



### How can the food sector benefit from a research infrastructure on Food and Health Consumer Behaviour and Lifestyle? – insights from the RICHFIELDS design study


**Abstract:** Research infrastructures is an important component of European & national research policies. But how can the food sector benefit from a research infrastructure on Food and Health Consumer Behaviour and Lifestyle? The paper presents some new insights from the RICHFIELDS design study. It reports on experiences from recent years in trying to build an alliance around the idea of a research infrastructure around Food, Nutrition & Health both in the EU member states and internationally. It reports on the alliance building efforts between universities and between academia and non academic partners.

**Bent Egberg Mikkelsen & Karin Zimmerman**  
3rd eRQSA Workshop  
Designing the FP9 Implementation Agenda on e-infrastructures for the Agricultural and Food sciences  
Athens, Greece May 22

### Food Research Infrastructures

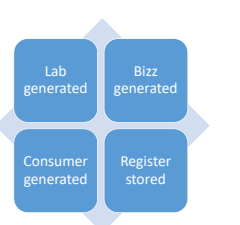
2 dimensions. Hard & Soft

**Hard part: labs, devices, machines etc**



The ESFRI Roadmap  
The ESFRI Roadmap Identifies new Research Infrastructures (RI) of

**Soft part: multi source data**



### AAU Digital Foodscape Labs



### From types & amount to nutrients

Types	Unit	Amounts
Tomato	Pcs	60 gr
Meat	Slice	150 gr
Avocado	Pcs	1 pcs
Beer	can	330 ml

↓

Diet Calculation Software  
e.g. MasterCater

Foodcomp generic

TradeSync branded

### Why trace consumption patterns the digital way – what we know from Richfields

Some stakeholder views on Big big food data analytic and "food & the digital"

*"We have so many data we **don't know what to do** with them 😊"*  
Chief data analyst, Major Danish Retailer

*"Something is rotten in the state of the retail sector. Its changing but we **don't know how**. What we do know is that its digitally driven"*  
Major Danish Market Intelligence Bureau with inspiration from Shakespeare

Stakeholders workshop report (2017), Richfields D.B.3.  
Kwabena Titi Ofei, Bent Egberg Mikkelsen, Haris Hondo, Erik Kaunisto, Sophie Heide

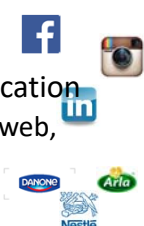
Business Generated Data Case Studies, Richfields  
DB.3 Bent Egberg Mikkelsen, Kwabena Titi Ofei, Haris Hondo, Erik Kaunisto

### Recent policy papers says the same


*The food sector compared to travel tech, health tech and fintech are lacking behing in terms of taking advantage of "the digital"*

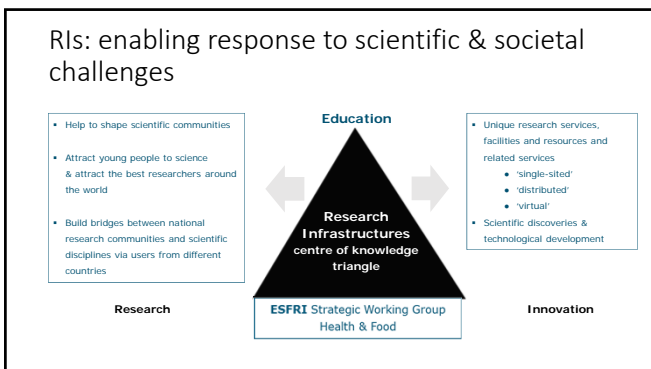
### Consumer4.0 always connected

- Uses many channels for communication
- Uses different shopping channels: web, brick & mortar and mixed
- Has relations with many different enterprises
- Would potentially like to share data




### Societal trends

<b>Digitalisation</b> <ul style="list-style-type: none"> <li>▪ Data platforms, linked open data, standards</li> <li>▪ Apps, sensors, wearables</li> </ul>	<b>Integration</b> <ul style="list-style-type: none"> <li>▪ Fragmentation in sectoral policies and practices to be overcome</li> </ul>
<b>Personalisation</b> <ul style="list-style-type: none"> <li>▪ Individual feed back structures</li> <li>▪ Quantified self</li> </ul>	<b>Citizen science</b> <ul style="list-style-type: none"> <li>▪ Citizens become engaged in research</li> </ul>
<b>Globalisation</b> <ul style="list-style-type: none"> <li>▪ Global markets and global SDGs</li> <li>▪ Internet</li> </ul>	<b>Consumers &amp; Data</b> 



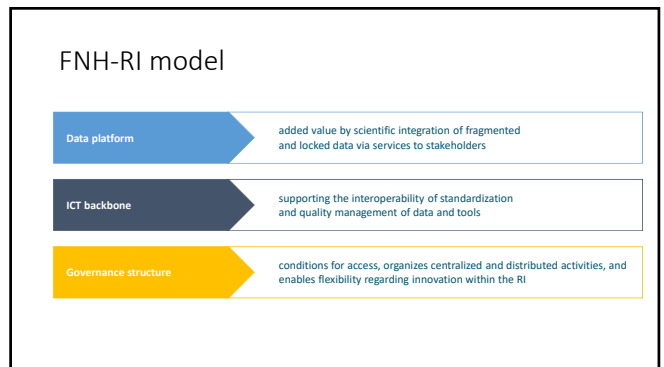
### Three ongoing tracks to the FNH-RI

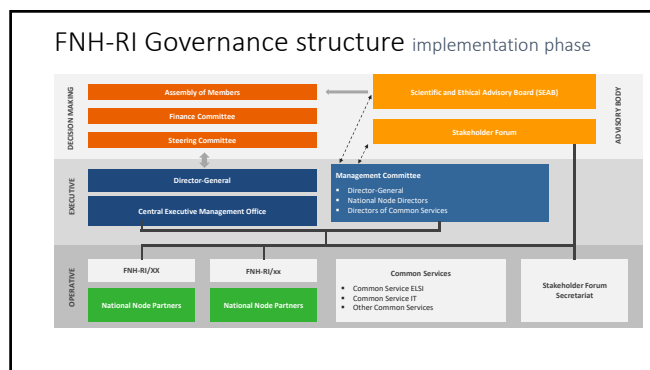
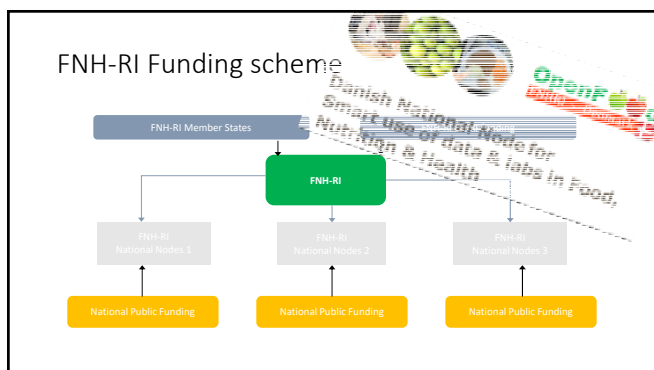
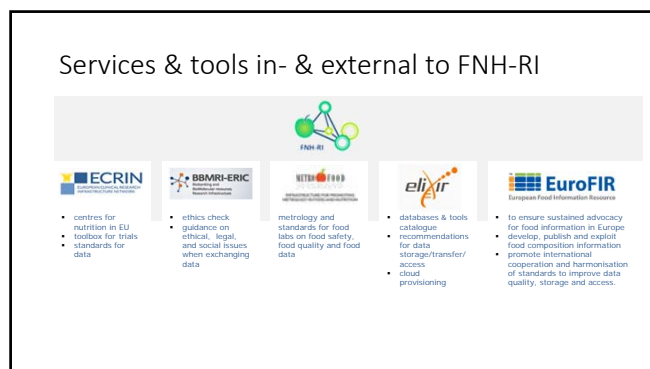
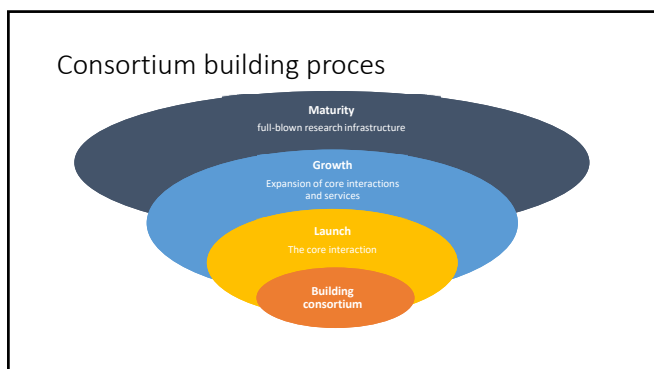
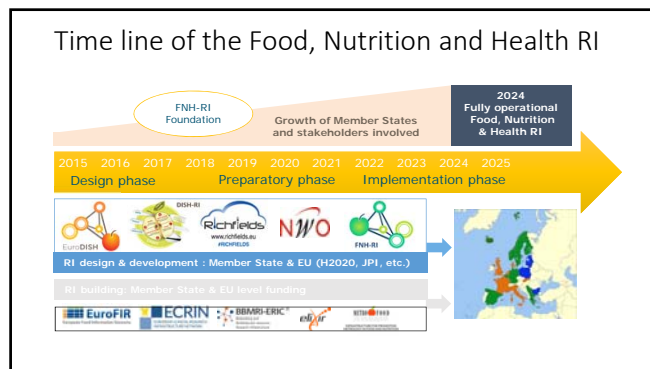
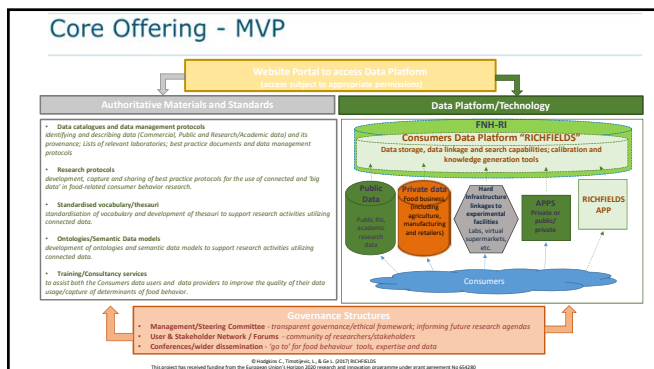
- **EU, Research Infrastructure projects**
  - EuroDISH: Determinants – Intake – Status - Health
  - RICHFIELDS: Focus on gap Determinants – Intake
- **Food Nutrition Health RI roadmap (ESFRI)**
  - 2015, based on (premature) application, lessons learned
  - Next round 2019/20
- **EU Member States**
  - Preparing FNH-RI consortium for ESFRI-roadmap
  - Political & fin support ESFRI roadmap applic (Ministries)
  - National roadmaps (DK,NL,IT,UK,FR,SL). Coming up new node 2019



### Aim of FNH-RI

FNH-RI aims to be an overarching, virtual, integrated research environment to collate, validate, harmonize and connect existing and future research data and tools & tools, labs & experimental facilities.





Pre CPH Food Summit training course



På gensyn i sommer København