



## PRE-PROJECT FP7“CALL” 2007

<b>Name of the proposal</b>	<p>“<b>CONSUMER SCIENCE INNOVATION -OPEN NETWORK FOR NEW SCIENCE</b>” (acronym : “<b>CSI-ONNS</b>”) –call :<b>COOPERATION</b> within -<b>Network of Excellence- on the Theme: FOOD AGRICULTURE &amp; BIOTECHNOLOGY. FP7-KBBE-2007-1</b> , Opening : <b>22 December</b> Activity: <b>Fork to farm: Food</b> , Identifier : <b>KBBE-2007-2-1-01: Networking of food consumer science in Europe and development and application of social and behavioral sciences to food research</b></p>		
<b>Project abstract</b>	<p><b>Objectives: Knowledge Based Bio-Society (KBBE)</b> , can be enhanced in Europe by bringing food-consumers together to the research and industrial challenges, aiming to reply to the growing demand of safer and healthier higher quality and safety of food production . Therefore the major aim of the “<b>CSI-ONNS</b>” Project is to establish a networking European community and to develop a complex multi-disciplinary research to rebuilt confidence among Scientists and Consumers about the importance of improving good conscious nutrition and dietary styles and its relationship with new knowledge and new working methods of food production especially focusing neurological and genetic advanced knowledge impact on the consumer perception changes.</p>		
<b>Approximate budget</b>	To be confirmed after the Consortium Agreement	<b>Grant Request EC</b>	To be confirmed after the Consortium Agreement
<b>Project owner</b>	To be decided after the Consortium Agreement	<b>Program deadline</b>	<b>Deadline:</b> 02 May 2007 at 17:00 (Brussels local time)
<b>Partner profile looked for</b>	<p>- EGOCREANET c/o University of Florence (IT), is searching for partners belonging to European Universities, Research Centres , Public Organizations and SME's Association on Food and Agriculture . <b>NB</b> – The “ <b>CSI-ONNS</b> “ preliminary proposal is launched by EGOCREANET , "<i>not only</i>" aiming to be a “leader” of the project, but also for giving a contribution as partner to good affirmed European <b>networks among European SCIENTISTS and CONSUMERS.</b> -</p>		
<b>participation</b>	<p>- The participation as partners of the “<b>CSI-ONNS</b>” proposal can be accepted for all of the indicated partners that subscribe the objectives of the proposed program based on the development and dissemination of “<b>KBBE</b>” innovation, particularly oriented to develop new knowledge and new working methods through strengthening consumer science in Europe. - To achieve the goal to “<b>POWER “KBBE” TO THE PEOPLE</b>” , the “<b>CSI-ONNS</b>” partnership would work in a multidisciplinary approach to develop culturally competent methods and novel technologies to elucidate and disseminate to the European Consumers the complex interactions from “<b>Fork to the Farm</b> “ between environmental factors, genes, neurology within the relationship of food nutritional innovation strategies and health and well being of consumers.</p>		
<b>Duration of the project</b>	To be confirmed after the Consortium Agreement		

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## Knowledge Based Bio-Economy : emerging relationships among Scientists and Consumers.

