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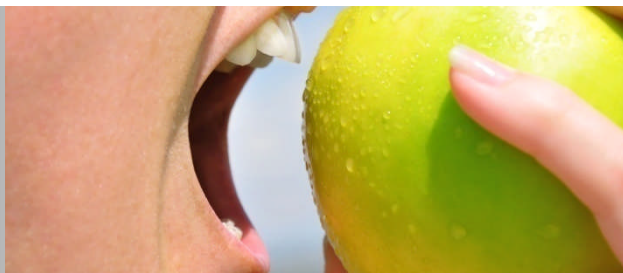
# Introducing the European Sensory Science Society (E3S)

*Dr Joanne Hort*

*Chair, Professional Food Sensory Group, IFST*



# Florence, Italy



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## Accademia dei Uffizzi



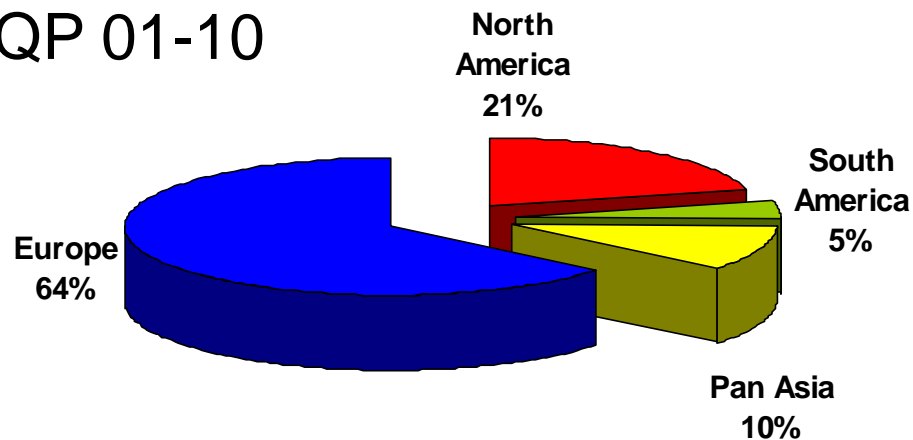
# Why?



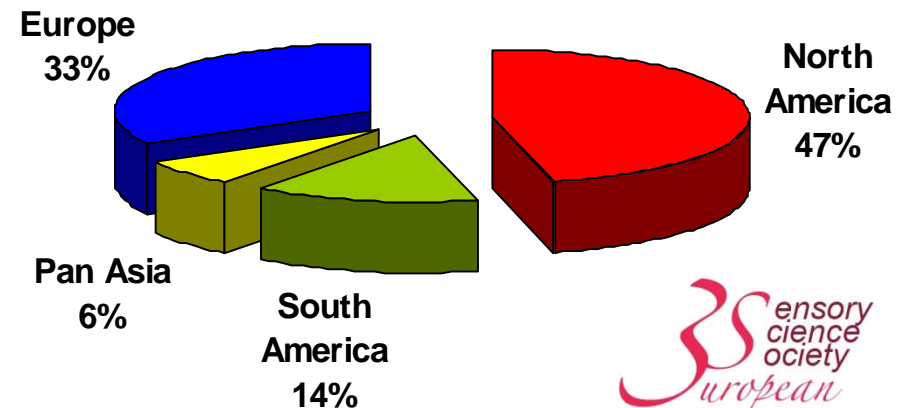
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- Sensory Science groups within Europe are relatively small and somewhat isolated.
- Globally, European sensory professionals make a significant contribution to the discipline.

FQP 01-10



JSS 01-10



Methods...



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**Preference Mapping**

**REPERTORY GRID**

**Temporal Dominance  
of Sensations (TDS)**

**PROJECTIVE MAPPING**

**FLASH PROFILING**



# Members



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## **Austria:**

Sensory Network Austria (SNA)

## **Denmark:**

SensNet

## **Finland:**

The Finnish Association of  
Food Science & Technology (ETS)

## **Netherlands:**

Vakgroep Sensorisch Onderzoek, (VSO)  
Marktonderzoekassociatie (MOA)

## **Spain:**

Spanish Professionals Association of  
Sensory Science (AEPAS)

## **Switzerland:**

Sensory Group (IG Sensorik), Swiss  
Society of Food Science and  
Technology

## **France:**

Sens&Co

## **Germany:**

Deutsch Gesellschaft für Sensorik  
(DGSens)

## **Italy:**

Italian Sensory Science Society  
(SISS)

## **Norway:**

Norwegian Sensory Association  
(NSA)

## **Sweden:**

Swedish Sensory Network (SSN)

## **United Kingdom:**

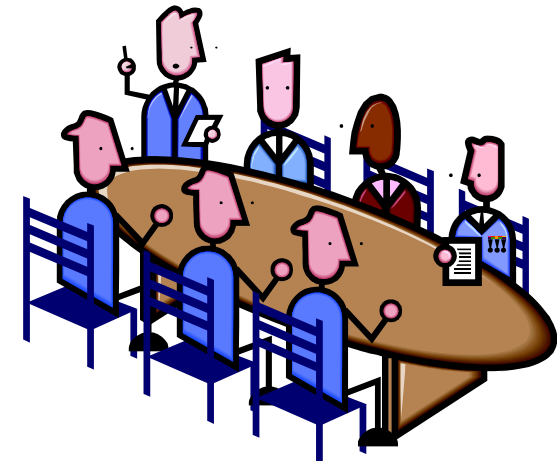
Professional Food Sensory Group,  
Institute of Food Science and  
Technology (PFSG)





## ● Assembly Members

- European Sensory organisations
  - Pay annual fee
- **Individuals affiliated with these organisations are automatically able to benefit from and participate in E3S activities.**



## ● Board

- Representatives from 7 assembly members
- Chair: Erminio Monteleone, Italy
- Vice Chair: Joanne Hort, UK

# Mission



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- **To bring together national sensory science organizations from Europe under a single organization in order to:**

- Facilitate the growth of Sensory Science
- Promote co-operation, shared goals, integration of activities, and knowledge and information exchange amongst national sensory science organisations in Europe
- Establish, maintain and enhance the professional status of sensory scientists
- Develop and disseminate research, innovation and education in sensory science



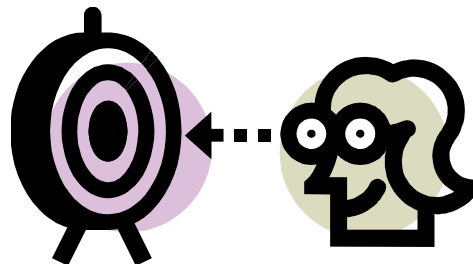
*S*ensory  
cience  
ociety  
European

# Aims



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- Promote collaborative discussion and research
- Promote collaborative **educational activities**, such as Master and PhD courses
- Provide **practical information** for sensory practitioners
- Provide opportunities for **networking**, through formal and informal events, membership lists, etc.
- **Encourage novice** sensory scientists to enter the profession



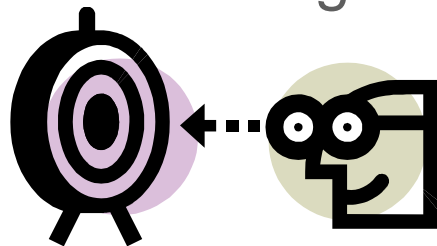


# Aims cont...



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- Promote **continuing professional development** through a variety of means, such as mentoring, travel awards, training courses, workshops, conferences, etc.
- Provide **career advice**
- Promote the professional conduct by upholding **ethical, legal and appropriate laboratory practices**
- Author and/or edit **published material** on sensory science, including manuals, standards, newsletters, websites and journals
- Link with sensory science organisations outside Europe



*3S* sensory  
science  
society  
European

# Examples of E3S activities



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- Organise a **bi-annual European sensory conference**,
- Organise ad-hoc conferences, **seminars, workshops and training courses**
- Support/Adopt an international scientific **journal**
- Maintain a society **website**
  - **Temporarily** : <http://www.sciencesensoriali.it/home.page>
- Contribute to the European and International Organization for Standardization (ISO).



*3S* sensory  
science  
society  
*European*



Thank you for your Attention.  
Any Questions?