INTERNATIONAL SMART SPECIALISATION AGRI-FOOD PARTNERSHIP
Consumer Involvement in Agri-food Innovation

CONTRIBUTION TO SDGs

PARTNERSHIPS AND COLLABORATION

PARTNERS
The Partnership connects 4 regional and national administrations from 4 countries: Food Valley/ East Netherlands, Östergötland/East Central Sweden, Central Denmark, South Ostrobothnia.

STAKEHOLDERS
Stakeholders involved are public authorities, food companies, universities, health care services, hospitals and home-care organisations, patient and consumer organisations.

WEBPAGE
https://europa.eu/VU36kM

ACTION

PROBLEM
Malnutrition in an ageing population threatening their health and leading to greater demands on healthcare.

INNOVATION
The Partnership facilitates the exchange of knowledge, experience and information. In practice, this is operationalised via World Food Experience Centre where consumers can learn about the origin and composition of food and the effects on the body and the environment.

SUSTAINABILITY
The Partnership stimulates and supports common actions relevant to innovation in the agri-food chain from the consumer and user perspective, promoting awareness, education and well-being.