

Richfields Food | Consumer | Health
Designing a world-class infrastructure to facilitate research

Presenters: Kwabena J. Ofei
Erik Kaunisto
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Business Generated Data Case Studies

Richfields Multi-Stakeholder Workshop

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Coordinated by:
LEI WAGENINGEN UR

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Background

This current study aimed to investigate:

- best practices in cases where buying/procurement behaviour can be extracted from existing business generated data
- potential opportunities and challenges of linking such data to the RICHFIELDS platform
- and implications of the study findings for the development of RI

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Methods

4 Cases = 2 DK + 2 SE

Selection criteria

- Organisation's generated data strategy.
- Willingness to provide potential data for the analysis.

STATISTICS DENMARK
GfK
Göteborgs Stad
ICA GRUPPEN

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Key Informants Interviewed

- Göteborgs Stad: Meal controller, contracts & procurement
- ICA: Consumer analyst
- STATISTICS DENMARK: Chief Adviser to the Food Industries Division
- GfK: Nordic Manager in-charge Nordics Shopper & Consumer Panel

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Data Analysis



6 Steps of Braun and Clarke

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graph LR
    A[6 Steps of Braun and Clarke] --> B[Data familiarization]
    B --> C[Codes generation]
    C --> D[Themes search]
    D --> E[Themes review]
    E --> F[Themes definition]
    F --> G[Themes reporting]
  
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Case Organisation Background

	
Göteborgs Stad Is a public procurement company	STATISTICS DENMARK Is a state-owned institution
Generates public procurement statistics/data (B2G)	Generates organic foods sale data (B2G)
ICA RUPPE ICA is a Swedish food and health retail company	GfK Is an international research market organization
Consumer generated data (B2C)	Household panel survey data (B2C)



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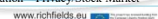
Summary of Themes Relating to Case Organisations

Themes		
Types of data	Consumer grocery purchasing data	Organic food sales/procurement data
Customer base (users of data)	Retail business, Researchers	Researchers, Government agencies Retail businesses
Data needs	Purchase at convenience shops or market are not captured	Organic food sale data from the foodservice is not captured
Collaboration with other RIs	Euro panel	No collaboration
Types of data willing to be shared	Aggregated data seems feasible	Shares aggregated free of charge
Types of data not willing to share	Raw data with individual identifiable information	Raw/micro data with enterprises sensitive data
Collaboration benefits	Share data with RI for research	Address societal health issues
Collaboration barriers	Risk of losing revenue and competitive disadvantage	Obstacle to deliver micro data



Summary of Themes Relating to Case Organisations

Themes	 Göteborgs Stad	 ICA
Types of data	Supplier provided procurement data	Business generated consumer data
Customer base (users of data)	Media, Journalists, Agencies Göteborgs stad (due to political decisions)	ICA, Researchers, Suppliers
Data needs	Only public procurement data with varying degree of aggregation.	Consumer loyalty data is not supplied.
Collaboration with other RIs	No specific collaborations.	Stockholm School of Economics, Örebro and Jönköping Universities
Types of data willing to be shared	Data sharing seems feasible.	Data or partial data under agreed conditions.
Types of data not willing to share	No specific limitations.	Privacy data/Sensitive data
Collaboration benefits	Contribute to public health and possibly enhance their own data management.	Increased consumer understanding Contributions to public health.
Collaboration barriers	No specific barriers.	Risk to share data with competitors.



Key Themes and Conclusions

Relevance to scientific cases

Diversity of data sources	RI needs to ensure data source diversity in collected data, generic data usage potential for EU inter- and intra-regional research.
Incompleteness of data	RI needs to ensure completeness of supplied data, data management feedback to data suppliers.
Duration of data storage	Time-frame for business data storage needs to be harmonized through a joint legislation procedure.
Missing or erroneous information	RI needs procedures for scrutinisation of supplied data.
Privacy issues	Consumer privacy legislation for identification of consumers and storage of associated data needs to be considered in relation to the RI.



Key Themes and Conclusions

Relevance to user strategy

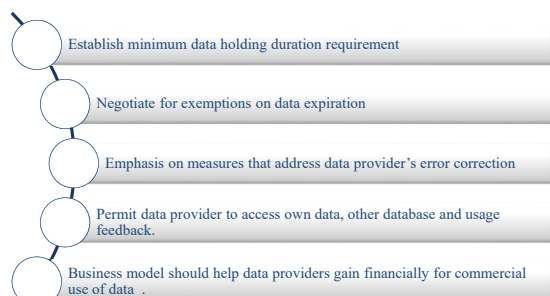
Relevance to user strategy	
Potential sharing benefits	RI needs to demonstrate the value creation potential which could be the benefit to data providers/users.
Potential sharing barriers	Data providers' potential revenue loss and competitive disadvantage should be addressed by RI business model.

Relevance to access strategy

Access permission	EU legislation on data sharing to avoid negotiating terms with different data providers in different countries.
Access agreement	EU policies on data handling, data aggregation and disclosure to handle non-aggregated data
Access privacy	Data privacy issue will depend upon specific data provider, provided data and simplified through EU legislation.



Key Messages



GfK & Statistics DK Sample Data Format and Web Questionnaire

[illegible]

