

INNOVATION FORUM

V EDITION

Bilbao | BEC

MAY,
18TH

Where Agrifood Mixes with Innovation

#FoodInnovationForum



"Still life made on Álvaro López's DNA"

Follow the event:
FACE-TO-FACE

BEC (BILBAO EXHIBITION CENTRE)
Calle el Retiro-48903 Barakaldo
Basque Country - SPAIN

EITFOOD

EIT Food is Europe's leading food innovation initiative, working to make the food system more sustainable, healthy and trusted. The initiative is made up of a consortium of key industry players, startups, research centres and universities from across Europe. It is one of eight Innovation Communities established by the European Institute for Innovation & Technology (EIT), an independent EU body set up in 2008 to drive innovation and entrepreneurship across Europe.

EIT Food aims to collaborate closely with consumers to develop new knowledge and technology-based products and services that will ultimately deliver a healthier and more sustainable lifestyle for all European citizens.

Presenter

Elvira Domingo, RIS Programme Manager at EIT Food South

INNOVATIONFORUM

Since its first edition in 2018, the EIT Food Innovation Forum has evolved and this year, in its fifth edition positions itself stronger than ever as a key event for professionals around the targeted nutrition world.

The traditional approach of the agrifood industry is going through a fundamental transformation. Therefore, the V EIT Food Innovation Forum gathers professionals from the entire value chain at the BEC in Bilbao to show how targeted nutrition will revolution the food industry.

Experts from the agrifood industry, researchers and agents of innovation will join to find the right solutions to the challenges that threaten the agrifood system. Do you dare to share your views?

MAY 18

**10.00-
10.15**

Welcome.

**10.15-
10.45**

Institutional Opening.

Speaker: **Begoña Pérez Villarreal**, EIT Food South Director
Bittor Oroz, Deputy Minister of Agriculture, Fisheries and Food Policy at Basque Government

**10.45-
11:15**

The Promise of Behaviour Change: How Products and Solutions Deliver on Health and Wellness.

The ability to deliver on health and wellness by designing successful behaviour change interventions is seeing as an all-time high demand. Digital tools hold the promise of delivering scalable, personalised, and timely behavior change interventions, but most have yet to showcase their effectiveness. Yet, some interventions designed to align with behaviour science are likely to deliver. This presentation will cover the status quo of achieving sustained behaviour change in consumers and address ways for industry players to forge ahead in the space. Using case studies, this talk will illustrate how companies can move from "nice-to-have" to "need-to-have" solutions by delivering value to consumers through measurable impact.

Speaker: **Harini Venkataraman**, Ph.D., Analyst at Lux Reasearch

**11.15-
11.50**

Agrifood and Health: prevention and personalisation for a healthier nutrition through artificial intelligence.

Increasingly unhealthy lifestyles are driving up the incidence of non-communicable diseases. Artificial intelligence has shown that it can help guide consumers to a healthier lifestyle and make them more acquainted managers when it comes to their health. AI in agrifood could personalised advice and active support to consumers. Analysing personal data and predicting what we need to do, can help us stay healthy or change our lifestyle. Through prevention and personalization, we will reduce the burden of disease.

Moderator: Lorena Savani, EIT Food Innovation Manager

Speakers: Ainara Llona Iraragorri, Cooperative member at EROSKI
Amparo Roca, COO at AI Talentum

**11.50-
12.35**

Round table – Healthy Ageing: consumer-oriented tools and solutions to promote healthy nutritional habits.

In the Europe of 2060, one in three inhabitants will be over 65. The form of consumption will therefore change, and older people will become the engine of the so-called silver economy. According to reports by the World Health Organization (WHO), most of the diseases that older people suffer are because of lack of a proper diet. Therefore, the role of nutrition to promote a healthy aging is very important to prevent NCDs and additional nutritious food sources are required to feed the growing population sustainably.

Moderator: Lorena Savani, EIT Food Innovation Manager

Speakers: Isabel Medina, National Coordinator of the Food Science and Technology area at CSIC
Robin De Croon, Postdoctoral Researcher at KU Leuven
Abir Jean Mehawej, co-Founder of BeYou
Alice Grønhøj, PhD Associate professor at Aarhus University

**12.35-
13.00**

Agile Innovation | Generating and Validating Innovative Ideas in Nutrition for the Silver Population.

Impacting health while addressing the needs of the silver community has become a priority in the nutrition field. This presentation will walk you through the outputs of the most relevant projects of the sector in this arena and will help you discover how personalised nutrition has become the new approach for supporting consumers' dietary choices and eating patterns.

Speaker: Lara Rodríguez, EIT Food South Project Manager
Prf. Javier Cremades Ugarte, BioCost- Portomuiños

**13.00-
13.30**

Intervention on Silver Economy: Elderly Population

Today, the market is filled with food choices for babies, toddlers, or people who exercise, and there is a lack of products that promote elderly to eat according to their personal nutrition needs. That is why we need to play an important role to support the commercialisation of nutrient-enriched foods for the elderly, along with services, tools and business models to help them make healthier choices based on their specific needs.

Speakers: **Barbara Bray**, PhD Researcher in Healthy Aging Nutrition

With the collaboration of [EIT Food Agrifood Futures Community](#)

13.30

Wrap-up&Closure.



EIT Food South

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