

Consumer data | Food | Health  
 Designing a world-class infrastructure to facilitate research on food-related consumer behaviour

**Richfields**

**RICHFIELDS: connecting laboratories and facilities for research on consumer behaviour**

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Presenter: Sophie Hieke  
 Date: March 1 2017  
 Occasion: RICHFIELDS workshop, Copenhagen

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Coordinated by:  
 Wageningen University

The project has received funding from the European Union Horizon 2020 research and innovation programme under grant agreement No 101017724

Connecting laboratories and facilities

- 1) Trying to understand the **purpose, structure, technology/devices used and data storage** of various laboratories and facilities in Europe
- 2) Are there ways (and interest) to offer **data access, exchange and linkage** to external research infrastructures, like RICHFIELDS?
  - > What would be the challenges and constraints?
- 3) What are potential **ethical issues** related to sharing consumer data (e.g., data privacy, ownership rights etc.)?
- 4) Is there a suitable **business model** to manage such a data exchange (e.g., user and access rights, fees, governance of data usage for different purposes)?

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Connecting laboratories and facilities


- Step 1
  - Case studies on three facilities (Fake Food Buffet, FoodScope Lab, Restaurant of the Future)
  - Food choice, purchase and consumption
- Step 2
  - Mapping additional facilities across Europe (private and public)
  - Expert interviews in selected facilities (Nestlé Research Centre, Paul Bocuse Institute)
- Step 3
  - Stakeholder workshops to discuss these insights
  - Synthesis of findings and recommendations

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Connecting laboratories and facilities


Case study 1



**Fake Food Buffet**  
 ETH Zurich  
 University of Konstanz, DE  
 University of Newcastle, AUS  
 Queens University, Belfast, NIR

"food choice"


Case study 2



**FoodScope Lab**  
 Aalborg University

"food choice, consumption"

Case study 3




**Restaurant of the Future**  
 Wageningen University

"food choice, purchase & consumption"

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WP10: Connecting laboratories and facilities



**Nestlé Research**<sup>TM</sup>

March 22, 2017  
**Meeting at Lausanne, CH**

- Present RICHFIELDS project
- Discuss consumer research at Nestlé and how data are captured and stored
- Potential link to RICHFIELDS?



**INSTITUT PAUL BOCUSE**

École de Management  
 Hôtellerie  
 Restauration  
 & Arts Culinaires

March 24, 2017  
**Meeting at Lyon, FR**

- Present RICHFIELDS project
- Discuss consumer research at Paul Bocuse and how data are captured and stored
- Potential link to RICHFIELDS?

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