Innovation in personalised Nutrition through Cluster cooperation in the Silver economy

Fact Sheet

Project Information

INCluSilver
Grant agreement ID: 731349
Project website
Status
Closed project
Start date
1 March 2017
End date
29 February 2020

Funded under
H2020-EU.2.3.2.2.
H2020-EU.2.3.2.3.
Overall budget
€ 4 115 114,40
EU contribution
€ 4 115 114,30
Coordinated by
SKANES LIVSMEDELSAKADEMI
Sweden

Objective

On one hand, personalised nutrition - PN offers a new approach for helping citizens to adjust their dietary behaviour by advising food choices and eating patterns that fit their individual needs and are in line with personal preferences. On the other hand, the Silver Economy is driven both by the emergence of new consumer markets and by the need to improve the sustainability of public expenditure linked to ageing. Thus, stimulating the market of PN products and services addressing the needs of the silver society can create a massive pull-effect on existing or emerging markets, as well as a huge impact on Health Care systems.

INCluSilver project aims at supporting the collaboration between actors belonging to different sectors in order to create the right conditions for generating and validating innovative ideas in the field of PN for the silver population that have a great potential to reach the market. The collaboration will favour the leveraging of the Personalised
to reach the market. The collaboration will favour the leveraging of the Personalised Nutrition Value Chain which have healthy nutrition of the European silver society as common ground in the framework of this project. Furthermore, a Personalised Nutrition for the Silver Economy - PNSE Strategy will be pursued within this project and aligned with the smart specialisation strategies.

To achieve this, the INCluSilver consortium has assembled 7 clusters and 2 universities from 9 countries and 4 different sectors: agro-food, ICT, health and creative industries. The project thus has direct access to a network of more than 900 SMEs related to PN topics and challenges, identified in this proposal. INCluSilver workplan is organised in six interrelated workpackages that will assure the active participation of all partners.

All outcomes will be disseminated broadly by direct engagement with a wide audience (end-users, healthcare professionals, researchers, food producers, technology providers, policy makers) via different networks, events, web, newsletters, social media and newspapers.

**Field of science**

/social sciences/economics and business/business and management/commerce
/natural sciences/chemical sciences/inorganic chemistry/inorganic compounds
/social sciences/other social sciences/social sciences interdisciplinary/sustainable development
/social sciences/sociology/governance/public services
/medical and health sciences/health sciences/nutrition

**Programme(s)**

**Topic(s)**

**Call for proposal**

H2020-INNOSUP-01-2016-twoStage

**Funding Scheme**

IA - Innovation action

**Coordinator**
Participants (8)

**ASOCIACION CLUSTER ALIMENTARIO DE GALICIA**
- Spain
- EU contribution: €369 764,96
- Address: Edificio Feuga Ofc 21. Rua Lope Gomez De Marzoa S/n Campus Vida 15706 Santiago De Compostela
- Activity type: Other
- Contact the organisation

**DISTRETTO AGROALIMENTARE REGIONALE SCRL**
- Italy
- EU contribution: €97 374,63
- Address: Via Gramsci, 89/91 71100 Foggia
- Activity type: Other
- Website
- Contact the organisation

**UNIVERSITY OF SURREY**
- United Kingdom
- EU contribution: €500 746,97
- Address: Stag Hill GU2 7XH Guildford
- Activity type: Higher or Secondary Education Establishments
- Website
- Contact the organisation
**DANISH FOOD CLUSTER**

**EU contribution**

\[ € 565,303.31 \]

**Address**

Agro Food Park 13
8200 Aarhus

[Contact the organisation](#)

**NATIONAL UNIVERSITY OF IRELAND GALWAY**

**EU contribution**

\[ € 377,207.87 \]

**Address**

University Road
H91 Galway

**Activity type**

Higher or Secondary Education Establishments

[Website](#) [Contact the organisation](#)

**ATHINA-EREVTITIKO KENTRO KAINOTOMIAS STIS TECHNOLOGIES TIS PLIROFORIAS, TON EPIKOINONION KAI TIS GNOSIS**

**EU contribution**

\[ € 520,697.91 \]

**Address**

Artemidos 6 Kai Epidavrou
151 25 Maroussi

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**INNOSKART VALLALKOZASFEJLESZTESI NONPROFIT KORLATOLT FELELOSSEGU TARSASAG**

**EU contribution**

\[ € 368,117.08 \]

**Address**

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AGROPOLIS INTERNATIONAL ASSOCIATION

France

EU contribution
€ 473 178,47

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Activity type
Other

Website [Open]
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