

**ASKFOOD – Alliance for Skills and Knowledge to Widen  
Food Sector-related Open Innovation, Optimization and Development**



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**Deliverable D1.3**

**Smart Atlas**

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Dissemination Level		
<b>PU</b>	Public	<b>X</b>
<b>PP</b>	Restricted to other programme participants (including Commission services and projects reviewers)	
<b>CO</b>	Confidential, only for members of the consortium (including EACEA and Commission services and projects reviewers)	

**Summary:**

The **ASKFOOD Smart Atlas** The **ASKFOOD Smart Atlas** is an Open Repository that capitalizes and re-uses a lot of materials that can be taken as an inspiration or as a self-training tool to increase Personal Knowledge, but it is also planned as a solution to increase Shared Knowledge and Knowledge Sharing in the Food Industry. It's the result of the ASKFOOD Community of Practice, a group of people who share a concern or a passion for something they do, and learn how to do it better as they interact regularly.

The Atlas was built based on 7 different types of resources: 1) MOOC; 2) Training Centres; 3) EU Project Results; 4) Research Centres; 5) Acceleration Programmes; 6) Crowdfunding/Crowdsourcing Platforms; 7) Startups.

Public access from the [www.askfood.eu](http://www.askfood.eu) home page or <https://www.askfood.eu/tools/smart-atlas/>.

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## 2 Work Package Introduction

The aims of this work package and its tasks are:

1. to generate interactive repository of emerging skills and professional profiles linked to present needs and to future trends in the food-related sectors;
2. to guarantee an effective matching between demand and offer of knowledge in the food-related sectors, based on the anticipation of disruptive mega & microtrends that will affect skill demand. The concrete output is to set a future/forward-looking knowledge basis for the development of learner-led academic and CPD training by:

- Creating an innovative tool (**the ASKFOOD Forecast Aggregator**) to combine trends (developed by scenario-analysis) and multi-sector innovative competencies that can be identified as the emerging core skill-set for the future of the food-related sectors;
- Supporting a back-casting exercise by collecting analysis, studies, common reflections on (a) skill and training needs from the food industry and (b) on existing academic and CDP training schemes to generate an Interactive Training Gap Index, that can be browsed at different levels (country/subsector/thematic area/skill/professional profile)
- Supplementing this information with further input from the involved multiplier organizations to identify needs most relevant to companies and referenced to consortium offers and skills, and organize data and info's in the **ASKFOOD Interactive/Smart Atlas**
- Processing information and present output and recommendations to the consortium (especially WP6 and WP7)

## 3 Smart Atlas D1.3

### 3.1 Deliverable Summary

The actual and potential matching of training demand and offer is wrapped into the ASKFOOD Smart Atlas, an open interactive GIS supporting visual mapping and analysis of the resources and capacities. This is one of the main outputs of WP1 and an important milestone in the project.

Training resources and best practices that can fit with the emerging skill needs are georeferenced in the ASKFOOD Smart Atlas. The Smart Atlas is based on Open Inventories and Data Collection originated by other projects as well as on the input given by the project full- and associated-partners.

Each of them, by structured surveys that link info to the main categories mapped in the Atlas are, and will be, asked to determine available training resources, distance learning solutions, innovative training schemes, on-site or blended training modules and Massive Open Online Courses (MOOCs), that are available for use by individuals, industries, training agencies that wish to improve academic and CDP training in the food-related sectors.

The data is listed, organised, ranked and visually represented in the Atlas and in visual maps that will be periodically created and updated, so to monitor progresses, outcomes and impacts generated in the framework, even by effect of the ASKFOOD Actions.

The Atlas was built based on 7 different types of resources: 1) MOOC; 2) Training Centres; 3) EU Project Results; 4) Research Centres; 5) Acceleration Programmes; 6) Crowdfunding/Crowdsourcing Platforms; 7) Startups.

The structure of the Atlas will support also the ongoing demand collection in WP2.

Public access from the [www.askfood.eu](http://www.askfood.eu) home page or <https://www.askfood.eu/tools/smart-atlas/>.

### 3.2 Deliverable Contributing Key Partners

**University of Teramo** – worked with the web developing entity to understand what the best and most efficient way would be to deliver precise information through web content and page development about the project details and what would be the best graphical representation to increase visibility.

**Cassiopea** – Obtained information and researched valuable inputs for the development of the smart atlas

## 4 Best Practices

### 4.1 Classification of Best Practices

Best Practices are methods or techniques which have been generally accepted as being superior or more adequate to any alternative due to the better output to those achieved by other means. The best practices used in the Smart Atlas are as follows:

1. **MOOCs** - a course of study made available over the Internet without charge to a very large number of people.
2. **Training Centre** – A centre or location able to provide adequate and specific training for determined skills
3. **EU Project Result** – A result of a past or running EU Project that is useful in developing skills or increasing the quality of a provided training
4. **Research Centre** – A structure providing information, equipment and or support
5. **Acceleration Programme** – Also known as an accelerator, is a useful catalyst to decrease the amount of time needed to reach a certain desired Result
6. **Crowdsourcing / Crowdfunding** - Fundraising, mostly carried out on the Internet, whereby small contributions from very large groups that share the same interest, or a common project have an intention to support an innovative idea
7. **Start Up** - A start-up is a company that is in the first stage of its operations, or in its 'starting' point. These companies are often initially bankrolled by their entrepreneurial founders as they attempt to capitalize on developing a product or service for which they believe there is a demand
8. **Innovation Marketplace** – An online location whereby innovative ideas and innovators may view, buy and sell possible innovation ideas

## 4.2 Choice Criteria for the selected best practices

These Best Practices have been chosen amongst a very large list as they are the eight which we have ascertained to be the ones which may offer the largest impact on the desired outcomes. They cover a wide and diverse range and are able to give a good overview of what is available in today's Best Practice utilization scenario.

## 5 Target Users

The target users for the Smart Atlas are:

1. Students
2. Researchers
3. Companies
4. Start Ups
5. Independent Users
6. Anyone who wishes to be more informed on best practices in Europe
7. Anyone willing to share their best practices into the ASKFOOD Smart Atlas

### 5.1 Utility of Smart Atlas Tool for Target Users

The Smart atlas too has three main functions.

1. **Best Practice Search:** The actual Atlas is able to give a visual and geographical representation of the distribution of best practices around the EU which are divided by function and clearly visible to the user, as well as giving information on the selected best practice upon clicking (also described in Fig. 9 and Fig. 10)
2. **Best Practice Sharing:** Any user who wishes to share their best practice with the ASKFOOD Network is able to do so by submitting a form on the Smart Atlas page which will then be reviewed by the ASKFOOD board and can subsequently be inserted into the georeferencing system upon evaluation. This is also shown in **Section 5.1.2 – Good Practices Resource form**
3. The Smart Atlas also has the function to act as a Database for anyone wishing to get in contact with any company they see on the Atlas, making communication and innovation easier to achieve.

## 6 Smart Atlas

### 6.1 Smart Atlas Pages

#### 6.1.1 Home Page

Public access from the [www.askfood.eu](http://www.askfood.eu) home page or <https://www.askfood.eu/tools/smart-atlas/>.

The home page is comprised of a clean and modern layout to allow easy navigation. The colour scheme follows that of the project logo, with the logo being shown in the upper left corner, followed by ‘Smart Atlas’. A slideshow of three different innovation-focused images are on constant rotation with two superimposed quotes to inspire visitors to click through to the virtual tool (Fig. 1, Fig. 2, Fig3).



Fig. 1 – Smart Atlas Homepage Slideshow 1



Fig. 2 – Smart Atlas Homepage Slideshow 2

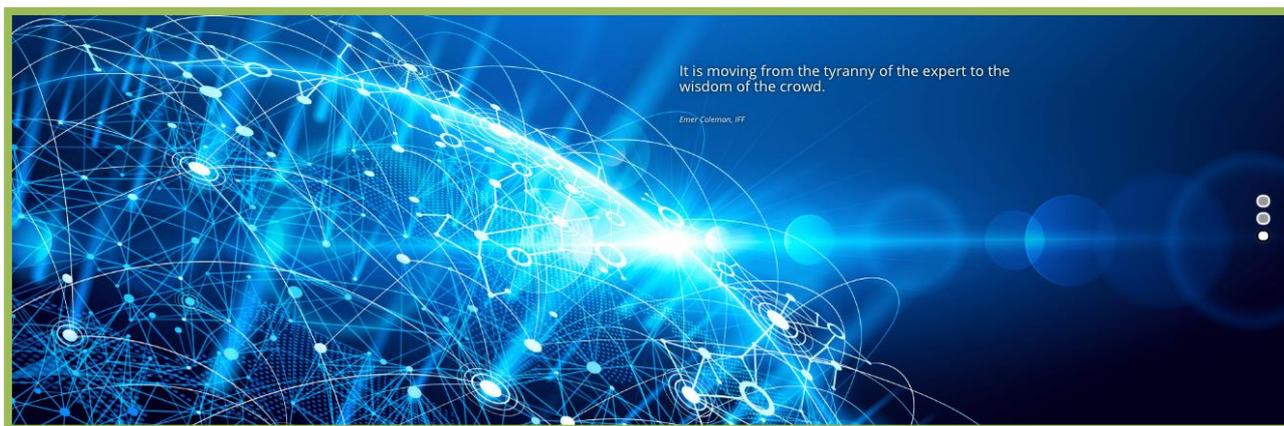


Fig. 3 Smart Atlas Home Page Slideshow 3

Upon scrolling, the home page features a text to describe the virtual tool and to entice the Smart Atlas visitors to either click through to view the adhering companies and good practices, and/or submit their own resources and good practices (Fig. 4). The text summarises also the ASKFOOD Project so as to link the utility of the tool to the aims and objectives of the Erasmus+ knowledge alliance developed in ASKFOOD.

In the era of shared knowledge and knowledge sharing, there are a lot of Open Source Resources that can fit with the emerging skill needs in the food sector.

This tool was developed in the framework of the **ASKFOOD Erasmus+ Knowledge Alliance**, a project involving 11 partners from all over Europe and coordinated by University of Teramo that explores new frontiers in generating and upscaling skills and entrepreneurial mindset in the food industry.

According to the Theory of Knowledge, **Personal Knowledge** is meant to refer to knowledge which has been acquired by the individual based on their own experiences, efforts and conclusions; **Shared Knowledge** is knowledge which is held communally, by groups which will vary in size depending on the type of knowledge being explored.

The **ASKFOOD Smart Atlas** is an Open Repository that capitalizes and re-uses a lot of materials that can be taken as an inspiration or as a self-training tool to increase Personal Knowledge, but it is also planned as a solution to increase Shared Knowledge and Knowledge Sharing in the Food Industry.

It's the result of the ASKFOOD Community of Practice, a group of people who share a concern or a passion for something they do, and learn how to do it better as they interact regularly.

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No comparative and/or ranking purpose was underlying the research work on which this Atlas is based. All the resources are classified also according to the principal profiles of subjects, who may be interested in them (researchers, policy makers, business professionals, etc.)

You can **join us**, and enrich the Atlas by providing inputs using the dedicated form.

The design of the Atlas was coordinated by CASSIOPEA.

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**To enter the Atlas and start browsing, just enter.**

[ENTER](#)

**If you have good practices or resources you want to share, please fill and send the following template.**

[CLICK TO FILL](#)

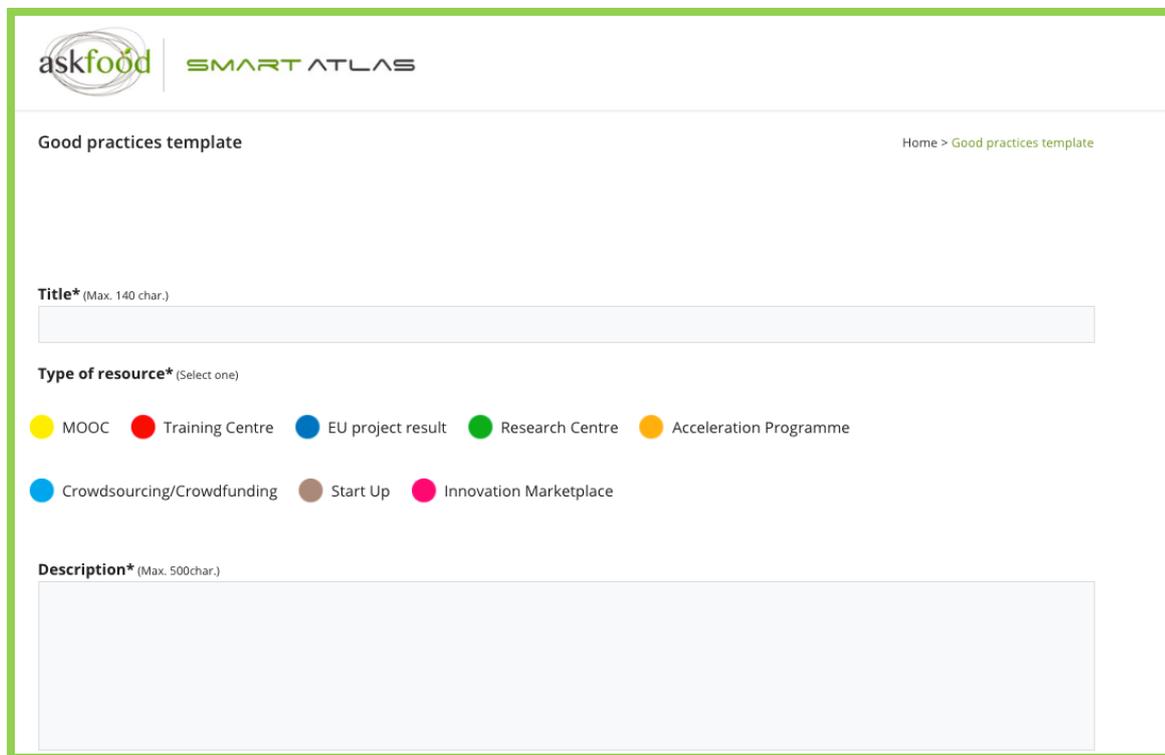
Fig. 4 Smart Atlas Home Page Text

The page divides into two columns below the Smart Atlas description text, with two click-through links which maintain the green colour of the ASKFOOD logo for visual continuity. On the left, the link clicks through to enter the Smart Atlas Map (Fig. 4). On the right, the 'click to fill' link brings the visitor to an online form to be

filled out with appropriate information on behalf of the visitors wishing to share their good practices and resources (Fig. 5-7).

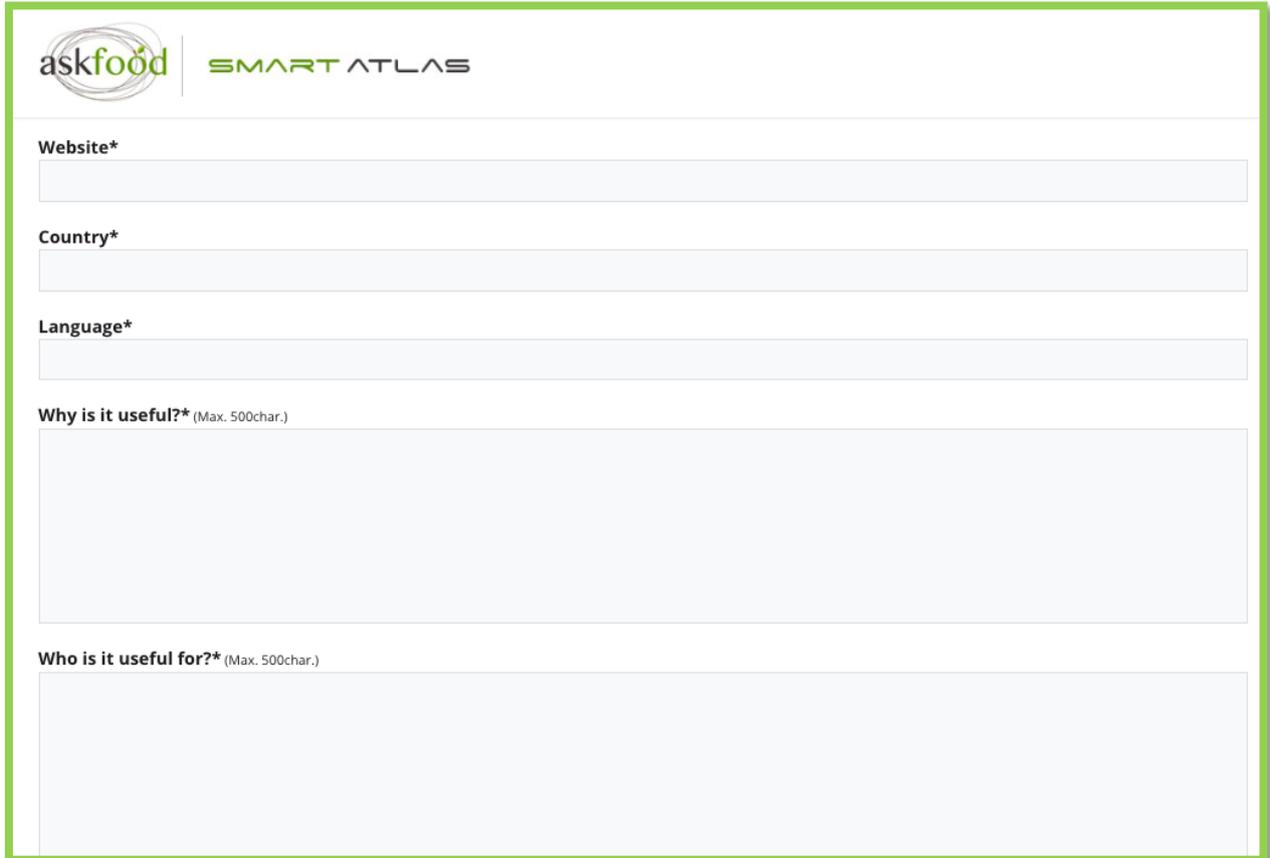
### 6.1.2 Good Practices and Resources Form

The submitted forms all reach the ASKFOOD Secretariat email and are collected and assessed before allowing submission.



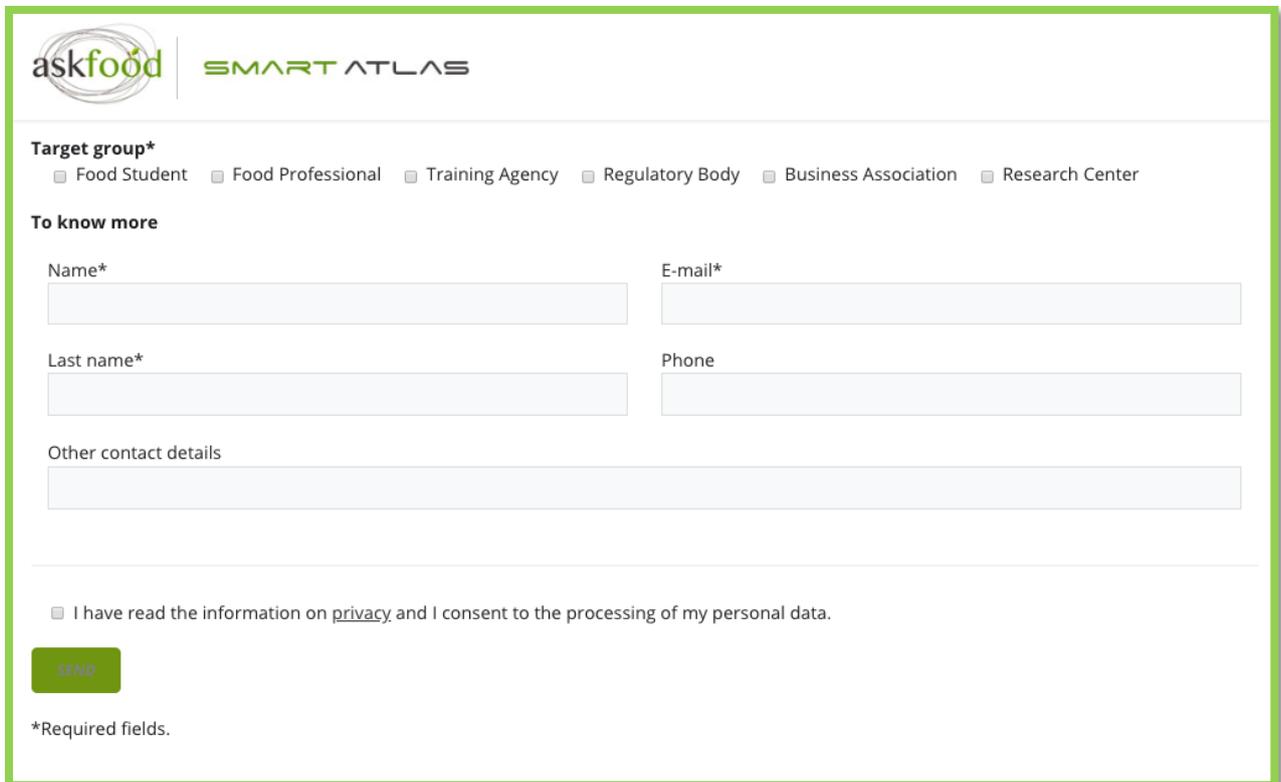
The screenshot shows a web form titled "Good practices template" within the "askfood SMART ATLAS" interface. The form includes a breadcrumb trail "Home > Good practices template". It features a "Title\*" field with a maximum character limit of 140. Below this is a "Type of resource\*" section with a "Select one" instruction and seven radio button options: MOOC (yellow), Training Centre (red), EU project result (blue), Research Centre (green), Acceleration Programme (orange), Crowdsourcing/Crowdfunding (light blue), Start Up (brown), and Innovation Marketplace (pink). The final field is "Description\*" with a maximum character limit of 500.

Fig. 5 – Smart Atlas Good Practices Template - pag1



The form on page 2 features the askfood and SMART ATLAS logos at the top left. Below the logos are five input fields: 'Website\*', 'Country\*', 'Language\*', 'Why is it useful?\*' (with a 500-character limit), and 'Who is it useful for?\*' (with a 500-character limit).

Fig. 6 – Smart Atlas Good Practices Template pg2



The form on page 3 includes the askfood and SMART ATLAS logos. It starts with a 'Target group\*' section containing five radio button options: 'Food Student', 'Food Professional', 'Training Agency', 'Regulatory Body', 'Business Association', and 'Research Center'. Below this is a 'To know more' section with four input fields: 'Name\*', 'E-mail\*', 'Last name\*', and 'Phone'. A larger 'Other contact details' field follows. A consent checkbox is present: 'I have read the information on [privacy](#), and I consent to the processing of my personal data.' A green 'SEND' button is located below the consent text. At the bottom left, there is a note: '\*Required fields.'

Fig. 7 – Smart Atlas Good Practices Template pg3

### 6.1.3 Smart Atlas Page



Fig.

Fig. 8 – Smart Atlas tool

The Smart Atlas page features a map of Europe on the right-hand side of the page, and a list of the possible categories on the left-hand side of the page (Fig. 8).

The categories are: MOOCs, Training Centres, EU project results, Research Centres, Acceleration Programmes, Crowdsourcing/Crowdfunding, Start Up companies. Each category is represented with a differently coloured dot which is also easily viewable on the map. The colour of the map recalls once again the ASKFOOD green tone, creating unison and consistency in the design of the virtual tool. The bottom of the page, represented in Fig. 8, shows the logo of the European Commission funding and project number, title, and details as well as a green band with additional information on the development and copyright of the virtual tool.

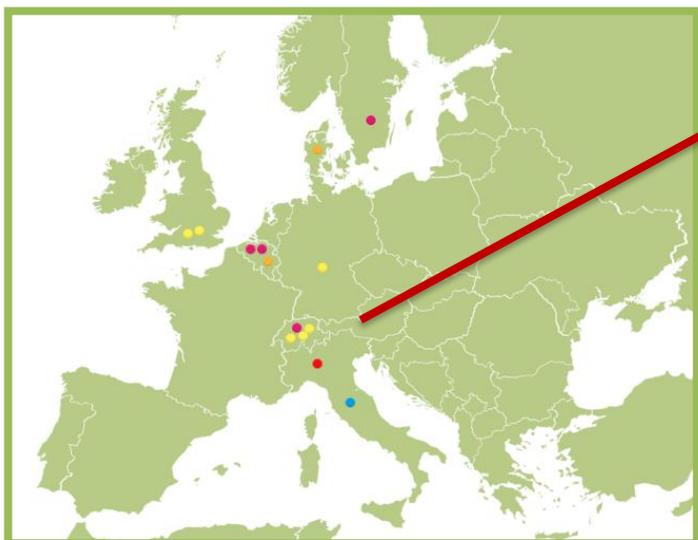


Fig. 9 Click-Through dots on Smart Atlas Example

Fig. 10 – Pop up info-box on selected company from Smart Atlas

The dots on the map (Fig. 9), once clicked, lead to a pop-up superimposition with information on the company such as: a small description, the logo, the website where more information can be found, who the company targets, and the owner/Year /Author.

## 7 Future Development and Perspectives

It is expected that during the life-time of the project the Smart Atlas will be continuously improved and updated with new best practices with the contribution of the ASKFOOD partners and all interested external parties.

Taking into account the resources available, the Smart Atlas has been set on a European basis. However, an enlargement to an international landscape could be taken into account in the future as exploitation action as well as based on the availability of additional resources and interest from international parties.