



IV EDITION **INNOVATION FORUM**

Bilbao | Bilbao | BEC

June, 16th & 17th

Where Agrifood Mixes with Innovation

#FoodInnovationForum

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**FACE-TO-FACE
& ONLINE EVENT**

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

*"Still life made on
a person's DNA"*





INNOVATIONFORUM

Since its first edition in 2018, the EIT Food Innovation Forum has evolved and this year, in its fourth 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 IV 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?

*Spanish simultaneous translation available

DAY 1

JUNE 16

10.00 **Welcome&Coffee**

10.15 **Institutional Opening**

Speaker: **Begoña Perez Villarreal**, EIT Food South Director

10.45 **Targeted Nutrition: Anticipatory Thinking for Food Industries**

What does the future hold? Anticipatory thinking helps to understand emerging newness and how it serves to imagine transformative futures. Across the world, there is clear evidence that a "one-size-fits-all" approach is no longer a dominant narrative in society, and nutrition is not different. Emerging signals everywhere point to a new narrative where nutrition and food are targeted to the individual rather than the masses. In this session, we will explore not only the methodology to anticipate the future, but also the specific narratives related to targeted nutrition.

Speaker: **Miguel Jimenez**, Strategic Foresight & Futures Anticipation, CEO & Founder of FFWD



11.15 **Round Table: Dietary guidelines & new food challenges for the 21st century: from healthy eating to precision nutrition.**

Obesity and other non-communicable diseases have become a global pandemic. With more than 1.4 billion adults and 40 million children being overweight and increasing (WHO), high-level policies are being created to change original structures and create a context in which people are less prone to maintain undesired behaviors. Therefore, public health needs to engage more actively in the shaping of policies that influence health to fight the new food challenges faced in the 21st century.

Moderator: **Lorena Savani**, Innovation Programme Manager at EIT Food

Speaker: **Sofía Pérez**, Directora de I+D+i at Calidad Pascual
Gregorio Varela, President of the Spanish Federation of Nutrition, Food and Dietetics Societies (FESNAD)
Javier Aranceta, President of the Scientific Committee of the Spanish Society of Community Nutrition (SENC) and President of the Royal Academy of Medicine of the Basque Country (RAMPV-EHMEA)

12.00 **Networking Coffee**

12.30 **Inspiring Talk: Personalised nutrition: the “why, what, and who”**

With well over a billion people around the world diagnosed with diet-related diseases, coupled with unsustainable healthcare costs, more effective and more affordable solutions are needed to prevent and manage these diseases. Personalized nutrition presents a high-potential mechanism to fulfill this dire need. In this session we'll explore the landscape of enabling technologies and players in this burgeoning space.

Speaker: **Thomas Hayes**, Analyst at Lux Research

13.15 **Nutrition: the most important factor for health**

✉ With the collaboration of EIT Food Agrifood Futures Community

Speaker: **Conor Kerley**, Founder and Chief Science Officer at Phytaphix

14.00 **Wrap-up&Closure**



15.00 -
17.00

Claim-it! Health and nutrition claims in the food & beverage industry
OPEN 100% ONLINE

Healthy nutrition is essential to reduce Non-Communicable Diseases (NCD), reduce child and adult obesity and to provide the necessary nutrients. We have different needs at different points of our life and thus, targeted nutrition is a must to improve the health of our society. However, often marketing strategies result in the use of nutritional claims that can be misleading for the consumers.

This workshop, designed to foster interaction between the participants, will give European SMEs working on the healthy food & beverage sector an overview of the challenges of aligning marketing strategies with the existing food labelling regulations.

After a plenary session on labelling and regulation with Erika, the team of Maldita Ciencia will guide us through some lies & facts hidden in the nutritional claims, and will encourage us to personalise a product for a given target group: food labelling out into practice!

Moderators: **Lara Rodríguez**, EIT Food Project Manager
Carmen Galindo, EIT Food Project Manager

With the collaboration of  **A H F E S**



DAY 2

JUNE 17

10.00 **Welcome&Coffee**

10.05 **Opening & Objectives**

Speakers: **Cristina Bescos**, EIT Health Spain Managing Director
Begoña Pérez Villarreal, EIT Food South Director

10.15 **Round Table: Microbiome & Nutritional Biomarkers to Promote Human Health**

The gastrointestinal tract consists of complex microbial communities and it is well known that gut microbiome plays an essential role in the food metabolism, immune response and various metabolic disorders. Understanding the relationship between food and the gut microbiota, their interactions, and how each modulates the other is critical for successful promotion of human health. Also, nutritional biomarkers are important tools to be employed to allow us to monitor our health. They can measure the presence or progress of disease, the effects of treatment, and can be good predictors of what the future may hold. We will have opportunities to listen the key players in the sector to get their opinion if the microbiome and nutritional biomarkers are good roadmap to optimal health.

Moderators: **Lorena Savani**, Innovation Programme Manager at EIT Food
Lilisha Burris, EIT Health Spain Education Project Coordinator

Speakers: **Chaysavanh Manichanh**, principal investigator, PhD at VIHR
Anthony Finbow, Chief Executive Officer at Eagle Genomics Ltd.
Abelardo Margolles, Senior Scientist at IPLA -CSIC

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11.00 **Closure**



ONLY FOR PARTNERS

EIT Food Targeted Nutrition Workshop - 100% ONLINE JUNE 17

11.15 Target Nutrition – Innovation Workshop

Revised Challenges for Future Calls & Strategy to deliver Long Term.

Speaker: **Lorena Savani**, Innovation Programme Manager at EIT Food

12.00 Networking Coffee

12.20 Brief introduction to the Workshop Session

12.30 Session 1 - Challenges

13.15 Session 2 - Roadmap to deliver Impact

14.00 Wrap-up&Closure



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.

EIT Food Projects

PERSFO.

 **Paul Finglas (QIB)**

Personalised nutrition advice through food service providers' applications by designing and testing a personalised recommender smartphone application (PERSFO app) that assists consumers using convenience food delivery services in the workplace make healthier diet choices based on the menu of the food service provider.

Sustained Energy Release Starchy Food Products.

 **Elien Lemmens**

Consumer-valued food products carrying health benefits on account of slow energy release based on innovative technologies, new ingredients and adapted processing. Consumption will reduce the risk of developing noncommunicable disease such as (childhood) obesity and type II diabetes.

SPIN.

 **Giovanni Dinelli**

Nutritional supplement based on natural antiviral ingredients to support the immune system in the fight against infection by SARS-CoV-2.

COVID19 BEAMitup.

 **Antonio Del Casale**

Diagnostic tool to improve on-site testing capacities of surfaces for the food industries to detect contamination or absence thereof, contributing to the security and resilience of the European agrifood system.

SureBic, SureChoc and Sure Bar – Incredo® Sugar.

 **Eran Baniel**

A new DouxMatok sugar-based technology (Incredo Sugar ingredient) have been developed to broaden its applicability to achieve a successful replacement of sugar technological functionalities in various products such biscuits, chocolate and cereal bars.





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With the collaboration of:



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EKONOMIAREN GARAPEN,
JASANGARRITASUN
ETA INGURUMEN SAILA

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