



Report on the conference of JPI HDHL 28th of March 2014
International Conference of the Joint Programming
Initiative A Healthy Diet or a Healthy Life
28th of March 2014, Brussels

Opening speech

Máire Geoghegan-Quinn

European Commissioner for Research, Innovation and Science

"Ladies and gentlemen,

I'm delighted to have the honour of opening this international conference on the Joint Programming Initiative "A Healthy Diet for a Healthy Life".

I can think of few issues that affect every man, woman and child in Europe more than what we eat and how it affects our health.

It's a topic that's never out of the media, with endless variations on whether carbs, fat, sugar or protein are good or bad, or reports on the latest 'wonderfood' that will stop cancer in its tracks or help us live longer.

Science and innovation have helped us to conquer many infectious diseases and make huge progress in treating life threatening cancers and heart disease.

We are now relying on them to help us tackle the new public health challenge that is diet and lifestyle-related diseases such as overweight and obesity – sometimes described as the greatest public health challenge of our times.

And the public is hungry - if I may use this expression – for information and guidance that is backed up by solid research.

It's a challenge that all Member States are facing to different degrees, so it makes perfect sense – both scientifically and economically - to pool our knowledge together.

That's why this Joint Programming Initiative is so important.

Today we will celebrate a milestone in its progress. But before we do that, I would like to talk a little about the opportunities to create synergies between this initiative and Horizon 2020, the EU's new programme for research and innovation.

When Healthy Diet for a Healthy Life was launched, the Council of the European Union noted that in the last three decades the levels of overweight and obesity in the EU have risen dramatically, particularly among children, and that the trend of poor diet and low physical activity is getting even worse.

Breakthroughs in our understanding of the best ways to prevent chronic diseases are already beginning to pay dividends, helping to save the lives of thousands of citizens.

Many chronic conditions such as cancer, neurological and mental disorders, cardiovascular diseases, obesity and type 2 diabetes can be prevented or modified through better lifestyles and healthier diets.



These are the very good reasons for the EU's investment of 840 million euro under the 7th Framework Programme in research on diabetes, obesity and physical activity.

These projects are delivering insights such as how diabetes and obesity can be prevented, how they progress, how early diagnosis can improve quality of life, and how to select the best treatments.

But despite the improvements, much more needs to be done, particularly because of the trans-generational effects of obesity and diabetes.

So we're building on the good work already carried out under FP7.

Horizon 2020, Europe's 80 billion euro research and innovation programme, is designed to tackle seven of society's biggest challenges.

The two that are most relevant to A Healthy Diet for A Healthy Life are Food Safety and the Bioeconomy, and Health, Demographic Change and Wellbeing.

For the next seven years, these Challenges will fund the very best research on nutrition, health, diet-related disease and ageing and translate the knowledge gained into innovative and effective products, treatments, services and strategies to benefit all patients, and to prevent many people from developing disease in the first place.

It will require an unprecedented level of cooperation along the healthcare innovation chain, starting with researchers that characterise diseases, to those who exploit this knowledge by developing new biomarkers, diagnostics and medicines and to regulators who evaluate and approve them.

Public sector innovation, another issue targeted by Horizon 2020, will save money for hard-pressed health services.

And of course, let's not forget that developing these new treatments and technologies could provide huge opportunities for competitive European businesses, large and small. By integrating research on food, nutrition, health and social sciences, this JPI will also help the European food and drink industry, a major force in our economy, to remain competitive and deliver new and improved products that meet society's needs.

Unfortunately, different attempts to encourage healthier eating have not yet led to major changes in patterns of food purchase and consumption.

That's where a multidisciplinary approach comes in, with health and nutrition research and innovation that includes the social sciences. We all know, for example, that understanding people's behaviours and their relationship to food and exercise is vital in helping them to make healthier choices.





We need to support research on the evolution of health inequalities, on their interplay with other economic and social inequalities and on the effectiveness of policies in this area.

I'm convinced that Horizon 2020 can make excellent progress on research and innovation for healthy diets and healthy lives.

But European-level funding can't be the only approach. The bulk of public funding for research and innovation remains in the hands of the Member States.

We will get better value for that money, and better science, if Member States align their policies and pool national resources through the Joint Programming approach to complement the Horizon 2020 funding.

As I emphasised at the Irish Presidency conference on Joint Programming in Dublin last year, agreeing the Strategic Research Agenda is a major achievement for a JPI.

You reached that milestone in 2012, but it was only the first step.

There's no point in all this effort if the good intentions of the Research Agenda aren't turned into concrete action.

So implementation is critical, and this will be achieved first and foremost by aligning and coordinating national research programmes and activities.

You have already launched two joint calls and I know that you'll very shortly launch a third one on Biomarkers for Nutrition and Health.

Some people might think that new calls require the commitment of additional funding by Member States. However most of the results can be achieved first and foremost by aligning national priorities with those of the JPI and by coordinating existing national research programmes and activities.

Alignment does not mean that all programmes should do the same. Let me take an example. An ERA-NET action on Food Safety under the Seventh Framework Programme illustrated how it is possible to identify areas where all Member States may have too many projects - 20% of all funded projects targeted *Campylobacter* - as well as gaps; for example, on emerging pathogens.

A joint call on *Campylobacter* saved money for each Member State, which was then freed up to tackle emerging pathogens, which differed from country to country depending on their citizens' dietary habits. This meant that more and better research was funded within the same overall budget.

A Healthy Diet for a Healthy Life has also attracted international partners, welcoming Canada as a full member and New Zealand as an observer country.

Today's launch of the Implementation Plan marks a major step forward in putting the Strategic Research Agenda into action.

I encourage you to continue on your path, creating Joint Calls and synergies with the Horizon 2020 calls.

And I also encourage you to explore other avenues besides joint calls and knowledge networks to implement your Strategic Research Agenda such as linking to other relevant JPIs and ERA-NETs, and by benefiting from common European research infrastructures.



Above all, in this critical phase of implementation, I urge the Member States participating in this JPI to unlock national funding for research and to actively engage in aligning national research programmes and innovation policies.

Alignment of national priorities to those of the JPI, multi-annual programming and financial and other support from the participating Member States - these are the essential baseline elements to deliver on the Initiative's ambitious goals by 2030.

Ladies and gentlemen,

This Joint Programming Initiative is a key component of Europe's research and innovation agenda. We can perhaps think of the Joint Programming Initiatives as 'Mini European Research Areas'. National alignment and collaboration with related initiatives are crucial to establishing a fully operational European Research Area in the area of nutrition and health. The Implementation Plan is a very important step in this process.

I wish you an excellent conference, full of innovative ideas and interesting discussions. I look forward to hearing the results.

Thank you."

The achievements of JPI HDHL and the Implementation Plan including official hand over moment

Pamela Byrne, Chair of JPI HDHL



Today is an important day for the JPI. Together with the Advisory Boards we worked hard, we have come far but there is still a lot to do, both for the industry and for the consumers, to reach our vision.

What actually is a JPI?

A JPI is 'Member states working together to tackle societal challenges more effectively'. We want to form a strong collaboration, working on:

- Coordination;
- Addressing challenges;
- Promotion of scientific excellence through joint activities;
- Support for cross-border collaboration;
- Creation of critical mass.



The vision 2010 of the JPI Healthy Diet for A Healthy Life

In 2010 a vision was formulated that 'in 2030 all Europeans will have the motivation, ability and opportunity to consume a healthy diet from a variety of foods, have healthy levels of physical activity and the incidence of diet-related diseases will have decreased significantly'.

But 2030 is not that far away anymore - there is still a lot of work to do. To be successful we need everyone's involvement. To make that possible a governance structure was developed. The MS's, SAB's, SHAB's, secretariat and taskforces (which all have identified a subject to work on) are parts of this structure. This governance structure allows us to operate effectively in delivering on the Vision.

25 countries are involved with the JPI among which 23 European Member States and associated countries as well as Canada and New Zealand who joined this European level initiative as the first transatlantic partners. Canada is a full member of the JPI, New Zealand joined the JPI as an observer very recently.

Early Implementation Phase (2012-2014)

It was only 2012 when I stood before a similar audience and presented the JPI HDHL SRA. Now two years later, we are entering the early-implementation phase of that SRA. This shows how far we have already come.

The SRA has three research pillars. In each pillar one Joint Action has been launched:

- 1) Determinants of Diet & Physical Activity: Led by Germany, a consortium is formed and there is €17m contributed to by twelve different countries
- 2) Diet & Food Production: Led by Italy, a call is launched in February 2014 and there is €3.6M contributed to by 9 different countries
- 3) Diet & Chronic Disease: Led by Ireland, the call prelaunch is this week and there is €5.5M contributed by 13 different countries

The Journey so far

We started in 2010 with the consumer at the centre of our Vision. In 2012 the research objectives in three research areas were formulated with the support of the SAB, SHAB and the MB. From 2012 to 2014 - it was time for the early implementation phase. Now we are focussing on the future. Today sees the launch of the Implementation Plan for 2014 to the end of 2015. This is an important moment where we take the SRA of the JPI HDHL to the next level.



The Implementation Plan addresses different subjects as: Alignment of National Research Policies & Programmes, Strategic Collaboration, Communication, Joint Activities and Underpinning Sectorial Policies. To maximise the investment and impact, we have started to work with other important initiatives:



- Other JPI's – JPND; JPI MYBL; JPI FACCE
- ETP's – Food for Life; Plants for the Future
- EIP – Active and Healthy Ageing; Agriculture
- Eranet – Susfood
- Projects – EURODISH
- Horizon 2020
- International Activities

The societal challenge of JPI HDHL and the underlying research areas are all global themes and hopefully and very soon we will work together with more countries inside and outside Europe. In addition to Canada and New Zealand, the JPI HDHL will hopefully also collaborate with the United States of America. In the beginning we all worked alone and did our own thing, now we are a fully functioning team, joining

forces to reach our shared goals. I want to thank everyone for the support and I hope this support will last for much longer. Now, I would like to officially present the Implementation plan to Commissioner Maire Geoghegan-Quinn.

Views on the JPI HDHL Implementation Plan

Hannelore Daniel, Chair of the Scientific Advisory Board (SAB)

In the last year, the scientists of the SAB have been working on the Implementation Plan. After approval of the Implementation Plan by the Management Board, the Joint Actions (JA) and Future priority topics (F) of the JPI HDHL for the period 2014-2015 were defined as:

Research area 1: Determinants of diet and physical activity (ensuring the healthy choice is the easy choice for consumers)

- DEDIPAC Knowledge Hub (DEDIPAC KB) (JA)
- Effectiveness of existing policies for lifestyle interventions (F)

Food is becoming a more important research topic. It even becomes a political theme. It is important to show consumers what we do with the available money. For example, are consumers in favour of or against taxes on soft drinks? Research shows that consumers are in favour when extra taxes-incomes are invested in healthy lifestyle.



Research area 2: Diet and food production (developing healthy, high-quality, safe and sustainable foods)



- Biomarkers in Nutrition and Health (BioNH) (JA)
- Intestinal microbiomics (F)
The number of publications on this theme in PubMed has greatly increased during the last several years. There are also a lot of initiatives on this subject at regional and national levels. All this initiatives need way more coordination. Interesting to see is that there are a lot of articles on this theme in PubMed, but few address validation and standardisation.
- Food models and Food processing (F)
A lot is happening on this subject, but more has to be done and it has to be done better. Not only more analysis, but also better description and understanding of food models and food

processing are necessary. Aim is the future possibility to formulate a model with which we can also predict.

Research area 3: Diet-related chronic diseases (preventing diet-related chronic diseases and increasing the quality of life – delivering a healthier diet)

- European Nutritional Phenotype Assessment Data Sharing Initiative (ENPADASI) (JA)
- Nutrition and cognitive function (F)
Dementia is becoming more and more common. The question is how we can influence this neurodegenerative disease with nutrition. For this we will explore the possibilities to work together with JPI-Neurodegenerative Disease (JPND).
- Identification, prevention and treatment of malnutrition
People are getting older. For many elderly people malnutrition is a problem. This must be overcome. And it is a high priority, in which we can do a lot to help this population.

Views on the JPI HDHL Implementation Plan

Beate Kettlitz, Chair of the Stakeholder Advisory Board (SHAB)

The Role of the SHAB

The SHAB has been established to advise the JPI and to ensure an adequate exchange of information with other political bodies and stakeholders in the field of food & health. Specifically, the SHAB:

- Is a communication platform of all relevant stakeholders and thus facilitates a close network between all relevant actors in the field
- Forms a meta-group of representatives from relevant institutional bodies in the ERA and in the field of food & health



- Comments on drafts of all relevant documents of the JPI
- Multiplies and forwards all relevant information on the JPI such as common activities and initiatives
- Ensures sufficient backing
- Monitors the progress of the JPI and give advice with regard to strategic issues (on request)

A lot of different experts are represented in the SHAB, such as institutions with the expertise on determinants of diet and physical activity, diet and food production, diet related chronic diseases. These institutions and the secretariat form the SHAB.

In addition to the three pillars and the priorities of the Strategic Research Agenda or the Implementation Plan, I would like to draw some extra attention to effective interventions. There is food produced that forms an important addition to diets. But consumers don't buy it because they don't like it. Consumer behaviour and food marketing are important aspects. What drives the consumer? Do they have enough information?



We can conclude that the cooperation between SAB, SHAB and the Management Board has been constructive and we are looking forward to future calls.

Public launch of DEDIPAC, the Knowledge Hub for Determinants of Diet and Physical Activities **Determinants of Diet and Physical Activity: Knowledge Hub to integrate and develop infrastructure for research across Europe**

Johannes Brug, DEDIPAC KH coordinator

The JPI HDHL has many plans for the future, but some of the work has already been done. For example the first Joint Action of the JPI HDHL: the Knowledge Hub for Determinants of Diet and Physical Activities Determinants of Diet and Physical Activity (DEDIPAC). DEDIPAC has the following aim:

To understand the determinants, at both the individual and group levels, regarding dietary, physical activity and sedentary behaviours using a broad multidisciplinary approach. Including biological, ecological, psychological, sociological, economic and other socio-economic perspectives and their interrelationships and to translate this knowledge into a more effective promotion of a healthy diet and physical activity.

Europe is an interesting and living research laboratory with a lot of variation and a lot to explain. We need to transport knowledge from one country to another. We shouldn't start all over. We should



develop interventions in a careful way. We know a lot about what people need to eat, but we don't know yet what motivates people or how to implement effective interventions. Both healthy diet as well as physical activity is influenced by motivation, abilities and opportunities. There is an important interplay between those factors.

DEDIPAC falls under the first pillar of the JPI. It's about determinants, working on a multidisciplinary level and translating knowledge into effective interventions and policy. In the first three years we want to do research but also build common ground.

Currently there are twelve countries working together in 46 consortia with over 450 researchers. Even more countries will join in the future.

We focus on different thematic areas:

- 1) Assessment and harmonisation of methods for future research, surveillance and monitoring, and evaluation of interventions and policies
- 2) Determinants of dietary behaviour, physical activity and sedentary behaviour across the life course and in vulnerable groups
- 3) Evaluation and benchmarking of public health and policy interventions aimed at improving dietary behaviour, physical activity and sedentary behaviour across the life course

We started in December 2013 and will have a kick-off meeting in May 2014. Two workshops have already been organized and a conceptual paper is ready to be submitted. DEDIPAC is only the start, the first step to DEDIPAC 2.0. We hope to have:

- A toolkit of accepted and generally applied valid and reliable measurements
- Design, funding and start of pan-European cohort study on multilevel determinants of diet, PA and sedentary behaviours
- True on-going diet and PA policy monitoring and evaluations across Europe
- Extending and continuing

For further information go to www.dedipac.eu – this website will be ready half May 2014.





Round Table: JPI HDHL, Horizon 2020 and European Commission – High policy discussion

Moderator: Geoff Meade

Participants: John Bell, Roberto Bertolini, Anne-Katrin Bock, Hans Zevenbergen & Max Kennedy



What is the perspective of the panel members on JPI HDHL?

John Bell (EC)

Unique for the JPI is that all actors are brought together in one place. The role of the JPI is very important, to really get to action; from aspiration to impact and from the knowledge we know we have to the knowledge we need to have - translating what we know into the areas where things need to happen. We have policy discussions and we need to find the kind of evidence to move people to the right places. Taking knowledge and applying science; it needs to be put into practice on different levels.

The food industry is big, so there is an opportunity. The simple things take time, and need to be tested in a small area - prototyping. Also we do not do enough on behaviour proofing, what actually works when different people and industries are involved (cooking, shopping, food-availability for example). What do people actually *do* (for example in a supermarket)? The JPI should become the catalyst and the platform for all the actors.

How long does JPI HDHL need in order to make changes?

We talk about a lot of different groups of people. A lot of things have already happened, but new challenges will come up. Depending on what you mean, we need 8 to 10 years for major changes, we have been working on it for some time. What doesn't take time is political will, which can change in a day. It only has to happen in one place to test whether it will work or not. What we need is political



consistency. I would be very surprised if the next commission is not even more motivated on this subject than the current one is.

How can we avoid that this RSA will fall between two stones – health and economics? Food producers don't always see their role in this subject.

We need to use the new mechanisms. First look at impact on policy and the understanding of the role of social sciences. You have to look at the whole field. There is already a big discussion about the place of food in the field. The next programming phase (until the end of the year) – in which the second H2020 WP2016-2017 is developed – is the time to test our assumptions; we are interested in the evidence-base. Different aspects out of different fields are important but we have to work together to enable impact. We are now talking to our stakeholders. We want to put effort into understanding the effect of behaviour on health.

Roberto Bertollini (WHO)

The WHO tries to bridge the gap between research and action. The vision of the JPI is what we all want to reach. Factors for non-communicable diseases are a major problem for health and that is what we should try to resolve. The data needs to be understood and researchers should help to justify the actions and understand the underlying issues.

Making the healthy option an easy option. This is possible by changing behaviour, the situation that people live in, and their cultural habits. To change behaviour, sharing information on how to live a healthy life is not enough. We need to know the determinants of changing behaviour. The industry knows how to use marketing to change behaviour so that people use their products. I want to underline specifically the marketing of food by younger people, because of actions happening that actually go against making the healthy choice the easy choice. I also want to emphasize that it involves people that are infected by their surroundings. We need to help them to make the easy choice the healthy one. How can we make this more accepted by the society? We already know a lot, but we have to focus on lifestyle interventions, disseminate good practices and emphasize the implementation of existing knowledge. More research on the economic implementation of cost-benefits analysis about healthy behaviour (food wise) is necessary. WHO is a member of the SHAB of JPI HDHL to collaborate on shared ambitions and to create synergy where possible.

One concrete advice for the JPI HDHL:

We have to look differently at research proposals. There are more or less 'sexy' subjects, and not all research types get into the first class journals. Also promote this type of less 'sexy' research.

Anne-Katrin Bock (JRC)

Malnutrition is becoming mainstream nowadays, because of that I am happy that this is a part of the JPI HDHL. JRC has a very active nutrition team at the JRC Institute for Health and Consumer Protection. Currently we are finalising a foresight report on Food & Health. Three highlights of this



report are (1) policy and good government is important, (2) research is necessary and (3) we need to a system approach, whereby we look at the whole food system together in our policy and research. This should also be the case by the actors, an interdisciplinary approach of the researchers. JPI HDHL could be an important actor to contribute to these aims.

One concrete advice for the JPI HDHL:

The JPI has a unique option, to bring the same message from different persons. This has more impact.

Max Kennedy (New Zealand)

I want to tell you something about the New Zealand equivalent off the JPI HDHL. In the Spring of 2013, Prime Minister John Key and Hon Steven Joyce, Minister of Science and Innovation, announced the final 10 National Science Challenges; nutrition and health is one of them. The Challenges are designed to take a more strategic approach to the government's science investment by targeting a series of goals, which, if they are achieved, would have major and enduring benefits for New Zealand. The Challenges provide an opportunity to align and focus New Zealand's research on large and complex issues by drawing scientists together from different institutions and across disciplines to achieve a common goal through collaboration. Important for New Zealand is, that because it is too small for full support, we need to collaborate. Biomarkers – for example – are of fundamental importance. It is fundamental because it is an important part of food processing inside the body. How do you deal with the healthy effects of food, in case of a small food production? As we go forward as a nation, we need to export food production to another level (for example to Asia). To achieve these goals we must get a broad credibility outside of New Zealand – which makes international collaboration an important condition. JPI HDHL could be an important partner.

How can we avoid that this RSA will fall between two stones – health and economics? Food producers don't always see their roll in this subject.

The solution must be a multidisciplinary one. My biggest concern is that you need to keep crossing the gap, linking is a continuous challenge.

Hans Zevenbergen (Unilever)

It is only two weeks ago that I heard about the JPI HDHL for the first time. But after reading all the information I am really positive about the motivation underlying the JPI HDHL. If we cannot motivate the consumer, our efforts will not be very effective. There is a big difference between what is recommended en what consumers actually do. We have to make consumers more aware, make what is recommended desirable and we have to make the healthiest choice the easiest (or even the preferred) choice. How can we get healthy behaviour to stick? There are a lot of stakeholders involved, with different roles. We need a common view on how to label and how to communicate to consumers (what is health?). What direction do we have to go? The industry has to be involved, because they can inform us about how we can implement the methods.



One concrete advice for the JPI HDHL:

Also demonstrate (small) successes as soon as possible. It helps in involving everybody. People are willing to work with it. The JPI HDHL looks at what we can do better, it will benefit Europe and the different member states. At a national level it is important to translate the recommendations of the JPI HDHL into policies and actions.

Presentation John Bell:

It was really interesting this morning, to move from challenges and difficult problems to thinking in a positive way. In what does a good life consist? Health is at the centre of empowering people. Europe is really about enabling what is best across cultures and countries. The brightest in the industry and research now do their best in accomplishing this.

We are what we eat we sometimes say. Who we are is for a great part a societal thing, sometimes even more than an individual thing. What does that say about our lives? What does it tell you about what we are really becoming? Are we really using our knowledge about what we know what is best?

Today is about turning thought into action and connecting the best knowledge and people to change the context for those who need it. What would success look like? What needs to happen first and how do we mobilize change? How do we get the positive aspect for everyone? How to innovate? How to stimulate? How do we enable and empower people in a media communicated society? We need evidence-based solutions, to identify targets and see the legitimate policy that is best for different countries. At the end: how can we work to what is best for what people need most?

A broad range of research approaches is used, instruments are developed and we need to look at the opportunities, both at land and in the sea. On a community level the commission is busy with addressing the challenges and bringing/ mainstreaming the different challenges into one program. Cooperation between MS's is very important to act on the different subjects, to share resources and knowledge and make better use of (under pressure) resources. Horizon 2020 has to address seven major challenges. JPI HDHL addresses at least two of them. The JPI has an ambitious mission, for that we need to pull our best insights and people together to be able to realise them. But Europe needs it now. A framework is being formed for future research, we need to get it right to make better use of the scarce available resources.

Today we celebrate the launching of the Implementation Plan; we have come a long way in the last few months. 25 member states are participating with 18 active members and even countries outside Europe that joined. This is a good step, because it is a worldwide problem. We need to build on the recent successes to move the JPI into the front place. We need alignment of the SRA and that starts with transparency, working more effectively and prioritising. The member states have critical mass.



If we spend the months between June and November collecting the already available data, we can use that knowledge and insights to prevent duplication. Horizon 2020 will offer more opportunities, findings, innovative solutions, excellence and impact. Solutions can be found on the borders of different disciplines. Also impact can be on different fields. I want to emphasize very strongly that we need to look broader than food-production, the whole food chain has to address all the challenges (for example food security). With a changing demographic situation, there also lays a role for the JPI HDHL to share intelligence.

The commission is now in thinking mode and hopefully in sense making mode. The JPI HDHL has a unique role to play for good health, diet and physical activity. It's time that we all get moving!

Idea Factory: an interactive networking session

The Chair of the jury for the Idea Factory is Patrik Kolar (EC). The members of the jury were: Rafael Andreas Medina (MB member), Edvard Beem (codirector of ZonMw, the Netherlands Institute of Health Research and Innovation), Hans Brug (chair of DEDIPAC), James Conway (MB member), Hannelore Daniel (Chair of the SAB), Beate Kettlitz (Chair of the SHAB), Sissel Lyberg (MB member), Annamaria Marzetti (CSA JPI HDHL/additional delegate MB) and Claudia Vallo (Steering Committee Member/ MB member).

The participants were asked to work in groups of 6 to 10 people on the following 8 questions:

- **Question 1:** If you could choose one item in the area of Food and Health that can have the greatest impact on (European) citizens, which item would you choose and what is needed to achieve this impact?
- **Question 2:** What are the most important steps to foster a structured and effective collaboration between the communities of 'Food' and 'Nutrition'; both in policy making and science?
- **Question 3:** How can we best create synergies and sustainable collaboration between JPI HDHL and existing Research Infrastructures (e.g. BBMRI, ELIXIR, EATRIS) and what would be a good first step?
- **Question 4:** There are a lot of different initiatives in the area of Food and Health (e.g. JPI's, ETPs). How can we overcome duplication of efforts and create optimal synergy?
- **Question 5:** How can we increase the involvement of the industry (e.g. on the theme of Nutrition and Chronic Diseases) without losing our independence?
- **Question 6:** Most JPIs – including JPI HDHL – focus on aligning research and the policy related to this research on national and international levels. Should we focus more on the regional level? How?
- **Question 7:** The results of our activities mainly be seen in the long term, how can we keep a sharp focus on our end goal and how do we insure that our initiative maintains a high priority on the political agenda?
- **Question 8:** Open category



The proposals were brought to the jury who gave points to the proposals – a perfect idea is worth 15 points – based on the following criteria:

- 1) To what degree does the idea/plan contribute on the actual question/problem?
- 2) How clear is the strategy, and how adequate the methods chosen?
- 3) Feasibility: how big is the chance the proposal will be implemented?
- 4) Innovative potential: how innovative is the proposal?
- 5) How much value for society and science does the plan generate?



A summary of the input on the different questions and a summary of the ideas of the winning group is accessible in a separate document at the website.

Pamela Byrne: Recapture the day

Today was a day of celebration, but also of effective communication which shows the platform function of JPI HDHL. The Implementation Plan is an important milestone for the JPI HDHL. However, it is only the beginning of a journey towards developing the “mini ERA in Nutrition and Health”. Hard work is coming, we have 16 years to reach our goals. The commitment of the Member States to alignment of national research and innovation policies and programmes in this area of science is required to ensure the JPI HDHL delivers on its ambitious vision. Over the coming years, as resources within member states, both human and financial, remain constrained, the JPI HDHL will play an important role in ensuring that investments in science and innovation will be focussed on delivering the knowledge and translating that knowledge into innovative products, services, process and policies.

I look forward to seeing you all again, maybe next year on the conference during the EXPO in Milan.