

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

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Aim and role of Denmark and outcomes of the EU RichField project Big Food Data program.

Visit of Japanese delegation
Alexandra Institute October 2, 2019

Abstract: Making sense of digital data on consumer behavior is potentially beneficial to a broad range of actors in the food system. This presentation deals with the potentials of using consumer-, research- & business-generated data to create a Research Infrastructure for actors in the food system as a whole. It takes the insight from the Richfields EU design study as a point of departure and is based on case studies with key stakeholders, analysis of cases of food composition and dietary surveys as well as studies of smart behavioral labs.

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Coordinated by Wageningen Economic Research:
WAGeningen
UNIVERSITY & RESEARCH

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So you want me to share our research data?


"well thing is that my post doc is on a sabbatical leave and i think the data is on her lap top"

Any Similarity to Persons Living or Dead is Purely Coincidental

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High level Recommendation 2015



1. Create an infrastructure for a closer cooperation on data
2. The cooperation needs to be in the whole of the value chain
3. For instance through the establishing of a cluster or other infrastructure and with multistakeholder governance
4. Important is that there will be trust in the data sharing across individuals, authorities, enterprise and knowledge institutions

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Aim:

- Making "the healthy choice the easy choice" requires knowledge about our dietary habits.
- This knowledge comes from analysing different types of information such as:
- What food and drinks are we buying, preparing and eating? Where? Why? How? With whom? In what social and physical context?

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The ESFRI Roadmap


The ESFRI Roadmap identifies new Research Infrastructures (RI) of pan-European interest corresponding to the long term needs of the European research communities, covering all scientific areas.

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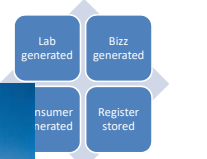
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2 dimensions. Hard & Soft

Hard part: labs, devices, machines etc

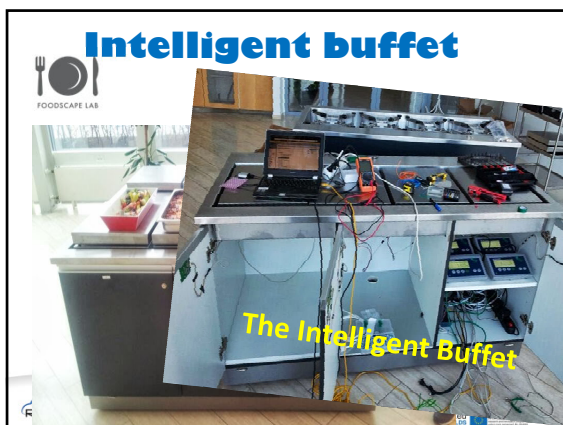
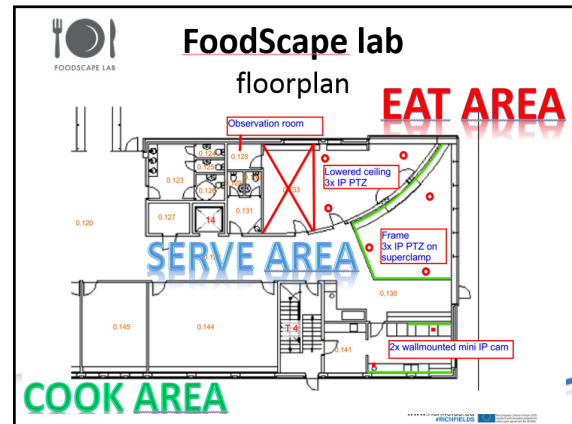


Soft part: multi source data



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Findings

- Broad support for the idea of "openness"
- Data sharing, open data, open lab, open science, open cloud
- High level research is expensive
- Not all can afford to "buy it all"
- Smart specialisation
- But coordination is key to the end
- Trust and cooperation is the mean
- Last 2 years spent on the FNNRI
- Hopefully Prospect will be successfully submitted – and evaluated

