



JPI HDHL

Stakeholder Engagement

Determinants of diet and physical activity

Diet and food production

Diet-related chronic diseases

This project has received funding from the European Union's H2020 Research and Innovation Programme under grant agreement n.696300



The Societal Challenge



TSUNAMI

**More than 2 billion of us are
Overweight**

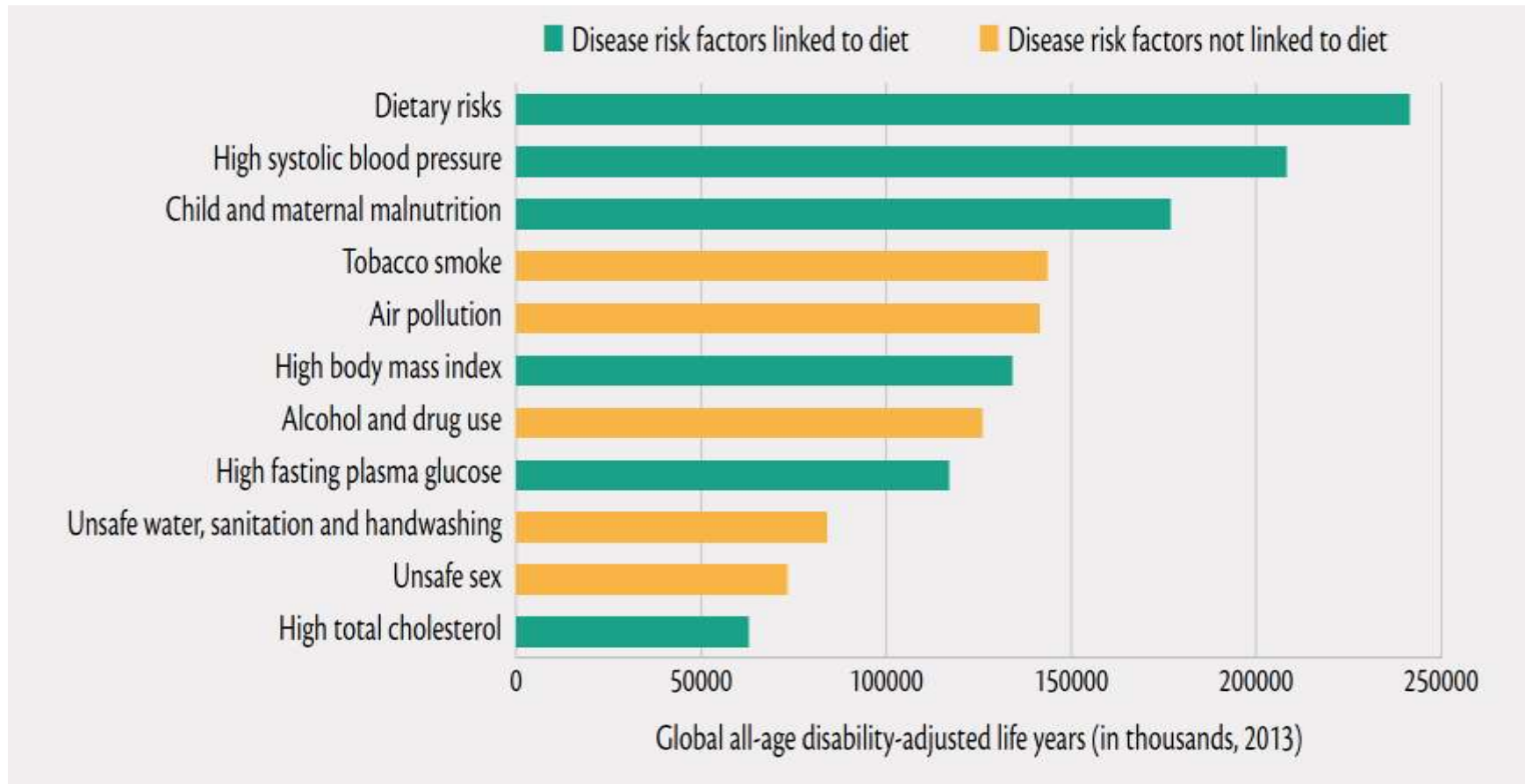
Global Burden of Disease Study 2015

**Associated costs are 1.2
trillion dollar per year**

McKinsey Institute (2014)

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The societal challenge

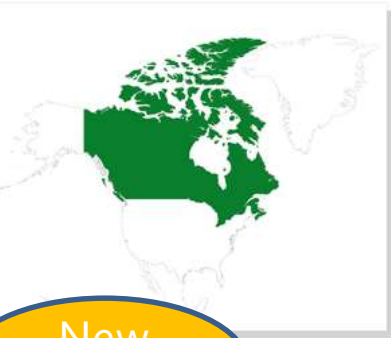


Joint Programming...How?

- Shared **Strategic Research Agenda**, basis for national and international research programming and funding.
- **Non funding activities** like **workshops and conferences** i.e. to stimulate the dialogue between research & policy makers or to stimulate data stewardship.
- **International calls** through Joint Actions (without EC) and ERA-NET Cofunds (with EC funding/support).



Canada



New Zealand

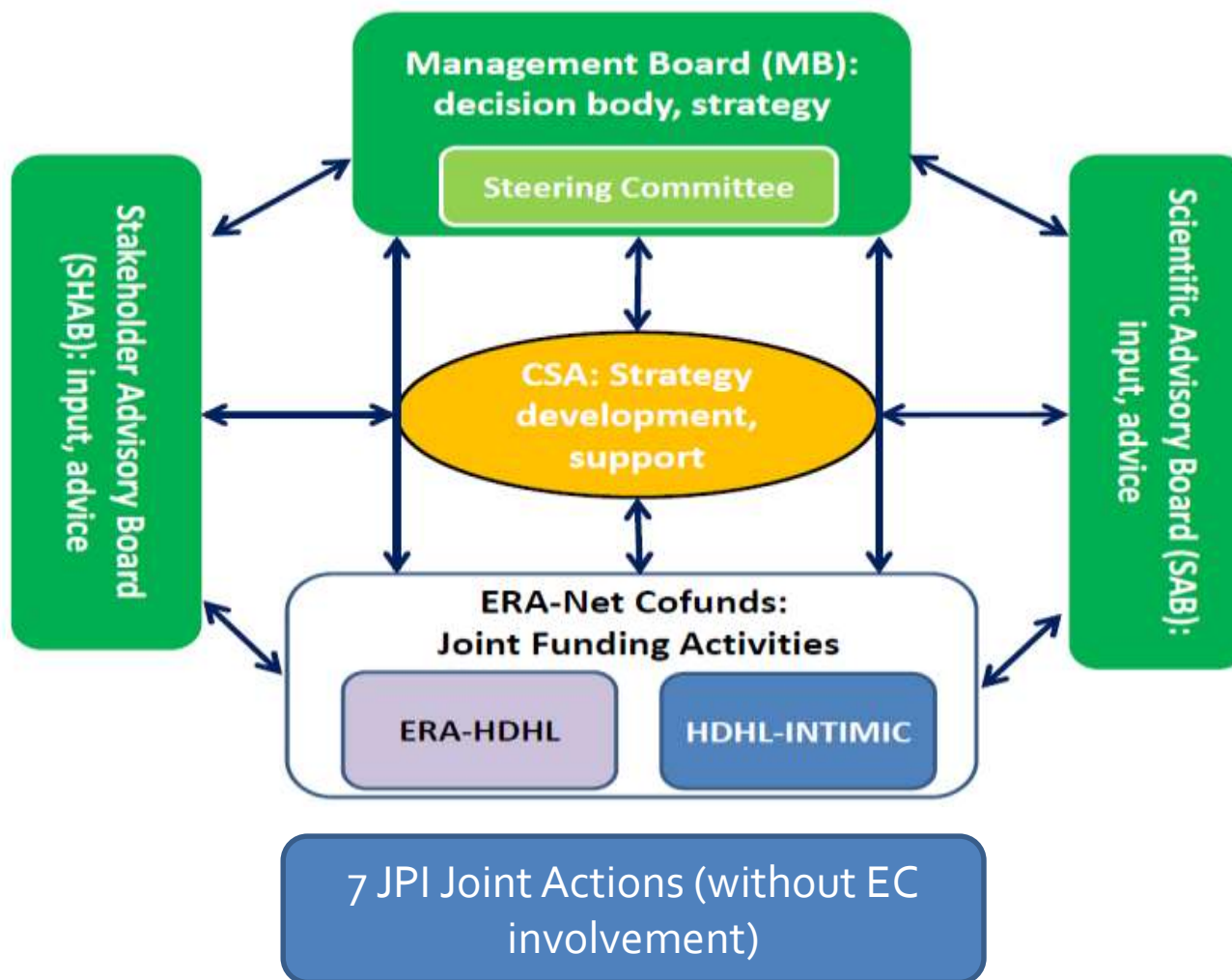


■ Observers
■ Full members

- Austria
- Belgium
- Canada
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Ireland
- Israel
- Italy
- Latvia
- Netherlands
- New Zealand
- Norway
- Romania
- Poland
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- United Kingdom

Our Members & our vision

"In 2030 all citizens 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."



Stakeholder ENGAGEMENT

Some basics

- **Why:** stakeholder engagement enables better planned and more informed policies, projects, programs and services.
- **How:** Stakeholder engagement is a two-way process and appreciate the benefits of mutual learning (between stakeholders and JPI HDHL).
- **Who:** Stakeholders vary in their impact, significance, interest, longevity and relevance in relation to the JPI HDHL objectives
 - More personalised approach → Variable geometry of stakeholder involvement
 - **Essential**: what drives the current SHAB members to be involved in JPI HDHL? Expectations?

Stakeholder Advisory Board

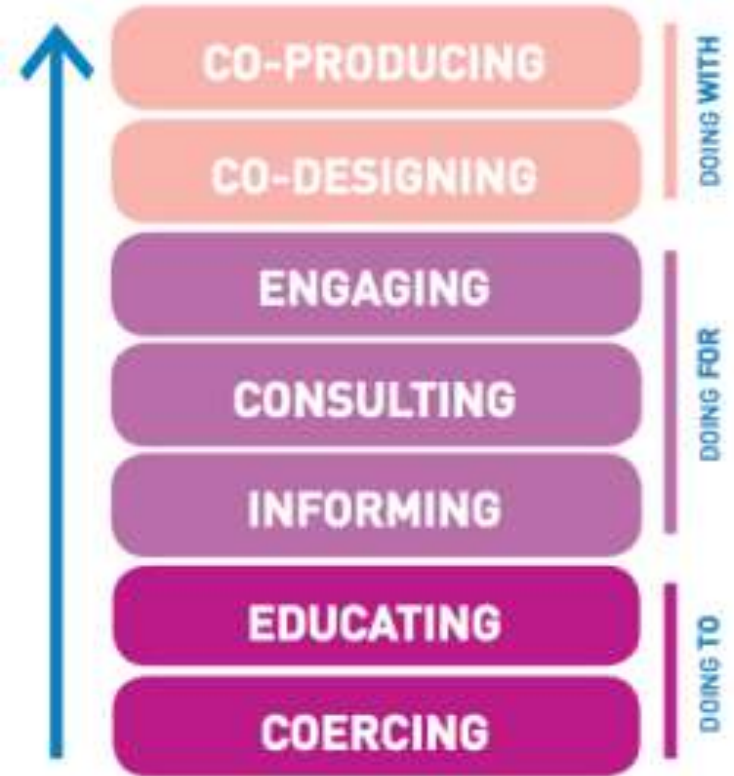
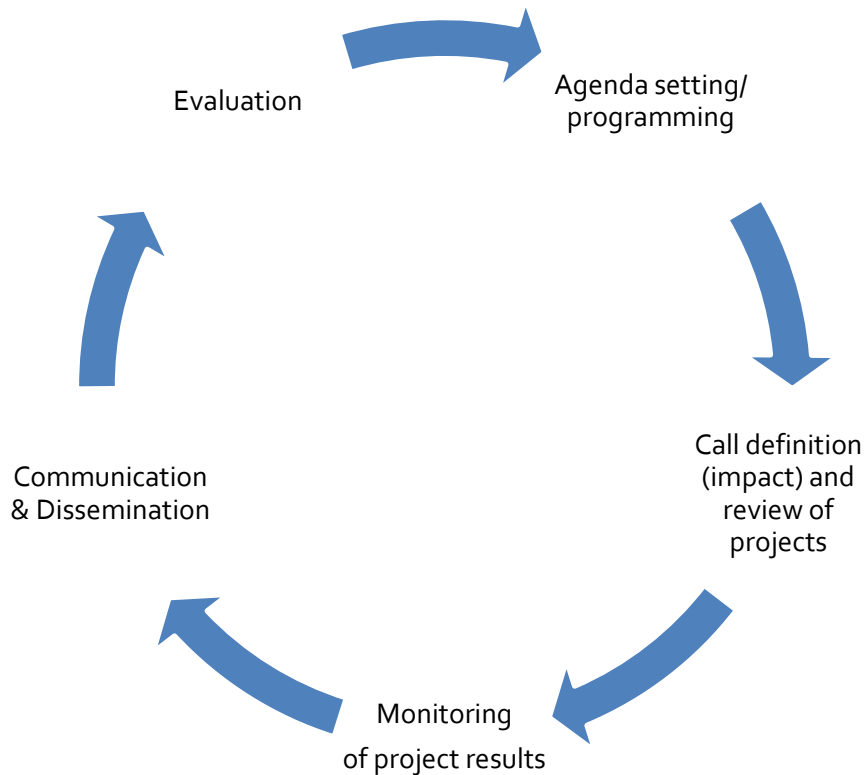
Research Area 1 Determinants of Diet & Physical Activity

Research Area 2 Diet & Food Production

Research Area 3 Diet & Chronic Disease



Participation of Stakeholders



Source: new economics foundation

Levels of part. on in stakeholder engagement

Inform

Consult

Involve

Collaborate

- To provide balanced, objective, accurate and consistent information to assist stakeholders to understand the problem, alternatives, opportunities and/or solutions.

- Promise:** we will keep you informed.

- Methods:**
Factsheets/ open houses/ News letters, websites etc

- To obtain feedback from stakeholders on analysis, alternatives and/or outcomes.

- Promise:** we will keep you informed, listen to and acknowledge concerns and aspirations, and provide **feedback on how stakeholder input influenced the outcome.**

- Methods:**
Public comment/ focus groups/ surveys/ public meetings/ web 2.0 tools

- To work directly with stakeholder throughout the process to ensure that their concerns and needs are consistently understood and considered

- Promise:** we will work with you **to ensure that your concerns and aspirations are directly reflected** in the alternatives developed and provide feedback on how stakeholder input influenced the outcome

- Methods:** Workshops/ deliberative polling/ web 2.0 tools/ forums

- To partner with the stakeholder including the development of alternatives, making decisions and the identification of preferred solutions.

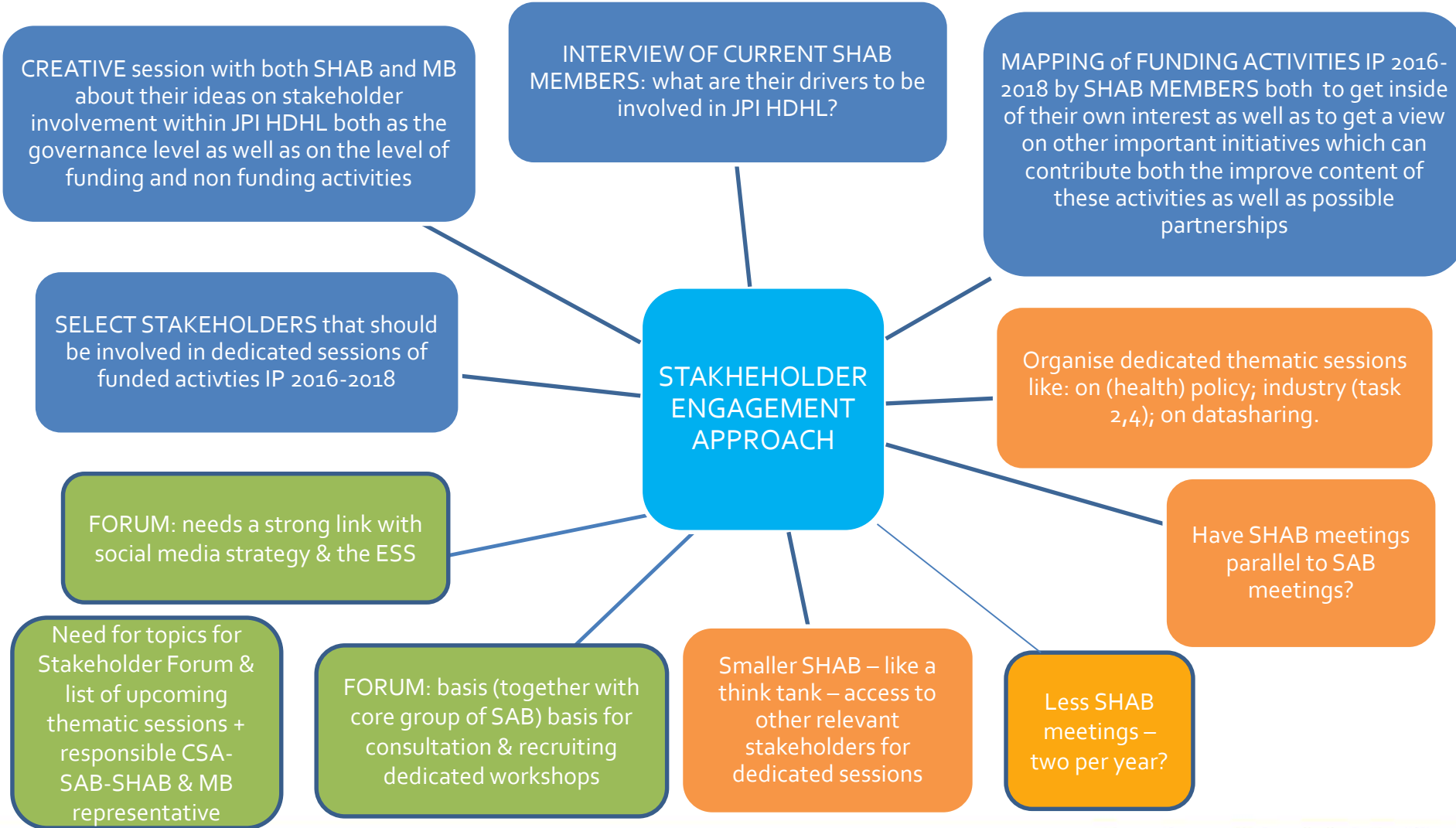
- Promise:** We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the outcomes to the maximum extend possible

- Methods:** web 2.0 tools/ reference groups/ facilitated consensus building forums for deliberation and decision-making/ experimental projects

CSA OBJECTIVES

- **Stakeholder Advisory Board**
 - Currently on the level consult and should be involved?
- **Stakeholder Forum**
 - Should be the basis of a variable geometry of stakeholders involvement?
 - Should be used for: consult & involve
- **European Alignment**
 - Map of relevant related initiatives
 - Need to differentiate
 - A. link with current Implementation Plan
 - B. link with non-funded goals of Implementation Plan
 - C. Other
- **Industry**

TOWARDS a Stakeholder Engagement Plan 2016-2018



Current state of play

- **Informing**
 - E-mail, newsletter, website
- **Consult**
 - Strategic documents, design of calls – especially in relation to impact
- **Involve**
 - Content of conferences, newsletter, visibility stakeholders event JPI HDHL and vice versa
- **Collaborate**
 - Fit4Food2030

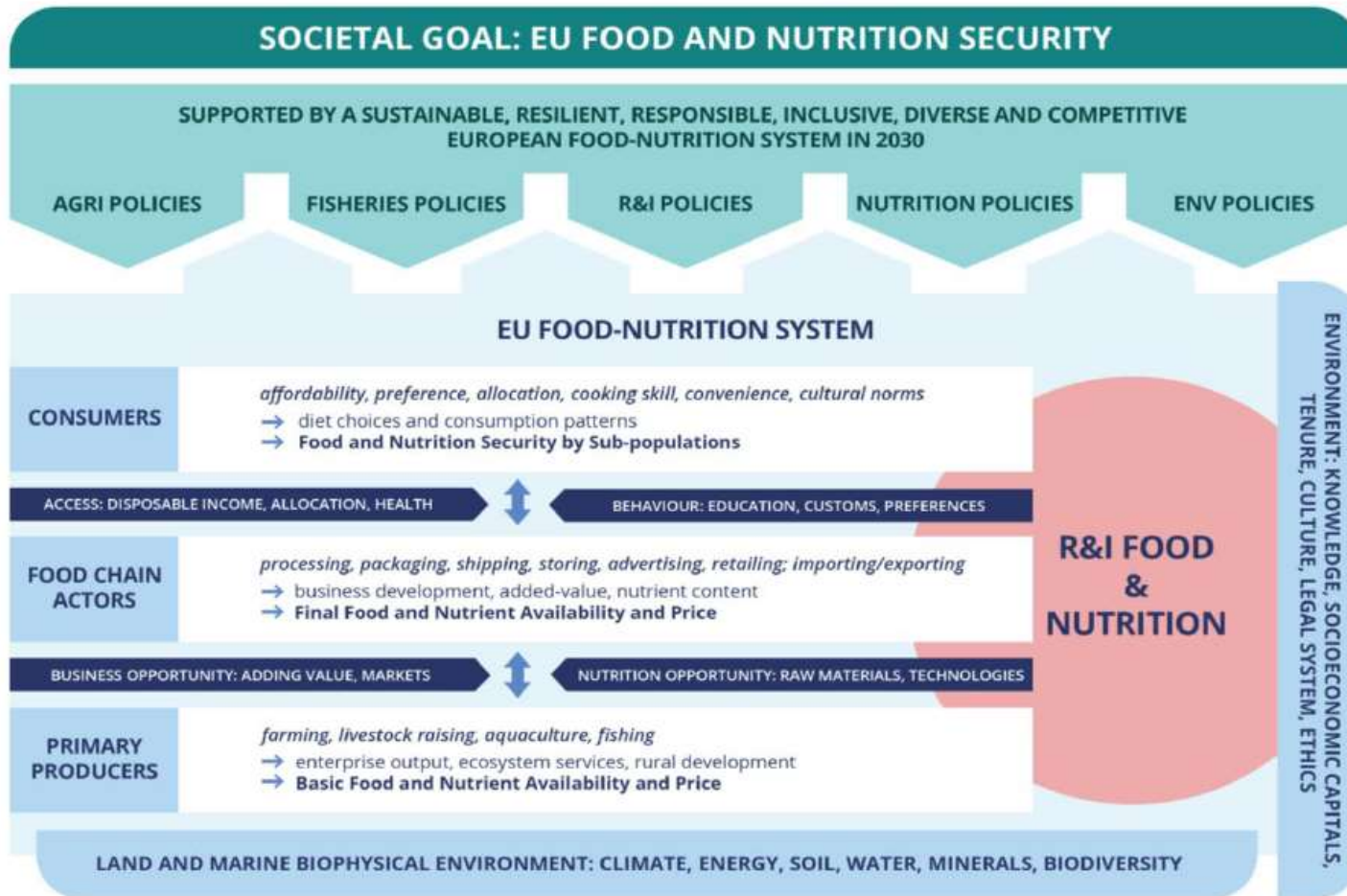
Fit4Food2030 Objectives

To establish a sustainable, balanced, multi-stakeholder, multi-level platform that will support the EC to further develop and implement the **FOOD 2030 policy framework and its action plan.**

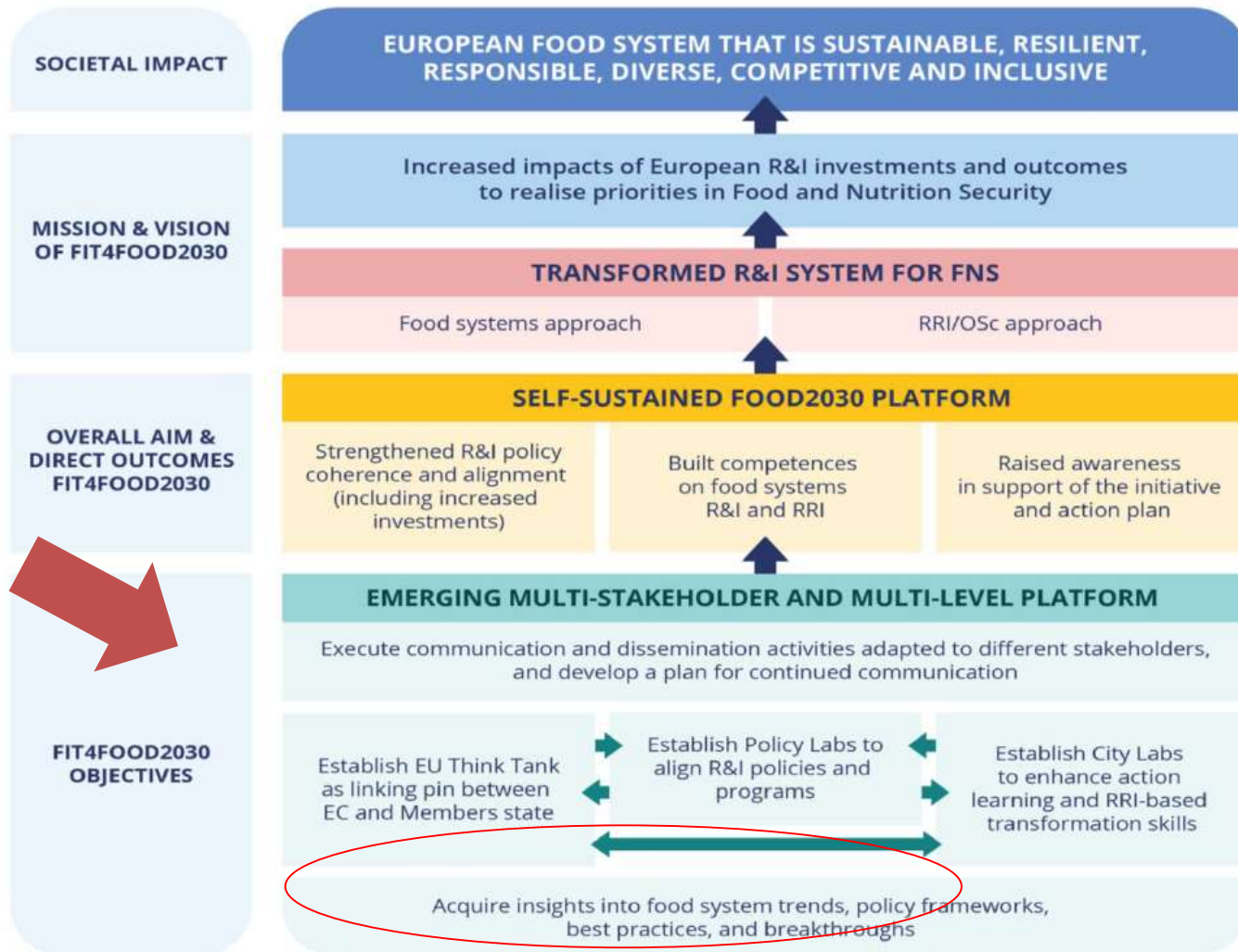
Specific objectives:

1. To develop three interlinked structures:
 - **An 'EU Think Tank'** that acts as a **linking pin between the EC and MS/AC**; and will have a global outreach.
 - **'Policy Labs'** that mobilize stakeholders in order **to align R&I policies and investment schemes,**
 - **'City Labs'** that develop and pilot **hands-on (in)formal trainings for students and professionals**
2. To acquire **insights into food system trends and related R&I policy frameworks, best practices (showcases) and future R&I breakthroughs;**
3. To execute **effective and targeted communication and dissemination activities** adapted to different stakeholders, as well as develop a **plan for continued communication** beyond the project.

Landscape of Food and Nutrition Security



Societal impact, mission & vision, overall aim and specific objectives



Central concepts and Challenges

Future-proof food systems

To become future proof, food systems need to become more sustainable, resilient, responsible, diverse, competitive and inclusive.

Research & Innovation (R&I) System

There is limited attention to societal impact, and little or no active involvement of civil society in the R&I process.

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Responsible Research & Innovation (RRI) and Open Science

The responsibility is distributed, which requires active participation of the various actors. Open Science aims to make scientific research, data and dissemination accessible to other scientists and all levels of society.

Science, Technology, Engineering, Arts, Mathematics (STEAM) including socio-economic science and humanities

Success will depend on our capability to educate a new generation of smart, confident, creative and entrepreneurial citizens able to reflect autonomously and critically.

Partners

Participant organisation name	Represented network	Participant short name	Country
Vrije Universiteit Amsterdam (Coordinator)		VU	Netherlands
Oslo and Akershus University College of Applied Sciences		HiOA	Norway
Austrian Institute of Technology		AIT	Austria
Fundacio Privada Institut de Recerca de la Sida-Caixa		IrsiCaixa	Spain
European Food Information Council		EUFIC	Belgium
Association Européenne des Expositions Scientifiques, Techniques et Industrielles		Ecsite	Belgium
Institut National de la Recherche Agronomique	FACCE JPI	INRA	France
The Research Council Norway	JPI OCEANS	RCN	Norway
The Netherlands Organization for Health Research and Development	JPI HDHL	ZON	Netherlands
FoodDrinkEurope	ETP Food for Life	F4L	Belgium
International Life Sciences Institute European Branch		ILSI	Belgium
Alma Mater Studiorum-University of Bologna	PRIMA	UniBO	Italy
Wageningen Research	SUSFANS	WEcR	Netherlands
EIT Food	FOOD KIC	EIT Food	Belgium
Municipality of Milan	MUFPP	CdM	Italy

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Why Research & Innovation Matters

