



Summary of the Idea Factory Interactive networking session

**2nd international conference of JPI HDHL
28th of March 2014**

Summary answers on 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?

- **Better understanding and educational programs**
 - Better understanding of what motivates people, which factors and processes influence decision making, what are the driving forces, barriers and the determinants of food preferences.
 - Organise an early (multidisciplinary/schoolsetting) education course for (school)children and teachers (but also for mothers (family based) and catering services).
 - A course addressing: nutritional awareness, practical experience, developing good habit , personalised sustainable behavioral. Early education for personalised sustainable behavioral change.
 - Improve public understanding of the role of safety in diet. Both at the scientific level of the determinants of safety and at the public policy level regarding how to communicate. Communicate this improved understanding in order to foster changes in behaviour.
 - Educate kids about bitter tasting foods in their second thousand days.
 - Reward schools that fulfill the education program and get funding for playgrounds.
- **New technology**
 - Develop primary products enriched in bioactives proven 'healthy' by sound scientific evidence.
 - Provide context relevant information on food, diet, cooking, exercise via new technology.
 - Provide service to people on a individual basis.
 - Develop a cheap measurement device that can measure your health.
 - Design and create mobile apps and internet blogs to promote clear, open and understandable knowledge about the quality and content of food. The app should be funded by the national ministry of agriculture or equivalent body dealing with nutrition. The supermarkets are obliged to advertise the app within there stores (= no extra costs for advertisement).
- **Making food healthier together and research on healthy and save food**
 - Member state governments mandate purchase of healthy food based on best evidence.
 - Improve public understanding of the role of safety in diet. Both at a scientific level of the determinants of safety and at a public policy level regarding communication. Communicate this improved information to public and private sectors to foster changes in behaviour.
 - The role of safety in diet requires better understanding of all aspects which determine safety and the interaction between them, including at the micro-level and macro level.

- Create a European centre of excellence (including NZ) including scientists and policymakers.
 - Develop a scientific road map and a communication strategy to engage the private sector and increase public awareness.
 - Develop an integrated approach in which we design the perfect food. By developing an outlet environment in which current insights from research on taxes, education and information (logo's) is combined.
 - Accessibility to healthy food:
 - Economic incentives for both consumers and industries.
 - Industry: to develop primary products enriched in bioactives proven 'healthy' by sound scientific evidence.
 - Consumers: Decrease taxation of 'healthy' products and increase taxes on 'unhealthy' products.
 - Science: to gain more insights into the mechanistic food-health relationships and to identify specific population subgroups to be differentially targeted with specific products (based on genetics/age/gender, etc.).
 - Increase preference by improving attractiveness and palatibility of healthy foods.
 - Develop regulatory/social voluntary mechanisms that change corporate decision making practices towards common good as well as financial/profit considerations.
 - See for an example the whole grain project in Denmark. Need: 'just do it' extend successes.
 - Develop a scientific road map and a communication strategy to engage the private sector and increase public awareness.
- **A (stakeholders) platform**
- Build a EU scoreboard with yearly updates KPI's (key performance indicators).
 - Develop a platform where all the stakeholders agree on and work towards a common goal. Better communication. Businesses to educate/offer solutions for healthier products.

Summary answers on 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?

- **Food & Nutrition**
 - Set a common public health goal for 'food' and 'nutrition'.
 - Link food production with nutrition by combined research programs (including technology and industry). Combine technology innovations in food production (and processing) with nutritional and consumer knowledge.
 - Standard formats for testing of nutritional health as well as standards for how (specific) foods are implemented into a healthy diet.

Determinants of diet and physical activity
Diet and food production
Diet-related chronic diseases

- Research funding has to include both areas. Funding should be interdisciplinary and both areas need to place emphasis on standardizing methods and study design and need to align the objectives of their research supported by policy makers.
 - Food field is all about taste, nutrition is about health: link taste to health. Through research programs and convincing people that tasty and healthy food generates new economy.
 - Intergrate food, nutrition and health in the organisational structures.
 - Focus also on the regional level: local food culture and taste preferences should be taken into account when implementing nutrition recommendations and investing in food research
- **Infrastructure**
 - Create an infrastructure to promote transdisciplinary research and an organisational structure to integrate food, nutrition and health.
 - Create national ministries of food, nutrition and health.
 - Make a EU wide policy on food, nutrition and health.
 - Form a DG in Europe for agriculture and nutrition
 - Organise a special council meeting (including New Zealand) on food, nutrition and health.
 - Create national centres of excellence on food, nutrition and health.
 - Integrate centres in a EU institute of food, nutrition and health.
 - Establish a dependance in New Zealand.
 - Funding for interdisciplinary collaboration on food effectiveness studies.
 - Both areas (food and nutrition specialists in both industry and academia) need to put emphasis on standardizing methods and study designs.
 - Both need to align the objectives of their research supported by policy makers.
 - Promote transdisciplinary research. Translating research with evidence based policy making. Aligning scientific research with policy requirements.
 - Create within masters for food, nutrition and health in universities as in the health department and food department.
- **Joint actions**
 - (Funding for) joint programming/joint interests/joint activities; a European network (on food & nutrition policy).
 - Common ground, network of all stakeholders (science, industry, policy), infrastructure (databases).
 - Lobbying on national and EU level for joining activity 'food' & 'health', KIC-food, thematic area in Horizon 2020.
 - A joint funding programme to fund pre-competitive research relevant to food industry needs aiming to produce healthy, high-quality food products.
 - Set up by different ministries: agriculture, research, health, economy.

- Funding only research consortia representing researchers from the food and nutrition side, and including industry.
- Value: uniting food and health- academia and industry to stimulate innovations in the field. Wealth creation but also healthy products acceptable to consumers.

- **Technological improvements**

- Take advantage of ICT-improvements and use technology for better communication and exchange of knowledge
- Use the technology to gain better communication and exchange of knowledge in regards to healthy nutrition.

Summary answers on 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?

- **Mapping**

- Defining gaps and needs for the full set of infrastructures and filling them in by the JPI HDHL funding. First step is to launch a (mapping) program to define the gaps/needs. Develop a joint road map for HDHL and R.I.
- Assess what other JPI's are doing with Research Infrastructures in JPI to collaborate.
 - Create a common toolbox for the JPI's to work with research infrastructures.
 - Have joint calls between programmes

- **Meeting and collaborating**

- Face-to-face kick-off with an idea-factory including the state of knowledge with presentations from the research infrastructures (ERICS) how they can contribute to the Implementation Plan of JPI HDHL.
 - Invite all governments responsible for research infrastructures and scientists involved in JPI HDHL and those involved in BBMRI, ELIXER, EATRIS.
- Work towards establishing a scientific committee similar to SCAR. Having different working groups from which (e.g.) ERA-Nets could derive activities like for sights can be launched.
- A system of ambassadors for the JPI HDHL who will regularly visit the meeting of the adjoining research infrastructures and communicate the JPI needs and identify synergies. capabilities etc. to ensure more effective communication/dialogue between the structures.
- Develop framework conditions for collaboration with the research infrastructures.

- **Awareness & training**

- Create awareness of the existence and purpose of the infrastructure.
- Organise Joint Workshops with all R.I.'s.

- Invite each applicant to important meetings like today's conference.
- Teach researchers and students how to use existing RI's.
- Create a forum for expertise exchange.

Summary answers on 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?

- **Data sharing & (structural) mapping**
 - Create an international database or platform/communication network of public funded ongoing research in the field of food, nutrition and health (at both national and international level) and on developments in the field. Provide a continuous and systematic listing of all EU projects on a web portal including contact information and links to already available study results.
 - Create a European Registration System for granted proposals which is open! European, national and regional funding.
 - Enforce open data (open science and data) and systematic capturing of study meta-data.
 - Fund a ERA-net co-fund to do the mapping of existing projects. Add a centralised management of agenda setting.
- **(Only) research programmes on transnational level**
 - Establish an (virtual) institute/secretariat or similar to keep track/have the overview over all initiatives and their research agenda's/research activities.
 - Establish a center of excellence in Europe in food, health and activity that will be the leader in pan EU consumer food and activity research.
 - Fund all research through European competitive calls which are centrally evaluated but nationally funded.
 - Coordinate at transnational level. Develop synergies to comply to and spread the roadmap.
 - Approve a common roadmap based on the SRA of the JPI.
 - Have countries perform research on priority topics.
- **Others**
 - For consideration: duplication in science is necessary to deliver scientific proof. If it is placed in a competitive environment then it is very positive. Cross-evaluation of the programmes has to be put in place to allow for competitive evaluation.
 - A peer to peer review panel on the funders.

Summary answers on 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?

- **Preparation and implementation of results of research**
 - Involve industry more in the policy/programming phase to maintain independence at scientific/project level / Involve (existing) public private partnerships in new calls and implementation.
 - Stimulate the industry to use results of knowledge hubs, research projects and research infrastructure. This can be achieved by industrial advisory groups for HDHL activities.
 - Contribution of industry can be in kind. Involve industry in implementation reformulation.
- **Knowledge exchange between research and industry**
 - Sponsor academic scientists to gain knowledge in the industry setting.
 - JPI knowledge transfer networks and centres where the academics and food industry are brought closer together.
 - Identify where industry can add value (and where not!).
 - Take time to develop common understanding and trust.
 - The goal of public-private partnerships should be for industry and academia to learn from each other. Develop mutual learning goals for industry and academia, not only scientific or economic goals.
- **Rules about procedures and publishing**
 - All findings have to be published in order to ensure independence and to disseminate approaches to their companies.
 - Publish protocols before research starts, including research to be conducted by industry and academic and collaborations. Publish results after peer review of methods. Publish raw data as well.
 - Regularly assess and report progress and issues.
- **Public-private programmes**
 - Pre-competitive research programs with investments from industry and EU in the 'joint technologies initiatives'-approach, involving the whole value chain.
 - Create a joined infrastructure but leave the scientific research independent. You can accept money from the industry. Their money may lead to a tax reduction. But: the results will always stay independent.
 - There need to be joint programmes and fundings for the industry how to develop (R&D) and market healthy food.
 - Agree on outcome goals (goal-driven programmes and targets). The goals have public health elements.
 - Involve as much as possible industries with different priorities.
 - All parties provide full transparency, make upfront agreement on eg. publication, responsibility.

- Clear roles and responsibilities. Independency and transparency. A code of conduct.

Summary answers on 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?

- **Regional funders and Regional funds**
 - JPI HDHL should ask each country member to invite regional funders of research for discussion of how to join forces in joint programming.
 - JPI HDHL should organise an event inviting regional funders to interact on their research priorities in our area.
 - Member States should create a Regional stakeholders board
 - A committee of regions should be added as an advisory body to the MB of JPI HDHL
 - The SRA and Implementation plan of the JPI can also be realised by using regional funds, e.g. ESIF. This should be done to create synergies with the new MS's. For the countries already involved in the JPI, regional governments could assess whether these Smart-specialisation strategies could contribute to the goals of the JPI HDHL. This could then lead to innovation in the food sector when working together with clusters of organisations working on the whole value chain.
- **Focus on cultural difference between regions and city versus country areas**
 - Regional health problems and implementation issues need to be addressed and the regions should be defined along food cultures within Europe for example Mediterian countries.
 - Regional differences can be explored through secondary analyses of international data-bases.
 - Test similar public health interventions in a large number of EU regions (small regions).
 - Create one research team per project. Form 'Living Labs' on different European locations to compare results. In the living labs you can also use regional and local funding.
- **Reason not to include regional levels**
 - Regional projects must focus on regional issues, which are very specific depending on the regions, which means that it will be very difficult to reach an allignment at trans-national level for regional issues.

Summary answers on 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?

- Milestones

- Define small milestones – align these with national agenda's - and celebrate them. These could be:
 - Interventions experiments like field labs where you a small scale experimental setting in the 'real' world and when succesfull implementation on a larger scale
 - Case studies.
 - Epidemiological studies with existing studies-data.
 - Workshops including non-developed countries to transfer the generated knowledge.

- Stakeholders

- Invite policymakers and NGO's to celebration of small milestones and make the policymaker successfull
- Get policy makers involved in the process evaluation
- Set up national HDHL-platforms for national policy makers, industry, scientists and the stakeholders to improve communication about future plans and results of HDHL to ensure prolonged motivation at member state level
- Organise impact and educational events for the public – if possible with a compotition aspect
- Organise competition events to engage the SME/industry to produce healthy products

- Monitoring & Research

- Gather statistics across Europe regarding Healthy eating and make countries compete
 - Keep track of vulnurable groups regarding diet.
 - Establish monitoring parameters linked to the vision paper to monitor progress and keep a straight course.
- Enable long term research – projects that run for 10 years
- Include cost-benefits information

- Communication

- Annual conferences for all stakeholders and workshops for special target groups
- News letters and easy to use strategic documents on outcome and impact – if possible personalised to different groups: policy – industry and public
 - Keep presenting even small positive achievements towards the goal in a societal and understandable way and explain why these are important for the final goal.

- Provide the material on the relevant websites which can be downloaded and this can be tracked for the number of people interested.
- Use the power of social media to create awareness and engage citizens so that health and nutrition are kept on the agenda, this influencing policy makers.

Summary answers on question 8: Open Category

- Policy

- European Countries should consider merging the ministries of agriculture and ministries of public health
- At pan-european level there should be a clear definition of healthy and unhealthy food
 - Through both research and policy, find a solution on how to preserve the added value of european cultural diversity in the standardisation and validation process.
- Unhealthy food should be made more expensive by raising tax and vice versa
- Increase engagement between JPIs and Third Countries
- Effective foresight to identify European policy issues and emerging scientific solutions.
- Map best practices on stimulating healthy behaviour – like free bikes, food tries etc – at regional/city level and implement these in at least 5 countries of each Member State (Ecode +).

- Involving industry and SME

- Involve the industry in joined agenda setting at project level; though make sure that industry has no influence on selection of public partners, the roadmap of the JPI or the public funding of a project
- Launch a European-wide competition for SME, start-ups, new businesses that found ways to promote and sell healthy food items. All companies that actually do this can submit a proposal. Once they are elected they are funding to grow their business and additionally several scientific institutions are funding to help grow this idea and disseminate the idea to other countries. All results have to be published.
- Microfinancing of small food enterprises the prod. healthy foods.

- Technology & Research

- Collaboration with the technology sector is needed, such as developing attractive apps for smart phones creating motivation to deal with food and health and physical activity. Ideas to be developed.
- Pan-EU nutrition and physical activity and examination survey every five years.
- Guarantee a research funding stream on food, nutrition and climate change

- Develop a pan-EU validation study for the best instrument to assess diet, physical activity, behavior, social, etc. for children, adults, elderly.
 - Develop a pan-EU prospective cohort study (all countries included) to avoid duplication: with a state of the art methodology.
- **Connection with the public**
- Think Tank: competition for ideas from the public to improve nutrition, in return for free health assessment or gym membership or cooking masterclasses
 - Involve the family medicine doctors in projects because they talk to 500 million European citizens.
 - Assess all JPI activities on societal value and applicability on the level of the citizen.

