

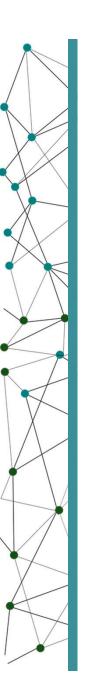


Best practices on H4 co-operation for innovation and growth

AHFES Final event – February 7th 2023

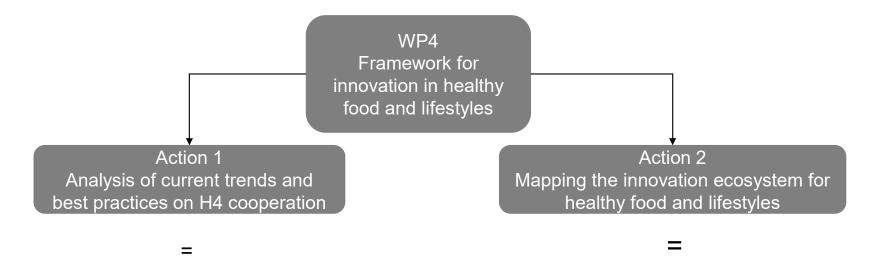
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WP4 (Valorial lead)



HOW do the 4H actors cooperate to innovate in each region?

- Identify the best practices (current trends/policies in each regions & different types of cooperation used)
- 8 regional success stories

WHO takes part to this ecosystem?

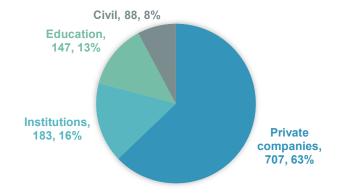
- List of 1125 specialised actors (4H) in the AA
- Resources and capabilities
- Identify lacks and needs





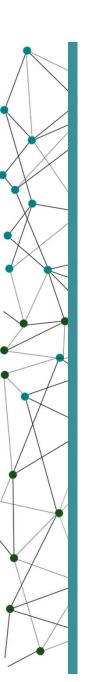
Main lessons learned after mapping the 4 Helixes, specialised actors in Healthy food ecosstem

REPRESENTATION OF THE 4 HELIXES IN THE ATLANTIC AREA HEALTHY FOOD INNOVATION ECOSYSTEM



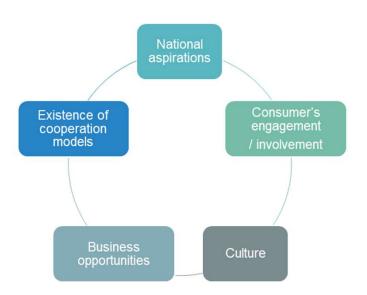
Main lessons learnt:

- 1- Predominance of the private companies in the Healthy Food ecosystem
- 2- Obvious lack of civil society actors in the ecosystem



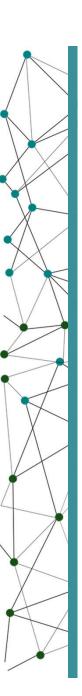


Main lessons learned after mapping the 4 Helixes, specialised actors in Healthy food ecosystem



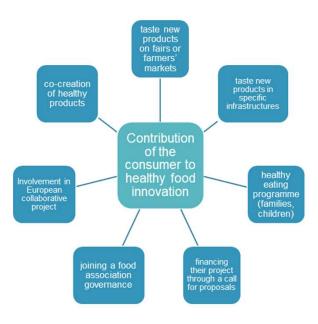
Main lessons learned:

3- Five main drivers that motivate the 4H to collaborate together





Main lessons learned after mapping the 4 Helixes, specialised actors in Healthy food ecosystem

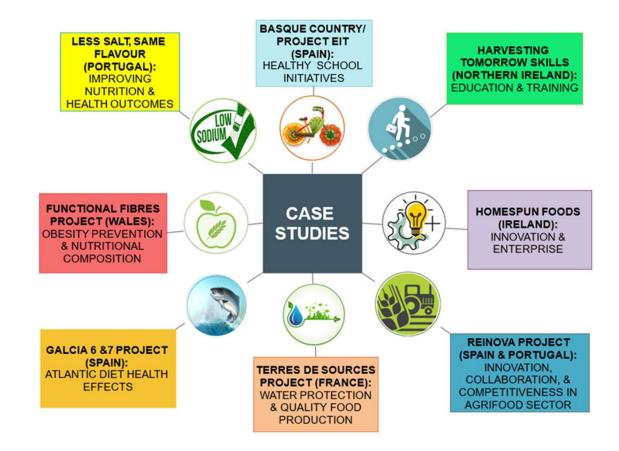


Main lessons learned:

4- Regional good practices where the consumer helix is asked by another helix to contribute to a healthy food innovation project

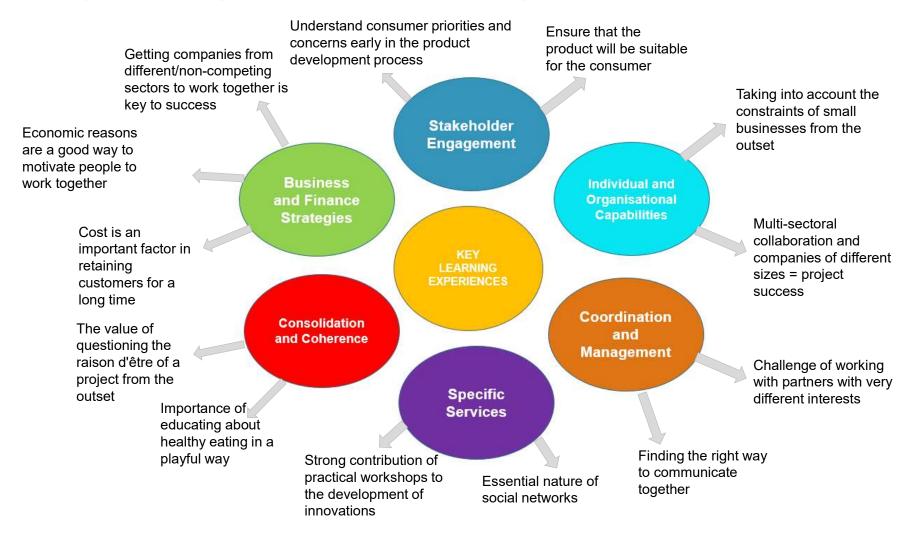


- 1- reduce obesity by improving nutritional quality and increasing physical activity (x5)
- 2- strengthen the protection of water resources and develop new agricultural and food sectors
- 3- recruiting and building skills for future healthy food innovators
- 4- innovation support services to improve the competitiveness of small businesses





Key learning experiences arising from innovation cooperation





Key suggestions for future cooperation and innovation

Personal recommendations are critical to being considered and invited to take part in collaborations; being known to be a valuable collaborator is the best way to secure participation in future projects.

Maintaining and developing collaborative strategies to mitigate against skills and recruitment challenges that will result from any new political arrangements.

Lessons learnt and results that have been successfully achieved from this project will contribute to further promote and strengthen the cooperation dynamics between different partners both in the organisation and outside it.

Mass distribution actors should be implicated and be part of the consortium of partners from the beginning of the project. Pioneers would be necessary to raise awareness among consumers and open the dialogue between them.

Finding ways to train, upskill or mentor food and drink SMEs in research, development and innovation will help to embed these skills and make them more likely to be willing to participate in collaborative projects.

It would be of benefit for project timelines to be reflective of the TRL at which the project will commence, project complexity and the scale of the technological and innovation challenge involved in delivering a project.

> Perhaps a more SME-friendly approach to funding could be developed with advance payments made to help mobilise collaborative activity and support the cash-flow position of participating SMEs.

Explore a strategic engagement with the economically inactive.

Looking at developing support for return to work or a bridge to full employment programme for inactive and part time workers.

Developing,
Maintaining &
Co-ordinating
Collaborative
Relationships

Future Cooperation & Innovation

> Recruitment, Career Advancement, Benefits & Support

Fostering
Awareness of
Supports &
Improving
Communication
Strategies

New employee pipeline development by increasing visibility of the sector outside of normal recruitment channels is needed.

Driving apprenticeships and academies and investing in their workforce. Helping to provide the image of an employer who looks after their employee and thinks of them as a vital component of their business.

Going forward, focussed networking would be very valuable so that people working in adjacent fields can explore the potential for collaborations in advance of opportunities for cooperative projects arising.

Promotion of the supports available from government and further education bodies needs to be improved; with more effective communication of the assistance that is available and guidance on how to access it.

The network must continue to challenge the thinking of the sector and provide feedback on potential new approaches to recruitment and staff retention.

The need to enhance project communication, which can help to disseminate and deliver the message to the population. It is essential to invest in a communication plan aimed at both companies and the national population.

In the new competitive employment marketplace, companies in the sector must become an "employer of choice" through better people management,

Strategic

Planning

& Objectives

career development, or by offering transport and flexible hours.

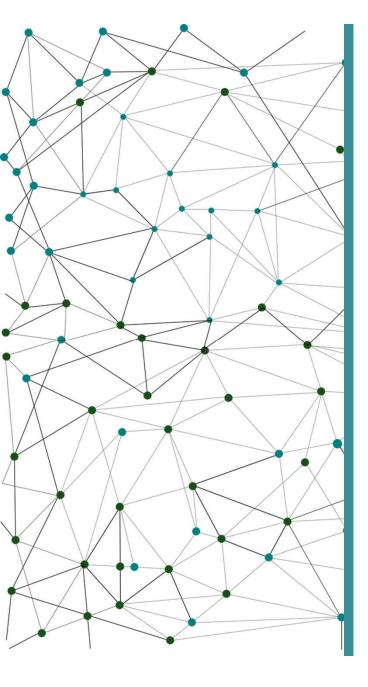




Conclusions and recommendations

European regions are trying to improve the competitiveness of regional industry by designing and implementing innovation cooperation policies and measures focused on sustaining population health, but :

- Need to align regional resources to work in joint strategic directions.
- More dissemination and transfer of highly successful innovation practices is necessary
- Research institutes and universities need to continue to embrace innovation in the healthy food sector, and interact with businesses
- Consumers are to be seen primarily as citizens and not consumers or customers.
- All the actors from the **4H have to perceive themselves as co-actors** to make European companies more competitive and sustainable, while improving the wellbeing of European citizens.







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