

Inno-Food SEE Project

ISPA CNR



ITALY

INFO DAY

Project Presentation

Bari, 1st June 2012



Inno-FOOD SEE

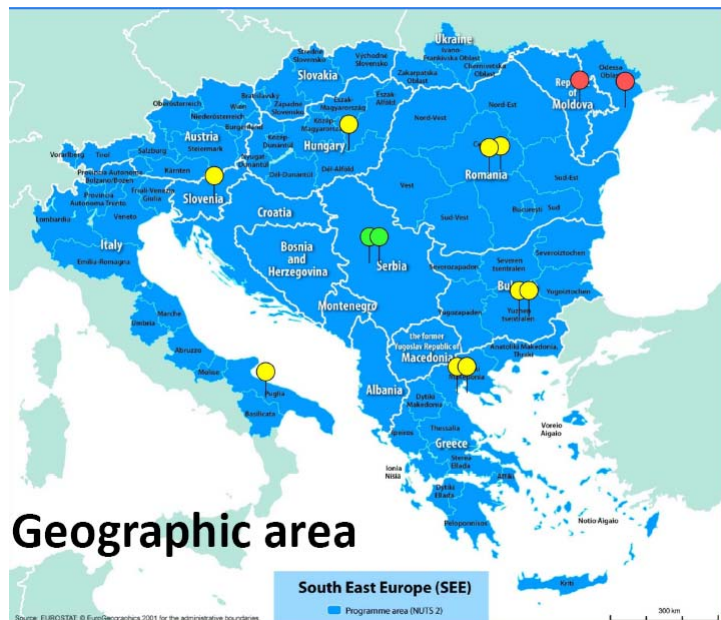
Setting up the innovation support mechanisms and increasing awareness on the potential of Food Innovation and RTD in the South- East Europe area

March 2011-September 2013



Description of the Project

- The Inno- Food SEE objective is to set up the appropriate mechanisms that will facilitate the exchange and coordination of innovation approaches and policies for the food sector and to increase awareness on the importance of food innovation for the wider SEE area.



Partner role	Official name in English	Abbreviation	Country
LP	CENTRE FOR RESEARCH AND TECHNOLOGY HELLAS ? INSTITUTE OF AGROBIOTECHNOLOGY	EKETA-INA	Greece
ERDF PP1	FEDERATION OF INDUSTRIES OF NORTHERN GREECE	SVVE	Greece
ERDF PP2	NATIONAL RESEARCH COUNCIL- INSTITUTE OF SCIENCES OF FOOD PRODUCTION	CNR/ISPA	Italy
ERDF PP3	AGRICULTURAL UNIVERSITY OF PLOVDIV	AUP	Bulgaria
ERDF PP4	PAZARDZHIK REGIONAL ADMINISTRATION	OAP	Bulgaria
ERDF PP5	NATIONAL INSTITUTE OF RESEARCH & DEVELOPMENT FOR FOOD BIORESOURCES	IBA	Romania
ERDF PP6	CONSTANTA CHAMBER OF COMMERCE, INDUSTRY, SHIPPING AND AGRICULTURE	CCINA	Romania
ERDF PP7	ROD AGENCY FOR DEVELOPMENT	ROD	Slovenia
ERDF PP8	EUROPEAN FOOD CHAIN PARLIAMENT-FOODLAWMENT	EFPF	Hungary
IPA FLP1	INSTITUTE FOR FOOD TECHNOLOGY	FINS	Serbia
IPA PP1	PROVINCIAL SECRETARIAT OF AGRICULTURE, WATER ECONOMY AND FORESTRY OF VOIVODINA	PSPV5	Serbia
10% PP1	ODESSA NATIONAL ACADEMY OF FOOD TECHNOLOGIES	ONAFI	Ukraine
10% PP2	CHAMBER OF COMMERCE AND INDUSTRY OF THE REPUBLIC OF MOLDOVA	CCIRM	Republic of Moldova



Problems to be addressed

- **Challenges for the Food Industry** faces in the pan-European and global commercial competition
- **Changing attitudes and behaviour in society** and new and emerging consumer trends like renewal of food products, customization of nutrition for population groups and the introduction of innovations
- **The innovation systems** of the participating countries haven't until this point placed the necessary emphasis on the Food Sector
- Exists **a need for a transnational- SEE food innovation system** in order to better address the common challenges of the SEE area, to exploit the common strengths and to facilitate the exchange of best practices for institutional building that fosters food innovation
- **Food innovation is not clearly understood** and appreciated by the public and certain critical groups in many of the participating countries.
- The majority of local societies are not coming in terms with new innovative trends for nutrition;
- The full **potential of food innovation** has not become obvious, while **educational curricula lack the necessary emphasis** in new food related technologies



Objectives of the project

Priority Axis 1- Facilitation of innovation and entrepreneurship'

'Aol 1.3- Enhance the framework conditions and pave the way to innovation'.

a) to set up the appropriate mechanisms that will facilitate the exchange and coordination of research, technology and innovation approaches and policies for the Food Sector

b) to increase the public awareness on the importance of technological progress and innovation, mainly those related to the so called -omics technologies, in the Food Sector in the wider South- East Europe area.

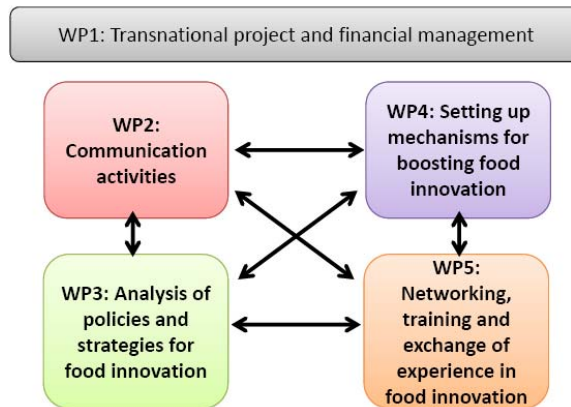


How to achieve the objectives

- Assessing the needs of the participating countries for the establishment of the appropriate **mechanisms that will boost innovation** in the food sector thus contributing to entrepreneurship and competitiveness;
- **Developing a network of stakeholders/ decision takers** that will become involved in the project phases and assist in the formulation of policies and mechanisms for food innovation;
- **Strengthening the capacity for innovation of the participating entities;**
- **Developing Operation Plans** for Food Innovation and contributing to the development of a transnational food innovation system in the SEE area;
- Enabling the development of an innovative friendly environment that allows the food **industry and researchers to easily become engaged in innovative activities;**
- **Promoting the profile of the SEE countries as a place for innovation and growth**, emulating the successful examples of Food Valley in the Netherlands;
- Contributing to a **broader understanding of the potential that food innovation proposes to the society** and diminishing fears for new food products and technologies
- Introducing **food innovation and entrepreneurship themes in the respective university curricula**
- Rendering young people more familiar with science and entrepreneurial spirit and furtherin



Work packages



Expected outcomes and durability

- **Analysis and benchmarking of the existing policies** and initiatives for food innovation
- **A SWOT analysis** for food innovation for the participating regions
- **Operational Plans** for Food RTD and innovation
- A Study **on potential investments** for food innovation
- A **monitoring mechanism** for food innovation
- A **database with the profiles** of approximately 250 RTD entities and the technological needs of 400 food SMEs that will serve as a tool for enhancing their research cooperation
- Suggestions for the update of the existing academic curricula to meet the current trends in food innovation
- **An ICT tool-kit** that will target students and scientists of food related sciences
- A **Memorandum of Understanding** and a network of stakeholders and decision makers for the development of a transnational food innovation system
- **Networking** and matchmaking of industry and RTD entities with a view to transnational cooperation in food innovation
- **Trained entities** in food innovation and RTD financing
- Research personnel from the ERDF and IPA research partners **trained on-the-job** in food innovation topics



Role of CNR-ISPAs in the Inno-FOOD SEE project



WP1 - Transnational project and financial management

Participation to meetings. To assist EKETA-INA in the implementation of the project and financial management tasks.

WP2 – Communication activities

To develop an ICT tool-kit (in collaboration with EEPF and EKETA-INA) that will target students and scientists of food related sciences with the aim of promoting the potential that food innovation proposes. To develop a set of recommendations for the update of existing curricula. To organize lectures for university students and researchers. To develop “innovation content” of the communications activities. Organization of two info-days.

WP3 – Analysis of policies and strategies for food innovation

To map, analyse and benchmark the existing policies, plans and initiatives relevant to Food innovation at a regional and /or national level. To identify key R&D players and technology needs assessment for Food SMEs. To perform SWOT analysis for food innovation. To prepare recommendations and suggestions for the formulation of relevant food innovation policies.



WP4 – Setting up mechanism for boosting food innovation

To develop a network of stakeholders and decision makers to be involved in the formulation of policies and building of appropriate mechanism for food innovation. To develop a comprehensive study for the definition of ideas for potential investments that will boost food innovation in the SEE area. To set up a monitoring mechanism that will follow and support food innovation on a permanent basis.

WP5 – Networking, training and exchange of experience in food innovation.

To organize a workshop on food innovation and RTD cooperation financing. To host research personnel for training on topic relevant to food innovation.



Personnel involved

4 Researchers (Michelangelo Pascale, Paola Lavermicocca, Sebastiano Vanadia, Giovanni Mita)

1 Technologist (Nunzia Cito)

2 Administratives (Mariella Quarto, Pasquale Del Vecchio)



Thank you for your attention!!

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