

Targeted communication of active and intelligent packaging for food.



A Short Term Scientific Mission

Dr Katherine Flynn, The European Association for Food Safety, SAFE consortium
at

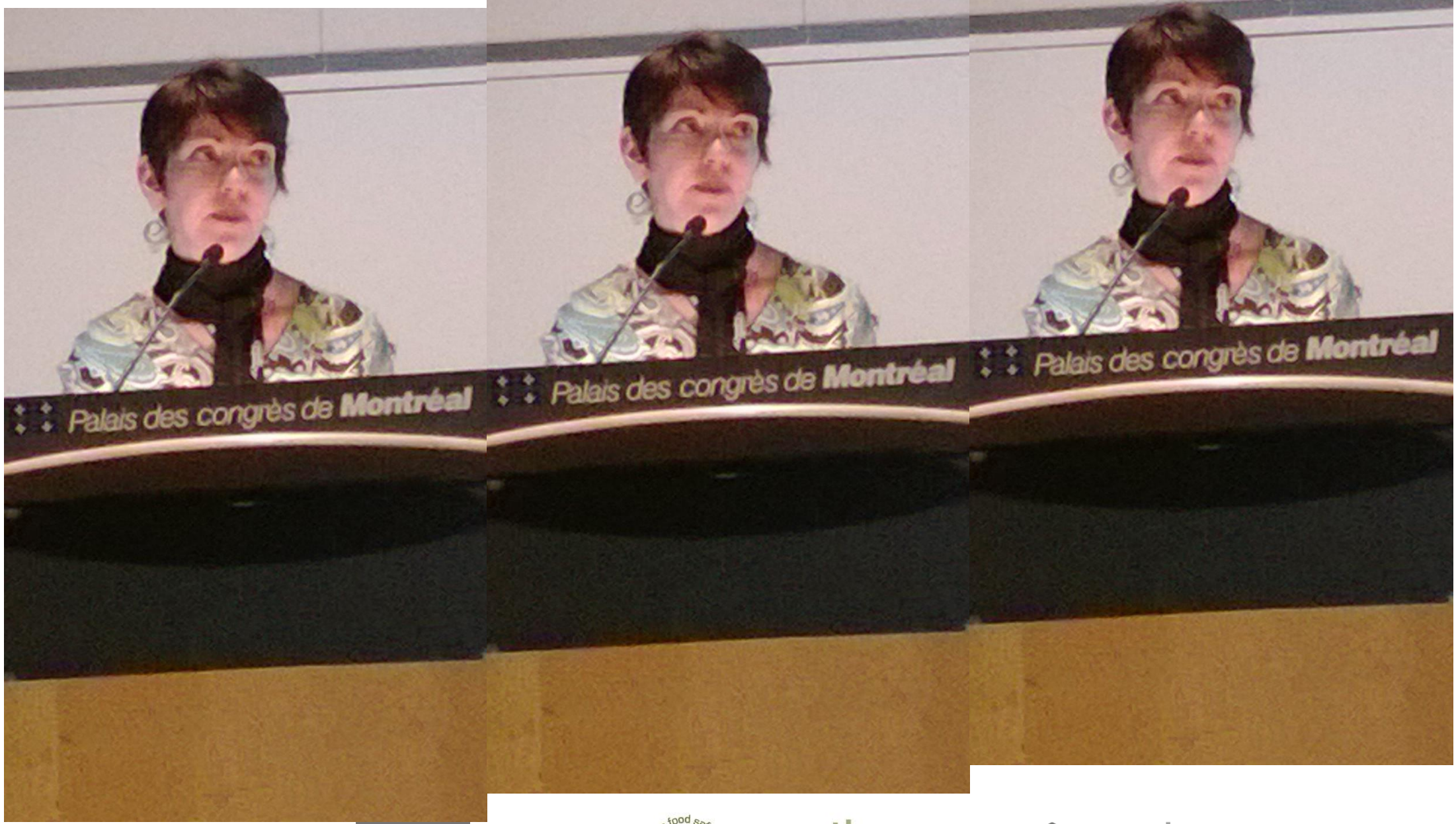
Dr Padraig Murphy, School of Communications of Dublin City University

for FP1405

Active and Intelligent Fibre-based Packaging-Innovation and Market Introduction, ActInPak



Funded by the Horizon 2020 Framework Programme
of the European Union



Communication

<http://blog.readytomanage.com/>



Copyright © 2012, ReadyToManage







<https://happytango.com/>

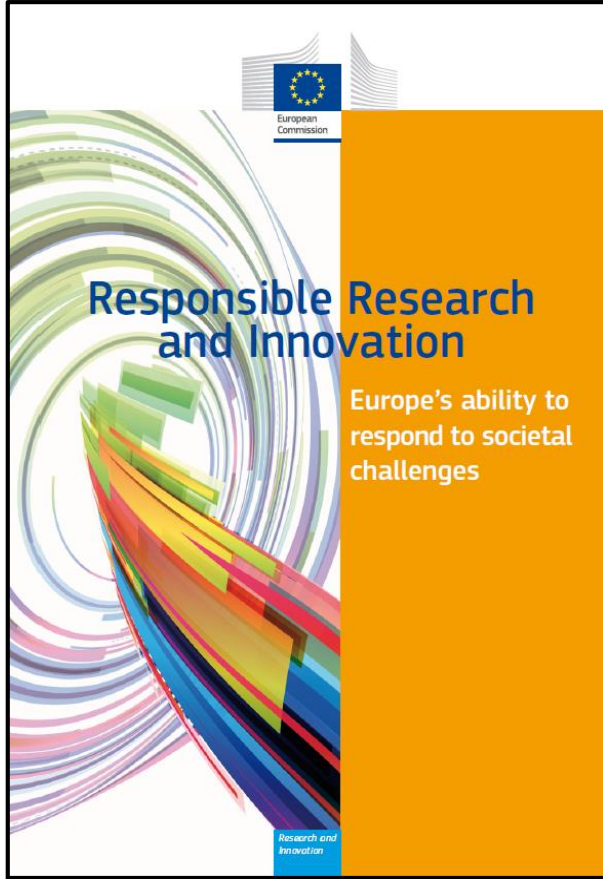
<https://www.thelondonschool.it/en/news/2017/getting-teenagers-speaking-in-english-part-1/>



METHODOLOGY	PARTICIPANTS	ANALYSIS	REFERENCE
2 focus groups each, with 4 different groups of participants	43 Canadian youth: 18 girls and 25 boys between 12 and 17 years old	Data-driven inductive approach to thematic analysis	Bottorff, J.L. <i>et al.</i> Designing tailored messages about smoking and breast cancer: A focus group study with youth. <i>Canadian Journal of Nursing Research</i> 46(1):66-86. (2014)
Interviews Open-ended questionnaires	5 academics 2 members of the public	Discussion Iterative team feedback	Brown, L.J. <i>et al.</i> Openness, inclusion and transparency in the practice of public involvement in research: A reflective exercise to develop best practice recommendations. <i>Health Expectations</i> 21(2):441-447. (2018)
3 independent focus groups	Group 1: 6 females over 40 years old. Groups 2 and 3: mix of males and females between 20 and 30 years old.	Thematic analysis	Fernqvist F. <i>et al.</i> What's in it for me? Food packaging and consumer responses, a focus group study. <i>British Food Journal</i> 117(3):1122-1135. (2015)
Interviews	312 consumers in Norway, males and females 18 to 64 years old.	Differential emotions scale Cognitive benefits scale	Koenig-Lewis, N. <i>et al.</i> Consumers' evaluations of ecological packaging—rational and emotional approaches. <i>Journal of Environmental Psychology</i> 37:94-105. (2014)

<https://venngage.com/blog/infographic-6-principles-of-persuasion/>





Focus group question outline

Opening Questions

1. What is your favourite food and where do you get it?

Introduction Questions

2. Describe the food in your refrigerator or on your shelves. How is your food stored?

Transition Questions

3. Thinking of 'transporting and storing food', what comes to your mind?
4. Think back since you arrived in Ireland. Is your food packaged differently than in your home country? What is different?

Key Questions

5. What kinds of food packaging do you prefer? Why?
6. Would you be interested in food packaging that was different – could keep your food fresh longer, or could change colour to let you know your food was old, or something else?
7. Where do you usually get information about new foods?
8. If there was a new packaging that could say keep your salad fresh for 2 months, how would you like to find out about it? Who should tell you?

Ending Questions

9. Do you have any remarks, suggestions, additions?
10. Soon, we will try to communicate about new kinds of food packaging. Can you give us some advice on how to promote healthy food packaging?

DUBLIN CITY UNIVERSITY INFORMED CONSENT FORM

I will attend a conversation group that is part of a research project on communication about food. The research project is being done by faculty of the School of Communications at Dublin City University and by the non-profit group, SAFE consortium. Dr Pdraig Murphy and Dr Katherine Flynn are the Principal Investigators.

I understand that I will not be asked to give any personal information at this conversation group. However, due to the small size of the group, I understand that it may not be possible to keep my participation completely confidential or to remain fully anonymous. I may withdraw from the conversation group at any time.

I am aware that the conversation group will be audio recorded and that data collected during this conversation group will be analysed and shared with partners in the European project, ActInPak, and that this data may be published as part of a scientific report. I understand that the data will be confidential within legal limitations and that the audio recording will be destroyed after 1 year.

Please complete the following (Circle Yes or No for each question)

<i>I have read the Plain Language Statement</i>	Yes/No
<i>I understand the information provided</i>	Yes/No
<i>I have had an opportunity to ask questions and discuss this study</i>	Yes/No
<i>I have received satisfactory answers to all my questions</i>	Yes/No
<i>I am aware that the focus group discussion will be audiotaped</i>	Yes/No

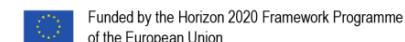
I have read and understood the information in this form. My questions and concerns have been answered by the researchers, and I have a copy of this consent form. Therefore, I consent to take part in this research project

Participants Signature: _____

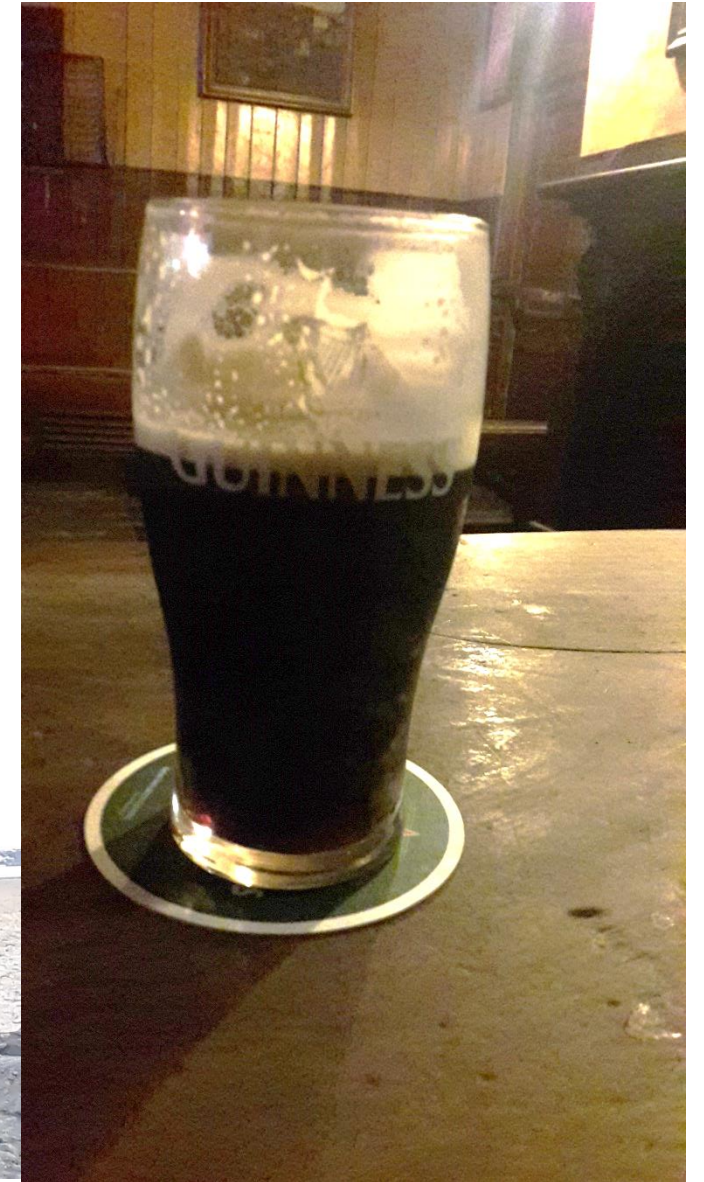
Name in Block Capitals: _____

Witness: _____

Date: _____













“My favorite food is sushi... In fact in Japan there are few people who make sushi. In the foreign country, many people think that Japanese, all Japanese can make sushi. It is not true.”



“It’s a very hard question because I love food, I like everything ... I’m from Italy and I think my favorite food is from Italy.”









“The package is only paper, so I think it’s new, the fresh one”

Many people nodded in agreement

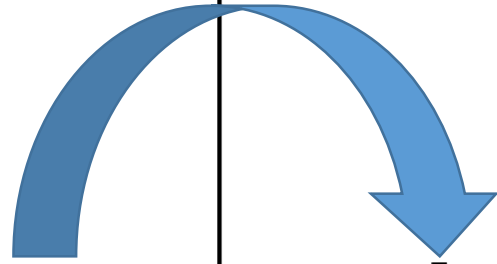




“For me the (plastic) is better, cause (paper) I can’t see how good it is. It might be rotten. I’m not sure, it could be, there is a possibility and (plastic) you can see how good it is. So it’s more reliable for me.”

Laughter,
but many people nodded in agreement





Transcript of the 5 September 2018 Focus Group on Food Packaging

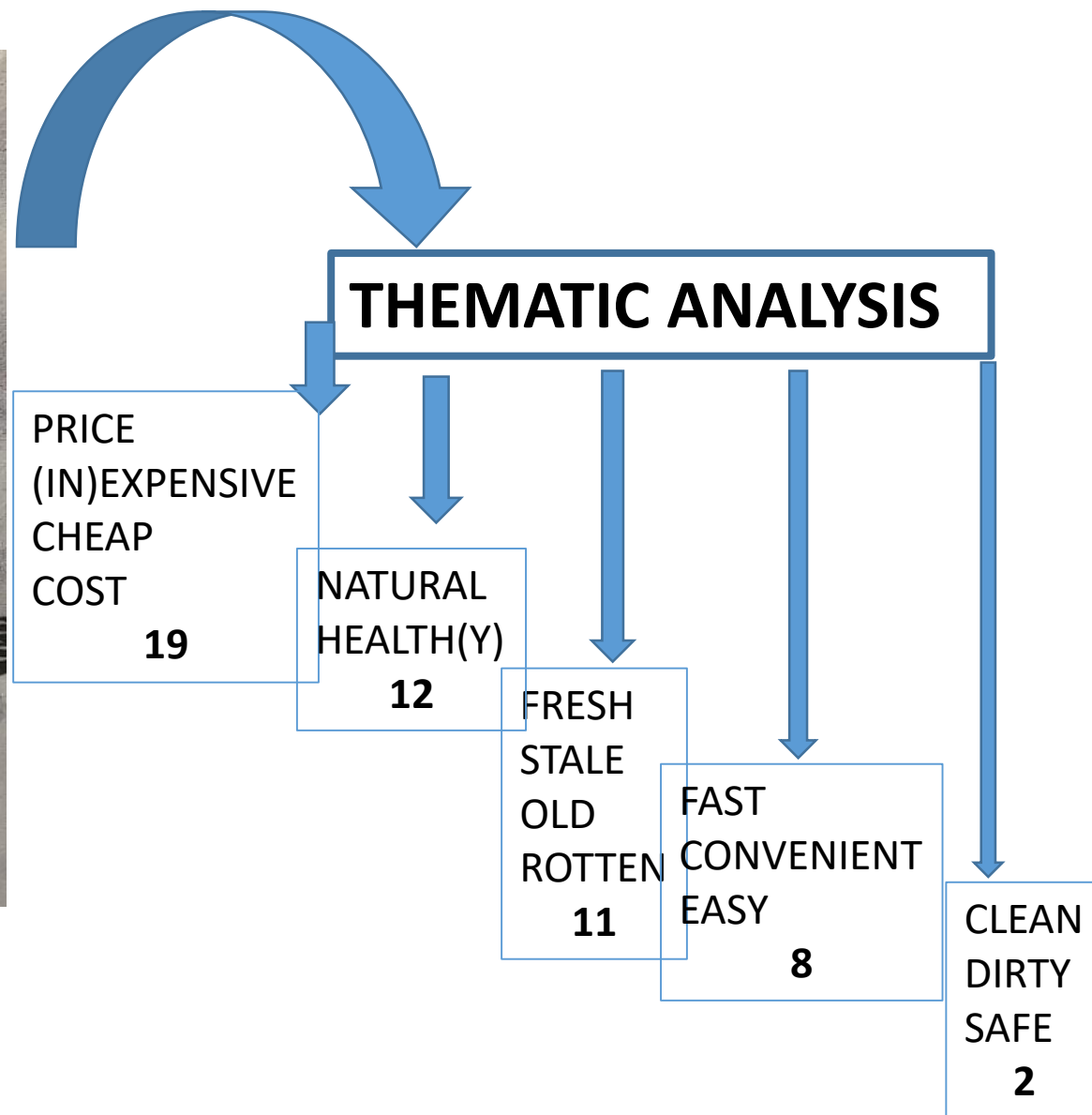
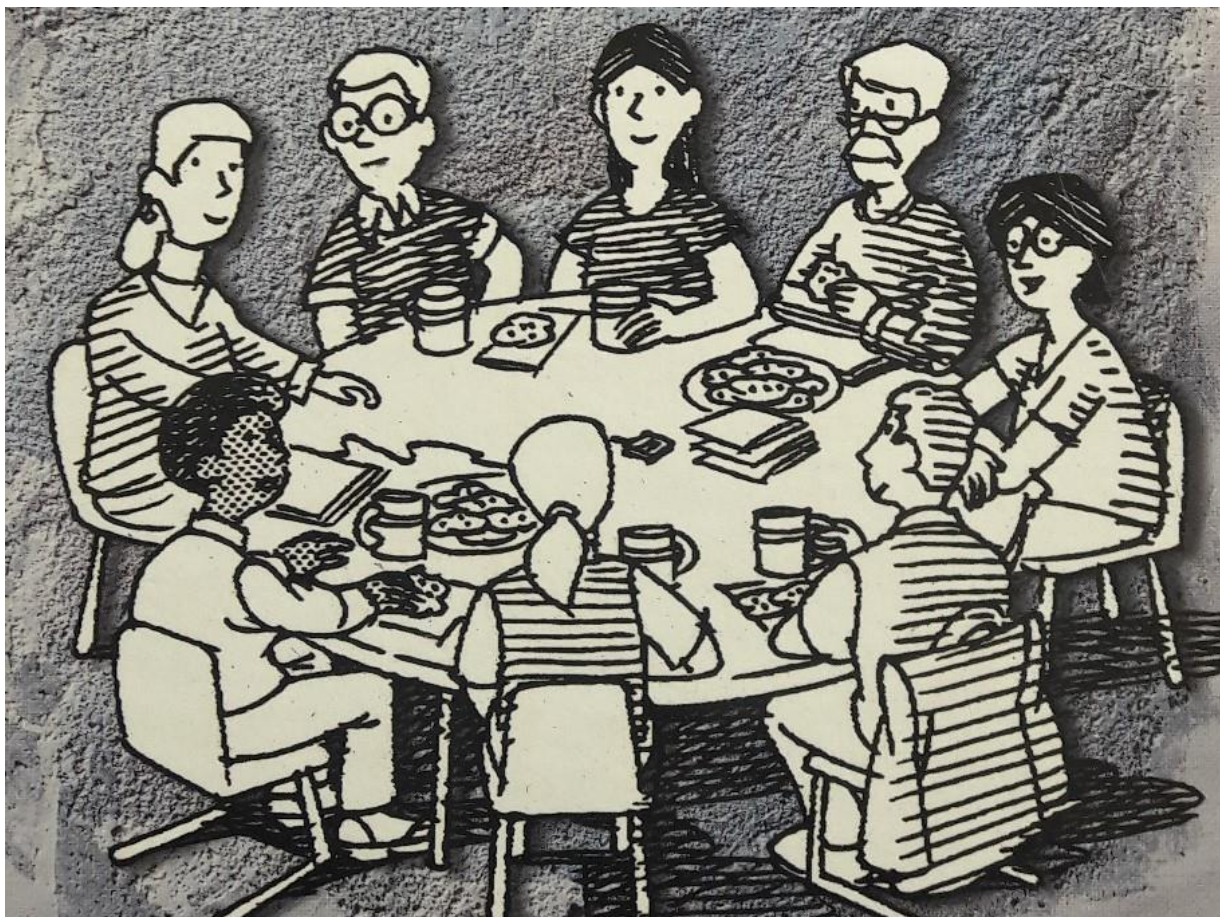
KF: We're going to talk about food today. I'll tell you what my favorite food is and also where I get it then we'll go around and everyone will say their favorite food and where they get it..My mother is from Italy and so my favorite food is macaroni with tomato sauce and I get it only in my house because I make it. I never buy macaroni and tomato sauce in a restaurant because it's not as good as mine. And I use my grandmother's recipe and I like the macaroni to be whole wheat. And now I'll go around this way

P1M: My favorite food is Brazilian barbecue all bbq they are different styles they're made differently, and you find it some and um some regions in brazil cook it for meat such as and in Uruguay and Argentina.

*P2M: My favorite food is sushi; you both know. In fact in Japan there are few people who make sushi. In the foreign country many people think that Japanese, all Japanese can make sushi. It is not true -*Can you make sushi?* No but I like sushi and I often go to the sushi shop in my town in Japan. It is very good*

Focus Group on Food Packaging, Key Words	Focus Group on Food Packaging, Key Words	Focus Group on Food Packaging, Key Words	Focus Group on Food Packaging, Key Words	Focus Group on Food Packaging, Key Words and Phrases
Fresh/stale/old/rotten 9/0/1/1	Fresh/stale/old/rotten 9/0/1/1	Fresh/stale/old/rotten 9/0/1/1	Fresh/stale/old/rotten 9/0/1/1	Fresh/stale/old/rotten 9/0/1/1
Natural/health/healthy 5/1/6	Natural/health/healthy 5/1/6	Natural/health/healthy 5/1/6	Natural/health/healthy 5/1/6	Natural/health/healthy 5/1/6
Clean/dirty/safe 0/1/1 Including	Clean/dirty/safe 0/1/1 Including	Clean/dirty/safe 0/1/1 Including	Clean/dirty/safe 0/1/1 Including	Clean/dirty/safe 0/1/1 Including
Price/expensive/inexpensive/cheap/cost 5/8/1/2/3	Price/expensive/inexpensive/cheap/cost 5/8/1/2/3	Price/expensive/inexpensive/cheap/cost 5/8/1/2/3	Price/expensive/inexpensive/cheap/cost 5/8/1/2/3	Price/expensive/inexpensive/cheap/cost 5/8/1/2/3
Fast/convenient/easy 3/0/5	Fast/convenient/easy 3/0/5	Fast/convenient/easy 3/0/5	Fast/convenient/easy 3/0/5	Fast/convenient/easy 3/0/5





OPEN CALL

Commission proposal for
Horizon Europe
Framework
Programme for
Research and
Innovation
(2021-2027)

#EUBudget

The image features a light blue background with a cluster of colorful, semi-transparent spheres in the center. Each sphere contains a different icon representing various fields of research and innovation, such as a microscope, a globe, a gear, and a person. A small European Union flag is visible in the top right corner.

EDULINK II
ACP-EU Co-operation
Programme in Higher
Education

Call for proposals
EuropeAid/132023/D/ACT/Multi
General outlines

Co-funded by the
European Union

The image has a dark blue background. It features the EDULINK II logo at the top, followed by the text 'Call for proposals' and 'EuropeAid/132023/D/ACT/Multi General outlines'. At the bottom, there are logos for the European Union and the ACP-EU Co-operation Programme.



EUA
European University Association

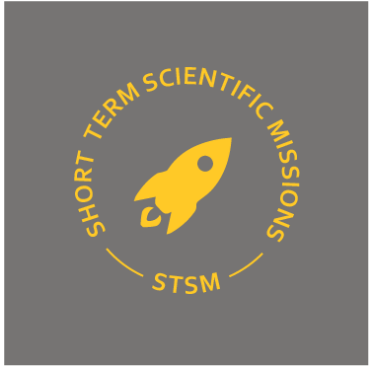
The logo for the European University Association (EUA) is shown. It consists of a stylized blue globe icon on the left and the text 'EUA European University Association' on the right.



RATIONAL
EMOTIONAL



Targeted communication of active and intelligent packaging for food.



A Short Term Scientific Mission

Dr Katherine Flynn, The European Association for Food Safety
at

Dr Padraig Murphy, School of Communications of Dublin City University

for FP1405

Active and Intelligent Fibre-based Packaging-Innovation and Market Introduction, ActInPak



Funded by the Horizon 2020 Framework Programme
of the European Union