



# *Thinking Across Disciplines – Shaping our Future Welfare Together*

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CIAA



## CIAA Objectives

- Contribute to a healthier society;
- Improve the competitiveness of the European Food industry;
- Design 'food-you-can-trust' and 'sustainable solutions';
- Attract the right personnel and sustain careers;
- Optimise knowledge capture and dissemination of knowledge between Member States and towards SME's;
- Increase the speed and quality of innovation;
- Increase / Coordinate R&D spending;
- Focus, align and collaborate internationally between stakeholders



# Creation of the European Technology Platform in 2005



# Key Thrusts



**Improve health,  
well-being and  
longevity**



**New  
products,  
processes and  
tools which.....**



**Build consumer trust  
in the food chain**

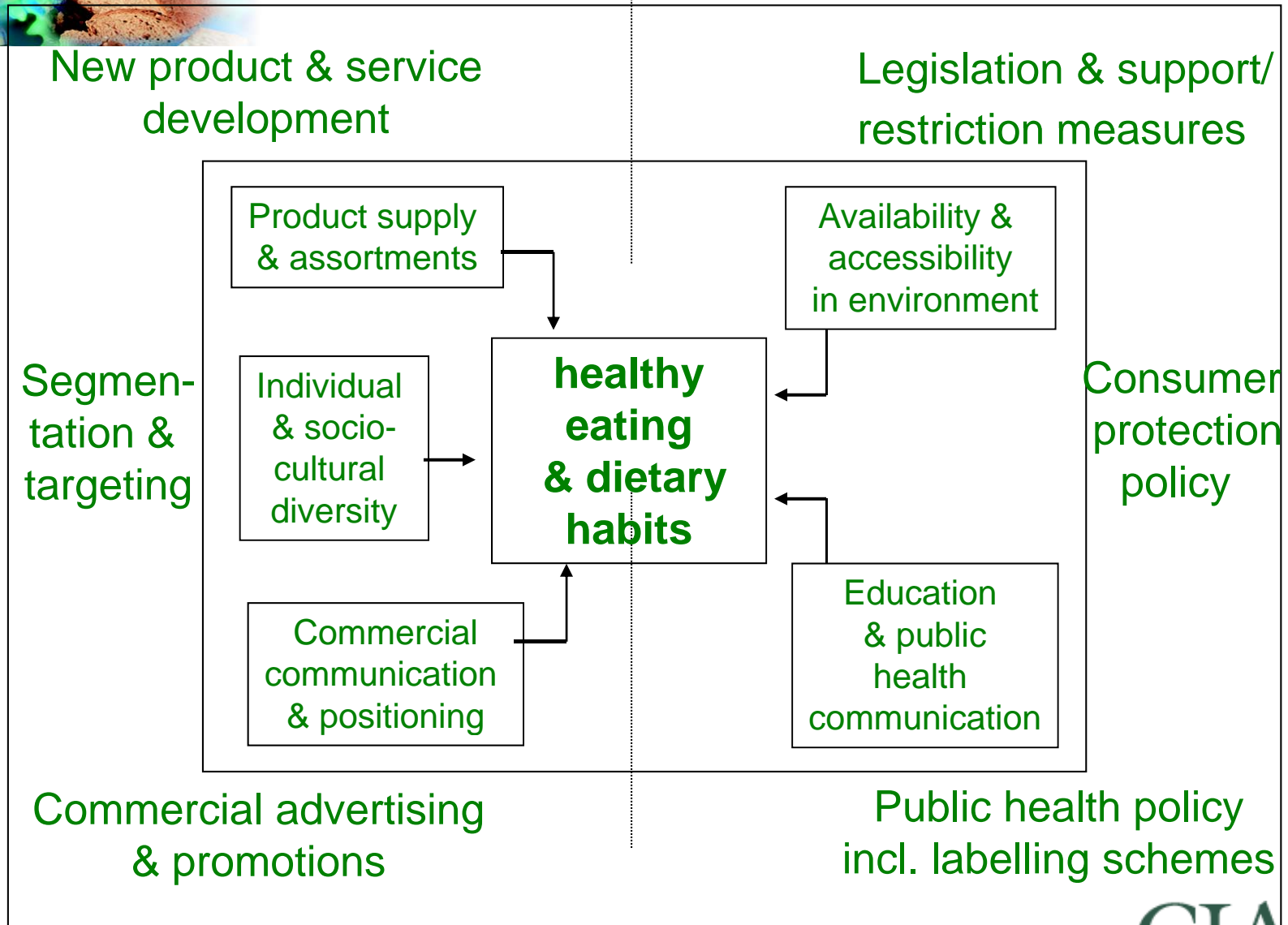


**Enable sustainable and  
ethical production**





# Determinants & Influencers





## IAP - Key Thrust 1: Improving Health, Wellbeing and Longevity

### What needs to be done?

- Build knowledge of the physiology of ageing, immunity and weight management in order to develop intervention strategies;
- Improve understanding of how to assess consumption patterns across the food chain;
- Improve communication with consumers;
- Develop specific enabling products / technologies;
- Improve nutrition-related infrastructures;
- Develop new strategies to modify the intake of key dietary components (taking regional and national dietary habits into account).

**Expected RESULT: Add Years to Life and Life to Years!**



## **IAP - Key Thrust 2: Build Consumer Trust in the Food Chain**

### **What needs to be done?**

- Develop communication strategies to help consumers to better understand benefit / risks across the food supply chain;
- Create innovative measurement tools for data analyses and for predicting emerging hazards;
- Develop technologies for the rational (cost-competitive) control of food risks via new solutions for process logistics and packaging;
- Increase public participation in food safety governance.

**Expected RESULT: Increased trust in the food and drink Industry**



## IAP - Key Thrust 3: Sustainable & Ethical Production

### What needs to be done?

- Develop better understanding of how to assess sustainability of the food chain and consumption patterns;
- Improve technical and managerial solutions;
- Enhance communication to consumers and stakeholders regarding sustainable options.

**Expected RESULT: Reduced use of resources, increased efficiency and better governance.**



## What We Need (1)

- Collaborative National Research Activities;
  - Mirror Groups, ERAs, National Platforms
- Effective Coordination of EU Commission policies on research and innovation;
  - Action Plan for FP8, Coordination of national and European resources
- Stimulation of transnational funding of pre-competitive research by both the private and public sectors.
  - COST actions, EUREKA



## What We Need (2)

- Post-2010 activities under EU Framework Programmes;
- National awareness of the benefits of RTD developed for food SMEs through technical training activities and the exchange of international best practice;
- **Planning of activities between various relevant ETPs, which will lead to the joint promotion of initiatives that meet the R&D needs of more than one industrial sector.**



# Inter Disciplinary Approaches

Example:

**9 KBBE European Technology Platforms (Knowledge Based Bio-Economy) namely:**

Plants for the Future; Global Animal Health; Farm Animal Breeding; Industrial Biotechnology

Forest Platform; Food for Life; Agriculture Engineering Technologies; Suschem; Biofuels

Are working together on

## **BECOTEPS, 7<sup>th</sup> Framework Project**

- The result of the project will be a **White Paper**, an authoritative report to address problems in the KBBE area and provide guidelines on how to solve them.
- A Food and Feed Workshop “Collaboration and Trust in Innovation and Competitiveness” will take place on 26<sup>th</sup> October.



# Conclusions

**We must work together to...**

- **Drive the competitiveness of the European F&D industry;**
- **Boost research performance;**
- **Prevent research fragmentation;**
- **Sustain career-development in food R&D in Europe;**
- **Promote entrepreneurial activity;**
- **Encourage greater involvement of SMEs.**



*Thank you for your attention*