

Annex 3

**WP 4 Meeting
Reggio Emilia, Italy**

**Program :
Intermediary scientific work**

DOLPHINS
Intermediary scientific work
WP 4 Seminar
Reggio Emilia, 22 March 2002

Programme

Theme 1. Research Methods

Questions to be addressed: what kind of research studies would you recommend to help understand OLP usage/consumption better? what questions should they be addressing? what propositions should they be testing? what data collection methods would be appropriate? If a 'blank cheque' was offered, what would be the preferred research design?

Theme 2. Conceptual Framework

Questions to be addressed: There are lots of existing assumptions about how citizens/consumers relate to OLPs... sometimes, a one-off luxury, other times, a deep commitment. How can these assumptions be turned into more clear or explicit conceptualisations or propositions about the relationship between citizens/consumers and OLPs?

Theme 3. Explaining OLP Behaviour

Questions to be addressed: from a marketing point of view, what kinds of factors most influence or explain OLP usage/consumption?

This theme is separated out as a result of our observations that 'classic' factors influencing food behaviour (e.g. geographic, demographic) may not be adequate to explain OLP behaviour. More sophisticated explanations are needed. Overall, this theme is based on the assumption that it is useful to think about OLP behaviour as being the result of different factor influences, but that these may go beyond the obvious. To tackle this theme, it may be helpful for participants brainstorm the different factors which may influence or explain OLP behaviour, e.g.

Theme 4. Communication

Questions to be addressed: given that a variety of stakeholders, from individual producers, to consortiums, to the EU (via PDO/PGI designations), have an interest in communicating with consumers/citizens about OLPs, what kinds of communications are likely to be most effective? Is it possible to offer a conceptualisation or model of the process? Within this, key questions are:

Contributions of the partners

	1. Research methods	2. Conceptual framework	3. Explaining OLP consumers behaviour	4. Communication	5. OLP Offering : Identity, Symbols, Benefits
Belgium		X	X		
Finland			X	X	
France	X			X	X
Germany			X	X	
Italy	X		X	X	X
Portugal	X			X	
Spain			X		X
Switzerland	X			X	
United Kingdom	X				