

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.