



Project no. FOOD-43177

EUFOOD4LIFE

**European Technology Platform for the Agro-Food Sector:
Food for Life**

SPECIFIC SUPPORT ACTION

Priority 5: Food Quality and Safety, Call 4

Publishable final activity report

Period covered: from 1/09/2006 to 30/06/2008 **Date of preparation: July 2008**

Start date of project: 1/09/2006

Duration: 22 months

Project coordinator name: Mella Frewen

**Project coordinator organisation name: CIAA (Confederation of Food and
Drink Industries of the EU)**

1. Project execution

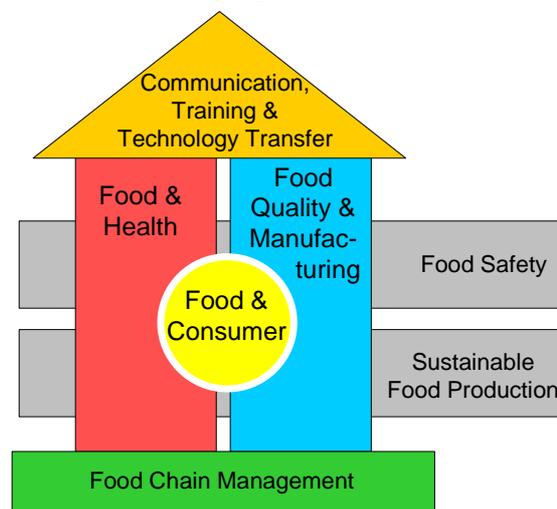
1-1 Summary description of the project objective

The European food and drink industry is the largest manufacturing sector in Europe. Despite its prominent position, globalisation has increased the pressure on all aspects of this sector. A competitive food and drink industry can and must play an important part in driving the EU towards becoming the most competitive, knowledge-based economy in the world. There are several ways in which the industry can generate growth and emphasise its position in world markets. One is to move up the value chain by producing higher value-added goods and putting more emphasis on innovative products. This requires a future knowledge base that must be connected to industry [96% of which are SMEs and microenterprises] by effective knowledge transfer through a multi-disciplinary focus on the key determinants of change.

The European Technology Platform *Food for Life* (<http://etp.ciaa.eu>) supported by the Confederation of Food and Drink Industries of the European Union (CIAA) has brought together the principal stakeholders of the food chain to participate in an industry-led Europe-wide initiative to address the innovation challenge throughout the food chain – from fork to farm. Together, the stakeholders, including consumers (e.g. BEUC), food-related industries, the research community, regulators and policymakers prepared a shared *Vision for 2020 and beyond* which integrates strategically-focussed, trans-national research that delivers innovative processes, products and tools in line with the needs and expectations of the consumer.

The Vision for 2020 was launched on 5 July 2005. Following this, an industry-led Board was formed and six Expert Working Groups (WGs) reflecting the science-led themes of Food and Health, Food Quality and Manufacturing, Food and Consumer, Food Safety, Sustainable Food Production and Food Chain Management and two facilitating WGs, Communication, Training and Technology Transfer and Horizontal Activities were established (Figure 1). Together these developed a draft Stakeholder Strategic Research Agenda (SSRA), which was the subject of an Expert Consultation on 2 February 2006. Following revision the SSRA was submitted to the EC in April 2006.

European Technology Platform Food for Life



The two main objectives of this project were:

1. To discuss the draft SSRA with all stakeholders and to produce a final SRA and Implementation Action Plan (IAP).
2. To develop and exploit an efficient and effective structure for management of the ETP and a system for communicating and promoting the ETP.

1.2- Contractors involved

Participant 1. CIAA: Ms Mella Frewen, Director General, Ms Beate Kettlitz, Director Food Policy, Science and R&D and Virginie Rimbart, Manager Food Policy, Science and R&D

CIAA (Confederation of European Food and Drink Industries) comprises in its membership of national federations of EU Member States as well as some Candidate Countries, sectoral federations at EU level and some 20 large food and drink companies and represents the interests of the food and drink industries at European and international level. CIAA's Brussels-based permanent secretariat is dedicated to cultivating a balanced environment in which all European food and drink companies, regardless of size, can ensure their sustainable competitiveness on the global market while at the same time satisfying diverse consumer demands. To this end, CIAA plays a major role in consultations with the European and international institutions on all food-related developments, and acts as a central coordination point for the work of numerous highly specialised Committees and Expert Groups representing over 500 experts on subjects ranging from consumer information to the environment and food safety. CIAA co-operates with other organisations and associations such as ILSI, EUFIC, International Alliance of Food Producers Associations – IAFPA, UNICE, FEBC, AIM (www.ciaa.eu). CIAA was involved in all WPs.

Participant 2. Unilever: Dr Jan Maat

Unilever is one of the leading fast moving Consumer Goods companies in the world with an annual turnover of ca 43 billion euros (2003). Unilever employs 234,000 people in around 100 countries. In 2003 Unilever have spent over 1 billion euros on R&D, close to 2.5% of our turnover. Over half the sales are generated by our Foods brands (Knorr, Flora/Becel, Hellmann's, Lipton, Slim.Fast and Bertolli) the other half by brands in the home and personal care market (Omo, Surf, Cif and Dove, Lux, Sunsilk, Pond's, Axe/Lynx). *It is Unilever's mission to add vitality to life* by meeting everyday needs for nutrition, hygiene and personal care with brands that help people feel good, look good and get more out of life. Innovation drives Unilever's business to incorporate leading edge technologies in the development of its products and services, and to anticipate and reflect changing societal needs and lifestyles. Alongside 'divisional' research in the main categories of Foods and Home and Personal Care, there is a Corporate Research Centre and a Safety and Environmental Assurance Centre (SEAC). The Corporate Research Centre works for the longer-term R&D input into Unilever and focuses on scientific and technological hot spots. SEAC ensures the high-level safety of our products. Unilever has actively participated in the various framework programmes. Dr Jan Maat is Director External Research at Unilever R&D Vlaardingen (the main location for foods research) and has been the chairman of the Core Team that has been responsible for the ETP Food for Life vision paper. Dr Maat was the chair the Operational Committee and was involved in all WPs.

Participant 3. Institute of Food Research (IFR): Dr Roger Fenwick

IFR is the UK's foremost centre for strategic food safety, food quality and diet/health research (www.ifr.ac.uk). It has close links with industry and SMEs and has been active in European projects for two decades. It currently co-ordinates an IP, a NoE and a STREP in FP6 and is a leading partner in fifteen other projects. Dr Roger Fenwick is International Co-ordinator at the Institute and has responsibility for training within the FP6 NovelQ IP. He was Chairman of the Food Chemistry Division of the European Association of Chemical and Molecular Sciences (EuCheMS) from 1999-2005 and is on the EuCheMS Executive. Dr Fenwick had overall responsibility for Horizontal Activities (WP2) and was involved in WPs1, 3 and 4.

Participant 4. Wageningen Centre for Food Sciences (WCFS): Prof. Willem M. de Vos

WCFS is a strategic alliance of the food industry, research partners and the government in the Netherlands, carrying out strategic and non-competitive fundamental research that will increase understanding of the mechanisms involved in food functionality (www.wcfs.nl). WCFS is one of the Leading Technology Institutes in the Netherlands and has developed into a prime example of a public-private partnership, as has been recognised by an OECD evaluation. Rather than endeavouring coverage of a wide spectrum of food topics, the research programme focuses on building on the industry's strengths with approximately 200 high-level scientists. WCFS has invested significantly in industrial knowledge transfer and IPR management. Prof. Dr Willem M. de Vos is a biochemist by training who developed into an ISI highly cited author in Microbiology and serves as one of the Centre's Programme Directors driving the food innovation cycle.

1.3- Work performed and end results

A crucial step in establishing a successful, widely accepted and supported Platform with a co-ordinated research approach was the delivery of a Strategic Research Agenda (SRA) in September 2007 and Implementation Action Plan (IAP) in June 2008. In order to ensure that the SRA reflected the needs and opportunities of the whole of Europe, a series of initial national, regional and web consultations were organised for the period April 2006 - January 2007.

The challenge of stimulating and promoting innovation in the food chain requires a combination of a formal research-led approach and a structured, infrastructure-led approach, which was developed and tailored to the needs of food companies and high-tech SMEs on the one hand and medium- and low-tech SMEs on the other hand. The interests all stakeholder sectors were addressed through the national consultations, the drafting of the SRA and IP and their subsequent dissemination.

The initiation of 30 National Technology Platforms (NTPs) Food for Life was an unexpected and successful achievement that facilitated stakeholder communication and interaction at national level, and strengthened contact and dialogue with the ETP Food for Life. The creation of NTPs was the first step that enabled the formation of a Mirror Group composed of national funding bodies.

The partners of this project (Unilever, IFR, WCFS and CIAA) but also all the ETP members involved in the board, operational committee and working groups contributed to achieve the objectives of the project.

Main achievements

1. Finalisation and deliverance of an SRA for the ETP on Food for Life in September 2007 which:
 - describes the science questions that need to be answered in the short-, medium- and long term to accomplish the vision of the ETP,
 - was translated into an easy-to-read 'layman version' suitable for the various stakeholder sectors, disseminated and publicised to ensure agreement and commitment, and
2. Production of an Implementation Action Plan in June 2008 for 5 years based on the long-term SRA that contains technology roadmaps for priority areas: 1) Improving health, well-being and longevity, 2) Building consumer trust in the food chain and 3) Supporting sustainable and ethical food production.
3. Organisation of national consultations to communicate the ETP Food for Life and to discuss the research needs at national level and initiation of 30 National Technology Platforms.
4. Wide dissemination of the SRA and Implementation Action Plan to stakeholder communities across Europe.
5. Development of an efficient and effective structure for transparent and flexible Management of the ETP.
6. Creation of a Mirror Group structure to ensure constructive communication with policy makers and funding organizations at EU and national level to advise on, and support, the Implementation Action Plan, thereby minimising fragmentation and coordinate/align national activities with the ETP Food for Life Strategic Research Agenda and Implementation Action Plan.

1.4- Future activities of the ETP Food for Life and expected impact of the project on its industry and research sector

Through the networks that the ETP has built up with European industry, universities and research institutions, consumer organisations and funding bodies in individual EU Member States, and the European Commission, it is envisaged that this momentum, developed from the Vision and the SRA, will continue and grow. The ETP will continue to work to ensure that the research and policy issues that they have identified are discussed with, national and regional authorities, consumers and the public at large. Interactions and communication between these stakeholders and food manufacturers, including multinational European industries and SMEs and those engaged on national and European programmes of research, remains an essential function.

The ETP will investigate the possibilities of developing closer public-private partnerships such as a Joint Technology Initiative (JTI), which aims to achieve greater strategic focus by supporting common ambitious research agendas in areas that are crucial for competitiveness and growth. As much, they draw on all sources of R&D investment - public and private - and couple research tightly to innovation.

The ETP has described the most important aspects to consider in developing innovative foods and based on this will make an important contribution to the work of

the High Level Group on the Competitiveness of the Agro-Food Industry recently set up by the European Commission¹.

It is expected that the ETP, with its concern for trans-national co-operation and broad consultation, will be the focal point for all activities that promote innovation in the European food and drink sector. In summary, the ETP will deliver:

- a platform for effective consumer-oriented food innovation,
- a forum for ensuring an effective approach to integrating multiple disciplines for consumer benefits,
- improved management of Europe's knowledge infrastructure,
- an enabling environment for precompetitive research and for the formation of consortia,
- sustainable business models,
- education and training of persons in multiple disciplines relevant for the food and nutrition sector,
- identification and exchange of best practices.

Such activities will demand a continuing dialogue between the ETP and its stakeholders across Europe.

1.5- Photos

Stakeholder Meeting of the ETP Food for Life on the Implementation Action Plan, 13 September 2007, Brussels



¹ Commission decision setting up the High Level Group on the Competitiveness of the Agro-Food Industry (2008/359/EC).



Peter van Bladeren and Antonio Di Giulio at the official launch of the Strategic Research Agenda, 13 September 2007, Brussels



1.6- Project logo



1.7- Project website:

<http://etp.ciaa.eu>

2. Dissemination and use

Overview table

Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
14/09/2007	Press release: http://etp.ciaa.eu/asp/news_events/detailed_doc.asp?doc_id=171&cat=Press%20releases	European audience	European press		CIAA
6/06/2008	Press release: http://etp.ciaa.eu/asp/news_events/detailed_doc.asp?doc_id=180&cat=Press%20releases	European audience	European press		CIAA
13/09/2007	Stakeholder meeting http://etp.ciaa.eu/asp/news_events/detailed_doc.asp?doc_id=172&cat=News	All stakeholders	All member States + Turkey, Russia, Ukraine, Israël	200 people	All partners
6/06/2008	Stakeholder meeting http://etp.ciaa.eu/asp/news_events/detailed_doc.asp?doc_id=181&cat=news	All stakeholders	All member States + Turkey, Russia, Ukraine, Israël	150 people	All partners
14/04/2007	1 st National Technology Platform meeting http://etp.ciaa.eu/asp/nat_food_platforms/nfp_documents.asp?l1=Event%20Documents&l2=First%20NFP%20meeting%20-%20Rome,%2014%20April%202007	Food Industry, Researchers, funding bodies for food research	24 countries	150 people	CIAA
14/09/2007	2 nd National Technology Platform meeting http://etp.ciaa.eu/asp/nat_food_platforms/nfp_documents.asp?l1=Event%20Documents&l2=Second%20NFP%20meeting%20-%20Brussels,%2013%20September%202007	Food Industry, Researchers, funding bodies for food research	27 countries	70 people	CIAA
6/06/2008	3 rd National Technology Platform meeting http://etp.ciaa.eu/asp/nat_food_platforms/nfp_documents.asp?l1=Event%20Documents&l2=Third%20NFP%20meeting%20-%20Brussels,%206%20June%202008	Food Industry, Researchers, funding bodies for food research	30 countries	60 people	CIAA
13/09/2007	Publication: Strategic Research Agenda (SRA) http://etp.ciaa.eu/documents/CIAA-ETP%20broch_LR.pdf	All stakeholders but targeted audience was Food Industry, Researchers, funding bodies for food research	All countries (especially MS)	-4000 hardcopies -Posted on the ETP website	All partners

Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
14/05/2008	<i>Publication: Layman SRA and Vision</i> http://etp.ciaa.eu/documents/CIAA_Booklet%20ETP_final.pdf	<i>All stakeholders and general public</i>	All countries (especially MS)	-4000 hardcopies -Posted on the ETP website	<i>All partners</i>
2/06/2008	<i>Publication: Draft Implementation ActionPlan</i> http://etp.ciaa.eu/documents/ETP%20Food%20for%20Life%20IAP%20020608.pdf	<i>All stakeholders but targeted audience is Food Industry, Researchers, funding bodies for food research</i>	All countries (especially MS)	<i>Posted on the ETP website</i>	<i>All partners</i>
<i>Continuous updates</i>	<i>Project web-site</i> http://etp.ciaa.eu	<i>All stakeholders and general public</i>	All countries (especially MS)	May 2008: 10167 visitors	<i>CIAA</i>
<i>Sept. 2006</i>	<i>Posters, Flyer, Bookmark</i> http://etp.ciaa.eu/documents/ETP_flyer_bookmark_posters.pdf	<i>All stakeholders and general public</i>	All countries (especially MS)		<i>All partners</i>
<i>Nov 2007</i>	<i>Power point presentation on ETP</i> http://etp.ciaa.eu/documents/general_presentation.pdf	<i>All stakeholders but targeted audience is Food Industry, Researchers, funding bodies for food research</i>	All countries (especially MS)		<i>IFR, Unilever</i>
<i>Regularly</i>	<i>Direct e-mailing: creation of a dissemination list</i>	<i>Stakeholders who expressed their interest in being informed of ETP activities</i>	All	500 people	<i>CIAA</i>