

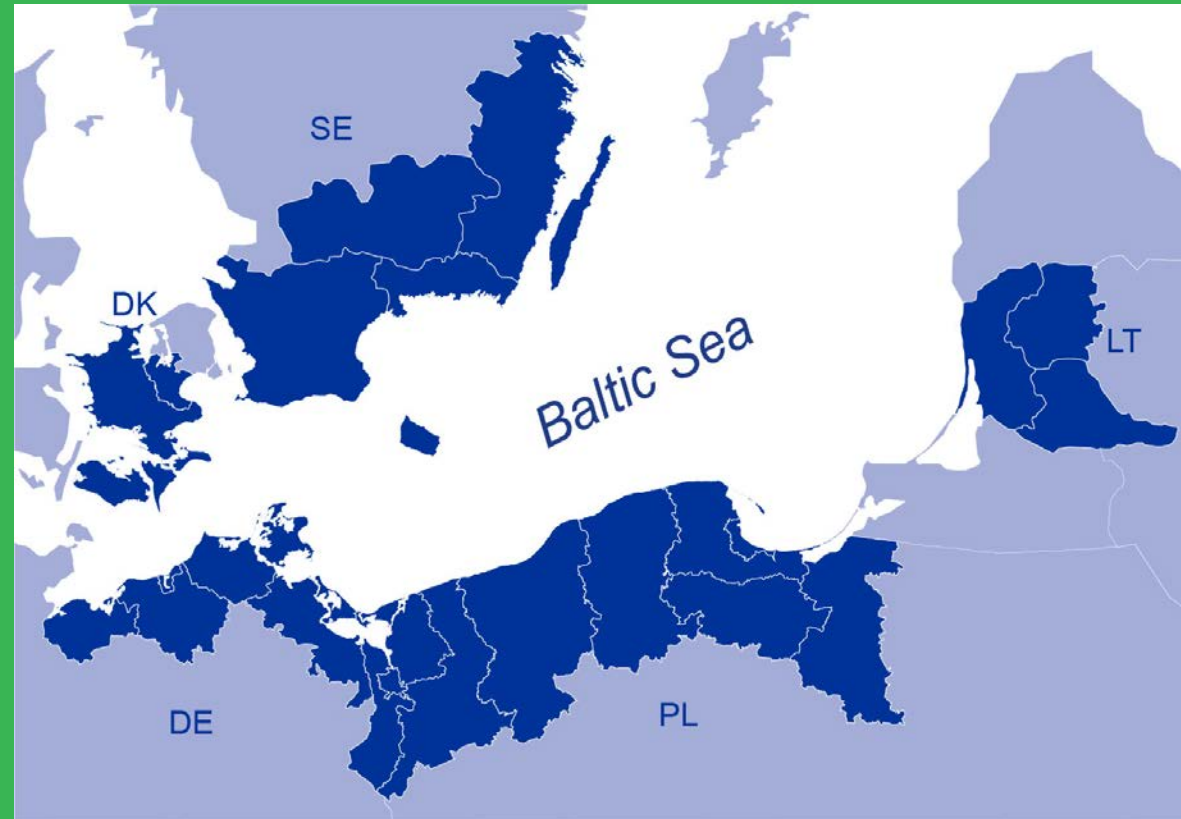
The Food Innovation Toolbox



Version 180531



FOOD INNOVATION CAPACITY



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>

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

The Innovation Process. Source: (Tidd and Bessant, 2011).
<http://www.innovation-portal.info/>



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

Stakeholders in the Food Sector

Primary production

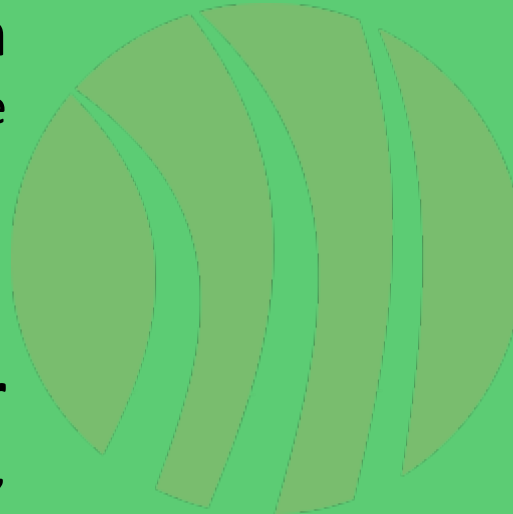
Agriculture, fishing, huciculture

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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TOOL#02 Knowledge Bridging Model

FOOD SMEs

Innovation phases:

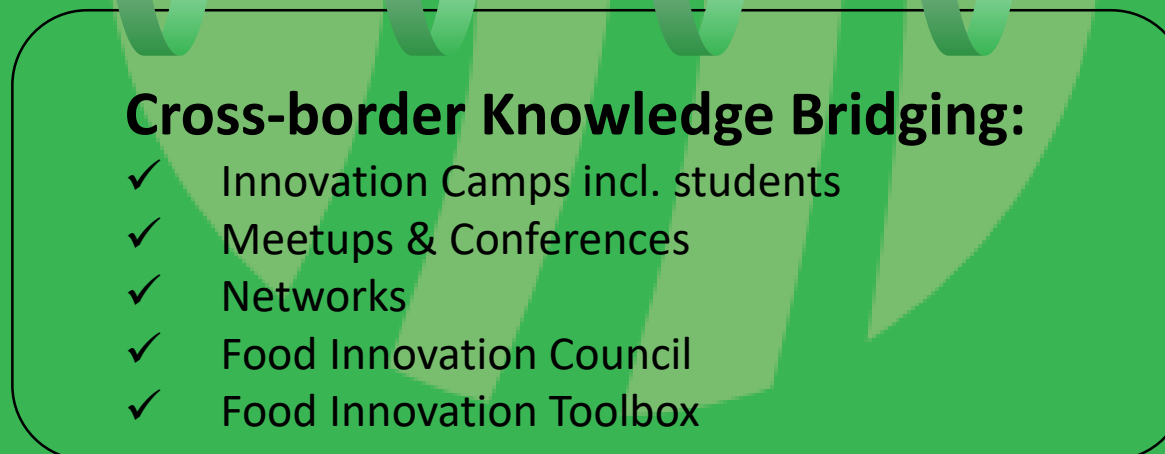


Outcome

Strengthen
Innovation capacity
in SMEs in the SBR

Bridging Touchpoints

Depending on the SME innovation readiness and potentials:



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Innovation Activities

TOOL#03 Our SME ValueChain & Stakeholders



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Developing food innovation capacity
in the South Baltic Region



FOOD INNOVATION CAPACITY
IN THE SOUTH BALTIC REGION

My Notes

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