

The Consumer Co Creation Lab –
 how the Donate Your Data approach can give
 real time insight in consumer food patterns.

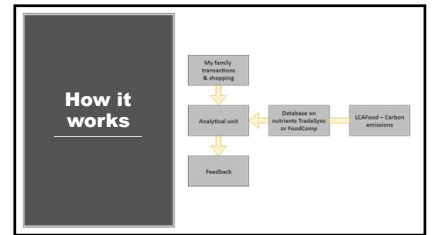
Visit of Japanese delegation
 Alexandra Institute October 2, 2019

Bent Eberg Mikkelsen, Michal Kristofik, Vitalijs Cehs & Henning Olesen

Vision

Meeting, creating & testing

Donating, sharing & getting feed back



Donate your data
 Your realtime
 online food advisor

Log in: _____
 Not yet a member? Create account: _____

BigFood4U platform is a initiative under the EU Richfields project (2015-2018) and is powered by Aalborg University

Whats in it for me

- Get realtime feedback on your family food shopping
- What is your family carbon footprint?
- Whats your consumption of plant foods vs meat?
- Whats your food of fat? salt? sugar?
- How well are you doing compared to the average of your neigbour?
- Set family annual goals in different areas

Create your family profile

- Contact person, name: _____
- Contact person, name: _____
- Family member 1: Born: _____ Weight: _____ Height: _____
- Family member 2: Born: _____ Weight: _____ Height: _____
- Family member 3: Born: _____ Weight: _____ Height: _____
- Family member 4: Born: _____ Weight: _____ Height: _____
- Twitter account: _____
- SEP data: register here _____
- Food preference data: register here _____

Donate Your Data – how does it work

Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011 on the provision of food information to consumers, and repealing Council Directive 2002/46/EC, Council Directive 2004/24/EC, Council Directive 2008/54/EC and Commission Directive 2004/32/EC

Solutions

- coop MEDLEM Loyalty cards
- Spenderlog Spenderlog.dk
- Storebox Storebox.dk

THANK YOU
 For your attention