

RECOMMENDATIONS FOR INVOLVING HEALTHY FOOD AND LIFESTYLES CONSUMERS IN INNOVATION

NEW COOPERATION PATTERNS TO IMPROVE KNOWLEDGE OF THE CONSUMERS HÉLIX

- Creation of cooperation models really involving civil society and consumers.
- As cooperation models are to be created by Regional, National and European institutions, these ones have to be convinced of the necessary cooperation with the 4th helix of civil society that has to be an aspiration for them.

BRIDGING THE GAP BETWEEN WHAT CONSUMERS SAY AND DO

- Initiate or increase listening and observation initiatives of the consumer to better understand their expectations, its current and future uses and thus better innovate.
- Make better use of social networks which offer real opportunities to interact with consumers.

GOOD TOOLS AND PRACTICES TO MORE ENGAGE CONSUMERS IN INNOVATION

GENERATION OF IDEAS

AT THE FIRST STAGE OF THE INNOVATION PROCESS, IDEAS CAN BE GENERATED IN RELATION WITH CONSUMERS' ASPIRATIONS THANKS TO MARKET AND TRENDS' STUDIES, BUT ALSO THROUGH THE GOOD OR BAD SALES EXPERIENCED BY THE AGROFOOD COMPANIES



CHOICE OF CONCEPTS

CONFRONTING THE CONCEPT TO CONSUMERS IS A GOOD WAY TO VALIDATE ITS RELEVANCE, AND ITS DEVELOPMENT

DEVELOPMENT & MANUFACTURING

INTERACT WITH CUSTOMERS IN THE STAGE DEVELOPMENT TO ENSURE THAT THE PRODUCT CORRESPONDS BEST TO HIS EXPECTATIONS IS A PRACTICE THAT CAN BE USED.



GOOD PRACTICES TO MORE ENGAGE CONSUMERS IN INNOVATION

