



**MOUNTAIN
HER**

Deliverable achievement report

MS04 - Digital Consumers Platform up and running

Description of completion

Consistently with the proposal, **two virtual platforms** have been established for the consumer tests:

- a) The **“internal panel”** - a first consumer panel for pre-tests of questionnaires: consumers from 6 countries answered a short involvement questionnaire where name, age, nation, educational level and e-mail address are given. This panel is mainly involving persons with medium to high educational level which is consistent with the project scope of developing high added value products coming from modern, sustainable practices and from activities with intrinsic social value. We activated this panel in the first half of 2023, to test the draft questionnaire for the first wave of the survey;
- b) **The panel provided by the “service provider”** mentioned as Open Fields’s subcontractor in the project proposal - that has been able to activate “parallel” and articulated consumer panels in all the six countries that take part in the MountainHER project. The selection of the survey provider was based – as reported in detail in the Deliverable issued on May 31st, and published on MEL as an attachment to Deliverable 6.1.1. - after requesting a few quotations to key international providers. The choice fell on Toluna, on the basis of the completeness of the quotation and of the possibility to operate in all six countries with one subcontractor, thus guaranteeing an efficient and consistent implementation of the survey.

The design of the first survey closely followed the methodology indicated in the proposal, which is quoted below.

[...Sensorial panels of trained participants are the most adequate method to determine potential consumers interest toward a product. However, these tend to be expensive and cover only a small set of the potential consumers. The use of digital tool to reach out to a panel of users is a recent evolution of the same principle to connect with more consumers. A service provider will be involved, able to activate specific “CAWI (computer assisted web interviewing) stratified panels in each of the countries involved in the project. The service provider will receive the questionnaires from the WP6 leader, and will be responsible to obtain the surveys from all six countries using representative panels of potential consumers. Multiple-choice questions will be used in the surveys and results collected in a database format onto MEL. In the first round, 200 respondents per country will be sought to provide opinions on a 15 minutes survey. A set of 20 images showing various products packages will be presented. A total of 5 traditional foods and malt products will be presented, each with 3 different packages and telling the “story” of their agro-ecological production using different key words. In addition, 5 “check” foods representing well established commercial brands will be also included. Two questions will be asked for each image: what “emotion” the image has generated and what is the level of interest in purchasing this product. The scores for the “check” product will be used to normalize the data across respondents.]

The questionnaire used for the first survey is simple and sequential, and begins with a few personal questions that can contribute to the interpretation of results according to different consumer segment (starting, of course, with geography, age, gender). The number of respondents for each country – 200 as from the proposal – requires the use of soft quotas for the segmentation of respondents, although an indication has been given to pursue the maximum possible adherence to the population structure data that have been provided for each country (from available statistics).

Hard quotas have been set as regards the respondents’ education level, which is used, for all countries, as a proxy of their socio-economic position. This allows to focus the survey on persons that – if interested in the project products and willing to pay a price premium correspondent to their value proposition – these respondent consumers can, in all probability, afford the expense, translating their “emotions” into effective purchasing acts.

The products in the questionnaire are: pasta; malt drink (alcoholic – beer – in Italy and Croatia and non – alcoholic in Algeria, Lebanon, Morocco and Tunisia); couscous; barley flour for home cooking; bread. The used “mock – up” labels are graphically very simple (and this is explained in the interview introduction), to allow consumers to focus on the written sentences explaining the product values.

Respondents are shown one label at a time, and are asked to choose, according to their feelings when reading the text, three perceived emotions from a given list (closed question). They also have, for each image, the possibility to express their opinion (free answers will be classified before being analysed).

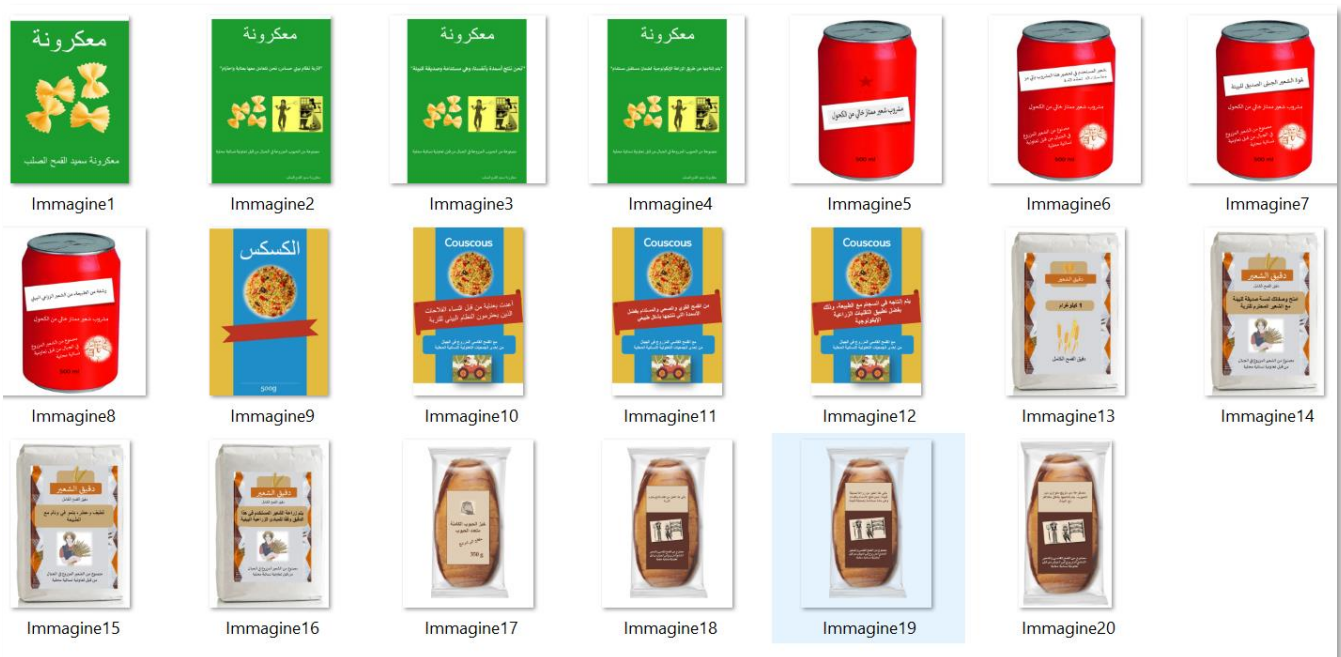
The questionnaire is formulated in Arabic (for Algeria, Lebanon, Morocco, Tunisia); Croatian, Italian, and also English for common evaluation.

The texts on the images are in Arabic, Croatian and Italian.

The field activity started on December 5th with a soft launch (meaning that the survey was temporary blocked after a few answers only, to allow us a control of data and of the format of data providing). The controls on the soft launch ended on December 11th, with the authorisation to proceed with the hard launch. At the end of the survey, after further a quality check of Toluna’s output (excel file), statistical elaborations will be performed, following the methodology indicated in the proposal. The first results will be discussed among all partners in a dedicated Steering Committee meeting.

Previously uploaded documents

- 6.1.1 Deliverable and its attachments:
 - Internal virtual platform (excel file)
 - Procedure of selection of provider
 - Contract with provider
 - First test questionnaire in Italian







**MOUNTAIN
HER**

Empowering women in mountain
farming communities



PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION
IN THE MEDITERRANEAN AREA