												x	x
B6 #	expected healthiness/health image (1 item)	food products / categories			x									x	x
B7a = 6..	evaluations of the trust in food system actors (4 items)	food & nutrition security	x								x				
B7b = 6..	trust in products (15 items)	food & nutrition security			x									x	x
Socio-demographics															
C1	Age (2 items)		x	x	x		x				x			x	x
C2	Sex/gender identity (2 items)		x	x	x		x				x			x	x
C3	Socio-economic status (SES) (9 items)			x	x						x			x	x
C4	Educational attainment (1 item)		x	x	x						x				
C	Ethnicity (ancestry)														
C	Country of residence														
C	Country of birth														
C	Household composition		x												
C	Marital status														
C	Monthly household income														
C	Employment status														
Psycho-social consumer characteristics (D4.2)															
3.1.	Attitudes (6 items)														
3.2	Subjective norm (4 items)														
3.3.	Personal norm (4 items)														
3.4a	Self-identity (3 items + 3 items)														
3.5	Personal values (21 items)														
3.6	Self-efficacy (11 items)														
3.7	General interest towards healthy eating (8 items)														
3.8	Environmental concern (15 items)														
3.9	Food choice motives (36 items + 11 items)														
3.1	Food neophobia (10 items)		x												
3.11	Food disgust sensitivity (8 items or 32 items)														
3.12	Impulse buying tendency (5 items)														
3.13	Food involvement (12 items)														
3.14	Restraint eating (6 items)														
3.15	Emotional eating (3 items)														
3.16	Mindful eating (17 items)														
3.17	Diet style (7 items)														
3.18	Subjective health (1 item)														
3.19	Subjective well being (5 items)														
3.2	Self-evaluated healthiness of diet (1 item)														

Agenda of COMFOCUS Community Event



COMFOCUS
Community on Food Consumer Science

Community event | Launching Open Call 2 research by fellows across Europe

Date: 30 October 2023

AGENDA

10:00 – 10:20	<p>WELCOME!</p> <p>COMFOCUS project: where are we and what to expect Speaker: <i>Dr. Machiel Reinders, COMFOCUS Coordinator, Wageningen University</i></p> <p>Open Call 2: Brief overview call results and projects Speaker: <i>Dr. Elena Horská, Open Call Responsible, Slovak University of Agriculture in Nitra</i></p> <p>Being part of COMFOCUS: Importance of COMFOCUS in today's science Speaker: <i>Dr. Sylvain Delplanque, COMFOCUS International Advisory Board</i></p>
10:20 – 10:30	<p>TNA snapshots of what exciting consumer research lies ahead</p> <ol style="list-style-type: none"> 1. TNA Wageningen University Speaker: <i>Dr. Ellen van Kleef</i> 2. TNA Aarhus University Speaker: <i>Dr. Violeta Stancu</i>
10:30 – 10:35	Accessibility to COMFOCUS Knowledge platform and handbook (<i>Dr. Elena Horská</i>)
10:35 – 10:45	Break
10:45 – 11:15	Interactive discussion on technologies for measuring food consumer behavior (breakout rooms)
11:15 – 11:20	Brief plenary discussion: key themes of breakout rooms
11:20 – 11:30	Q&A session and conclusions

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