



Consumer data | Food | Health

Designing a world-class infrastructure to facilitate research on food-related consumer behaviour

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RICHFIELDS WP9 Workshop

Introduction to RICHFIELDS

Karin Zimmermann – Project Coordinator

www.richfields.eu

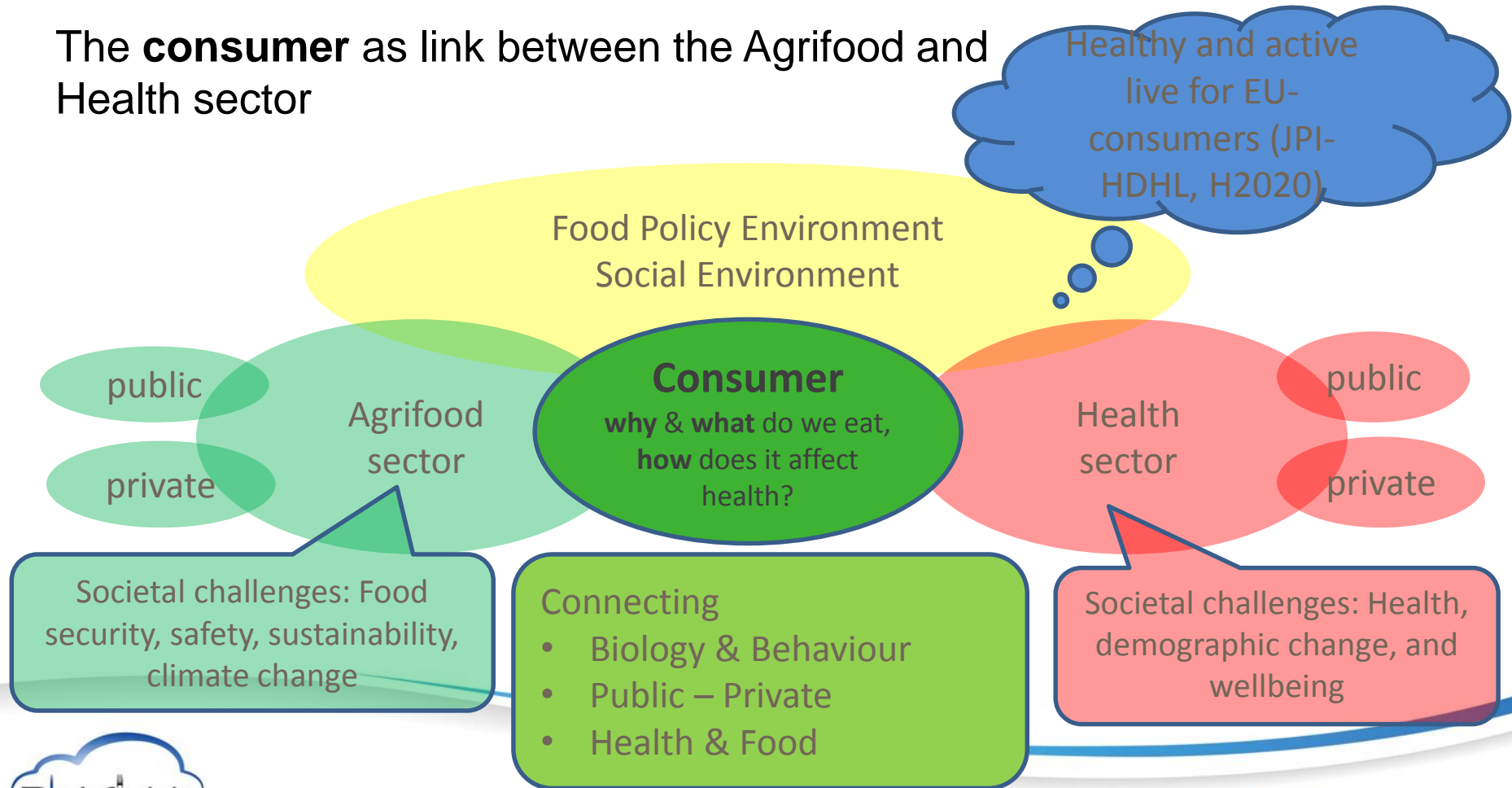
#RICHFIELDS

Coordinated by:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 654280.

The **consumer** as link between the Agrifood and Health sector



Bosnia Herzegovina – weekly purchase



Italy – weekly purchase



United Kingdom – weekly purchase



France – weekly purchase



What and why do we eat?



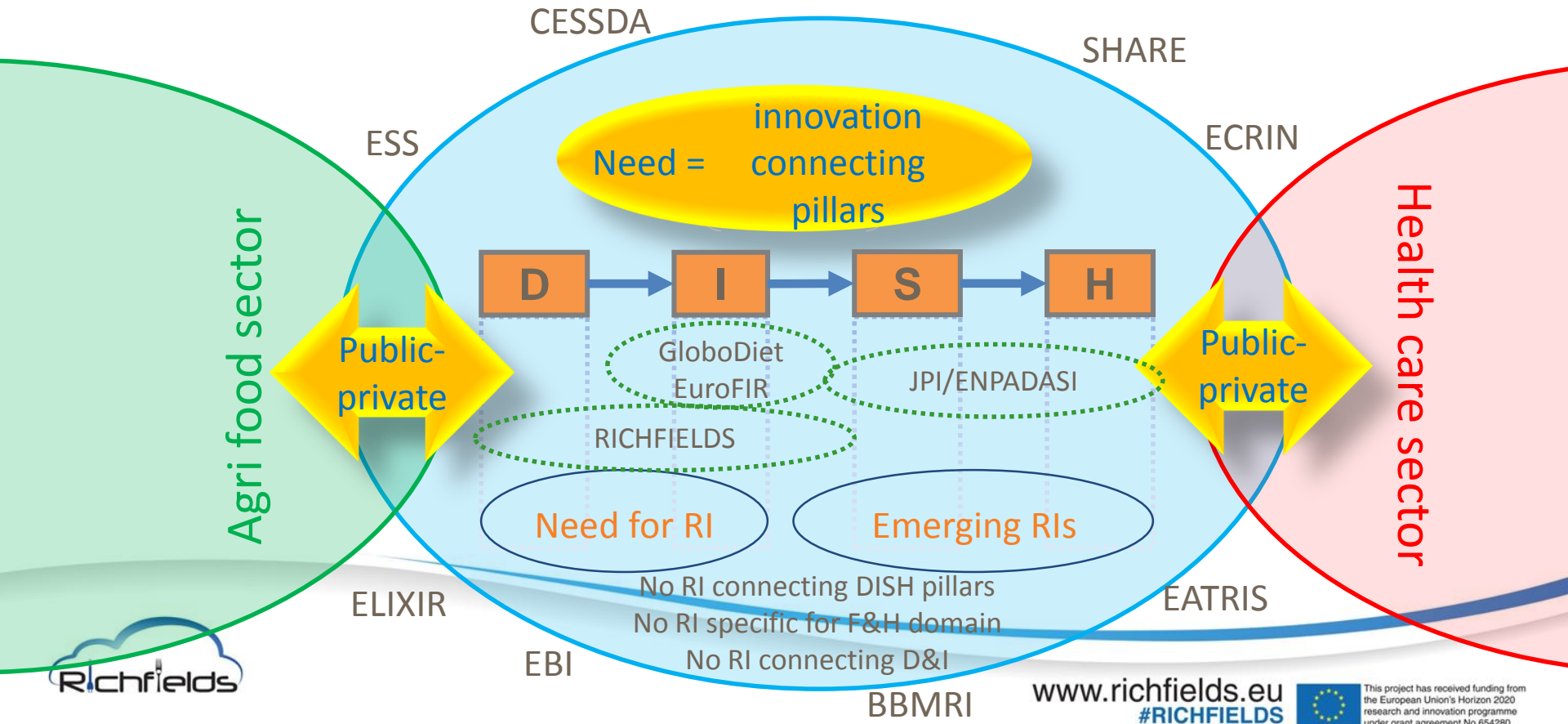
- Individual characteristics
- Community
- Identity
- Emotion
- Habit
- Culture
- Religion
- Information
-

And how does it affect health?



- Intake
- Nutritional value
- Dietary advice
- Personalised
- Nutrition knowledge
- Socio - demographics

Key needs for Food and Health RI



RICHFIELDS – in figures

- Horizon2020 project
- 3 year project – from October 2015 to October 2018
- 16 partners
- Almost 3 million Euros related to
- at least 286 person months in
- 13 working packages with
- 56 deliverables and
- 22 milestones



Partners



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Objective of RICHFIELDS

Develop a design of a world class research infrastructure on Food and Health Consumer Behaviour and Lifestyle for innovative research on healthy food purchase, preparation and consumption of European citizens.

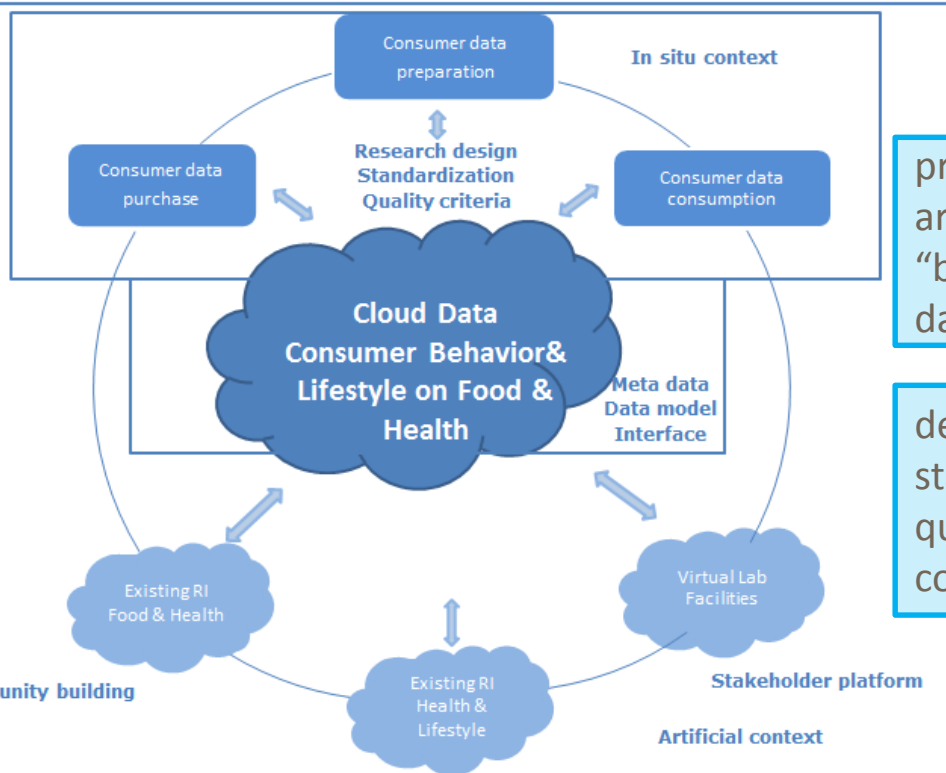


Conceptual framework visualized

flexible technical architecture to link individual and experimental data

governance and ethical issues to support supply and use

a business model to underpin the feasibility



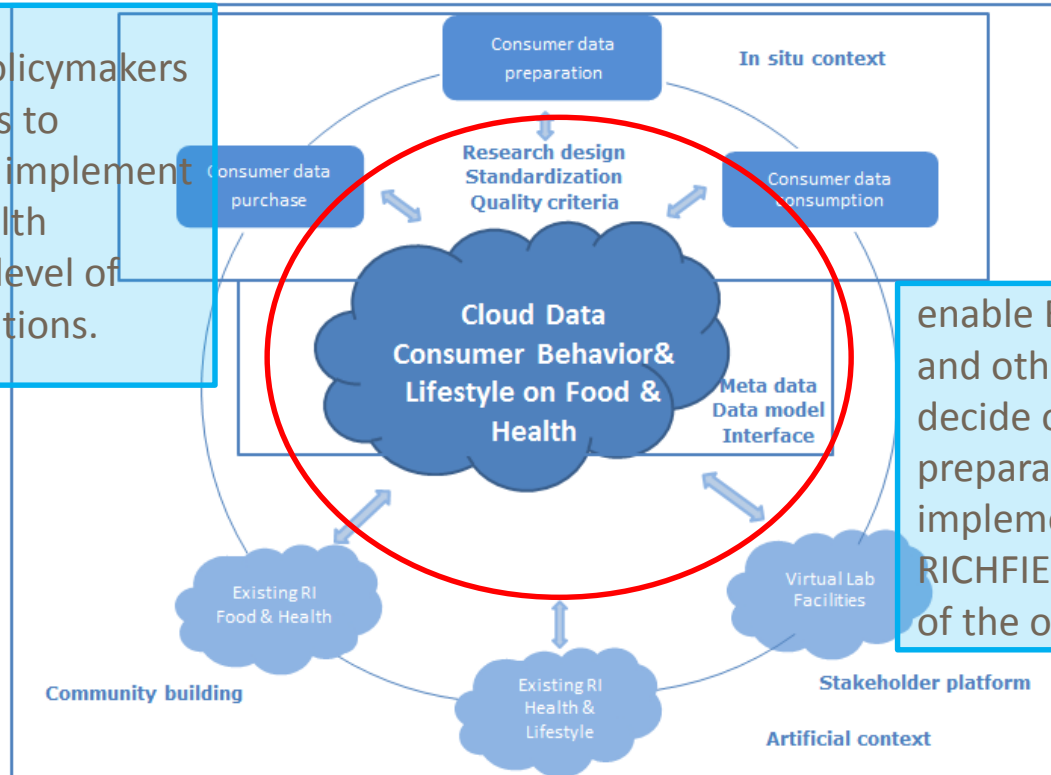
provide the architecture for a "big food related data" level

develop and maintain standards for high quality data collection



RICHFIELDS - Outcome

enable researchers, policymakers and other stakeholders to develop, evaluate and implement effective food and health strategies both at the level of individuals and populations.



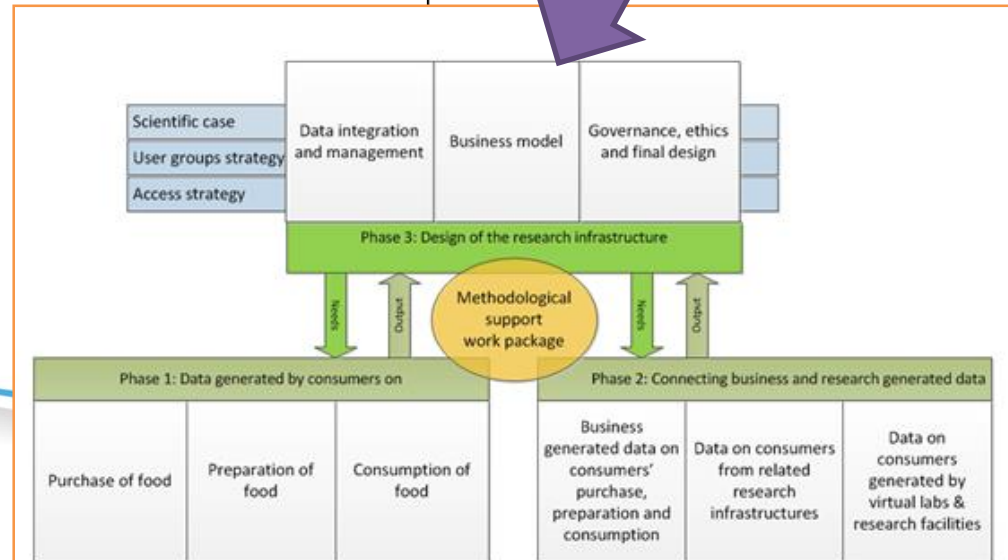
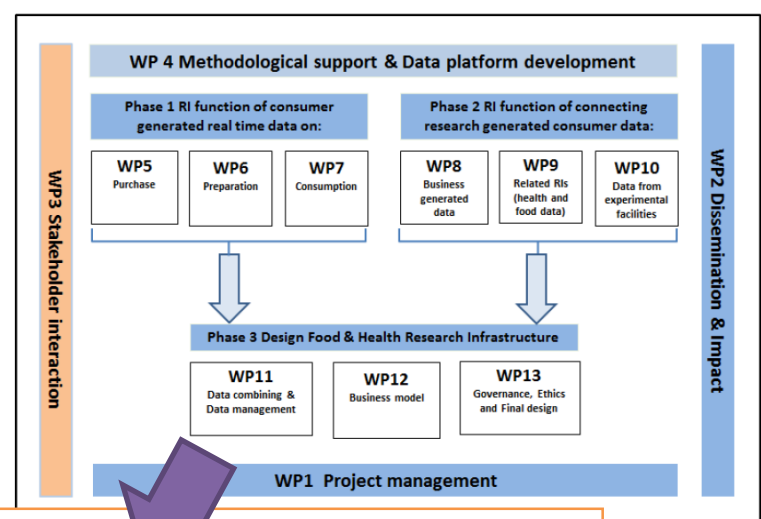
enable ESFRI, member states and other funding bodies to decide on the further preparation and implementation of the RICHFIELDS as a building block of the overarching DISH-RI.

Design process

How can we build our detailed RI design in Phase 3 on the basis of Phase 1 and 2?

BACK CASTING

Phase 3 → Phase 1 and 2



RICHFIELDS – Leading questions

- How to design a platform where consumers and apps developers want to store their data (e-Science)?
- How to design interfaces to connect experimental research (e.g. kitchen of the future) to validate and enrich?
- How to develop tools and services of RICHFIELDS?
- How to develop the governance of RICHFIELDS?

RICHFIELDS – Success

- Deliver a design of a feasible and flexible RI based on findings, pilots and stakeholder interaction.
- To design interface to related RI's/data sources.
- To disseminate the concept, project work and horizon.
- To experience the challenging working culture of this consortium!
- To scale up the findings to DISH-RI.
- RICHFIELDS facilitates members states, related institutes and industry towards the mature design as preparatory phase on the ESFRI roadmap in 2019



So how do we see RICHFIELDS being in operation in the near future?



Well, researchers collecting data, tools and services through a virtual portal like in the lab of Iron Man (2008) or Tom Cruise as pre-crime agent in the movie Minority Report (2002)