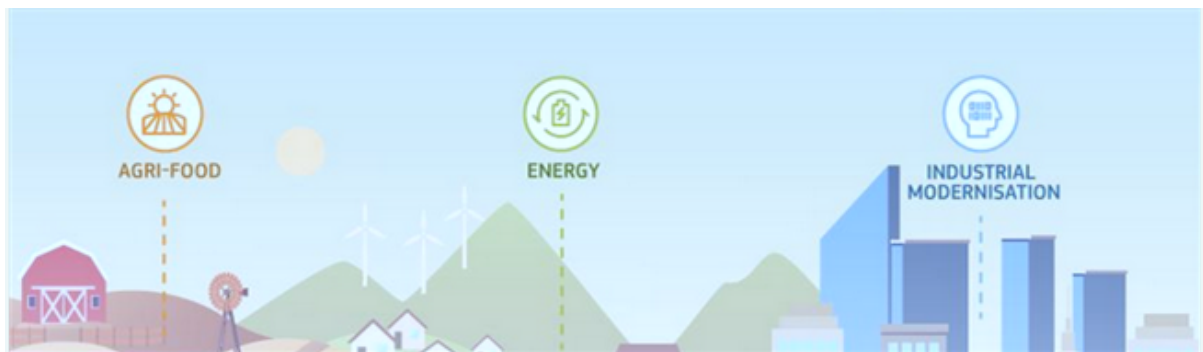# Thematic Smart Specialisation Platforms
Monitoring Progress Report

> Fields marked with * are mandatory.

Thematic Smart Specialisation Partnership
Monitoring Progress Report

This report is presented to the relevant Working/Steering Committee.

The report is updated every six months.

Confidentiality:
The management report (section I) and progress report (section II) will be made available to the public via your Partnership's web page.
The part on self-assessment is confidential.

Based on the monitoring results, the European Commission will decide on the following term's support.

* Reporting period

> July - December 2020

* Please select the name of your partnership

> Consumer Involvement

* Start date of your partnership

> 2018

* Partnership's webpage

> https://s3platform.jrc.ec.europa.eu/consumer-involvement

I. Management report

* Please provide the executive summary and the objectives of your partnership

> State of play
>
> Our purpose with this document is to describe two concrete actions, or ''tracks'', that we aim to pursue as a partnership. At this point we consider the two tracks as separate processes which are not necessarily contingent on the other, while we at the same time see several connection-points and a potential ''spillover''-effect between them. We consider the actions to be in line with ''pillar two'' of the partnership as formulated in the partnership's scoping note, which was approved by the European Commission. This pillar targets actions that raise awareness and stimulate public debate. In the long-term, our hope is that the actions undertaken will also stimulate actions in line with pillar one and three, concerning join R&I and future business models. The two tracks we would like to pursue are:
>
> - Malnutrition (Track 1)
>
> - Experience Centers (Track 2)
>
> Malnutrition (Track 1)
>
> Background
>
> In 2016, the European Commission launched the Food 2030 initiative. A European Research & Innovation agenda for Food and Nutrition Security. Food 2030 describes four priorities, of which this specific action primarily is targeting the first - Nutrition for sustainable and healthy diets. In 2019, this partnership participated in the ''Science meets Regions'' international conference in Aarhus (DK). Three CIAI-partners presented their organisations and work within the malnutrition and food area. The partners were also given the opportunity to interact with international experts on nutrition in healthcare systems. This track will primarily focus on the mal/undernutrition of the elderly with lessons learned from experts and professional sport.
>
> Next steps - Regio FoodValley and Region Östergötland would like to build on the work that has already been done through the partnership and find a way to turn the ackumulated knowledge into a concrete project. The next steps will be based on the conclusions reached at the conference in Aarhus 2019.
>
> Experience Centers (Track 2)
>
> Background

Experience Centers are year-round open places for consumers to get familiar with the modern agriculture and to participate in experiments and demonstrations relating to the food sector. These centers can also be the fora for public debates as well as purchasing and experiencing local food.

The World Food Center (WFC) in the Region FoodValley, the Netherlands, focuses on consumer involvement, empowerment and awareness. It will also provide a platform in the social debate around food related issues. In Regio FoodValley, five universities prepare a cooperative research program in the World Food Center. This Living Lab with 250.000 to 500.000 expected visitors annually is fully focused on involving consumers in AgriFood innovation. This research program is aiming to actively involve the visitors of the World Food Center Experience in healthy, sustainable and circular food products.

Matlandet (Food country) is a planned experience centre for food in the municipality of Mjölby in Östergötland. Matlandet will constitute an interactive bridge between multilevel aspects of food and food production and the consumers, i.e. the visitors. The facility will include interactive exhibitions and education, showrooms, a signature window for Vreta Kluster science park for AgriFood, urban agriculture showcases, lecture halls, restaurants and shops and last but not least a visual link to the World Food Centre in FoodValley.

Next steps - Regio FoodValley and Region Östergötland will in the short term actively seek synergies between these two investments. The actors involved in the development of Matlandet-center are interested in acquiring information and best practices from the WFC-initiative in Ede. Especially concerning the role of the municipality, how the operational units of the experience center functions, as well as to search for new investors, avoid potential pitfalls etc. In order to facilitate this, RÖ and FV are planning to organize virtual or physical workshops on identified relevant subjects. In the long term, our hope is that this initiative will connect with similar activities in the other partnership-regions.

* Please provide the list of leading regions

Region Östergötland
Regio FoodValley

* Please provide the list of participating regions.
If possible, please follow this format: "Name of the region in English (Country abbreviation), NUTS code".
e.g.: Lapland (FI), FI1D7

Region South Ostrobothnia - Finland
Region Midtjylland - Denmark

Please provide the list of interested regions or other entities (other than national /regional authorities)

Emiglia Romagna - Italy
Vreta Kluster - Sweden
World Food Center - Ede Netherlands
Alfred Nobel Science Park - Sweden

Please provide an overview of the **working areas** of your partnership

	Working area	Region in charge
*1	Joint Research and Innovation	Leading regions
*2	Awareness and public debate	Leading regions
*3	Future business models	Leading regions
*4	-	-
*5	-	-
*6	-	-
*7	-	-
*8	-	-
*9	-	-
*10	-	-

Please provide information regarding past meetings, workshops and dissemination activities (six mor

	Event	Date
1	Steering Committee	19-11-2020
2	Working Group Experience centers	11-12-20
3	Working Group Malnutrition	13-12-20
4		
5		
6		
7		
8		
9		
10		

Please provide information regarding planned future meetings, workshops and dissemination activities

	Event	Date	Place	Any other information
1	Experience Center High Level partnership meeting	05-02-2021	Digital	Planned signing of Letter of Partnership between Ede Munucipality and Mjölby Municipality on further cooperation
2	Steering Committee	18-02-2021	Digital	
3	Malnutrition Working Group	03-03-2021	Digital	
4				
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II. Progress report

Innovative results

Please describe innovative results and achievements that could be attributed to the partnership (specific examples of results vs. objectives)

Experience Centers are year-round open places for consumers to get familiar with the modern agriculture and contemporary food challenges and to participate in experiments and demonstrations relating to the food sector. These centers can also be the fora for public debates as well as purchasing and experiencing local food. There is also a vast range of possibilities for a multi institutional consumer involvement research program, international showcase of the agri-food sector and other B-2-B and B-2-C activities.

The overall mission in the cooperation is to transform the food value chain by involving consumers to contribute to a more sustainable and healthy food chain and thereby contribute to the UN Sustainable Development Goals and FAO 2030 Visions for of resilient, integrated, sustainable and inclusive food systems, which ensure that all people in all places are free from hunger and all forms of malnutrition and to develop and implement initiatives on food loss and waste reduction.

Collaborating actions

Regio FoodValley, Region Östergötland and Region South Ostrobothnia will in the short term actively seek synergies to work on addressing different challenges. In practice this will mean that the executing entities (such as the municipality of Ede and WFC in FoodValley, municipality of Mjölby and … In Ostergotland and Farmi Food lab and Seinäjoki municipality in South Ostrobothnia) will seek cooperation or undertake communal actions on subjects such as rebuilding trust between producers and consumers, finding new business opportunities within the food chain, and increasing information about modern agriculture and contemporary food challenges. To do so it is crucial to shorten the perceived distance between producers and consumers, and to find ways to reconnect them. Collaborative actions underway are:

Connecting visitors and content:

     Collect and share best practises in consumer involvement in the following fields: sustainable food production, interactions as consumers but also as citizens and raising awareness & stimulating public debate.

     Build trust between producers and consumers, to find new business opportunities within the food chain, and to increase information about modern agriculture, it is crucial to shorten the perceived distance between producers and consumers, and to find ways to reconnect them.

Co-learning communities:

     Establish and build virtual/physical arenas and platforms for consumers, producers, food industry and the governmental organisations to meet and use these as test beds to demonstrate, test and foster new concepts, products or services as well as to get data about consumers.

     Develop joint programs concerning guidance and education regarding consumer behaviour as well as developing tools for consumers to help them to make the right choices in purchasing and preparing food. This requires involvement from knowledge institutes and governmental organisations as well as all stakeholders in the food chain.

     Collaborate and share experience to support each other with knowledge, information, and concrete joint ventures.

Tangible short- and medium-term socio-economic impacts achieved or expected (specific examples)

Improving the food value chain by involving consumers to contribute to a more sustainable and healthy food chain and thereby contribute to the UN Sustainable Development Goals and FAO 2030 Visions for of resilient, integrated, sustainable and inclusive food systems, which ensure that all people in all places are free from hunger and all forms of malnutrition and to develop and implement initiatives on food loss and waste reduction.

Inter-regional and inter-partnership collaborative results

Additional results obtained from working with other partnerships under the thematic S3 Platforms (specific examples)

Evaluation of the involvement of relevant business sector (clusters, SMEs, business associations, chambers of commerce, Digital Innovation Hubs (DIHs), etcetera) in the Partnership activities (specific examples)

Evaluation of whether the level of inter-regional cooperation is sufficient to potentially provide practical and relevant socio-economic impacts (specific examples)

New activities

Involvement of regions from EU13 Member States in the Partnership, in particular with respect to scoping, mapping and/or matchmaking. In addition, justification should be provided if no EU13 regions are involved

Involvement of regions/countries from outside of EU28 Countries. (Number of participants from non-EU countries (specify their contribution)

Advancement and promotion of the Partnership through publications and other communication/outreach activities (number of outreach activities that resulted from the partnership)

Activities and projects with partnerships working under other S3 Thematic Platforms (AgriFood, Energy and Industrial Modernisation)

Your Partnership and the UN 2030 Sustainable Development Goals (SDGs)

The EU has a strong position when it comes to sustainable development and is also fully committed to be a frontrunner in implementing the UN's 2030 Agenda, together with its member countries and regions. Many interregional partnerships under the thematic S3 Platforms contribute strongly to the attainment of these 17 goals.

Please indicate to which Sustainable Development Goals and to what extent your thematic Partnership contributes?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not applicable

Goal	1	2	3	4	5	6
Goal 1. End poverty in all its forms everywhere	○	○	○	○	○	●
Goal 2. End hunger, achieve food security and improved nutrition & promote sustainable agriculture	○	○	○	○	○	○
Goal 3. Ensure healthy lives & promote well-being for all at all ages	○	●	○	○	○	○
Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	●	○	○	○	○	○
Goal 5. Achieve gender equality & empower all women and girls	○	○	●	○	○	○
Goal 6. Ensure availability and sustainable management of water and sanitation for all	○	○	○	○	○	●
Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all	○	○	○	○	○	●
Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment & decent work for all	○	○	●	○	○	○
Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialisation & foster innovation	○	○	●	○	○	○
Goal 10. Reduce inequality within and among countries	○	○	●	○	○	○
Goal 11. Make cities & human settlements inclusive, safe, resilient and sustainable	○	○	○	○	○	●
Goal 12. Ensure sustainable consumption & production patterns	●	○	○	○	○	○
Goal 13. Take urgent action to combat climate change and its impacts	○	○	●	○	○	○

Goal 14. Conserve and sustainably use the oceans, seas & marine resources for sustainable development	○	●	○	○	○	○
Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss	○	●	○	○	○	○
Goal 16. Promote peaceful & inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	○	○	○	○	○	●
Goal 17. Strengthen the means of implementation and revitalise the Global Partnership for Sustainable Development	○	●	○	○	○	○

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