

Dissemination Event Review

'Open Day' – EU Commission Berlaymont Buildings, Brussels.

Organized by: European Union

Date: 17th May 2014

Description: This event was organized as part of an agenda by the European Union to 'open the doors of European institutions' and allow the public an opportunity to visit official buildings in Brussels and gain a better understanding as how such institutions function. At the Berlaymont Building and under the banner '**Research Today To Innovate Tomorrow**' the PERFORMANCE project was one of nine research and development projects presented. These collaborative projects were showcased to illustrate the technological and scientific developments taking place and which have been supported under FP7 funding from the European Commission.

PERFORMANCE partners and dissemination activity:

BIOZOON: Sandra Forstner and Alexandru Rusu - Biozoon GmbH, Germany

HSWT: Melanie Senger and Astrid Jäger - Hochschule Weihenstephan-Triesdorf, Germany

At the PERFORMANCE stand project partners explained the aims and objectives of the project and its potential IMPACT for the European food industry – the delivery of 'individualised' meals for residents living in nursing homes and experiencing chewing and swallowing difficulties. Those visiting the PERFORMANCE stand could engage with project partners and gain an understanding of the potential outcomes of the project. The interactive stand illustrated innovations in the development of **3D printing** and a number of 'samples' of food items (carrots and peas) were printed. Visitors were also encouraged to sample '**Smoothfood**' products which are presently available.

Beside the public visitors, the EU trade Commissioner Karel De Gucht was very interested in the project and illustrated the project as an example where the EU Commission is supporting research and development for the European community. Click on the link below for Euro-News TV coverage of the Open Day.

<http://ec.europa.eu/avservices/video/player.cfm?ref=I089303&videolang=INT&devurl=http://ec.europa.eu/avservices/video/player/config.cfm>



Photo: 1 EU Trade-Commissioner Karel De Gucht at the PERFORMANCE stand



Photo: 2 The PERFORMANCE Team



Photo: 3 The 'public interest' shown in the PERFORMANCE project

Review: As a unique dissemination and demonstration event that showcase the PERFORMANCE project the Open Day was a great success. The organisers of the day estimated that up to 15,000 people visited the EU buildings, attended workshops or visited the FP7 projects. For many people who visited the PERFORMANCE stand they expressed a genuine interest in the objectives of the project, questioned the science and technological innovations taking place in the project and wanted to know when the launch of 'personalised' meals would take place.

For Dissemination and Exploitation Opportunities; please contact:

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