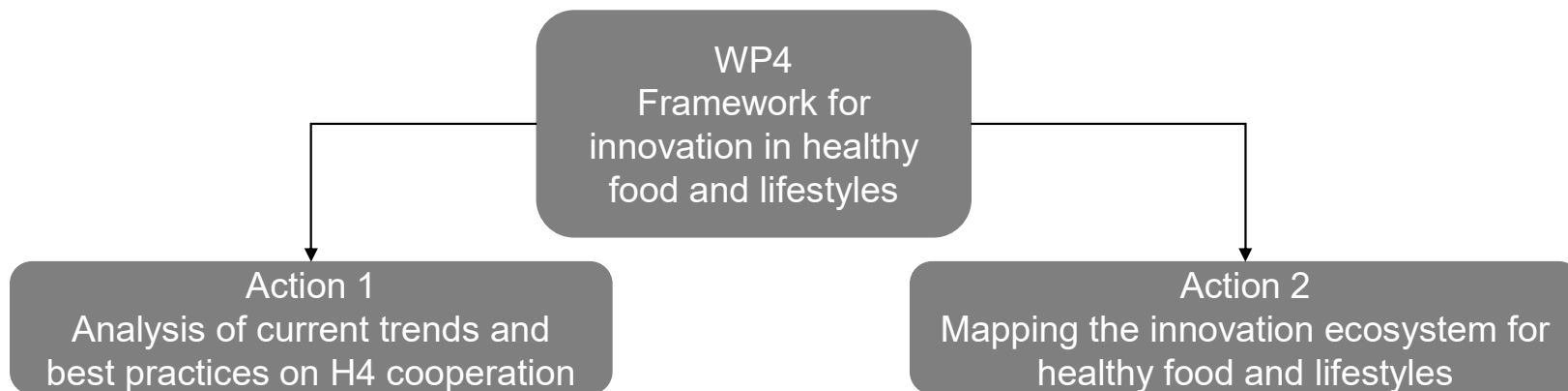


Best practices on H4 co-operation for innovation and growth

AHFES Final event – February 7th 2023

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WP4 (Valorial lead)



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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

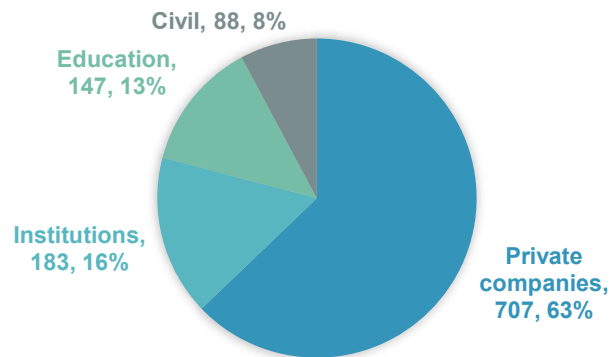
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WHO takes part to this ecosystem?

- 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 ecosystem

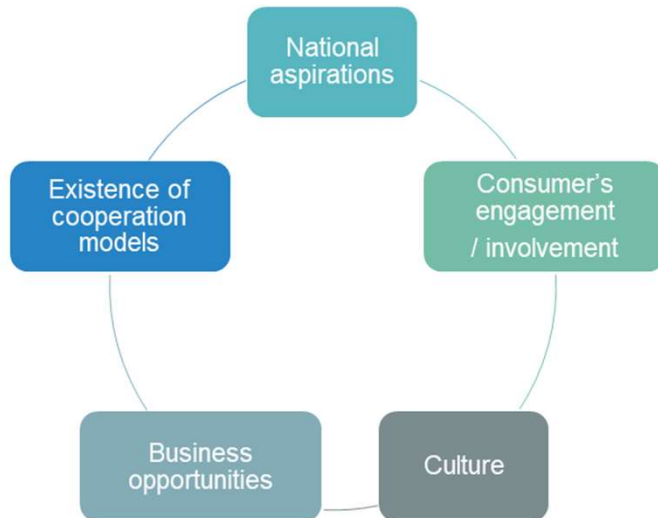
REPRESENTATION OF THE 4 HELIXES IN THE ATLANTIC AREA HEALTHY FOOD INNOVATION ECOSYSTEM



Main lessons learnt :

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

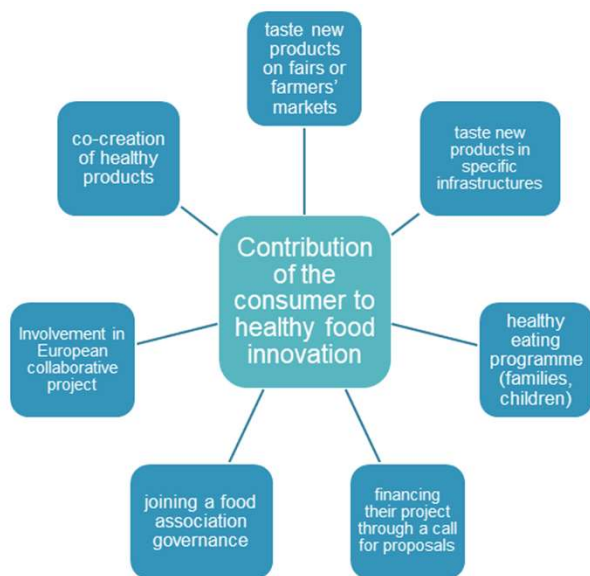
Main lessons learned after mapping the 4 Helixes, specialised actors in Healthy food ecosystem



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

Eight case studies to understand how the 4H cooperate to innovate in Healthy food

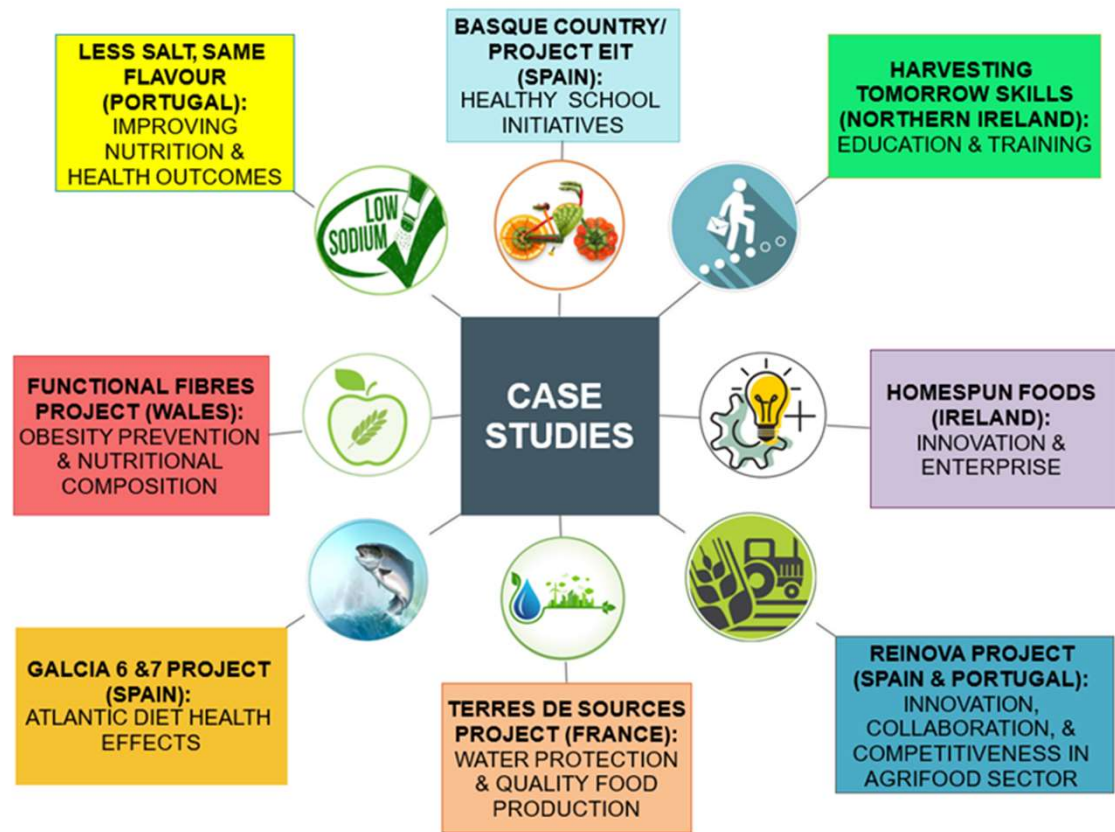
4 challenges:

1- **reduce obesity** by improving nutritional quality and increasing physical activity (x5)

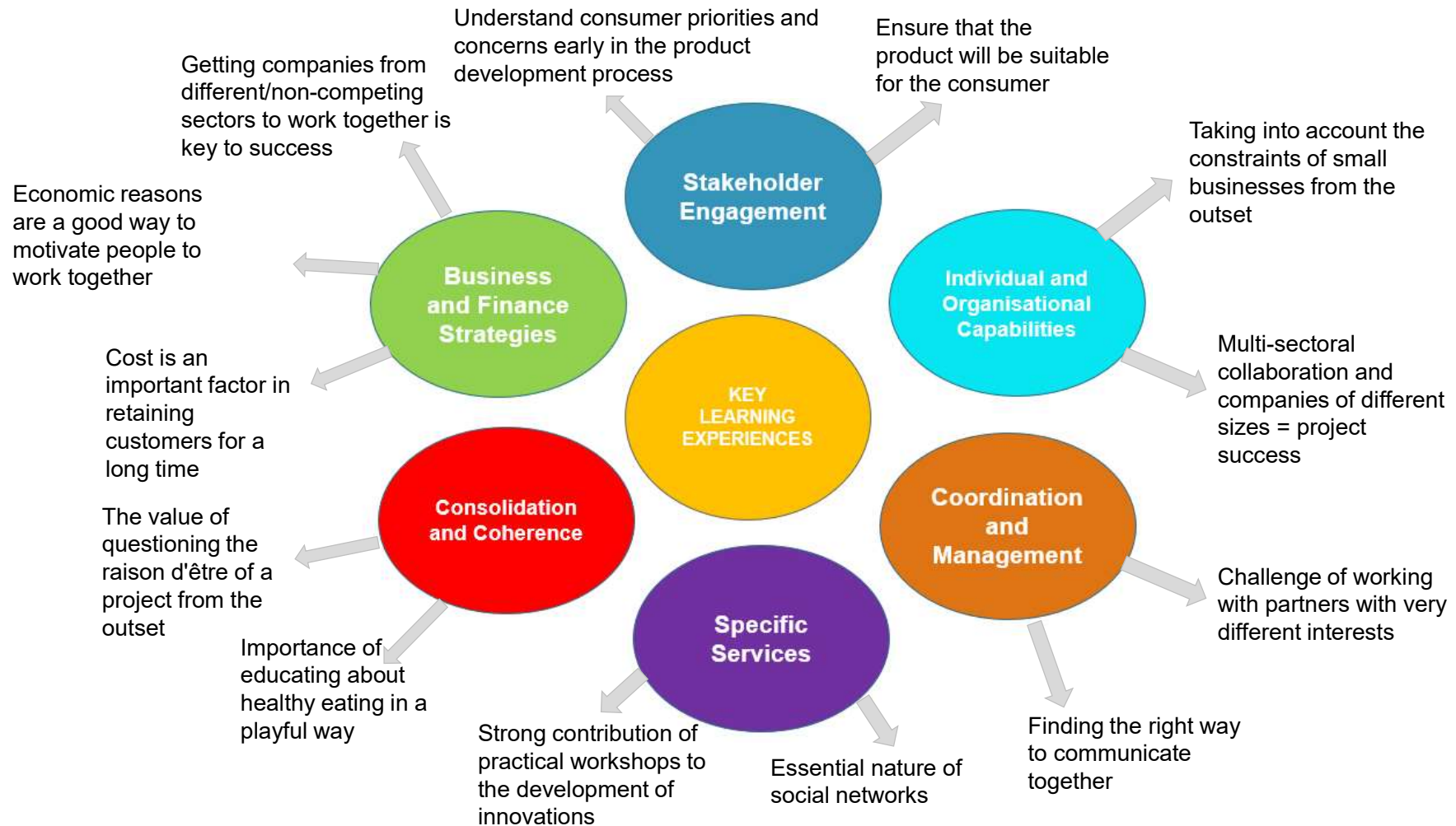
2- strengthen the protection of water resources and develop new agricultural and food sectors

3- recruiting and building skills for future healthy food innovators

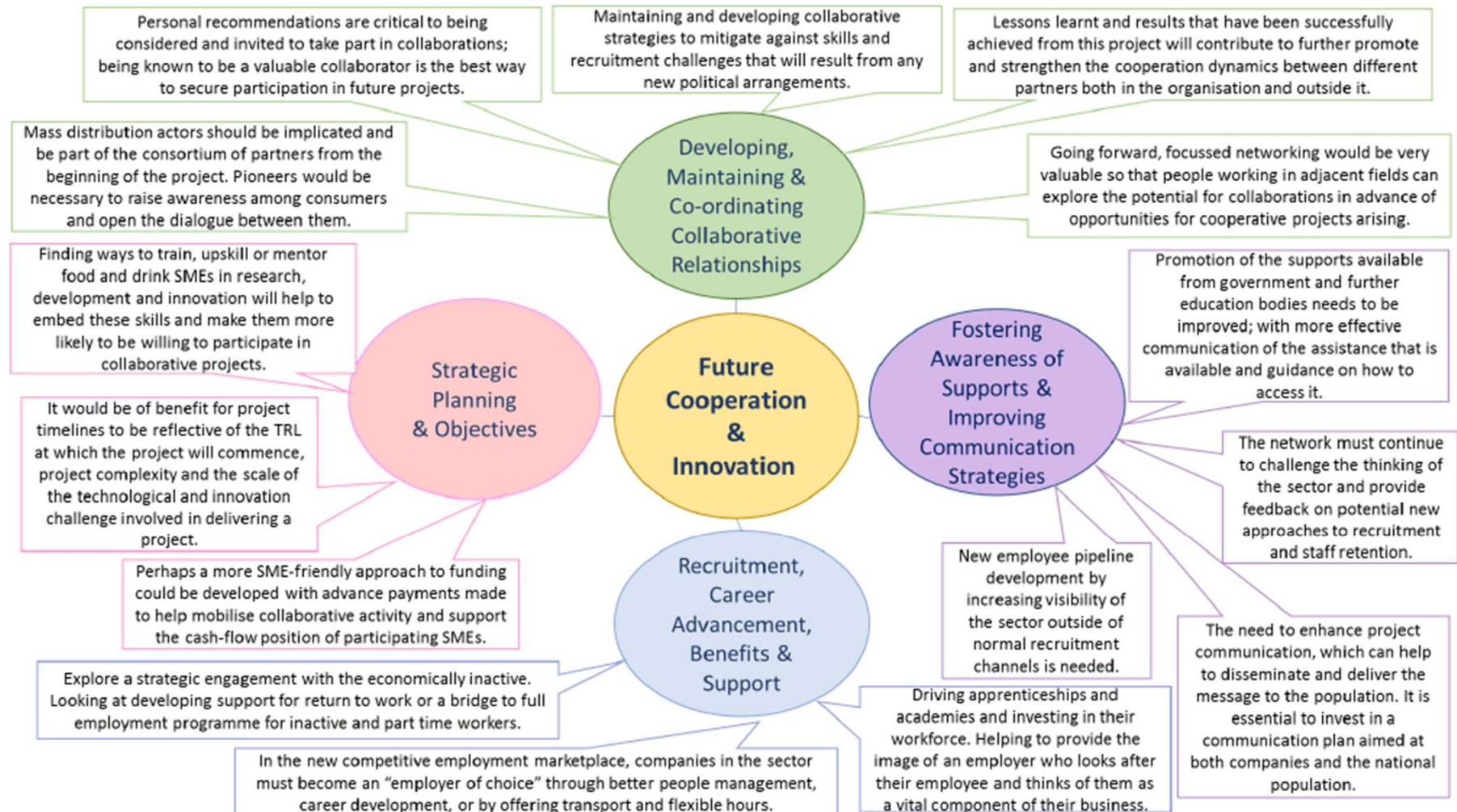
4- innovation support services to improve the competitiveness of small businesses



Key learning experiences arising from innovation cooperation



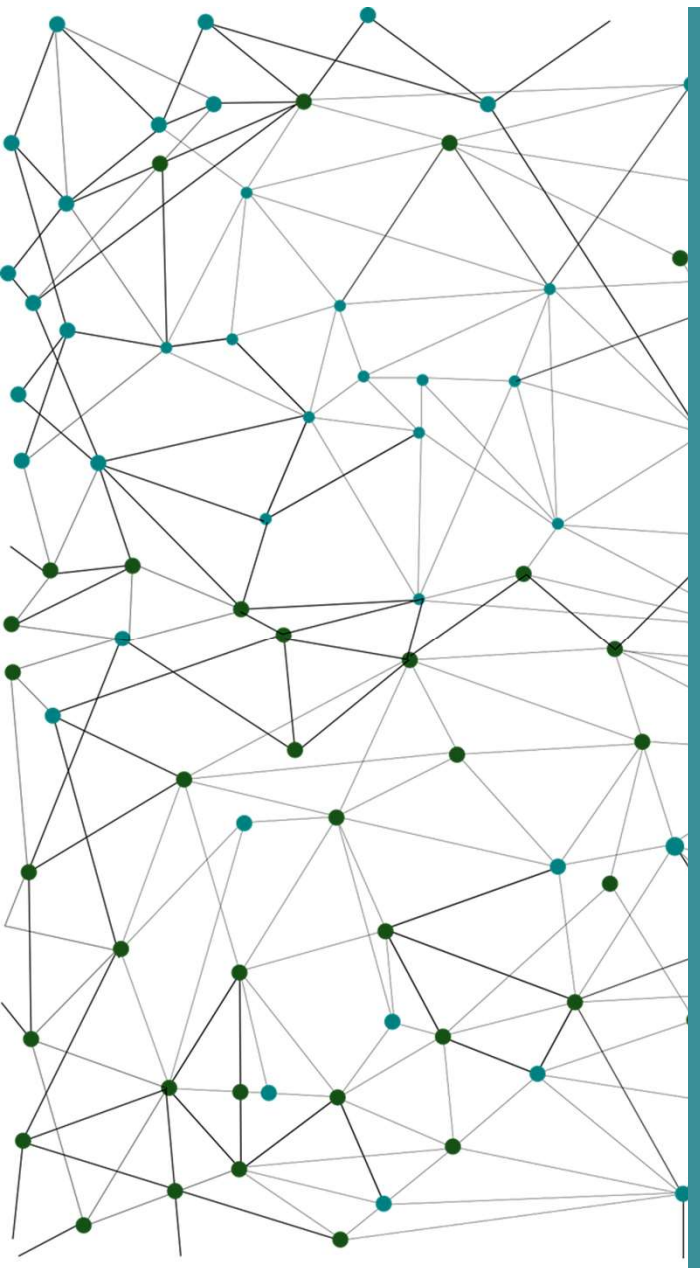
Key suggestions for future cooperation and innovation



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.



 **Interreg**
Atlantic Area
European Regional Development Fund



 **A H F E S**

**Thank
You**

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