aN Eu Curriculum for chef gasTro-engineering in primAry food caRe



EXPLOITATION PLAN

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1 ABSTRACT:

The scope of this document is to define the Exploitation Strategy and Plan for the NECTAR project materialising the task 7.3. This Exploitation Plan will be subject to regular review and further development as the project progresses and will also take account of the evolution of the stakeholder ecosystem and the outcomes of actions set out in the Dissemination and Communication Plan, and the Sustainability and Scaling Up Strategy. These latter documents need to be read in conjunction with the Exploitation Plan given the synergy and relationship with their action plans and the proposed Exploitation outcomes.

2 KEYWORDS:

Exploitation, Communication, Dissemination, Stakeholder Mapping, Monitoring, Evaluation

3 REVIEWERS

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^{*}Status indicates if:

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6 INTRODUCTION

The objective of the NECTAR project is to address a mismatch which has been identified between the skills currently offered by cooks and chefs working in hospitals, residential care and homecare, and those actually demanded by healthcare institutions, private service providers and final end users, in order to play a pivotal role in Primary Food Care.

Delivering against this object NECTAR will define an EU Occupational Profile, based on a "culinary/ clinical integrated approach", for "Chef Gastro Engineering" (CGE), and develop a "CGE EU reference Curriculum" for the certification of this profile. In addition, an eLearning Platform will be developed to support CGE students and VET providers. The CGE will be an innovative and pivotal figure in Primary Food Care, skilled in food management and kitchen coordination, addressing end-users needs such as taste deteriorations/alterations, swallowing and chewing problems, personalising recipes and cooking processes. In addition, the CGE will acquire technical skills to exploit digital resources to get knowledge of end users' needs and desire, for personalisation of care, but also to offer high quality services, in terms of food quality and kitchen management.

As NECTAR will address an identified gap, it will be important to ensure the project outcomes can continue to be delivered after it ends so that greater numbers of older adults, and patients with underlying health conditions, across Europe can benefit from receiving high quality food tailored to their health and well-being. To realise the project's goals, we have set out in this document the NECTAR Exploitation Plan. The Plan is structured as follows:

- Objectives
- Anticipated Project Results
- Strategy
- Implementation
- Responsibilities
- Monitoring and Evaluation

This Exploitation Plan must be read in conjunction with the NECTAR Scaling Up and Sustainability Strategy (Deliverable 7.4.1), Dissemination and Communication Plan (Deliverable 7.1.1), and the Chef Gastro Engineering European Curriculum (Deliverable D3.1.1).

All NECTAR Partners, including the Pilot Regions play a role in the delivery of this Exploitation Plan.

7 PURPOSE AND OBJECTIVES

7.1 Purpose of the Exploitation Plan

Exploitation, in this context, refers to the action of making use of and benefiting from NECTAR project results. The Exploitation Plan illustrates what such results are and sets out the strategy for maximising their use beyond the project. This Exploitation Plan provides:

- NECTAR's exploitable results
- Exploitable results characterization
- Exploitation routes
- Risk assessment
- Individual partners' exploitation expectations

During the NECTAR Consortium and Steering Committee meetings between September to November 2021 discussions took place with partners to identify potential NECTAR Exploitable Results. These have been used to inform the development of the Exploitation Plan. In addition,



account has been taken of the NECTAR Scaling-Up and Sustainability Plan (D7.4.1) and the NECTAR Stakeholder Map (D7.1.3) in identifying the potential Exploitation Routes and Risks.

7.2 Objectives

The objective of the Exploitation Plan is to inform policy and practices and contribute to the implementation and shaping of national and European policies and systems for VET in food care. Specifically, the Exploitation Plan will explore ways of:

- (a) transferring successful results to appropriate decision-makers in regulated local, regional, national or European systems (e.g. different regions in pilot sites);
- (b) convincing individual end-users to adopt and/or apply the results of the project.

This Exploitation Plan in delivering on its objective will therefore address the twin needs of an exploitation strategy:

- ➤ **Mainstreaming** results of the project come to the attention of decision-makers at the local, regional, national, and international levels; and
- ➤ **Multiplication** convince end-users to adopt the project's results.

Each of these terms is explained in more detail below.

- a) Identify the target groups for our mainstreaming and multiplication efforts. At the same time, it is important to build into the Plan the possibility for modifying our target groups should our exploitation efforts require it. The targets of our mainstreaming and multiplication efforts shall be differentiated according to activities that fall within the lifetime of the project and those that are intended to flourish after the project. While this may not alter the identity of the target groups, the phase of the project/post-project is likely to affect the priority accorded different targets in the strategy.
- b) Detail how we propose to reach our target groups. This will include a timetable for realisation of the concrete steps of the strategy and an allocation of responsibility within the consortium for each separate goal. This involves (a) a Stakeholder Mapping analysis to identify stakeholders by type and need according to their influence and interest in the project; and (b) a mechanism for monitoring and evaluating the extent to which we are succeeding in reaching the identified group. In terms of the Stakeholder Mapping this has already been completed, D7.1.3. This identifies each stakeholder's level of influence and level of interest in the project and sets out how engagement and communication with stakeholders should be carried our
- c) <u>Detail strategies for ensuring the goals of the project continue to be realised after the lifetime of the project.</u> This includes securing commitment from:
 - i. VET providers to adopt and implement the curriculum for Chef training,
 - ii. Certification and Awarding Bodies to recognise the curriculum,
 - iii. regional policy makers to recognise the importance of the taste and quality of food offered to patients and older citizens in health and care settings; and
 - iv. health and care providers to recruit Chefs and Cooks with the recognised CGE qualification.



8 EXPLOITATION PLAN

8.1 Exploitable Results

The first step in developing a comprehensive NECTAR Exploitation Plan was to identify the list of Exploitable Results (ERs) developed within the project. The following table summarizes the NECTAR ERs and the Exploitable Result Lead Partner.

Result Number	Exploitable Result	Lead Partner	Beneficiary
1	CGE Occupational Profile	ODISEE	Policy Makers, Regulatory Bodies, Health and Care Providers
2	CGE Curriculum	Si4Life	Policy Makers, Regulatory Bodies, VET Providers
3	CGE Web-based Designers' Kit	Si4Life	VET Providers
4	Open Access Educational Resources	MUG	VET Providers
5	Online Educational Toolkit	MUG	VET Providers
6	Pilot Sites CGE Course Programmes	Pilot Sites	Policy Makers, VET Providers

8.2 Exploitation Routes

Having set out the proposed Exploitable Results NECTAR's exploitation routes can then be tailored to each. These routes will revolve around:

- > Dissemination of project results
- > Promoting uptake of the CGE Occupational Profile and Curriculum
- > Ensuring access to CGE eLearning Materials
- > Recruitment of CGE Students

8.3 NECTAR Exploitation Risk Analysis

Risk	Likelihood	Impact on Project	Contingency Measures
NECTAR results are not reachable by stakeholders	Low	Medium	 Relevant Repositories are identified, and results are uploaded Web-based Curriculum Design Tool, Open Access Education Resources, and Online Educational Toolkit are available on Futurium, Health Policy, and ERASMUS Platforms along with the NECTAR website after the project ends

NECTAR results are difficult to use	Medium	Medium	CGE Learning Outcomes published Guidance on using the eLearning Toolkit
Stakeholders are not interested in NECTAR results	Low	Medium	 Dissemination and Communication campaign Published Papers

8.4 EXPLOITATION ACTIVITIES

The Exploitation Tasks will be carried out in synergy with the Scaling-Up and Sustainability Strategy designed and implemented in T7.4 and the Dissemination and Communication Plan developed in T7.1 as actions within these set out our plans for targeting regional, national, and EU level partnerships to facilitate the transfer of project results to appropriate decision makers.

The sustainability of the project beyond its lifetime will be gauged on the impact it has had on the development of the CGE profile and in this respect, account will be taken of the evidence-base results from both the curriculum development and pilot sites. The project will adopt a suitable evaluation tool to ensure consistency across pilot sites in the collection and analysis of data and information gathered during the project. It is also proposed to promote the evaluation tool as a means of enriching the evidence-base with data and information gathered from other regions and countries adopting the CGE curriculum after the project ends to ensure the long-term sustainability and learning continues.

The key tasks to be addressed in the Exploitation Plan are:

- Transfer and promote the use of the project results
 - CGE Occupational profile
 - CGE Curriculum
- Take the project deliverables and outputs beyond the end of the project
 - CGE Curriculum
 - Memorandum of Understanding
- Online Educational Toolkit Identify and share good practices in the training of chefs and cooks in a health and care setting
- Classify the results of the project according to learning potential and impact
- Assess the opportunities for developing the CGE Profile within health and care
 provider settings (in depth training provider analysis, analysis of Education and
 Learning accreditation bodies; Health and Care Provider employment trends for
 chefs and cooks; review health promotion policies and contribution of high-quality
 tasty food to overall health and well-being)

The following Table sets out the key considerations within the Exploitation Plan:

Who is the project creating value for? a) Health and Care providers b) VET providers c) Existing Chefs and Cooks working in a health and care setting a) New Occupational Profile for Chefs and Cooks b) New CGE curriculum designed for Chefs and Cooks working in a health and care setting



 d) Existing Chefs and Cooks not working in a health and care setting e) People considering a career as a Chef or Cook 	 c) Enhancing opportunities for Chefs and Cooks wishing to work in a health and care setting d) Knowledge and tools to help Chefs and Cooks offer high quality and tasty food to patients and older adults in health and care settings
How will the project reach regions and countries outside the partnership?	How is the project's Value Proposition extended to other regions and countries?
 a) Published Papers b) Project and Partner Organisations' websites and social media platforms c) Conferences and Events d) Newsletters 	 a) Open access to the project's eLearning tools b) Open access to the CGE Curriculum and Occupational Profile

The core components of the project i.e. the CGE Occupational Profile, CGE Curriculum, eLearning Tools, ECVET Flexibility Plan will be developed to guide the delivery of accredited training programmes in the Pilot Site regions. Important learning from the Pilot Sites can be realised which will facilitate the adoption of the project's results in regions and countries outside the consortium partners after the project ends. In this respect Pilot Sites will provide valuable information on their approach to implementing the CGE Curriculum.

The following information will be requested from the Pilot Sites and will form part of the project's final report and the evidence-base to facilitate the scaling-up and sustainability of the project after it ends:

- 1. The process for the recruitment and training of chefs and cooks within health and care settings.
- 2. The steps involved in implementing a new education curriculum defining stakeholders, engaging potential students; involving the participation of VET Providers; delivering accredited programmes; etc.
- 3. The deployment of the CGE Occupational Profile and Curriculum in the region processes adopted, barriers to be addressed.
- 4. The Plan for the post pilot continuation of the CGE curriculum in the region.

The intention is to develop individual strategies for each stakeholder group based on the Stakeholder Mapping Analysis D7.1.3. In this section we identify the project's target groups and present a strategy for reaching and addressing the needs of each group in turn. It is important to note at the outset that these individual strategies will be subject to monitoring, evaluation and, where advisable, modification as the project progresses. Moreover, it is also important to realise – as stated in the introduction to this Plan – that these strategies and directed primarily at the lifetime of the project. This Plan will be amended in the second half of the project to shift the focus from the project to the post-project phase.



8.5 Key Exploitation Activities

At regional and national level each partner will work for the *recognition of the new curricula* and the occupational profile. Each pilot course will obtain a formal certification from a regional or national regulatory body; aside to this a formal recognition of the occupational profile will be fundamental for the actual integration of the up-skilled chef in primary food care. Regional recognition will be assured in the 2 Italian pilots since the two regions will integrate the Occupational Profile in the Regional Repository of Professions; they will also act in synergy in order to obtain a national recognition from the Ministry. In Austria STYCC will undertake a similar approach. The Belgian Associated Partners (Centre for Gastrology and VZW) will collaborate with Odisee for the formal recognition in Belgium. UALG will collaborate with SCMA and with the Regional Healthcare Agency for occupational profile recognition, as well.

SI4LIFE will coordinate partners in the drafting and delivering of a *Memorandum of Understanding* (MoU), i.e. an agreement between competent institutions which sets the framework for the CGE EU Curriculum credit transfer; it will formalize the ECVET partnership by stating the mutual acceptance of the status and procedures of competent institutions involved and will establish partnership's procedures for cooperation. It is supposed to be signed at least by the training and validation agencies involved in the project. RSCN will rely on its network in order to inform the more than 100 Reference Sites about the MoU and to recruit candidates for signing the document.

WIAB will get in contact with the ESCO Secretariat and Maintenance Committee once the European CGE Occupational Profile and Curriculum have been developed and will propose an integration of the CGE Occupational Profile and Qualification into ESCO. Project results will be also made available for use and publication to the EU Skills Panorama.

RSCN will coordinate the effort of partners in the definition of "Policy Recommendations for efficient investments on chefs gastro-engineering in primary food care", targeting public and private employers, but also policy makers and regulatory bodies with recommendations enhancing the integration of this professional in primary care models

8.6 Dissemination and Communication Action Plan

The following Table provides an overview of the main target groups for the NECTAR Dissemination and Communication Strategy and the main messages to be addressed. The target groups are based on the Stakeholder Mapping Analysis

WHO	WHAT
Vocational (Higher) Education Training Providers	 Information on the NECTAR project and its Ecosystem Best Practice in high quality food tailored for older adults, for patients recovering from surgery or have other health conditions such as dysphagia or loss of taste, chewing problems etc Benefits of tasty and high quality food on Quality of Life of older adults

	 Needs of the pilot regions during the project Value of accredited training programmes in recruiting Chefs/Cooks
Qualification and Accreditation Bodies (National, International)	Any relevant outcome of the NECTAR project regarding standardisation efforts, food safety, experience, data, and evidence or practices adoption from pilot regions under operational conditions.
Professional Organisations (Chefs, Cooks)	 Information on the NECTAR project and its Ecosystem Good Practices in high quality food for older adults and those who need a more personalised diet or with extra care needs Benefits of tasty and high quality food on Quality of Life of older adults or patients recovering from surgery or have other health conditions Needs of the pilot regions during the project Value of accredited training programmes in recruiting Chefs/Cooks
Health and Social Care Providers (Hospitals, Care Homes)	 Information on the NECTAR project and its Ecosystem Good Practices in high quality food for people with extra care needs Benefits of tasty and high-quality food on Quality of Life Needs of the pilot regions during the project Value of accredited training programmes in recruiting Chefs/Cooks
3 rd Party Providers (Private Care Homes)	 Information on the NECTAR project and its Ecosystem Best Practice in high quality food for people with extra care needs Benefits of tasty and high-quality food on Quality of Life Value of accredited training programmes in recruiting Chefs/Cooks

Primary Food Care (Organisations manufacturing/producing food – "farm to the fork")	 Information on the NECTAR project and its Ecosystem Gastro/Food engineering, Taste steering and healthy food guidelines
Policy Makers	 Information on the NECTAR project and its Ecosystem Cost-effectiveness of intervention Potential and current value-based healthcare benefit from high quality (as well taste, texture, nutrient composition, presentation) and more personalised diets Need for recognition of accredited qualifications for chefs cooking for people with additional care needs whether or not in health and care settings.
Influencers (Networks/European Organisations)	 Information on the project including goals and objectives Successful or exemplary activities and results
End Users (Older Adults, Informal Care Givers)	Personalised information about taste steering, food safety and high-quality food
General Public	 Information on the project including goals and objectives Gastro/Food engineering, Taste steering, food safety and high-quality food guidelines

8.7 Dissemination, Communication and Engagement:

- Public engagement events (National/Local information events) will be organised in order to raise awareness of NECTAR and to maximise engagement of relevant stakeholders at pilot sites (M25-32).
- A final conference will be organised in M35-36 for the dissemination of the main project results. The objective of the event is to share the results of the project and pave way towards strengthening the network for further update and adoption of the curriculum. The event will involve EIP on AHA Reference Sites and regions, and will target European stakeholders and decision makers, VET providers and sector stakeholders (min 50 participants).
- The final conference will also be used to identify and agree Twinning partnerships across regions outside the project that will adopt the Curriculum and replicate the project results, after the project ends



- Promotion of project at relevant existing events organised by the Project Partners and their associates. Each partner is expected to present NECTAR at least at one relevant event (conference, workshop, seminar, meeting with relevant stakeholders).
- Dissemination of pilots, which will be managed mainly through local network of partners described in detail in tasks of WP5.
- Over the course of the project the learning generated by the consortium will be published in scientific and dissemination publications. The aim is to transfer knowledge with the political, scientific and medical communities, creating opinions, consolidating professionals and promoting the scientific content generated by the NECTAR consortium.

In addition, Webinars will be organised to promote the project and learning from it. This is seen as an important tool in facilitating the exploitation and scaling up of the project in the later stages of the project plan. A two-fold approach for webinars has been defined:

Public Webinars

Aim: spread the know-how from the consortium to the target audiences, positioning the project as a reference on gastro/food-engineering, as much as possible personalised high-quality meals in all its aspects including textural, nutritional, tasty and healthy meals, Chef "Personas", and good practice education and training programmes. Moreover, this may serve to promote potential collaborations among interesting organisations. The News section of the website will be used as the main point to display the public webinars and the content will be distributed among NECTAR Social Media channels and included in the NECTAR newsletters.

Internal Project Webinars

Aim: share the know-how and good practices inside the consortium so the partners can improve their participation on the project thanks to others' experience.

The RSCN will play a central role in dissemination: events, mailing lists, Newsletters, and other initiatives linked to the partnership will be exploited to disseminate NECTAR results.

Consortium Events

A number of engagement events will be organised by the consortium during the project. These include:

Public Events

A final project event will be organised to present the project results. The goal will be to bring together all relevant stakeholders both from the NECTAR community and beyond to celebrate the completion of the project and demonstrate the value of the services which can be transferred and scaled-up in other regions.

Engagement driven dissemination events

Outreach events at local level will be organised by the consortium to amplify the NECTAR message. The goal of these events will be to stablish connections with local and regional communities' members for showing them the value of the project through the celebration of events, showcases and focus group with the main stakeholders in each domain.

User community events

The user community will be used to transmit a deep and consistent message on the values of the project and follow up. The intention is that they will multiply NECTAR messages to their associates.



Showcases

At each pilot site, showcases will be organised to demonstrate the project and activities to local / regional / national target audiences. These sessions will provide a forum for researchers, healthcare and educational stakeholders. Showcases will also support relevant conferences and may be collaborative events carried out with other stakeholders in the pilot site.

Workshops

To develop insights, understanding of needs, highlight practices and courses available within a region, and to co-design Chef personas and curricula consideration may be given to organising focus groups for VET providers, health and care providers, Chefs, caregivers, Curriculum certification bodies, food engineers etc. This could be done as an alternative to, or complementary to, undertaking surveys and interviews with relevant stakeholders to validate information obtained.

8.8 Exploiting NECTAR Beyond the Project

To facilitate the exploitation of NECTAR beyond the project we will offer "open access" to the various products developed. It is proposed to use the European Commission's Futurium Platform and Health Policy Platform as repositories easily accessible to a wide audience. In addition, the eLearning tools developed within the project will be available on the project's website. Further consideration will be given to identifying a suitable organisation, possibly one of the existing partners, who would become responsible for promoting the CGE curriculum after the project ends and providing open access to the eLearning tools through its website platform.

The following Table sets out the different repositories where NECTAR can upload its Exploitable Results

Exploitable Result	Repository
CGE Occupational Profile	Futurium, Health Policy Platform, NECTAR website
CGE Curriculum	Futurium, Health Policy Platform
CGE Web-based Designers' Kit	Futurium, Health Policy Platform
Online Educational Toolkit	Futurium, Health Policy Platform, NECTAR website,
Open Access Educational Resources	Futurium, Health Policy Platform, NECTAR website,
Pilot Sites CGE Course Programmes	Futurium, Health Policy Platform, NECTAR website,

9 IMPLEMENTATION

9.1 Key Milestones

In order to help retain focus in implementing the project's exploitation activities, this plan breaks the implementation of the strategy down into key milestones or steps. This also helps in distinguishing exploitation activities from the dissemination activities upon which it relies. The milestones are listed in their chronological order within the project rather than in order of



importance. Only milestones that take place within the lifetime of the project are noted here, although many of the important objectives of the project continue beyond the project.

In addition, we detail here the responsibilities within the consortium for implementation. All partners of the consortium are responsible for the realisation of the Exploitation Plan. In addition to this joint responsibility, individual partners are responsible for steering and managing particular milestones.

While the milestones are spread throughout the project, the real emphasis on the dissemination and exploitation of the project's outcomes or products will take place primarily in the second half of the project.

Milestone 1

The Exploitation Plan set out in the previous sections have identified the intended project results and the target groups of our dissemination and exploitation efforts. The approval of this plan by the Project Steering Group is the **first major milestone** in implementing our exploitation strategy. **All Partners and Pilot Sites**

Milestone 2

The Dissemination and Communication Plan (D7.1.1) constitutes the **second milestone**. This document set out the strategy for ensuring particular messages the project wishes to convey to each of our target stakeholder groups reaches them in the most effective and cost-efficient way. **RSCN**, **Si4Life**

Milestone 3

The **third milestone** concerns the project website D7.1.2 which is key both to our dissemination strategy (see D7.1.1) and hence to the exploitation strategy. It is via the website that we will make public the anticipated project outputs (see above section 2) and the main tool for reaching our target groups. The content and material available on the website will be regularly updated throughout the lifetime of the project and beyond. **Si4Life, RSCN, Partners**

Milestone 4

The **fourth milestone** is the development of the CGE Occupational Profile and the CGE Curriculum (WP3-T3.1); and the web-based Designers' Kit (WP3-T3.2). The delivery of these and the associated ESCO accreditation are key to the promotion and delivery of the curriculum in the Pilot Sites and in other regions external to the project. **ODISEE, Si4Life, MUG, WIAB**

Milestone 5

The **fifth milestone** is the development of the Open Access Education Resources, Online Education Toolkit, and the Pilot Sites' CGE Course programmes. The development and implementation of these are critical to the successful achievement of the project's objectives. **Si4Life, Pilot Sites**

Milestone 6

The **fifth milestone** relates to the delivery and testing of the CGE curriculum in each of the pilot sites WP5. Pilot Sites play a critical role in the deployment of the project, and it will be important they develop their own dissemination and communication plans to promote the NECTAR project and the CGE curriculum so as to increase the participation of students on the programme. The evaluation of the programme in each Pilot Site will help inform the further



development of the Curriculum for use by other regions outside the project. **Pilot Sites, WIAB, UALG**

Milestone 7

The final conference held in M35-M36 of the project constitutes the **sixth milestone**. The objective of the event is to share the results of the project and pave way towards strengthening the network for further update and adoption of the curriculum. The event will involve EIP on AHA Reference Sites and regions, and will target European stakeholders and decision makers, VET providers and sector stakeholders. The conference will also be used to identify and agree Twinning partnerships across regions outside the project that will adopt and replicate the project results after the project ends. **All Partners and Pilot Sites**

10 MONITORING IMPLEMENTATION

Continuous monitoring and evaluation of our exploitation efforts are an essential part of a successful exploitation strategy. All project partners and the Pilot Sites have important roles in ensuring the quality of our exploitation strategy. In addition to the monitoring and evaluation of the Dissemination and Communication Plan and the Sustainability and Scaling-Up Plan we will also evaluate the specific Exploitation actions, including those applying to Pilot Sites. Bi-annual updates will be provided to the Project Steering Committee.



ANNEX 1 – ABBREVIATIONS

CGE - Chef Gastro Engineering

EC - European Commission

EU - European Union

PFC - Primary Food Care

SFC - Secondary Food Care

VET - Vocational Education Training

WP - Work Package



ANNEX 2 – QUALITY CONTROL CHECK LIST

Quality Control Check	
Generic Minimum Quality Standards	
Document Summary provided (with adequate synopsis of contents)	X
Compliant with NECTAR format standards (including all relevant Logos and EU-disclaimer)	X
Language, grammar and spelling acceptable	X
Objectives of the application form covered	Х
Work deliverable relates to adequately covered	Х
Quality of text is acceptable (organisation and structure, diagrams, readability)	X
Comprehensiveness is acceptable (no missing sections, missing references, unexplained arguments)	X
Usability is acceptable (deliverable provides clear information in a form that is useful to the reader)	X
Deliverable specific quality criteria	
Deliverable meets the 'acceptance Criteria' set out in the Quality Register:	X
Checklist completed and deliverable approved by	
Name: Serena Alvino, Si4Life Da	ate: 27 May 2022