



**Assessing and Changing Adults' Behaviour on Sustainable
Consumption of Food
"SUSCOF"**

2018-1-TR01-KA204-058739

**WP 2: Quality Assurance, Monitoring, and Evaluation
Milestone 2.5: Second Progress Meeting Report**





Disclaimer

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- Work Package 2:** Quality Assurance, Monitoring, and Evaluation
- Milestone 2:** Implementation of measuring and evaluation activities for each partners' meetings, intellectual outputs, multiplier events, and joint staff training event
- Milestone 2.5:** Second progress meeting report

The report provides detailed notes on the second progress meeting of the SUSCOF Project.

Acknowledgments:

Very special thanks to all project partners for this fruitful and inspiring meeting; and to Uppsala University for graciously making the venue available. Also thanks to our guests at the open event on Day 3, as well as to our interns and volunteers.

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SUMMARY

The main goals of the Progress meeting were to evaluate progress in work around Output 2, THE SUSTAINABLE CONSUMPTION OF FOOD INDEX: present and discuss its interim results and plans for completion; as well as to discuss Output 3, the Competence Map of consumer competences in relation to sustainable eating habits. Particular attention was paid to the question of how 'sustainable consumption of food' can be defined or delimited.

During the meeting were discussed also ideas about the project website and dissemination through social media. Agreement was reached on follow-up activities, including on-line meetings. The future preparation of Output 4, educational materials, was introduced.

The Second Progress meeting for the SUSCOF project was held 17-20 November 2019 in Uppsala, Sweden, in 'Collaboratory' premises made available by Uppsala University. Altogether 11 people from five different countries participated (see list of participants). The first day started with a welcome speech by Marilyn Mehlmann, co-founder of Legacy17. The meeting concluded with an open event (see program overview below).

This report gives an overview of the event. For more information, all presentations, as well as further pictures, can be found on the Project's website at <http://www.suscof.com>.



1. INTRODUCTION

The second progress meeting was held in Uppsala on the Collaboratory premises of Uppsala University and hosted by Legacy17 Cooperative Association – project Partner. The meeting was held with the participation of the Project partners: Dokuz Eylul University (Turkey), Aarhus University MAPP Research Center (Denmark), University of Natural Resources and Life Sciences (Austria), Legacy17 (Sweden), Muğla Sıtkı Koçman University (Turkey), and Slovak University of Agriculture in Nitra (Slovakia). The second progress meeting focused mainly on discussion of progress with Output 2, preparation for Output 3, administrative routines, project presentation through the website and social media; as well as a preliminary risk analysis.

1.1. Participants

All partner institutions participated in the meeting with at least one representative. A list of participants is as follows:

Table 1 Participants

Person:		Representing partner:
1	Gülsah ATAGAN	Dokuz Eylul University (Turkey)
2	Gürol DURAK	Dokuz Eylul University (Turkey)
3	Rainer HAAS	University of Natural Resources and Life Sciences (BOKU)
4	Martina HANOVA	Slovak University of Agriculture in Nitra
5	Amanda LAASHOLT	Aarhus University MAPP Research Centre
6	Frans LENGLET	Legacy17
7	Alexander MEHLMANN	Legacy17
8	Marilyn MEHLMANN	Legacy17
9	Johana PALUCHOVÁ	Slovak University of Agriculture in Nitra
10	Eyup SEN	Mugla Sitki Kocman University
11	Feyza TEKINBAS ÖZKAYA	Dokuz Eylul University (Turkey)

1.2. Meeting Agenda

The meeting started at 10.00 with a short welcome speech by Marilyn Mehlmann, who outlined the draft program and obtained participants' assent. Subsequent minor adjustments have been incorporated in Table 2.

Table 2. Program of the Second Progress Meeting

<i>Monday 18 November</i>	
10.00	Introductions, agenda
10.30	Project management questions: Dokuz Eylul University, Turkey
13.00	<i>Lunch at the Linnea Restaurant</i>
14.15	Working session 1 on Scofi: Mugla Sitki Kocman University
	- Work to date (reports)
	- Analysis and interpretation (discussion)
17.00	Wrap-up
17.30	Close
	<i>Evening free</i>
<i>Tuesday 19 November</i>	
10.00	Working session 2 on Scofi: Sweden and Austria
	Vignettes: Perceptions of Sustainable food consumption
11.00	I03: Questions/challenges/prerequisites? Slovakia
	Plan: October 2019 - June 2020.
12.00	Discussion, including any points of relevance for I04 and I05
12.30	Overview of outstanding topics
13.30	<i>Soup lunch in university VG nation</i>
	Afternoon: sightseeing in Uppsala
	<i>Joint dinner at a local restaurant</i>
<i>Wednesday 20 November</i>	
10.00	Final topics
	- 'Devil's Advocate': identify challenges and risks
	- Certificates
11.00	Plan the afternoon open session
12.15	<i>Lunch served in place</i>
13.20	Open session (with participants from Uppsala University and others)
	- introductions
	- Presentation of SusCoF/SCOFI
13.55	Q & A, discussion
15.30	<i>Close</i>

1.3 Session Notes

After introductions and agenda-setting, the meeting started with an intensive session on project administration, monitoring and evaluation, led by Gürol Durak from Dokuz Eylul University, Turkey.

1.3.1. Project Management

Intellectual Outputs

The session included a review of the planned Intellectual Outputs:

I01, Needs Analysis Report in the form of a book describing the background to the project, is complete. Copies of the book were distributed to the partners at the meeting by the responsible partner, Dokuz Eylul University. It is also available on-line, and has been announced in social media.

The Slovakian partner raised a question concerning different ISBN numbers for different language versions, to be checked with the National Agency.

IO2, SCOFI: the Sustainable Consumption of Food Index, is in its final stages, led by Mugla Sitki Kocman University, Turkey. A small delay in compilation occasioned by late input from a partner will not jeopardize the timeline of following IOs.

The process had proceeded according to plan:

- Input from each partner (based on IO1) of proposals for questions to include in the common pool, including expert review and input
- Compilation of a first-draft common pool in Turkish, and testing with ca 100 respondents
- Compilation of a second-draft questionnaire in appropriate languages, and testing with 1000+ respondents

Remaining steps to be carried out in 2019:

- Analyze the data for validity and reliability
- Compile the final version in all appropriate languages

IO2, the main focus of the progress meeting, was the subject of two further sessions in the afternoon of Day 1 and morning of Day 2.

IO3, Food Consumption Competence Map, is led by the Slovakian partner, the University of Nitra. A detailed planning session was held on Day 2.

It was agreed that there was no need to examine IOs 4 and 5 in any detail at this point.

Project Management and Implementation

Proof of compliance. The lead partner described the need for documentation of both expenditure and events concerning such activities as planning and communication between partners, small scale learning, flyers and leaflets, participants' travel insurance, costs for additional participants in mobility, other possible hosting expenses. Evidence can for instance include photographs, videos, report, and invoices, receipts and other evidence of costs incurred. Concerning meetings, it is mandatory to have an agenda and a signed list of participants, as well as participants' certificates and a report of the meeting, all travel documents, boarding passes, and invoices.

Remuneration. The lead partner reminded partners of the conditions for remuneration of work done:

- The budget covers the cost of staff directly involved in production and/or development of IOs. To calculate, multiply the number of days by the rate per day (according to staff category and country).
- Time sheets should be filled out whenever anyone is working on the IO. The nature of the relationship between the person and the beneficiary should be identified. The time sheet template can be found on Drive in the folder Logos, Images, and Templates.
- To hire a person to perform output, a contract should be signed. This also requires a bank receipt or a receipt signed by two parties.
- Other than time sheets, proof documents are intellectual outputs produced.

Reporting. Formal progress reports are prepared every 6 months; every 3 months, the project self-assesses its own efficiency in order to be sure to stay on track.

For the next formal report, partner progress reports are due by early December 2019, in the format stored on Drive. Other documentation and information necessary to prepare the second interim report with all necessary supporting documents must be sent and signed where necessary by 1 February 2020.

The date for the same for the final report is 15 August 2021.

Dissemination and publicity. The lead partner reminded partners of the objectives concerning dissemination activities:

- 75% increase in knowledge
- Number of participants of events (165 Experts, 2,850 Consumers, 950 Beneficiaries: E1-E5 170, C1: 30, Seminars/Webinars: 750)
- 500 hits per month on the project website
- 1,000 downloads of the mobile app
- 1,000 followers in total on social media

Dissemination activities have their own forms to be specially filled out describing the activity and the reach: briefly describe the activity, target groups, institutes involved in the activity, how many people attended, and any relevant files (posters, flyers, brochures, etc.). The form is on Drive in folder 8. Dissemination.

Several dissemination activities have already taken place in Turkey. Two events were the agricultural festival and world food day. Combined, over 1100 adults were reached.

Concerning social media it was agreed that, while partners may post in any language, a separate account (eg on Twitter) should be set up for posting only in English.

1.3.2 SCOFI work session 1

Presentation

Eyup Sen, on behalf of Mugla Sitki Kocman University (MSKU), presented the progress on developing the index. So far the team has done coordination, templates for item pool, and collating items from partners. Each partner sent 20 items for the item pool. The consolidated item pool had 83 items. The final goal was to measure behaviour, not attitude. The item pool was then sent to experts and asked for evaluation. Then the items were put into Content Validity Ratios based on expert assessment, and 3 items were removed from the pool. A pilot study of the questions that remained was held with 98 adults.

Testing whether items were understood or not by interviewees was done through face-to-face questionnaire method. After the pilot study items were removed and some separated into two independent items for clarity. At the end of the pilot study, interview and analysis, 85 items remained. These items were translated into English for further translation and use by the other partners. The Swedish partner made only a small survey in English; some free-form comments from Sweden also remain to be collated and translated. The Austrian survey is still pending, not least depending on some linguistic clarification; all other results have been collected.

As soon as all responses are to hand the data will be analyzed for validity and reliability. MSKU will analyse the validity and reliability of SCOFI, to create the final version of SCOFI.

Cronbach's Alfa, explanatory EFA and confirmatory CFA factor analysis will be conducted to assess the structural validity of the SCOFI. EFA is meant to uncover the underlying structure and the numbers of factors. CFA is meant to confirm the structure and analyse whether the structure is valid. Eyup Sen also adds that the team is open for advice or suggestions for how else to analyse validity. Some items (ca 40) should be removed after the analysis.

Eyup Sen said that half of the data will be used for EFA and the other half for CFA. Martina Hanova asked why all data wasn't put through both EFA and CFA. The response is that comparing between EFA and CFA is difficult.

Analysis and interpretation (discussion)

Representativity. This was not required for the current round; it will be, for the next round of surveys. However, Denmark and Slovakia had attempted to recruit a representative sample of respondents already in the current round. The lead partner had excluded respondents who were not responsible for food shopping or cooking in their households.

Legacy17, Sweden, had not, as part of the original partner agreement, undertaken to survey large numbers, lacking the capacity to do so. However, the next round will be translated into Swedish and posted on social media, and other actors will be engaged to secure as many responses as possible.

It was agreed that in the next round it is sufficient to collect on-line responses; face-to-face interviews are not required.



Equivalency of translations. In the current round, a questionnaire developed and validated in Turkish was translated into English for the benefit of other partners. The first English translation was not adequate; many questions were phrased in such a way as to be ambiguous or otherwise more difficult to answer than the Turkish original. After several iterations the version used and translated by other partners was agreed upon, but has in fact not been validated for equivalence. Indeed, this was part of the reason for the delay by Austria, and occasioned considerable discussion at the meeting. Several modifications were agreed, as input to the next version; documented separately.

It was agreed that a smoother process for translation and validation must be found for the next version.

Dimensions of food sustainability, and other issues of principle. The work with IO1 as well as subsequent discussions have shown that there is no international or scientific consensus on what constitutes 'sustainable consumption of food'. On the contrary it is a complex question with multiple dimensions.

Rainer Haas, Austria, believes the index will include dimensions such as waste or eco-friendly food products - but probably not health, which is often associated with sustainable consumption. With these results, the idea is to go out and teach adults where deficits in knowledge have been identified. It should be possible to find where the deficits are for different demographic groups. Gürol Durak (Turkey) added that in Denmark the government has put an additional tax on “bad fats” due to results from a similar survey.

As an example of the inherent complexity, Rainer Haas raised the question of meat consumption. To be discussed eg in SCOFI work session 2.

The main focus of the project is educating adults to change their consumption behaviour. Therefore the survey should focus on behaviour rather than attitudes or opinions, in order to determine the areas in which consumers need to be educated.



Scaling. It was confirmed, as agreed earlier, that a five-point Likert scale was appropriate. However a change of wording was agreed for those questions concerned with frequency or volume of specific actions. Reference to percentages should be eliminated and text substituted. For instance concerning frequency: (almost) Never, Less than half the time, About half, More than half, (almost) Always.

Weighting. Eyup Sen asked for opinions about whether responses should be weighted, and if so, how. Marilyn Mehlmann asked whether weighting should be envisaged as universal, or different for different countries (or respondent segments). Frans Lenglet said that it may be easier to go back to the earlier discussion and look for thematic groups. Rainer Haas said that the EFA may provide

information about the variation in responses and that this could be used to determine weighting. Someone has to make a subjective judgement for weighting if it is based on overall impact.

It was agreed that the next on-line meeting after the EFA and CFA should discuss the scoring of the index.

Analysis and interpretation. Gürol Durak says that once the scale and weight is determined every country can input data in a standard spreadsheet with formulas that create the index score from the data. There should be an online calculator.

This may be a question to discuss later. Marilyn Marilyn asks who keeps the records, and whether there is a consolidated database; this is not yet clear.

1.3.3 SCOFI work session 2

Two major points were discussed:

1. Is there a common perception of what constitutes 'sustainable consumption of food'? When respondents fill in a questionnaire, what are they assuming that is unspoken?
2. How are perceptions changing, and where may they be by the launch of the SusCoF educational program?

The discussion was assisted by the presentation of a rough prototype 'game' developed on Mentimeter by Masters-student interns at Legacy17. It is based on the concept of 'vignettes': ultra-short stories about specific eating habits, which players are asked to rank on a sustainability scale.

If nothing else, the animated discussions confirmed that the concept of sustainable eating is highly complex. This subject came up again during 1.3.5 Final Topics.

The design of the 'game' was found to be highly educational. Both the tool (Mentimeter) and the draft content are shared separately with partners.

Marilyn Mehlmann raised the issue that perceptions regarding sustainable eating habits have changed rapidly over the past 5-10 years, not least regarding consumption of meat in many (but not all) countries. The perceptions may or may not be accurate. But how they continue to shift over the next 2 years will be important for the reception of the SusCoF education programs, and should thus be closely monitored.

Final Steps for Output 2

Eyup Sen said the final step is to get data from Austria, a skype meeting to talk about results, when most probably half of the items will be removed, and then it will be clear what dimensions exist, and what can be measured for the index.

1.3.4 Work session on IO3 and beyond

The Slovakian partner is lead partner for IO3, the food consumption competence map, which was presented by Martina Hanova. It is meant to serve as a tool for identifying and improving adults' competences. There are four stages:

1. From output 2 the partners will have the final version of SCOFI. Data from 300 adults from partner countries will be surveyed for round 3, a total of 1500 adult respondents. Rescheduled from end January to 2nd week of February to allow for numerous holidays.

2. The report on the competence map will be prepared (see further below).
3. The audience will be clustered - see below, demographic profiles. Cluster reports will be 20 pages per partner. The statistical analysis will be made by the Slovakian team.
4. Country-based proposals concerning education gaps will be drafted.

The competence map report

The SUSCOF Application form calls for a report which reflects the sustainability of food consumption at EU level (approx. 250 pages). However there is also a mention of a sustainable consumption of food report (SCFR) at 50 pages. Martina Hanova asked the Turkish team to clarify whether, as seems reasonable, the SCFR report is part of the competence map report.

Marilyn Mehlmann asked about the purpose of the report, pointing out that the Swedish partner has no need for 50 printed copies - an online version will suffice for most purposes. She requested that the print run be decreased, to save resources. The other partners agreed. The lead partner is requested to revise plans accordingly.

Proposed sequence: the Slovakian team will receive data from partners. They will send an analysis back to the partners. Then they will devise an organization structure for clusters, to send to the partners.

It was not clear who will be responsible to write the parts of the report concerning analysis and synthesis at the EU level. The Slovakian team was proposed to assume this responsibility as they are in charge of IO3. To be clarified by the lead partner together with Slovakia.

It is envisaged in the plan that the report will be written within the month of March. It was felt that this may not be realistic: the lead partner is requested to review and if necessary revise the plans together with the Slovakian partner.

Demographic profiles

in the second-round SCOFI survey only education level, age, and gender were requested. Martina Hanova proposes more demographic information to be included in round 3. Rainer Haas would like for SCOFI to use EU classifications, as far as possible, to make comparisons easier.

After considerable discussion on what demographic information should be included in the Round 3 surveys it was agreed that the Slovakian partner will formulate a proposal, based *i.a.* on the following:

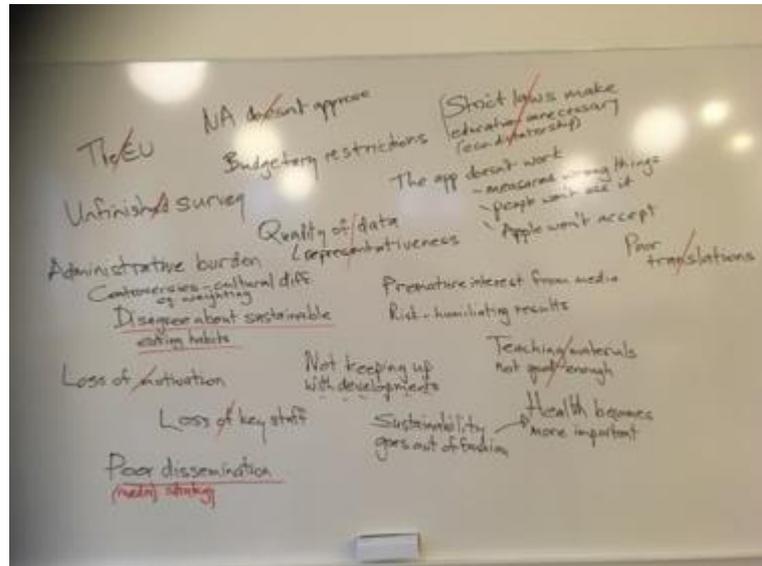
- Age will be an open field
- Sex: alternatives proposed to be Male, Female, Prefer not to say
- Economic status: one or more indicators to be proposed
- How people identify their food habits: Vegan, Vegetarian, Mostly vegetarian (includes Flexatarian), Omnivore
- Habitat: proposals re household size, housing, and urban/rural setting to be drafted

1.3.5 Final Topics: Challenges, and Certificates

It was agreed that discussion of IO4 and IO5 could for the moment be dealt with by online conferencing, and otherwise held until the next Progress Meeting, in Denmark in June 2020.

Challenges

Marilyn Mehlmann introduced the question 'What can go wrong with this project?' using the Devil's Advocate method.



The subsequent lively discussion resulted in narrowing the risks down to four principal challenges:

1. The need to reach agreement on what constitutes 'sustainable' food consumption & thus what should be measured and how it should be weighted
2. Achieving widespread dissemination, both to decision-makers and to the public
3. Gaining acceptance of the app by Apple App store
4. Ensuring the topicality of the educational materials when launched, given current rapid shifts in public perceptions of food and sustainability

These points will form the basis for a simple risk analysis and action plan. Concerning point 2, it was decided to formulate and implement a more specific social media and dissemination plan; the lead partner is requested to propose.

Certificates

Each participant received a personalized certificate of attendance.



1.3.6 Preparing for the Open Session

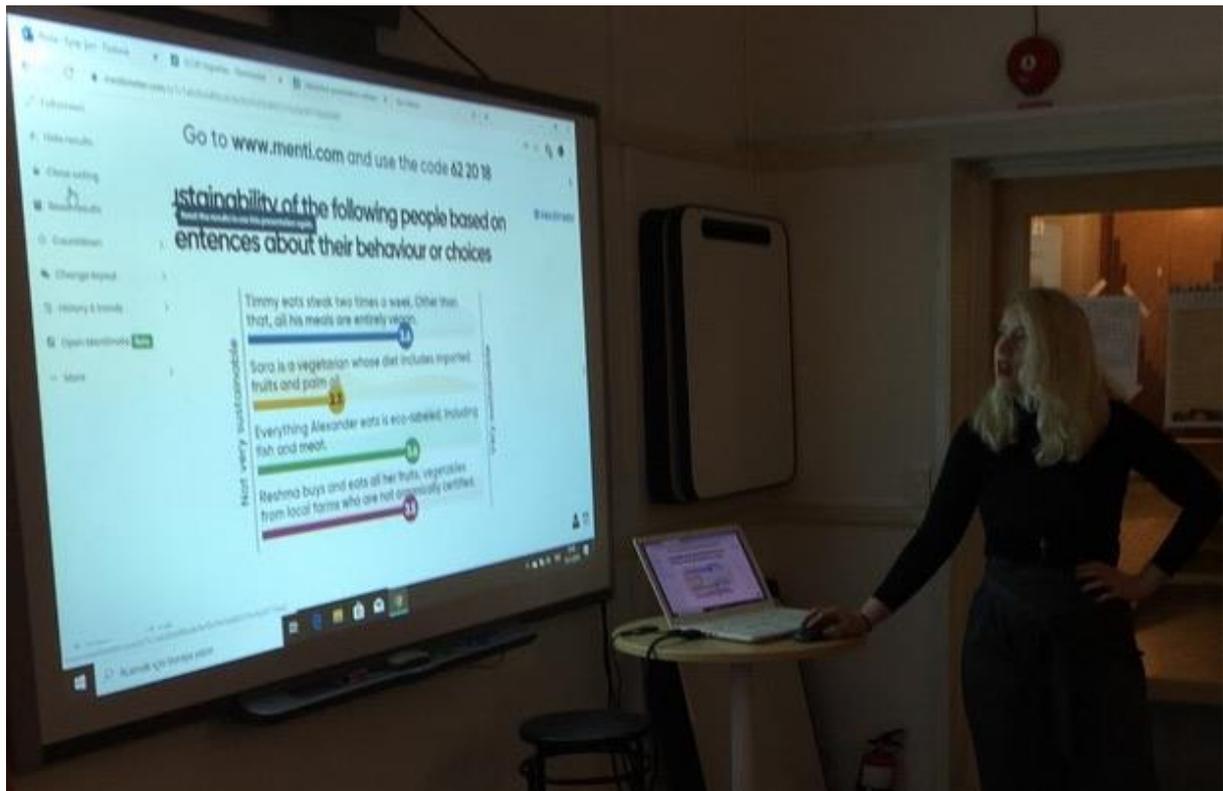
Marilyn Mehlmann introduced the topic of presentation preparation for the afternoon dissemination event. She explained the people who had registered to attend included representatives from the Swedish National Food Agency, Uppsala University, the Bruised Food cafe, and an associate professor from the university of Addis Abbeba in Ethiopia (also working with sustainability and food issues).

It was agreed that Gürol Durak would open by presenting SusCoF's structure, ambitions, and current status. He would also distribute the IO1 report to external participants.

The following questions for discussion in the open session were agreed:

- What are sustainable eating habits?
- How do we keep up with developments?

1.3.7 Open Session/Dissemination event



Subject of a separate report.

2. KEY ISSUES AND NOTES

IO 1 Successfully concluded

IO 2 A minor delay that does not jeopardize later deadlines

- Some input delayed due to interpretation of questions for translation
- Final analysis anticipated by mid December

IO 3 In its design phase

- Responsible partner gathered opinions concerning demographic information
- Partner responsible for IO2 to submit final version of questions

Dissemination has begun

- Lead partner reported on several activities
- Reporting format agreed
- Proposal for more detailed strategy

Project management

- Lead partner clarified reporting requirements ahead of next interim report (Feb 2020)
- Routines for time reporting agreed
- Cost and budget considerations agreed

2. FUTURE AGENDA AND TASKS

The following tasks and deadlines emerged from the discussions.

Table 3 Tasks and Deadlines

WP 1 PROJECT MANAGEMENT and IMPLEMENTATION

Month	Milestone	Task - Activity	Responsible	Deadline
		All partner reports needed for next interim report	All partners	Dec 2019

WP 5 INTELLECTUAL OUTPUTS 2 & 3 – SCOFI INDEX and MAP

Month	Milestone	Task - Activity	Responsible	Deadline
		I02 SCOFI: submit Round 2 results	Austria	Nov 2019
		I02 SCOFI: complete compilation and analysis	Mugli	Dec 2019
		I02 SCOFI: finalize survey questions	Mugli	Dec 2019
		I03 map: propose demographic questions	Slovakia	Dec 2019
		I03 map: finalize survey in English	Slovakia	15 Jan 2020
		I03 map: translate survey	all partners	31 Jan 2020
		I03 map: deliver survey results	all partners	15 Feb 2020

Figure 1. The revised GANTT chart

Project activity	Mth	2019												2020											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
		M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28
WP1: Project Management and Implementation																									
M1-Preparation and signing partner agreement	DONE																								
M2-Kick-off meeting	Done	DEU																							
M3-1st progress meeting	Done				SL																				
M4-2nd progress meeting	Done											SW													
M5-3rd progress meeting																		DE							
M6-4th progress meeting																							MU		
M7-5th progress meeting																									
M8-Partner progress reports					AP*			AP				AP			AP			AP			AP			AP	
M8-1st Interim report						DEU																			
M8-2nd Interim report**												DEU													
M8-3rd Interim report																		DEU							
M9-Final report																									
WP2: Quality Assurance, Monitoring and Evaluation																									
M1-Development of Quality Handbook			DEU																						
M2-Activity Evaluation Reports***			DEU			SL DEU						MU SW						SL DE							
M3-Quality Assurance, Monitoring and Evaluation Report				DEU					DEU												DEU				
WP3: Dissemination and Exploitation																									
M1-Creating Dissemination Strategy		DEU																							
M2-Development of Dissemination Tools																									
M3-Implementation of WP3																									
M4-E1-Local Multiplier Event (Slovakia)																									
M4-E2-Local Multiplier Event (Austria)																									
M4-E3-Local Multiplier Event (Denmark)																									
M4-E4-Local Multiplier Event (Sweden)																									
M4-E5-Local Multiplier Event (Turkey)																									
WP 4 - Output 1: Need Analysis Report About Awareness of Sustainable Consumption of Food																									
O1/A1 Research																									
O1/A2 Elaboration of country result reports																									
O1/A3 Final version of the need analysis report																									
WP 5 - Output 2: SCOFI: The Sustainable Consumption of Food Index																									
O2/A1 Preparing item pool for SCOFI																									
O2/A2 Assessment of items in the SCOFI by experts																									
O2/A3 Development of proposed SCOFI																									
O2/A4 Measuring the validity and reliability of SCOFI																									
O2/A5 Final version of SCOFI and translation																									
WP 6 - Output 3: Food Consumption Competence Map																									
O3/A1 Performing SCOFI and reporting																									
O3/A2 Clustering adults based on SUSCOF																									
O3/A3 Developing competence map																									
O3/A4 Offering country based proposals																									
WP 7 - Output 4: Training Materials																									
O4/A1 Determination of content																									
O4/A2 Preparing books & booklets for publication																									
O4/A3 Preparing brochures for publication																									
O4/A4 Translation of resources to other languages																									
O4/A5 Distribution of training materials																									
WP 8 - Outputs: Digital platforms for sharing of good practices: My SusCoF																									
O5/A1 Updating website																									
O5/A2 Creating mobile application																									
O5/A3 Dissemination by using social media channels																									
O5/A4 Tracking the effect of dissemination																									
C1 - Short Term Joint Staff Training Event In Austria																									

3. EVALUATION OF THE SECOND PROGRESS MEETING

A summary is presented here. A more detailed report is provided separately.

The participants were asked to score over 100 points considering all aspects of the meeting. One of the participants evaluated the meeting with 50, four of them with 80, one of them with 85, two of them with 90, two of them with 95 points. The average score is 82.50, representing a high level of satisfaction.