



Food & wellbeing platform

Towards empowered consumers making informed choices

The FoodNexus 'Food & wellbeing platform' will develop new and interactive forms of mobile digital communication with consumers on diet and perceived wellbeing and will integrate this with existing data sources such as food styles and activities. Integrating these data sources in a joint platform will allow giving individualised feedback to consumers with regard to food choices, furthering wellbeing as well as encouraging behaviour change with a specific and dedicated interaction with the consumer. The platform will also allow us to detect similar trends towards consumers, compare populations and compare culture impact at EU level. At the same time, it will improve the competitiveness of the food industry by supporting consumer-led new product development, leading to a better match between consumer preferences and food supply and an increase in consumer wellbeing.

HEALTH AND WELLBEING FOCUS

This 'Ready-to-go' project is addressing the food system's challenge within 'Food for Health and Well-being', which is one of the three FoodNexus strategic objectives. It puts the consumer (and behaviour) at the centre, and leverages the participating FoodNexus partners' common insight from existing data for a better common understanding of consumer

behaviours and needs. Thereby, it is in line with two other aspects of the FoodNexus strategy; 'Connecting, informing and empowering consumers to put them at the heart of innovation and embracing them as partners within the system', as well as 'Creating and integrating new technologies'.

EMPOWERMENT FOR BETTER HEALTH

The aim of establishing a food and wellbeing platform is to empower consumers to make more informed food choices. The project will have an impact on the food-related wellbe-



ing of consumers, and will improve consumers' trust in the food industry.

FROM KNOWLEDGE SHARING TO NEW PRODUCTS

Following three steps (see Figure 1) the project will develop a platform for collecting various consumer data with the objective of sharing and analysing insights among the FoodNexus partners in the project. From there, the project partners will develop further actions for establishing a sustainable platform such as:

- Mobile data acquisition tools and exploitation of data streams
- Increased consumer engagement
- A 'dedicated platform' that combines main consumer data
- Product innovation (development of consumer-led products)
- Promotion of behavioural change.

It will identify pilot and proof-of-concept activities that can be started in the second half of 2017.



READY-TO-GO PROJECT #2

FOODNEXUS PARTNERS PARTICIPATING IN THE PROJECT:

- | | |
|--------------------------------------|--------------------------|
| AINIA | IRTA |
| ATOL | Maastricht University |
| Bel | MAPP (Aarhus University) |
| Cluster Food+i | NOFIMA |
| Corporación Tecnológica de Andalucía | Unilever |
| Danone | University of Kent |
| Danone Nutricia | Utrecht University |
| Ghent University | Vitagora |
| | Wageningen University |

ALIGNMENT AND COLLABORATION

The project is being developed by members of the FoodNexus community, taking into account ongoing activities in borderline areas, and drawing on external experts where necessary (e.g. in the area of quality of life and wellbeing research). The project will take into account research priorities in H2020 (including ETP Food for Life's recent research strategy), as well as national funding priorities.

To make sure this 'Ready-to-go' project is strongly aligned with the intention/aims of the EU (e.g. H2020 and EIT) it will:

- Ensure that consumer (behaviour) takes centre stage in this project's actions, to allow for consumer-driven innovation.

- Secure investments and long-term commitments from the business by having a clear (big and small) industry-led programme (industry vision on the aim and expected deliverables prior to the first workshop).
- Link to the other Ready-to-go projects and thus involve all sides of the Knowledge Triangle in order to enhance the EU's ability to innovate and contribute to the defragmentation of the whole food supply chain.
- Exploit synergies and complementarities with other relevant European programmes/projects (e.g. Richfields, Elixir, xx,).

In March 2017, the project obtained seed funding from FoodNexus and is engaging with other external funding agents.

LEARN MORE AND ENGAGE:

The FoodNexus partnership is open to collaboration with relevant organisations and individuals sharing our vision and mission. Project activity is updated on the FoodNexus website, where you can also read more about the FoodNexus partnership, as well as follow news and activity. For more information about this particular project you are welcome to get in touch with the contact person.

3 steps to empower consumers

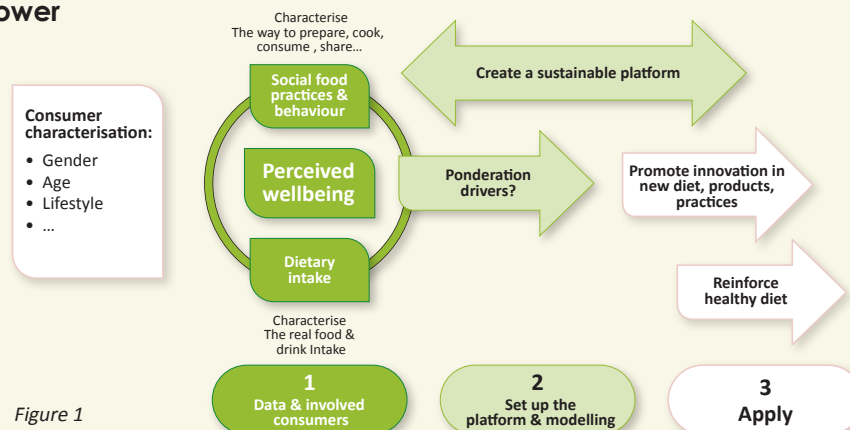


Figure 1

FOOD & WELLBEING PLATFORM CONTACT PERSON:

Michel Rogeaux
michel.rogeaux@danone.com

