Improving the enabling environment and public awareness for innovations and fostering technology transfer in food sector—Outputs from CAPINFOOD and TRAFOON projects

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MAIN DATA OF THE PROJECT

Project title: Improving the enabling environment and public awareness for innovation in the South-East-European food sector through transnational collaboration

Project acronym: CAPINFOOD
Program: South East Europe Transnational Cooperation Programme
Priority Axis: Facilitation of innovation and entrepreneurship
Area of Intervention: Enhance the framework conditions and the pave the way for innovation

Project duration: 01/03/2011 - 31/08/2014
PARTNERS (1)

- Bay Zoltán Nonprofit Ltd. for Applied Research (BZN)  HUNGARY (Lead Partner)
- Campden BRI Hungary Nonprofit LTD. (CBHU)  HUNGARY
- Computer and Automation Institute of Hungarian Academy of Sciences (MTA SZTAKI)  HUNGARY
- Federation of Hellenic Food Industries (SEVT)  GREECE
- University of Milan, Department of Economics, Management and Quantitative Methods (UMIL)  ITALY
- National Institute of Research & Development for Food Bioresources (IBA)  ROMANIA
- Chamber of Commerce and Industry of Slovenia, Chamber of Agricultural and Food Enterprises (CCIS-CAFE)  SLOVENIA
PARTNERS (2)

- University of Plovdiv (UP) BULGARIA
- Gent University (UGENT) BELGIUM
- Faculty of Agriculture, University of Belgrade (UB) SERBIA
- University of East Sarajevo, Faculty of Technology (UES) BOSNIA and HERZEGOVINA
- Capital City Podgorica – Secretariat for entrepreneurship development (SED) MONTENEGRO
- Uzhhorod National University (UZH) UKRAINE
MAIN OBJECTIVES

- to improve the enabling conditions for food innovation:
  - by upgrading and developing food sector innovation
  - by capacity building of the institutions
  - promoting positive image of the innovation of the food sector in the public – by raising awareness of the benefits
  - through transnational collaboration.
Achieved results
National food innovation strategies

- Upgrading the existing ones or developing new ones where they do not exist

- Application of
  - food chain management approach
  - exploitation of opportunities in transdisciplinary collaboration with other sectors, particularly with ICT
  - collective research and networking methods

- Contribution to the government strategies
Tool: conceptual framework and method for development and upgrading of national food innovation strategies

- Conceptual framework for analysis
  - **Focus 1:** Innovation Supporting System (ISS) policy and innovation supporting instrument/service
  - **Focus 2:** Innovation practices in the food sector

- **Method:** Focus groups, SWOT – SOR analysis
Development of tools for capacity building (1)

- Development of training materials,
  - Food chain management including the chain approach of innovation ✓
  - Using ICT for fostering innovation ✓
  - Knowledge transfer and organising training courses ✓
- Trainings in 9 countries – train the trainers
  - Training the staff of project members ✓
  - Train the trainers courses for national institutions ✓
  - Running industry panels on one of the first 2 subjects ✓
Development of tools for capacity building (2)

• Development of guidelines
  — to establish dialogue with policy makers ✓
  — Collective innovation generation and supporting services through industry panels ✓
  — ICT solutions for enhancing innovation in the food sector
• Development and operation of a knowledge portal (in progress)
• Final recommendations
  — for institutions, policy makers, intermediaries, industry
Guideline on collective innovation generation services

• Common methodology for operating industry working groups / panels
  – collective learning, learning from each other, developing project concepts in the pre-competitive phase of innovation
  – testing, verification of the method industry panels on 1 subject (Chain management or Using ICT)
The main finding is that the higher degree of vertical and horizontal networking among the all stakeholders in the food chain is necessary.

The introduction of modern production processes following the market demands should be of great importance.

It should established the regulations and standards that are lacking and harmonized the existing ones with Europeen, which sould be done by the experts.
Pilot model for provision of innovation management and supporting services

- For institutions to assist SMEs
- Service manual, procedures on (under testing in 3 countries)
  - project management
  - business plan preparation
  - business model development
  - marketing
  - innovation financing
  - IPR protection
- Training material, training
- Pilot testing in 3 countries
- Study tours for 6 countries
Further communication:

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General Information

- **Name:** TRAFOON

“Traditional Food Network to improve the transfer of knowledge for innovation”

- **Period:** 01.11.2013 – 31.10.2016
- **Project duration:** 36 months
What SMEs would need:

- **Information which are structured according to their needs:** Products - Problems - Solution - Innovation
- **Lowering the barrier for getting the information:** Easy to access first contact in the own language

The food industry of European countries is consists mainly of SMSs
The low level of distribution of knowledge between research and industry
Scope

• TRAFOON is a network of research institutions, technology transfer agencies and SME associations and covers the value chain of four groups of traditional food products based on:

  • Grain
  • Fish
  • Vegetables and Mushrooms
  • Fruits and Olives

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Definition of Traditional Food

• TRAFOON defines Traditional Food as:

“Food which is produced according the gastronomic heritage by at least three generations, which shows specific feature(s) that distinguish it clearly from other similar products of the same category in terms of the use of ‘traditional ingredients’ (raw materials of primary products) or ‘traditional composition’ or ‘traditional type of production and/or processing method’. Furthermore it is associated with a certain local area, region or country.”
Main Objectives

1. Improvements in technology transfer to SMEs producing and processing traditional foods:
   - For improved food quality, safety and environmental performance
   - Stabilized production protocols
   - Correct use of IPR, European food law, use of labels, marketing, product development strategies

2. Development of strategic research and innovation agenda for traditional foods responding to the needs of all stakeholders.

3. Stimulation of entrepreneurship among food researchers, commercial take-up of food R&D results, and entrepreneurial networking.
The TRAFOON Network

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Cooperation with associations

FoodDrinkEurope

ISEKI Food Association

Eucofel European Fruit and Vegetable Trade Association

EBN European Business & Innovation Centre Network

FEAP Federation of European Aquaculture Producers

CITOLIVA Technological Centre for Olive Farming and Olive Oil

NBC Nederlands Bakkerij Centrum
Website

http://www.trafoon.eu/
Thank you for your attention!

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