



Consumer Involvement in Agrifood Innovation

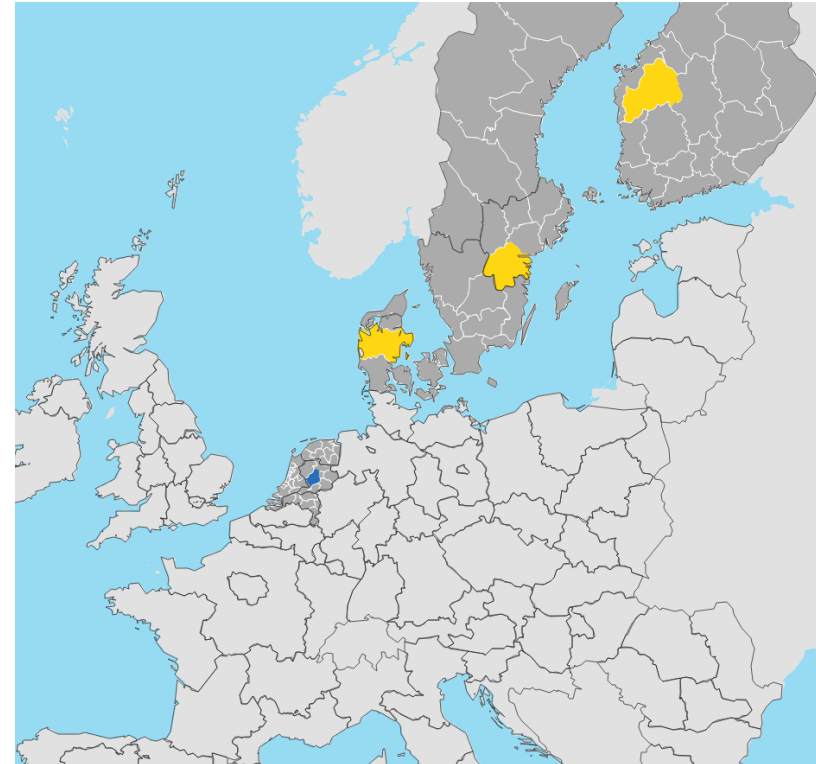
A S3P-AF Thematic Partnership

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S3P Agri-food Working Committee Meeting
June 11th - Seinajoki

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

Relevance

Why this partnership?

Starting point:

- All four regions need “internationalism” to secure welfare, growth, etc.,
- The food area is important in all four regions,

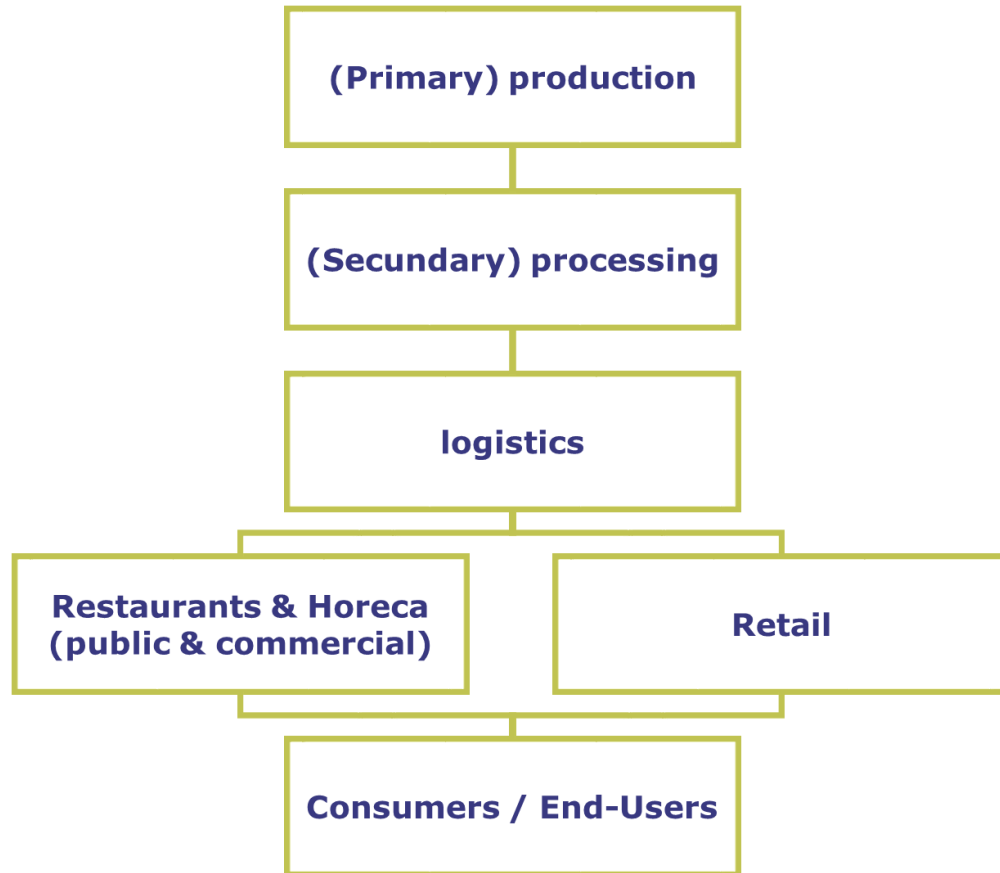
And:

- Orchestrate a regional answer to Agenda 2030 (*SDG 2 and 12*) and FOOD2030 priorities (*Innovation and empowerment of communities*),
- Create a platform to further foster and boost regional growth, in line with our Smart Specialisation Strategies and
- Possible co-ordination of (joint) S3-investments.

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

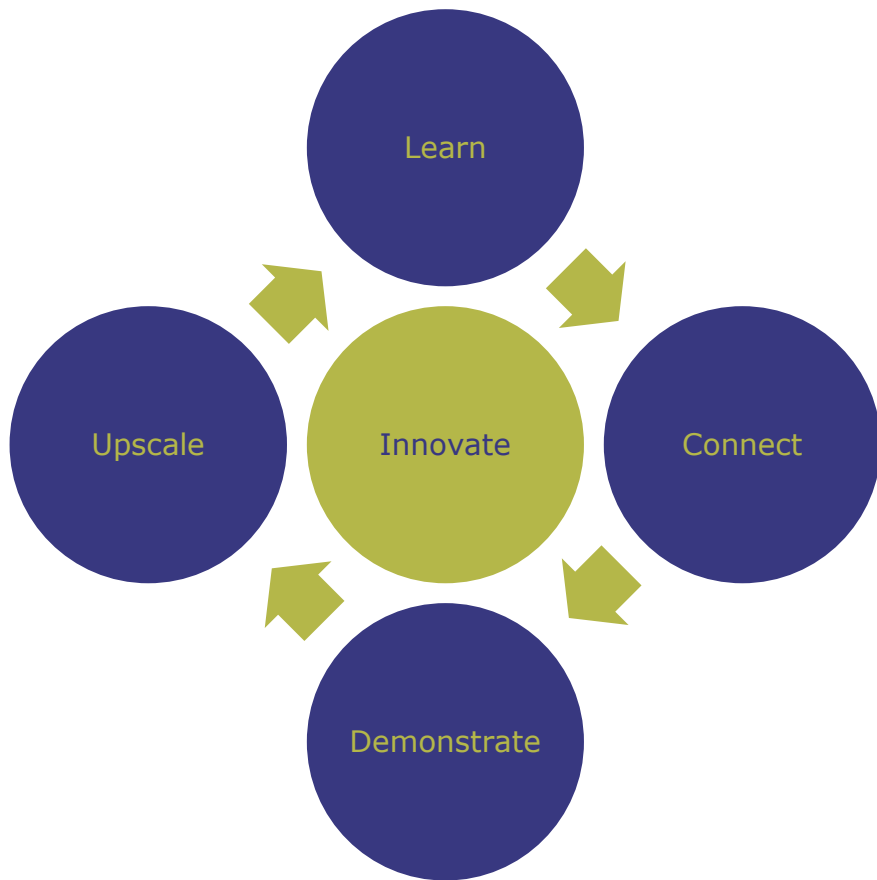
Future Business Models

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



Methodology

“Circular Vanguard”

- Learn
- Connect
- Demonstrate
- Upscale

Innovate



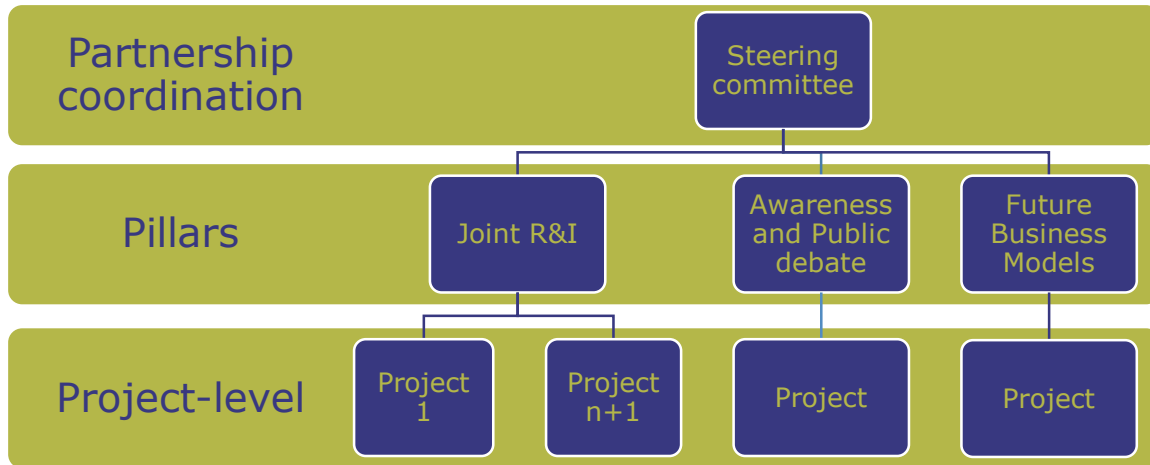
Governance

Three layers

Steering committee of four founding regions (partnership management)

Pillars: “where the magic happens” – open to other regions

Project-level: “where the actual work is done” – various actors



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
- 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)