

Consumer Science within Horizon 2020

Rethinking social science & humanities
in Horizon 2020, Feb 26 2015 Brussels

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Content

- About the ETP FoodforLife
- Social Sciences & Humanities in Horizon 2020: Consumer Sciences
- Food & Consumer agenda, within ETP Food for Life SRIA (& Horizon 2020)
- Reflections / conclusions

sustainability

History of the ETP 'Food for Life'

07/
2005

Launch of the ETP 'Food for Life'

12/
2005

Preparation of the Board, Operational Committee and 7 WG with representation of all stakeholders across Europe

09/
2007

Publication of the Strategic Research Agenda (SRA)

10/
2008

Publication of the Implementation Plan (IP)

02/
2011

Publication of the With paper "*The European Bioeconomy in 2030: Delivering Sustainable Growth by addressing the Grand Societal Challenges*" – BECOTEPS project

11/
2012

Publication of the Strategic Research and Innovation Agenda (SRIA)

12/
2014

Publication of the Implementing Strategic Research and Innovation Agenda to respond to Horizon 2020

ETP Food for Life



Priority challenges:

- Sustainable & competitive agri-food industry
 - Innovation in food processing
- Health and safety of our foods
- Promoting informed consumer choices

Expectations:

- Stronger focus on societal success / impact of innovations
 - Buying, consuming, disposing = integral part
 - Focus on Lifestyle changes

Experience so far:

- Consumer level impact somewhat hidden?

Structure of Horizon 2020

(EU Commission, Nov 2011)

Excellent Science	Industrial Leadership	Societal Challenges
<p>Objectives:</p> <ol style="list-style-type: none"> 1. The European Research Council 2. Future and emerging technologies 3. Marie Curie actions 4. Research infrastructures 	<p>Objectives</p> <ol style="list-style-type: none"> 1. Leadership in enabling and industrial technologies <ul style="list-style-type: none"> - Information and Communication Technologies - Nanotechnology - Advanced materials - Advanced manufacturing and processing - Space 2. Access to risk finance 3. Innovation in SMEs 	<p>Challenges</p> <ol style="list-style-type: none"> 1. Health, demographic changes and wellbeing 2. Food security, sustainable agriculture and the bioeconomy 3. Secure, clean and efficient energy 4. Smart, green and integrated transport 5. Climate action and resource efficiency including raw materials 6. Inclusive, innovative and secure societies

diversity

Food & Consumers

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diversity

Food & Consumer Working group Composition

Consumer organizations

- BEUC

Industry bodies

- EUFIC, ILSI, Food&Drink Europe, Eurocommerce

Academia

- INRA, NewCastle, Munich, Bilkent, Aarhus, Ghent, Bologna, Bristol, Norwich, Wageningen

ETP Food for Life

11/02/2015



diversity

Food & Consumer Working group Contribution to agenda

A. Societal challenges

safety/security, health & sustainability

B. Behavioural Changes

related for consumer decision making

C. New Developments

consumer engagement & price (sensitivity)

D. Methodological Innovations

best practice in consumer science research

E. Dissemination

for applications within SMEs

Food and Consumers (1)

1. Societal Challenges

Food safety and security

- Food sovereignty, local production and social impact
Can we ensure food security locally?
- Trust, confidence and governance
One governance framework fits all?
- Trust, authenticity and naturalness
How, in innovation, stay close to authenticity beliefs?

Food and Consumers (2)

1. Societal Challenges

Health

- Social impact of food-related diseases and the mitigation potential of functional foods
A health economic approach applicable for foods
- Consumer acceptance of reformulated foods
Improving nutritional quality “pre-competitively”?
- Healthy ageing and individual differences
Eating too little, rather than too much!

diversity

Food and Consumers (3)

1. Societal Challenges

Sustainability

- Sustainability communication
Making sustainability transparent to consumers
- Trade-offs: sustainability vs. other benefits
How define and communicate such balance?
- Animal welfare
Enhancing it pre-competitively or through market?
- Protein supply
Need to broaden beyond the current

11/02/2015



Food and Consumers (4)

2. Behavioural change

Consumer decision making

- Nudging: affecting consumers at PoP
Non-deliberative choices without restriction
- Out-of-home consumption
How not to avoid 50% of the “impact”?
- Meal patterns and eating habits
Food choice in context; beyond single decisions

Food and Consumers (5)

3. New Developments

Consumer engagement

- The role / value of social media and networking
How used of long-term behavioural (health) change
- Innovative consumer research approaches
Beyond “arm-length distance” to end-consumer

Price (uncertainty) as a determinant of food choice

- Consumer response to food price instability
Econometric analyses and vulnerable groups

Food and Consumers (6)

4. Methodological innovations

Networking European Food & Consumer Capability

- Integrating scientific disciplines and databases
infrastructure for long term prospective studies
- EU-wide standards/tools in Food Consumer Science
measures and research approaches standardised

Longitudinal analysis in consumer science research

- Dietary change and obesity determinants
recognising health effects are from changing lifestyles

diversity

Food and Consumers (7)

5. Dissemination for SME applications

Dissemination to European SME's

- Food consumer science actionable for SMEs
how ensure that SMEs can benefit too?

Consumer choices / expenditures

Oil in the Research & Innovation “machinery”

- Commercial success of innovation economic
- Societal impact of innovation ecological /policy
- Social impact of innovation social inclusion

Recognition with Horizon 2020 (SC-6 & SC-2)

- As supporting activity
to other themes within calls
- As stand-alone activity;
to build and disseminate capability

Conclusions / discussion

Role of consumer science in Horizon 2020

- Organise through market(ing) principle

How to motivate consumers to do “right” thing

- Economic reinforcement for innovation
- Societal impact from innovation
- Future proof (social inclusion)

diversity

Thank you!

Further discussion?