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Rome

EU FOOD SAFETY FORUM

Supporting the Food Safety Systems
of the future

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Rome



www.foodsafetyplatform.eu

in



From Consumers to Co-Creators: Deepening Consumer Participation for Future Food Innovation

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Robust evidence base:

- 6th year of TrustTracker®
- ~20k consumers across 18 European countries

Intention-behaviour gap on sustainability:

- intention to live sustainably has fallen (from 78% in 2020 to 71% in 2023)
- yet self-reported sustainable eating stays at ~50%
- people struggle to turn values into food choices

Healthy diets uneven & socio-demographically skewed:

- intention to eat healthily is declining (60% → 56% since 2021)
- healthier, more sustainable diets are concentrated among higher-educated, higher-income and urban groups

Low openness to food innovation:

- only about one-third are open to new food products
- more people describe themselves as conservative (44%) than open (33%)
- Those with the least healthy and least sustainable diets are **also** the least open to innovation

Confidence in food & food tech is fragile:

- less than half of Europeans express confidence in food and in food technology
- confidence is much higher ($\approx 2/3$) among those already open to innovation

Trust focuses on what people can judge themselves:

- most confident about taste and immediate safety
- least confident about sustainability and authenticity, which rely on labels and institutions they only partially trust

What is needed?

- **confidence and understanding** around food technologies and target **groups with poor diets & low openness**
- translating sustainability and health intentions into **feasible everyday choices**
- evidence of **what people actually do** in their kitchens and in shops as food systems transition towards bioeconomy
- **a reality check** on which innovations and safety measures are acceptable and feasible for different groups of Europeans
- tested ways of **building dialogue** and **co-create with consumers** so that new rules, labels and technologies are trusted and used

co-creation



Open innovation:

- external inspirations
- consumer voice in food industry
- consumer-driven innovation

Different from:

- focus groups, sensory studies, hackathons

Process not a single meeting:

- engagement & teamwork

Empowerment:

- consumer in the driver's seat
- non-experts
- diversity

co-creation

Co-creation:

- **interactions** between a company and its customers
- **iterative design** of innovations with multiple groups of stakeholders (including users/customers and suppliers/producers)
- results in **ideas**, designs or acceptance of products or services
- generation of **new** ideas and designs
- **refinement** of existing products or services
- creation of **entirely new** market offerings

Stakeholders involved:

- consumers (future users)
- food producer (development of a new product & introducing it to the market)
- facilitators (scientific organisation)

Step-wise process:

- Definition of societal challenge, target consumer group & product category
- Ca. 5 weeks of co-creation process
- New product ideas
- Inhouse product development
- Commercialisation



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2019-2025:

53 co-creation processes

43 products introduced to the market

166 consumer groups

34 scientific organisations

62 food companies

19 countries



Thank you!

EIT Food Consumer Engagement Labs

<https://www.eitfood.eu/projects/ris-consumer-engagement-labs>

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