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# WholeEUGrain – A European Action on Whole Grain Partnerships

JA2015 - GPSD [705038]

START DATE: 01/11/2019

END DATE: 31/10/2022

DURATION: 36 month(s)

CURRENT STATUS: Ongoing

PROGRAMME TITLE: 3rd Health Programme (2014-2020)

PROGRAMME PRIORITY: -

CALL: Call for Proposals for Projects 2018 - Implementation of best practices to promote health and prevent non-communicable diseases and to reduce health inequalities

TOPIC: Transferring the Wholegrain promotion initiative to other countries

EC CONTRIBUTION: 855410.43 EUR

KEYWORDS:

## Project abstract

### WholeEUGrain – A European Action on Whole Grain Partnerships

Four countries will be partners in a 3-year project for facilitating the transfer of the Danish best practice model for a Whole Grain Partnership. Other countries get the opportunity to follow the project and to participate in some activities. The overall objectives are to promote good health through healthy diets, prevent diseases, reduce inequalities and establish supportive environments for healthy lifestyles by developing country-based whole grain public/private partnerships.

The primary target groups are public and private stakeholders to be included in the WGP at national levels. Consumers are end-users of activities developed by the partnerships when established.

The proposal focus on the transfer of best practice acknowledging the need for collaboration between countries and added value of interdisciplinary and policy-practice-research collaboration. The proposal further focus on a multicomponent strategy covering structural changes in form of an increase in the availability of healthy whole grain products to the consumers as well as increased knowledge of the health effects of whole grain. A multi stakeholder approach together with such strategy will provide a broad coverage for the whole population, including less resourceful groups leading to reduction in health inequalities. This means that the proposal has the potential to meeting the objects and priorities in the work programme.

The task of transferring the DWGP consist of three phases: Feasibility check, Education and Adaptation leading to the formation of the national WGP's.

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.

# Work package

## Work Package 1: Coordination

Start month: 1

End month: 36

Work Package Leader: DVFA

### Description of work

#### Task 1.1: Management steering

Setting up the relevant bodies:

- Consortium will be the main governing body, composed of one representative per partner.
- Steering Committee including the coordinator (Coordinator Team) and the WP leaders will carry out the scientific, technical and financial coordination and oversees the project as a whole.
- Stakeholders Network – collaborating knowledge and practice sharing across Europe. Targeting representatives from international organization such as EC, WHO, Health Grain Europe.

#### Task 1.2: Contractual and financial management

Includes main duties of the coordinator, - the management and distribution of the EC payments to beneficiaries without unjustified delay and monitoring cost in order to oversee and check overall costs incurred per WP and per participant. A Coordination Team manages the day-to-day technical and administrative aspects of the project and supports and integrates the different components. The coordinator will be the exclusive counterpart towards CHAFEA.

#### Task 1.3: Meetings

Consortium meetings (M1, M18, M30) starting with a Kick off meeting. Regular physical and web-based Steering Committee meetings are planned to promote the achievement of the project and the committee will meet at least every 6 month (M1 (Kick off meeting), M8, M13, M18, M24, M30 and M36). Communication and dissemination questions are on the agenda in all meetings to ensure all partners knowing the status and how all activities can contribute to the communication and dissemination of the project.

The project will also support a Stakeholder network to facilitate sharing of experience across Europe. WP1 will set up the relevant stakeholder network and in collaboration with WP2 plan a public launch event (M8).

#### Task 1.4: Periodic reporting

Monitor progress in terms of deliverables, milestones by using project management tools to identify risks and preparing interim and final reporting to ensure timely and efficient submission to the EC. WP leaders will assist the coordinator with a timely reporting with a quality check of deliverables and provide any information upon request e.g. according to EC Audits.

## Work Package 2: Dissemination

Start month: 1

End month: 36

Work Package Leader: CCIS

This work package will focus on a close and effective information stream among applicants and ensure that applicants are provided with inputs for communication to national stakeholders through the dissemination strategy. The main target groups for the project are applicants and national stakeholders in applicant countries. Main target groups will be governmental and non-governmental organizations, agricultural and food enterprises as well as consumers. Thus, we are expecting the involvement of health authorities, other ministries, institutes, faculties and other important stakeholders. The big focus of this package is to establish a good dissemination strategy that will encourage food producers to produce whole grain products, to encourage retail sector to stock them and to encourage consumer towards reformulated whole grain products.

### Task 2.1

SI-CCIS will be the leading partner of this work package and will be responsible to develop a dissemination strategy in collaboration with other applicants who will be responsible for providing relevant information from national activities as well as to support dissemination of relevant information and deliverables to stakeholders and target groups at national levels.

### Task 2.2

The promotion of the project will take place through different events and channels (website, modern social media (Facebook, twitter, Instagram), newsletters, leaflet, webinars and external conferences) and all the applicants and stakeholders will be actively engaged through the course of the project to ensure applicable and appropriate results to target groups. Communication of the project will be carried out through presentations at different events and through promotional material as well.

As all applicant countries are members of, or closely related to the HLG and SGPP it is foreseen that information could be disseminated to these groups by request thereby giving all other EU member states the opportunity to follow the project closely.

Finally, it is expected that the project will be of interest to EU or other international conferences and meetings - as the DWGP has been. Presentations at such occasion will therefore also be part of the dissemination strategy if such requests are received. Furthermore WP1 will establish a stakeholder network which this WP will disseminate information and news to.

### Task 2.3

A European Guideline for the promotion of WG will be the result of the experiences from the Tool box, summer schools, etc.

## Work Package 3: Evaluation

Start month: 1

End month: 36

Work Package Leader: INSP

### Description of work

#### Task 3.1. Internal evaluation

The internal evaluation aims at establishing the extent to which work schedule, contractual deliverables, other required actions and targeted outputs are progressing according to plan.

A project evaluation plan and methodology will be developed including tools and instruments for assessment of each WP and meetings. The internal evaluation will be a systematic process carried out periodically (M6, M12, M24, and M35). It will be based on specific questionnaires, developed according to the activities, timelines, milestones, outputs and deliverables of each work package of the project. The internal evaluation methodology will be based on the Logical Framework Approach (LFA) which allows for a continuous improvement-centred approach. In the design of indicators and tools the WP3 leader and steering committee will take advice and guidance from OECD. The results of the periodical evaluation are summarised in internal periodical evaluation report.

#### Task 3.2. External evaluation

The external evaluation will focus on project outcomes and their impact. It will be based on independent expert advice of representatives of the main implementing country stakeholders and from main EU bodies with activities and expertise on nutrition and health promotion. An external evaluation Committee with designated representatives from implementing countries' Ministry of Health/stakeholders Forum, EU Platform on nutrition and physical activity, High Level Group on nutrition and EUPHA will be set up. The mission of the Committee will be: evaluation of project implementation stage, based on activity reports; validation of future activities work plan; identify and make strategic recommendation for increasing impact and ensure sustainability.

The external evaluation will be carried out by EUPHA members of the nutrition division. Members of the SC and WP leaders will participate in the external evaluation meeting.

In the design of indicators the WP leader and SC will take advice and guidance form OECD.

## Work Package 4: Implementation tools for WGP

Start month: 1

End month: 30

Work Package Leader: DCS

This work package will describe the activities aiming to disseminate the key experience and knowledge from Denmark to interested EU member states. It will ensure that the knowledge base becomes available for potential national WGP's from other EU member states. The WP will disseminate key experiences, learnings and knowledge of the DWGP through summer schools, communication activities, workshops, education and a toolbox.

DK-DCS will be lead partner for this WP and be over all responsible to plan and conduct the summer schools and the development of a Toolbox. A working group will be established consisting of the partners from the DWGP and the secretariat and they will deliver agreed resources, either as subcontractors or in kind.

Applicants will be responsible for active participation in the summer schools, to work in between summer schools at national level (re. WP5) and to participate in exchange of experience with other applicants concerning e.g. pitfalls and successes. Applicants will be responsible for commenting on the outline of the summer school program and the Toolbox and translate the Toolbox material into their national language.

### Task 4.1 Update on evidence base

As basis for the NWGP it is essential to have an updated evidence base for the health benefits of WG, dietary guideline, definition of WG etc. The Danish evidence report will be used as a starting point, however, new research has definitely appeared since it was written in 2008, topics like sustainability has become increasing important and there would be differences between DK and the other applicant countries that need to be taken into account.

Such an evidence report – including a special “easy to read”-version will be used to increase awareness among policy makers, health professionals and organisations of the importance of WG as part of a diet to promote health and sustainable development. It would be very cost-effective to develop common updated evidence paper on WG in collaboration and across applicant countries. The update should take into account newest research as well as the EAT Lancet-report.

### Task 4.2 Toolbox

This task contains a Toolbox with a collection of all the experience and knowledge from the DWGP combined with a step-by-step guide to establish and run a public private partnership around WG. Themes covered will be prerequisites for establishing a WGP, (evidence base for the health benefits of WG, dietary guideline, definition of WG), the WG logo category-specific criteria, and examples of consumer communication through campaigning and on pack labelling and marketing. Do's and Don'ts when conducting and organizing a partnership, including ethical aspects of working in public/private partnerships and how to handle conflicts of interest. How



to define different partner roles, develop a strategy, ensuring availability, effective communication and how to reach different target groups, monitoring success and effects.

The preliminary outline of content and the draft will be presented to the participating countries to ensure their needs are met as far as possible. The Toolbox will be translated from English to national languages in the participating countries.

#### 4.3 Summer schools

Each summer in the three-year project period, this WP will conduct summer schools of 5 days duration. Here a program consisting of classes, workshops and study visits will enable summer school participants to learn all about being a partner and run a public private partnership in relation with WG. The developed Toolbox will be the main educational material for the classes. The summer school program will be developed in the DWGP, and adjusted the participant's needs and the collected experience. The first summer schools will be held in Denmark, to ensure easy contributions from the different Danish partners. For the second and third year of the program, we will consider if the summer schools should be held in one of the other applicant countries.

## Work Package 5: National development of a WGP

Start month: 5

End month: 36

Work Package Leader: CCIS

This WP describes the activities that need to take place at national levels in the countries that aim to develop a NWGP based on the Danish model. This WP builds on learnings and Toolbox from WP4. It covers development of national dietary WG evidence and market study.

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

### Task 5.1 Test feasibility and preparedness at national level

This task includes mapping at national level of public and private organizations that could be interested in collaborating on WG. The mapping will 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.

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 contribute – or potentially could contribute – to the intake of WG should 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) should be carried out. Overview of country specific dietary risk profiles, determinants of WG intake, dietary guidelines and the available data on present intake of WP.

In each applicant country a “legal check” will be conducted in order to clarify at national level 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 were to occur there should be a formed plan how to deal with the situation and input appropriate means that this can be avoided or regulated.

A consideration at national levels will be taken in order to establish which elements could be relevant to transfer, which elements should be adjusted to national conditions and which elements would be irrelevant for the country in question. The result of the Danish good practice is also connected to the development of the logo that was and still is promoted through a successful campaign. Possibility of transferring the usage of the logo on national level or the development of a new logo should therefore be one of the important goals at national level.

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 a number of activities to facilitate the process, e.g. bilateral meetings, information meetings, workshops or working group as appropriate.

#### Task 5. 2: Implementation and formation of a WGP at national level

The next step will formally (or just informally if most appropriate in the country in question) establish a WGP and together develop and agree on:

- Partnership agreement
- Organizational structure including decision forum, partner forum and secretariat
- Financial structure
- Overall aim and targets

Members of the partnership will start working together and develop a long term strategy and action plan for the coming year covering several specific activities with sp

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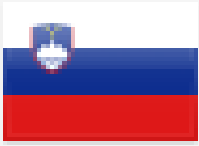


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## 6 newsletters

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 31/10/2022

Preparation and translation of newsletters in different languages for external communication. (Deliverables: M3, M12, M18, M24, M30 and M36).

## Layman version of the executive summary final report

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 01/11/2022

Short version of the final report written for the interested public

## Final conference

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 31/10/2022

Final conference will be organized where all important results and good practices will be presented for external communication of the project.

## EU Guideline

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 30/04/2022

Development of an EU Guideline for promoting whole grain.

## Leaflet 2

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 31/10/2022

To promote the results and the output of the project.

## Final communication report

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 31/10/2022

Final report of the project will be prepared in collaboration with other applicants and relevant actors for external communication.

## End of project booklet for the public

DVFA

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 31/10/2022

Short version of the final report written for the interested public

## External evaluation reports

INSP

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 31/10/2022

Will focus on project outcomes and the impact (Deliverables: M18 and M36)

## Toolbox outline presented to partners

DCS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 31/12/2019

Toolbox outline for partners to comment

## Toolbox draft presented to partners

DCS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 29/02/2020

Toolbox draft for partners to comment

## Final Toolbox (English)

DCS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 30/04/2020

Final Toolbox available online

## Summer school proceedings

DCS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 30/04/2022

3 summer schools (Deliverables: M8, M21 and M33).

## Summer school programme

DCS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 30/04/2020

Summer school programme are developed in a 3 step process

## Practical planning of summer schools

DCS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 30/04/2020

Consist of booking venue, invite speakers, arrange study tours etc.  
(Deliverables: M6-8, M16-18 and M28-30).

## Conduct 3 summer schools

DCS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 30/06/2020

Host and ensure execution (Deliverables: M8, M18 and M30).

## Feasibility

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 31/10/2020

Investigate preparedness and feasibility

## Mapping of stakeholders

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 31/10/2020

Check and prepare a map of stakeholders to be involved in the formation and realization of NWGP

## Legal check report

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 28/02/2021

Legal check the possible opportunities and/or restriction related to the implementation

## Formation of NWGP

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 30/04/2022

Partners will create and implement a NWGP

## National campaign/action plan

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 30/06/2022

Development national campaigns/action plans

## Sustainability strategy

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Expected on: 31/10/2022

Development of sustainability strategy in order to collect best practice and to explain needs and opportunities for long-term success

## Preparedness and Feasibility report

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 19/11/2021

Investigate preparedness and feasibility



## Communication and dissemination strategy

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 08/11/2021

Communication strategy will be prepared for internal communication among project partners.

## Internal evaluation reports

INSP

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 08/11/2021

The internal evaluation will be a systematic process carried out periodically (M6, M12, M24, M35). Two interim public reports will be issued at M18 and M36, respectively.

## Evidence base

DCS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 08/11/2021

Evidence base for the health benefits of whole grain including sustainability aspects

## Toolbox - a guide to implement a successful national whole grain partnership

DCS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 08/11/2021

A selection of implementation tools

## Toolbox translation

DCS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 08/11/2021

Translation of Toolbox into national languages

## Website

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 28/10/2021

Development and maintenance of the project website for external and internal communication.

## Roll up

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 28/10/2021

Preparation and translation of roll up for the project for external communication.

## FB profile

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 28/10/2021

Development and maintenance of the project Facebook profile for external communication.

## Evaluation plan and instruments

INSP

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 28/10/2021

Development of evaluation plan and instruments

## Stakeholder Web Event

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 30/08/2021

Organization of first kick-off event for external communication (all the interested partners and stakeholders).

## Visual identity

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 30/08/2021

Visual identity of the project.

## Web-group

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 30/08/2021

Web-group will be formatted for internal communication among project partners.

## Leaflet 1

CCIS

WholeEUGrain – A European Action on Whole Grain Partnerships (WholeEUGrain)

Published on: 30/08/2021

Preparation and translation of leaflet in different languages for external communication.