JOINT AGENDA CANVAS: Sustainable Food System

KEY PARTNERS

JAMK University of Applied Sciences (network secretary): theoretical sustainable food system, environmental research, education, networks (company, transnational) in research and education, smart farming and primary production, business development and entrepreneurship, digitalization and ICT, rural development

KRINOVA: networks to business (start-up environment) and academy, business development, innovation expertise, demo facilities, end-production, and product development

Vidzeme Planning Region: international networks and cluster organizations, project management and development, event organizing, development of policy documents.

SEI Tallinn: international and professional networks, contacts to policy level, high level research

Pärnu region: business development, national networks, communication channel between research and development.

What is the role of these partners?
Different roles based on the specific project or activity and division of tasks and responsibilities.

Which key resources and knowhow are we acquiring from partners?
Partner specific knowledge and expertise, partners contacts with the key stakeholders and target groups, experts, owners of research and innovation infrastructures, and potential external project partners,

KEY ACTIVITIES

What key activities does your value proposition require?

Transnational co-creation activities in the field of novel and sustainable food:

- Knowledge development and transfer
- Provision of proper expertise to companies, grounded in the companies needs analysis.
- Connection building (companies and RTDs; companies and companies)
- Workshops and other events with small tailor-made teams based on the specific challenges and topics of interest.
- Development and implementation of transnational cooperation projects, focusing on the food and bioeconomy areas (including topics related to product development, extraction of valuable compounds from various biomass, biorefinery, product and process life cycle analysis, sustainable food systems, sustainable packaging solutions, circularity, technology deployment for the added value of the products, sensory and taste qualities, market acceptance, consumer engagement and education, research and R&D cooperation)

Combination of online and offline activities (such as co-creation workshops, specific theme based informative workshops, forums and conferences, food innovation hackathons, match-making events, experience exchange visits)

VALUE PROPOSITION

What jobs are our target groups trying to complete? What pains do they experience when trying to achieve their goals?

Primary, main target groups:
1. **Food processing enterprises:**

Key interest areas:
- Innovation, product development.
- Extension of shelf-life of products.
- Find solutions and novel technologies for sustainable packaging.
- Introduce digital solutions and technologies.
- Extrusion of bioactive compounds from plants and their application in different food products.
- Fermentation technologies for plant-based products.
- Approaches on how to create awareness on plant-based protein products as 'stand-alone products.
- Regional, small scale testbeds to be developed to support enterprises in experimentation and testing of promising new products.
- Accessibility to research infrastructures
- Develop and introduce economically justified solutions for sustainable use of side streams (circular bioeconomy)
- Carbon farming (environment)

TARGET GROUP RELATIONSHIP

What relationship do the target groups expect us to establish and maintain with them?

→ **Knowledge transfer and bridge building**

Companies = access to valuable knowledge and proper expertise, accessibility to research and innovation infrastructures, testbeds, matchmaking.

Consumers = understanding and awareness rising on the food waste limitation, nutritional, health and taste qualities of the novel and improved food products.

Experts (research and technology providers) = relationship to business, knowledge, information on companies needs, research and technology validation, exploitation of research and innovation infrastructures.

Have we already established relationships with any of the target groups?
Yes, but we need to attract experts outside of partner areas and **outside of BSR**.

Aim to work primarily with companies of our regions and local consumers, but understand consumer needs, trends, and perceptions globally.

Secondary - companies and consumers from other regions

Experts – regions are not specified. Looking to attract best available experts in the selected fields (primarily – Europe)

TARGET GROUP SEGMENTS

Which target groups are we creating value for?

The main target group:

- Food processing companies (Marine, insects, dairy, plant based etc.)
- Consumers
- Research and technology providers

The resource we can offer:
Experts (value for experts)/ knowledge providers/education providers

Society, communities, NGOs, public sector, media.

What is our most important target group? Why?
Depends on the selected challenge around sustainable food system and on the specific project or activity.

Each target group can also be segmented, for example delivery of different tailor-made events to start-ups and established companies.

Goal is to connect all the target groups on a various level, but case by case activities/projects can be targeted only at one or two target groups (f.e. connecting only technology providers from BSR providing test infrastructure to improve/test new accessibility models, or f.e. connecting enterprises from marine

invested time and effort for the project/activity preparation and subsequent delivery, administrative resources.

Which key activities do partners perform?
Activates and partner roles and responsibilities are defined on a case-by-case bases, depending on the specific project or activity.

What activities are the most important for your target groups?

Direct communication between experts and companies

Online knowledge transfer: webinars etc. – preferred (time limits, easy access)

Practical tools

Practical work together with the companies, networking, testing, and prototyping - offline.

Monitoring of the food innovation and technology trends

Finding and connecting right expertise providers/ technology or infrastructure owners with the specific needs defined by the companies

KEY RESOURCES

What key resources does our network initiative require?

Time and hrs

Funding (less funding necessary if activities are fully online)

Actual functional networks (personal contacts, especially with experts in food technology and innovation)

Meeting platform for FIG

Up-to-date knowledge of selected topic (from partner organizations and our networks)

2. **Consumers:**

Consumers draw consuming trends - they are "experts" who decide whether new products will be accepted in the market

- Raising awareness regarding sustainability and health aspects of novel and plant (alternative protein) products, functional food, and drinks.
- Strategies and tactics to be used to identify modern consumer perception and requirements (taste, packaging etc.)
- Limiting food waste at consumers' side.
- Strategies to change food market and consumers' perception of plant-based and alternative proteins.
- Strategies to introduce niche products in Europe, other regions of the world (Asia, Middle East, North America, South America, etc.).

3. **Research and technology/ infrastructure providers**
- Expertise provision and research results validation.
- Accessible research and innovation infrastructure and related services.
- Sustainable business and operational models for the research and innovation infrastructure exploitation.
- Industry needs based research.
- Technology transfer and validation
- Testbeds, piloting

Good existing networks in the partner organizations (local, regional, national, and transnational).

What opportunities are there to reach new target groups? What efforts should we do to build the relationships? What resources are needed?
Need comes from the project level. Perhaps, more opportunities available with media and consumers.

CHANNELS
Through which channel does your target group want to be reached?

Teams for the FIG (documents, co-writing, meeting) Perhaps WhatsApp for events.

Biobord for communication to other network members.

What are the best channels for reaching our target groups?

Personal contacts (local approach), social media (FB, Linked In), phone and email.

What efforts should we do to use these channels? What resources are needed?
More effort to Linked In, relevant presentations (webinars) of selected topics annually etc.

and plant-based sectors for the experience exchange and transfer)

What differentiates our target groups? Do they have different expectations?
Companies = profit, knowledge, new ideas, more competitive products, access to infrastructure and related services

Experts in food technologies = knowledge and skills, research validation, better exploitation models of research and innovation infrastructure, peer to peer knowledge exchange.

Experts in other areas supporting food system stakeholders = projects and development, new industry collaboration partners

Society (consumers) = better quality food, traceability, sustainable products, tasty food, limited food waste, more sustainable and convenient packaging, increased knowledge on the nutritional and health qualities of the products and their impact on the environment.

	Branding of Biobord Network (competence, attractiveness, trust) = hub of expertise	**Secondary target group:** Policy makers dealing with sustainable food system in BSR.		

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Policy makers dealing with sustainable food system in BSR.

4. Resilient and efficient regional and local food chains
5. Better policies
6. Transparency in the food chain
   Data collection and data flow
7. Interaction between rural and urban food system stakeholders

How does our network initiative help them achieve their goals or solve their problems?

- Knowledge transfer and bridge building
- Accessibility to expertise and supporting infrastructure.
- Development and delivery of projects and activities, that act as a collaboration, co-creation, and innovation development platforms.
- Accessibility to the transnational network of networks connecting key target groups and facilitating transnational matchmaking in BSR and outside the BSR area.

What core value do we deliver to our target groups?

- Network of networks.
- Access to expertise (direct and indirect).
- Access to companies in several BSR regions
- Delivery of the professionally organized co-creation events and knowledge transfer.
- Accessibility to research and innovation/ piloting infrastructures and testbeds
- A formidable and recognizable platform and Biobord brand

COORDINATION OF THE INITIATIVE

Who is coordinating the initiative? Project or activity coordinator on case-to-case basis, in between - JAMK

Where can the partners follow and joint the initiative? (e.g., link to a topic on 'Biobord Network'): project calls define the need and activity areas, presented for other network members and for other contacts. **Upon invitations.**

What happens next? Are we looking for new partners to join the initiative? How are we involving our target groups to the planning?
FIG the basis of the co-operation, expanded case-by-case if needed.

Do we need desk studies or further need analysis?
After engaging target groups and narrowing down the project ideas. Consulting the key priority target groups first.

CONNECTION TO EUSBSR & EU frameworks

How are we responding to the priorities of PA Bioeconomy?

How are we responding to the priorities of PA Innovation?
Digitalization, new technologies
Resilience
Consumers
Networking
Transnational co-operation
Knowledge transfer
Climate change and environment
Open innovation
Co-creation
Circular economy

How are we responding to the priority areas of Interreg BSR 2021-2017?
Priority 1. Innovative societies:
1.1.   Resilient economies and communities

Priority 2. Water smart societies
2.2. Blue Bioeconomy

Priority 3. Climate neutral societies:
3.1. Circular economy