

## WP6: Dissemination, exploitation and training

### BACKGROUND:

WP6 aims at transferring knowledge, together with training, that is the key instrument for reinforcing cooperation and increasing the level of collaboration as well as enhancing synergy between the EU and China in food safety area.

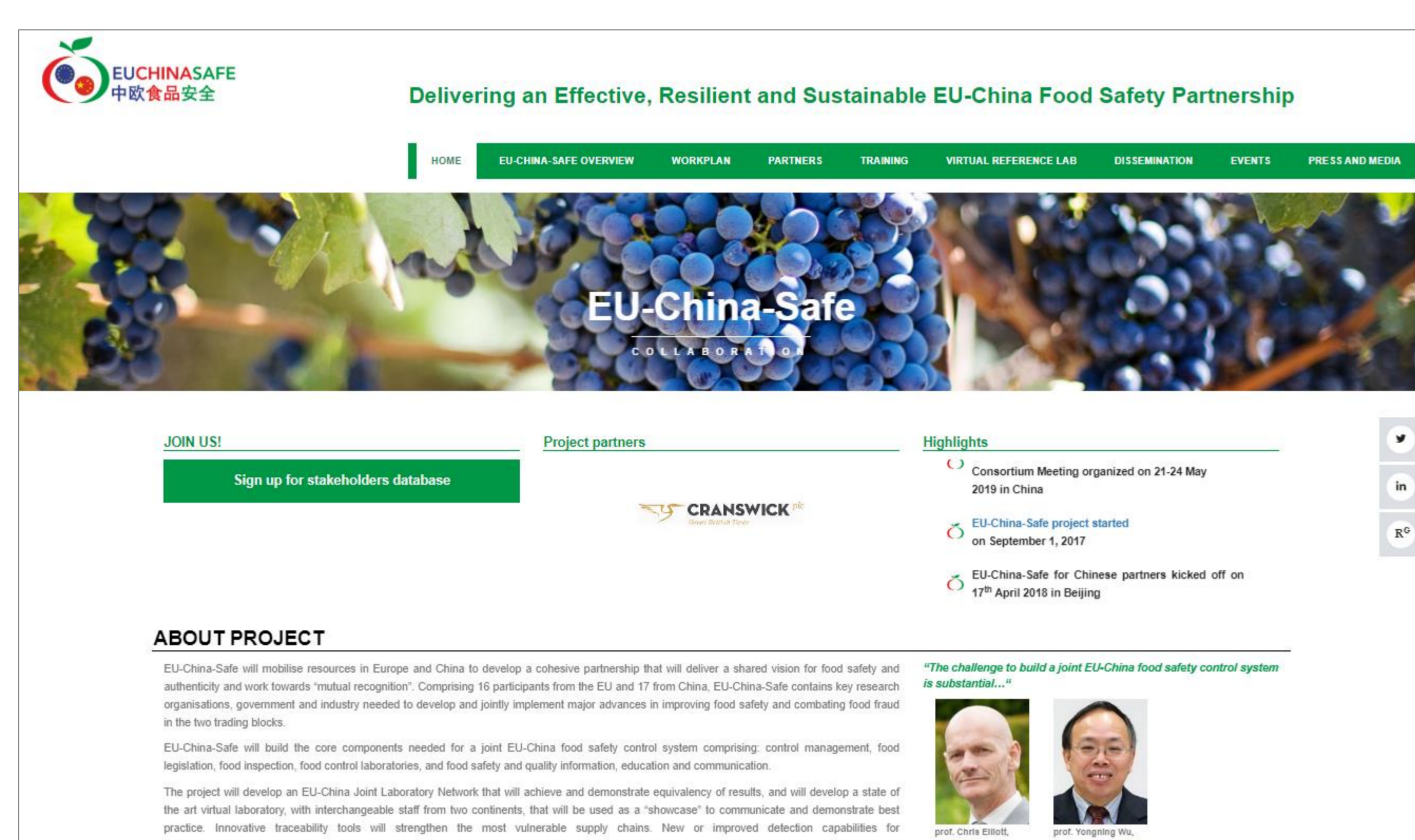
It will support the working synergies to be found between on-going EC projects and will maximise impact delivery in terms of improving safety of food supply and increasing consumer confidence in imported/exported agri-food products.

### OBJECTIVES:

- To deliver a comprehensive **training program** consisting of tailor-made training and exchange programmes, a series of training events, dissemination workshops, interactive seminars and international conference(s) facilitating sharing a knowledge, not only among consortium members but all potential end-users
- Widespread **dissemination of the knowledge generated by the project** through the range of dissemination tools to all interested stakeholders (industry, academia, scientists, official authorities, policy makers, consumers and other potential end-users)

### ACTIVITIES:

#### Public bilingual website:



A **bilingual public project website** is developed to inform all stakeholders on the **project objectives, planned activities of individual WPs, the partners' institutions profiles**, including the links to the partners' websites, **dissemination and training activities** organized by the project e.g. **Dedicated sections** inform all interested stakeholders / potential end-users / wide public on the progress of the project.

**Sign up for stakeholders database to be informed on the EU-China-Safe activities!**

#### Dissemination and communication campaign:

- Online and paper based materials** (e.g. brochures, leaflets, posters, ...) are produced.
- Keywords for intercultural communication** are to be proposed to help in communication / misunderstanding issues that may arise from language barriers but also from cultural habits.
- A workshop on social science, e.g. on the topic how to restore consumer confidence (case study for infant formula)** are to be organised.
- An annual e-Newsletter** with the information about project activities, announcement of upcoming events and trainings and other interesting information related to the project activities is produced and disseminated to the stakeholders' database and via the project website.
- Results of the project are published in **peer reviewed scientific journals**, books and / or consumers and professional journals, where appropriate.
- Dissemination activities** at a wide range of existing international scientific conferences and other events are given in the form of **posters and lectures** to disseminate information about the project activities and project results.
- Focused workshops and demonstration events / info days** are organised, where project outcomes are demonstrated with the aim to inform industry, academia, scientists, and other all interested stakeholders on the project plans, activities, progress and outcomes, and implementation of recommendations into practice are discussed.

- CFSA and CNRIFFI hosts a **Workshop platform on EU-China Forum on Food Safety and Authentication Technique in China**, and CFSA will a session at annual **China International Food Safety & Quality Conference & Expo**.
- Final project conference on Global Advances in Food Integrity (GAFI) will be organised in 2021**, with focus on major common issues related to food safety and food fraud problems in Europe and China. Their impact in global context will be assessed, conceivable solutions / preventive measures and other synergies will be searched. Analytical tools and strategies, quality assurance / quality control programs, applicable technologies, standardisation, management and traceability systems in food safety will be presented to support the knowledge transfer between Europe and China aimed at better understanding and implementation of principles developed by both regions.

#### Building of an EU-China training programme:



EU-China-Safe will deliver a **comprehensive training program** consisting of **tailor-made training and exchange programmes, a series of training events, dissemination workshops, interactive seminars and international conference(s) facilitating sharing knowledge, not only among consortium members but all potential end-users.**

- It is intended for involved laboratories, industry and other interested stakeholders (scientists, academia, and government, including project consortium members) to fulfil their expectations and needs.
- For transfer of achieved outcomes / new generated knowledge to end-users, several concepts and scenarios will be applied, both based on commodity (A) and analytical methodology (B) concepts; considering (i) microbiological, (ii) chemical and (iii) food fraud threats.
- For the benefit of EU partners and also external stakeholders, training course(s) / interactive workshop(s) will be held, with support from Chinese partners, to explain food law, regulation and control system in China and its operation at national, regional and local levels. Better understanding of this topic should help the EU in terms of controlling the import of unsafe food from China.






**These activities will result in the capacity building of all involved participants and knowledge transfer of developed approaches and procedures dedicated for food safety and authenticity control to the target audience.**

The optimal conditions for **sustainability of training and efficiency of knowledge transfer activities / knowledge circle** will be proposed and supported by:

- e-Training platform** for long-term sustainability consisting of e.g. a classroom / e-learning tools, such as **massive open online course (MOOCs) and Distance Learning Programme** representing an innovative strategy for interactive e-learning and supporting knowledge transfer.
- '**Train the trainer**' approach to **broaden expertise not only within the project consortium but also to external stakeholders.**

**CALL FOR TRAINEES for participation in the EU-CHINA-SAFE training program is planned until the end of year 2019.**

#### Social media – BE WITH US!

- Social networks:**
  - Twitter (EU)  [Twitter @EU\\_China\\_Safe](#)  [LinkedIn EU-China-Safe](#)
  - ResearchGate (EU and China)  [ResearchGate EU-China-Safe](#)
  - LinkedIn (EU and China)
  - ResearchGate (EU and China)
  - WeChat (China) 
- Videos:**
  - YouTube channel (EU)  [YouTube](#)
  - YouKu channel (China) 