

# We are building stronger research foundations

COMFOCUS has been transforming food consumer science through advancements at 3 levels.

## Institutional



- 67 researchers accessed state-of-the-art facilities and received expert coaching.
- All projects followed harmonized protocols, ensuring high-quality FAIR data.
- These efforts have laid the groundwork for long-term collaborations and innovative networks in FCS.

## Community



- Created a new network of fellows with access to advanced infrastructures.
- Trained 67 researchers through hands-on projects, mentorship, and joint publications.
- Organized events and activities to strengthen the community.

## Data



- Developed a framework to guide high-quality data collection and harmonized protocols.
- Introduced tools for easier data capture and the “dataset and protocol search” tools for streamlined research.
- Advanced data analytics and visualization tools have begun uncovering new insights.



**COMFOCUS connects researchers, harmonizes methodologies, and fosters global collaboration to drive innovation in Food Consumer Science.**

Through cutting-edge tools, training, and partnerships, we're shaping a future of impactful, FAIR-aligned research.

Learn more on



@comfocus\_project



@comfocusproject



@comfocus

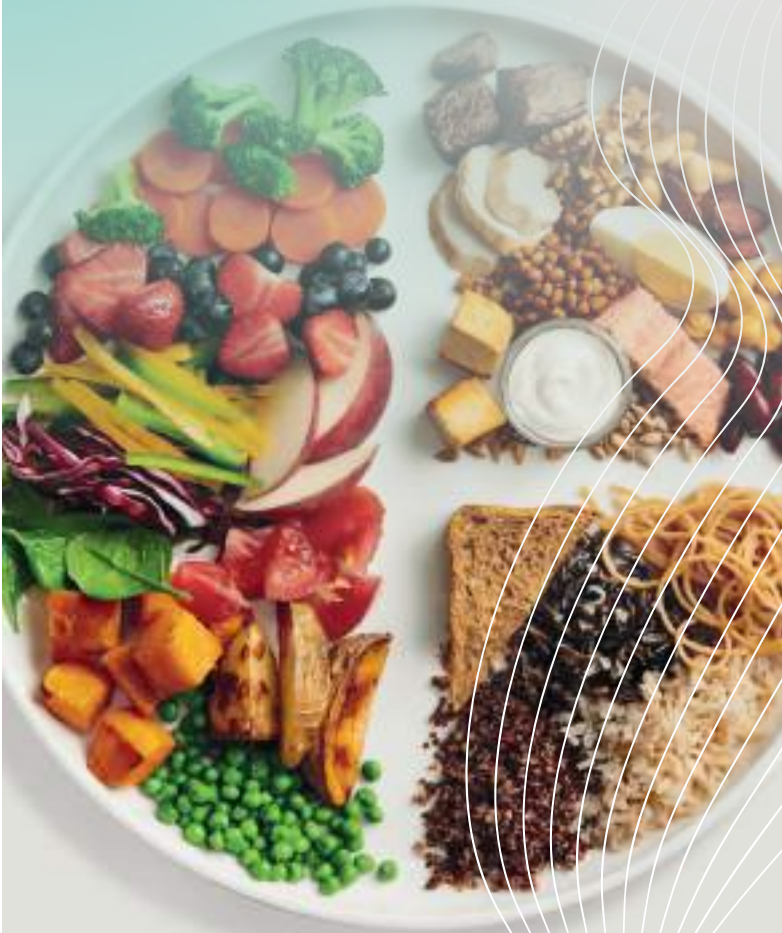
# Advancing Food Consumer Science Across Europe

How are we **linking researchers and their data to reach our goal** in Food Consumer Science?



# Our Mission

Fragmented research limits our understanding of human eating behavior. By addressing this fragmentation and fostering collaboration, COMFOCUS bridges the gap, creating a **unified, data-rich community to drive healthier food choices and enable impactful public policies and strategies**, according to FAIR data (Findable, Accessible, Inter-operable & Re-usable) and RRI (Responsible Research & Innovation) principles.



## What has COMFOCUS achieved so far?

1

### The COMFOCUS Knowledge Platform

This platform was created to facilitate collaboration between research infrastructures and enable Food Consumer Science to prepare for new challenges with a set of Key Services:

### COMFOCUS Toolbox

A set of online tools to assist in research development and data collection:

- Easy Questionnaire Tool (EQT);
- Data Validation;
- Harmonized Protocol Search;
- Harmonized Dataset Search;
- Scientific Analysis and Visualization Tool;
- Representational Learning Tool.

### COMFOCUS Library

A library containing harmonised measures and protocols to support the future of food consumer science research, containing documents on:

- Psychosocial characteristics of consumers;
- Expectations and experiences with products;
- Consumer behavior as a result;
- The consumer as an agent in the food system;
- Sociodemographics.
- Protocols on Electrodermal activity, EEG, Eye tracking, Facial expression recognition, Heart rate and Virtual Reality;

## COMFOCUS Discussion Platform

An online tool facilitating the exchange of ideas and collaboration among users, promoting forums and educational discussions.

2

### Open Calls

**OPEN CALL 1** provided virtual access to EQT, simplifying the creation of questionnaires on healthy eating and consumer behavior, with free access to harmonized measures, compliance with FAIR principles, and exclusive benefits for "COMFOCUS Fellows."

**OPEN CALL 2** - "Opening Doors" for Early-Career Researchers - granted access to 9 cutting-edge European research infrastructures, offering advanced equipment, expert support, and opportunities for collaboration and joint publications.

3

### COMFOCUS Academic Training

COMFOCUS has launched its annual Academic Training program to empower researchers with the tools and knowledge to excel in Food Consumer Science (FCS). These dynamic sessions cover a wide range of topics, including:

- An introduction to FCS principles and harmonized methodologies.
- Hands-on training in measurements, protocols, and infrastructure use.
- Insights into data modeling, metadata creation, and processing pipelines.