



Consumer Involvement in Agrifood Innovation

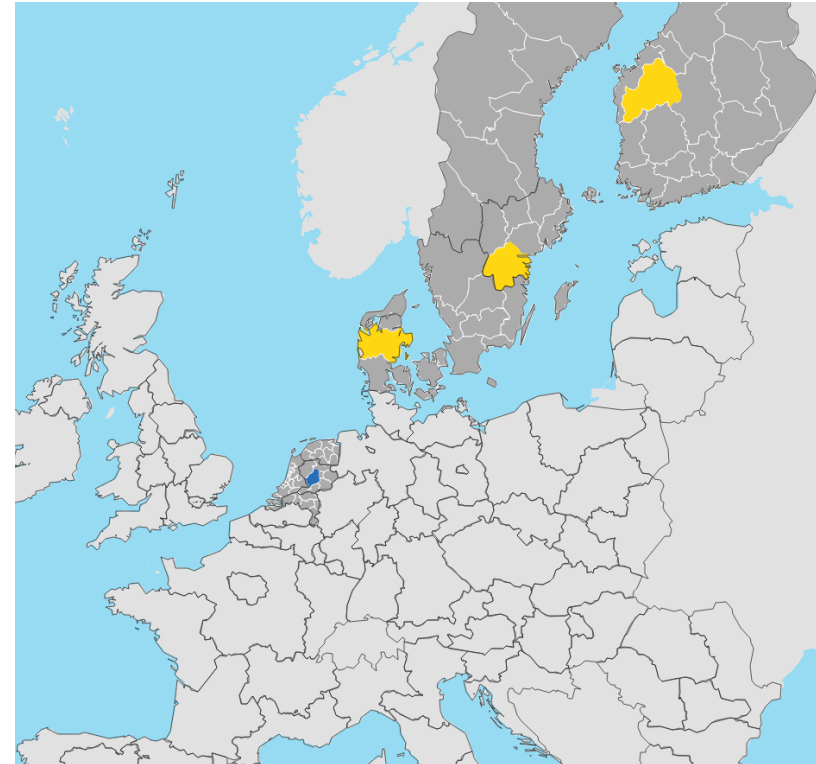
A S3P-AF Thematic Partnership

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ERIAFF 2018: Food Safety 2020
June 12th - Seinäjoki

Who are we?

Four founding regions

- Regio FoodValley, The Netherlands (lead)
- Region Östergötland*, Sweden (co-lead)
- Central Denmark Region
- West Finland / South Ostrobothnia

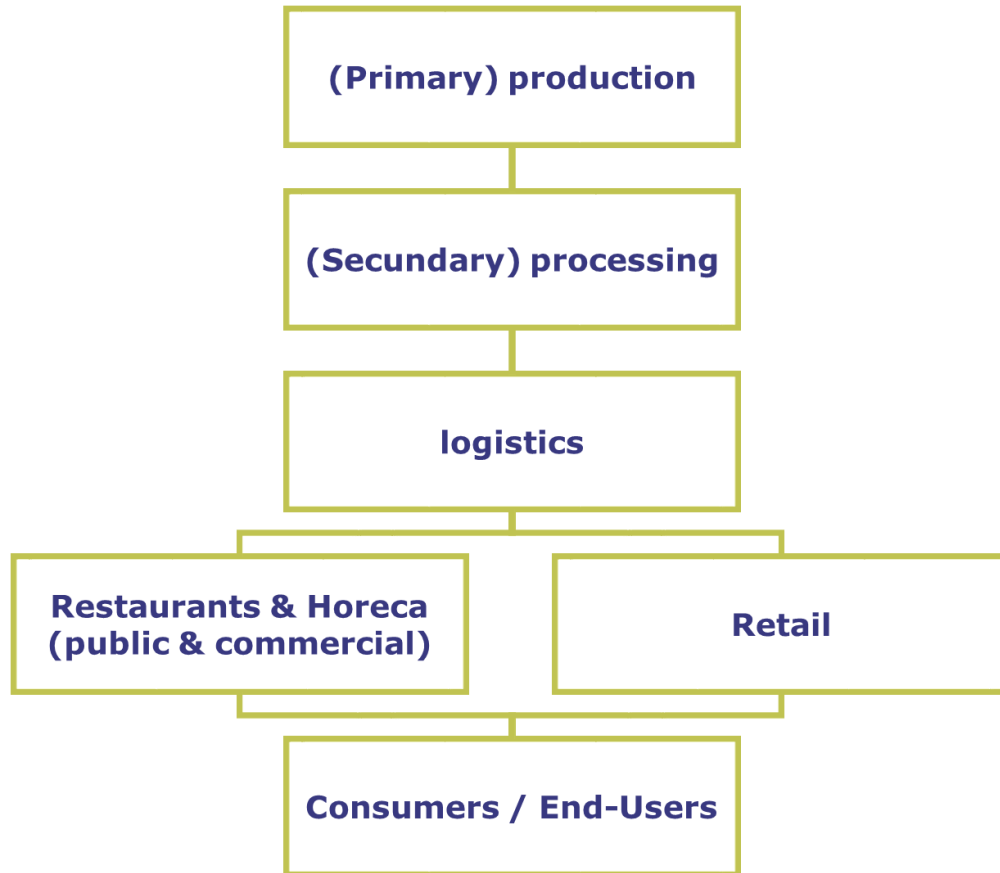


* on behalf of East Central Sweden

Mission statement

Consumer Involvement in Agrifood Innovation

The overarching vision of this partnership is to involve consumers in quadruple helix innovation activities along the food value-chain and thereby help to create Regional Growth as well as contribute to the fulfillment of the Sustainable Development Goals.



Scope

Three Pillars (program lines)

- Joint Research & Innovation
- Awareness and Public Debate
- Future Business Models

Joint Research & Innovation

Pillar 1

Involving consumers as partners in research and innovation activities instead of just being a subject of research

Example projects / activities

- World Food Center research program
- Matlandet ("*Food Country*")
- Event driven innovation
- Food and health cross-overs

Awareness and Public Debate

Pillar 2

Encouraging a direct dialogue with consumers and end users among actors throughout the entire food value chain. Establish arena's and platforms. Collect and share best practices.

Example projects / activities

- Experience Centers (WFC, Matlandet, Ruokaheureka)
- Food Festivals

Future Business Models

Pillar 3

Development of new business models anticipating and responding to the changing relationship between actors in the food eco-system and the agrifood value chain

Example projects / activities

- REKO (*Rejäl Konsumtion / fair consumption*)
- Blockchain and supporting of logistic platforms for 'the small and the local'
- New cross sector interlinkages: e.g. between Food and Health

Where are we now?

Timeline

- Expression of interest (May 2017)
- 'Go ahead' EC (October 2017)
- Drafting scoping note (winter/spring 2018)
- Official launching of the partnership: ERIAFF (June 12th 2018)

Next steps

- 'Recruiting' other regions –
 - Regione Friuli Venezia Giulia officially expressed interest
- First partnership convention: September 2018 (Aarhus, Denmark)

Thank you for your attention!

Questions?

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[http://http://s3platform.jrc.ec.europa.eu
/consumer-involvement](http://http://s3platform.jrc.ec.europa.eu/consumer-involvement)