



This presentation is part of WholeEUGrain (Grant agreement 874482), which has received funding from the European Union's 3rd Health Programme.

Gospodarska
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Slovenije 
Chamber of Commerce
and Industry of Slovenia
Chamber of Agricultural
and Food Enterprises



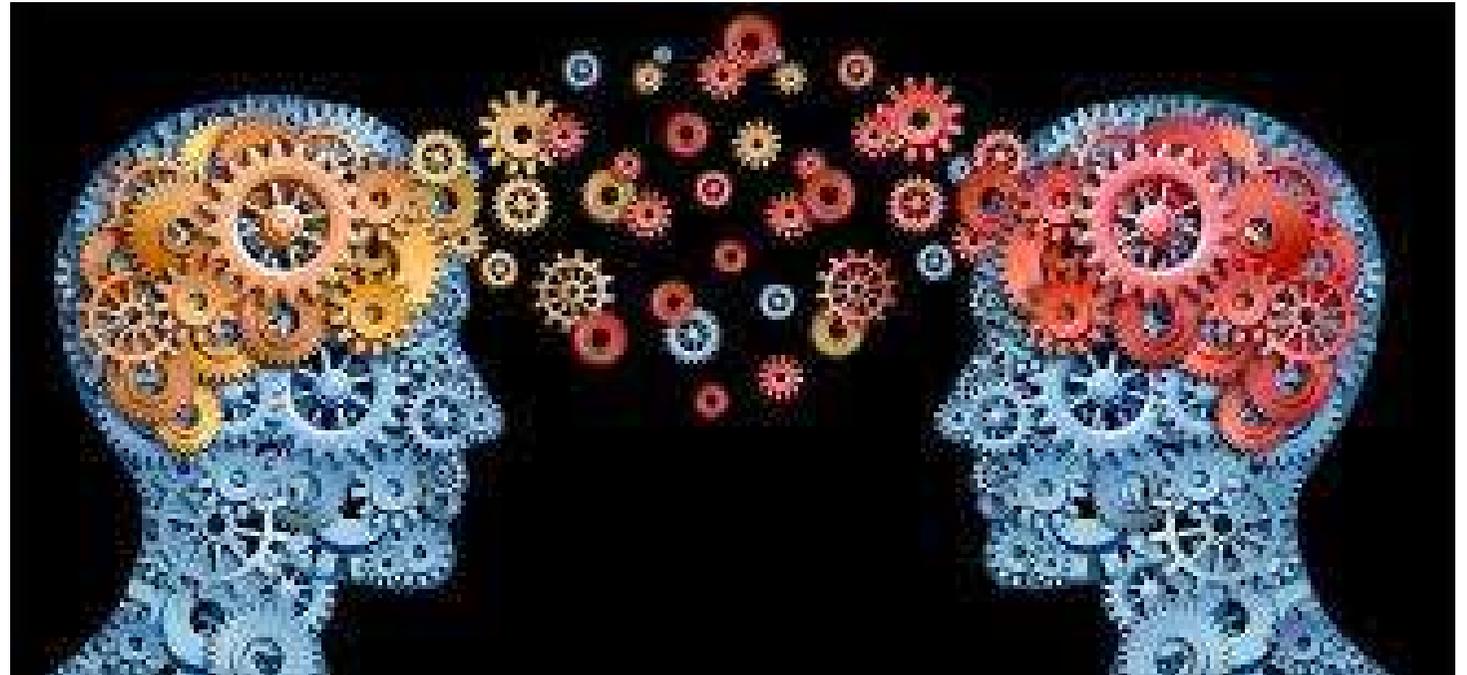
Conclusions & Invitation to the second WEG Summer School

Dr. Petra Medved Djurašinović,
CCIS - Chamber of Agricultural and Food Enterprises

19 May 2021



The WEG
Summer
School was all
about...



Source: <https://www.facebook.com/pages/category/Consulting-Agency/EEx-Experience-Exchange-UG-1431679906931232/>

Statistics

- 3 days
- 19 speakers
- 130 registered participants
- 21 countries

We had participants from Switzerland, Belgium, Croatia, UK, Russia, Lithuania, Sweden, Lebanon, Germany, France, Spain, Israel, Italy, Turkey, Czech Republic, Scotland, Greece, Malta, Romania, Bosnia and Herzegovina, Slovenia)





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Monday
May 17th 2021
(9.00-12.00 CET)



Host of the day
Aneine Pajk Enevoldsen, Head of Section, Sustainable Diet and Health, Danish Veterinary and Food Administration

9.00 **Welcome** Rasmus Prehn Minister for Food, Agriculture and Fisheries

9.25 **The development and organization of a public private partnership**
Rikke Iben Neess is Head of Program for the Danish Wholegrain Partnership

10.30 **Why and how does a Whole Grain Partnership work? - Perspectives from different partners, authorities, NGOs and businesses**
Bente Staerk, Senior adviser, Sustainable Diet and Health, Danish Veterinary and Food Administration
Charlotte Clausen, Brand Manager and CSR in Valsemøllen A/S
Natasa Selberg, Senior Consultant at the Danish Heart Association
Signe Frese, CSR Director, Coop A/S
Julia Laursen, Cand. Scient Food Innovation & Health, Nestlé

12.00 **End of day 1**

Summer School Day 1



4. Organization, strategy and action

Board

- Niels Brinch Nielsen**
Admin. Director, Landmænds Landsrådgivning
- Lise Heidi Wit**
Sundhedsrådgiver / diætist, Høst, Diabetesforeningen
- Pernille Bang-Larsen**
Admin. Director, Landmænds Landsrådgivning
- Jørgen Boye**
Dir. President/Category Director at, Salling Group
- Lars Klansen**
CCO Sales- og marketingstrategi, Raskberg Salling Group A/S
- Kim Madsen**
Admin. Director, Landmænds Landsrådgivning
- Lis Nielsen**
Branchescheff, SF Fødemidler

Secretariat

- Rikke Enevold**
Kampagneleder
- Karen V. Borg**
- Måte Guld Karshøj-Nielsen**
Studerende i Økologi

The partners

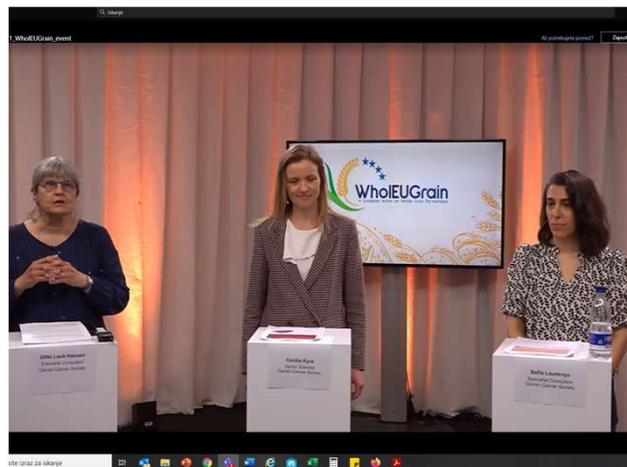
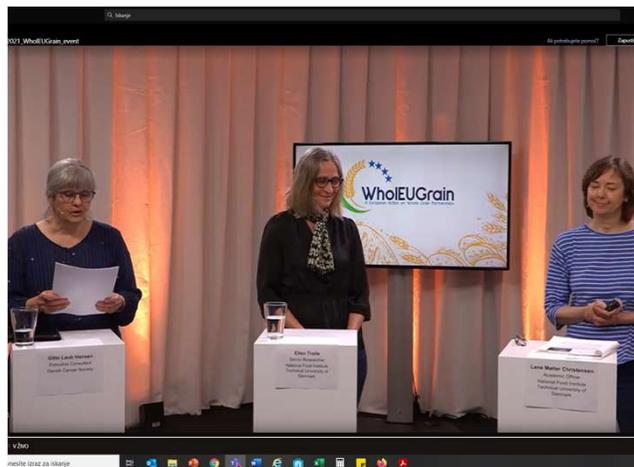


Conclusions and take home messages



1. You can/should engage in a public private partnership, when the problem you want to solve needs the involvement of other stakeholders
2. You can only benefit from a partnership if you invest time and money long term
3. To engage in a partnership you have to define clear role distribution and continuously be able to answer the question:
 - What is in it for me/ my organization?





Tuesday
May 18th 2021
(9:00-12:00 CET)



Host of the day
Rikke Iben Nees, Head of
program for the Danish
Wholegrain Partnership



9.15 • **Whole-grain intake and risk of disease, mortality, and overweight.**
An umbrella review of recent evidence
Specialist consultant Sofia Lourenço, Danish Cancer Society



9.45 • **Whole grains and cancer prevention**
Senior scientist Cecilie Kyrg, Danish Cancer Society



10.00 • **Whole grain and sustainability aspects**
Lene Møller Christensen, Academic Officer at the National Food Institute,
Technical University of Denmark

10.15 • **Expert panel: How to develop a whole grain recommendation?**

- Ellen Trolle, Senior researcher, National Food Institute, Technical University of Denmark. Research group: Nutrition, Sustainability and Health Promotion
- Gitte Laub Hansen, executive consultant, Danish Cancer Society
- Iben Humble Kristensen, Academic Officer, Sustainable Diet and Health, Danish Veterinary and Food Administration



11.15 • **Status on the development of National Whole Grain Partnerships in the partnering countries Slovenia, Bosnia-Herzegovina and Romania**

- Dea Zavadlav, junior consultant at Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises
- Livia Coran, medical doctor at the National Institute of Public Health Romania
- Dušan Kojić, coordinator of the Department for Health in the Ministry of Civil Affairs of Bosnia and Herzegovina



12.00 • End of day 2

Summer School Day 2





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Status on the development of Whole Grain Partnership in Slovenia

Dea Zavadlav, CCIS-CAFE
WhoEUGrain Summer School, 18th of May 2021

Gospodarska zbornica Slovenije
Chamber of Commerce and Industry of Slovenia
Chamber of Agricultural and Food Enterprises

The slide features a white background with a decorative golden wheat stalk illustration at the bottom. A small video inset in the bottom right corner shows a woman with long brown hair wearing white earbuds, speaking. The inset background is purple with white icons of various food items.



Conclusions and take home messages



1. The evidence base for the health benefits and sustainability aspects of wholegrains are an important cornerstone in the development of whole grain recommendations
2. You have to adapt the Danish model for wholegrain partnership to the legal terms, conditions and culture in your country





Wednesday
May 19th 2021
(9.00-12.00 CET)



Host of the day
Gitte Laub Hansen,
executive consultant,
Danish Cancer Society



9.15 • **Monitoring markets and consumers and how to ensure effective communication**
Rikke Iben Neess is head of program for the Danish Wholegrain Partnership



10.15 • **Legal aspects of labeling and the whole grain logo**

- Mette Christensen, Chief Adviser at the division for Chemistry and Food Quality and
- Bente Szarik, Senior adviser, Sustainable Diet and Health, both from the Danish Veterinary and Food Administration




10.45 • **Why is front of pack labeling important?**
CEO Leif Nielsen, the Danish Food and Drink Federation



11.00 • **How do you increase whole grain content in products?**
Andreas Aagesen, Product Developer at Lantmännen Schulstad



11.30 • **Expert panel: What are the incentives for food industry and private partners to increase supplies?**

11.45 • **Invitation to the second summer school**
Petra Medved Djurašević, senior consultant at Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises



12.00 • **End of day 3**

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Summer School Day 3





Partnerships



- When we work together across sectors, we can combine knowledge, resources and strengths. Together we can develop new solutions to problems and find synergies.

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- Source:

<https://www.positivequotesdaily.com/positive-quotes-for-work/positive-quotes-for-work/>

THE KEY TO
SUCCESS IS TO
START BEFORE
YOU ARE
READY

— *Marie Forleo*

To conclude...



Learning objectives



Participants recognized the skills needed for the establishment, development, management, and maintenance of a public private partnership.

Participants acquired knowledge of the definitions of WG, and the evidence base for an increased intake of WG.

Participants can now develop goals, and outline organizational and action plans for the establishment and development of a national WGP.

Participants can now develop plans for monitoring the effects of their efforts in markets, and on consumer behaviour.

Participants are inspired to develop consumer-driven communication, and avoid misleading labelling.

Participants acquired knowledge on to develop and reformulate WG products, and to ensure product quality.

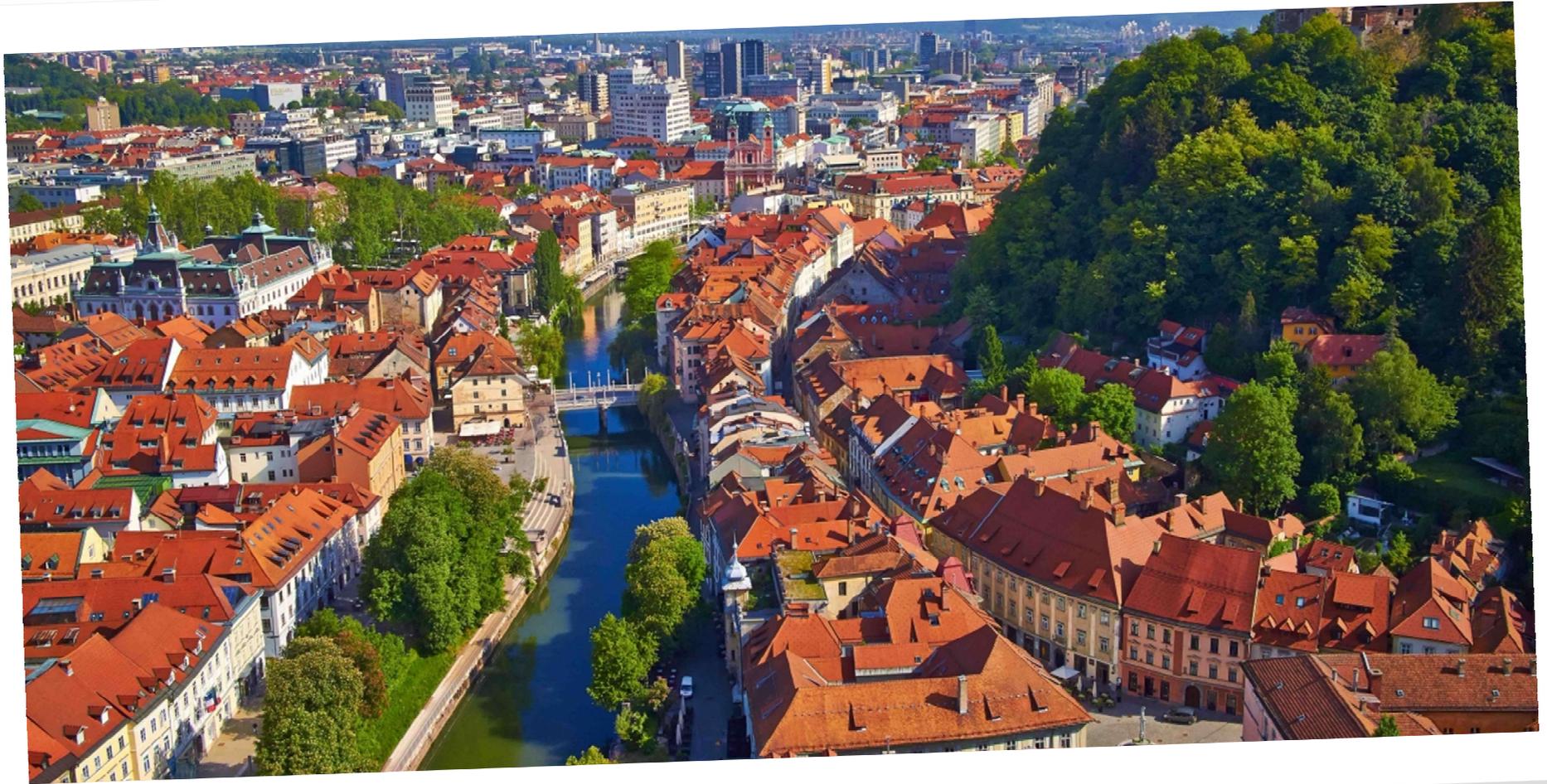


Public private partnership is not a...





Looking forward meeting you in 2022...





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Thank you.
petra.medved@gzs.si

