

Can we understand consumer behaviour through digital traces of food purchasing

Richfields Multi-Stakeholder
Workshop on Big Food Data

Venue:

GS1 Denmark, Vesterbrogade 149,
DK-1620 København V Copenhagen,

March 1, 2017, 9.30-15.30

The purpose of the Richfield workshop is to present on the first findings from the study on business-generated data in the Richfield Workpackage 8. We have analysed 2 Danish and 2 Swedish business cases. Against this background we want to invite for a discussion on how important groups of data users can take advantage of an open and shared European research infrastructure that will have the potential to assist a broad range of societal stakeholders to better understand consumer behaviour through digital traces of food purchasing.

Morning session 1. What we learnt so far in RF WP8

9.30. Registration

9.45 – 10.00. Welcome: Richfields – why the EU is interested in our digital food shopping patterns?, Bent Egberg Mikkelsen, Aalborg University

10.00 – 10.30. Business generated data - will data owners share their data with researchers? Results from Danish RF interviews, Kwabena Ofei AAU, Haris Hondo SP/RISE & Erik Kaunisto, SP/RISE

10.30 – 10.50. Lab generated data – what kind of data can be collected in smart food labs? Sophie Hieke. DL Germany.

10.50. Break

11.10. Morning session 2. Potentials of Big Food Data as seen from the business community

11.10 – 11.25. Big food data - What the app developers want. Kamil Dabrowski, Founder & CEO, Foopla, Denmark

11.25 – 11.40. Linking patterns of food choice to nutrients via TradeSync, Sacha Mendes da Silva, GS1 Denmark

11.40- 12.30. Lunch

12.30 - 12.50. Can shared data compete with commercial data? Joel Ringbo. Data Analyst ICA AB, Sweden

12.50 - 13.05. What kind of future data sharing do retailers anticipate? Erhard Nielsen, Chief Developer, COOP consumer insight, Denmark

13.05-13.25 Break

13.30 Interactive World Café (WFC). How should a future infrastructure look like?

14.45 After the WFC the results from each are presented in plenary by the moderator from each group.

Workshop Outcome

A report containing all the key findings and main conclusions will be prepared as a Deliverable of work package 8, D8.3

Workshop follow-up

The follow-up of the workshop will include an e-mail to participants thanking them for their attendances. In addition, they will be provided with a link to the workshop's agenda, including speaker's presentations, and summarize report on the workshop findings

15.15 Closing remarks