

Enrolment Call for “Food Authenticity PhD Excellence Academy – a Focus on Communication”

Article 1 General Directions

Pursuant Decree n. 270 22/10/2004 of the Ministry of Education, University and Research, the School of Advanced Studies on Food and Nutrition activates "Food Authenticity PhD Excellence Academy – a Focus on Communication" for the year 2024. The PhD School will last a total of 40 hours and will feature online and in-presence lectures and project work. It will be held on the days of 21,22 May and 11 June 2024 and the in-presence part will take place at Centro Santa Elisabetta, of the University of Parma Campus,.

Lessons will be held in English and at the end of the project an attendance certificate will be issued.

The PhD School is structured in 3 phases as follow:

1. a first phase which will be held online on 21 and 22 May 2024. This phase will include frontal lessons interspersed with exercises useful to ensure that participants can apply the notions learned to their specific needs and contexts.
2. a second phase which will take place remotely from 23 May to 10 June 2024. The participants will be divided into groups and will carry out an analysis of the current market context, in preparation for the final group work.
3. a third phase, which will be held in-person on 11 June 2024. The groups of participants, led by the professors, will develop a concept of campaign of information, inclusive of keywords, target audience, key messages and post drafts.

The PhD School is part of a project funded by the Emilia-Romagna Region (resolution of the Regional Council n. 1625 of 18/10/2021), which provides funds to University of Parma in relation to "Emilia Romagna Food Science Advanced Doctoral Training Programme" created by the School of Advanced Studies on Food and Nutrition.

Participants will acquire skills to identify different types of content and their relevance for campaigns of information and will learn to use social media in this context. In addition, participants will be provided with the basics of search engine optimization (SEO), the tools to measure and analyse the impact of a campaign and an overview of the supports that artificial intelligence can offer.

As the final part of the exercise, the participants will create a campaign of information and awareness on the topic of food authenticity. The campaign will be published on the social media channels of the School of Advanced Studies on Food and Nutrition and will develop the contents addressed during the 2023 edition of the “Food Authenticity PhD Excellence Academy”.

Further information concerning objectives, professional scenarios, educational programme may be found in the relative section on the website <https://phooder.unipr.it>
Attendance is mandatory.

Article 2

Admission Requirements

The PhD School is thought for PhD students from all over the world and engaged in any scientific area related to food.

If not English mother tongue, to all participants is recommended a minimum knowledge of English (B2 level). This factor will be taken into account during selection.

There are 25 places available. The PhD School will be activated in the event of reaching minimum 10 participants.

Article 3

Selection Admission and Documents Submission

Enrolment for the selection will start on 14 March 2024 and will remain open until 12 midnight (Italian time) of 1 May 2024. Access the PhD School website <https://phooder.unipr.it> and:

- a) insert the required information
- b) upload the following documents in PDF format:

1. Curriculum vitae
2. Motivational letter (in English),
3. Degree certificate with list of exams and marks
4. Certification or self-certification of knowledge of the English language
5. Copy of a valid identification document
6. Italian Tax ID number (if in possession)
7. Reference letter

All candidates will be admitted to the selection with reserve; the School of Advanced Studies on Food and Nutrition will at a later stage exclude those candidates who do not possess the admission requirements stated in this call.

In the event of false or misleading declarations presented by the candidate for the purposes of enrolment, without prejudice to the criminal sanctions referred to in art. 76 of Presidential Decree no. 445 of 28 December 2000, the same candidate loses the right to enrol. Any false or misleading declarations may lead to exposure to juridical action for damages by the parties concerned.

Article 4

Selection Procedure

Admission to the PhD School is subject to a positive judgment based on the evaluation of CV, qualifications and motivational letter.

Eligibility is granted with a minimum score of 60 points; the maximum score is 100.

The Judging Commission is appointed by the President of the School of Advanced Studies on Food and Nutrition.

The selection for the participants will be based on their academic performance (with particular consideration to possible titles or publications), curriculum vitae, motivations expressed and reference letter. The selection will take into account the geographical origin of the applicants in order to promote the creation of an international environment.

Article 5

Creation and Approval of the Ranking

Among the eligible candidates, those who have placed themselves in a useful position in the ranking, compiled on the basis of the overall score, will be admitted to the PhD School in relation to the number of places available.

In case of ex-aequo, the one who obtained a higher score in the evaluation of the curriculum vitae has precedence; in case of further equality, the younger candidate precedes.

Within seven working days from the enrolment closing date, the administrative office will notify participants of their admission to the PhD School via e-mail.

Article 6

Enrolment Fee for Participants

The enrolment fee for participants is partially covered by the funds obtained within the “High-level training projects in the technological, economic and cultural field for a European region of knowledge and attractiveness” presented under the invitation referred to in DGR 1200/2021 - resolution transmission Regional Council n.1625 / 2021 and managerial determination n.19459 / 2021 of the Emilia-Romagna Region. The selected candidates will be required to contribute an 80,00€ fee. Payment methods and deadlines will be communicated upon admission to the course.

Article 7

Enrolment and Submission of Documents

Within fifteen days of the publication of the ranking, candidates will receive communication of the successful admission by e-mail. To secure their position in the PhD School it is necessary to send written confirmation to advancedstudies@unipr.it and to pay the respective enrolment fee.

Those who fail to confirm the position or fail to make the payment within the deadline will be considered as having renounced and the ranking will be scrolled.

Article 8

Person in Charge of the Procedure

Pursuant to the law 7 August 1990, n. 241 and subsequent amendments, the person referred to as in charge of the procedure in this announcement is Prof Eleonora Carini e-mail: advancedstudies@unipr.it
The provisions of this call aimed at guaranteeing transparency of all phases of the procedure and the criteria and procedures for the appointment of the Judging Commission and the persons in charge of the procedure are in implementation of the law of 7 August 1990, n. 241 and subsequent amendments.

Article 9

Information for the processing of personal data

The Data Controller is University of Parma, based in via Università 12, 43121 Parma, Italy. Tel. +390521902111 e-mail: protocollo@pec.unipr.it

The Data Protection Officer can be contacted by sending an email to the following address: e-mail: dpo@unipr.it; dpo@pec.unipr.it

PURPOSE AND METHOD OF THE PROCESSING

The data provided is processed by University of Parma, as Data Controller, for institutional purposes, such as carrying out administrative, teaching and research activities. The processing is necessary for the pursuit of its institutional purpose, pursuant to art. 6 of the European Regulation on the protection of personal data n. 679/2016 (hereinafter referred to as GDPR for brevity), and in compliance with the general principles of transparency, fairness and non-excess referred to in art. 11 of the Personal Data Protection Code, Legislative Decree no. 196/2003 (hereinafter referred to as the Code for brevity), as well as the principles provided for by art. 5 of the GDPR, with particular regard to the lawfulness, to the use of data for specific, explicit, legitimate purposes, in a manner relevant to the processing, respecting the principles of data minimization, accuracy, limitation of conservation, integrity and confidentiality, responsibility.

The data collected will be recorded, processed and stored for the time strictly necessary to achieve the purposes for which they were collected. Personal data will be collected by University of Parma and may be communicated for exclusively institutional purposes, and in line with the legislative and regulatory provisions of reference to external subjects such as CINECA, Er-GO, ALMA LAUREA, Parma University Hospital and to persons or external companies acting on their behalf. The data will be processed with the aid of electronic tools; digital systems are equipped with measures to prevent data loss, illicit or incorrect use and unauthorized access.

NATURE OF DATA PROVISION AND CONSEQUENCES OF ANY REFUSAL TO PROVIDE

The provision of data for the purposes referred to in the previous point is essential for carrying out the institutional purpose. Refusal to provide them will not allow University of Parma to provide any service.

RIGHTS OF THE INTERESTED PARTY

As an interested party, the candidate has the rights (Article 7 of the Code and Articles 15, 16, 17, 18, and 21 of the GDPR) to ask the data controller for confirmation of the existence or otherwise of personal data, the access to the same data, to know the origin of the data, to obtain the limitation of processing, updating, rectification or cancellation of the same and the right to oppose the processing based on particular reasons. The interested party also has the right to lodge a complaint with the supervisory authority: Privacy Guarantor (www.garanteprivacy.it)

Article 10

Final Directions

The School of Advanced Studies on Food and Nutrition has the power to arrange eventual extensions of the selection admission or enrolment period. Be it in case of not reaching minimum or maximum number of participants provided for in this call, be it for particular circumstances or if specific educational circumstances should arise, as long as in compliance with the start date of the educational activities reported in this call.



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Any extensions will be communicated through a specific notice which will be highlighted on the School website <http://www.advancedstudies.unipr.it/> and on the PhD School website www.phooder.unipr.it. For anything not expressly provided for in this call, please refer to the current University legislation and regulations.

The President of the School of Advanced Studies on Food and Nutrition
Prof Eleonora Carini