

Interregional partnership for Smart Specialisation on CONSUMER INVOLVEMENT IN AGRI-FOOD INNOVATION

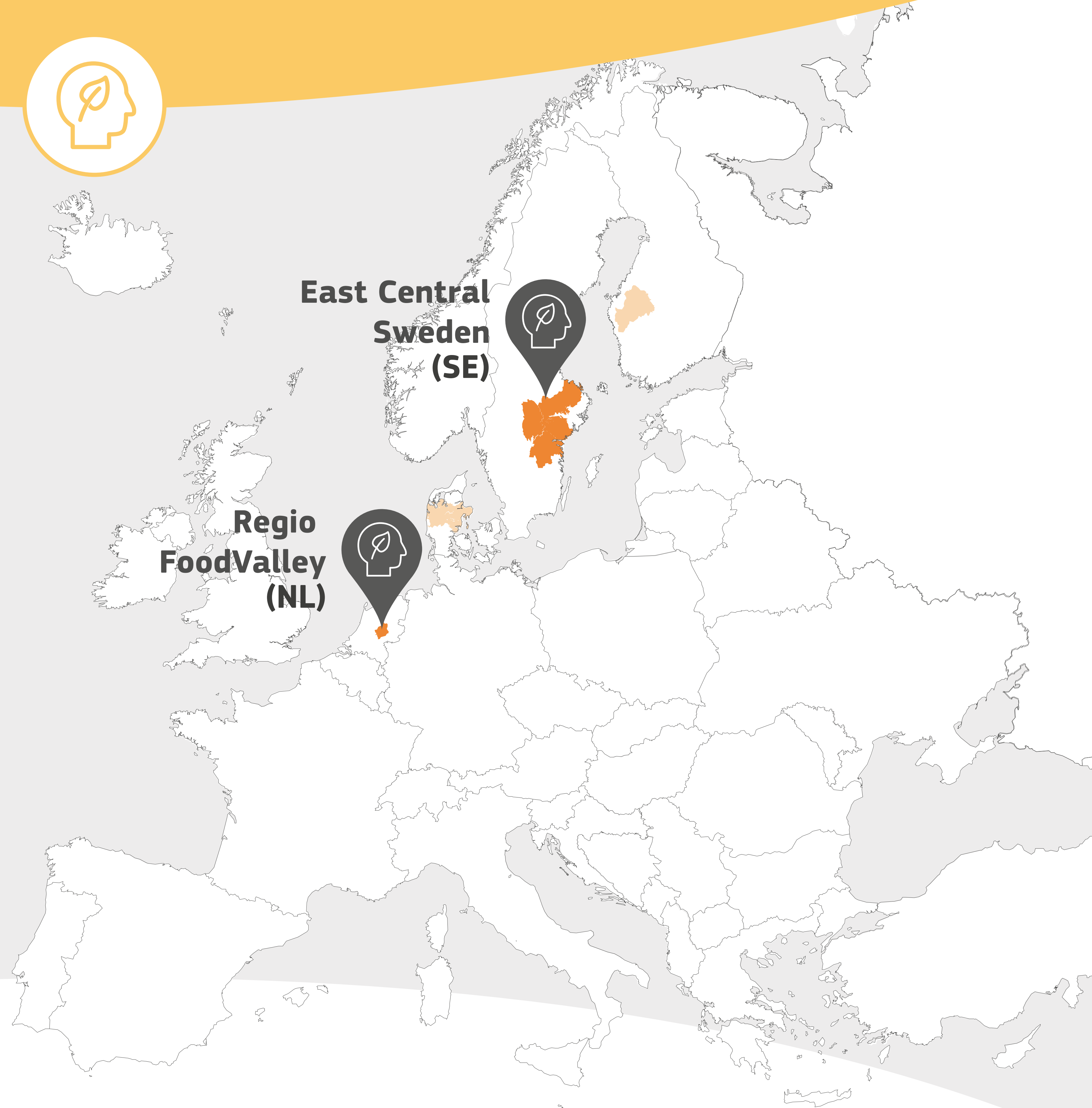


Leaders

Led by **Regio FoodValley (NL)** and **East Central Sweden (SE)**, the partnership engages the participation of

4 REGIONS

The objective of the 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 fulfilment of the Sustainable Development Goals.



Reference topics



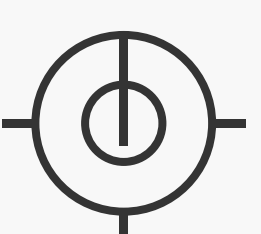
Joint Research and innovation
Research and innovation activities where the consumer or end user is involved as a partner instead of just being a subject of research.



Awareness and public debate
Activities aimed at encouraging a direct dialogue between end users and consumers with actors throughout the food value-chain.



Future Business Models
Development of new business models anticipating and responding to the changing relationship between the actors in the food eco-system and the agri-food value chain.



Key factors

1 The involvement of the consumer and end user in agri-food innovation is set to play a crucial role in achieving sustainable agri-food systems.

2 Bridging mental and geographical disconnection between food value chain and end-users creates a benevolent spiral driving more sustainable consumption and production.

3 New modes of operation and new business models along the food value chain are necessary for a transition to a food system that contributes to fulfilling the Sustainable Development Goals.

