Objective

RICHFIELDS
Research Infrastructure on Consumer Health and Food Intake using E-science with Linked Data Sharing

There is growing interest in consumer health as related to food, behaviour and lifestyle determinants. However, data is fragmented, key information is lacking, and the resulting knowledge gap prohibits policy makers and companies to make effective public health nutrition strategies and reformulation of food products. Making “the healthy the easy choice” requires knowledge on the context of personal life style choices of EU-citizens.

RICHFIELDS will design a world-class infrastructure for innovative research on healthy food choice, preparation and consumption of EU-citizens, closely linked to their behaviour and lifestyle. This unique RI will bridge the gap by linking the agri-
their behaviour and lifestyle. This unique RI will bridge the gap by linking the agri-food and nutrition-health domains and account for the regional and socio-economic diversity of the EU. The RI will be instrumental to produce a scientifically reliable, technically sound and socio-legally robust evidence-base that enables scientists to efficiently collect, unlock, connect and share research data of EU-citizens. Consumers are central to the design: they harbour crucial information, as they increasingly adopt mobile apps and tech-wear, get access to e-business data and even medical information. Collectively, such real-life-time data create new opportunities for research, by e.g., monitoring of food-behaviour providing personalized feedback. For further testing, detailing and underpinning and theory-building, interfaces will be created to distributed facilities for experimental research, e.g., virtual supermarkets. Further enrichment of data is achieved via interfaces with information systems for food and health. The consumer-focus and the scientific evidence of RICHFIELDS will, via its services, be available to (a) EU-consumers and consumer platforms, (b) stakeholders along the food chain, and (c) policy actors in the agri-food and nutrition-health domain.

Field of science

/medical and health sciences/health sciences/public and environmental health
/social sciences/sociology/governance/public services
/medical and health sciences/health sciences/nutrition

Programme(s)

Topic(s)

Call for proposal

H2020-INFRADEV-1-2014-1

Funding Scheme

RIA - Research and Innovation action

Coordinator

STICHTING WAGENINGEN RESEARCH
Participants (15)

DIL DEUTSCHES INSTITUT FUR LEBENSMITTELTECHNIK EV
- Germany
- EU contribution: € 181 000
- Address: Prof Von Klitzing Strasse 7, 49610 Quakenbrueck
- Activity type: Research Organisations
- Website
- Contact the organisation

EUROPEAN FOOD INFORMATION RESSOURCE AISBL
- Belgium
- EU contribution: € 297 656
- Address: Rue Washington 40, 1050 Bruxelles
- Activity type: Other
- Website
- Contact the organisation

INSTITUT JOZEF STEFAN
- Slovenia
- EU contribution: € 214 356
- Address: Jamova 39, 1000 Ljubljana
- Activity type: Research Organisations
- Website
- Contact the organisation

WAGENINGEN UNIVERSITY
- Netherlands
- EU contribution
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<th>EU Contribution</th>
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<th>Activity Type</th>
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<td>UNIVERSITY OF SURREY</td>
<td>United Kingdom</td>
<td>€ 310,973.75</td>
<td>Stag Hill, GU2 7XH Guildford</td>
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<tr>
<td>RISE RESEARCH INSTITUTES OF SWEDEN AB</td>
<td>Sweden</td>
<td>€ 243,875</td>
<td>Brinellgatan 4, 501 15 Boras</td>
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<td>AALBORG UNIVERSITET</td>
<td>Denmark</td>
<td>€ 267,250</td>
<td>Fredrik Bajers Vej 7K, 9220 Aalborg</td>
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<td>DE LA CUEVA GONZALEZ COTERA JAVIER</td>
<td>Spain</td>
<td>€ 45,125</td>
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EIDGENOESSISCHE TECHNISCHE HOCHSCHULE ZUERICH

Switzerland

EU contribution

€ 0

Address

Raemistrasse 101
8092 Zuerich

Activity type

Higher or Secondary Education Establishments

Website

Contact the organisation

EUROPEAN FOOD INFORMATION COUNCIL

Belgium

EU contribution

€ 230 250

Address

Rue Des Deux Eglises 14
1000 Bruxelles

Activity type

Other

Website

Contact the organisation

QUADRAM INSTITUTE BIOSCIENCE

United Kingdom

EU contribution

€ 182 572,50

Address

Quadram Institute Bioscience
Norwich Research Park
NR4 7UQ Norwich

Activity type

Research Organisations

Website

Contact the organisation

CONSIGLIO NAZIONALE DELLE RICERCHE

Italy

EU contribution
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<td>France</td>
<td>€ 49 812,50</td>
<td>165 Chemin Du Grand Revoyet Crnh Rhone Alpes Chls (Pavillon Medical) 69310 Pierre-benite</td>
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<td>AALTO KORKEAKOULUSAATIO SR</td>
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<td>€ 119 878,75</td>
<td>Otakaari 1 02150 Espoo</td>
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<td>GS1 DENMARK FORENING  🇩🇰</td>
<td>Denmark</td>
<td>€ 21 981,25</td>
<td>Vesterbrogade 149 1620 Kobenhavn</td>
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