



# Consumer Involvement in Agrifood Innovation

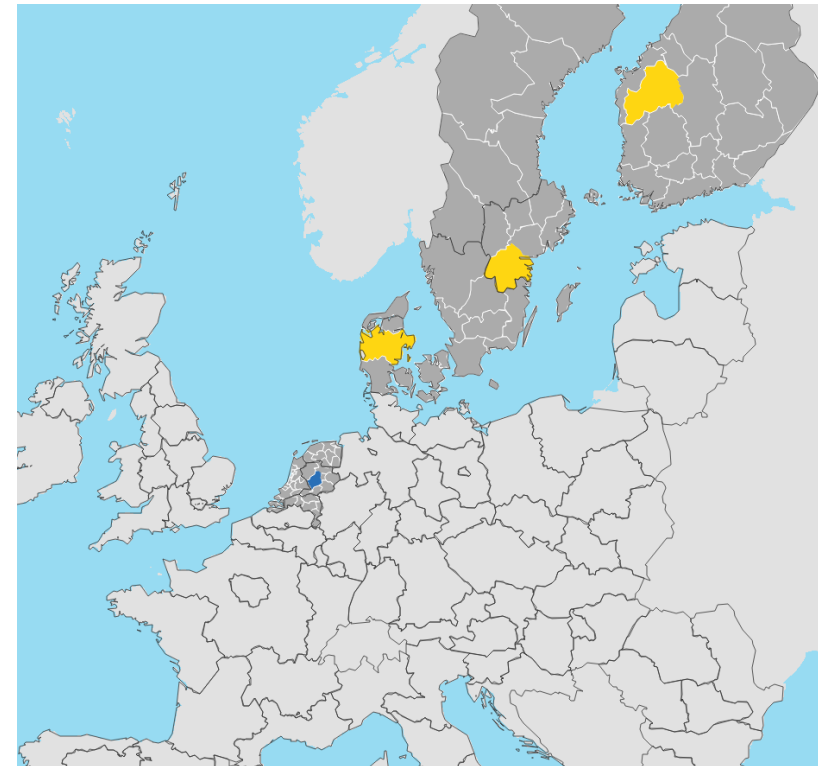
**Meets Agropol**

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October 24th – Brussels.

# 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,

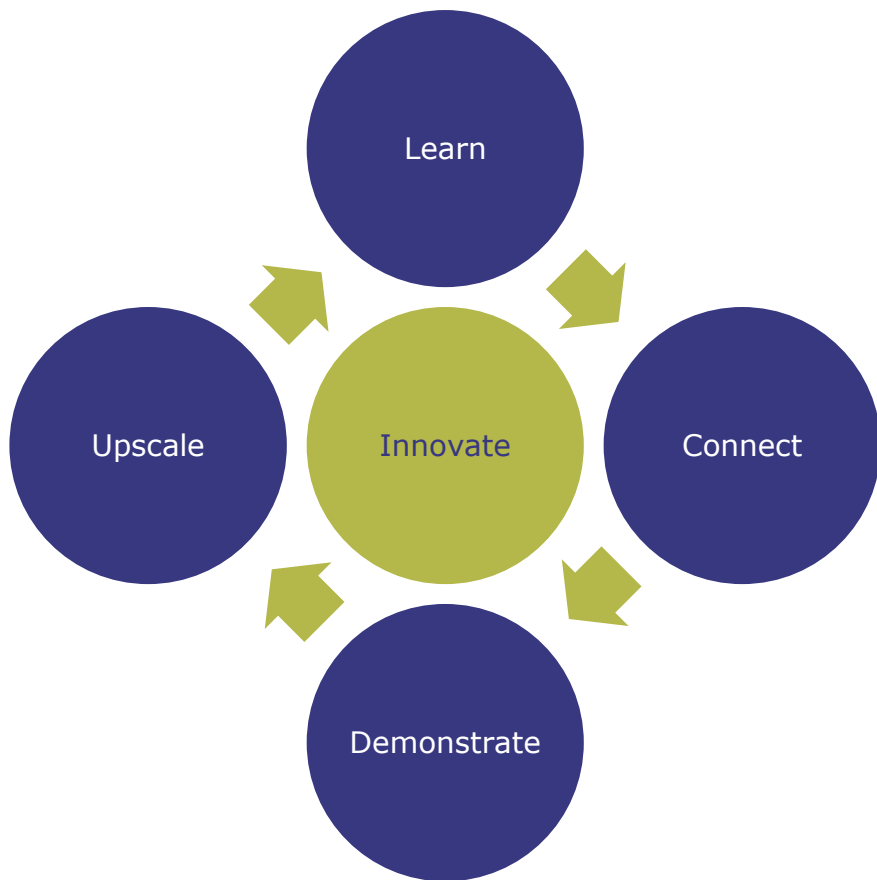
And:

- 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.*



# Methodology

## “Circular Vanguard”

- Learn
  - Connect
  - Demonstrate
  - Upscale
- } Innovate

# Methodology - In practice

## •Learn/Connect phase

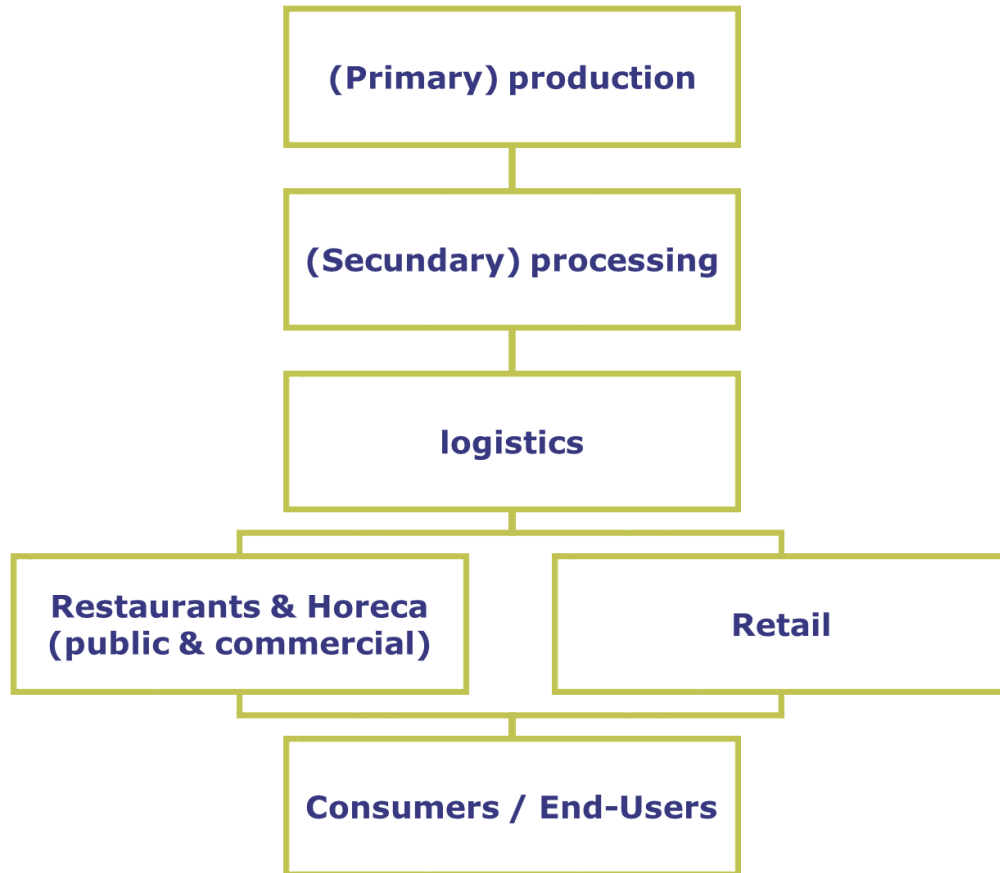
- Triple helix roundtables – S3 policy makers + innovation systems.
- Comparing ongoing investments and regional development ambitions
- Agreeing on common scope

## •Demonstration phase

- Create awareness and access to testbeds
- Common demonstration/application projects (eg. H2020 sfs24)

## •Upscale/Commercialisation

- PPP partnership, greater access to commercial utilisation of testbeds
- European, rather than Regional incubator-function
- European, rather than regional validation



# 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

# 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)
- First partnership convention: September 2018 (Aarhus, Denmark)

## Next steps

- 'Recruiting' other regions
- Building common structure to allow for demonstration phase.
- Building a case for "interregional innovation investments"

# Reflections on Agropol Blueprint and synergies with EIP Agri.

- Here I will share my reflections from listening to the other speakers.

**Thank you for your attention!**

**Questions?**

## **Consumer Involvement in Agrifood Innovation**

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/consumer-involvement](http://http://s3platform.jrc.ec.europa.eu/consumer-involvement)