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Are we ready for national whole grain partnerships?

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THE KEY TO
SUCCESS IS TO
START BEFORE
YOU ARE
READY

— *Marie Forleo*

PARTNERSHIP



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**Increased availability of WG products
for increased consumption of WG
products for health benefits**

**Establishment of PP WG
partnerships at national /
sub-national level**





who

- Slovenia will lead this WP and be responsible for coordination of WP5 activities, linked to all previous deliverables and outputs from the other WPs (especially WP4).
- Danish partners will be available for consultations.
- Romania and Bosnia and Herzegovina will be responsible for the activities regarding the implementation and formation of a WGP at national level.

To establish a public-private partnership with the aim of increasing the consumption of WG products in different target groups.

To ensure that the partnership are set up in a format and with targets that fit into national contexts.





Bosnia and Herzegovina
Romania
Slovenia

A red pencil is positioned vertically, pointing downwards towards the text. The pencil is red with a yellow eraser and a sharp lead tip. The background is a white circular area with a dark, textured border.

When?

Today

Tomorrow

Never

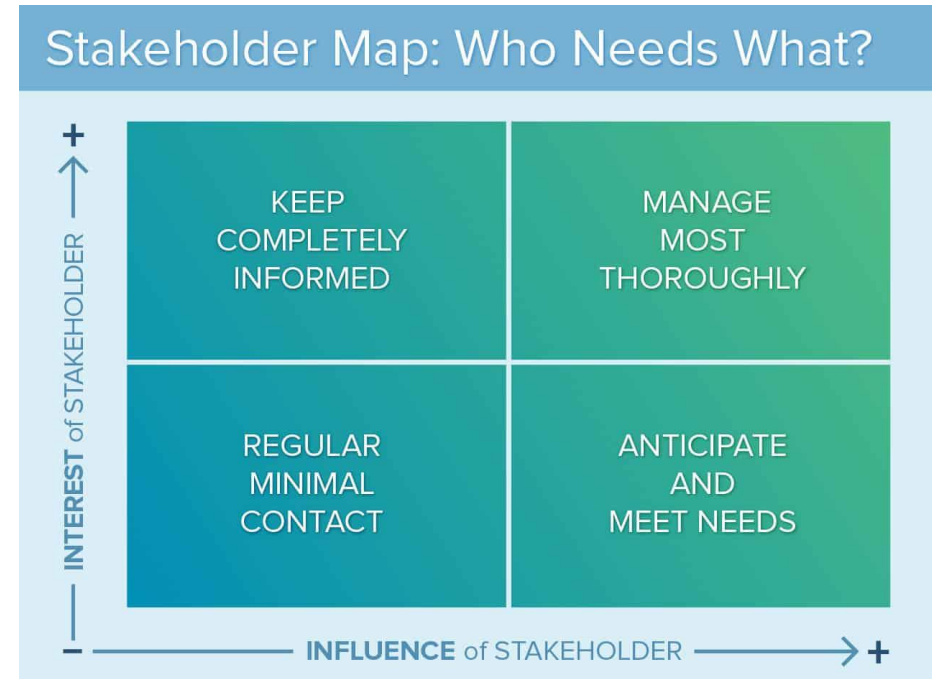


Source: <http://first-the-trousers.com/a-successful-positioning-relies-on-the-how-not-the-why-sorry-not-sorry/how/>



Stakeholder mapping

- **Everyone** interested in collaborating on WG
- Focus on identification of partners from both the **public and private sector** that would agree on the aim to make the population intake of WG through increased availability and sales of products with WG combined with increased knowledge of WGs positive effects as part of a healthy diet
- For each possible partner their possible **interests, preparedness and capacity** as well as their potential **roles and contributions** to the partnership will be identified.



Country-specific risk profiles

- As a starting point for national collaboration, the essential part will be a **common evidence base and a background** for setting targets for results.
- Therefore mapping of the market and availability of products that already or can contribute to the intake of WG will be carried out.
- Pros and cons of a possible **WG label** will be considered.
- Also in this context, **consumer analysis and perception** of the consumers (especially in terms of consumer demand) will be carried out.
- Overview of
 - country specific **dietary risk profiles**,
 - **determinants** of WG intake,
 - dietary **guidelines** and
 - **available data** on present intake of WP.

**IT PAYS TO INVEST
ACCORDING TO
YOUR RISK PROFILE.**



Legal check

- In each applicant country
- To clarify whether there are any **legal obstacles or legal preconditions** for, establishing a formal public/private partnership between authorities, private entities, non-governmental organizations, research institutes, universities and other potential partners
- If such restrictions exist, there should be a formed plan how to deal with the situation and input appropriate means that this can be avoided or regulated.





Source: <https://www.quora.com/Which-is-the-most-stable-football-formation>

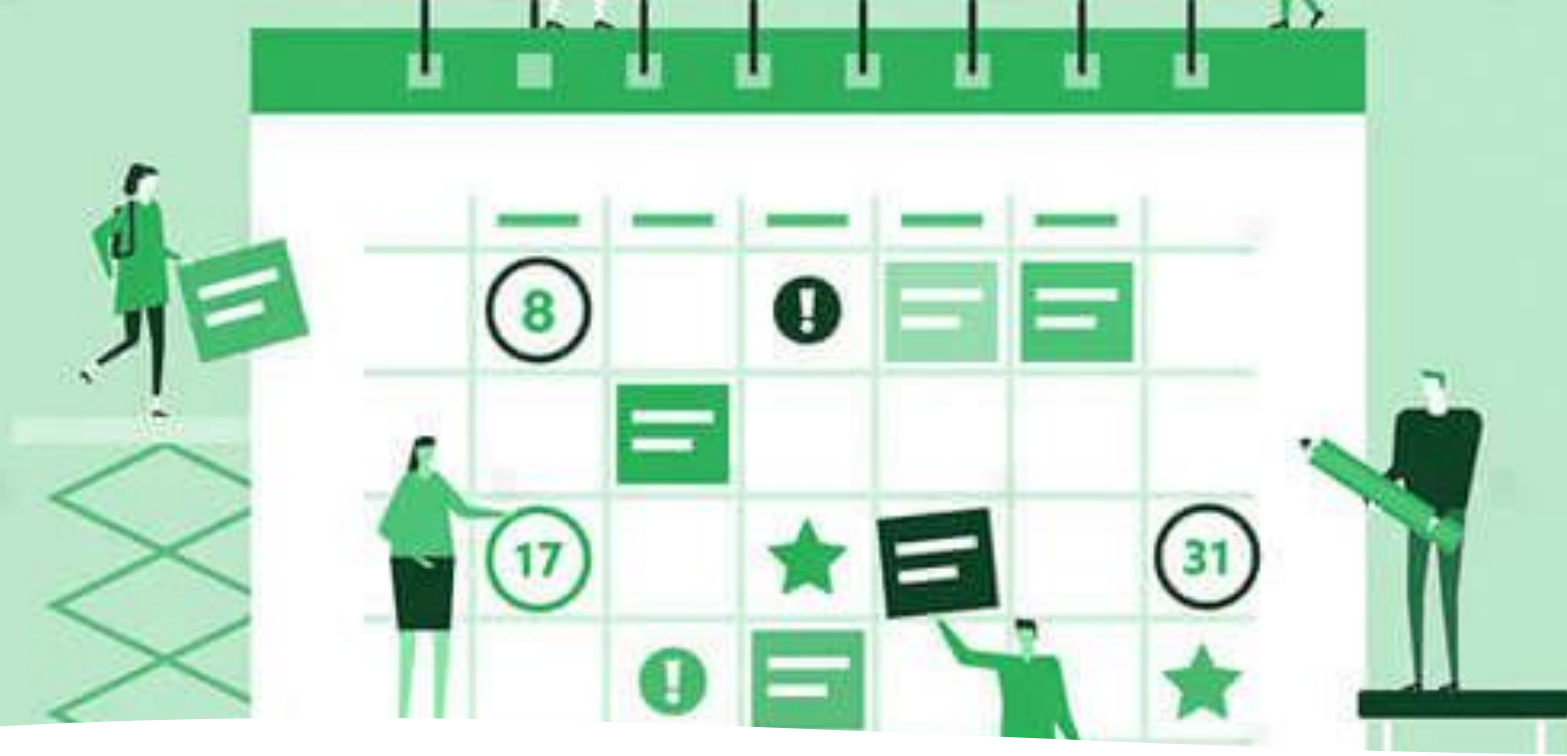
Formation of WGP

- In each country
- One partner should take the initiative to invite other relevant partners to participate in a process that will lead to the formation of a WGP fit for the country in question
- A plan will be developed covering several activities to facilitate the process, e.g. bilateral meetings, information meetings, workshops or working group as appropriate.

Agreement on...

- Roles
- Organisation
- Structure
- Decision forum
- Partner type
- Secretariat
- Financial structure
- Overall aim and targets



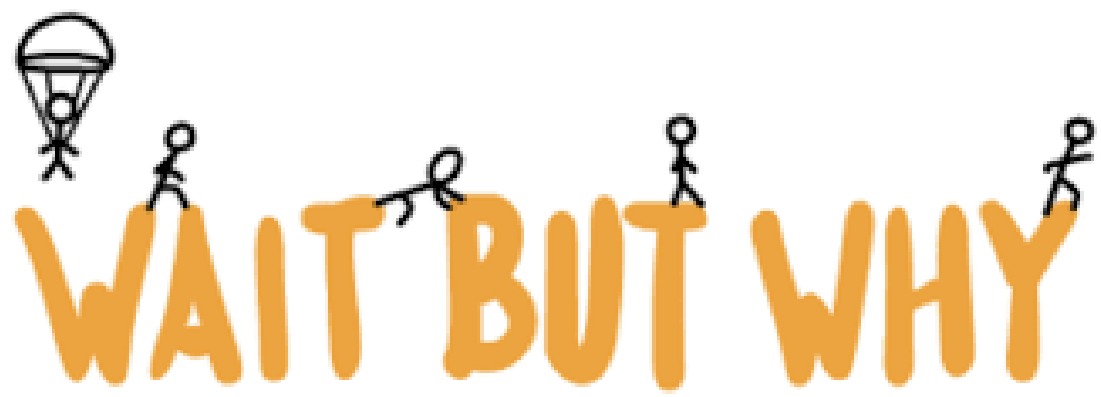


Formation of national campaign / action plan

- Long-term strategy
- An action plan
 - Several specific activities with specific targets will be planned as well as regular partnership meetings and potential working groups
- A monitoring plan

Applicant
countries will...



The text "WAIT BUT WHY" is written in a bold, orange, hand-drawn font. Each letter has a small black stick figure on top of it. The figure on the 'W' is holding a parachute. The figure on the 'I' is holding a small object. The figure on the 'B' is holding a small object. The figure on the 'U' is holding a small object. The figure on the 'T' is holding a small object. The figure on the 'W' is holding a small object. The figure on the 'H' is holding a small object. The figure on the 'Y' is holding a small object.

WAIT BUT WHY

Transferability and sustainability

- Besides leading to establishment of WGP's in the countries directly involved the project will provide important knowledge in form of a public updated Evidence Base of the Health Effects of Whole Grain, including sustainability aspects, as well as an EU Guideline for Whole Grain Promotion.
- The aim of all activities is to set NWGP on long-term not only for the duration of the project. For this, a sustainability strategy will be prepared in order to collect best practices and to explain the needs and opportunities for capitalisation and long-term success.





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Thank you for your attention

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