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Continuation of Who!EUGrain project activities

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Project proposal
“Whole Grain Partnerships - for sustainable public health and society in Europe (WEGEU)”



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Aim of the project

- Reflects the lessons learned from the WholeUGrain project and seeks to build on its achievements.
- The intention is to broaden the scope from establishing national public-private whole grain partnerships and take a step back and focus on building the capacity to fulfil the prerequisites for increasing the consumption of whole grains and whole grain products with purpose to increase the dietary intake amongst the population in the project countries, and thereby in Europe.

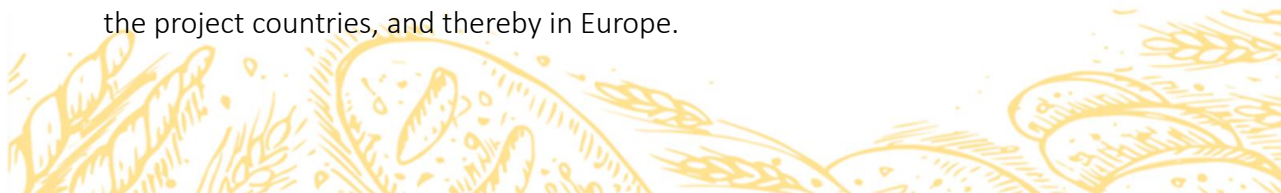


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General objectives

The overall aim of the project will be to increase the consumption of whole grains and whole grain products and consequently to increase the dietary fiber intake among consumers at a European level.

The aim of this project proposal reflects the lessons learned from the WholeUGrain project and seeks to build on its achievements. The intention is to broaden the scope from establishing national public-private whole grain partnerships and take a step back and focus on building the capacity to fulfil the prerequisites for increasing the consumption of whole grains and whole grain products with purpose to increase the dietary intake amongst the population in the project countries, and thereby in Europe.



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General Objectives (2)

The general objectives to achieve this aim will follow a two-pronged approach:

1. Activate industry players to knowledge-share about reformulation and how to engage in whole grain public-private partnerships can be a commercial win-win and establish networks through European-level interest organizations.
2. Knowledge-sharing to strengthen the capacity of public entities to advance the whole grain agenda (how to make recommendations and include in dietary guidelines, campaign materials, communication, and stakeholder engagement)

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Current consortium

Country	Organization
Austria	LVA GmbH
Bosnia and Herzegovina	Institute of Public Health of Federation of Bosnia and Herzegovina
	Public Health Institute of the Republic of Srpska
Croatia	Croatian Institute of Public Health
Denmark	Danish Veterinary and Food Administration
	Danish Cancer Society
Finland	University of Eastern Finland
Hungary	Campden BRI
Slovenia	CCIS-Chamber of Agricultural and Food Enterprises

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Project structure

The project consists of seven work packages:

- Coordination (WP1),
- Dissemination (WP2),
- Cornerstones of whole grains (WP3),
- Reformulation (WP4),
- The business case of whole grains (WP5),
- National development of whole grain partnerships (WP6),
- Cross-sectoral dialogue forum (WP7).



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Project structure (2)

WP1 – Coordination will be led by the Chamber of Commerce and Industry - Chamber of Agricultural and Food Enterprises (SLO).

This work package will include an effective coordination, administrative and financial management of the project towards the planned objectives.

This includes stimulating effective exchange of information among all partners, guidance and interacting with the HaDea, as well as other external bodies.



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Project structure (3)

- **WP2 – Dissemination** will be led by the Campden BRI (HU). This work package will focus on a close and effective information stream within the consortium (internal) and ensure that applicants are provided with inputs for communication to national stakeholders (external).
- **WP3 – Cornerstones of whole grains** will be led by the Danish Veterinary and Food Administration (DK). This work package will focus capacity building of public authorities to actively work to increase the intake of whole grains in their populations.
- **WP4 – Reformulation** will be led by the Campden BRI (HU). This work package will focus on work with agrifood industry and other branch organizations with the purpose to encourage companies to expand the range of reformulated products.

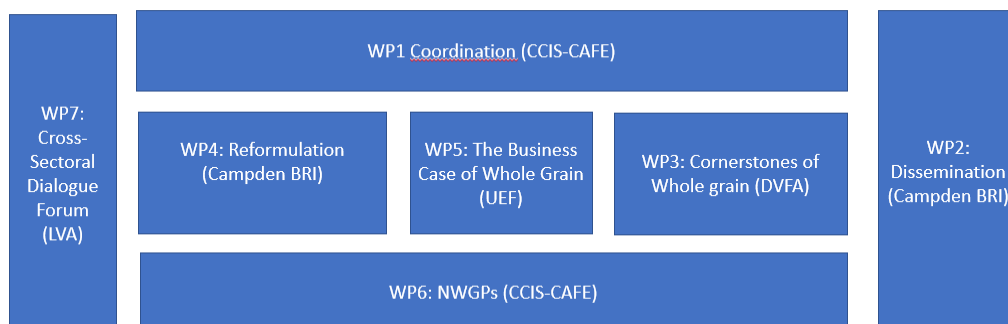
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Project structure (4)

- **WP5 – The business case of whole grains** will be led by the University of Eastern Finland (FI). This work package will focus on generating a European Model for the costs related to health care treatment and lost productivity due to low intake in whole grains.
- **WP6 – National development of whole grain partnerships** will be led by the CCIS–Chamber of Agricultural and Food Enterprises (SLO). The work package will focus on knowledge-sharing of best practice for project partners wanting to establish their own national whole grain partnerships.
- **WP7– Cross-sectoral dialogue forum** will be led by Lebensmittelversuchsanstalt (AT). This work package will focus on using existing networks at a European-level to carry out roundtable discussion with cross-sectoral European-level stakeholders to influence and support national initiatives to increase the consumption of whole grain.

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Project Work Package Structure



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Expected outcomes

- To capacitate public authorities, private sector as well as all interested stakeholders to start or continue their efforts to increase the consumption of whole grains in Europe with the focus on sustainability aspects of whole grains.
- New countries will be motivated, informed, empowered with best practices and lessons learned from the countries, where public-private partnerships are already established or are soon to be.
- This will be achieved through knowledge sharing, educational events, learning capacities and the establishment of whole grain partnerships in countries participating in this project.

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