



FOOD EXPERT TALK

Launching a new translational research opportunity

14 SEPTEMBER 2022

WELCOME

Founding Team

- Bastienne Bernasco - Senior Lecturer and Researcher, Saxion University of Applied Sciences – THE-ICE “Sustainable Food System” community founder and manager
- Evelina Gillard - Expert Talk producer and Concept founder, Cesar Ritz Colleges Switzerland
- Lynda Pasmore - Co-creator of Food Expert Team at THE-ICE “Sustainable Food System” community, Lecturer, Cesar Ritz Colleges Switzerland
- Giuseppina Menconi – Talk Presenter, Research Faculty, Cesar Ritz Colleges Switzerland

If we value ourselves, we will restructure our food system in line with natural limits, social stability and personal growth.

(Scarrow, 2020)

OUR AGENDA

1. Introducing the Food Expert Talks
2. The 1st Food Expert Talk pioneered by the Food Expert Team at Cesar Ritz Colleges Switzerland
3. Call for Contributions



FOOD EXPERT TALK

Translational research fostering collaborations

Concept developed and produced at Cesar Ritz Colleges Switzerland by Evelina Gillard

This concept is focused on putting theoretical knowledge into practical applications and recommendations for learners in hospitality schools, business, individual workers, community members, and policy-makers.

The aim of video-recorded expert talks is to translate academic knowledge based on published research into practical recommendations.

These talks would typically include a career researcher holding a PhD presenting the theory, a lecturer connecting theory to practice, and a practitioner.

Currently, the Food Expert Team of Cesar Ritz Colleges is pioneering the video Food Expert Talks at the THE-ICE community of practice “Sustainable Food Systems”, suggesting a “road map” for enhancing sustainability through food in partnership with the University of Saxion.

However, our team is eager to expand this concept to other Expert Talk areas.

GOAL

Of Food Expert Talks

Gathering expert teams...

- To share practical insights on managing food in a sustainable way or other relevant topics
- To invite Food Expert Talk Makers
- To invite Food Expert Talk Peer Reviewers

...for sharing managerial knowledge...

- To allow formation of a community of practice for educators
- To allow knowledge to travel across the system: reaching out to students, lecturers, researchers, food professionals

...with society and increasing sustainability.

- So that together we build more sustainable food systems,
- Locally & globally

HOW EXPERT TALKS WORK

Connecting institutions and experts in translational research

Translational research:

- Explaining what theoretical knowledge means for business practice and daily life

Presenters:

- academics,
- lecturers and
- Practitioners.

Format:

- A peer-reviewed communication
- Video and written presentation formats

Audience:

- students,
- lecturers,
- researchers,
- food professionals,
- and society

Purpose:

- knowledge travels across the system
- sustainability goals are achieved

THE 1ST FOOD EXPERT TALK

“TO SAVE THE PLANET, HAVE A TIRAMISU: CONTRIBUTION OF THE MEDITERRANEAN FOOD CULTURE TO WORKPLACE WELL-BEING”

DR. GIUSEPPINA MENCONI (TALK PRESENTER AND FOOD EXPERT) - Dr. Giuseppina Menconi holds a PhD in Computational Chemistry from the University of Durham and a Master's Degree in Mathematics from the University of Piemonte Orientale in Italy. Her research interests include Food Philosophy, Food Chemistry and the role of our senses in the appreciation of the food we consume.

FRANCESCO VERSARI (FOOD EXPERT) - Driven by his passion for food and cooking, Francesco earned a Diploma in Culinary and Hotel Management and completed his Bachelor's degree in Food Science while acquiring certifications to expand his knowledge of food preparation, modern cooking techniques, and kitchen management. He worked in various restaurants in Emilia Romagna, a region known for its abundance of food specialties in Italy.

LYNDA PASMORE (FOOD EXPERT) - Lynda's career in food product development and communications spanned over 20 years and involved working for the British government and manufacturers of food and white goods. She holds a Chartered Institute of Marketing Diploma, a Certificate in Human Nutrition from the University of Lausanne, and a PGCE, awarded by the University of Hertfordshire.

THE 1ST FOOD EXPERT TALK

“TO SAVE THE PLANET, HAVE A TIRAMISU: CONTRIBUTION OF THE MEDITERRANEAN FOOD CULTURE TO WORKPLACE WELL-BEING”

Worker well-being plays a critical role for sustaining organizational performance and it represents an overarching individual and societal goal outlined by renown Harvard Model of Human Resource Management together. While the workplace well-being relates to all aspects of working life, the International Labour Organization (ILO) argues that particular attention should be paid to the ways in which employers could enhance nutrition. Research has demonstrated that traditional diets contribute to that the general health and well-being of the workforce. Mediterranean food culture embraces one of such diet, contributing to nutrition.

This expert talk discusses the contribution of Mediterranean food culture to workplace well-being. First, the concept of Mediterranean food culture is presented from a philosophical perspective. Second, the key characteristics of Mediterranean diet are outlined. Third, practical ways in which employers could make choices relevant to nutrition at the workplace well-being and enhance workplace well-being through Mediterranean food offerings are discussed. Finally, business recommendations for individual workers and employers are discussed.

VIDEO LINK:

https://swisseducation.zoom.us/rec/share/7hZs6gL6othafVm8GVGhsXcGg4UoYoM6tVFm3pZRQSFyjKVp29Ui0QsDJyGLqX9_.TkBBF010MUXy5c_A

KEY TAKEAWAYS

- Takeaway #1 The concept of the workplace wellbeing has evolved over time and includes the **food in the workplace** nowadays.
- Takeaway #2 **The Mediterranean food culture** that is traditional and mainly plant-based food culture supports healthy nutrition and contribute to sustainable food systems.
- Takeaway #3 For enhancing the workplace well-being through nutrition, **employers could engage in development of mainly plant-based dining in the workplace**, such as Mediterranean, Mexican, or Indian culinary practices – not completely vegan or vegetarian, but **incorporating more plant foods into workplace dining places**.



PAST DISCUSSION PANELS BY CRCS

Leadership:

Leading with style: Effective use of situational leadership and emotional intelligence:

<https://www.youtube.com/watch?v=97-ZXg230Vw>

Prevention of Absent Leadership for Improving Talent Management and Reducing Stress in Organization:

<https://www.youtube.com/watch?v=xxBauw9hh5w>

Food and Wellbeing:

The role of food in workplace wellbeing:

<https://www.youtube.com/watch?v=LPKobXHLa9s>



EXPERT TALK FORMAT

- Video
- Written presentation with reference list



EXPERT TALK FORMAT

- Modular use of video and written text resources
- Video and written presentation with reference list could be used separately
- They can also be used together
- Reference list could also be used as a starting point for reports, projects, or further research



Ways for for hospitality education to contribute through Food Expert Talks

How to sustain food systems through learning?

- Changing the food system calls for collective intelligence and positive practice.
- Academic and experiential activities encourage learners to improve the food system.



Who can sustain food systems through learning?

- Learning is fostered by a global-local community of students, lecturers and professionals.
- This challenge needs bold professionals who can deliver smart solutions together.

FOOD EXPERT TALK

Impact

i. First, the Expert Talks represent translational research allowing to **share research for pedagogical purposes**, reaching out to **entrepreneurs and businesses**, as well as **building a community among researchers, practitioners, and lecturers**.

ii. Ultimately, the goal is to **share interdisciplinary knowledge**, including Sustainable Food Systems, and possibly create new knowledge through further research that might spur from Expert Team collaboration.

iii. Most importantly, this project offers an opportunity to have peer-reviewed publications and be a reviewer in this innovative communication format, while **increasing scholarly visibility for THE-ICE members**.

CALL FOR TALKS

- Inviting teams of 3-4 members (Researcher, Lecturer, Practitioner)
- Inviting reviewers
- Practical details: submission on rolling basis, videos hosted by THE-ICE, support with Expert Talk production





THANK YOU

Any questions or comments?

14.09.2022