

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



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**Evaluation Strategy**

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Dissemination Level		
<b>PU</b>	Public	
<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)	<b>X</b>

**Summary:**

This document represents a guideline describing the processes, methods, steps, tools, decisions and actors of the evaluation process for the ASKFOOD project.

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## 1 Introduction

The purpose of this document is to provide detailed information on the Evaluation strategies and procedures that should be followed during the implementation of the Alliance for Skills and Knowledge to Widen Food Sector-related Open Innovation, Optimization and Development (ASKFOOD) project. This document provides a basis for planning, performing, managing, monitoring, and measuring the quality of the activities and deliverables related to this project.

This Evaluation Plan defines the quality assurance principles and activities to be performed during the life-cycle of the ASKFOOD project, by presenting a systematic method for identifying, monitoring, and resolving quality issues.

Evaluation will be performed by two major strategies: 1) Project assigned two external evaluators (one from independent academia – Prof. Petros Taoukis - and one from independent industry – Dr Huub Leliveld), who will assess the progress of all WP’s at suitable times and 2) Representatives of the target groups will evaluate the quality of activities and results of the project against predefined descriptors and quality indicators.

Additionally the Project uses an open and participatory approach with simple dashboards and infographics making the current state of the art of the ASKFOOD Project visible and a user-friendly interface (ASKFOOD Numbers) that makes evident the progress and the results of the project to the wider community, thus allowing transparency but also the collection of inputs about how to improve solutions and project effectiveness. These two tools are offered through a dedicated section in the Project’s website.

Finally, key metrics will be used to implement a two-level benchmarking system: (a) with other Knowledge Alliances (working on similar topics or methods) and (b) among the ASKFOOD Alliance Members so to support peer-to-peer learning and mutual support in continuous quality improvement.

## 2 Partners and Roles

Partner	Role
<b>UNITE</b>	<ul style="list-style-type: none"> <li>• ASKFOOD Project Lead – Overview of project management activities</li> <li>• Contribute to Project Dissemination – General Dissemination</li> <li>• Project Website</li> <li>• Co Lead Task 1.3 Identification of most relevant needs, conclusion making, recommendation and presentation</li> <li>• Coordinate ASKFOOD Innovative Trainign Hub &amp; Knoledge Clusters (WP2)                             <ul style="list-style-type: none"> <li>○ Co Lead Task 2.1 Establishment of the ASKFOOD Innovative Training Hub</li> <li>○ Co Lead Task 2.2 Implementation of the ASKFOOD Knowledge Clusters and Local Action Plans</li> </ul> </li> <li>• Co Lead Task 5.2 Green Paper and strategic guidelines supporting the Innovative Integrated Training Investments in food and food-related sectors</li> </ul>
<b>BOKU</b>	<ul style="list-style-type: none"> <li>• Coordinate ASKFOOD Innovative Training Package (WP3)                             <ul style="list-style-type: none"> <li>○ Lead Task 3.1 Selection of training activities to be developed</li> </ul> </li> <li>• Lead Task 4.2 Garage Labs</li> <li>• Contribution to Certification Scheme (WP5)</li> <li>• Implementation of Task 4.3 Virtual Incubation and Accelerated Growth Hacking Programme</li> <li>• Implementation of Task 4.4 ASKFOOD Start Up Global Events</li> <li>• Contribute to Project Dissemination</li> <li>• Exploitation of outputs in FoodSTA project</li> </ul>
<b>UHOH</b>	<ul style="list-style-type: none"> <li>• Coordinate Quality Assurance (WP6)</li> </ul>

	<ul style="list-style-type: none"> <li>• Co Leader Task 1.2 Collection of additional information and Interactive Training Gap Identifier</li> <li>• Co Leader Task 2.2 Implementation of the AKSFOOD Knowledge Clusters and Local Action Plans</li> <li>• Co Leader Task 5.1 Set up of the Permanent Observatory</li> <li>• Link inventory of needs between SMEs and Research</li> <li>• Develop training material</li> <li>• Liaise with Food STA project</li> <li>• Contribute to Project Dissemination (ISEKI Food 2018)</li> <li>• Mediator with KICFood</li> </ul>
<b>CUT</b>	<ul style="list-style-type: none"> <li>• Coordinate Evaluation (WP7)</li> <li>• Co-coordinate ASKFOOD Smart Atlas (WP1)</li> <li>• Co Leader Task 3.3 Design and development of selected innovative training activities</li> <li>• Setting ASKFOOD Hub in Cyprus</li> <li>• Tune current programs according to new modules and training methodologies</li> <li>• Set a new joint academia-industry MSc (develop at international level)</li> <li>• Contribute to Project Dissemination (Mediterranean region)</li> </ul>
<b>WUR</b>	<ul style="list-style-type: none"> <li>• Contribute to all Project implementation WPs (1-5)</li> <li>• Co-Lead Task 3.1 Step by step guide to training activities to be developed <ul style="list-style-type: none"> <li>○ Development of training materials</li> <li>○ Development and application of innovative training methodologies</li> </ul> </li> <li>• Contribute to Project Dissemination</li> </ul>
<b>UZAG-PPBF</b>	<ul style="list-style-type: none"> <li>• Contribute to all Project implementation WPs (1-5) <ul style="list-style-type: none"> <li>○ Collection of training and skills need in Mediterranean</li> <li>○ Setting ASKFOOD Hub in Croatia</li> <li>○ Tune local food related study programmes according to new modules</li> <li>○ Upgrade HE study programs to international level</li> </ul> </li> <li>• Contribute to Project Dissemination (Eastern Europe &amp; non-EU countries)</li> </ul>
<b>CASSIOPEA</b>	<ul style="list-style-type: none"> <li>• Coordinate ASKFOOD Smart Atlas (WP1) <ul style="list-style-type: none"> <li>○ Lead Task 1.2 Training Gap Identifier</li> </ul> </li> <li>• Coordinate ASKFOOD Reversed Incubator (WP4) <ul style="list-style-type: none"> <li>○ Lead Task 4.1 Business Ideas generation and <i>Plug &amp; Play</i> approach</li> <li>○ Lead Taks 4.3 Virtual incubation and Accelerated Growth Hacking program</li> </ul> </li> <li>• Contribute in all WPs</li> <li>• Liaise with institutions and stakeholders of food and non-food related sectors</li> <li>• Contribute to Project Dissemination</li> </ul>
<b>LVA</b>	<ul style="list-style-type: none"> <li>• Coordinate Dissemination &amp; Exploitation (WP8)</li> <li>• Identification of future skills (WP1)</li> <li>• Industry views considered</li> <li>• Liaise Project with other EU Food Industry Associations</li> <li>• Contribute to innovative teaching tools (WP3)</li> <li>• Contribute to Permanent Observatory (WP3)</li> </ul>
<b>FEDERALIMENTARE</b>	<ul style="list-style-type: none"> <li>• Industry views considered</li> <li>• Identification of future skills (WP1)</li> <li>• Co-coordinating development and setting of dissemination strategy (WP8)</li> <li>• Disseminate/communicate results (WP8)</li> <li>• Liaise Project with other EU Food Industry Associations</li> <li>• Contribute on ASKFOOD Knowledge &amp; Training Hub development</li> </ul>

<b>FoodDrinkEurope</b>	<ul style="list-style-type: none"> <li>• Industry views considered</li> <li>• Identification of future skills (WP1)</li> <li>• Disseminate/communicate results (WP8)</li> </ul>
<b>SEVT</b>	<ul style="list-style-type: none"> <li>• Identification of scope &amp; needs of Project (WP1)</li> <li>• Disseminate/communicate results (WP8)</li> <li>• Contribute with project management experience</li> </ul>
<b>IFA</b>	<ul style="list-style-type: none"> <li>• Coordinating WP5</li> <li>• Leading Task 3.2 – Certification scheme</li> <li>• Leading Task 4.4 – Start up Global Events</li> <li>• Leading Task 8.4 – IPR Management and Exploitation</li> <li>• Development of web services</li> <li>• Contribute to Project Dissemination</li> <li>• Contribute to Organization of Dissemination Events</li> </ul>

### 3 External Evaluators

In order to determine whether the project planning and implementation are effective and the results and expected impact are met an external evaluation is planned. This approach will help to improve the processes and the results and will be conducted by 2 external evaluators from different sectors and expertise. The results from this evaluation which will be yearly will be fed into WP6 Quality Assurance in order to improve the measures taken and approaches followed. This obviously implies a very close collaboration between all participants (project partners and evaluators).

The evaluation process is planned analytically in the following part and as mentioned earlier it will be performed in close connection with the quality assurance. The collection of quarterly task reports will be assessed under WP6 and linked to the evaluation.

It is critical to mention that this strategy will be annually revised according to the progress of the project, the received comments from the External Evaluators and the Steering Committee decided revisions.

The two External Evaluators are Professor Petros Taoukis from the National Technical University of Athens, Greece and Dr Huub Lelieveld formerly from UNILEVER.

#### 3.1 External Evaluation Methodology

PP4 (CUT) will follow the following steps:

1. Prepare a short current briefing on the project for the External Evaluators.
2. Send the External Evaluators the briefing of the project as well as a brief description of the evaluation procedure. The evaluators are expected to express their comments and suggestions for the evaluation procedure beforehand and appropriate revisions will be considered.
3. Collect all material needed to be sent to External Evaluators and prepare an easy to access document(s) with clearly numbered/titled parts required to be reviewed.
4. Send the External Evaluators the official package for the evaluation.

All official communication related to the evaluation is included and reported regularly to the Steering Committee members.

The External Evaluators will be provided with all WP Leaders contact details in order to be able to freely communicate and acquire any further information they find necessary for their evaluation. Management Board will be also accessible at all times during this procedure.

The External Evaluators are expected to provide within 1 ½ month their reports to WP7 Coordinator and the Project Coordinator Prof. P. Pittia. The reports need to provide suggestions for improvement where appropriate and advise on how best to meet the needs of relevant stakeholder with regard to specific deliverables.

External Evaluators will be invited in all project meetings and are expected to attend at least one annual meeting. The External Evaluators will be also invited to follow any appropriate web meetings, dissemination events as well as they will be receiving all external addressed communication.

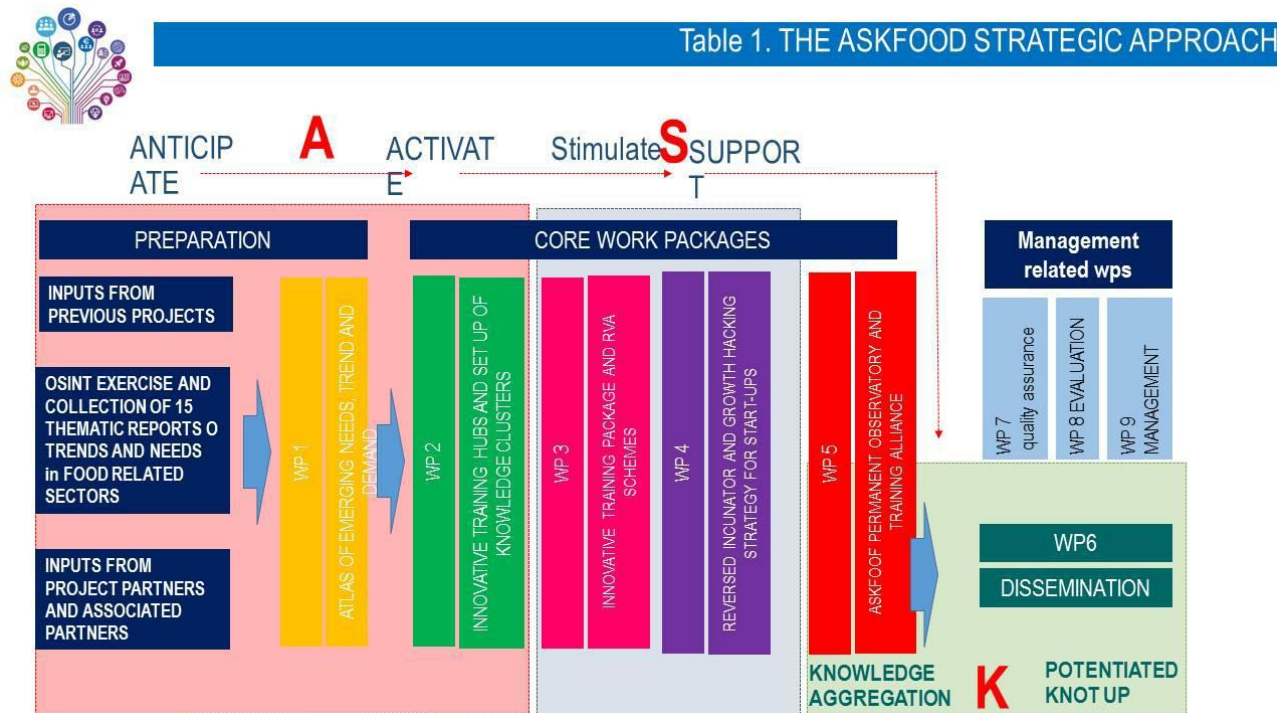
### **3.1.1 External Evaluators Project Briefing**

The ASKFOOD Project main aim is to create a permanent knowledge alliance between businesses and HEIs in the food-related sectors in order to:

1. Implement an Open Innovation framework to modernize education and training of the future generation of HE graduates in Food studies, in responses to common and cross-sectoral challenges connected with food production, food processing, food waste (ASKFOOD DBTE). This objective will directly refer to need of innovating HEI's offer in order to boost innovation in higher education, business and in the broader socio-economic environment by jointly developing and implementing new learning and teaching methods (like new multidisciplinary curricula, learner-centred and real problem-based teaching and learning)
2. Generate interactive repository of emerging skills and professional profiles in the food sector in a forward-looking perspective (ASKFOOD Interactive Atlas) so to forecast future skill needs (ASKFOOD Forecast Aggregator), according to the evolution dynamics of the food sector. This objective will tackle the challenge to create schemes of transversal skills learning and application throughout higher education programmes that are developed in cooperation with enterprises and aimed at strengthening employability, creativity and new professional paths.
3. Develop cross-industry knowledge platforms (ASKFOOD Knowledge and Training Hub and Clusters) to support innovative multi-actor food clusters in Europe. This will be implemented by the creation of the ASKFOOD Knowledge Clusters, that are permanent & mutual, learning & training schemes aimed at upscaling, innovating, creating and merging future skills for the food sector, thus supporting the need of new skills required to address the new challenges the food-related sectors are facing (i.e. internationalization, technological and consumption shifts, etc.)
4. Test at local level innovative mapping and co-design of training supported by Open Innovation Methodologies (ASKFOOD Labs), thus supporting network dynamics among academy and industry, among enterprises of different sectors and among new talents and senior professionals. This will be supported by (a)organising continuing educational programmes and activities with and within companies; (b)jointly developing solutions for challenging issues, product and process innovation (students, professors and practitioners together, so creating pilot tests that can be further exploited in different sectors and disciplines.
5. Concretely apply acceleration and growth hacking solutions to support the practical application of entrepreneurial skills, which can involve and/or lead to the commercialisation of new services, products and prototypes, to the creation of start-ups and spin-offs (ASKFOOD Garage Labs and

Virtual Incubator and Growth Hacking Programme), thus contributing to one of the main focus of the KA programme: opening up new learning opportunities through the practical application of entrepreneurial skills.

The above five (5) core objectives are directly related to the 5 project Core Work Packages which create a logical sequence also depicted at the following **Figure 1**. This is designed according the “double ASK Approach” (Anticipate/Activate – Stimulate/Support – Knowledge Aggregation/Knotting Up).



**Figure 1:** ASKFOOD strategic approach of WPs

**3.1.2 Evaluation Procedure Letter to EEs**

In order to achieve best possible project results for the project stakeholders (including project partners) and true impact of the ASKFOOD Knowledge Alliance, the project implements 3 activities:

- Project internal Quality Assurance
- Evaluation from the EACEA (mandatory)
- Evaluation through External Experts

Feedback and suggestions are valuable input for the project consortium. Following this letter you will find attached the relevant documents as basis for the evaluation:

- Project Plan
- Project Gantt Chart
- Selected deliverables

Besides these documents, please feel free to request any further documents and information which you may regard useful for the evaluation of the project. If you wish to additionally interview selected partners of the consortium, please get in contact with Prof. Paola Pittia, ppittia@unite.it or myself (dimitris.tsaltas@cut.ac.cy) to arrange such interviews.

Based on the following documents please answer the questions that follow and provide us with your feedback. Through the external evaluators we expect pinpointed feedback rather than a full project review in all details.

List of documents included in the External Evaluation process:

<b>WP1</b>	<b>Type of material (Month Delivered)</b>
1. ASKFOOD Forecast Aggregator and Future Skills Map (D1.1)	Website/e-tool (M3)
2. ASKFOOD Interactive Training Gap Identifier (D1.2)	Website/e-tool (and document) (M6)
3. ASKFOOD Smart Atlas (D1.3)	Website/e-tool (and document) (M6)
4. Report on Findings and Recommendations from WP1 (D1.4)	Report/Document (M8)
<b>WP2</b>	
5. Collaboration and network plan (D2.1)	Online document (M8)
6. Feasibility study and operational business plan for the ASKFOOD Hub & Spoke Model – D2.2	Online document (M12) (M28 updated)
7. Guidance and Toolkit for the ASKFOOD Knowledge Clusters (D2.3)	Online document (M10) (M10 updated)
8. ASKFOOD Digital Business and Training Ecosystem (D2.4)	Website/e-tool (M12) (M24 updated)
<b>WP3</b>	
9. Step by step guide to training activities to be developed (D3.1)	Document (M8)
10. Certification scheme and RVA guidance (D3.2)	Document (M12)
11. Specifications of selected training activities (D3.3)	Document (M12)
12. Report on developed training activities (D3.4)	Document (M24)
<b>WP4</b>	
13. Start-ups and Accelerated Enterprise Portfolio (D4.1)	Document & Podcast (M12)
14. Proceedings and podcast of the ASKFOOD Strat Up Global Events (D4.2)	Document & Podcast (M30)
15. Start Up Library	Website/e-tool (M14)
16. Specifications of selected acceleration initiatives (D4.4)	Document (M12)
17. Evaluation on developed incubation activities (D4.5)	Online document (M30)
18. Garage approach (D4.6)	Website and document (M30)
<b>WP5</b>	
19. Permanent observatory feasibility study and development strategy (D5.1)	Online document (M26)
20. Flagship projects and project's pipeline (D5.2)	Online document (M36)
21. Green paper for policy makers and managing authorities (D5.3)	Document (M36)
<b>WP6</b>	
22. Quality plan and guidelines for WP and Task Leaders (D6.1)	Document (M2)
23. Quarterly Task Reports (D6.2)	Document (M4,8,12,16,20,24,28,32,36)
<b>WP7</b>	



<b>24.</b> Evaluation Strategy (D7.1)	Document (M4)
<b>WP8</b>	
<b>25.</b> Dissemination Strategy (D8.1)	Document (M3)
<b>26.</b> Project Website (D8.2)	Website (M3)
<b>27.</b> Dissemination material and templates (D8.3)	Online and Print Document (M6)
<b>28.</b> IPR Guidelines (D8.4)	Report/Document (M6)
<b>29.</b> Report of Dissemination activities (D8.5)	Report/Document (M12,24,36)
<b>WP9</b>	
<b>30.</b> Project Management Manual (D9.2)	
<b>a.</b> Project Plan	Document (M4)
<b>b.</b> Guidelines for dissemination	Document (M4)
<b>c.</b> IPR Guidelines	Document (M4)
<b>d.</b> Gantt Chart	Document (M4)

Documents/material 12, 14, 15, 17, 18, 19, 20, 21 will be provided for evaluation in year 3 and 3 of the project.

The External Evaluators are expected to answer the following questions taking into consideration the following points: i) The main activities of the project – Work Packages 1 – 5, ii) quality assurance and project management – Work Packages 6 - 7 and 9, iii) comment on the procedures adopted and those proposed, iv) dissemination and related activities – Work Package 8.

### Questions

1. Based on your view, please evaluate if the overall planned results and expected impact so far have been met? Please also take into account any justifications for deviations. Please provide any suggestions for improvements.
2. Taking into account the progress of the project so far, please evaluate the current and foreseeable relevance of the project activities and outcomes for:
  - a. Universities in the area of Food Studies
  - b. Food Companies
  - c. Other training organizations and multipliers
  - d. EU Policies
3. Have you any suggestions on how best the project could address the needs of relevant stakeholders, with regard to future activities and deliverables?

## **4 Evaluation by Target Groups**

Additionally to External Evaluators the Project will be evaluated by representatives of target groups (university faculty, students, companies, training providers, governmental organizations and other stakeholders). These will evaluate the quality of activities and results against predefined descriptors and quality indicators. This assessment will be performed by online questionnaires sent to all or selected target groups according to their involvement/benefit. Maximum dissemination will be accomplished via the network of all partners (some with enormous capacity – ISEKI Food Association, FoodDrinkEurope, LVA, Federalimentare, SEVT).

The outcomes are classified into short term and long term

#### 4.1 Short Term Outcomes Questionnaire (Online – Google Forms)

1. ASKFOOD Smart Atlas (Universities, companies, training providers, governmental institutions)	Scoring scheme
• A web-based system that includes an open source forecast of job and skills needs	(Score 1-5)
• A web-based system that includes an interactive repository of tools and resources	(Score 1-5)
• Improved knowledge and common awareness of future skills and professional profiles that will be critical in the food-related sectors	(Score 1-5)
• Better identification of existing gaps between training demand and offer	(Score 1-5)
2. ASKFOOD Training Hub (HEI, companies, training providers, governmental institutions, other stakeholders, students)	
• Number of competences/sectors/disciplines that will contribute to the network	(Score 1-5)
• Type of competences/sectors/disciplines that will contribute to the network	(Score 1-5)
• Analysis of the emerging sectors/disciplines of food-related interest	(Score 1-5)
3. ASKFOOD Knowledge Clusters (HEI, companies, training providers, governmental institutions, other stakeholders, students)	
• Number of joint projects and innovative training solutions developed	Number
• Cross-industry knowledge sharing and co-creation activated	(Score 1-5)
4. Disruptive training methodologies (HEI, companies, training providers, students)	
• Number of HEIs and of Courses integrating them	Number
• Better learner-led and market-effective learning outcomes	(Score 1-5)
5. Open symposium (HEI, companies, various stakeholders, including EC instalments)	
• Number of participants	Number
• Increased content and innovation sharing and clustering	(Score 1-5)
6. ASKFOOD Permanent Observatory (HEI, Research centers, training providers, food companies, business, food-related organizations, EC instalments)	
• Number of members	Number
• Guidelines and Consensus Report produced	Number
• Early detection and early warning on challenges, trends, innovations in the training solutions for food related sectors	(Score 1-5)
7. Innovative Training materials (webinars, e-learning, videos,...) (All stakeholders)	
• Number of webinars	Number
• Number of innovative training schemes	Number
• Number of guides for teachers and learners	Number
• Type and user-friendliness	(Score 1-5)
8. Template IPR agreement (for collaboration) (All stakeholders)	
• N. 1 template (to be adapted) to various exploitable outcomes	Number
• Higher trust and support to ideas and innovation sharing	(Score 1-5)
9. Certification scheme for disruptive training methodologies (HEI, teachers, training providers, students)	
• Guidelines to certification in accordance with EU and regional standards and procedures	(Score 1-5)
• Fostered integration of blended training and of disruptive training in traditional learning paths	(Score 1-5)
10. Digital library of training materials (HEI, Research centers, food companies, training providers)	
• 1 Platform	(Score 1-5)

	• Number of items	Number
	• Enriched variety of the materials in terms of disciplines and type	(Score 1-5)
<b>11.</b>	<b>Startup library</b> (HEI, Research centers, food companies, training providers, students, business)	
	• Number of items	Number
	• Number of supported start ups	Number
	• Number of generated business ideas	Number
	• Increased stimulus to business ideas generation and to start-ups set up	(Score 1-5)

#### 4.2 Long Term Outcomes Questionnaire (Online – Google Forms)

<b>1. Integrated Training Investments</b> (HE institutions, Research centers, training providers, food companies, business, food-related organisations, EC instalments)	<b>Scoring scheme</b>
• Euro invested	Number
• Number of joint training initiatives supported	Number
• Better coordination among training initiatives	(Score 1-5)
<b>2. Common models to include formal and not formal training in traditional learning paths</b> (HE institutions, Research centers, food companies, training providers)	
• Number of RVA schemes approved by ESF Managing Authorities and Training Certifying Bodies	Number
• Number and type (sector/discipline) of participants	Number
<b>3. International attractiveness of the EU HE system</b> (Universities, Policy makers, HEIs)	
• Position in the national and EU ranking list	(Score 1-5)
• Number of Joint International Programmes	Number
• Number of visiting students and researchers	Number
• Additional income deriving from researches and studies for international bodies and clients	Number
• Global reputation	(Score 1-5)
• Preference in the students and researchers mobility programmes	(Score 1-5)
<b>4. Better Competitiveness of the Food-related sectors</b> (Companies and Policy Makers)	
• Number of process and product innovations generated	Number
• % of expanded turnover and added value	Number
• % of International penetration	Number
• Attractiveness of the EU food related sectors for investors and talents	(Score 1-5)
• Customer trust	(Score 1-5)
• Customer satisfaction	(Score 1-5)
• Customer retention	(Score 1-5)

## 5 Internal Evaluation Measures

### 5.1 Meetings (site or virtual)

#### 5.1.1 Site Meeting Satisfaction Questionnaire (online – Google Forms)

Questions
1. The meeting was well planned and organized.
2. The agenda of the meeting was clear, balanced, focusing on all key topics.
3. The topics were presented and discussed in a clear and understandable manner.
4. The meeting provided added value with respect to the progress of the project and the scheduling

of the next steps.
5. All participants had the opportunity to express their observations/comments/questions about the topics of the meeting.
6. Catering and meals were satisfactory.
7. Proposed accommodation was satisfactory.
8. For those partners who participated in the workshop on the second day, the workshop covered topics of interest for the project and the presenters added important and interesting information.
9. Comments

**Scoring:** Strongly Agree-Agree-Neutral-Disagree-Strongly Disagree

### 5.1.2 Online Meeting Satisfaction Questionnaire (online – Google Forms)

Questions
1. The meeting was well planned and organized.
2. The agenda of the meeting was clear, balanced, focusing on all key topics.
3. The topics were presented and discussed in a clear and understandable manner.
4. The meeting provided added value with respect to the progress of the project and the scheduling of the next steps.
5. All participants had the opportunity to express their observations/comments/questions about the topics of the meeting.
6. The connection was adequate to support an uninterrupted meeting.
7. Comments

**Scoring:** Strongly Agree-Agree-Neutral-Disagree-Strongly Disagree

## 5.2 Workshops (site or virtual)

### 5.2.1 Site Workshop Satisfaction Questionnaire (online – Google Forms)

Questions
1. The workshop was well planned and organized.
2. The workshop objectives were presented and discussed in a clear and understandable manner.
3. The workshop objectives were balanced, focusing on all key topics.
4. The workshop lived up to your expectations.
5. The workshop content was relevant to your field and interests.
6. The workshop activities stimulated your learning.
7. The workshop was useful for the project or your organization/business (respond accordingly).
8. Available time for interactive training and/or discussion.
9. Appropriateness of teaching aids.
10. Proposed workshop room was satisfactory.
11. Catering and meals were satisfactory.
12. Comments

### 5.2.2 Virtual Workshop Satisfaction Questionnaire (online – Google Forms)

Questions
1. The workshop was well planned and organized.
2. The workshop objectives were presented and discussed in a clear and understandable manner.
3. The workshop objectives were balanced, focusing on all key topics.
4. The workshop lived up to your expectations.
5. The workshop content was relevant to your field and interests.

6. The workshop activities stimulated your learning.
7. The workshop was useful for the project or your organization/business (respond accordingly).
8. Available time for interactive training and/or discussion.
9. Appropriateness of teaching aids.
10. Proposed workshop room was satisfactory.
11. Catering and meals were satisfactory.
12. The connection was adequate to support an uninterrupted meeting.
13. Comments

## 6 Other Evaluation schemes

### 6.1 Open participatory approach

Continues, simple and informative dashboards and infographics will be prepared presenting the state of the art of the ASKFOOD project. All this material will be presented through a dedicated section of the website. Via ASKFOOD Numbers the project partners will make evident the progress and the results to the wider community thus allowing transparency. At the same time this open participatory approach allows for the collection of inputs how to improve solutions and project effectiveness from well informed audiences.

### 6.2 Benchmarking & Benchlearning Evaluation

A two level benchmarking system will be implemented with a) other Knowledge Alliance projects of similar topics or methods and b) amongst ASKFOOD Alliance Members. Brief surveys on these matters will be performed with every opportunity and not less than one (1) time per year.

### 6.3 Advisory Board

An Advisory Board of representatives from Associated Partners and additional experts will serve to advice on scientific and management activities, to assess the progress of the project, verify milestones and ensuring the link between academia and industry.

## 7 Annexes

### 7.1 Annex 1 – Letter for External Evaluators



Alliance for **S**kills and **K**nowledge to Widen  
Food Sector-related **O**pen Innovation,  
**O**ptimization and **D**evelopment

Prof. Petros Taoukis, NTUA, Athens, Greece  
Dr. Huub Leliveld, GHI President

DD.MM.YYYY|

**Subject: Guidelines for external evaluators of the ASKFOOD Knowledge Alliance Project**

Dear colleagues,

In order to achieve best possible project results for the project stakeholders (including project partners) and true impact of the ASKFOOD Knowledge Alliance, the project implements 3 activities:

- Project internal Quality Assurance
- Evaluation from the EACEA (mandatory)
- Evaluation through External Experts

Feedback and suggestions are valuable input for the project consortium. Following this letter, you will find attached the relevant documents as basis for the evaluation:

- Askfood First Annual project report for external evaluators
- Extract of Askfood Project Plans
- Selected deliverables

Besides these documents, please feel free to request any further documents and information which you may regard useful for the evaluation of the project. If you wish to additionally interview selected partners of the consortium, please get in contact with Prof. Paola Pittia, [ppittia@unite.it](mailto:ppittia@unite.it) or Dr Dimitris Tsaltas, [dimitris.tsaltas@cut.ac.cy](mailto:dimitris.tsaltas@cut.ac.cy) to arrange such interviews.

Based on the documents please answer the questions below and provide us your feedback. Through the external evaluators we expect pinpointed feedback rather than a full project review in all details.

All documents can be found under:

[\(link to google drive or dropbox\)](#)

**Please provide your report end of April 2019.**

We remain at your disposal for any further clarifications and required information. Thank you in advance.

Yours sincerely,

Prof. Paola Pittia (Askfood project coordinator)



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**Questions:**

1. Based on your view, please evaluate if the overall **planned results and expected impact so far** have been met? Please also take into account any justifications for deviations. Please **provide any suggestions for improvements**.

2. Taking into account the progress of the project so far, please evaluate the current and foreseeable **relevance of the project activities and outcomes** for:

- Universities in the area of Food Studies
- Food Companies
- Other training organizations and multipliers
- EU Policies

3. Do you have you any **suggestions on how best the project could address the needs of relevant stakeholders**, with regard to future activities and deliverables?

## 7.2 Annex 2 – Annual report for external evaluation

### ASKFOOD – Annual report for external evaluation – DRAFT

This 12 month report designated to external project evaluators was designed on the basis of the official EACEA interim project report to ensure uptake of critical feedback of external evaluators not only into the activities but also for the information provided to the EACEA. In addition, it allows comparability of feedback collected from the viewpoint of the external evaluators and the EACEA, thus improving the practical relevance for the ASKKFOOD consortium.

#### 1. Introduction

##### 1.1 Executive summary

##### 1.2 Objectives of the Askfood Knowledge Alliance<sup>1</sup>

<sup>1</sup> Aims of an EACEA Erasmus+ Knowledge Alliance project: [https://eacea.ec.europa.eu/erasmus-plus/actions/key-action-2-cooperation-for-innovation-and-exchange-good-practices/knowledge\\_en](https://eacea.ec.europa.eu/erasmus-plus/actions/key-action-2-cooperation-for-innovation-and-exchange-good-practices/knowledge_en)

#### 2. Quality of the project implementation

##### 2.1 Implementation of the work plan / tasks

##### 2.2 Outcomes / Results / Products

Provide a list of all deliverables included in your project using the table below.



Workpackage	Deliverable/Outcome title and description	% Achieved	Delivery date (planned/achieved)	Nature	Dissemination level

#### 3. Management Aspects

##### 3.1 Overall cooperation between the consortium members.



#### 4 Impact and dissemination

##### 4.1 Dissemination

##### 4.1 Specific benefits and impact on key players

Impact and benefits for Business partners:

Enter your text here reversed incubator, stakeholder events

Impact and benefits for Academic partners:

Enter your text here

Impact and benefits other partners organisations

e.g. the incubators, the food associations

Impact and benefits [benefits](#) for the students/staff.

Any learning outcomes already identified that could improve the skills, competence and employability needed in their professional or educational environments.

##### 4.2 Quality assurance measures. What quality measures have been introduced, and what are the indicators to assess the quality of the project outcomes|

Enter your text here

#### 5 Others

this point could [cover](#): e.g. lesson learned, best practices and success stories identified, measures taken related to the sustainability of the project results and any other information we would like to communicate. If nothing comes to our mind, we delete it.