

# **EIT Food**

Improving food toget



- · October 2020
- Martine van Veelen
- · Director EIT Food STC WAS do



# **EIT Community**

Innovation Communities

- EU Agency based in Budapest (2008)
- Operates through thematic "Knowledge & Innovation Communities (KICs)"

# European Commission









- About EIT Food
- https://youtu.be/l4xs4pazfAg
- https://youtu.be/Ruk-FcunZvc



EIT Food – Transforming the Food System

EIT Food is an ecosystem for solving complex societal challenges by deploying innovative solutions







## · EIT Food

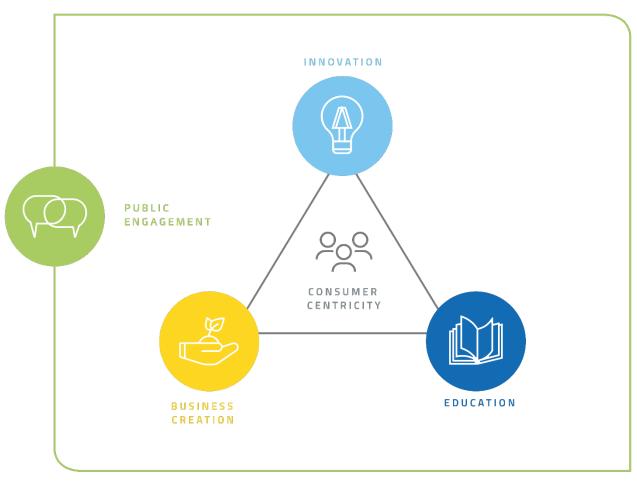
Our vision is a world where repetal of can access and enjoy sustainable, safe and healthy food, with trust and fairness from farm to fork.

### Mission

Our mission is to transform how food is produced and valued by European society, solving the biggest innovation challenges through trusted industry, education and research partners working with informed and engaged citizens.



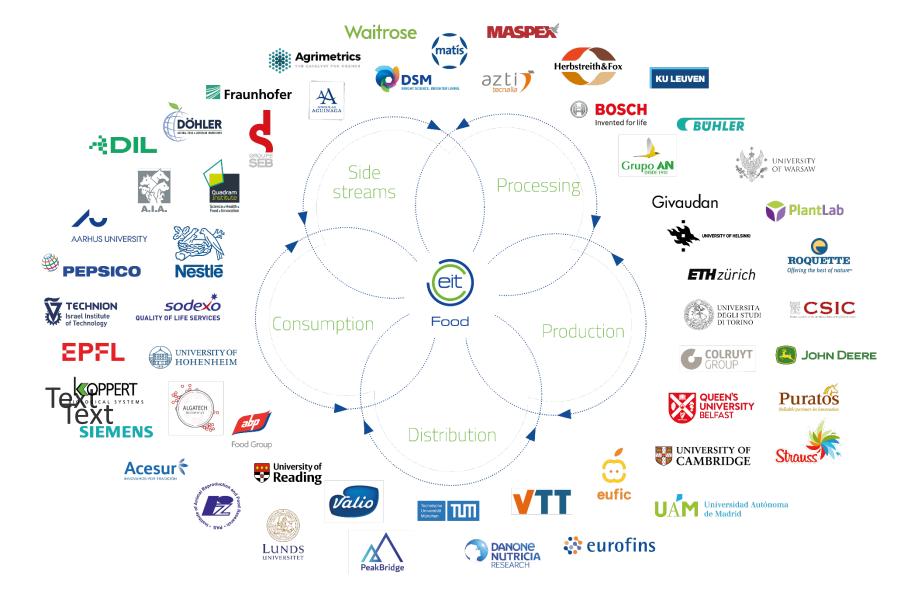
- · Squaring the Knowledge Triangle
- 4 Action Areas of EIT Food





### **EIT Food Partners:**

# Transforming our Food System together



# **EIT Food - Knowledge & Innovation Community For Food**

### 5 Innovation Hubs

Leuven (BE-FR-CH)

Reading (UK-IE-IS)

Madrid & Bilbao (ES-IT-IS-GR-P)

Freising (Munich) (DE-NL-A)

Warsaw (Eastern & Nordic EU)

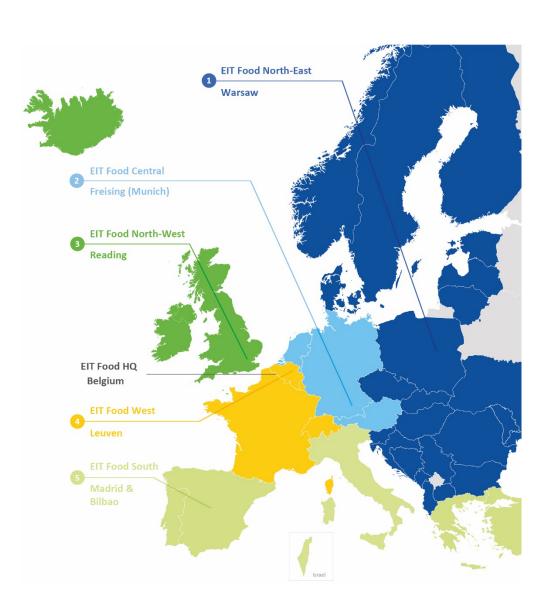
### Core partners (70)

Economic Actors
Higher education
Research & Technology Org.

RisingFoodStars (70)
Startups

### Network partners (32)

Civil society
Regional and public authorities



**EIT Food West Director**: Martine Van Veelen

# Challenges & StrategicObjectives

Transparency in the supply chain SO 1: Address low consumer trust in their food

Distorted nutritional habits
SO 2: Create consumer-valued food for healthier nutrition

Fragmented supply chain
SO 3: Build a consumer-centric connected food system

Sustainability
SO 4: Enhance
sustainability through
resource stewardship

SO 5: Educate to engage, innovate and advance and attract new talent to the food sector

Limited
entrepreneurial
culture
SO 6: Catalyze food
sector
entrepreneurship and
innovation



# **Societal impact indicators**

SOCIETAL IMPACT INDICATORS FOR EIT FOOD

### **Healthier diets**

# Food related NCD Childhood ow/obesity Adult ow/obesity

### **Environmental impact**





# The 6 EIT



# n Focus

# Alignment with Strategic Objectives, Impact indicators and Sustainable Development Goals

EIT FOOD FOCUS AREAS	STRATEGIC OBJECTIVES	SOCIETAL IMPACT INDICATORS	SUSTAINABLE DEVELOPMENT GOALS
ALTERNATIVE PROTEINS			2 minutes 3 minutes 43 minutes 43 minutes 4 mi
SUSTAINABLE AGRICULTURE			2 BEACH STATE TO SECURITION TO
TARGETED NUTRITION		<b>3</b> - <b>6</b>	2 TINO 3 GOO HALH  (11)
SUSTAINABLE AQUACULTURE			2 BROWN STREET AND AND WILLELING TO STREET AND
DIGITAL TRACEABILITY			2 1000 9 MORENT MONORMY 12 NOPHOLIES OF MORENT MORE
CIRCULAR FOOD SYSTEMS			2 MINOR STATES TO SECURIOR TO SECURIOR STATES TO SE





The linear Food System is ripe for disruption



"The current food system has supported a fastgrowing population and fuelled economic development and urbanisation. Yet,

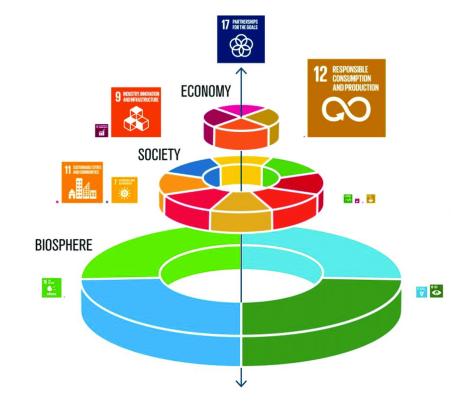


Illustration: Circular Economy for Food: A Systemic Interpretation of 40 Case Histories in the Food System in Their Relationships with SDGs https://www.mdpi.com/2079-8954/7/3/43



Trends in the food sector 2020

Research done by our partner AZTI: transform science into solutions that

recognite the great challenges of





### Transient food • Food on the go

Food consumption must be adapted to the new urban, flexible and mobile paces of life, with food available any-time and anywhere to satisfy needs on the go.



#### SustainFood · Awareness of food

There is increasing awareness about consuming products and services that are environmentally sustainable, and animal- and people-friendly.



### Better for me · Personalised diet

We seek to be proactive when managing our health, adopting an increasingly healthler lifestyle and diet, adapted to individual needs.



#### My universe • Tailor-made for me

The expression of our aspirations and our identity as people through consumption, leads to an increase in the demand for "tallor-made" products and services.



#### Simple & Smart • Technology

Faced with the little time available, efficient, simple and accessible solutions are demanded, which save time, help to take decisions, and facilitate life.



### Local • Source matters There is increasing interest

There is increasing interest in the local, promoting a demand for proximity products, which favour local producers and companies, and that I feel more identified with.



### EATertainment · Food experience

Eating is more than just nutrition; it can be converted into a memorable experience that goes beyond the frontier towards leisure, which is inclusive of entertainment, novelty and emotions.



#### Social & Sharing . Social aspect

We are advancing towards a collaborative culture, with spaces to connect and voice opinions, to participate, learn or influence.



### Trust4Food • Trust

There is an increasing demand for companies to be more open, honest and empathetic, seeking a greater connection with the food environment, based on values, trust and transparency.



· 1 Transient food • Food on the go

This trend arises from today's nomad life and the de-locali-sation of activities, promoted by a connected lifestyle, and where time and immediacy are more important than ever. This gives rise to the need

to adopt diet to this active limaking consumption more fand efficiently and healthily facilitating access to food an cit consumption on the go.

 2 SustainFood • Awareness of The trend arises from consumers' growing awareness of the impact of consumer behaviour on the environment, on animals and the different agents of the food value chain. Hence, the claim that this

reverts to products and serve not only generate an econor profit, but also benefits for pand the planet.

Food production worldwide represents 40% soil use, 30% greenhouse gas emissions and 70%

· 3 Better for me • Personalised diet

The greater access to knowledge, the provision of data and monitoring of our lifestyle, has empowered consumers who are more aware of the role that food plays in their health and well-being. And they

seek to manage it, preventing disease by personalising their as well as their lifestyles and

consumption habits.



· 4 My universe • Tailor-made for Every person is unique, and there is increasing interest in expressing our identity and authenticity through our con-sumption behaviour. This trend comes from that need to easily and quickly personalise products, services and expe-

Production flexibility, access do-it-yourself concepts, tech and an increasingly person-ceit feed, makes the food world system, makes the food world system.



5 Simple & Smart • Technology

This trend arises from the increasing over-exposure to in-formation, products and services, as well as the increasing monitoring capacity of different aspects of life, and the data that this generates. In this context, what is sought is simplification smart solutions that facilitate management and purchase decisions, where citizens are

powered to take decisions and to

6 Local • Source matters

Local products connect to

consumers' more emotional side, and are associated with trust, authenticity, health or identity. They are also associated with cultural aspects, and moreover, there is an increasing awareness about t impact on the social, environ



 7 EATertainment • Food This trend is framed within the economy of experience, where the consumption of experiences is preferred over products, and where food goes beyond its nutritional role, and interacts with people's more emotional side. Attracti anything new is natural in hu beings, and this leads us to e

neorporated into food consumption

anassin favour of plas

play, discover. Elements that

· 8 Social & Sharing • Social aspect

This trend is driven by the growing participatory culture and collaborative economies.

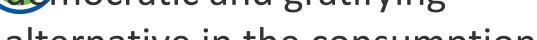
Technology has favoured sharing, connecting (products, services, knowledge), and participating, in an

accessible and unprecedente manner. The new citizen

engagement, expression and

laboration formulas form

emocratic and gratifying



9 Trust4Food • Trust

Consumers are people, and they increasingly demand that more human and emotional part, seeking a greater and closer connection with brands/companies, from whom they claim openness, empathy, honesty and transparency. In short, th trend seeks a relationship of

olvement (citizens, companies,

utiona lto adhiava tha

the area of food consumption

well as mutual commitment

Trends by Covid-19 crisis

Strategic analysis of the Impact of COVID-19 Pandemic on EIT Food's Focus Areas









SUSTAINABLE AGRICULTURE



TARGETED NUTRITION



SUSTAINABLE AQUACULTURE



DIGITAL TRACEABILITY



CIRCULAR FOOD SYSTEMS

**CONSUMER CENTRICITY** 

**DIGITAL TRANSFORMATION OF THE FOOD SYSTEM** 



• The agri-food supply chain:

insights

- Reduced processing capacity (staff reduction and distancing measures).
- Increased use of plastic due to safety concerns.



- Challenges in maintaining the highest standards of hygiene, maintaining distancing.
- Re-adjustment of infrastructure to adapt to shift to online and delivery services
- Positive impact on sales on the grocery retail sector









- Surplus/dumping of food due to demand drop
- Eliminating intermediates to shorten the chain
- Shortage of resources (seasonal workers) and inputs



- Production and supply chain challenges for short shelf-life products
- Trade disruptions, bottlenecks, movement restrictions



- People become more conscious about the importance of health
- Changes in behaviour/diets due to safety, economic and other reasons



# Impact of covid-19 on focus





### ALTERNATIVE Significant (positive) impact

- lack in consumer trust for traditional protein sources and their supply chains
- increased awareness for a more sustainable and healthier diet
- Demand for local / regional self sufficiency can boost European alternative crops, algae and/or cellularmeat.



**SUSTAINABLE** AGRICULTURE/ Positive impact **AQUACULTURE** 

- · need of reconsidering the importance of the "one health" triangle (environment, animal, human)
- · 'Farm-to-Fork policy can translate this need into a paradigm shift to accelerate the sustainability challenge



**TARGETED NUTRITION** 

### Positive impact

- People are more aware of the need to improve their diet to benefit their health.
- Needs of certain populations (elderly, people affected by NCDs, etc.) must be addressed to avoid serious deficiencies
- Financial and economic setback can lead to a reduction in purchasing power and challenge affordability



**DIGITAL** 

### TRACEABILITY Significant (positive) impact

- Expected to see an impulse as an outcome of the COVID-19 pandemic
- Reinforced safety as an accelerator for technologies that advance the digitalisation of measuring and tracing.



**CIRCULAR** FOOD SYSTEMS

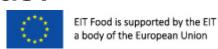
### Mixed to Negative impact

- safety concerns have caused a slowdown of the environmental attention
- Restrictions in the supply chain have increased food loss/ waste.
- · Clear need to prioritise the design of resilient, sustainable and circular food systems in the context of COVID-19 and other potential future crises





 Innovate with us!



eitfood.eu











