

WORKSHOP

CLAIM IT! HEALTH AND NUTRITION CLAIMS IN THE FOOD & BEVERAGE INDUSTRY

online | 16 June 2021 | 15.00 h

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organised in the framework of the project

*AHFES - A quadruple helix Atlantic Area healthy
food ecosystem for growth of SMEs*



This project has been co-funded by the European Regional Development Fund (ERDF) through the Atlantic Area Programme, under the subsidy contract EAPA_1071_/2018 AHFES.

ABOUT THE WORKSHOP

Healthy nutrition is essential to reduce Non-Communicable Diseases (NCD), reduce child and adult obesity and to provide the necessary nutrients. We all 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 Elika (the Basque Agency for Food Safety), 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 put into practice!

This workshop is organised by EIT Food CLC South, partner of the AHFES Project in Spain.



Moreover, Participants in the AHFES workshop will be entitled to attend **EIT Food IV Innovation Forum** on targeted nutrition which will bring together the most innovative targeted-nutrition projects and experts and will talk about the future of targeted nutrition and how new trends will transform the sector in the upcoming years. See the agenda [here](#).

AGENDA

- 15.00 h** **Welcome & Introduction to the workshop [EN]**
Lara Rodríguez | *EIT Food Project Manager*
- 15.10 h** **AHFES: Project presentation [EN]**
Carmen Galindo | *EIT Food Project Manager*
- 15.25 h** **Food labeling & regulations [ES]**
Eduarne Gantxegi | *Elika*
- 15.50 h** **Networking coffee**
Conversation starter platform | *1:1 session at demand*
- 16.10 h** **Lies & facts in nutritional claims [ES]**
Laura García Merino | *Maldita Ciencia*
- 16.30 h** **Design thinking session: claims put into practice [EN]**
- Introduction to the tools and methods
 - Working groups on personalising products for a target group
 - Presentation of results
- 17.15 h** **Workshop wrap-up & Closure [EN]**
Lara Rodríguez | *EIT Food Project Manager*

Note: This event reflects only the views of the project partners, the Atlantic Area programme authorities are not liable for any use that may be of the information contained herein.

ABOUT AHFES PROJECT

The Atlantic Area Healthy Food Ecosystem Project (AHFES) aims to improve the overall competitiveness and growth of small and medium sized enterprises (SMEs), based within the Atlantic Area region, who are involved in the healthy food, drink & lifestyles sector.

The project works across Wales, Northern Ireland, France, Portugal, Ireland and Spain to promote an innovation ecosystem to support businesses in those regions to offer consumers healthy food, drink & lifestyle options.

Funded by Atlantic Area Fund INTERREG (subsidy contract EAPA_1071_/2018 AHFES), the AHFES project is based on the ethos of a “quadruple helix” ecosystem approach; meaning it embraces industry and commercial businesses, academic and government organisations and the consumers and citizens of the regions involved.

If you are an SME who is interested in innovation, reformulation and new product development in the healthy food, drink and lifestyles sector, the AHFES project is offering training and services to support you in aligning the products and services of your business to the needs and expectations of consumers. Applying what you learn can help improve the opportunities to generate successful sales.



For further information : www.ahfesproject.com | hello@ahfesproject.com