



**WELCOME!**

**WELCOME TO:**

## Joint Secretariat

### PROJECT PARTNERS (PP)

1. University College Absalon, DK
2. Lund University, SE
3. Rostock University, DE
4. Aarhus University, Faculty of Science and Technology,  
Department of Agroecology, DK
5. Zealand Institute of Business and Technology, DK
6. Swedish University of Agricultural Sciences, SE
7. Aalborg University, Food Studies, DK



### ASSOCIATED PARTNERS (AP)

1. FoodNexus Nordic / University of Copenhagen
2. Future Food Innovation - Agro Business Park
3. Skåne Food Innovation Network
4. Corporate Service, Region Zealand
5. Nordic Seed
6. DanSeed
7. State Research Centre of Agriculture and Fishery in Mecklenburg-Western Pomerania
8. Prolupin GmbH
9. Association of Polish Communes of Euroregion Baltic
10. Natureef Association
11. Association "Milk Road"
12. Kaunas University of Technology

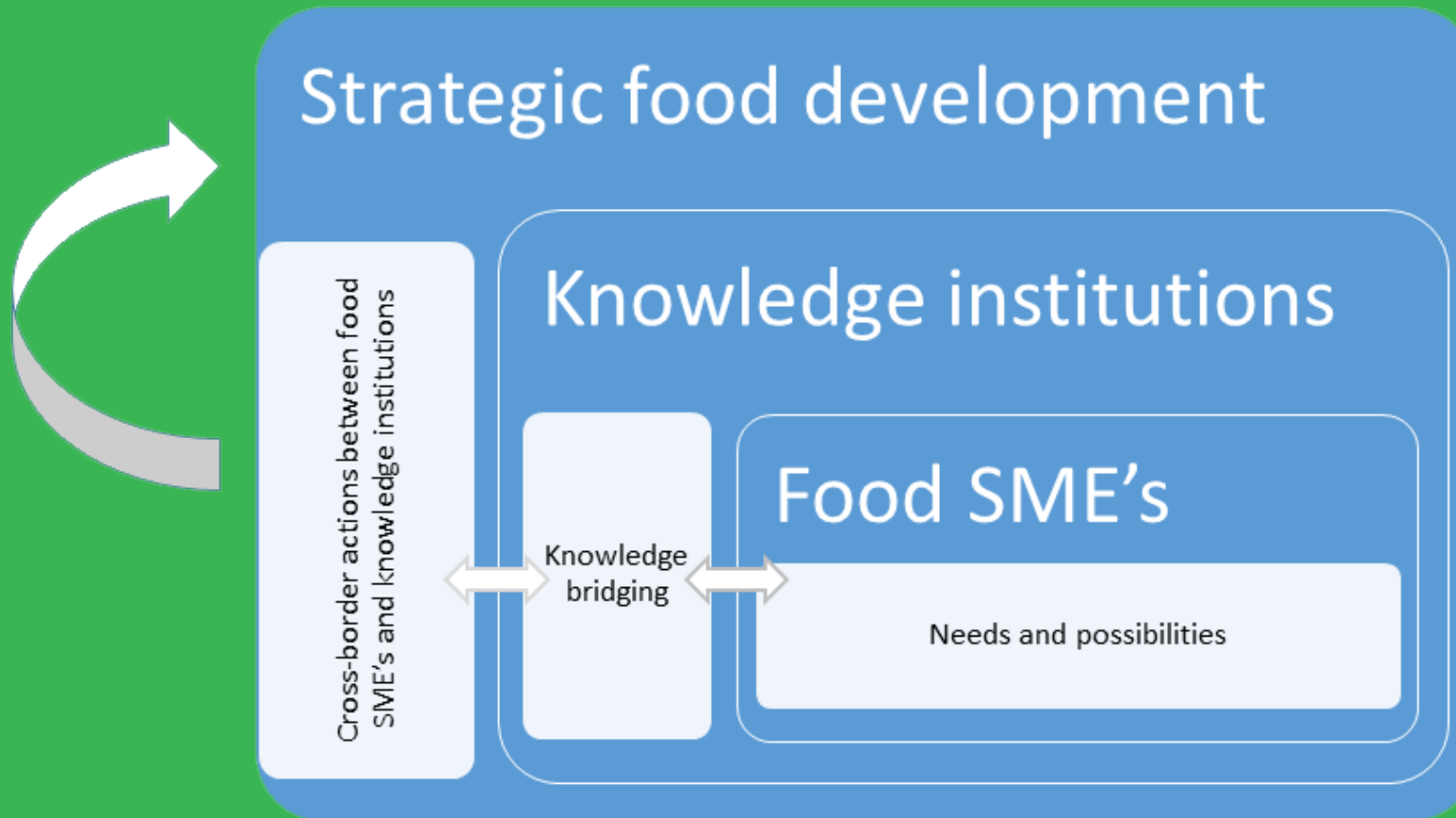
## The Project application development: Outcomes from Innovation Camp at Ledreborg, DK



# The Project approach: Knowledge bridging



# The project approach – strategic food development





# FOOD INNOVATION CAPACITY IN SMEs IN THE SOUTH BALTIC REGION

# Innovation definitions OECD (radical or incremental)

## Product innovation:

A good or service that is new or significantly improved. This includes significant improvements in technical specifications, components and materials, software in the product, user friendliness or other functional characteristics.

## Process innovation:

A new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software.



## Organisational innovation:

A new organisational method in business practices, workplace organisation or external relations.

## Marketing innovation:

A new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing.

<https://www.oecd.org/site/innovationstrategy/defininginnovation.htm>

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# Food innovation in an integrated valuechain:

## Primary production

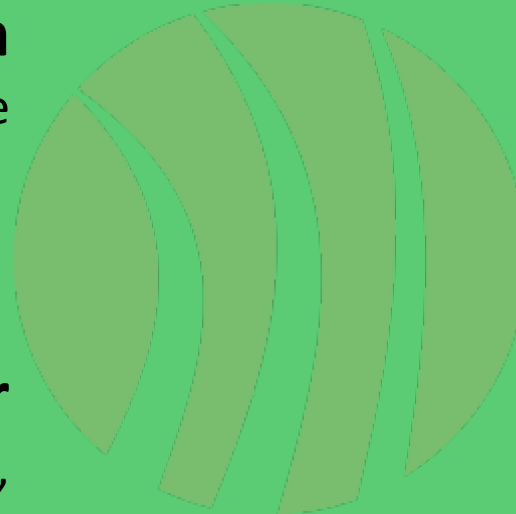
Agriculture, fishing, horticulure

## Research & Innovation

Research, education & couns. institutions

## Gastronomy & the Consumer

Retail, consumers, restaurants, authorities,  
tourism & other related industries



## Ingredients Industry

Prod of enzymes, cultures, other

## Processing Industry

Prod of food, beverages, animal food

## Food Technology

Prod of machines, technology & equipment

Adopted from FoodNationDenmark

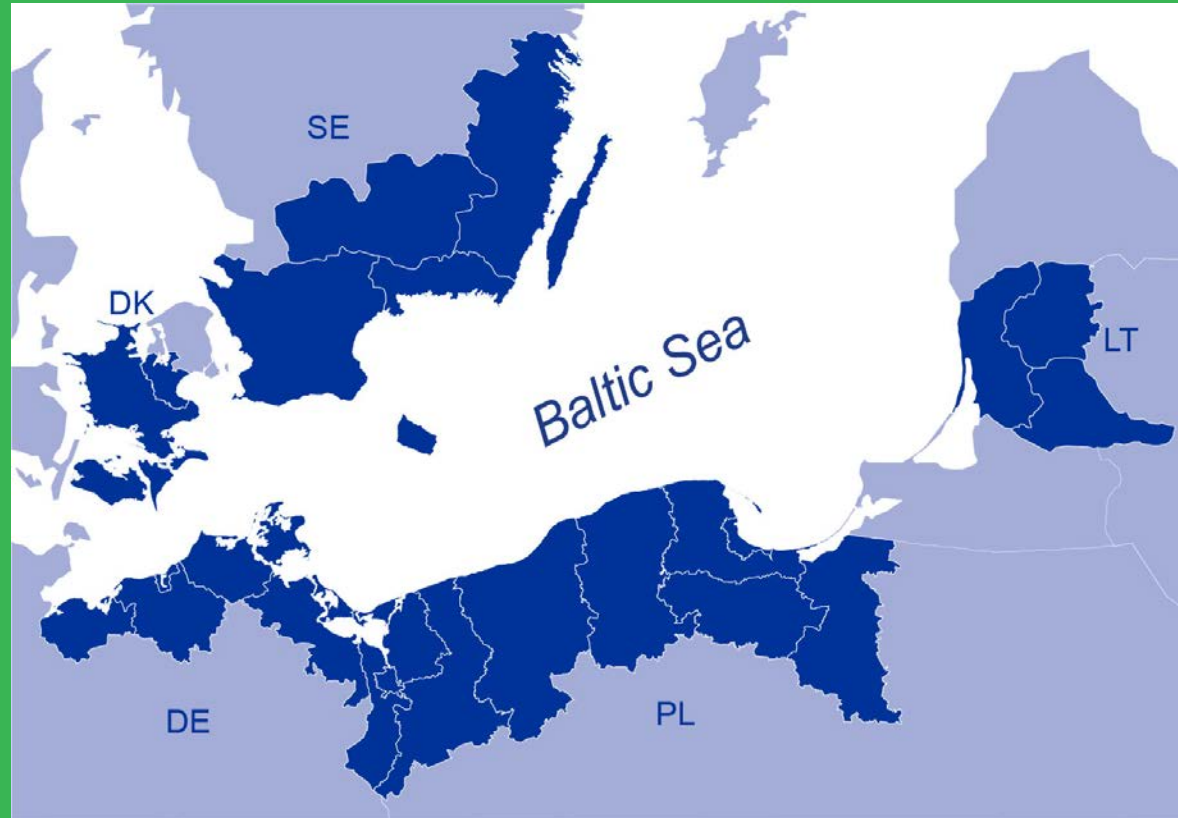
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"The Innovation funnel"  
Tidd & Bessant, 2013, Managing Innovation



<https://southbaltic.eu/eligible-area>

# FOOD INNOVATION CAPACITY IN SMEs IN THE SOUTH BALTIC REGION



<http://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

# FOOD INNOVATION CAPACITY

# Developing approaches – Three headlines:

- ✓ Bridging the gap between knowledge institutions and the food sector
- ✓ Cross-border knowledge transfer cooperation
- ✓ A toolbox for food innovation

**FOOD INNOVATION CAPACITY  
IN THE SOUTH BALTIC REGION**

# Developing approaches – From SME projects to -partnerships:



FOOD INNOVATION CAPACITY  
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# Developing approaches – Knowledge Bridging:

## Cross-border Knowledge Bridging:

- ✓ Innovation Camps incl students
- ✓ Meetups & Conferences
- ✓ Networks
- ✓ Food Innovation Council
- ✓ Food Innovation Toolbox



**Project Partners**

**SMEs**

"The Innovation funnel"  
Tidd & Bessant, 2013, Managing Innovation

# FOOD INNOVATION CAPACITY IN THE SOUTH BALTIC REGION

# Developing approaches – Three Workpackages:

## **A. Food Innovation in SMEs (WP3)**

WP Leader: ZIBAT (PP5)

## **B. Public sector driving food development (WP4)**

WP Leader: ABSALON (LP)

## **C. Smart growth in food SMEs - A knowledge brigade platform (WP5)**

WP Leader: LUND (PP2)

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# Food Innovation in SMEs (WP3)

## Deliverables

1. Business areas and barriers - study of market demands
2. Activities creating basis for food innovation
3. Supporting growth within the food industry related to protein extraction from legumes



## Activities

1. Producing vegetable proteins; Growth and Field trial
2. Potentials of vegetable proteins
3. Exploring products and market potentials
4. Potential markets and products

WP Leader: ZIBAT (PP5)

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# Public sector driving food development (WP4)

## Deliverables

1. Description of public market as a growth potential for food SMEs
2. Innovation interventions addressing growth potential in public market for food SMEs
3. Findings addressing food innovation in public sector



## Activities

1. Demands through investigating user perspectives and needs
2. Innovation interventions stimulating growth in food SME's
3. Cases of growth in SME's based on public market
4. Outcome: measurements of growth in regional growth and regional food prod.
5. Developing new products for public sector

WP Leader: ABSALON (LP)

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# Smart growth in food SMEs - A knowledge bridge platform (WP5)

## Deliverables

1. Involvement of food innovation managers, experts and partnership (incl. APs)
2. Learnings and trends
3. Food innovation toolbox



## Activities

1. Meetings in Food Innovation Council (FIC)
2. Workshops
3. Dev. Food innovation toolbox

WP Leader: LUND (PP2)

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