

Horizon 2020
INFRADEV-1-2014 - Design studies

RICHFIELDS Working Package 1
Deliverable D1.1

**Minutes of the Plenary Project Meetings and Project
 Advisory Board Meetings**

Nr.	Meetings	Datum	Delivery date of minutes	Due date	Page Nr. (combined pdf)
1	Kick-off Meeting, The Hague, The Netherlands	3-4 Nov 2015	09.12.2015 (M3)	M3	3-42
2	Plenary Project Meeting Milan, Italy	28-28 June 2016	26.07.2016 (M10)	M10	43-85
3	Plenary Project Meeting Gothenburg, Sweden	7-8 March 2017	05.04.2017 (M19)	M19	86-102
4	Plenary Project Meeting Lyon, France	6-8 Nov 2017	23.11.2018 (M26)	M25	103-132
5	Cancelled due to merging the final conference with the second stakeholder platform	The final merged event to be held in September 2018	It is going to be reported by WP3	M36	N.A.

Date delivered:
M30

Deliverable lead beneficiaries:
 Stichting Wageningen Research

<u>Project</u>	
Project acronym:	RICHFIELDS
Project full title:	Research Infrastructure on Consumer Health and Food Intake for E-science with Linked Data Sharing
Grant agreement no.:	654280
Project start date:	01.10.2015
<u>Document:</u>	
Title:	Minutes of the Plenary Project Meetings and Project Advisory Board Meetings (4)
Deliverable No.:	D1.1
Authors:	See in the minutes of each project meeting
Reviewer:	Karin Zimmermann – Project Coordinator prof. dr. ir. Pieter van't Veer – Scientific Coordinator
Start date:	01.10.2015
Delivery date:	13.03.2018
Due date of deliverable:	01.10.2018 (M36)
Dissemination level:	PU
Status:	Final

<u>Change history:</u>		
Version	Notes	Date
001	Final review of the combined minutes	13.03.2018



Karin Zimmermann
Project Coordinator



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Horizon 2020
INFRADEV-1-2014 - Design studies

RICHFIELDS Working Packages 1
Deliverable D1.1

**Minutes of the Plenary Project Meetings and Project
Advisory Board Meetings**

Kick-Off Meeting, The Hague, The Netherlands
(2-4 November, 2015)

Date delivered:
M3

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Deliverable lead beneficiaries:
Stichting Wageningen Research
(formerly LEI Wageningen UR)

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<u>Document:</u>	
Title:	Minutes of the Plenary Project Meetings and Project Advisory Board Meetings - Kick-Off Meeting, The Hague, The Netherlands (2-4 November, 2015)
Deliverable No.:	D 1.1
Authors:	Muriel Verain, Kerry Brown, Dora Lakner, Marc-Jeroen Bogaardt
Reviewer:	Karin Zimmermann – Project Coordinator prof. dr. ir. Pieter van't Veer – Scientific Coordinator
Start date:	1.10.2015
Delivery date:	09.12.2015
Due date of deliverable:	31.12.2015 (M3)
Dissemination level:	PU
Status:	Final

<u>Change history:</u>		
Version	Notes	Date
001		09.12.2015



Karin Zimmermann
Project Coordinator



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Action Points

Action	Working Package / Partner	Deadline	Status
Send us details of relevant conferences/events	WP 2, EUFIC		
First action to meet with Surrey – budget, draft, timetable	WP 3, EuroFir		
Agreeing on stakeholder list	WP 4 and EUFIC		
Make a long list of candidates partly extracted from the network of the Steering Committee members.	Steering committee		
Add Inge Tetens of DTU (Denmark) to BAP candidate list	Steering committee		
PMT has announced the use of a code of conduct concerning publication and dissemination.	PMT		
SC will come with suggestion for their replacement.	SC		
PMT will make a long list for the PAB members	PMT		
Update Code of Conduct and send it to the consortium (Sian will provide a version related to Social Media)	PMT		
Examples for the WP leaders meeting.	SC		
Replace the name of the organisations with a name of the person! Send the name to Barbara.	WP 11	ASAP	

1. Background

The objective of RICHFIELDS is to design a world class research infrastructure on Food and Health Consumer Behaviour and Lifestyle, that will serve as an open access, distributed data-platform to collate, connect and collect, align and share innovative and existing data in order to enable researchers, policymakers and other stakeholders to develop, evaluate and implement effective food and health strategies both at the level of individuals and populations. This design will enable ESFRI, member states and other funding bodies to decide on the further preparation and implementation of the research infrastructure and will therefore also serve as building block for DISH-RI.

1.1 Objectives of the kick off meeting

The overall aim of the meeting is to reconfirm the relevance of RICHFIELDS in its present research and policy environment and to build the RICHFIELDS community. The research ambitions call upon strong interconnections between the diverse sets of elements in the research and project plan. At the up-coming meeting, the consortium will discuss this with the project partners.

1.2 Objectives of the scientific meeting (day 1+2):

- Reconfirm the scientific and societal relevance of the objectives of RICHFIELDS.
- Define the strategies at phase and Working Package (WP) level to address critical elements in the project evaluation.
- Establish a good understanding of the RICHFIELDS research phases and establish dependencies between the phase, Working Package s and deliverables.
- Establish the plan and initiate collaboration on five RICHFIELDS scientific papers including feedback on the initial draft of the position paper.
- Establish the management, review and monitoring procedures; support the formulation of an impact and dissemination plan.

1.3 Objectives for the Steering Committee meeting (day 1, late afternoon):

The RICHFIELDS Steering Committee (SC) is the executive management body of RICHFIELDS, composed of scientific Phase coordinators, WP leaders and coordinator. Its procedures and role in the scientific coordination will be established during a closed meeting and reported to the plenary on day 2.

2. 2nd of November

15:00 Project Management Team Meeting (Project Coordinator and Scientific Coordination Team)

Point of interest of the DoA

Karin Zimmermann emphasized two attention points:

- 1) The ICT component in WP4 (lead by Usurrey) and WP11 (lead by JSI) of the project.
- 2) Collaboration between the work packages WP2 (dissemination), WP3 (stakeholders), WP4 (methodology) and all the other WPs (WP5-WP13).

1) According to the Description of the Activities (DOA) in task 4.4, concerning the development of a design of an open architecture, and in task 4.3, concerning the constraints and challenges for the data platform, JSI is not participating.

And in WP11, that will develop an open access ICT platform, the Usurrey is not involved as a partner.

The question raised by Karin is whether we should submit an amendment of the DOA.

It was noticed that Usurrey, JSI and EuroFIR should have a common view on the ICT component of the project. And that the team of Task 4.3 should work together with the team of WP11 in an early stage. According to Monique Raats the leader of WP4 (Lade Timotijevic of Usurrey) must be aware that tuning between WP4 and WP11 will take place, and that the leader of WP4 should also have the power to make the collaboration actually happen.

Krijn Poppe drew a picture of the overall view of the RI Consumer Data platform on the flip over. It was argued that the society develops into an ecosystem of apps, and that our RI will describe the quality of the data collected by all relevant apps. We have to design a kind of system that provides an 'official RICHFIELDS standard' for app developers. And that system must also be flexible to incorporate and link other types of data of consumer that is relevant for food related behaviour. We should focus on consumers who are 'patient' and has to register data regularly. We realized that this group is not the mainstream. An important issue is the incentive for the app developers to collaborate with the RI Consumer Data platform and make an 'orange button' in the app for consumers to donate their data.

Decision: if no more such a tuning and collaboration issues in the DOA are discovered during the kick off meeting, then no amendment will be submitted.

2) Karin stresses the importance of the collaboration between the WPs during the project. There should be interlinkages between WP2, WP3 and WP4 and the rest of the WPs.

Monique Raats: we should get stakeholders into our 'community'.

Bent Mikkelsen: I imagine an inner circle which involves our consortium of 16 partners (we) linked with the community around it. The links can be through the stakeholder workshops but also through our LinkedIn page.

Decision: the collaboration between the WPs must be a standing agenda topic of the PMT meetings.

Frequency PMT meetings

Karin proposes to have a PMT skype meeting every six weeks. If skype does not work well we will have a telephone conference. The PMT meeting involves eight persons (project coordinator, project manager, project assistant, substitute project coordinator, and the four scientific coordinators).

Monique suggests evaluating the frequency of the PMT meetings after one year.

Decision: after the first year we evaluate frequency.

WP leaders meeting

Karin suggests having a WP leaders meeting every three months. This meeting requires a good agenda and a good chair. During the meetings each WP leader should tell about the progress of work in their WP. The possibility of using GoToMeeting and Skype was raised because that offers showing e.g. PowerPoint slides. The advantage of GoToMeeting is being able to put documents in the cloud. GoToMeeting is better than Skype because that is installed at your computer. The duration will be 2-3 hours. And we should also evaluate this after one year.

Decision: after the first year we also evaluate the frequency.

Karin explains that Paul Finglas as the director of EuroFIR (www.eurofir.org/), a well-known and relevant RI for RICHFIELDS, would like to be part of the Scientific Coordination Team. Paul Finglas is considered as very experienced with developing and constructing a RI.

Decision: It was unanimously decided that we positively advise the Steering Committee on this point.

Replacements in PMT

Concerning the governance of the project Karin raised the issue that in the PMT replacements must be appointed for Monique Raats and for Bent Mikkelsen.

Voting system of the Steering Committee

According to the figure in the DOA partner DLO (LEI) has three votes: the chair of the Steering Committee is LEI, the WP1 leader is LEI, and the WP13 leader is also LEI.

Decision: after discussion it was decided to propose the Steering Committee that LEI will have one vote.

Functioning of the Steering Committee

The PMT meeting will be held two weeks before the WP leaders meeting. The WP leaders meeting will be held every 3 months. The first WP leaders meeting is scheduled at January 18th 2016.

Decision: Kirsten will send invitation request (in Outlook).

Composition of the Project Advisory Board

The PAB will join the Plenary Project Meetings. The total number of persons in the PAB will be approximately 6-7 persons.

Karin proposed to add prof. Inge Tetens from Denmark to the PAB. Inge was involved in the FP7 project EuroDISH . And she is also a member of the Executive Management Board of DISH RI.

Monique: We are missing people of the “app-world”.

Krijn: And we are also missing people of the ICT community. And people who are active in the patient community.

Bent: in Aalborg is a Danish app community.

Krijn: Perhaps also someone of the start-up community?

Monique: We could ask the WP leaders who they would like to have as an advisor. The world of finance, energy and mortgage is much further developed in dealing with consumer data.

Bent: I would also like to add food service, food care organisations, catering.

Monique: I know someone from Unilever. That is Bob Hurling (bob.hurling@unilever.com)

Karin: Tomorrow in the Kick-off meeting we probably will hear some more names. Maybe we should make a long list and then a short list.

Monique: Maybe we should also add someone of the science and research community who is publishing about e- and m-health. I am thinking of Carol Maher (carol.maher@unisa.edu.au) and Corneel Vandelotte (C.vandelotte@cqu.edu.au).

Karin: JPI is also important. But I am not sure whether public health is important.

Krijn: I am also thinking about the period after the project RICHFIELDS has finished.

Monique: What about representatives of insurance companies with respect to health.

Krijn: The PAB could be seen as our link with the world in order to the follow up of the project. So, thinking of insurance companies, patient organizations.

Bent: The PAB could have a more “ambassador” role.

Presentation of the five papers

According to the DOA five papers must be produced. We will make a code of conduct. Bent, Monique, Krijn, and Pieter, will guide the authors of the paper and will be one of the last authors of each paper.

Questions:

Bent: How about the access for the members of the PAB to get the documents which are on our RICHFIELDS website?

3. 3rd of November

9:30-10:30 Registration and coffee

10:30 -10:45: Welcome & introductions, Karin Zimmermann, LEI Wageningen UR, project coordinator

- a) Karin Zimmermann (LEI Wageningen UR - Coordinator-) opened the RICHFIELDS kick-off meeting and welcomed the participants. She expressed her appreciation to the consortium for their support in preparing the proposal.
 - b) Karin explained the definition of a research infrastructure: RIs are facilities, resources or services which support the scientific community to conduct top-level research.
 - c) RICHFIELDS will design a world-class infrastructure for innovative research on healthy food choice, preparation and consumption of EU-citizens, closely linked to their behaviour and lifestyle. She highlighted that the uniqueness of the RICHFIELDS project is principally to bridge the gap by linking the agri-food and nutrition-health domains and account for the regional and socio-economic diversity of the EU. Consumers, including patients, are central to the design: they harbour crucial information, as they increasingly adopt mobile apps and tech-wear, get access to e-business data and even medical information. Collectively, such real-life-time data create new opportunities for research, by e.g., monitoring of food-behaviour and lifestyle providing personalized feedback.
 - d) The outcomes of RICHFIELDS will be instrumental to produce a scientifically reliable, technically sound and socio-legally robust evidence-base that enables scientists to efficiently collect, unlock, connect and share research data of EU-citizens.
 - e) Short explanation of the programme
 - f) Utmost element of this event was to get all partners acquainted and build a good team working spirit and facilitate the collaboration within the Consortium. A round of introductions followed
- **Project scale:** 286 person months, 16 partners
 - **Project timing:** 1 month delayed. Legal start date 1st Oct 2015. Practical start date 1st Nov 2015. First 6 months flexibility with deliverables. Post month 6 hope to be back on schedule.
 - **RICHFIELDS is unique**
 - Food choice/purchase/ prep and consumption
 - Consumer focused
 - Bridge agriculture, nutrition and health fields
 - Real time and real life data
 - Scientifically, legally and technically sound robust data
 - Share across Europe
 - Services to multiple users (e.g., consumers donate data in return for feedback/access to ...)

10:45-11:05 Objectives and ambitions of the RICHFIELDS project, Karin Zimmermann, LEI Wageningen UR

- Karin Zimmermann (LEI Wageningen UR – Coordinator-) gave an overview of the aims of RICHFIELDS. She emphasised that to combat the European societal challenges more insight in the consumer lifestyle regarding food, nutrition and health is required. Therefore, the consumer should become more central in the approach. There is growing interest in consumer health as related to food, behaviour and lifestyle determinants. However, data is fragmented, key information is lacking, and the resulting knowledge gap prohibits policy makers and companies to make effective public health nutrition strategies and reformulation of food products. Making “the healthy choice the easy choice” requires knowledge on the context of personal life style choices of EU-citizens.
- **The objective of RICHFIELDS** is to design a world class research infrastructure on Food and Health Consumer Behaviour and Lifestyle, for innovative research on healthy food choice, purchase, preparation and consumption of EU-citizens.
- **To achieve this objective**, the design of the RI Consumer Data Platform and its interfaces will address both functionality of food-related consumer behaviour and lifestyle as such as well as its viability and sustainability.
 - At the data-level of the RI, the design will (1) provide the architecture for a “big food related data” level, a platform of exchangeable consumer and research generated data that enables to extract and combine information on food-related consumer behaviour, and (2) develop and maintain standards for high quality data collection, either directly from consumers or indirectly by enrichment with existing available and unlocking new data sources.
 - At the level of the viability and sustainability of the RI, the design will account for (1) flexible technical architecture to link individual and experimental data; (2) governance and ethical issues to support supply and use of data both in the development and maintenance phase; (3) a business model to underpin the feasibility of the RI (a service to stakeholders at government, SME & industry, prevention and public health, but also to consumers to manage their food and health data).
- **The outcome of RICHFIELDS** will serve as an open access, distributed data-platform to connect, align and share innovative and existing data in order to enable researchers, policymakers and other stakeholders to develop, evaluate and implement effective food and health strategies both at the level of individuals and populations. Although targeted to diet-related non-communicable chronic diseases (NCDs) the RI could also provide scientific data for research on related areas like reducing food waste and promoting the sustainability of food consumption. Furthermore RICHFIELDS will enable ESFRI, member states and other funding bodies to decide on the further preparation and implementation of the RICHFIELDS as the overarching DISH-RI.
- This unique RI will bridge the gap by linking the agri-food and nutrition-health domains and account for the regional and socio-economic diversity of the EU. Furthermore RICHFIELDS will integrate a large diversity of data that describes the interactions of time,

place and individuals' behaviour. The RI will be instrumental to produce a scientifically reliable, technically sound and socio-legally robust evidence-base that enables scientists to efficiently collect, unlock, connect and share research data of EU-citizens. Consumers are central to the design: they harbour crucial information, as they increasingly adopt mobile apps and tech-wear, get access to e-business data and even medical information. Collectively, such real-life-time data create new opportunities for research; by e.g., monitoring of food-behaviour providing personalized feedback. [slide Europe] By giving consumers a platform through which they can manage their food and health data (of which they are increasingly the owner). RICHFIELDS will directly create data for researchers interested in studying food and health-related consumer behaviour. This data can be analysed using big data techniques⁴⁵ and be enriched through links with (open) datasets.

- **A leading question for the RICHFIELDS consortium** is how to explore opportunities such as real-life-time data that creates new opportunities for research; by e.g., monitoring of food-behaviour providing personalized feedback and d-Science. And for further testing, detailing and underpinning and theory-building, interfaces will be created to distributed facilities for experimental research, e.g., virtual supermarkets. Further enrichment of data is achieved via interfaces with information systems for food and health. The higher the added value in the food supply chain is the more likely new developments will turn into successful and innovative trends accepted by consumers. Hence, RICHFIELDS also need to target to the topic of sustainable food production and include the agro food chain including food producer and retail. Industrial companies can benefit from a deeper costumers' knowledge to align for example their manufacturing, distribution and marketing strategies to customers in order to be more efficient, thus competitive, and as well, to contribute reducing food waste. In this way industrial leadership will be tackled together with societal challenges.
- The consumer-focus and the scientific evidence of RICHFIELDS will, via its services, be available for the end-users: (a) EU-consumers and consumer platforms, (b) stakeholders along the food chain, and (c) policy actors in the agri-food and nutrition-health domain.
- In conclusion, RICHFIELDS' ambition is to design a RI platform for consumer behaviour and lifestyle, which performs the functions of a research infrastructure for researchers, industry and policy makers on consumer behaviour, in the domain of food- and health-based ICT technology that recognises consumers own a rich data source and wants to manage it first of all for their benefit but also to engage in (trans-disciplinary) science. RICHFIELDS will be a truly a world-class future proof research infrastructure linked with other open and big systems.
- **The RICHFIELDS kick off meeting aims to:**
 - jointly define (the need for) a tangible and joint outcome of RICHFIELDS beyond the contract, for example how to use the outcomes as ingredients to develop parallel also the overarching DISH-RI or establish public- private cooperation?
 - establish the management, review and monitoring procedures including any final revisions to the consortium agreement; support the formulation of an impact and dissemination plan.
 - To discuss and commit to the publication approach related to the 5 foreseen papers in the project.

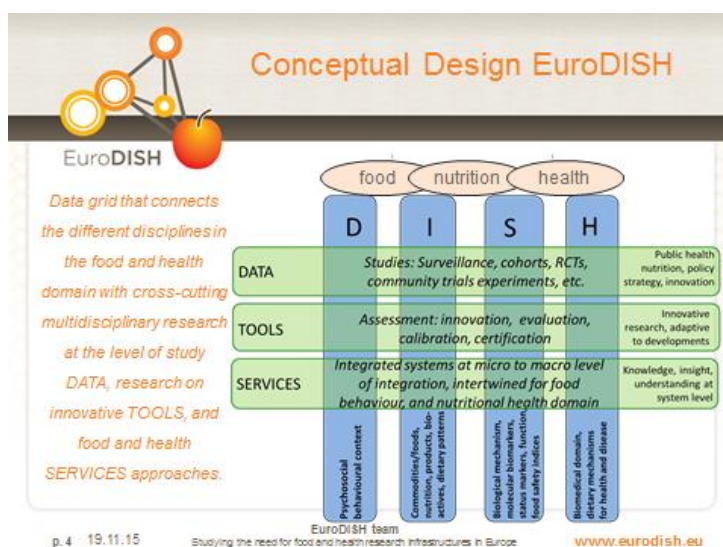
- **RICHFIELDS objective:**
 - Develop design (not build yet). Use pilots. Make feasible.
 - World class RI (not only Europe)
 - Focused on food and health in relation to consumer consumption, preparation and purchase behaviours
 - RICHFIELDS sustainable past the end of project via use of quality standards, ethics, governance, business model, flexible architecture...?

- **RICHFIELDS outcome:**
 - Design of platform
 - Dissemination and capacity building are central to success of RICHFIELDS
 - RICHFIELDS as a building block for DISH-RI

- **Key RICHFIELDS questions:**
 - How to attract interest?
 - How to connect?
 - How to govern (owner, access...)?
 - What tools and services are provided?

11:05-11:30 Introduction to DISH-RI, the European roadmap of Research Infrastructure on Food, Nutrition and Health, Pieter van 't Veer, Wageningen UR

- EuroDISH key results: EuroDISH recently finalized a 3-year project on the conceptual design. We identified the need for a RI on determinants and intake in the food and health area. That developed further into the RICHFIELDS project.
- There is another spin-off of the EuroDISH project: DISH-RI
- EuroDISH: 4 domains in the food and health area: Determinants of behavior/food intake, Intake (actual dietary patterns, variation in it etc), how does that affect our nutritional status and body functioning. And how does this effect health in the long run. It is a circular process in the policy area.
- EuroDISH wanted to provide a feasible recommendation on the needs for food and health RIs.
 - Integration of existing RI's
 - Needs for new RI's



- Conceptual design EuroDISH: 4 different pillars (DISH). We want to connect all these pillars through data, tools and services. In this way, the RI can stay flexible, also in the future. So far, mainly meta-analyses within pillars have been used. Data and tools will be offered through services to the research community and policy stakeholders. The first community we want to serve is the scientific community. Data comes from public and private domain (in RICHFIELDS very much from consumers themselves).
- Main findings: In the area of determinants and intake there was not that much ongoing. What can we do in this area? --> Need for RI --> Richfields emerged.
- Fragmented areas, but there are initiatives to integrate. But still there is a need for an overarching structure to include all DISH-domains --> DISH-RI
- To get a RI funded, it has to be unique.

DISH-RI for 2016 ESFRI Roadmap: political and financial commitment from MS was needed to be able to apply.

- **Aim of DISH-RI**: aims to be an overarching, virtual, integrated, open access research environment to collate, validate, harmonise and connect existing and future RIs.
- The interoperable data will enhance innovative and standardized technologies and tools that advance interdisciplinary cutting-edge research and therefore will foster both academic progress, commercial innovation and implementation of healthy diets for a healthy life, and enable the exploitation of interdisciplinary data on food in relation to nutrition and health. This way, the DISH-RI will enable generation of **unique interdisciplinary research and system approaches** relevant to public and private stakeholders in the food, nutrition & health domain; the innovative research will attract young investigators and will contribute to adequate responses to the societal challenges in the next decades.
- **Impact**: DISH-RI will support innovative cutting-edge research on food, nutrition and health by connecting education, innovation and research.
 - DISH-RI will help policy makers and industry to increase the impact of (public health) food strategies and ultimately to improve the health of all Europeans.



DISH-RI model (EXPO2015, Milano)

Data platform that creates added value by scientific integration of fragmented and locked data via services to stakeholders (public, private researchers, related RIs)

ICT backbone supporting the interoperability of standardisation and quality management of data and tools.

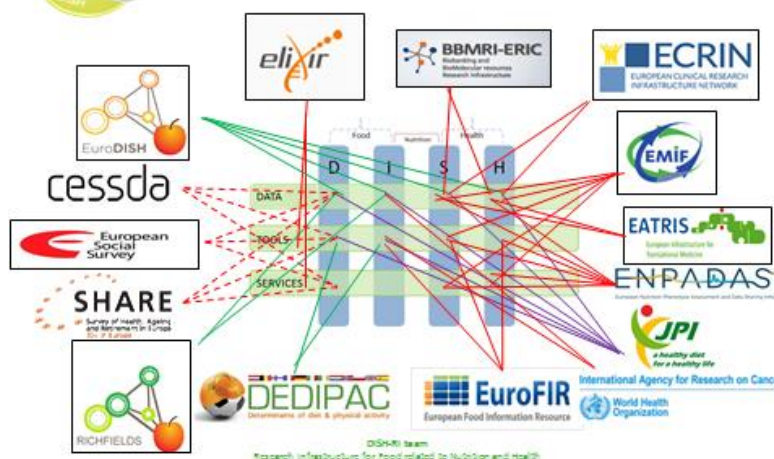
Governance structure that (a) provides conditions for access such as membership, ownership, privacy, and trust, (b) organises centralised and distributed activities, and (c) enables flexibility regarding innovation within the RI.



DISH-RI team
Research Infrastructure for Food related to Nutrition and Health



Collaborative strategy with relevant RIs



DISH-RI team
Research Infrastructure for Food related to Nutrition and Health

- We can learn from external DISH-RIs: e.g., BBMRI-ERIC, ELIXIR, JPI, ECRIN.
- **DISH-RI structure:** hubs spokes and nodes model. Nodes in each country. A hub in the centre. Nodes have been arranged by national funding. The hub should be paid by European funding.
- The proposal has been submitted and evaluated. We have had a herring. We are now working towards the next step: building a consortium. Assuming we will be approved and be on the roadmap. Then we can apply for funding for the design.
- In building the RI we should closely link to frontrunner research projects.

11:30-12:30 Consumer perspective of RICHFIELDS, Krijn Poppe LEI Wageningen UR

Working group discussion about the relevance of RICHFIELDS for the four user groups (consumer, industry, research and policy). Preparation of an elevator pitch from the user groups perspective.

- Design: architectural map. So we are not going to make an app!
- We do this with the knowledge of today and it should function until 2030. The architectural building has to be flexible, open, resilient, etc. taken into account the technology of the future.
- Coming 40 minutes we would like to create the artist impression in small groups: how will the “house”, the RI, look like?
- The RI has two sides: one door is for the researchers (selling services to researchers) and the other door is the input side i.e. the data on intake of the individual consumers (sourcing of data; get the data from; WP5, 6, 7: purchase, preparation, consumption). Today we model how we get consumer data (in their apps of their smartphone) directly from them, not from business.
- Consumer should have a kind of a dashboard with food intake, preparation, pictures in the kitchen, walking info etc.): we collect this data and health data in dashboard.
- We are going to invent the so called “orange button” with which the data is donated to the RI Consumer Data Platform.
- Today we think or dream about the future, about the advanced consumers in 2020. Tomorrow we will dream about the second part: the researches, services etc.
- We don't worry this morning about constraints such as ICT, privacy etc.
- Groups:
 - 1: consumers/patients diagnosed diabetes-2
 - 2: consumers/patients with a kidney-dialysis
 - 3: Sporty consumers training for the NY marathon
 - 4: consumers sharing and testing diet recipes
 - 5: consumers who want to eat sustainable
- Consumer's Dashboard:
 - Dashboard where he/she can manage the data and donate the research in exchange for evidence.
- Tips:
 - Look to WPs what data they could deliver
 - How researchers could give advice back to the consumer
 - Think about other RIs that could provide data
 - Think about advanced consumers in 2020
 - Include the orange button “I donate my data to research”

12:30-13:30 Lunch

13:30-13:45 Plenary Feedback

Group 1: Bent (consumers/patients diagnosed diabetes-2)

- What kind of consumers could be in our sample?
- What kind of exchange? What do we get from them, what do they get from us? Ethics of exchange.
- Trust. Build mutual trust. Specific telling of destroying data – not sharing with commercial enterprise
- Purchase (scanning barcodes, bills or electronic receipts), preparation (pictures), consumption (pictures).
- Community of effected people. Share data for some months and then destroy it.
- Believe 80% won't do this. Some may have a condition so very interested in reporting back and sharing data – need to gain an effective community of people. Trial time for RICHFIELDS, share data then destroy data at end of three months. Background questionnaire, height, weight, etc. data collection for purpose of trial. Lifespan – life stage.
- Discussion whether we wanted to create own community or attach to other existing communities of patients.
- Ethics of exchange.
- Not share data with commercial enterprises.

Group 2 (consumers/patients with a kidney-dialysis)

- Barbara: PhD in photo food recognition. WP11
- Anders: WP 12
- Christina: WP2
- Muriel: WP 3-10
- Who are these consumers – what do those with kidney problems require?
- Health input – variables that measure salt levels, blood pressure etc. If a problem then automatically information is sent to dietician or hospital?
- Food input – pictures, bar codes, scanner input. Data goes into an indicator (functionality of the app) and get colour as to say good (green) or bad (red). And feedback for recipe information, menu planning for less salt. The dietician can give input (advice). Link to buying foods at supermarket.
- Food intake can be linked to canteens (schools, work). Different advice for different situations – at party compared to at work etc.
- Consumer can get alerts when salt levels certain level.
- Finally you have the social interaction – other patients etc.

Group 3 (Sporty consumers training for the NY marathon)

- Marc-Jeroen Bogaardt, Tamara Bucher, Julie-Anne Nazare, Natasha Valeeva, female colleague from Italy,
- Consumer in the centre. Evidence based and personalised data.

- Type of information required – dietary advice, personalised training schedule with milestones adjusted to needs (dependent on data fed in), running routes that fit into schedule, advice on recovery.
- Health indicators during training and race – many apps and gadgets that do these things. Feedback will drive what willing to feed into the cloud.
- Dietary intake, job, exercise, diary, how much time available, social context, health status, fridge data. I finish at 18.00 today I want a 5 km run.

Group 4 (consumers sharing and testing diet recipes)

- Goals: whatever they might be, based on PA, friends round, medical/dietary needs. Hooked up with those apps, who are coming for dinner. Households eating at school. Create shopping list. Where to find items readily. Suggest recipes, community group feedback if promoting recipes (reviews), scoring mechanism, whether a treat, whether easy, affordable, kitchen skills, advancing kitchen skills, time availability, habits for cooking. What's going in to your bin – reduce waste, packaging, budgets, benchmark for where household energy is can have the same thing in terms of food budget, buy these from here to find bargains/savings, use food before expiry date.
- Recipes depending on whether you eat alone or not, with friends etc. Scoring whether they are healthy, easy etc.
- Why engage? The right thing to do – citizen science. Looking for advice. Looking for recommended recipes. Rewards or points or taster sessions at restaurants. Samples through post. Reduction in life insurance.

Group 5 (sustainable consumers)

- Definition of sustainability self-defined (how to make flexible) how to capture sustainability data from those who might not identify as interested in sustainability. (What is sustainability? Packaging waste, food waste, carbon footprint, animal welfare, local supply chains, fair trade?)
- Benefit of aggregated data. Dashboard should be flexible, people must be able to create their own dashboard. What data can be delivered to the dashboard? Ranking of sustainability of different food products or meal types?
- Shopping list what they usually buy. Then you receive information about sustainability of the food products.
- Smart fridge – input data scanned. Feedback if milk about to go off then suggested recipe with milk.
- Smart rubbish bin, food waste and packaging waste, how much plastic is in the bin. Waste --> relate to the costs Info on alternative products. Feedback: some ranking → are you a “low waster” or a “high waster” compared to others.
- Food practices, information to make more aware of where waste food
- How willing to share data as individual consumers or culturally at national level?
- How active required to be as a data provider?
- How would RICHFIELDS benefit from or add to existing apps?
- What information is requested by consumer?

- Sustainability also save money or better value for money (depends on values?)
- Flexibility in how define sustainability as some consumers may be more interested in some aspects than others

What if = assuming that databases are available on the required data and they are of a decent quality

- Information on substitution and consequences so if wanted to reduce meat, how to keep track of nutrient composition and maintain health status?
- RICHFIELDS facilitate the development of new apps to pull things together or solely use existing apps?
- Interpretation of data key, how to compare different sources of data?
- Technology is there to connect apps. It's the data architecture that is required. How to put the data together or what data to use?
- Allow for apps to come and go – can be fashionable, transient
- Quality assurance for apps and feedback to consumers
- Benefit of integrating the apps, what is the service to the consumer?
- Consider the usable app not necessarily the best for research. Best for research may not be the most usable
- What data can be provided by a consumer if they are not sustainability savvy, could a novice also be involved or encouraged/incentivised in some way?
- Database to scan barcodes – information on the sustainability available in a database that can provide feedback on sustainability?

13:45-14:00 WP2 –Impact & Dissemination, Christina Sadler, EUFIC

WP2 aims to disseminate and extend the results of RICHFIELDS to a wide audience, mainly at a European level but also globally.

Highlight of the presentation:

- Objective: disseminate and extend the results of the project to a wide audience, mainly at EU level, but also global.
- All stakeholders have a task in WP2 in dissemination.
- Dissemination plan and final report.

Richfields is developing a platform to collect, align and share real-time data on consumer food behaviour. Encourage stakeholders to think about gaps and needs, design of the platform, data users.

Linked-in to form a community --> include EuroDISH, DISH-RI and RICHFIELDS to make a RI linked-in.

Need RICHFIELDS consortium help with deciding:

- Define the messages and target audiences:

- Message (What)
 - Audience (to whom)
 - Purpose (Why)
 - Method (How)
 - Timing (When)
- Logo / templates (Logo based on EuroDISH – different?)
 - Public website & intranet: all partners should make sure that their organisation website links to the RICHFIELDS website (30% of traffic comes from elsewhere).
 - Dissemination plan & final report: leaflet and flyer
 - Share in food today
 - Online newsletters
 - Podcasts and videos
 - Press release
 - Share final results in a stakeholder workshop with webinar.
 - Roll-up
 - Social media: sharing the messages
 - Infographics
 - Conferences to plan communication activities and put in newsletters. Take photos at events and one line of the event to share in newsletter. Media exposure then pass on so can further disseminate.
 - Send us details of relevant conferences/events
 - Take photos/write a summary of events you attend
 - Tell us when you've had media exposure.

14:00-14:15 WP3 – Stakeholder interaction, Siân Asley, EuroFIR

WP3 aims to ensure the RICHFIELDS design is optimised for a range of end user by building and maintaining effective interaction with stakeholder communities throughout the life of RICHFIELDS project and beyond.

Clarification of how the stakeholder agenda will operate as a driving and integrating force for the project as a whole.

EuroFIR FP6 non-profit based in Brussels (also classified as a SME). Mini RI food composition portal for national dietary composition data.

EuroFIR: Paul Finglas (IFR also), Sian Astley, Angelika Mantur, Vicka Versele (research). Sidonie Pauchet (administration), Barbara (IT EuroFIR)

WP3:

- Feedback and interaction from stakeholders: Stakeholders help us to define key messages, tools, channels, objectives of communication,

- Stakeholders should act as ambassadors as well as friendly critique. They will make sure the design is fit for purpose.
- Establish a vibrant and active stakeholder platform.
- Work with WP2 and WP4 to identify general stakeholders.
- Key potential user and/or contributors will be identified from four groups and invited to join the Stakeholder Platform: research, industry, technology and funding.
- Two stakeholder meetings and three workshops (developed by work packages 2-4) + opportunities for on-going dialogue with stakeholders

1) Month 8: 1st stakeholder meeting to generate interest May/Jun 2016 (identify stakeholders for platform)

2) Month 4-12: Workshop 1, Surrey led, discuss methodologies of WP 5-10.

3) Workshop 2, Surrey led, outcomes of WP 5-10.

4) Workshop 3, EuroFIR led, engage stakeholders in phase three design.

5) Feb 2018: 2nd stakeholder meeting

First action to meet with Surrey – budget, draft, timetable

Next: EUFIC and WP4 agree stakeholder list.

Discussion:

- Maybe consumer organisations in the stakeholder platform
- Consumers are in WP2

14:15-14:30 WP4 – Methodological support and Data Platform design, Lada Timotijevics, USURREY

WP4 aims to support WP5 to WP7 and WP8 to WP10 by facilitating the work across RICHFIELDS so that the results can be harmonized and integrated, thus ensuring greater usability of results.

Highlight of the presentation:

Types of data:

- Structured: a priori hypotheses, operationalise on a finite number of variables, prior definition of methodology, always subject to informed consent (transparent, ethical)
- Unstructured (big data): any value is based on post hoc decisions.
 - Human & technology generated
 - Big in volume, velocity, variety (3Vs, Gartner)
 - Consumers: contribute data: use data (feedback); produce data (e.g. crowd sourcing)
 - How is consent understood? Ethics & power.
- Data type: structured, unstructured, physiological, self-reported, behavioural.
- Data source: generated by humans or machines?

- Data quality: scientific value, privacy, access, ethics
- Task 4.3: Constraints and challenges of technology (Lead LEI-WUR?)

Discussion:

- Suggestion Barbara:
 - Also collect data on standards. Which standards are available?
 - After the project ends, who will assess the data quality and who is responsible for data quality check. Or could we use a kind of scoring mechanism?
- Multi-disciplinary key.
- Method guidance for phase one and two and assist with/ enable the integration of findings.
- Type and quality of consumer related data
 - Structured (scientific data), research question, hypothesis generated etc. existing RIs
 - unstructured (big data?), people and IT generated, big in volume, velocity and variety (Gartner), contributed data, uses data, produces data (citizen science), post hoc research questions/analytical tools, issues of consent (how understood, how obtained, ethical, power relationship)...
- Question use of unstructured/structured data. Unstructured as different varieties, different data platforms?
Unstructured = not research led. Data can be structured in format. But not curated in a scientific way.
- Quality of data? Different ways of collecting the same data – quality of the collecting is important.
- WWW data provenance standard that should be used. Primary sources and derivative sources. Transformations of original sources that have some validity in second instances – show the algorithms to achieve the derivative database.
- What, who, why, how, where? Consumer science questions.

4.1 initial scoping. Data type, data source, data quality?

4.2 Constraints and challenges, user needs? Interviews, focus groups, online surveys?

4.3 Constraints and challenges of technology lead LEI-WUR? To be discussed!

4.4 Draft outline of RI – LEI lead

4.5 Synthesis. Challenge, Standardise data collection. Synthesis reflect data.

- Needs of users and beneficiaries
- Constraints from consumer and IT point of view of platform
- Data type. Requires reporting on the standards behind data (and where these standards were sourced from). Ensure some measure of data quality in the future – who will provide this RICHFIELDS stamp of quality or curate new data sources beyond the life of RICHFIELDS? Can a scoring system (quality A, B, C) be devised – who will decide this? High standards will help to build trust
- Governance structure in RICHFIELDS that can account for future adaptations necessary for new data model and quality assurance.

14:30-16:30 Workshops Research Perspective by Krijn Poppe, LEI Wageningen UR

Working groups discussion in - How does RICHFIELDS enable lifestyle management regarding Food & Health influence the Design? How to picture the Final Design? Each working group will work on the perspective of one of the following user groups: consumer, industry, research and policy.

Background: The RI has a data platform where you as a researcher can go to. Krijn shows the DISH-RI model. There is also an ICT backbone. Interoperability means that apps and software can talk to each other. For example the UU is going to check the quality of medical apps. That is an example of quality management. The governance structure is about access, ownership, centralized and distributed activities. It also should be flexible. Researchers will use consumer data in the RI. Also tools and services are provided by the RI. Services are e.g the advices to the consumers.

Task: Present the brochure or website in which we advertise the RICHFIELD's. What will be the catalogue that we are going to sell?

- Products (data, tools and services) to
 - Nutrition researchers
 - Medical researchers (diabetis-2, kidney diseases)
 - Policy researchers (economists, public administration)
 - Food industry marketeers and product developers
- Provide also info on prices (Free, pay, who?)
- And on ethical/governance restrictions

	Data	Tools	Services
Nutrition researchers		Google translate for nutrition researchers	Courses on apps and IT technology
Medical			
Policy			
Food industry			

Group 1:

RICHFIELDS should offer something that is sustainable.

- *Data:* are central. We can offer help when you need it. Advice on the limitations on the data. User communities.

Policy: national and local level policy would be interested in the data, but they will also have data (e.g. info on school meals, weight of waste baskets). We could help with interpretation of the data. Those who are looking for data also have to offer something themselves.

- *Service:* ask questions to the consumers.

Co-production of science.

Discussion on data duplication: data is collected in several ways.

Group 2:

We missed the consumer in the list of Krijn.

Discussed the knowledge triangle.

Top down vs bottom up.

Engaging communities!

In WP5, 6 and 7, we should look at naturally existing communities (not create them!).

Group 3:

Join the RICHFIELDS society, membership, newsletter.

First open up to researchers, maybe afterwards to industry.

Unique combination of data tools and services.

- *Data*: should be accessible freely for researchers. Open access?
- *Services*: educating other researchers: prestigious summer schools. Extend to industry. Reports that can be downloaded. Joining the Richfields community will improve your research.

Group 4:

Nutrition researchers:

- *Data*: Composition data, dietary related disorders, disease data,
- *Tools*: EU standardized questionnaire
- *Service*: available nutrition guidelines.

Medical:

- *Data*:
- *Tool*:
- *Service*: validated, standardized one stop shop

Policy:

- *Data*: Public health indicators, food consumption, population level
- *Tools*: how to extract relevant data from the data set
- *Services*: analysis of data determinants.

Food industry:

- *Data*: actual consumption, trends in consumer behavior
- *Tools*: dietary recommendations
- *Services*: info on safety of additives.

Group 5:

Nutrition researchers:

- *Data*: food intake, food frequency,
- *Tools*: algorithms, quality standards, mapping tools
- *Services*: social networks among researcher, trainings, reports, newsletters, updates, updated guidelines

Medical researchers:

- *Data*: Metabolomics data, health data, lifestyle data, case study results and trials

- *Tools*: predictive models, modelling systems that could help diagnostic decisions for practitioners, risk assessment tools
- *Services*: data on archiving, data sharing services

Food industry:

- *Data*: consumer behaviour: purchasing, consumption, waste, experimental data generated in labs (virtual supermarket).
- *Tools*: algorithms, trend prediction, data clearing, benchmarking, quality assessment of the data.
- *Services*: prediction of trends, training for data handling, consulting

Policy:

- *Data*: population data broken down by demographics
- *Tools*: algorithms to assess costs/effectiveness
- *Services*: ...

17:30-18:30 Steering Committee (SC) Meeting

Closed meeting chaired by LEI Wageningen UR including WP leaders and the scientific coordinator team. Its procedures and role in the project coordination will be established during a closed meeting and reported to the plenary on day 2.

Project governance and the functioning of the Steering Committee. We have 13 WP leaders. The highest decision body is the Plenary Project Meeting. PAB is at least 4 members. The Steering Committee is chaired by the LEI and consists of WP leaders and Scientific Coordinators.

Functioning of the Steering Committee: Preparation of decisions for the Plenary Project Meeting. Meetings at least once a year, combined with the Plenary Project Meeting. The Steering Committee has an agenda setting role in a proactive way.

Agenda:

1. Establish practical rules for project governance and the functioning of SC (based on the CA)
 - Voting system: each institute in the Steering Committee will have one vote.
 - Change in the Scientific Coordination Team: Paul Finglas will be added to the Scientific Coordination team because of his contribution to DISH-RI. Further, Paul is director of an existing RI (EuroFIR).
 - If budget needs to be shifted from one partner to another we do not submit an amendment. We only make minutes about this decision

2. Nominate the Project Advisory Board
 - Composition has been discussed in the Steering Committee. Decided to make a long list of candidates partly extracted from the network of the Steering Committee members.
 - Add Inge Tetens of DTU (Denmark).
 - Act as ambassadors for RICHFIELDS beyond the project.
 - Project Advisory Board: Could function as a kind of ambassadors of RICHFIELDS. Sian: Be active in the meetings. Bent: They need summaries and not complete documents. We will use a specific (Dora) way to capture the ongoing process. Monique: After deliverable finished we could tell them what the results are in general and ask them how we could continue. Sophie: we could make a key message document for the PAB and they could use it (kind of summary) for their network.
 - PAB attends all Plenary Project Meetings. Anouk: are those persons also stakeholders? And is that right or wrong? Sian: the stakeholder platform in M8 and M?. They could be involved there. They could also have their role in finding relevant contacts for persons at the stakeholder meetings.
 - Giving feedback about the relevance of our results. Allow enlargement of the network. Give review on our deliverables.
 - Relevant domain/area they work:
 - Private sector,
 - Catering, hotels,
 - Retail with regard to the technology used,

- World of app developers (who organise hackle tons from start-up world, someone from GS1). Nestle is also developing something similar RI. (Someone who is dealing with Big Data). Microsoft is also doing a lot.
 - Also have people from BBMRI or ELIXIR. (If someone from ESFRI is not available).
 - Medical sector is missing (Check whether Mirjana and Igor is still active not only as a researcher).
 - For ethical analytics - there is a network EuroSAFE dealing with ethical issues.
 - Social sciences representative - we need also their perspective.
3. Decide on the frequency and dates of SC meetings
- Conform the DOA the Steering Committee will meet once a year
 - Discussion about the role of the WP leader meetings
 - The WP leaders meeting is about linking between the activities of the WPs.
 - The PMT will set the agenda of the WP leaders meetings. The WP leaders meeting is more content driven and it involves more scientific decisions. The SC has a different agenda. The WP leaders meeting is facilitating the day to day management of the WPs.
4. Decide on the orientation for the Stakeholder Platform (M8) and the impact strategy towards
EC and other stakeholders
- PMT has announced the use of a code of conduct concerning publication and dissemination.
 - The Steering Committee agreed on using the code of conduct in RICHFIELDS.
 - The Steering Committee will review the code of conduct for RICHFIELDS.
5. Establish procedure for quality review and project review meetings
- Agreed is that WP11 reserves 1 person months for contribution to WP 4. And vice versa.
6. Prepare any decisions to be adopted at the Plenary project meeting
- WP leader is responsible for the timely submission of the deliverables of the WP. The writing of the deliverable is the responsibility of the task leader.

Action Points:

- SC will come with suggestion for their replacement.
- PMT will make a long list for the PAB members
- Update Code of Conduct and send it to the consortium (Sian will provide a version related to Social Media)
- Examples for the WP leaders meeting.

4. 4th of November

8:00-8:30 Coffee

8:30-8:45 Reflection on Day 1. Krijn Poppe, LEI Wageningen UR

First day: trying to create a RICHFIELDS community. Learning new concepts. We learned that there is a concept called Research Infrastructure: not doing research but providing research opportunities by data tools and services. A RI designed to facilitate research so designed for researchers whoever they may be – academic, industry, public sector. DISH-RI: determinants, intake, status and health. RICHFIELDS is focussed on the consumer and food. We are not going to build apps etc but we are doing a design. A very precise design. Based on the final output they should know how to create databases etc. There should be a clear representation. Consumer as data provider.

We looked how RICHFIELDS is structured. We focussed on the consumer as a data provider. It should be flexible. Linking to existing communities on recipes, patients, sports etc. To have the consumer working with RICHFIELDS we have to give back advice. There is also an element of co-creation, citizen science (think of consumers as also being fully engaged and involved in RI). Consumer has influence.

The data can come from the government, but it comes from consumers.

We didn't schedule WP 8, 9 and 10, but there it is getting data from other sources (business, government, open sources etc). Together with the consumer data flow it goes in the infrastructure. Output: what type of data, tools and services can we use in research? --> WP 11, 12 and 13.

We learned something on stakeholder involvement and communication on the project. There are lot of different communities (ICT community, patient organisations) behind. There are a lot of existing infrastructures with which we need to communicate. We have to think on how to get a project after this one to get money for the construction.

8:45-10:15: Workshops on the modelling Working Package s in parallel session per phase led by the scientific phase coordinator

- Presentation of each Working Package of the phase, 10 min
- Interactive phases discussion on the following topics:
 - Discuss and elaborate in more detail the approach of each phase regarding milestones, data, key results and interaction with other Working Package to design an WP implementation plan which can serve as building block for the overall Project implementation plan
 - How does the Working Package contribute to WP2, WP3 and WP4?
 - What is the slogan of the Working Package?

Karin: we want to get mutual understanding between the WPs within each phase. So it is easier to talk and connect with WP4 form the perspective of the phase. Karin emphasizes the interaction within the phase. WP4 could listen and hear all the three phases and thus harvest information.

Phase1: WP5, 6, 7: DLO, WU, Univ Surrey, SP, Aalborg univ

Phase2: WP8, 9, 10: DIL, SP, Aalborg univ EUROFIR, ETH zurich, CENS, DLO

Phase3: WP11, 12, 13: ALL partners, JSI, IFR

Phase 1 (WP5, 6 &7) group discussion

- Angelika Mantur (EurFIR AISBL)
 - Lada Timotijevic (Surrey)
 - Marcus Maringer (WU)
 - Muriel Verain (LEI-WUR)
 - Erik Baderstedt (SP) – leader WP 5 (Lilia Ahrne is not here)
 - Anouk Geelen (WU) – nutrition epidemiology (WP leader of consumption WP7)
 - Monique Raats (Surrey) – nutritionist, phase leader, WP 6 leader
-
- Phase 1: how can we categorize?
 - Consumer perspective: collect data for own purpose, not for sciences. You might be interested in feedback.
 - Where are all the traces that might be interesting to us?
 - Often we give our data without knowing.
 - In what data is the consumer interested in.
 - Who, what, when, where, why, how, how much?
 - For now we ignore if we can get the data. We should try to think on everything. No barriers for now.
 - Now: generate examples. What is the form of the data (answers to questions, photos, public domain, private domain,
 - Form of data: textual, video, sensory etc. --> should we also think of what it can capture: values, attitudes, health status etc.
 - In WP4: rapid review on how to categorize data. Develop first classification table.
 - Investigation of available data has maybe be done in subcategories (e.g. on consumption).
 - Quality of data: pictures --> we need a concepts.
 - Once we have a categorization, we have to develop quality criteria.
 - Consumption, preparation, purchase: what kind of research questions are we typically answering?
 - Purchase in supermarkets, restaurants but also more online.
 - Boundary between phase 1 and phase 2.
 - Ownership of data: scanner data with a scanner, scan it yourself at the check-out, with an app on your phone.
 - We shouldn't worry about ownership, as long as you have access to it.
 - Focus groups: what food-related data exists.
 - Focus groups: in science we cannot do anything without informed consent.
 - Characteristic of the data: what kind of consent is given.
 - Anonymous is not the same as not identifiable.
 - Public understanding of big data --> coming up
 - Method of working

Way of working

- Task 1:
 - Scan possibilities for data collection
 - What data is there?

- We have to come up with definitions of what belongs to our phase.
- Time, place, context should be known.
- Should we include interactions between consumer and enterprise: purchase data.
- First inventory and then come together and draw the lines. What is out there and how does it link to food preparation, purchase, and consumption.
- Focus groups: should be the same in all WPs.
- Focus groups: do consumers draw lines between preparation, consumption, purchase.
- Protocol for the focus groups is task of WP4.
- Schedule will be done in collaboration.
- WP4: generic data classification, other WPs: what big data is out there with food and purchase/preparation/consumption.
- Parallel process of the tasks. Monique is main contact (phase 1 leader) for WP5 – WP7.
- Should we include lifestyle data: trackers etc. physical activity, stress, sleep.
- Is lifestyle data the context of the food data?
- Life log --> how many times do you open the fridge?
- Create a list with questions on how to start.

Phase 2 (WP8, 9 &10) group discussion

- WP8 what data can be extracted for business – Bent. Retail, food service, e-commerce. Copenhagen partners + northern and western GE. DIL, SP in Sweden and GS1 (barcodes – retailer) involved. Case study in 3xtowns + workshop/ focus group interviews. Recommendations = deliverable.
- WP9 connect to other RI – Mark Roe. How link to other RI? Case studies described:
 - Areas of food composition (IFR, ETH...) – food matching linking to consumption data. Fake food buffet validation with work from Barbara phone matching app. Bioactive data and collagens.
 - Globodiet food consumption (IARC, Nadia Slimani) following on from EuroDISH and other projects.
 - Clinical intervention studies ECRIN (Lyon Martine Laville)
 - Diet health and lifestyle Precious RI – mobile application sensors for PA, food recognition developing app. Based in Finland.
- Recommendations = how to develop a framework to link these four RI.
- Month 6 start date for all

Q// What is your idea of a RI? Precious? Q// Definition of RI? European definition only? If so, then miss things? What is in and what is out?

A// EuroFIR, Globodiet and ECRIN considered to be RI. Precious not at this moment, could be though.

Q// JPI projects, particularly ENPADASI?

A// ECRIN + DEDIPAC + ENPADASI + QUALIFY already mentioned and to be considered. Consider RI commonalities and how can be linked.

- WP10 lab environment generated data. Could be considered components of RI rather than RI
- in itself. Potential for providing data in the three areas of purchase, preparation and consumption. Two case studies. Will explore how to connect for the platform.
- WP10 Task 1 – DIL led mapping of existing RI
- WP10 Task 2 – case study WUR purchase behaviour data
- WP10 Task 3 – case study purchase again typo fake food buffet – 2 labs Denmark and Zurich but out of home consumption
- WP10 Task 4 – DIL led communicative exchange between work packages. This is a common task across WP 8-10.
- WP leader meetings required
- Communication with project management required – who takes care of this?

Q// how link with phase 1? Restaurant of the future is also collecting consumer data but not consumer led deposit of information as in WP 5-7

Q// 8 and 9 thinking at preparation, purchase and consumption?

A// Restrictive if use PPC for WP9? Design a matrix so can tick which relevant, yet also able to keep blank if not possible? Require more thought. Food composition = preparation and consumption. Find a common frame for case studies? Relevance of data? Harmonise protocols for collecting them, storage, curating?

- Design typology/ontology here?

Q// governance issues to be considered? Only considered technological point of view thus far. – WP11 crucial to WP 9 – may be able to identify a data supply, yet accessing this data could be difficult. has to be part of our WP. Data supply it exists but how and can it be made available? What's free, what is not?

- Q// WP8 to also discuss ethical dimensions – how ICT used? Not explicit in all tasks at the moment.

- Possible 8-10 workshop Jan/Feb 2017 – chat with Sian? Use as opportunity to exchange with WP5-7 also?

- Consider template common across work packages to gather information in systematic fashion? Then can create almost a map of different facilities – where labs may be available to conduct certain research.

- **Conclusions:**

- 1) Criteria to report to phase 3 (WP4 Kerry) – include ethics etc.
- 2) PPC to align between work packages?
- 3) Consider alternative ideas to align via recording interoperability, standardisation, ontologies, metadata, etc. base on CEN centre for European normalisation categorisations?
- 4) Provide overview, what is out there. Studying other researchers.

Phase 3 (WP11, 12 & 13) group discussion

Barbara presents WP11 slides

25 Persons months in total

Main objective: to create the consumer data platform

We should find a name instead of the acronym CDP!

What is the end month of the roadmap? M35??

We need time to explore the relevant RIs to connect with.

Our input is from WP 4 and also comes from WP 12. How will this be done?

Krijn: how will WP5-10 deliver their results in the way you want? Maybe develop format for them.

Task 11.2 Semantic data model.

Taks 11.3 standardisation

Replace the name of the organisations with a name of the person! Send the name to Barbara asap.

Barbara wants to discuss the activity plan of WP11 in advance.

Javier: data clearance is a legal point. The specification that has to be written needs a license. And how are you going to write the specification?

Barbara: maybe we could already organize a skype meeting.

Javier: There is a connection between WP 11 and WP13.

Krijn: Could discuss in next meeting side wards.

Javier: You could use KUNic as a system to collaborate.

Barbara: how start working. Maybe organize a skype meeting in the short term. Tasks are defined but activities can change.

How establish collaboration with other WPs and between WPs 12 and 13?

Krijn: From M18 each month a skype meeting between WP11, 12 and 13. Detailed discussion.

Sian: WP leader should come to the stakeholder meetings.

Giacomo WP12

Business model is the instrument of the design that exists after the project (?).

Slides presentation.

Three main pillars in the business model: revenue model, value proposition, supply chain. Look for stakeholders acceptance of the business model.

T12.1 put on the table different scenarios of business model. We cannot start with a decision of the business model of course.

Business model involves the whole range from private to public.

Roadmap in economic terms and social terms.

In task 12.3 we have the decision of the business model. Here it is crucial to have interaction with stakeholders.

Task 12.4 roadmap should also include what happens if.

Key words in WP12

We have an number of different customers.

Stakeholders acceptance: it does not work when it is not accepted by stakeholder

Presentation of WP13

10:15-10:45 Plenary feedback by the scientific phase coordinators

Phase 1 feedback – Monique Raats

- Discussed what the tasks are and where boundaries lie in relation to other WPs as well as other phases
- Catalogue what data is out there for consumers regarding Purchase, Preparation, Consumption. WP4 will help to characterise data in a generic way
- First tasks: what sort of data exists out there created by consumers or just exists. Think widely: also what other collect and know about us. Data on interaction with consumer and company is a boundary case.
- Purchase data considered in WP8. Photos of travel receipts = phase 1 or 2? Context of data collection – place, why collected also to be included? Household and individual level? Quality indicators for data to be collected? Lifestyle information to be included, proxy variables to be included? Raw data only?
- Q// How categorise data from Twitter, Facebook etc.?
- Q// Does this phase attribute meaning to the data? This meaning would be discipline specific.
- Q// Location information to be included?
- Q// Can one rely on the information gathered?
- Q// Be aware that every source of data should have data clearance = it is clear from where it came, how it was collected and how it can be reused. Every scrap of data should be identified and cleared.

Phase 2 feedback – Bent Mikkelsen

- Public sector = food service
- Data from many sources (patents, IP and privacy = clearance + dissemination permit and transfer permit) – manage (cut it) – data comes out structured e.g., interviews – write it down, camera etc. then need clearance and permits
- Q// Internet of things? Count number of beverages etc.
- Q // Ontology required – should this be part of WP4 or another WP?
- Q// What is the definition of businesses? Scanning data, marketing data included?
- A// Cases already identified. Is this sufficient?
- Q// Integrate phase WP8 and 5-7? Align focus group questions and feed in to each work package? Lada responsible for ensuring communication regarding focus groups planned?
- A// Phase 2 focus groups/interviews as part of a workshop to encourage participation. Perhaps an informal interview to reflect upon certain issues

- Q// Keep in mind the alignment of 8-10. Provide information for RICHFIELDS rather than develop standalone RIs.

Retail/purchase environment and out of home environment.

Slogan: Mapping data and tools: making sense of complexity.

Phase 3 feedback – Krijn Poppe

- WP 11 ICT; 12 business models; 13 ethics, governance, privacy
- Standards of data
- Worry that input from WP4 – 10 is nice but not useful for WP 11-13.
- Definition of preparation, purchase and consumption. How to get meta-data? Formats! But also informal know-how
- Semantic data model terms need definition (come from WP4's work on describing data?)
- Can extract 80% formal information from desk research. Require 20% informal information from interviews and informally exchanging information via discussion
- Require active involvement of all WP leaders in WP leader meetings and stakeholder meetings

Slogan: facilitate the sharing of data for better food and health

Q// Barbara WP11 could potentially identify RI (legal or ICT rather than food related) that are interesting to help with setting up RICHFIELDS or DISH-RI? Need to start earlier to make sure don't miss anything or rely on phase 1 and 2 to provide majority of RI information required for phase 3? A// No need to start earlier in terms of WP11. Advisable to use PM in WP9 and elsewhere to ensure sufficient communication and needs met for all phases.

A// WP9 case studies are already defined? Need to be more open to identify others? Involve ENPADASI? Case studies flexible - small case studies constraining/ tools that already exist. Would be useful to open up to help WP11. Discuss with PF regarding WP9.

Q// Mapping and understanding data and tools – slogan for phase 1 (upload themselves) and 2 (data from other sources). At end always data generated by consumer - drive behind the generation, industry, communities, public, academia. Useful to separate this. Is it possible to sharply separate this? Who creates what, who owns what data?

- Common slogan between the 3 phases possible?

11:00-11:15 Introduction to joint scientific papers, Pieter van 't Veer, Wageningen UR

There are five scientific papers foreseen in the project that will cover the scientific agenda of the project as a whole. The lead authors of the papers are either LEI Wageningen UR as project coordinator or the scientific coordinators of the project Phases. The papers are:

- Position paper – Marc-Jeroen Bogaardt, Anouk Geelen, Wageningen UR
- Paper on Phase 1 – Monique Raats, USURREY

- Paper on Phase 2 – Bent Mikkelsen, AAU
- Paper on Phase 3 – Krijn Poppe, LEI Wageningen UR
- Final paper – Karin Zimmermann, Pieter van 't Veer, Wageningen UR

11:15-11:30 Presentation of the Position paper, Marc-Jeroen Bogaardt, LEI Wageningen UR

Title: designing a RI on consumer health and food intake using E-science with linked data sharing

Authors: MJ, Anouk, Karin, Pieter, Monique, Bent, Krijn

Journal: IJBNPA

- Draft paper will be presented at the EAAE seminar “does Europe need a food policy” on 1st dec 2015 in Brussels
- Inspired by a DEDIPAC paper in the same journal (published last year).
- Content will be based completely on DOA.

Background: referring to H2020, JPI, EuroDISH

Vision and goal: figure of conceptual design of the RI --> the blue clouds figure.

Structure of the desing project:

- Introduce the figure of the design approach (3 phases with 9 WPs)
- Focus on the 3 phases

Management and dissemination

Attention for stakeholders involvement in design process

Discussion

Rapid technology development --> demand for flexible, adaptive RI

Involvement user groups in the design process

Important role of consumers as real time data providers

Relation with DISH-RI

Building a public private collaboration

How should the final design actually be pictured and described in the final report

Alternative structure of the position paper:

Introduction

What is our RI consumer data platform?

What does consumer data platform want to achieve

Why is such a consumer data platform needed

What is the added value of the platform

What is required for the implementation of the consumer data platform

Roadmap

Lada: Alternative structure is more interesting and can be better linked to the final paper

Bent: alternative is really good, but is too difficult. We would have to wait for half a year/a year

Xavier: sense of commons --> Xavier will send more info to MJ --> should be included at least in the discussion. Relates to private/public issue.

Trond: use first set up for the paper and the questions in the alternative setup name it in the discussion.

It would be very helpful for the consortium to have a paper soon.

11:30-11:45 Presentation of the outline of the Final paper, Karin Zimmermann, Pieter van 't Veer

Co-authors: in principle one person per partner --> if co-author an substantial contribution is expected. Could also name people in the acknowledgements.

Scope : final design of RICHFIELDS. Straight forward description of the final results based on the discussed and agreed synthesis of the 3 phases and the final design. Per phase, an integrated paragraph should be written --> how much overlap with phase papers?

Alternative: describe and report on the building block RICHFIELDS contribution to

- The relation between RICHFIELDS and DISHRI
- Societal needs
- Interaction with other RIs
- Elaborate on the goals of DISHRI now RICHFIELDS, ENPADASI, GLoBODiet; all are in the design phase
- Discussion; RI central focus

Alternative II: roadmap update of DISH-RI

- Elaborate on the final paper of EUroDISH, final paper of RICHFIELDS, maybe ENPADASI
- Insights into next steps of the preparatory phase of DISH-RI
- Explain the overarching structure in the domains of ICT, data, tools, services but also on user-and stakeholder management
- What did we learn
- Discussion; DISHRI is central focus

So, main focus on RICHFIELDS, focus on DISHRI with RICHFIELDS as a building block, or DISH-RI with roadmaps of all RIs

11:45-12:30 Parallel session of the paper phase 1, 2, 3 chaired by the scientific phase coordinators

Parallel session per scientific paper lead by the Lead authors will focus on for each paper on:

- Scope and main academic contributions
- Deliverables (in particular data and concepts) essential for the paper
- Journal
- Authorship
- Time line including possible conference/seminar presentations

- Process of review

Phase 1 paper

- D4.2: synthesis of the findings WP5-7 can be input
- Discussion with stakeholder platform (phase 1) with initial findings --> starts in month 4 and duration is 8 months (so 1 year – September 2016)
- Workshop: can be expert opinion (data collection) or validation of what you found so far and you still have 4 months to use the input. The idea is not to use it as dissemination. Use it for our own benefits. We need critical stakeholders.
- WU-perspective: it would be nice to have a paper on WP7. --> our challenge to fit in the person months. Anouk would like to try it.
- Separate papers or 1 paper: is it strong to emphasize differences between purchase, prep, consumption.
- Phase paper is priority 1.
- Phase 1 paper is an integration of all steps.
- We need to have a list with all the research questions and have a look whether it is better to combine or also separate papers.
- Keep in mind that paper 5 would like to refer to the phase papers, so it would be nice if it is more overarching.
- Monique suggest to pull in legal/ethical people to make sure we do a good job. And they might become co-authors, depending on the focus.
- Starting point from consumer data perspective. Apply it to a specific kind of data collection. --> but where is that boundary?
- What consumer data is out there? What is the quality? How can we use it in research?
- What does it imply for the final design.
- We can easily write 4 papers --> so take one step back and look at the most interesting parts for RICHFIELDS or for the scientific community.
- Should the phase paper cover everything? --> summary of the most important things identified to build RICHFIELDS.
- Papers 1, 2 and 3 combined are more or less the design of RICHFIELDS.
- Paper phase 1 would be based on 5.6.
- Workshop 1: discuss the data types, workshop 2: discuss the outcomes.

Phase 2 paper

Phase 3 paper

- Krijn: each WP could lead to separate papers. But we are now challenged to come up with a paper of Phase 3. Prefer young authors on the list. Journals?
- Barbara: we cannot publish a scientific paper about our ideas but we really need some results. So paper about WP11 ICT.
- Lada: the real challenges are in governance and ICT.
- Giacomo: we have fragmented information: legal, business, governance. Put it in a framework and use RICHFIELDS as a case study.

- Krijn: So focus on challenges and hurdles and success factors (get from literature) from the point of WP11 WP 12 WP13.
- Giacomo: So a state of the art paper.
- Barbara: could it be presented on conference?
- Giacomo: Relation with stakeholders. The food manufacture. EC has focus on multidisciplinary approach. Policy oriented paper.
- Lada: Conflict of interests could be also important perspective.
- Giacomo: RICHFIELDS could address the ethical issues concerning food and health in relation to industry.
- Krijn: Dora will come up with a standard presentation about RICHFIELDS to all of us to us. Concerning policy we have the EuroChoice to address to policy makers.
- Krijn: we could produce two papers. We use the next 18 months. We start in January to make a table of content of those two papers.
- Lada and Barbara will start as coordinators of each two papers. So start writing in Jan Feb 2016.
- Lada: can we have a mailinglist of Phase 3
- Barbara: which papers?
- Lada: Food policy but that takes for ever. Focus on the more policy journals.
- Krijn: The WPs could lead to separate papers.

12:30-13:45 Lunch and Photo moment

13:45-14:30 Plenary feedback by scientific phase coordinators

Feedback Monique Raats

- Could write more than one paper
- Should we write papers per WP (purchase, consumption, preparation) --> not sure yet.
- Blurry boundaries around the data (what to include and what not)
- Papers would maybe be better if they cross phases (and include governance issues?), so that is still challenging
- Stakeholder workshops are opportunity to collect more data: could substantially change the results.
- Novel to publish what are data, what are the issues with using data, transforming data, challenges associated – not unique to RICHFIELDS, issues across various areas
- Different audiences: unique data that is of wider interest than RICHFIELDS.
- Plenary meeting in month 8 --> strong view on how to categorize the data --> this discussion we want to have with the whole consortium. --> which stakeholders should be involved in that stage? --> there will be something of unique interest, but not a complete overview.
- Workshop in month 12
- Second workshop month 15 (?)

Pieter: overview of the main findings, and how to use it as input for phase 3.

Q// Next steps? Month 15 too late to submit paper if haven't decided on overarching research question. Cannot wait until final deliverable.

Feedback Bent Mikkelsen

- One combined paper, and also individual papers?
- Structure through purchase, preparation, consumption
- Recommendations on ethical issues, governance etc.
- Journals to be preferably open access: IJBNPA, biomed central (BMC)-public health or BMC-protocol specific new journal; trends in food science and technology
- We should check with the editors if they want such an article.
- Trends in food science & Technology --> but is more a review paper
- Central author: IFR (Mark)
- Discuss outline or draft month 15 potential stakeholder workshop
- Publishing committee is the scientific coordination team --> for all papers on RICHFIELDS data.

Q//RICHFIELDS can provide open access funding + aim for open access journals?

Q// Dora can check if open access journals are a necessity from EC point of view

Q// Appetite?

- Timing: Draft at Jan/Feb 2017 stakeholder meeting

Q// Will there be a publishing process, committee for all RICHFIELDS data to keep consistency?

A// Scientific committee will be used to keep track of 5 main papers

Q// Access to RICHFIELDS data – other consortium members access – what process to access?

A// Team who collect are principle owner and RICHFIELDS own output of data in general. So if want to publish in own WP then ask permission of partners involved. If want to use from other WP then negotiate with them as well. If no agreement then goes to scientific committee.

Feedback Krijn Poppe

- WPs can come up with own paper
- Joint paper for phase 3 – uncertain about final paper as KZ options influence phase 3 paper?
- Phase 3 'starting paper' and start after Christmas. State of the art paper with roadmap of what we will do. Lada and Barbara volunteered to coordinate that.
- Journals: policies, plos one, administrative environment. Eurochoices (policy journals to communicate to Brussels, including industry).
- Should we publish in open access?
- Can Dora check whether it should be purely open access journals?
- Final paper is responsibility of WP1.

14:30-15:00 Management and feedback on the Steering Committee meeting Dora Lakner and Marc- Jeroen Bogaardt, LEI Wageningen UR

- Feedback of the Steering Committee Meeting
Steering Committee Meeting – See minutes of SC meeting above.
- Minutes of the meeting
- Consortium agreement
- Project Management Team
 - Dora = project management day to day
 - Vice co-ordinator = Marc-Jeroen
 - Pieter (Anouk replacement) - WP2-4.
 - Monique (replacement?)– WP5-7
 - Bengt (replacement?) – WP8-10
 - Krijn (replacement?) – WP11-13
- Transfer of the budget; pre finance
 - LEI has pre finance. Within 2 weeks transfer to institutions
 - 1st reporting M18 midterm report + finance
 - 2nd reporting M36 final report + finance + scientific impact
- Internal Communication
 - Mailing list
 - Update it with Skype names
 - RICHFIELDS@wur.nl
 - PMT use this general e-mail address.
 - Subject : RICHFIELDS 654280: WPXXX
 - Documentation
 - Grant Agreement, Consortium Agreement, Deliverables, minutes will be available on the External portal of www.richfields.eu
 - Working Packages can use the portal to exchange working documents
- External communication
 - Presentations -Always inform the PMT, when participating on conferences.
 - 1 slide of RICHFIELDS project - One slide of RICHFIELDS, use when consortium partners give presentation
- Deliverable format
 - **Review**
 - Two weeks before the date of delivery the deliverable needs to be sent to the Scientific phase leader.
M1 – end of the month, 31.10.2015
 - WP 2-3-4 Pieter van' t Veer
 - WP 5-6-7 Monique Raats
 - WP 8-9-10 Bent Egbert Mikkelson
 - WP 11-12-13 Krijn Poppe

- **Set up of the deliverable:**
 - Summary of the Project - LEI
 - Summary of the Deliverable – WP leader
 - Quotes posts for LinkedIN - WP leader

- **Deliverable template, will be available**
- Final conference
 - Around the first week of July 2018
 - Brainstorm about a good match?
 - Location event representing the spirit and aim of the project?
- ICRI --> maybe in 2018?

- Next Meetings
 - Stakeholder platform: month 8, may 2016
 - 2nd Plenary project meeting: month 9, 14th and 15th of June 2016
 - Stakeholder workshop: month 12, September 2016
 - 3rd plenary project meeting: month 18, march 2017, Surrey
 - 4th plenary project meeting: month 24, September 2017, Sweden/Denmark

16:00Wrap up and closing, by Karin Zimmermann, LEI Wageningen UR

Karin thanks everyone and looks back on a fruitful meeting.

Horizon 2020
INFRADEV-1-2014 - Design studies

RICHFIELDS Working Package 1
Deliverable D1.1

**Minutes of the Plenary Project Meetings and Project
Advisory Board Meetings**

Plenary Project Meeting in Milan, Italy
(28-29 June, 2016)

Date delivered:
M10

Authors:
Kirsten Haak, Dora Lakner and Khadija Nairi

Deliverable lead beneficiaries:
Stichting Wageningen Research
(Formerly LEI Wageningen UR)

Project	
Project acronym:	RICHFIELDS
Project full title:	Research Infrastructure on Consumer Health and Food Intake for E-science with Linked Data Sharing
Grant agreement no.:	654280
Project start date:	01.10.2015
Document:	
Title:	Minutes of the Plenary Project Meetings and Project Advisory Board Meetings - Plenary Project Meeting in Milan, Italy (28-29 June, 2016)
Deliverable No.:	D1.1
Authors:	Kirsten Haak, Dora Lakner and Khadija Nairi
Reviewer:	Karin Zimmermann – Project Coordinator prof. dr. ir. Pieter van't Veer – Scientific Coordinator
Start date:	1.10.2015
Delivery date:	26.07.2016
Due date of deliverable:	31.07.2016 (M10)
Dissemination level:	PU
Status:	Final

Change history:		
Version	Notes	Date
001		26.07.2016



Karin Zimmermann
Project Coordinator



prof. dr. ir. Pieter van 't Veer
Scientific Coordinator

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Action Points

WP	Actions to be taken	Person Responsible	Deadline	Status
Phase 2	Planning scientific paper of Phase 2	Bent	August 2016	
WP4	Prepare outlines for WP 4 led papers	Kerry	End Sept 2016	
WP4	Consult ESFRI guidance documents for applying to become a RI. See where D4.1 could be amended to clarify the goals of phase 1 & 2 results	Kerry	End Sept 2016	
WP4	Consult with phase 2 to view updated protocol	Kerry	End Sept 2016	

Next Meetings

Date	Next meeting	Location
11th of July	CANCELLED - WP leader meeting	Conference call
27th of September	Stakeholder Workshop	Amsterdam
M 19 – March 2017	3 rd Plenary Project Meeting	Gothenburg
M25 – October 2017	4 th Plenary Project Meeting	Lyon

1. Objectives of the plenary meeting

The overall aim of the meeting is to align the work of the three Phases with the latest results and stakeholder feedback and for- and backward casting. Furthermore, to elaborate on the next steps of the RICHFIELDS design in line with the anticipated EFSRI application in 2020. The meeting will focus on Phase level, meanwhile offering the possibility for the Working Package leaders to translate the overarching aim for their own Work Packages (WPs).

Main objectives:

- Provide the state of the art results per Phase
- Align the work of the different Work Packages, and especially between Phase 1, 2 and 3
- Elaborate on the needs of Phase 3
- Link the results and design of RICHFIELDS to the ESFRI roadmap application
- Provide feedback about the Stakeholder Platform meeting and discuss consequences for the Phases and WPs
- Introduce and provide feedback of the Project Advisory Board
- Socialising and Team building

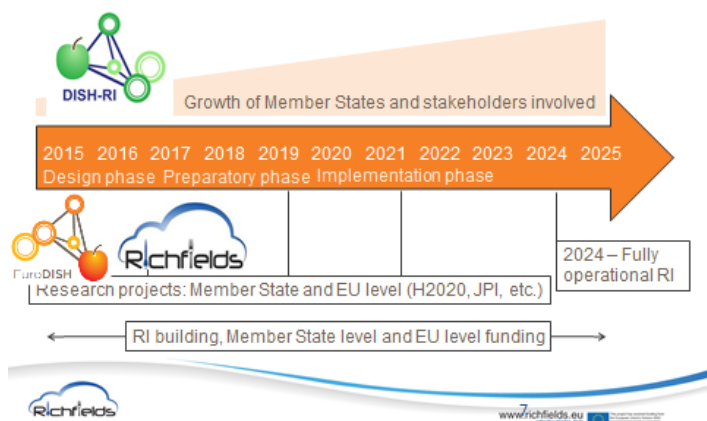
28th of June

10:00-10.30: General Introduction by Karin Zimmermann, General Coordinator LEI Wageningen UR and Pieter van 't Veer, General Scientific Coordinator WU

Karin Zimmermann/ Dora Lakner:

- The overall aim of the meeting is to align the work of the three Phases with the latest results and stakeholder feedback and for- and backward casting.
- Elaborate on the next steps of the RICHFIELDS design in line with the anticipated EFSRI application in 2020.
- Objectives of meeting:
 - Provide the state of the art results per Phase
 - Align the work of the different Work Packages, and especially between Phase 1, 2 and 3
 - Elaborate on the needs of Phase 3
 - Link the results and design of RICHFIELDS to the ESFRI roadmap application
 - Provide feedback about the Stakeholder Platform meeting and discuss consequences for the Phases and WPs
 - Introduce and provide feedback of the Project Advisory Board
 - Socialising and Team building
- Change in project management team. As from 15th of August Birgit de Vos will take over from Dora Lakner.

Timeline of EFSRI Roadmap



Chapter in the EFSRI roadmap	RICHFIELDS
1. SCIENTIFIC IMPACT OF THE RI	Yes
2. PAN-EUROPEAN RELEVANCE	Yes
3. SOCIO-ECONOMIC IMPACT	No
4. e-NEEDS	Yes
5. PREPARATORY WORK ACHIEVED	Yes
6. SITING	No
7. Planning	No
Chapter in the EFSRI roadmap	RICHFIELDS
8. GOVERNANCE, SCIENTIFIC AND LEGAL MANAGEMENT	Yes
9. HR POLICY AND PROJECT MANAGEMENT	No
10. FINANCIAL ASPECTS AND COMMITMENTS	Yes
11. FEASIBILITY AND RIK	Yes

Pieter van 't Veer

- From RICHFIELDS towards an ESFRI Roadmap application.
- Need to define "Success of RICHFIELDS"
- What do we need to deliver at the end of the project?
- What should our ultimate design-report look like (TOC)?
- Which one of our current phase activities contributes to what section in the design report?
- Do we altogether cover all relevant elements?
- Or do we further have to elucidate what needs to be in the design report?

Lessons learned from ESFRI & implications RICHFIELDS

- ESFRI roadmap evaluation: consolidate collaborations (MoU, more countries, EU coverage)
- strong scientific case and strong scientific case are required
- user survey relevant to assess needs

Advice ESFRI on DISH-RI

- make it wider than DISH, include food chain and health
- align RI-design with roadmap application where possible

Implications for RICHFIELDS

- RICHFIELDS is already ongoing, it can contribute to shaping the ESFRI roadmap 2020
- Need to shape RICHFIELDS into the ESFRI roadmap application format

RICHFIELDS MT discuss with ESFRI what is needed for the 2020 application

ESFRI requirements lacking in RICHFIELDS:

	Covered in RICHFIELDS	Not covered in RICHFIELDS
Scientific case		
Phase 1 & 2 (WP4-7, 9-10)	1. Scientific impact of the RI 2. Pan-European relevance 5. Preparatory work achieved	Impact and dissemination? (WP2) Interaction with sci community as stakeholders? User survey? (WP3?)
Business case		
Phase 3 (WP8, 11-13)	WP11 → 4. E-needs WP12 → 10. Financial aspects and commitments (WP12) WP12 → 11. Feasibility and risks WP13 → 8. Governance, scientific and legal management	3. Socio-economic impact (WP2?) 6. Siting 7. Planning 9. HR policy, project management

Implications for next steps in RICHFIELDS

Project members:

- Envision "Phase 3" as a "partial" roadmap proposal
- Envision WP-deliverables as "ready to use" elements in the roadmap application

Management team:

- Specify what the above implies for deliverables and papers
- Propose solutions for lacking elements to serve needs roadmap proposal (within / outside RICHFIELDS)

Vision on food and health domain:

- Fragmentation should not be institutionalized
- Food (chain) is the leading principle, farm to fork
- Address food production, security, safety, accessibility, social, public health, all requiring the same infrastructure
- Focus on strategic research agendas (JPI HDHL, FACCE, Ocean, ...), science and standardization
- Data linkage/sharing is the basis, not overarching. Do not focus on EU-Open science cloud
- Citizen science is a unique asset, public domain seems represented, but private domain must be more convincing

Key technicalities proposal:

- Evaluation: Sci relevance & impact (high), EU added value (medium), Socio-economic benefit (low), E-needs (low)
- Current proposal: high quality institutes, but too few, limited to NW-EU (vs MetroFood), not farm to fork
- Governance: Sci board at high institutional level (funds, in kind), decision at level General Assemblée of MSs; how much budget from institutes in RI-budget?

- Crucial: Good business case + access and user policy
- Socio-economic impact reached by citizen science, industry involvement, public health.
- Practical priorities: Consortium agreement, MoU with surrounding RIs, user survey to identify user community, include business, governmental LoIs/LoS.
- Check proposal with TRLs (Technology Readiness Level)

10:30-11.00: Short introduction of the Project Advisory Board Members

Domain	Name	Institute/company
Data science D+I	Inge Tetens (Chair)	DTU
Data science S+H	Igor Spiroski	IPH Macedonia
Governance & Business model	Anneke van Kollenburg	Toon®ENECO
Ethics and Privacy	Dr Harriet Teare	University of Oxford
ICT and Big Data	Fred van Alphen	Interim manager ICT and Big Data
Portal and services	Christian Graversen	Welfare Tech
Science Agenda	Martijntje Bakker	JPI HDHL

Determinants and Intake/ Chair: Inge Tetens, DTU

Status and Health: Igor Spiroski, IPH Macedonia

Motivation to participate in PAB:

- Always a challenge because of the research environment
- High quality scientific and applicative processes within the project
- People inside and idea behind
- Previous experience in food consumer science and health

Domain specific contribution to RICHFIELDS:

- GBD from dietary factors – dominant NCDs health risk
- Behaviour related health risks Interrelation with other EU projects that IJZRM is involved (INHERIT)

Governance and Business model: Anneke van Kollenburg, ENECO

Motivation to participate in PAB:

- Introduction to a whole new world
- Love to share and help
- Find connections between research and commercial products
- Find links between healthy food and healthy homes

Domain specific contribution to RICHFIELDS:

- Share knowledge on building a data platform with a successful business model
- Create partnerships that works for all partners
- Focus on value creation and user perspective

Ethics and Privacy: Harriet Teare, University of Oxford

Motivation to participate in PAB:

- Significant interest in the objectives of the project.
- Cross over with several projects. She is working on eg: Genetics Clinic of the Future, Rudy Study, Dynamic Consent

Domain specific contribution to RICHFIELDS:

- Research interests: Ethics and regulation in medical research:
 - o Patient involvement and engagement in research
 - o Consent tools
 - o Privacy and data sharing
 - o Use of new technology

Science Agenda: Martijntje Bakker, JPI HDHL (represented by Wilke van Ansem)

Motivation to participate in PAB:

- RICHFIELDS is closely related to pillar 1 of the SRA of JPI HDHL (determinants of diet and physical activity)
- RIs are a main focus of JPI HDHL (we currently invest in ENPADASI)
- Open Access of data is a main priority (we recently decided that all funded projects will work with the FAIR principle)

Domain specific contribution to RICHFIELDS:

- JPI HDHL represents 26 countries (within- and outside Europe)
- SRA includes three pillars: determinants of diet and physical activity, diet and food production, diet-related chronic disease
- Implementation plan 2016-2018 recently published
- Multiple running projects in each pillar
- More info: <http://www.healthydietforhealthylife.eu/>

ICT and Big Data: Fred van Alphen, Interim manager ICT and BD

Domain specific contribution to RICHFIELDS:

- 25 years in ICT, 20 years in Data Mining / BI / Predictive analytics / Big Data
- Fred helps (ICT) companies to improve their ICT organization and business performance
- Right environment to collect, store, transform, analyse & report data;
- Hardware, tooling & methodology to deal with the high volume & variety;
- Data is everywhere (registration, apps, wearables, sensors). Key is to link & safely collect.

Portal and Services: Christian Graversen, Welfare Tech (represented by Bent Egberg Mikkelsen)

Domain specific contribution to RICHFIELDS:

- DK hub for innovation & bizz development in healthcare, homecare & social services.
- A national entry point and test bed for international companies
- A growing focus on nutrition related data among members
- Data: Generic or even better Branded
- Privacy issues needs to be dealt with
- “you do the bright thinking and we will comment swiftly”

- Standards for data structure needed
- Standards for transparency needed (i.e block chains)
- However at presents no knowledge about enterprises wanting to engage

11:00-11.30: Methodology and logic framework, Kerry Brown (University of Surrey), WP4 co-leader

Aim: To update and exchange information about the approach of RICHFIELDS. Linkage between al WPs. Make sure that information gets through from phase 1 and 2 to phase 3.

So far:

- Reviewed data sharing initiatives (e.g. FAIR)
- Spoken to WP leaders of 8, 11, 12, 13
- DEDIPAC: dietary and physical activity determinants, ENPADASI: phenotype data platform
- Phase 1 and 2:
 - Explore 4 common themes
 - Concepts & definition
 - Data quality: e.g. transparency
 - Research question scope: what can we infer from big data
 - Access & reuse of data
 - 2 outputs:
 - Data architecture: data led
 - User needs analysis: does it serve a purpose
 - Ultimate goal of Richfields: facilitate F&H research and promote and protect health

Can big data be categorised and used: structured/unstructured
Pull together natural & social science

We want to develop a platform:

- Semantic data model
- Business model
- Governance model
- Phase 1: Inventory of mobile apps: purchase, preparation, consumption
- Phase 1: Stakeholder interviews, talking to general public
- Phase 1 and WP8, 9, 10: Case studies
- 27 sept 2016: stakeholder workshop 1, Amsterdam

Discussion:

Sophie: 4 common themes and 2 outputs is useful to structure WP 10.

User needs analysis was not so much part of DOA. Categorise different user groups. What would you need from audience Kerry to make the next step? Kerry: We are here to facilitate. Make sure that knowledge can be grabbed and used.

Pieter: What binds the WPs: 4 common issue → how to achieve this? Kerry: milestones are produced in phase 1 and 2, but WP4 will combine the milestones through these 4 common themes.

WP4 is not going to say how we judge quality, but researchers should report to WP4 if they find interesting information on this.

Inge: what do we need to become more mature? Where do we start? Kerry: starting from dietary intake, because we have good typologies etc. Krijn: start with a certain group as an entry method of ICT. Or directly work from scientific definitions. 3rd way: start with an interesting app and build on that. Bent: not only soft things (data) but also about smart devices, sensors etc. should we limit ourselves to soft things? WP10 is also talking about laboratories etc. so hard infrastructures. Paul: focus on determinants and intake, than wider food and health RI. WP9: precious platform. Pieter: start from RICHFIELDS; determinants and intake. → business case and scientific case. Karin: interesting not only scientific perspective. Top level research should be facilitated. National governments have to invest. WP4 is taking on board the user survey. I am happy that they are doing this. Stakeholders and users have to acknowledge what we are doing and need to assign to keep us going for next years. User groups. Combine scientific work with user survey and then think of further steps.

Giacomo: what is missing and how could RICHFIELDS fill these gaps: business case and science case! Pieter asks for inspiring examples for business cases and scientific cases → 'THIS IS WHAT YOU CAN DO IF WE HAVE A RI'. → provide us with references in that direction. Javier: learning by doing. Intellectual property: what data can we use, for what price, what does the data look like, legal and economic aspects of that data. Business: profit + mediate business model; huge wealth for society, no direct incomes. Science is not about direct incomes, but to seed things that we should never know what it will bring. Long term revenues and societal impact. Wilke: Regarding ethical issues, take lessons from existing RIs. Monique: our challenge is to bring in non-research data, unstructured data. Most RIs are about research data. That is easier. Pieter: data is going to be the new currency for science and business.

11.30-12.00: Translate the results of the Stakeholder Platform meeting for Phases and coming workshop, Siân Astley (EuroFIR), WP3 leader

Stakeholder platform meeting 2nd of June:

- 2500 personalised invitations
- Offered to pay one night accommodation
- 11 expressions of interest
- 40 registered to attend (21 stakeholders + 5 external)
- 28 attended (13 stakeholders + 1 external)
- Highly engaged self-selecting
- Volunteers for the workshops
- Satisfied or very satisfied
- Participants and expressions of interest will be invited to LinkedIn

Break out groups:

1. Consumers with type-2 diabetes
2. Consumers at different life stages (e.g. Pregnant, over 75s, under 20s)
3. Consumers wanting to eat ethically (e.g. sustainably, vegetarian, organic)
4. Sporty consumers in training (e.g. Runners for a marathon, elite athletes)
5. Consumers want to eat healthily, and share and test recipes

Discussion:

Sian: 2 volunteers that attended the platform meeting are also going to participate in Workshop 1. Topics for discussion came out of groups.

Marc-Jeroen: what is the difference between the workshops and platform meetings?

Sian: platform is bigger. During the workshop we will sit down, move it on from theoretical to practical.

Marc-Jeroen: representatives from groups?

Harriet: who were stakeholders and how did you divide them in groups?

Sian: Research, funding, technology and industry. From patient groups to healthy eating. There is a lot in between.

Tamara: also stakeholders from research infrastructures?

Sian: they were invited but did not come.

Marcus: users defined as receiver and donators of data? If you ask them to use everybody will be there.

Sian: it was an open invitation. We did not invite them as providers or receivers. The discussion on data contribution or not came out in the break out groups.

Pieter: there is discussion about biological and behavioural approach. What is data and meta data?

Key message is that we need to get more grip on our user community and what their needs are. This is also mentioned by ESFRI. We have to take this message on board.

12:00-13.00: Progress in the Phases and Break out session Consumer Platform, Scientific coordinator of Phase 1 and WP leaders

12.10 Presentation of Phase 1, Monique Raats (University of Surrey)

WP5- Purchase

- Individual data, for own use but also to take into research world
- Data about shopping, opinions about restaurants, ratings and reviews can be interesting for choices that people make. Previous purchases.
- Apps allow you to see some of that data.
- Characterizing tools in terms of what they do.
- And also ethical and legal issues.
- What is purchasing and think as widely as possible. Where does data exist?

WP6 - Preparation

- What data exists from research world, what is out there?
- Harder to grasp data about intake.
- Preparation data is a bit more challenging than purchase.
- Do they look for recipes?
- Sharing knowledge and preferences.
- Data to do with interacting with sensors. Sensor in weighing skills or in appliances. Heating equipment in your house, tells something about how much you cook, how much gas do you use for cooking. Or things to do with safety. To detect if you have burglars in your house. What rooms in house get used.
- Think richly. Not only food apps and data.
- How do you plan your meals? Example of skill (see slide). Can handle food related data to help consumers with certain tasks

WP7 - Consumption

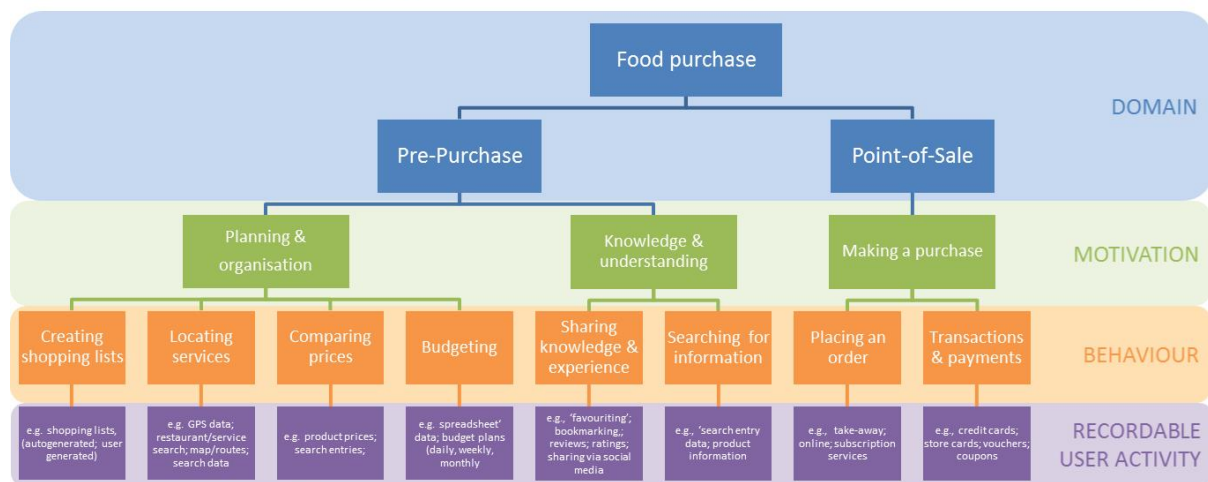
- Measure what people eat, surveys etc.
- How much alcohol do you drink etc.

- Also set of tools for medical purposes. If you have disorder you have tools to help you measure. own eating and drinking.
- Social and biological process. Sharing data about experience of eating. Showing pictures. Or recordings of what people have done together. You can use this kind of data. Logging all of these tools.
- Life style tools.
- How do we organise it and present data.
- A lot of tools that do multiple tasks.(see slide)
- What kind of recordable activity relates to food
- Consumption. Data use is what we should be looking at

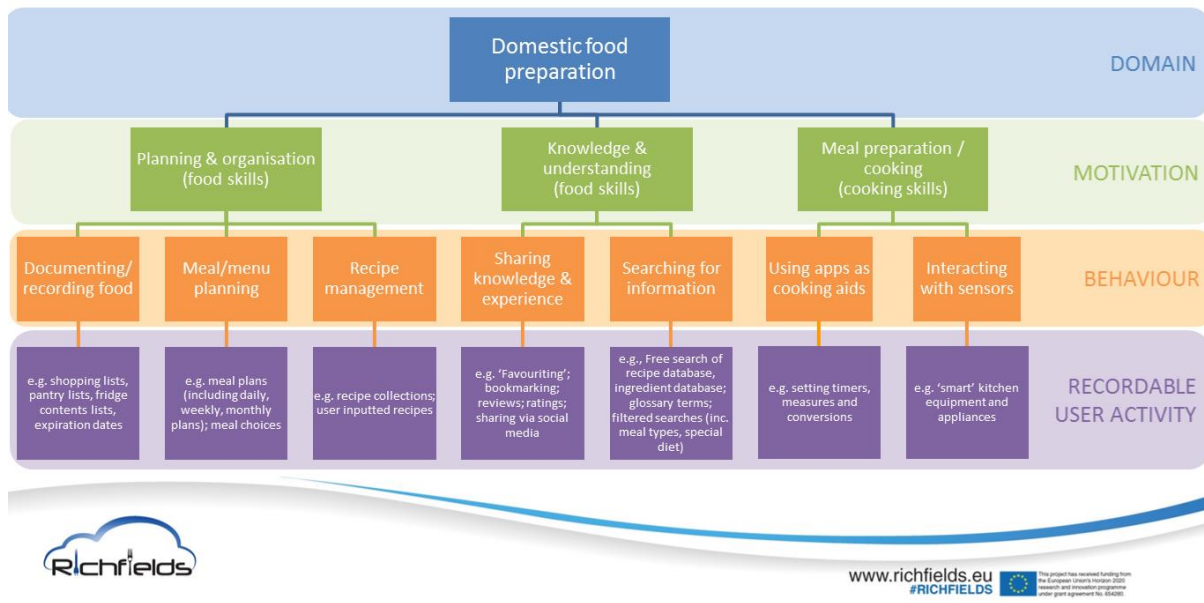
Bottlenecks:

Development of an integrated classification of tools across WP5-7 is challenging.

What kind of user-generated data related to food purchasing?



What kind of recordable activity relates to food preparation?



Results and questions useful for WP11 (Data integration and data management)

- Is the way we have grouped recordable activity appropriately?
- Will we be capturing data collection in business settings, e.g. sensor use in catering settings (e.g. measuring energy use, movement, temperature) in Phase 2)
- How do we characterize data collection context? – i.e. research design
- Can we align research questions?
- Have we used the appropriate technical criteria:
 - Access Protocol**, e.g. AtomPub, Bluetooth, HTTP, REST, SOAP, WDSL, WIFI,
 - Access Type**, e.g., Asynchronous API, Dropbox, Email export, File, Google Drive, Hardware Api, No information, SDK, Web Api, Web Feed
 - Data Format**, e.g. Atom, CSV, Excel, HTML, JSON, No information, PDF, RSS, XML
 - Data Ownership** e.g. No information, Public, Third parties, User, Vendor

Results and questions useful for WP12 (Business model)

- A big challenge to update the tools → data platform (new versions, features, kind of apps, sensors etc.) so that the data reflects (changes together with) consumer behavior
- Is the way we have grouped recordable activity appropriately?

Results and questions useful for WP13 (Governance, Ethics and Final Design)

- Terms of condition and privacy policy – difficult to interpret for a non legal expert (Authentication, Data encryption, Data Permissions).
- Have we used the appropriate technical criteria:

- **Data encryption** (e.g. Transfer, Storage, No information)
- **Data storage** (e.g. Device storage, Web server storage, No information)
- **Device data** (e.g. UDID, Vendor ID, Advertising ID, IP address, Device location, Device functionality)
- **Personal information** (e.g. Name, Address, Username and password, Email address, Date of birth, Location, Additional data, Interactions, Name, Phone number, Physical characteristics, No information, Health data, Gender, Demographics, Postcode, Image, Ethnicity, Financial information, Personal video, Social network handle)

12.40 Q&A

Pieter: interesting to hear if this model makes sense for RICHFIELDS community, the use of the layers. I like recordable user activity. This is a way of structuring it for science. But what about the users?

Monique. Orange is what the consumer would be doing. Scientific way of describing what I am doing. Also the green box is about what somebody does.

Marc-Jeroen: behavioural scientists.

Javier: what relevant data could be missing? Monique: outcome of this exercise. This shows what there is. We have to see what is missing now. Same data can be used by different people and researchers.

Sophie: food choice and how this is influenced is separate from consumption and purchase. Maybe somewhere in between. Monique: yes, that is a consequence of the categories and we have separated.

Sophie: WP10 case studies on labs and experiments would fit quite nice in this scheme (domestic food preparation). Pre- sale and purchase aspects you could fit in food choice.

Monique: results are how are we going to do it?

Krijn: fair principles. Data should be free. Is that true for the RI? You can get data for 5,000 euro. Will we do it?

Monique: we are already a level up by collating data. Businesses etc. are very attached to it. It is a big hurdle.

Karin: big challenge of RICHFIELDS is consumer side of the platform. Phase 1 is closest to get to description of consumer. Worried: RICHFIELDS needs to be alive in 15 years time. How can we move forward? We are now at apps. We have to be open to future. Monique: apps are about process and how are they organised. Data exchange is not very well organised currently. Attended workshops about sensors. How to use data, what algorithms are used to manipulate the data before it comes in and how it comes out.

Karin: where do you get this information? Expert interviews with technology development companies? For scenarios in 10 years for consumers?

Monique: we have to do that as RICHFIELDS. Will also be done in WP4. We need to do this in an integrated manner to get benefit of this information.

Krijn: happy with what you did. Overview is very useful. It makes sense for RI to look to what we need for data or what is coming up in technology. We should also not forget that it is a consumer platform, which needs a data driven business model. Facebook used for food groups. To order food from the farm. People change technologies in unpredictable way. RI should support people in doing that. The orange button is that data can be donated to us.

Golboo: are you going to integrate both schemes? Monique: they have to come together. This is just a way of categorizing.

Pieter: different types of data. On what level can we link?

Tamara: translate knowledge into something useful for the consumer.

Monique: artificial exercise. Talk to people about these things. I am generating this in my daily life. Also of interest in what way do I want to do that better.

Pieter: incorporate flexibility. Fixed infrastructure cannot handle future business.

Tamara: researchers decide what is going to be produced.

Pieter: looking into future scenario.

Bent: Does one size fit all?

Monique: come into it from any direction. That is what we have to do. A room for everyone, anthropologist, economist etc. Different way of thinking what data is and what research questions are

Bent: Changing practices.

Monique: go up level from individual.

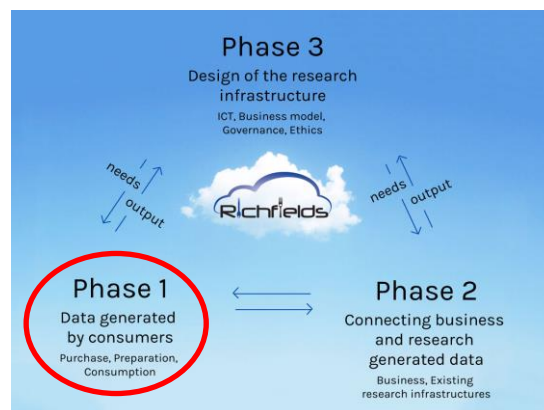
Pieter: linking domains cannot be done at individual level.

14.00-14.15 Introductions to break out session A - Consumer Platform, facilitated by Krijn Poppe, Phase 3 Scientific Coordinator LEI Wageningen UR

14.15 – 15.00 Break out session A

(WPs 5+6+7 meet WP 11 ICT, WPs 5+6+7 meet WP12 Business model, WPs 5+6+7 meet WP 13 Governance), persons from PAB and WPs 8, 9, 10 and 1-4 are added to those groups

The overall aim of the break- out sessions is to align the work of the three Phases with the latest results and stakeholder feedback and for- and backward casting. This is organised in two sessions. Session A focuses on the relationship between Phase 1 and Phase 3 and Session B focuses on for- and backwards casting of Phase 2 and Phase 3. The detailed assignments and group allocation can be found in the appendix.



Breakout Session A: Group1: Data integration and data management (WP11)

1. **Aim: In this session we focus on the collaboration between phase 1 and 3.**
2. **Assignments:**

Use the information from the presentations of WP 5, 6, and 7 to create a first session of a data model/ontology.

- **Brief introduction to ontology learning (example: Quisper ontology)**
- **List of existing Food ontologies and their domains**
- **Write down most important data-items from apps/data streams (e.g. shopping list, recipe)**
- **Connect them with useful relations (e.g. shopping list consists of products)**

- **Add data items where needed (e.g. of lunch, household)**
- **Formulate 1 or 2 points for open space: work to be done, bottlenecks to be solved**

Aim: In this session we focus on the collaboration between phase 1 and phase 3

This breakout session was facilitated by WP11. Tome Eftimov presented the objective of WP11. The objective of WP11 is to create an open-access, distributed RI Consumer Data Platform to empower state-of-the-art exploration and exploitation of food-related data collected from both European consumers and existing RIs via different (big and open) data sources.

Assignments:

- **Brief introduction to ontology learning (example: Quisper ontology)**

Tome Eftimov gave an introduction and a formal definition of ontology together with the process of ontology learning (identify set of concepts (classes) in the domain, attributes (properties) for the concepts, and relations between the concepts). To be more understandable, the whole process of ontology learning was presented with an ontology learning example (learning an ontology using personalized dietary web services).

- **List of existing Food ontologies and their domains**

An overview of the existing food ontologies together with their domains was presented.

List of existing Food ontologies:

- FoodWiki
- AGROVOC
- Open Food Facts
- Food Product Ontology
- FOODS (Diabetics Edition)
-

- **Write down most important data-items from apps/data streams (e.g. shopping list, recipe)**

A table of terms that are result of data collection from WP5, 6, and 7 was presented. The terms were related and classified to purchase, preparation, and consumption. It was discussed that some of the terms will be concepts and some of them will be properties that describe the learned concepts.

Purchase (WP5): Food product, Eating out, Shopping list, Price, Labels, Preferences, Payment methods, etc.

Preparation (WP6): Recipe, Menu, Portion size, Time, Price, Culture, etc.

Consumption (WP7): Healthy diet, Weight, Meals, Allergies, etc.

- **Connect them with useful relations (e.g. shopping list consists of products)**

Some concepts from the provided list were randomly selected in order to show how the relations between the entities look like. The chosen concepts were Shopping list, Food product, and Recipe.

- **Formulate 1 or 2 points for open space: work to be done, bottlenecks to be solved**

Two bottlenecks were presented at the end of the discussion as needs for the WP11 from Phase 1.

- **Metadata for the data collected in WP 5, 6, and 7 is needed in order to start learning from the data.**
- **Standardization of food-related data.**

Breakout Session A: Group2: Business model (WP12)

Aim: In this session we focus on the collaboration between phase 1 and 3.

Assignments:

Use information from the presentations of WP5, 6 and 7 to create a first version of a business model:

- **Identify main clients (consumer, app builder, advertising)**

- **agency, supermarket?) and value propositions (s)**
- **Discuss the supply chain architecture needed to provide products/services to customers**
- **Discuss willingness to pay and options for a sustainable financial model.**
- **Formulate 1 or 2 points for open space: work to be done, bottlenecks to be solved.**

Focused on the collaboration between Phase 1 and Phase 3, considering in particular the Business Model dimension (WP12) and the consumers' target side of the future Richfields Platform.

Based on the input information previously presented by WP8,9 and 10, the following main background topics were proposed as a basis for the discussion:

- main clients of the Platform (consumer, app builder, advertising agency, supermarket, etc.) and value propositions for them
- supply chain architecture needed to provide products/services to customers
- willingness to pay and options for a sustainable financial model.

Intense discussions took place among the session participants. The main focus was on the value proposition to be provided to consumers and on consumers' needs and problems that such value proposition could address. Consumers, in fact, will share their data if they will receive a benefit. The example of an App in which members share their photos of sightseeing and monuments in order to access a 3D reconstruction of the monuments they visited was cited. In this case, customers accept to share their private photos because they have a service back, enabled by the photos they share, which they appreciate (the 3D reconstruction of monuments). Based on this example, the group discussed possible value propositions that can motivate consumers to donate their data in the Richfields Platform. Possible services were cited: personal food data storage service, the provision of statistical insights on personal food consumption over long periods that may make consumers more aware of their own behaviour, and the provision of suggestions on food consumption. It was discussed that in the market there are already several APPs providing some food-related services for consumers and that the Richfields Platform should provide new services and additional value compared to them. The certified quality of data, transparency and real-time management could be arguments around which to develop such an added value. It was also commented that, in order to persuade consumers to share their data, we should address some high-impact social goals, such as for example: "we will have a better life".

However, many comments in the session addressed the non-clarity of the Richfields targets. The session was centred on consumers, but in fact the Richfields project is addressing a research infrastructure. Thus, the main target is supposed to be researchers and customers should not be considered as a target to which provide services. Other participants mentioned the Apps owners as another potential target.

Considering the discussions summarized above, two main points were selected for the open session:

- the value to be provided to consumers to share data
- the possible stakeholders of the platform.

Breakout Session A: Group3: Governance (WP13)

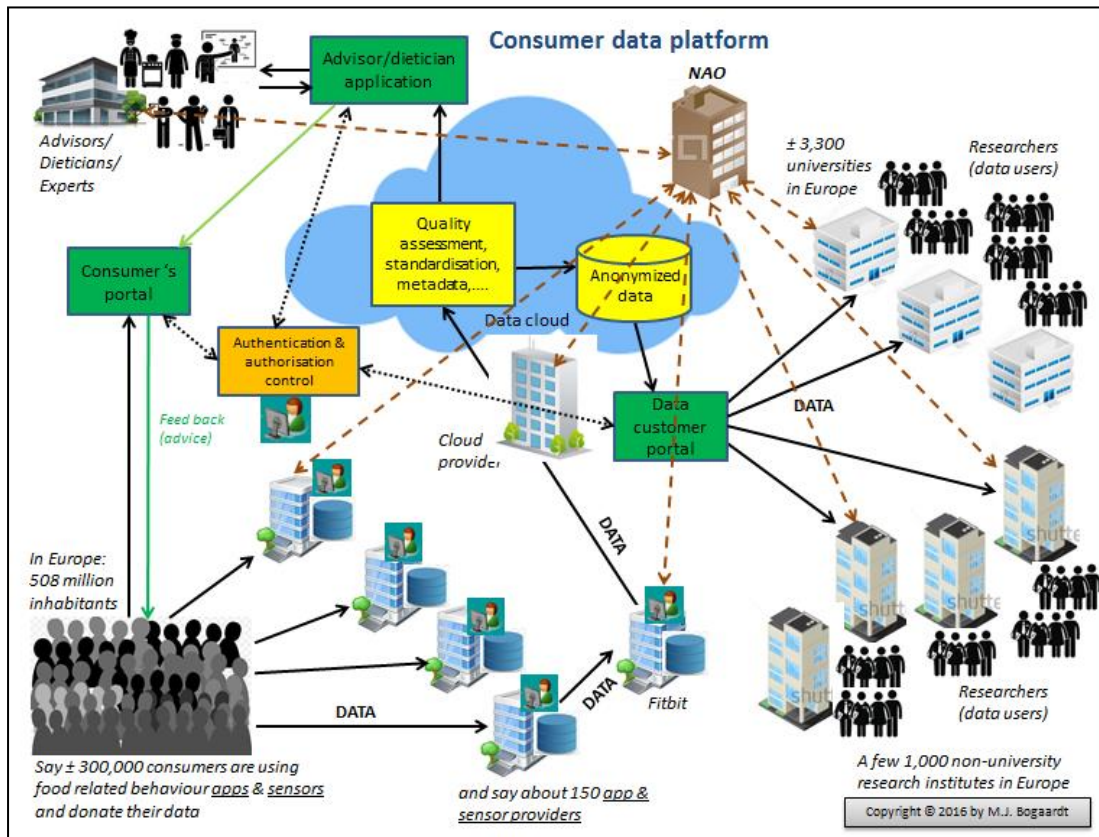
- 1. Aim: In this session we focus on the collaboration between phase 1 and 3.**
- 2. Assignments:**
Use the information from the presentations of WP 5, 6, and 7 to create a first session of a data model/ontology.
 - **Determine/assign the most important governance issues and elaborate why each is important and what it implies for the design of the RI i.e. what the RI should look like**
 - **Determine the specific role of each stakeholder listed with regard to:**
 - **The design and building/implementation phase of the RI**
 - **The situation in which the RI is in full operation**
 - **Discuss do's and don'ts for the different stakeholders**

- Formulate 1 or 2 points for open space: work to be done, bottlenecks to be solved

Assignments:

- Determine/assign the most important governance issues and elaborate why each is important and what it implies for the design of the RI i.e. what the RI should look like

Marc-Jeroen starts by presenting a self-made drawing of the RI with focus on the consumer data platform.



According to Marc-Jeroen the principles of this preliminary design are:

- Our RI will be a network of many legally autonomous organisations collaborating with each other.
- This network of organisations needs to be governed in order to realize its collective goal.
- The governance of such an organisational network corresponds to the sets of institutional structures, principles, rules and procedures through which the interests of the stakeholders as well as the lines of authority, responsibility, and accountability between them, find their expression (see ESFRI, 2012).
- The network is governed by a single organization. This could be one of the participants of the network that takes on the role of a lead organization. Or it could be a so called network administrative organization (NAO) that may be established by the members of the network or mandated as part of the network formation process.
- We focus on the governance of the RI when in full operation.
- The issues related to the governance are the set of principles and rules concerning the interests of stakeholders and the relation between them. So from the perspective of consumers in Europe as data providers, we could determine the following governance issues:

1. Willingness to give personal data to others than the app or sensor provider.
2. Consumers need to have a choice to share their data or not. Consumer must agree upon data use. Consumers must be noticed about the purposes for which the data is used (research purposes, business purposes).
3. Only the consumer can authorise his retailer or his the app provider to share his data to another party
4. Make a distinction between non-risky data and risky data (sensitive data). Risky data must be anonymised.
5. Consumer access to their (behavioural) data stored at the retailer or app provider.
6. The consumer data platform must be a trusted party. Protection of privacy must be 100% guaranteed.
7. Trusted feedback in return: helping consumer with his health, his diet, his overweight; helping to change his behaviour.
8. Who accepts liability in case something has gone wrong with the personal data of consumers?
9. At any moment a consumer can choice/decide that his or her data should no longer be shared (by the app provider) with other parties.
10. The (owner/manager of the) data platform must make a 'data agreement' with each involved app provider, sensor provider, other RI, multinational, SME, food retailer, university, research institute etc. that provides consumer data (after consent of the consumer), that contains all the agreements with regard to privacy and security etc.

After the short presentation of Marc-Jeroen the group responded that these ten issues are relevant. The group added that the consumer, who is donating to the data for the platform, should be in close connection with the platform. Also the issue about categorizing data was recognized: make distinction between sensitive data and less sensitive. Furthermore the consumer should have the possibility to decide how much he/she wants to contribute to the platform. As example Genetic Alliance Platform was mentioned (www.geneticalliance.org/) concerning the issue on donating data. Genetic Alliance offers tools and platforms to empower citizens to contribute data, samples, and energy to transforming health. And the issue on data agreement (#10) was considered important. Therefore we need to know what is currently going on in the field.

Anouk noticed that data protection needs to be arranged. We are trying to find out governance rules, which are already existing, repeat discussion which are hold in. There are examples in the genetic area. An ethical committee that brings everything in line with medical issues differs in countries. If you want to gather data, you have to fill in the forms and you are not allowed to keep the data so long. And we have to know what is already settled, and what is in our hand, and what is aligned it.

The group also suggested making a distinction between more specific issues and more general issues which our RI has to deal with anyway.

According to Bent we should not be so afraid about the ethical, privacy issues. Behaviour issue, food data is anonymous. Food composition is not personal data. There is a lot of non-personal data.

Anouk also raised the issue of traceability. She said that anonymized data is questionable.

Bent also emphasized the issue on trust. The platform must be trusted. How do we organize the information of food in open transparent way? You can use the block change technology. And the consumer trust will be solved. The consumer must rely on that no profit will be made out of it.

Harriett Teare added that we must build in trust, demonstrating trust for your action. The RI must guarantee 100% security. But even more important is to guarantee privacy and when not. In that case you come back to

the privacy point. Furthermore, the group of people who are interested to donate data, is a self-selecting group.

Javier de la Cueva raised the three topics. First, block chain with secured layers coming from data governance. Secondly, the concept on privacy issues. The two are interrelated but they are different. We should be thinking about both but in a different way. And thirdly the concept of a standardized system. This involves a data provenance protocol, in which meta-data are included.

Anouk emphasized the issue on reliability. The main challenge is that the quality you use differs. More alignment is needed. The RI must identify the source. So this has to do with traceability. The data governance should show the researcher (as user of the platform) the formula when the researcher wants to use it.

According to Bent the block chain technology operates nowadays. The data is stored in such a way that no single person can change the data. It increases the trust.

Anne Normann linked the user to the issue on market sensitive data. Perhaps consumers should be in the board, in the governing body (NOA) of the RI.

- **Determine the specific role of each stakeholder involved and discuss do's and don'ts for different stakeholders**

Marc-Jeroen distinguished four phases of the RI and not every actor is direct or indirectly involved in every phase: the design phase, the preparatory phase (in which the design is elaborated in further detail and potential building parties are contacted and being selected), the building phase (in which the RI is build and tested) and the phase in which the RI is in full operation.

A general comment was made that the distinction in four phases is quite a traditional way of looking at building the RI.

Marc-Jeroen presented a preliminary list of stakeholders to be directly involved in the design phase (see also drawing):

1. Universities, research institutes (as users of the data platform and as data providers)
2. Consumers (as data providers and as users by getting something back in return)
3. App and sensor providers
4. Cloud provider
5. Advisors, dieticians, experts (who arrange the feed-back to consumers)
6. IT architect (who designs the data model and IT infrastructure)
7. Government/legal advisors (for giving advice who to deal with privacy legislation, data protection etc.)

Harriet emphasized the involvement of the end user. IT infrastructure is building. That is a traditional process. You launch it when you have something to build. Building the recognition is more important too.

- **Formulate one or two points for the open space: work to be done, bottlenecks to be solved.**

Potential bottle necks were clustered around the three topics raised by Javier: data provenance, block chain technology (that supports transparency and therefore trust), and (dynamic) consent.

15:00-15.30: Coffee with open space approach

During the open space interactive session the results of the Break out session together with the attention point for the work to be done, bottlenecks to be solved of the WP11, WP12 and WP13 have been discussed. The pictures of the flip overs are presented in appendix 1.

15.30-16.00: Central discussion - What did we learn on the consumer platform, work to be done?

WP11

Tome: each WP defines a few concepts. To create semantic data model.

Pieter: Monique looked at higher level this morning. Is this the same as ontology?

Tome: yes it is similar

Krijn: you want to use the words consumers use. These tables in your research are mostly different.

Consumers could be using different concepts than researchers.

Krijn: but view of reality. More interaction between WP5, WP6 and WP7. What do we need to link between these WPs?

Monique: more classification systems would be helpful to see if they are useful, both from research world as consumers. Way of organising.

Krijn: consumers talk about diner. Also think about reality.

WP12

Giacomo : Business model: RICHFIELDS will not offer value to consumers. Value for the consumers is personalised advice. Some services which are not related to data like food delivery at home for free. Dietary suggestion based on seasonal food. Services for food purchase based on diets.

Food industry: monitor of value of product for consumer. Might be interesting for market purposes. One stop shop. Value to stakeholders. Different data in apps. One place where we have all data for researchers in unique place. App developers could increase their market. Apps could benefit if connected to RICHFIELDS. Quality certification by RICHFIELDS. Value for patient organisation or sport organisation. Advice for these kind of groups.

Golboo: Stakeholders: SMEs or large companies. Researchers in different fields. Customers. Healthcare system because of financial benefits. Special needs for people. If we do not have a common language how do we define stakeholders. Who are end users?

Krijn: stakeholders in WP12. If you come across interesting business models, send them to Giacomo

WP13

Javier: Lets start with ourselves. We need your information. What do we eat? What do we have to begin to answer? We have the data. Who are we going to send it to? Where are we going to store it? We have to make a model. We will have to decide who is going to store the data? Any volunteers? Otherwise we can stop the project. We have to face practical things asap. Who has the password? Who will you share it with? We have to use proper IT tools. What control system are we going to use. Who is managing the data base? We need to address all these issues now. Depending on tools you need centralised government or not. Privacy is depending on that. What are we going to sign? How are we going to convince Sophie to give her data?

WP13: Who is going to send information and how?

Krijn: A challenge for WP4. Don't make it too abstract. Make it personal.

16:00-16.20: First Feedback of the Project Advisory Board on different topics

Inge Tetens Data science D+I:

- If you want to get moving, it should be in a much shorter time frame
- Clearly define target groups. Who are the users?
- Intake data already exists. Here we are thinking further. Intake data on diet is already existing. Lot of information out there, determinants is more difficult.

Igor Data Science S+H:

- Interesting presentation Stakeholder involvement and questions raised. What data should be targeted? We should focus on big data. Behavioural data is useful. Clinical data is not relevant in this project. Population based data should try to be reached. Missing data is also talked about. Data in other countries.

Julie Anne: why not clinical data?

Igor: refers to already known diseases and situations. We have a patient. Should not be the focus. Should be one step forward and one step back before the patient reaches the hospital.

Julien Anne: long term clinical studies can give a lot of information.

Discussion about what is clinical data!

Pieter: Purchase linked to behaviour and food consumption related to health

Anneke Governance and Business model:

- what is real purpose of the project? Different views. We need a consumer platform, no it is for researchers. You need answers to that. What need you are fulfilling? You need to know what value you have. That is your business model.

-RI that researchers are going to be using. All researchers are customers. What is valuable for your research. Bringing data and ICT experts in after that.

-Business model CANVAS. What is the problem? Who am I solving it for? Who is paying etc? Then you get a sustainable platform for the future.

Paul: I agree. We have several parts already established. We have to link. New data and stuff that Monique has been working on.

Harriet Ethics and Privacy:

- A lot of information is already out there. You do not have to re-invent it. Stress value of talking to the consumers. Engage with consumers about what you are using data for and having access to that data. Trust worthiness etc. Stress engagement of consumers while discussing this.

Pieter: How do we ensure that data is used for right purposes?

Harriet: Privacy is key thing. Main thing is transparency about what is being done with the data. If you can track back to source of data you have this.

Wilke Science Agenda:

- Confused about idea of project. For who are we building this Research Infrastructure. Clarification about this is required. Different views. You should all be on same line about some issues.

Krijn: who are main stakeholders? Confusion about that.

Development in science to go more to citizen science, co creation with citizens. ICT and platform to harvest data from consumers. Main stakeholder, main user is the researcher. 4 sided platform compared with Google/ Facebook. You link app developers and consumers. Paying stakeholder is the advertiser. We try to link consumer and app developers and paying stakeholder would be the researcher. We should talk to researcher. Facebook was developed in the garage, advertiser did not understand the concept back then. Confusion will be over within one year.

Fred ICT and Big data:

-If you collect data from apps ask consumers and understand what they mean. If you do not know, it is garbage in. Big focus on apps.

-Apps are history. It is not the way to collect data anymore. Brainport in Eindhoven. These guys are working on that. If you find the data well, technology is not the issue, it is not a big thing. Make sure that you do not only collect data from apps.

Marcus: any suggestions for channels?

Fred: Communities. They have bracelets or sensors. Not linked to apps. Go via satellite into a database.

Marcus: What is difference between an app in between or not?

Bent Portal and services:

Brand specific nutrient data.

Inge Final comments

-The biggest risk of this project is lack of focus!

-Crisis of opportunities!

-Time for making decisions – especially on the user issue

-The business model canvas

-STOP RAISING QUESTIONS!

16:30 Social Programme and Dinner

29th of June

8:30 Coffee

9:00-9.30: Welcome, Wrap up Day 1 and introduction Day 2, Karin Zimmermann and Pieter van 't Veer

Reaction to PAB comments

The biggest risk of this project is lack of focus! Crisis of opportunities!

- ➔ Thanks, to all comments, good points. We will elaborate now and finalize discussion next months via Management.

Time for making decisions – especially on the user issue

- ➔ following slides: first points

The business model canvas

- ➔ see example Facebook, WP 11 comes up with some alternatives

STOP RAISING QUESTIONS!

- ➔ research = selecting the best questions

Focus: Essence of Phase 1

- Do we have a value proposition (service) for the consumer, as data owner?
 - (to distinguish from other RI, that is our niche)
- Platform between individual consumers (as data owner) and researchers, and probably others like app developers (and....)
- Not just another cohort: RI = flexible (new tech), more longterm tracking the consumer, being able to link data between different aspects of consumer

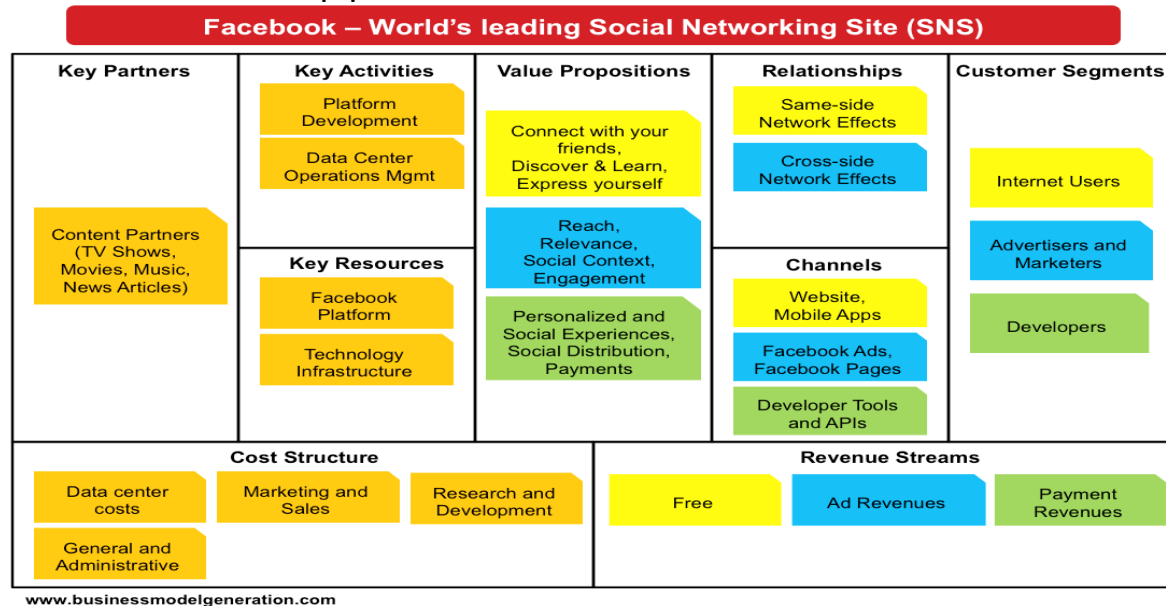
Science is evolving (if you like it or not)

- Towards big data: consumer concepts, not impose research ideas / questions, interpret later
- From hypothesis driven research to data-driven research
- Towards co-creation with consumers in research: citizen' science (researchers: how to create multi-disciplinary and interdisciplinary top level research from such raw data?)
- "Data-ownership" now often unclear, will move to consumer-ownership
- Determinants of Intake essential terra incognita (also for industry, food policy: nudge the consumer, neuro-marketing, gamification) >> relation between determinants and intake.
- These are OPPORTUNITIES for Research !!

Scientific challenges and opportunities

1. **Can we overcome fragmentation**, i.e. connect data from presently disconnected fields? Connecting disjoint fields at level of individual, family, community, nation, by age x gender x SES (x BMI), etc??
2. **Are the data valid?** Do we measure what we are interested in? Validity of the information: Standardization, Calibration, Method comparison, Quality assurance
3. **Can we really use consumer-generated data for scientific research?** Can we trust results based on such data? Wild unstructured data, targeted association studies and experiments (academic or citizen science)
4. **Is there unique added value in consumer generated data?** Consumer-generated data, even though imperfect, allow us to track subjects over time and identify deviations from the habitual pattern (ambulatory monitoring).

Osterwalders' Canvas model: popular



Consequences for Phase 1

- Stay with idea of Platform between consumers (as data owner) and researchers, and probably others like app developers (and....)
- Follow DoA, discuss with consumers what they need (and the *Dynamite* idea, just do it, you're consumer)
- WP11: flexible IT structure (able to add new structures)
- WP12: different business models to support discussion and find the value for consumers.
- WP13: governance structure should support innovation.

USP is the consumer that can provide and share data for research purposes. We are building a research platform. It should be flexible. Enabler of lots of types of research.

Karin: Consumers are most important. What service can we provide to consumers that they are willing to donate their data? Because this is crucial for the existence of RICHFIELD.

Krijn: WP12 Giacomo is looking at a business model. Platform is a trick to harvest data. If we have a food policy we would need data from consumers. What we have to do as Phase 3 is think about value propositions. We should mimic Facebook or the blood bank. Think about it in summer.

9:30-10.15: Presentation of GS1 on experiences, Sacha Mendes da Silva, Head of Market Relations, GS1

Sacha Mendes da Silva from GS1 Denmark (WP8) made a presentation of how GS1 for more than 40 years have provided manufacturers and the retail business with barcodes and numbering systems for unique identification. Since the millennium, so-called global data exchange systems have been developed, providing product information on basically any goods being sold in retail and online world-wide. These services are developed, maintained and run by the 115 local, national GS1 offices. GS1 is a global standardization organization founded in 1973, holding a not-for-profit NGO status in UN ECOSOC.

Discussion:

Krijn: 2 questions: business model, not for profit, who pays? Network organisation. Marc-Jeroen is looking at network organisations, how do you organise this?

Sacha: we do things in different ways, in different offices. How to position ourselves? GS1 has not standardised, also not the services. Members pay fees etc. Businesses and Ministries. Consumers are going to be the biggest users of our services. Multinational members expect same services in different countries. We are working on that. However, data structure, attribute definitions and exchange formats are globally standardised, despite various business models.

Sacha: Quality of data is an important issue. Consumers will be feeding in data much more than industries in the future. Today, GS1's focus is primarily Business to Business, partially Business to Government. However, in the future we will have to consider and embrace data generated by consumers.

Data quality: we have a framework for quality. Black and white definitions. Engineering approach. The strength of standards are that all bricks, bits and pieces are uniformly standardised. Thus, definitions are black and white.

Javier: legal license? Can we change definitions in fields, in data bases?

Sacha: pharmaceuticals → definitions change. Example: Manufacturer and GS1 discuss consequences if you change existing data. Process takes 2 years. Challenge if we want to be black and white in definitions. At present we have a standardised Modus Operandi for adopting new definitions, attributes and areas of usage. This process is called GSMP, Global Standards Management Process. Here GS1 together with relevant stakeholders meet, discuss their requests, and the consequences are analysed. Final outcome is that the change requests are adopted globally.

Allergies to medicine or to food. Very different. Food is healthcare. Today, we look at industries in a classical way, making a distinction between Healthcare, Food, Agriculture etc. However, we have to consider that these definitions are going to melt down to other value streams where e.g. Food is Healthcare.

-Member driven organisation. We change it because users request that.

-non-profit, but we could be as big as Google. GS1 is a limited company in UK. Other incentives. We believe to have data set free. Nevertheless, we cannot set all data free as there are privacy issues and Intellectual Property rights attached to data in our system.

10.15 Progress in the Phases and Break out session Research Platform, Scientific coordinator of Phase 2 and WP leaders

10.25 Presentation of WP 8, presented by Bent Egberg Mikkelsen (AAU)

Results and questions useful for WP11 (Data integration and data management)

Business generated data and potential case studies in **Denmark**:

- Data set on Nestle consumer study
- Data on big foodservice from Danish defence
- Data integration/data flow. What kind of interface is needed to create a data flow between platforms? How can data sets "talk to each other"?

Business generated data and potential case studies in **Sweden**:

- Loyalty card data from retailers (Ica, Axfood)
- Sales data (Statistics Sweden)
- Public procurement data (Gothenburg Municipality)
- Data from online retailers (mathem.se)
- Data from marketing firms (Adobe Marketing Cloud)

Results and questions useful for WP12 (Business model)

- Loyalty card data is extremely important to retailers. The head of CRM has responsibility over data, but the decision to allow data to be used for scientific purposes comes from top management (Axfood)
- How do we approach businesses?
- What value does the Richfields project and a future RI provide for businesses?
- What are the alternatives to extracting business generated consumer data (bypassing retailers)?
- Business models. What kind of business ideas can be built on top of the data? What kind of consumer demands can be catered for, using the data commercially?
- Data quality. Third party auditing can add fidelity and credibility to data i.e using BC Tech
- Descriptions of Biases, weaknesses, sampling errors etc. needs to go hand in hand with datasets

Results and questions useful for WP13 (Governance, Ethics and Final Design)

- Handling of personal information is regulated in Sweden by the PUL-law
- How does privacy regulation differ in European countries and how does this affect data extraction?
- People are becoming increasingly aware of personal data being collected by businesses and the value of that data. How will this affect future regulation? (rules for ownership of data)
- Ethics governance. It as proposed to distinguish between commercial applications and “a common cause”/the common good”/research/”become co-researcher”
- Access strategy. Partnership/NGO/PINGO approaches assumed a useful strategy.?

Discussion

WP8: Case on organic food.

Haris: Businesses own the data, but there might be a shift in ownership to the consumer in future.

Bent: difference in donating data to commercial applications or for research purposes.

Trond: do people working with legislation also think it is complex?

Haris: what kind of business model do we need? Done some informal interviews.

Monique: the research we conducted we had permission to access their data.

Karin: we should elaborate on this.

Bent: what is the data being used for? What kind of agreement are necessary? Depends whether you are gaining access to a stored set of data.

Monique: hard to negotiate. Concrete experiences would be good. As researcher.

10.35 Presentation of WP 9, presented by Paul Finglas (IFR)

Results and questions useful for WP11 (Data integration and data management)

- How are the selected food composition/food consumption/clinical data or lifestyle datasets and data used within relevant applications structured?

- How are IC technologies used to make the data available to users and how/where is the data stored?
- How do the data producers/compiler who maintain these datasets evaluate data access, exchange and linkage to external RIs? What would be the challenges and constraints to expand access to the data?

Results and questions useful for WP12 (Business model)

- What are potential ethical issues related to linking into a RI (e.g., data privacy, ownership rights etc.)?
- What recommendations can be made on the design of future data structures and interfaces of datasets and applications, taking into account a pan-European RI as proposed by RICHFIELDS?

Results and questions useful for WP13 (Governance, Ethics and Final Design)

- What are potential ethical issues related to linking into a RI (e.g., data privacy, ownership rights etc.)?
- Can we build/extend existing RIs/platforms?

Discussion:

WP9 Paul: access to Tesco for 1 person, even though working for another organisation. Important point that needs to be explored.

Karin: Thinking about ESFRI road map. Final conclusion also final format for MoU that we use with other research institutes.

Paul: spent 18 months discussing with RI an MoU. Biggest barrier is RI to access to industry. Other RI's are interested to sign MoU. How useful is an MoU? You would need firmer agreement, more extensive etc.

Karin: for ESFRI, MoU's are necessary. We need them on board. For first steps it is important for them to understand how to interact with each other. It is mandatory.

Paul: for MoU you need a legal entity to deal with. Some RIs are not a legal entity.

Javier: Make use of data that comes from freedom of information. People in prisons, what do they eat, hospitals and to the army. Exercise freedom of information. These is qualified data that we could work with.

Giacomo: do we have at project level a complete map of existing RI structures. Big value of RICHFIELDS, big data for researchers. Data is spread all over Europe in RI structures, labs, apps etc. Focus should be smart integration of all that and provide researchers with data. Do we have this map?

Paul: we have bits, but not the complete picture.

Giacomo: what is business model of these RI?

Julie-Anne: mapping done in EuroDISH?

Inge: EuroDISH did this kind of mapping a couple of years ago. Already old information.

Pieter: It does not map data sets but RI structures.

Inge: uncertainty to include data from clinical trials. Advice to include. Good quality data.

10.45 Presentation of WP 10, presented by Sophie Hieke (DIL)

Results and questions useful for WP11 (Data integration and data management)

Structure of the data → what data is collected and which type of data is available (e.g., product name/brand, portion sizes in gr, prices in EUR/DKK, number of items selected, purchased and consumed etc.

Technology/ies and devices used to collect, store and access the data → how is the data captured (manually vs. fully automated) and how do the technologies and devices feed into the data base? How can this data be accessed, both internally and externally through linking into an RI, and are there challenges in making that available to outside parties?

Potential link into RICHFIELDS RI → How can the data generated in this facility be linked into a larger, pan-European Research Infrastructure and what are the benefits and challenges of doing so; should there be a gate keeper or an application process to access the data and what are the rules of using this data; who will maintain the data base and be the contact point in case of issues; what form of acknowledgement will be asked for?

ACCESS: transnational access possibilities of researchers from different countries

Results and questions useful for WP12 (Business model)

Description of the facility → what business model underlies the facility, meaning how is it financed, run, maintained, and can external stakeholders commission studies and for which price?

SERVICES: what types of services does the facility offers and what could be/become possible in the future

Potential link into RICHFIELDS RI → what are the rules of using this data; who will maintain the data base and be the contact point in case of issues; what form of acknowledgement will be asked for)

ACCESS: transnational access possibilities of researchers from different countries

Results and questions useful for WP13 (Governance, Ethics and Final Design)

Description of the facility → how is the facility financed, run, and maintained?

Structure of the data → what type of data is collected (e.g. sensitive data, personal data, potential links to private/other data that would allow identification of study participants?

Technology/ies and devices used to collect, store and access the data → how can this data be accessed, both internally and externally, and are there challenges in making that available to outside parties?

Potential link into RICHFIELDS RI → what are the rules of using this data; who will maintain the data base and be the contact point in case of issues; what form of acknowledgement will be asked for)

ACCESS: transnational access possibilities of researchers from different countries

Governance and ethical issues → who has ownership rights of the data, i.e. the facility who runs the research vs. clients who commission the studies; are there privacy issues that need to be taken into account before making the data available through an RI; what type of consent form do study participants sign; to what extent are the data anonymised and which ethical guidelines and standards are applied to the study designs?

Discussion:

Bent: talking about structure, ICT, platforms. We are missing the people part. Why would you want to participate? How do you motivate people?

Karin: When will you get to an agreement on the overarching approach of the case studies. At which point will it be exchanged with Phase 1 and WP4 in order to standardize data collection and devices? . These aspects are also important for WP11. How the process organised?

Sophie: WP 10 first will share the case studies with Phase 2 WPs and with WP4. Then we can decide what is missing and look more in detail. We will start with the case study on the fake food buffet as it has the simplest mechanism of all three case studies, in terms of laboratory equipment (fake foods, scales), technological devices (manual input of food choice into tablet) and storage of data (Excel files on the server).. Based on working on this case, we will build upon our insights when developing the two additional cases.

Karin: urgent to start the discussion.

Sophie: we will start with the case studies and only then finalise mapping additional laboratories and facilities across Europe. From these mapped labs, we will select the most promising, from a diverse set of facilities, for expert interviews.

Inge: What is Fake food buffet? How standardised is it?

Tamara: Fake food buffet offers replica food, consumers are invited to choose from it. The lab was set up in 2010. It looks at food choice. The fake foods are linked to nutrient databases. The methods are not standardised between the labs. The fake food buffet offers both data and (study) protocols that could be linked into an RI like RICHFIELDS in order to share information with other researchers. .

Bent: overarching: who is eating what in what amounts? Foodscape: divided in 3, cook, eat, serve. Could we make an agreement, put up data sets and make it accessible? Instead of thinking about privacy, put them up in the cloud. At demo level. 10 data sets, and whoever wants to do analysis is welcome to do so. Possible to make data open access. Data sets as private and only one that can publish.

Regarding the Stakeholder workshop. Do we want to add to something that is already going on? Or do we want to do our own? Invite people, do you know other research facilities?

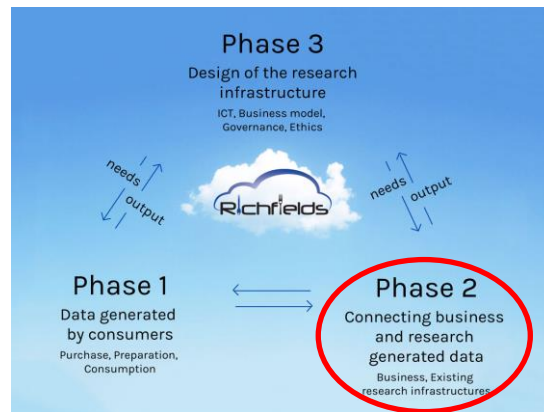
11.15-11.30 Introductions to Break out session B - Research Platform, facilitated by Krijn Poppe

11:30 Coffee available

11.30-12.30: Break out session B

(WPs 8+9+10 meet WP 11 ICT, WPs 8+9+10 meet WP12 Business model, WPs 8+9+10 meet WP 13 Governance), persons from PAB and WP 5, 6 and 7 and 1-4 are added to those groups)

The overall aim of the break- out sessions is to align the work of the three Phases with the latest results and stakeholder feedback and for- and backward casting. This is organised in two sessions. Session A focuses on the relationship between Phase 1 and Phase 3 and Session B focuses on for- and backwards casting of Phase 2 and Phase 3. The detailed assignments and group allocation can be found in the appendix.



Breakout Session B: Group1: Data integration and data management (WP11)

1. **Aim:** In this session we focus on the collaboration between phase 2 and 3.
2. **Assignments:**

Use the information from the presentations of WP 8, 9, and 10 to create a first session of a data model/ontology.

- Write down most important data-items from apps/data streams (e.g. food composition, food consumption, dietary reference values)
- Connect them with useful relations (e.g. food composition, food consumption, dietary reference values)
- Add data items where needed (e.g. dietary reference values, individual-user profile)

Formulate 1 or 2 points for open space: work to be done, bottlenecks to be solved

Aim: In this session we focus on the collaboration between phase 2 and 3.

This breakout session was facilitated by WP11. Tome Eftimov presented the objective of WP11. The objective of WP11 is to create an open-access, distributed RI Consumer Data Platform to empower state-of-the-art exploration and exploitation of food-related data collected from both European consumers and existing RIs via different (big and open) data sources. Tome Eftimov gave an introduction and a formal definition of ontology together with the process of ontology learning (identify set of concepts (classes) in the domain, attributes (properties) for the concepts, and relations between the concepts). To be more understandable, the whole process of ontology learning was presented with an ontology learning example (learning an ontology using personalized dietary web services).

Assignments:

- Write down most important data-items from apps/data streams (e.g. food composition, food consumption, dietary reference values)

A table of terms that are result of data collection from WP8, 9, and 10 was presented. It was discussed that some of the terms will be concepts and some of them will be properties that describe the learned concepts.

WP8: Retail, etc.

WP9: Food, Food Group, Component, Unit, etc.

WP10: Laboratories and facilities

- Connect them with useful relations (e.g. food composition, food consumption, dietary reference values)

Some concepts from the provided list were randomly selected in order to show how the relations between the entities look like. The chosen concepts were Food, Food Group, Component, Person, and Unit.

- **Formulate 1 or 2 points for open space: work to be done, bottlenecks to be solved**
 - *Metadata for the data collected in WP 8, 9, and 10 is needed in order to start learning from the data.*
 - *What we want to have at the end?*
 - *Standardization of the food-related data.*

Breakout Session B: Group2: Business models (WP12)

Aim: In this session we focus on the collaboration between phase 2 and phase 3.

Assignments:

Use information from the presentations of WP8, 9 and 10 to create a first version of a business model:

- Identify main clients (consumer, app builder, advertising agency, supermarket?) and value propositions (s)
- Discuss the supply chain architecture needed to provide products/services to customers
- Discuss willingness to pay and options for a sustainable financial model.
- Formulate 1 or 2 points: work to be done, bottlenecks to be solved.

This session was centred on researchers rather than on consumers.

According to the feedback received by the Experts' committee at the end of the first day, the Osterwalder Business Model Canvas was considered as a background conceptual support for the discussion.

The session discussion was mainly focused on three points:

- 1) the added value that researchers could get from the Richfields platform
- 2) the reasons that could motivate researchers to share their pre-existing owned data sets
- 3) the open or non-open access policy of data by researchers.

For the first point (value of the Platform for researchers), it was discussed that researchers could access protocols or "Standard Operating Procedures" to analyse and to be able to compare data in different studies. About the second point (why researchers should share their datasets in the Richfields Platform), it was commented that, usually, original proprietary datasets are an important asset for researchers, since they allow to elaborate analysis for which the type and quality of a dataset is a factor being considered among the criteria of peer review process of international journals. To share such an asset with other researcher would mean to lose this research competitive advantage. Some solutions were preliminarily proposed to overcome this barrier: a closed membership model in which who shares data has the right to access also data samples shared by other researchers allowing to perform wider and more complete analyses; to have some benefits and credits in systems such as "Research Gate"; to guarantee that, by sharing data, the shared data sample would be cited in more studies, thus achieving a higher impact factor; to stress the social dimension of Richfields and its impacts on the quality of life; etc. About the third point (the open or non-open data access policy), it was discussed that if the Platform will be funded through public money, the access should be free. However, it was mentioned that if data will be used by companies' researchers with business purpose, they can not be free. Thus, an important factor driving the decision will be the use of data done by researchers.

Considering these discussions, the two main points selected for the open session were:

- the added-value of Richfields for researchers
- the payment policy of Richfields data (who should pay for what).

An important issue is what would make business give their data to research data platform? So the design of the RI must:

- Be clear about why for what purpose.
- Be clear what the research community will do.
- Contain a data access committee dealing with the data access criteria.
- Contain a kind of negotiation role (setting standards for negotiation).

We have to be aware that commercial companies are also moving quickly into the area on which our RI is aiming at. We have to deal with competing data platforms.

Currently in the UK a major related offer with grants to utilize the data to answer research questions.

We want to have a large European research community behind us. The question is whether and how we can act as a community? Representing the research agenda of that community? Perhaps we need to come up with five big research questions and then determine what data is needed.

We also discussed the added value, the main functions, of the data platform. Firstly, the value of generating aggregated data by enriching all the data and give back that aggregated data to business so they obtain richer information. Secondly we also have to value the type of data somebody is giving: what is it worth for researchers to get it. So need to develop a kind of system to value the data.

The assumption is that when the data is connect with research purpose (of the scientific community), trust will be created.

It was also recognized that we should work closely with consumer protection agencies and government agencies, to make consumers to increase their trust.

As other customers of the RI restaurants and caterers were mentioned. As data provider they want something in return which that they can use for their business. Perhaps they are interested in the quality of the food they are serving.

According to Javier in Spain there is one organization which had all collected data of one university, and has been managing and aggregating all that data. They made a spin-off with the data. We have to ensure that our RI will not be such an organization.

Other governance issues that were discussed:

- Membership of the RI.
- Added value by providing a kind of “Richfields quality mark” for the data that is given by the data suppliers. That can create trust (transformation of open data).
- Besides a kind of data access committee perhaps also a kind of data owner side committee must be established. See for example the organisations structure of GS1 that involves business, consumers, regulators, and research community.

12:30 Lunch (60 min)

13.30-14.30: Central discussion - What did we learn on the research platform, work to be done?

WP11

Topic: metadata for the data collected in WPs is needed in order to start learning from the data. A semantic model should be created.

Pieter: this morning Monique tried to look at the data from another level, in a theoretical model. Is this something similar in the same direction or is it still something different?

Tome: it is similar

Krijn: in the consumer area you would like to use the words that consumers use. These are not necessarily the tables that you use in your research. Concepts that consumers use could be different from those of researchers. We should be aware of that. It is a research platform, but you also want to take a photograph of the reality. Next half year more it is necessary to have interaction between WP 5,6,7 describing which data is in all these Apps and what do users need for data to feed in standardisation

WP12

Giacomo: Regarding the preliminary design of the RI by Marc-Jeroen, one of the reasons why private organisation would want to share their data, could be for social reasons.

Monique: who could investors be? Could we play a role in this?

Krijn: Some organisations have links to universities.

Marcus: A better strategy: what is the need to share your data?

Marc-Jeroen: Why would main users want to share with RICHFIELDS. One value. Why would other RIs share with RICHFIELDS if they have their own RI? Could be improving their score in the social system. A credit system could be involved. If it concerns commercial parties they should pay.

WP13

Sacha Mendes da Silva: Important question was how the research community can benefit from the RI, taking into account that the researchers are used to work with hypothesis. Another issue concerns the quality of the data which is often not good. The challenge is to provide users/stakeholders with higher quality. A key function of the platform could be to aggregate all the shared data. This raises the question how to filter data in a way that competing organisations can see each other's data? We noticed that some ideas about the governance and organisation of the RI are quite similar like GS1. And GS1 is good in data capturing.

Marc-Jeroen: a possible relevant incentive for business to collaborate with the RI is the idea of "corporate responsibility" for sharing their data to the platform.

Tome: suggests that we need to learn from data to understand the basic concepts. If we do not see the meta-data, we cannot learn from it. The last step is standardisation. And meta-data need to be collected by each WP.

Krijn wonders how we can stimulate the researcher to share his data with the platform. Perhaps cleaning the data could be a service. From the perspective of food policy research, it would be interesting to have a panel of about 60,000 consumers and ask them to collaborate in science project. Member states can pay. Then problem is solved. We are exploring other ways with new technologies how to collect the data. Exploring ways of how consumers will donate the data.

The design process has to deal with business sources, loyalty cards, competitors but also with marketing data hubs, like Nielson, other RI and research labs. Can we find synergies between data between consumers and labs? Perhaps we should be playing with data sources. And figure out added value for researchers in a quick changing technology environment. Mapping practices, government issues and business models.

Marcus: data is already generated. The question is: how can I as a researcher access it? In WP5 or WP6 we think or talk to consumers or app builders round them. We want data on individual level, with their consent. We need to build platform to ask consumers to donate. And to business, same data, but you get them in bulk and anonymised.

Giacomo wonders how much public and social oriented do we want the design to be? The design of the RI will be for better society or progressing science. This concerns a public and private combination. So we have to take a strategic decision on work level. According to him all options are on the table.

Bent emphasized that we are obliged to show examples of openness and socialness. How to protect data sets. For common good, we have to show how to make data sets available. Research community has new obligation, kind of novelty. Bent thinks about the idea of some kind of shared economy. That also credits people for doing this.

Krijn in public health there is already discussion about sponsoring by companies. He thinks of research and social servicing and also of public private initiatives. We should certainly investigate a model in which collaboration takes place between the public and private sector and consider what are pros and cons. Finally Karin stated that a RI is also policy. To gain national funding, is policy. For this more challenging infrastructure you need governmental funding. The business model is for additional financing. ESFRI stated that public private collaborations are important. We should explore the possibilities in such partnerships. We have to think about steering committee, governance etc. JPI is an example of how to organise this in an independent way.

14:30-14.30: Second Feedback of the Project Advisory Board on different topics

Inge: You have been working constructively on our remarks.

- Clarity we were trying to get has to be there for all participants both regarding structure and content of the project.
- Risks: may also be opportunities.
- Time frame. You have to deliver. Because of the complexity of individual WPs you need to keep time frame in mind.
- The role of the management in RICHFIELDS is extremely important. Visibility of the management. Talk to different researchers. Decisions have to be taken.

Harriet: The research mind, could be carried away related to the research interest. Keep in mind what is the purpose of the case studies are for the project and the platform. Focus is the infrastructure itself.

Fred: Running right track if it comes to IT and big data. It is about data modelling and not ICT. As a scientist, you want everything. If you want to grasp that in data model it will be a monster. Keep in mind once you have data model, you need to buy hardware. If I use your data I don't want to wait 24 hours before receiving it. If you create the wrong model, you will have budget issues. You are all scientists. You look to the world in the form of questions but try to think every now and then as a businessmen. 'If I were the CEO of RICHFIELDS for a day'

Anneke: Business model has the highest priority. Data part comes along the way. Who are you creating value for? What are the solutions for the problems that are there? How to organise it?

Wilke: researchers that are scared to share data etc. EU and JPI, movement about more open access research. We adopted FAIR data principles. Follow that movement and make sure that it connects to RICHFIELDS.

Igor: concerned about the time frame. Satisfied to see break through. Change form yesterday to today. The PAB is confident that RICHFIELDS will reach its goals in a good way.

15:00-15.15: Scientific papers, Summary of the 2 days, Dora Lakner
Karin Zimmermann, Pieter van 't Veer

Overview of Scientific papers:

Position Paper – Lead: WP1, Marc-Jeroen Submission September 2016

First review is done by the Scientific coordination Team. Second draft is available for internal review 15 July.

Phase 1

- Paper 1: Lead WP7, Submission 15th of September 2016 ? Input: D 5-7.1, D 5-7.3, D 5-7.4, D 5-7.5
- Paper 2: Lead WP6, Submission 15th of November 2016 ? Input: D 5-7.2, D 5-7.3 D 5-7.5

Phase 2

- Planning will be made after the summer

Phase 3

- WP11- WP12: Lead: Barbara Submission
- 3 Result papers about the requirements of each WP?

Final paper – Lead: WP1 Submission

Integrated paper - Project summary, design paper overview and next steps

Reflection on the ESFRI roadmap and RICHFIELDS

Chapter in the EFSRI roadmap	DOA RICHFIELDS	ESFRI-proof?
1. SCIENTIFIC IMPACT OF THE RI	Yes	Focus consumer & behaviour
2. PAN-EUROPEAN RELEVANCE	Yes	User needs
3. SOCIO-ECONOMIC IMPACT	No	Relation JPI, ??? WP12
4. e-NEEDS	Yes	Ontologies and Standardization crucial!
5. PREPARATORY WORK ACHIEVED	No	MoU , nodes, MSs
6. SITING	No	None, relevant?
7. Planning	No	Steps to prep phase, tbd
Chapter in the EFSRI roadmap	DOA RICHFIELDS	ESFRI-proof?
8. GOVERNANCE, SCIENTIFIC AND LEGAL MANAGEMENT	Yes	Cases at suff level to support Phase2 and roadmap?
9. HR POLICY AND PROJECT MANAGEMENT	No	To be discussed ESFRI/MT
10. FINANCIAL ASPECTS AND COMMITMENTS	Yes (Busines model) No (MS-commitment)	National funding/node in partner MS. Action plan for MS needed
11. FEASIBILITY AND RISK	Yes	Data platform links to emerging technology

Key Issues to focus on

Value proposition: What services nudge the consumer to share data?

- Two paradigm shifts for researcher
- Big data
- Research infrastructures,
- Business models

Flexibility to emerging technologies

Next Steps

Project Focus

- Note on project focus for guidance (consumer USP)
- Discuss with scientific coordinators
- Discuss with PAB
- Finalize October

Needs for ESFRI application

- Priorities in RICHFIELDS to be discussed with sci coordinators, in detail
- Implications for activities in each phase
- Implementation by scientific coordinators in WPs/phases

Finalize December

- European dimension
- Decision for roadmap application (Steering Committee + PAB, EMB-DISH-RI, EUHFORIC)
- Commitment MSs in RICHFIELDS (or wider) in 2016-2017
- Application early 2019, launch 2020

Discussion:

Pieter: see slide with overview

- We need to give proper attention. Relevant people should be at the meeting.
 - Point 4: Lot of emphasis! Crucial thing.
 - Point 5: Was not described in DOA. Need to do something about it.
 - Point 8: more focus!
 - Point 10: not organised with regard to commitment of the member states. Organise at national level.
 - Point 11: Number of unpredictable emerging technologies. We need an open eye to that and be in contact with that domain. Flexible to incorporate those new technologies.
- RI is a policy thing. Be flexible. Publish, publish and share, share. The world needs to know that we are doing highly important work.

Karin: EuroDISH started community to discuss health. DISH-RI social impact, no clear view so not awarded.

With RICHFIELDS, ESFRI politically offered us to make next step in social science. Do not only look at it from research perspective. This requires another attitude. Thinking in business models etc.

15:15-16.00 Meeting of individual WPs on internal discussions

16.00 Closure of the Plenary Project Meeting and Goodbye

Appendices

Appendix 1- Overview of presentations, flip overs and other documents

DAY 1

<i>Name</i>	<i>Presenter</i>
1. Introduction	Karin and Pieter
2. Presentation PAB	PAB members
3. WP4 Methodology and logic framework	Kerry
4. WP3 Results Stakeholder Platform meeting	Siân
5. Phase 1 WP5-7	Monique
6. Instructions Break-out sessions	
6. Introduction Bread-out sessions	Krijn
Group allocation Break-out sessions	
Open space Stakeholders	
Open space Value to stakeholders	
Break out session A WP11	
Break out session A WP12	
Break out session A WP13	
7. Feedback PAB	PAB members

DAY 2 <i>Name</i>	<i>Presenter</i>
1. Wrap up day 1 introduction day 2	Karin and Pieter
2. GS1 Why standards	Sacha
Break out session B WP11	
Break out session B WP12	
3. WP8	Bent and Haris
4. WP9	Paul
5. Phase 2 WP10	Bent
6. Feedback PAB day 2	PAB members
7. Scientific papers Summary 2 days	Karin and Pieter
WP2	

Appendix 2 – list of participants

Participants

Inge Tetens	PAB - DTU National Food Institute
Igor Spiroski	PAB - IPHealth of the Republic of Macedonia
Harriet Teare	PAB - University of Oxford
Fred van Alphen	PAB - Interim manager ICT and Big Data
Wilke van Ansem	PAB - JPI HDHL
Anneke van Kollenburg	PAB - Eneco
Bent Egberg Mikkelsen	Aalborg University
Anne Normann	SP Food and Bioscience
Haris Hondo	SP
Paul Finglas	Institute of Food Research
Hannah Pinchen	Institute of Food Research
Kerry Ann Brown	University of Surrey
Monique Raats	University of Surrey
Indira Carr	University of Surrey
Naomi Klepacz	University of Surrey
Sophie Hieke	DIL
Stefan Irmscher	DIL
Christina Sadler	EUFIC
Javier de la Cueva	Javier de la Cueva, Abogado
Sacha Mendes da Silva	GS1 Denmark
Angelika Mantur	EuroFIR
Sian ASTLEY	EuroFIR AISBL
Marcus Maringer	Wageningen University
Anouk Geelen	Wageningen University
Pieter van 't Veer	Wageningen University
Julie-Anne Nazare	CENS

Tamara BUCHER	ETH Zurich
Tome Eftimov	Jozef Stefan Institute
Giacomo Copani	ITIA-CNR
Golboo Pourabdollahian	ITIA-CNR
Eleonora Schiariti	ITIA-CNR
Karin Zimmermann	LEI Wageningen UR
Krijn Poppe	LEI Wageningen UR
Trond Selnes	LEI Wageningen UR
Dora Lakner	LEI Wageningen UR
Jos van den Puttelaar	LEI Wageningen UR
Muriel Verain	LEI Wageningen UR
Marc-Jeroen Bogaardt	LEI Wageningen UR
Kirsten Haak	LEI Wageningen UR
Birgit de Vos	LEI Wageningen UR
Nairi, Khadija	LEI Wageningen UR

Horizon 2020
INFRADEV-1-2014 - Design studies

RICHFIELDS Working Package 1
Deliverable D1.1

**Minutes of the Plenary Project Meetings and Project
Advisory Board Meetings**

Plenary Project Meeting in Gothenburg, Sweden
(7-8 March, 2017)

Date delivered:
M19

Authors, Editorial and Lay-out
Hennie van der Veen and Khadija Naïri

Deliverable lead beneficiaries:
Stichting Wageningen Research

Project	
Project acronym:	RICHFIELDS
Project full title:	Research Infrastructure on Consumer Health and Food Intake for E-science with Linked Data Sharing
Grant agreement no.:	654280
Project start date:	01.10.2015
Document:	
Title:	Minutes of the Plenary Project Meetings and Project Advisory Board Meetings - Plenary Project Meeting in Gothenburg, Sweden (7-8 March, 2017)
Deliverable No.:	D1.1
Authors:	Hennie van der Veen and Khadija Naïri
Reviewer:	Karin Zimmermann – Project Coordinator prof. dr. ir. Pieter van't Veer – Scientific Coordinator
Start date:	1.10.2015
Delivery date:	05.04.2017
Due date of deliverable:	30.04.2017 (M19)
Dissemination level:	PU
Status:	Final

Change history:		
Version	Notes	Date
001		5 April 2017



Karin Zimmermann
Project Coordinator



prof. dr. ir. Pieter van 't Veer
Scientific Coordinator

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1. Follow up Gothenburg meeting

Hennie van der Veen, Marc-Jeroen Bogaard and Karin Zimmermann, 27 March 2017

Introduction

In this document a summary is given of the action arising from the plenary meetings and internal WP1 meetings afterwards. It aims at getting as much value out of the meeting as possible. People responsible are mentioned. Since WP leaders are not present in the PMT, the Phase Leaders are also mentioned, so that they are aware that the issues are addressed.

MVP & Core Offer & final offer

There are so many issues related to the concepts of MVP, Core offer and the final offer that we decided to make a separate document on these, which is input for D13.5 (the roadmap) and will be taken care of in phase 3 (**Action Krijn, Lada & MJ**). The issue of the MVP, Core Offer and final offer will be addressed in the next phase 3, together with input from the Brussels workshop of the 4th of April.

Igor: an added value from RICHFIELD could be standardization (using the EUFIR as a case)
Overall, it seems that it is still unclear to many what the end product of RICHFIELDS as a “design study” is. At this time of the project, this seems unfortunate and should be acted upon.
Core offer still too extended
Update of core offer/MVP
Not only core offer, what final design?
Fred: stay to MVP, do not try to build a monster
Harriet: RICHFIELDS can be innovative, give information back. Who will take this primary into account? It is an issue for the data model, for the core offer and for the governance.

Revenue model

- Fred: add value to customer
- Remember to consider sustainability issues (financial)
- Anneke: decisions have to be made, who is going to pay?
- Think in value added instead of user needs

Karin has a lot of knowledge and experience about how to make the financial aspects more concrete. The advice is to plan a skype meeting with her to make use of this knowledge.

Action: Krijn & Giacomo & Golboo

Data model

- Do not focus only on apps, but think beyond apps (advice PAB). Richfields should also be valid in the future (**Action: Krijn & Barbara**).
- Fred: techniques in present ICTs seem old fashioned – future technologies i.e. neural technologies, may also be considered (**Action: Krijn & Barbara**).
- Wilke: take data sharing into account (FAIR) (**Action: Krijn & Barbara**).

- Is a FAIR for Food necessary? Comparable with FAIR Health for BBMRI? (**Action: Krijn & Barbara**).
- Harriet: RICHFIELDS can be innovative, give information back. It not only concerns giving back information about how the data are used, but could also include benchmarking or for example dietary advice. However we should be aware that it is no task in RF (**Action Krijn and Barbara**).

Business case

- Anneke: Consider the business cases as a good opportunity for being more concrete. Break down and decide on end-user, (their) added-value, decide on data, decide on technologies, etc. **Action: Krijn & Giacomo/Golboo**.
- Decide on business model. **Action: Krijn & Giacomo/Golboo**.

Other

1. PAB emphasizes the complexity of the project.
 - a. Work package interactions necessary (**action: Phase leaders and Lada**).
 - b. Important to keep deadlines (**Action: first responsibility WP leaders and Phase leaders. WP1 only for monitoring!**).
2. How can we get more benefit from the PAB? This will be discussed during the preparation of the Lyon meeting, but suggestions are welcome (**Action Hennie**).
3. Harriet: remember to take the ethics into account from beginning. She offered help. **Action Indra & Krijn** to contact Harriet.
4. Science case: should be updated. Next version in Lyon. **Action Pieter**.
5. Engagement (in break out groups)->use the current good and inspiring atmosphere to catch up and move forward. **Action Lada**: Continue with WP4 and phase 1/2/3 skype meetings. Try to meet in real life if more efficient at certain stage.
6. Presentations of WP5-7 -> good example of concrete output that are publishable and therefore can be used in the dissemination of the RICHFIELD core idea. Dissemination of phase 1-> **Action Monique**

Additional: Bilateral discussions

1. Conceptual and calculation models should be in de RI-> will be in the roadmap (**action: Krijn & MJ**)
2. What additional technologies for consumers are available? Suggestion to find an internee to make an inventory on this (**action: Krijn & MJ**)

2. Objectives of the plenary meeting

OBJECTIVES OF THE 3rd PLENARY PROJECT MEETING

The main objective of the meeting will be to get a shared vision on the end product of Richfields in relation to both FNH-RI and the ESFRI-roadmap. Discussions will be centred around the business model, the core offering and the table of contents of the final report as proposed by phase 3. During breakout sessions these results will be connected with work in progress and work to be done. Representatives of food and health industry companies will participate in the meeting in an advisory capacity.

Main objectives:

- Provide the state of the art results per Phase
- Align the work of the different Work Packages, and especially between Phase 1, 2 and 3
- Elaborate on the needs of Phase 3
- Link the results and design of RICHFIELDS to the ESFRI roadmap application
- Provide feedback about the Stakeholder Platform meeting and discuss consequences for the Phases and WPs
- Socialising and Team building

3. Day 1 – Tuesday 7 March 2017

Welcome & Introduction

Introduction SP

Introduction Plenary Meeting (PP Leif Lundin (head of department SP, Food and Bioscience) welcomes everyone and is pleased to be the host for this meeting.

Introduction Plenary Meeting (PPT Hennie van der Veen; [Presentations](#))

Hennie van der Veen introduces herself and also welcomes everyone. She will lead this meeting.

State of the Science Case (PPT Pieter vant Veer) / State of the art FNH-RI (PPT Karin Zimmermann; [Presentations](#))

Q&A's concerning the presentation of Karin and Pieter.

- **Q | (Marc-Jeroen):** I was missing the main or key RQ.
- **A | (Pieter):** I mentioned Research breakthroughs. The questions you will answer are not the questions we are asking today. It is about how to set up the system to enable all the different operators to answer the RQ.
- **A | (Krijn):** Marc-Jeroen question comes from phase 3. For phase 3, it would help to have RQ's. E.g. is it true that woman of 30 year spend 3 years of their life on diets?
- **A | (Hennie):** one of the handouts contains RQ's which could help with these issues.
- **Comment | (Bent):** When we start asking the questions, which trucks are moving with which foods and to where, are dangerous questions to ask because you will lose focus.
- **A | (Karin):** Richfields is a building block for the broader perspective. The advice was to broaden the scope. The scope should look at the food nutrition and health infrastructure.
- **Q | (Charo):** thinking about supply chain and sustainability: I'm wondering if there is an opportunity to also think about these topics, because we need to for the future. It would take it one step further.
- **A | (Karin):** Yes, this is also taken up by SUSFANS. SUSFANS looks at the sustainability in the view of the tools which eventually should also link to a RI.
- **Q | (Paul):** We need to deliver Richfields, the overarching strategic questions have already been written (e.g. food2030). We could add EuroFIR, EIT food kick. Why are they different? We have to be aware what is going on there. There are other RIs that are making a strong play at food.
- **Q | (Barbara):** Data do not come from consumers directly, but always trough some business structures.
- **A | (Pieter):** That's true, in that domain it is especially important.
- **Q | (Sacha):** You (Karin) mentioned building a consortium, is that consortium defined already?
- **A | (Karin):** we are now looking into the building blocks. Everyone who applies needs to comply to certain quality standards. We are now looking into letters of intent, financial structures and investments to write the proposal.

Session I core offering and business models

Introduction need for Core Offering (PPT Charo Hodgkins; [Presentations](#))

This session is input for the break-outs.

Overview of WP4 work:

Example core offer: we want data from 1 retailer in 5 countries. Growth offer adds to that. We know where we want to go, but not yet how to get there.

Mark: EuroFIR survived because it was flexible. Only 1 core offer from 2007 is still there. We need to think about being agile.

Charo: Main thing about best practice is that we can utilize them in our business negotiations → feed them with best practices, commercial organization will deliver better data. It is dynamic but we have to start from somewhere.

Paul: Challenges, still lacks industry data. There is a gap. Food product index that we started with had gone through two big developments and is now still out of data. EuroFIR forum has survived in slightly different way. Interesting to see how things have developed.

Marc-Jeroen: In the middle you present 4 databases, did EUROFIR develop all four?

Charo: in some countries it was public databases. Complex set of data that needed to be linked. So, not data generated by EuroFIR, but data described in such a way to link together. Specialized data bases could be from apps, retail. Snapshot data is not interesting if it is not updated all the time. Is out of date tomorrow. So, how to access this data in real life (not bring into your database once)?

Krijn: Should we have all countries? Or start with 3 for example. How did EuroFIR do that?

Charo: Concept was everybody in EU plus Turkey. Partners in each country all interested in get data in there.

Monique: Surrey was part in the project, but not in the later network. Who are you networking with? Who do you need to have?

Charo: Offers have to be different for different types of stakeholders. So, more complex.

Krijn: What to do if we get money to focus on diabetes type2 for example. Phase 3 discussion: we can focus in the core offer, but it moves you in a certain direction.

Charo: Research community as our main focus, so not focus on certain domains. Output: list of data that is out there.

Bent: We have to get support for as many stakeholders as possible. We have to explain the intangibles: values, mindset, and ideas. Multiple data sources, synergy, data democracy/philanthropy.

Charo: Food industry has responsibility to contribute to solution to food related health issues. Voluntary changes, or we will be taxed/legislation etc.

The data manager will not give you the data, because he does not have the vision what it means for the company as a whole.

Mark: One user group or subset. Core example.

Paul: Focus on healthy free living individuals, not any disease. Focus on purchase, preparation, consumption.

Golboo: Flexible business model. In case of EuroFIR, did they have a growth model and in which perspectives did it change.

Paul: focused on other users. Model has remained but has evolved.

Golboo: We have to look at the success factors.

Charo: Maybe certain aspects of core offering available to industry, e.g. standards will be beneficial to the research community.

Igor: There was no food data in Balkan countries. EuroFIR helped us to develop something. Collaboration with EuroFIR helped to the initiation of food consumption surveys in 2015.

Focus on healthy individuals 'average'. That is what public health is all about.

Introduction Core Offering Richfields (PPT Lada Timotijevic; [Presentations](#))

Giacomo: App developers are necessary as providers of data. They could be customers of the platform, but the main customers are scientists, policy makers, consumers.

Harris: Retailers have so much data and do not know what to do with it.

Marc-Jeroen: Retailers are in the growth phase, not the core.

Charo: We hope in core offering some retail data (household level) and app data (individual level), but both are commercial.

Karin: We introduce business generated data from beginning. Should be in the core offering.

Krijn: Nielsen or other data provider should get something out of it. Could be standardization etc. Customers are defined as the researchers (academia and public sector), but should it also be researchers in companies? And does it make a difference whether it is for product development or for marketing?

Business model TOON (PPT Anneke van Kollenburg; [Presentations](#))

Key customers and their needs → Think about how to add value for these customers. E.g. what do app developers can get in return? If you have to pay for all their data you won't make it.

Example: TOON wanted data on household type etc. and added a benchmarking function so that customers wanted to provide this data because then they could be compared to other similar households and see how they perform.

Richfields should mainly be beneficial for scientists but then scientists have to pay for it. Or can we create value for others as well?

Minimum viable product: minimum you can build to test your system.

Sacha: Did you ask customers about their needs?

Anneke: Start with problem space (pain) and move to solution space (gains). You ask customers what their pains are.

Business model of TOON: people pay for Toon, but the data is theirs. TOON asks to use their data to provide added value for them. (Other option would have been to provide TOON for free and customer pays with their data, like many apps do).

Krijn: We are focusing on the researcher as a customer. We have in mind that the government pays. But we have to think about pains and gains of policy makers.

Business model Richfields – 3 archetypes (PPT Golboo Pourabdollahian; [Presentations](#))

- Archetype 1: Public RI (run by public entities, customers only researchers and scientist, offer is quality

integrated standardized data, open access).

- Archetype 2: public private RI (both public and private entities finance/govern, wider variety of data, target scientists but also manufacturers, app developers, private data companies, other services can be offered).
- Archetype 3: business-oriented RI (funded by private entities and organizations, economic sustainability and profitability, range of services, all paid).
- Archetype 2: seems to be most appropriate, but maybe start with archetype 1.

Session II Business

WP8 update (PPT Bent Egberg; [Presentations](#))

There is no comments on the presentation.

Feedback breakout session III (PPT Kwabena Titi Ofei; [Presentations](#))

Kwabena presented key points from the breakout session. Golboo added and clarified following things:

- Stakeholders need something tangible. This will help us getting stakeholders involved in the RI.
- We focused on researchers when discussing the core offering.
- What added value are we going to give to stakeholders: User friendly value propositions provide data that is missing (niche markets), integration of data sources, generate patterns, citizen science.
- So what are the challenges and opportunities: Culturally businesses are unwilling to share data, they could advertise by sharing data (competitive advantage, social responsibility), we can help businesses understand consumer behavior, on a global scale, new EU regulation on data protection is a barrier to data sharing, ethics are important.
- “give us your data and we will tell you what your consumers want in 5 years”.

Charo concluded with: We will take all inputs from the different breakout groups and make a summary of the discussions.

Session III Closing Day 1

Wrap up (PPT Hennie van der Veen; [Presentations](#))

WP1: mid-term review, reviewing process and final paper:

This project concerns a long term process which is quite complex. In general, we have a society that collects more information per minute now than all the information we have had up until 2008. We have seen that the example Toon is complex but Richfields is much more complex. The science case for instance, is not ready in 2017. The first step is to establish the Consortium FNH-RI.

Richfields as a project is also a design study, not a fully operational structure. There are many types of stakeholders with different views and values. The data represent a big complex challenge, but also the tools and services attached to the data are complex. And we have to watch the intangibles (trust?). For the project it is of great importance to define the Minimum Viable Product, the MVP.

4. 3. Day 2 – Wednesday 8 March 2017

Session III Researchers and Public RI

WP9 Update (PPT Paul Finglas; [Presentations](#))

Q | Marc-Jeroen: To what extent will the second deliverable include technical aspects

A | Paul: That will be decided together with WP11

Comment Julie-Anne: it is important to monitor risk parameters at this stage.

Comment Krijn: I will quote something from “Livelines”: “everyone above 25 is on the way to become ill, but they just don’t know it”. European harmonization is important.

WP10 Update (PPT Sophie Hieke; [Presentations](#))

Comment Paul: I think this is one of the unique features of Richfields. We don’t need to collect data, but make labs available to researchers.

Comment Sophie: Yes, this is why we are putting a lot of focus on business models

Q | Monique: This is potentially a large list. What is in the scope of Richfields? Where do we draw the line? Is sensory research included?

A | Sophie: I don’t think the problem is that there are a lot of facilities, but rather the lack of information about them. We have included sensory research.

Comment Krijn: two points:

- Richfields could help link these labs with academia
- Richfields could help linking consumer data with labs

Comments Bent: Richfields should suggest how to bring these labs closer, using business models for revenues.

Feedback Breakout session II (PPT Mark Roe; [Presentations](#))

Comment Charo on core offerings:

- Helping researchers with how to handle the data
- Offering training to researchers
- Value generation for app developers in data standardization
- There is a need to make data more open. But there is no service to put your data

Comments (Pieter): the eye opener for me was that we can set standards even for app developers in how they can collect data. Important role of Richfields.

Session I Reaction P.A.B.

Inge: In Milano the biggest risk was a lack of focus. It was a crisis of opportunities. The ESFRI proposal was immature but thanks to Richfields it will be better next time. The core offering is good, but there are concerns about the time frame. The business models seem to be the most concrete at the moment.

The advice is to take decisions now regarding the business case and break it down to parts; end-users, the value added, the data and the technology. Then make clear what the end product of Richfields is, as there are some concerns about it.

Anneke: There are decisions to be made regarding the governance and business model. You need a vision of a 'Rolls Royce'. And then use a backward mapping to the core offering. What is in there? Who are the end users? Are researchers the end users? Break down the whole in pieces. Involve the data providers and the financial suppliers. Researchers are never going to pay for it. Talk to the financial supporters, they are the real costumers.

Igor: Clear out the value added and define the end users. It is clear that we from public health struggle with data and old standards. This could be very beneficial to public health.

Harriet: it struck me, this could be amazing! Be bald!

Fred: On the ICT-tools and Big data: we still use data bases from the 1970s. Watch out for the technology and do not create a monster. Be realistic.

Wilke: Regarding the science agenda we must count for government, data must become more open. Take that into consideration.

Session V Looking forward

Final design; table of contents and relation SFRI (PPT Marc-Jeroen Bogaardt & Karin Zimmermann; [Presentations](#))

Q&A's concerning the presentations

Comment (Karin): There is more than should or must haves. We were granted this project to prepare for the EFSRI roadmap. The expectation is that we contribute on these kinds of issues with for example the business model, the scientific paper. The assignment stays the same, but keep in mind that the expectations are larger than an innovative project.

Q | Paul: Just to challenge you a bit, D13.4 D13.5 are focussing on Richfields alone, or at Richfields as a larger health and food infrastructure?

A | Marc-Jeroen: Especially: who of us in providing this information? To what extent we do not know yet at this moment. That is up to us and the PMT.

Q | Paul: What is the role of the PAB in this?

A | Marc-Jeroen: This proposed table of contents is about the final design. Until now we have discussed about the MVP, but not the full project. MJ proposes to use the breakout sessions to discuss the core offering instead of the future offering.

Comment Krijn: I'm practical in these things. At the moment we discuss the core offering. That is what has to be discussed on the short term. After today there will be a challenge on how we could progress these scenarios to a more larger offering.

Comment Inge: Adding to Krijn, it could be useful for now taking the focused and easy way and thus focus

on what we need to know on the short term.

Comment Charo: I agree. We use the final core offering. The future offering will come out the decisions that we can make out of the evidence we collected in the WP's. In the reporting you reflect on the future. It's about how it is presented.

Q | Barbara: we have several stages to come to final product. Who needs to answer to our questions? E.g. who is going to be the final user or customer? Who is the one who will answer those questions?

A | Marc- Jeroen: this question you can bring in to the breakout sessions.

Reaction to answer Barbara: We are time limited. We need answers and decisions to these topics very soon.

A | Karin: Our decision structure; we have phase leaders. We have the PMT where the phase leaders are part of. They discuss and make decisions based upon your work. Taking into account the must and should have. We are not asking you all to design a food nutrition and health RI. Start the discussion with your phase leader.

Barbara: If we make a list of questions we will propose it to the phase leader.

Reaction Hennie: preferably a list of proposals.

Reaction Krijn: Drop you questions and proposals when it is relevant.

Hennie: you can also base your work on a hypothesis when decisions are not yet made.

Comment Giacomo: We promised the design, so we must have a mid to long term perspective. In the end we should target the overall design of the business model. Further, I have 2 remarks:

First we already have a lot of information collected from the external site. Sometimes it is difficult to embed them into our work. Give value to what we already did.

Second: There is a very well defined decision process for the business model in the DOA. See DOA.

Karin: The time perspective is an interesting thing related to growing phases. That is something I'm really interested in, to see how this has grown.

Comment Paul: We should use agile management techniques. We should not wait 6 weeks to make decisions. The researchers cannot wait for this.

Reaction Karin: If you foresee questions now, you have to be proactive in this.

Breakout sessions – looking forward (Data, Business model, Governance and ethics)

Q&A's concerning the breakout sessions

Q | Indira: The ownership of the data, whether it is about consumer data or an app, is not clear. Participants can withdraw their data. It depends on the type of licenses involved: a liberal one or not. Will there be actual data on the Richfields platform or not?

A | Karin: the foundation is now almost formed and this will protect the data use. And new regulations from the EU on privacy will also be influential. The governance of real-time data will differ from historical data. A more risk based approach to regulation is expected. And the matter of 'how' will be part of the roadmap. 'Purpose limitation' might be an approach to privacy.

Session IV Other WP

Final Paper, WP1 (PPT Karin Zimmermann & Hennie van der Veen; [Presentations](#))

Q&A's concerning the presentation of Karin

Q | (Paul): How many deliverables that are due in the first 18 months have we achieved?

A | (Hennie): that will be in the next slide.

Comment Anouk: The request for a PowerPoint about the results is additional on top of what was originally planned.

Q | (Paul): My last question is actually not answered yet. How many deliverables were due and how many are submitted. This is what we will be judged on at mid-term.

A | Hennie: Refers to slide. 8 were on time.

Comment Pieter: The end of June (see presentation) is set because then the external review is planned.

Issues, WP2 (PPT, Christina Sadler; [Presentations](#))

Q&A's concerning the presentations

Comment Paul: We are changing (IFR) our name and our logo end of April.

Q| Bent: how do we know if a potential presentation or such a thing is interesting for dissemination:

A |Christina: Just send it to us and then we can decide.

Brussels workshop, WP3 (PPT Siân Astley; [Presentations](#))

Q | Marc-Jeroen: What will be the assignment for the groups?

A | Charo: We haven't written that yet. Because of the decisions and work done now, we can specify the assignments and questions.

WP5 update (PPT Susanne Ekman; [Presentations](#))

Q |Paul: Are there any apps that have APIs?

A| Monique: Yes there are. For all the apps entered into RIMS it is noted as to whether or not they have an associated API.

Q|Marc-Jeroen: Do any research questions spring to mind in light of the research conducted?

A|Monique: The research indicates that one of the major motivators of using an app is to 'search for knowledge or information'. Consumers are using these apps to increase their understanding, so research could focus on this in relation to purchase and indeed preparation.

Q|Golboo: How do we access data through the APIs?

A|Monique: We have not tried to access data through an API, only to document whether or not the app has an associated API.

WP6 update; overview phase 1 (PPT Monique Raats; [Presentations](#))

Comment Paul: It would be good if the reports on Gaps and Needs could include Opportunities.

Response Monique: Accessibility of data will form part of the report.

Comment Paul: From an ETP perspective, it would be useful to identify some higher level questions.

Response Monique: It is difficult to separate out purchase, preparation and consumption. We need to ask consumers about their actions as they don't think of things from a technical or data perspective.

WP7 Update (PPT Anouk Geelen; [Presentations](#))

No time for questions or responses

Feedback breakout session I (PPT Markus Maringer; [Presentations](#))

Q |Paul: Developing an app is a very different commercial activity to our core offering. Perhaps this should be a standalone commercial company that takes responsibility for developing this. Should an app be under the RICHFIELDS brand or another private organization?

A |Markus: A branded app raises issues of 'trust' towards the consumer. What is the consumer's expectation of a RICHFIELD app vs. a RICHFIELDLS RI?

Comment Paul: Paul gave the example of FSA vs. Google health. One organization uses research for a specific and disclosed purpose and the other for a more general and undisclosed one.

Reponses Marcus: There is an issue of 'trust' associated with being a data broker. With a data broker you are unsure how the data will be used. Trust can be identified as a potential 'gap & need' for further investigation.

Comment Paul: It is important that we don't do anything to 'taint' the RICHFIELDS brand.

Session VI Closing

Additional reaction P.A.B. (PPT Inge Tetens; [Presentations](#))

- Stakeholder meeting very important part of RICHFIELDS: Identify those that will use RICHFIELDS
- **Phase 1:** Scientific outcome: important to profile Richfields
- *Recommendation:* Think beyond apps! There is more. We want to secure that RICHFIELDS will also be valid in the future.
- **Wilke:** long term sustainability is very important. Other RIs struggle with that.
- **Marc-Jeroen:** Wilke, what do you think about the MVP? That is not the normal way of approaching the development of a RI. Wilke: might be a good idea. The old structure may not be leading to long term sustainability. As long as you come up with a good business plan.
- **Igor:** EU looks at deadlines!
- **Harriet:** Lot of thinking on ethics still has to be done. Harriet offers help, if needed.

Reaction PMT on P.A.B. Comments

- Appreciate comments.
- Working towards final design report will help in making decisions.

Wrap up Day II (PPT Hennie van der Veen; [Presentations](#))

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Horizon 2020
INFRADEV-1-2014 - Design studies

RICHFIELDS Working Package 1
Deliverable D1.1

**Minutes of the Plenary Project Meetings and Project
Advisory Board Meetings**

Plenary Project Meeting in Lyon, France
(6-8 November, 2017)

Date delivered:
M26

Authors, Editorial and Lay-out
Hennie van der Veen and Khadija Naïri

Deliverable lead beneficiaries:
Stichting Wageningen Research

Project	
Project acronym:	RICHFIELDS
Project full title:	Research Infrastructure on Consumer Health and Food Intake for E-science with Linked Data Sharing
Grant agreement no.:	654280
Project start date:	01.10.2015
Document:	
Title:	Minutes of the Plenary Project Meetings and Project Advisory Board Meetings - Plenary Project Meeting in Lyon, France (6-8 November, 2017)
Deliverable No.:	D1.1
Authors:	Hennie van der Veen and Khadija Naïri
Reviewer:	Karin Zimmermann – Project Coordinator prof. dr. ir. Pieter van't Veer – Scientific Coordinator
Start date:	01.10.2015
Delivery date:	23.11.2018
Due date of deliverable:	31.10.2017 (M25)
Dissemination level:	PU
Status:	Final

Change history:		
Version	Notes	Date
001		23.11.2017



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1. ABOUT RICHFIELDS

RICHFIELDS will design a world class RI platform for consumer behavior and lifestyle, that will serve as a data platform to collect, align and share consumer, business and research data in order to provide researchers with innovative data sets and to enable policymakers and other stakeholders to develop, evaluate and implement effective food and health strategies both at the level of individuals and populations. “World class” implies that the RI platform for consumer behavior and lifestyle is based on the latest developments in research and technology. In research there is a clear trend to more multi-disciplinary work as societal problems and research challenges have become quite complex.

2. OBJECTIVES OF THE 4th PLENARY PROJECT MEETING

The primary goal is to get agreement on the provisional design, which will be presented by phase 3. During breakout sessions this provisional design will be discussed and updated on the basis of relevant research questions. Additionally, we are heading towards the stage where networking and promotion of FNH-RI becomes more and more important. Not only the Scientific Coordination Team, but all partners have a responsibility in this.

3. DAY 1 – 6 November 2017

All SLI.DO questions can be found in Annex III, grouped per session.

SESSION 1. INTRODUCTION			
TIME	SUBJECT	SPEAKER	ANNEX
13.30 - 13:45	Welcome and introduction <i>Bocuse: Living Labs – a tool for innovation</i>	Laure Saulais	1- PPT

Q: Hennie: is the lab available for others? Or just for yourself?

A: it is mainly for us, but it is also shared with others. Researchers from Paris had an interest in specific valuations of food, for instance. The Platform is also available for the industry, but this is not a normal practice.

Q: Kerstin: The sharing of data: how does that work? Does it involve the European Network?

A: It does not involve the European Network. The main reason is that LL is a broad concept. We are 'isolated' as a LL. It is still not common to share. Other LLs are also more ICT driven than we are. We have not used this network to its full potential. This is now changing gradually.

Q: Monique: How to the participants give their consent? Is it well known to them?

A: Yes, the people are fully aware. They are recruited for this role. As such, it is a provoked setting, not a natural one.

Q: Monique: is there any interaction with the consumers?

A: Some chefs are interacting with the consumers.

TIME	SUBJECT	SPEAKER	ANNEX
13.45 – 14.15	Looking back <i>SLIDO</i>	Hennie	2-PPT II

Q: Anneke: do you know the customers? It is all about the value for costumers. You really need to know them. Look for your unique selling points.

A: Make sure you are active on the app then.

TIME	SUBJECT	SPEAKER	ANNEX
14.15 – 15.30	Draft design: <i>Richfields 2022</i>	Krijn	3-PPT

Q: Hennie (based on SLI.DO questions): what about the concerns regarding data? What happens to the data?

A: Krijn: yes, many are concerned. But there is still no testing, expect for some experiences. We have 80.000 farmers for the national policy, but it is still not a representative sample. It also demands much from the

technology.

Q: Bent: does the structure provide for both soft and hard data? Soft data could disappear so it should be both soft and hard. As in donations, research labs etc.

A: Yes it is provided for. But we need more research in this one as well. There are devices for this, but we need more focus on this aspect.

Q: Marcus: many of the commercial companies do not want any data. As in ' Please do not donate data' . it is a liability.

A: the picture is somewhat differentiated. Some do want data. We need a continued investigation, as on how to trace back data and on the user conditions.

Q: Hennie (based on SLI.DO questions): what about the stored knowledge infrastructure and the MVP?

A: the core offering in WP4 is about how to reach a mature level. I want to see 1 or 2 research protocols, how they are made and maintained. Do we store data? Individual data from apps we do store. The rest is available via links. As Eurostat. But also the IPR is involved. We have to watch out. It is still a grey area.

SESSION 2. INTERACTION

TIME	SUBJECT	SPEAKER	ANNEX
16:00 - 16:30	CORBEL: sharing and reuse of individual participant data from clinical trials	Serena Battaglia	4-PPT

Q: Marc-Jeroen: Please clarify, when is commercial use of data unfair?

A: Serena: Unfair refers to an important part on the participants' point of view and the way they perceive their data should be used (or not). Participants are very sceptical about usage of their data such as for instance by insurances or pharmaceutical companies.

Q: Marc-Jeroen: What type of rewards/incentives could motivate data sharing within and outside the research community?

A: Serena: All kinds of rewards, including citations and acknowledgements in scientific publications. In general, a different type of authorship is needed, which provides scientific credit for generating and sharing data.

R: Monique: I agree; Institutions do not incentivise data sharing and are not in line with how the system works

Q: Charo: Providing broad consent (no consent for specific purpose) for data usage implies we move away from informed consent towards uninformed consent. Is it moving towards broader consent?

A: Serena: Patients want to know where data is going and for what reason. Informed consent needs to address that need. Overall, however, secondary use is very hard to predict. Renewal of informed consent might be needed.

Q: Charo: Do we need a governance platform which performs checks whether data is still in range of consent?

A: Serena: Matter is complex; There are multiple parameters relevant for informed consent including how and where data is stored, the type of research question, security of the data etc.

Q: Karin: Did you consider the implications of the EU's GDPR for CORBEL.

A: Serena: We have to investigate that on a case by case basis.

Q: Karin: How is allowing to withdraw from data sharing by patients in conflict with the added value for the researchers and the reliability of the process of sharing data

A: Serena: Allow to withdraw from data sharing but explain benefit for availability of data, guarantee security and governance and access permissions. We discuss possibility that rejections to share data should not exclude from participation in trial.

R: Charo: Participant option for deleting data also needs more thought.

R: Serena: Another issue is "when" the data will be accessible. 8 months after publication? Or six month? We need to start trusting each other. Different types of access modes are needed depending on the type of data.

Q: Marc-Jeroen: On which level should the data transfer agreement be made (between researchers and participants) and how often?

A: Serena: There is no data transfer agreement between researchers

Q: Pieter: now it's all about data exchange. Patient owns his data and decides about access sharing and purpose. But why does the participant does not see how is it used for. I want to track my data. if I do not like what is done with my data, I might also want to stop it

A: Serena: was discussed. Just inform the participant.

R: Bent: would be too difficult to say at any time you can unsubscribe. Retract your permission. Technically that would not be too hard.

TIME	SUBJECT	SPEAKER	ANNEX
16:30 - 17:00	Internet of Food	Lan	5-PPT

Q: Pieter: What are the values for the stakeholders in the ecosystem?

A: Lan: That is relative. Could be market position, fun, fortune, etc. Every party has different needs and for every stakeholder the value can be different.

R: Charo: Stop looking at the individual values. The common target is important.

A: Lan: Identification of common target is important, but stakeholders still can have different values.

4. DAY 2 – 7 November 2017

SESSION 3. FROM DATA TO USER

TIME	SUBJECT	SPEAKER	ANNEX
09:10 - 09:30	Update phase 1	Monique	6-PPT

Q: Kerstin: out of the 170 apps that were chosen, how many of them can actually be used for RICHFIELDS, according to all criteria?

A: Marcus: This is also a part of our results, but not part of the method used for gathering data on apps.

A: Monique: Not many of the apps would meet all the criteria, but we had to look at a broad spectrum of apps

Q: Bent: Impressive (referring to study design for D5.2)! How does your study design take into account the trends in apps that are changing very fast?

A: Monique: We went for prototypical apps. There will be new apps, but in principle they do the same thing. We have made a typology that is able to capture a broad range of apps, aggregators etc.

Q: Charo: Will there be room to make a similar exercise with app developers in order to capture their views?

A: Monique: Yes, that would be very useful and we have thinking about asking app developers if they think the customers of their apps are willing to share data to science and if they themselves willing to collaborate. Something for the future.

Q: Giacomo: From a business model point of view we need to have stable data over time. What can we give to app developers to incentivize them to share data? Can we give them some advertising space?

A: Monique: We would approach apps developers that are working with aggregators and APIs, we think those are the most valuable ones. We could add value by tweaking their variables.

TIME	SUBJECT	SPEAKER	ANNEX
09:35 -10:00	Update phase 2	Bent	7-PPT

Q: Marc-Jeroen: About the data from public procurement, is it data about products or also on behavior of people?

A: Bent: Both. I think data on purchasing reflects on consumption and behavior by proxy.

Q: Barbara: Important question. ICT has developed well to support these ideas (referring to Bents comments on business needs to handle the data that they are gathering, with smart sensors or AI). We food scientists, we need to define which information is relevant for us. The ICT solutions are there, the data has already been gathered, but there is a gap between computer scientists and food scientists. We need to find a common language and really define what information is important for food science.

A: Bent: I agree. We have had lot of meetings where these two important communities could meet and discuss these issues.

TIME	SUBJECT	SPEAKER	ANNEX
10:15-10:25	Added value	Anneke	8-PPT III

R: Anneke: Sli.do polls showed that quality is the most important requirement of Richfields, followed by exclusivity.

R: Karin: RI-project EMPADASI delivered the final deliverable. Go to the website and download the final deliverable and check how it relates to your Richfields topic (governance, ethics, BM, quality)

R: Barbara: Ask the same questions to stakeholders. (referring to Sli.do poll)

R: Pieter: Also businesses and app developers (referring to same poll).

R: Sian: This is exactly what we plan to do for the final stakeholder meeting.

TIME	SUBJECT	SPEAKER	ANNEX
10:25-10:40	Defining user stories	Hennie	9-PPT

Q: Bent: I like the idea about personas. How do you make the compromise between different personas, when different user stories could have conflicting interest?

A: Fred: First of all get your user stories right. Then the question is if your business model can serve different users in a good way where it does not create conflicts, or even creates synergies between user categories.

TIME	SUBJECT	SPEAKER	ANNEX
10:40-10:50	Introduction breakout sessions	Hennie	10-PPT

Marc-Jeroen: You formulated three questions (referring to questions for breakout sessions). Do we consider the questions as problems we need to solve?

Karin: Do not discuss about the research question itself in your group. Discuss from the perspective from a customer of RICHFIELDS and what your needs are for solving it.

SESSION 4. CUSTOMER BENEFITS

TIME	SUBJECT	SPEAKER	ANNEX
11:55-12:15	Plenary feedback Breakout session I	Pieter (chair)	--

Group 1 (Tamara)

A researcher at Unilever that wants to identify fruit lovers in China, in order to develop a client position in China or gain a competitive advantage. As a researcher I want to deliver good results and please my boss. The benefits of Richfields are:

- quick and easy access to customized reliable (quality, trustable) and added value (expert support)

- provides tools to access data
- one stop shop to get everything I need to answer my question

Karin: What do you expect from Richfields in terms of payment etc.?

Tamara: We were not quite clear if we were supposed to be in the position of a researcher or other person in the company that would make financial decision. At least there was an understanding that there should be good value for the money.

Igor: As a researcher we can lobby in the company to have a one stop shop, pay once and have access to data many times. Instead of going to market data companies that we be more expensive in the long term.

Group 2 (Adriana)

- Benefits:
 - linking existing data from multidisciplines , less time and less costs
 - guarantee quality of data that is offered via RICHFIELDS
 - real time / regular updated information from citizens about diet

Marc-Jeroen: When we continue, we need to be more specific on linking, what does it mean? Richfields is collecting data from different sources and cataloging them.

Hennie: It is very hard for everyone to think from the user perspective. We need this to get more information about our customers

Group 3 (Eleonora)

- 1) as a public researcher I want access to data (exclusive) quality data across business, research and consumer domain, so that I can define and refine research question.
- 2) As a public professor: I want access and overview research protocols (clinical trials), so that I replicate existing or design my own study.
- 3) As a public professor: access to research (virtual) facilities, so that I can carry out my additional data collection.
- 4) As publically funded researcher I want to access Richfields scientific community so that I can share network, collaborate with others.
- 5) As a researcher in the commercial domains to have access to service so that I can be confident to test my products in the virtual supermarket (services: analysis, summaries, recommendations, protocols).

Pieter: New things I heard: public accountability, sharing expertise

Charo: The research question was if virtual super market is proxy for real data. This will lead to vast different challenges and requirements on the RI.

Monique: How would people have done it without Richfields? This is the question I have been asking myself.

Pieter: We need to compare to alternatives to know what the benefits are.

Monique: Who are the competitors? What are they offering?

SESSION 5. TOWARDS SOLUTION SPACE

TIME	SUBJECT	SPEAKER	ANNEX
13:45 – 17:00	Breakout session II: Towards solution space.	Marc-Jeroen (chair)	11 &12-PPT

Hennie: noticed that all group had different interpretations of the assignment. Funny to see that in two groups Macedonia have been discussed.

Group 1. Reporter Monique:

- Question Marc-Jeroen: What did your group mean with information about limitations?
- Answer Monique: Limitations regarding standards as well as usage. As a researcher I should be able to see based on the provided meta data, whether the data is what I am looking for.
- Question Marc-Jeroen: You said you want information about other users. Why?
- Answer Monique: In order to find commonality in interests and research efforts. The community should be an important driving force of the platform and knowing who the others are important

Group 2. Reporter Bent PPT 11:

- Question Marc-Jeroen: Does the list of data sources include information about access levels. Such as based on user profiles? Different types of users might have different access rights/options to data and services.

Group 3. Reporter Sophie PPT 12:

- Question Marc-Jeroen. There might be contradiction with other group regarding subscriptions
- Answer Sophie: The subscription should be tailored to users' needs, which will be identified in the user's profile.
- Remark Marc-Jeroen: I agree the Network is important but it should not be the main value. It's the exclusiveness of data. The data that you cannot access anywhere also (with the same amount of effort)
- Remark Charo: Yes, data is given, but the driving forces are the minds around in

Summary Marc-Jeroen: A combination of the three presentations provided a valuable insight in the possible interactions of users with the RI.

5. DAY 3 – 8 November 2017

SESSION 6. DESIGN & ROADMAP			
TIME	SUBJECT	SPEAKER	ANNEX
Day 3	Plenary Feedback session III	Barbara (chair)	13-14 & 15-PPT

First: Intro Martine LaVille professor Nutrition and involved in Eurodish.

Announcement of the BFDG Conference in 2018 in Lyon.

Then the Plenary Feedback session III

Chair: Barbara

PPT 13

This is about both national and international governance. data storage or metadata repository? Big data, what do we do with that? Outsourcing? This is still open. Are we heading for an European Open Science Cloud? Will we charge per data, a general license, an annual fee? How will the accounts be verified? How do we solve data gaps?

Comment Karin: The MT of FNH-RI is more related to BBMRI than Elixer, viewed from a user or individual perspective.

Q : Bent: With all these different RIs, will there be one stop entry to all? Like Corbel? Just an idea.

Q: Mark: This will be an option, true, I agree.

A: Karin: Corbel is more medical, we must shop a little. But the idea of connecting is good.

A: Barbara: when you collect data you want to analyze. But to implement facilities is hard and the question is how we will do that.

Q: Monique: the distributed character of the access needs to be discussed, don't you think?

Q: Karin: Yes and where in the timeframe do we decide?

A: Barbara: we discussed this; we need a company that does a job, based on instructions.

Q Karin: but what about the timeframe? A link to WP 11/12 in May 2018 is too late.

A: Barbara: yes, our deliverable is in February 2018.

PPT 14

Q: Kerstin: would it not be more efficient with the involvement of experts who already are involved? And then discuss this in WP 11?

A: Karin: yes, we have done that already.

Q: Golboo: the open issues in WP 11 are also valid for WP 12. Drivers for data sharing with different data providers, conditions for sharing. Business: CSR as quality label is sufficient (TS: ??). Quality: just old/uncritical data.

A: Karin: in a workshop in Scandinavia for business we learned that specific companies do the data. They

are reluctant as they see competition, there is a lack of understanding. What they do is basic: combining data is not an option. We have a long road to go. They need to do quality of data, like validation, structuring, harmonization. That is the added value. And we need access to high quality data.

Q: Bent: the business sector is diverse. You have collectors of data but also sellers. In Denmark/Sweden I have seen that if we seem to compete on this, they become mad. Retailers see added value. We need to distinguish between retailers and manufacturers.

A: Haris: they are often more interested in the results, the effect on consumers behavior. They often do not know what to do with data.

Q: Hennie: or they are interested in contacts with researchers and research?

A: Golboo: they might have some data but they miss the knowledge of how to use it. This could be a negotiation. A sort of co-authorship or co-ownership. For this we need clear criteria and standards.

Q: Marc-Jeroen: In WP 12 we have the responsibility to come up with answers not only questions, right?

A: Golboo: well yes but we also have the Management Board.

Q: Marc-Jeroen. Yes but we must try to provide answers. We have to see the relations not only the isolated parts.

PPT 15

Q: Kerstin: what kind of risks are we facing? Think of the new EU law, GDPR.

A: Trond: we need some Risk Management on this.

Q: Javier: think of hackers.

A: Monique: we have to create something new.

Q: Lada: is this not a matter of balancing privacy with the public character of it? Ethics matters, which profit is generated, and see it case by case.

A: Charo: this is about how we combine data, at each level, with a structure and a gate-keeper. We need a design.

A: this is about the method of provenance, a record of ownership, efficiency.

SESSION 7. LOOKING OUT AND FORWARD

TIME	SUBJECT	SPEAKER	ANNEX
10.30 -11:20	Feedback PAB	Wilke	16-PPT

R: Wilke: Lots of progress has been made since the last time! That is impressive. But you have to learn more from existing RIs.

Q: Pieter: what are you missing precisely? Be more specific please!

A: Wilke: in terms of data and other matters: make clear what others have done. Do not re-discuss matters you already have dealt with. You are not all on the same page. The business model, for instance, is still full of assumptions. but there are no validations. specify this. Don't build a monster. It is still too much of a Yes

We Can. But now it is time to Do!. You really need to keep focus on the timeline and the deliverables.

Q: Wilke: The building will take 3 years you said. How do you then keep it relevant and updated?

A: Adriana: now it is important to add the consumer. I can inform people at the institute, to spread the word. We have sensory experts for example. In that way, Slovakia could add to the RI community.

A: Eleonora: I agree with Adriana, follow the timeline and keep focus on the product. But there is great progress and a great team.

R: Karin: I agree with 99,9 %. I also like the suggestion that we have to look closer to the surroundings, like Elixer and so. We need joint forces to take up the new law. Jos is involved in the BBMRI stakeholder workshop, take contact with Jos for a better connection with BBMRI. Thank you PAB!

TIME	SUBJECT	SPEAKER	ANNEX
11:20 - 11:30	Update WP2	Christina	17-PPT

No questions or comments

TIME	SUBJECT	SPEAKER	ANNEX
11:30 - 11:40	Update WP3	Siân	18-PPT

Q: Hennie: Will there be a poster session on the last stakeholder meeting?

A: Sian: Yes, but it is not a scientific paper presentation but the topics have to be aligned to the purpose of the meeting.

Q: Pieter: What is the end product of the stakeholder meetings? Do we like stakeholders to become golden or platina members? How to get them? We do not only want feedback, right?

A: Sian: We believe getting members to sign up is not primarily a task of WP3 but of all phases? Taking stakeholder along in the process certainly helps becoming noticed and provides a platform for aligning the values of the RI.

Q: Kerstin: Can we app owners people to the last stakeholder meeting?

A: Sian: if we not only to want increase awareness we can invite them. The app owners are often not maintaining the apps. Or they live in the US. But if you have any suggestions, we are open. Not sure: Whether phase 1 has invited app owners. Request To Marcus: Send email addresses of apps for invitation

Q: Karin: Will policy makers attend the meeting?

R: Kerstin: We maybe want to invite Ministry to the workshop already, so we can show them what we are doing

A: Sian: To high end. Policy makers are Invited to the final event.

Q: Are BBMRI members coming to the meeting?

A: Sian: Yes she invited several functionaries

Q: Is there a list of invitees which can be send around?

A: Sian: Yes please send me contacts if you have any

TIME	SUBJECT	SPEAKER	ANNEX
11:40 - 11:55	Update WP1	Hennie	19-PPT

R: Sian: The survey and building the webpage. I encourage to use the core offer diagram and building blocks

R: Golboo: The survey needs to understand the complete services rather than only the core offering

R: Hennie. Will summarize the comments and inputs of the meeting and further discuss what will be included in the survey

R: Sian: RI should also be valuable for policy makers. Hence the services should also address needs of policy makers

R: Monique: The WHO might be a good location to find interested people. Monique will present to them this year.

TIME	SUBJECT	SPEAKER	ANNEX
11:55 -12:15	Building a national FNH-RI	Karin	20-PPT

Q: Why would the Netherlands participate?

A: Pieter: Help to think about how the food systems works and how we can change it with respect to production and consumption. To accommodate healthy and sustainable food production collaboration on various stages in the food chain is necessary

Q: Is Hubble funded by another RI

A: Karin: Do not know.

Q: Can you add something about what we need for creating the RI?

A: Bent: You need to be able to create alliances with at least three entities: universities, the industry, and technology experts.

6. Appendix I – List of participants

Name	Organisation	E-mail
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7. Appendix II – Responses to the poll | 22 answers

Imagine it's 2023...why do researchers never want to work without RICHFIELDS (what is it they don't want to lose)?

- Without RICHFIELDS it would be impossible to know what data from businesses are available and what are the conditions to use them. Either you have a large amount of transaction costs or less interesting research can be done.
- It on your research questions, and enriches to have already collected, and/o
- Access to data they cannot get otherwise
- Because they have an overall and frequently updated "overview" of (almost) all relevant datasets for their research on determinants of food choice and intake.
- Since it is a unique platform that provides them with a wide variety high quality data
- It is connecting data, researchers, consumer needs and creates new insights.
- harmonized data linked from different sources. Easy accessibel.
- Data for history and future trends.
- The ability to easily connect to the data I need to answer my research question without having to go out and hunt for it, beg the owner for it, make sure I can ethically use it and then manipulate it into a form in which I can use it!
- They lose real time and on the spot generated data that's evidence based and standardised.
- Link with a relevant scientific community.
- It provides easy and convenient access to representative data on consumer behaviour.
- Multidisciplinarity!
- RICHFIELDS offers researchers tools to ensure they have met all the requisite legislation and to archive and share their data for reuse in new studies.
- Access to network of data and expertise in how to use it.
- Data.
- Scientific quality. No bullshit.
- The network within Richfields. FOMO the fear of missing out.
- Food related information in one place - available in a harmonized way.
- large, comprehensive, quality controlled food composition databases optimized for real time food consumption data collection.
- Supported access to a large body of data and knowledge.
- RF has a set of micro that no other organisation can offer.

8. Appendix III – Sli.do | 194 Questions

Session	Name	Question
1	Hennie	Is the Food Lab only available for your own researchers?
1	Anonymous	Do RICHFIELDS researchers own research organizations share their data with other researchers? If so, how do they currently do this?
1	Anonymous	Will the platform actually have data?
1	Anneke	3 years is very long to build something and call it an MVP? The world totally changes in 3 years! Please try to build something simpler.
1	Anonymous	How will the costumer or patient be able to be part of R?
1	Anonymous	Gateway - to data & research? This is technical, why not the 'mission' (like BBMRI)
1	Anonymous	Are policy makers the same as finance bodies? are the RQ's aligned?
1	Anonymous	How will the government be involved?
1	Marcus	What's the difference between share and dump? How will that be safeguarded?
1	Anneke	What's in it for the consumers? What value do they get that will them trigger to share their data with Richfields?
1	Anonymous	How we the RI get authorization to use data from companies and consumers?
1	Hennie	If you want to anonymize data you become a party between the provider and the user. Is that what you want?
1	Karin Zimmermann	How do individual consumer data of loyalty cards link to individual data via apps like RICHFIELDS app. Do we do this by the governance of consents?
1	Tamara	From the perspective of a researchers that would be great! What is the incentive to share the data for the consumers?
1	Karin Zimmermann	We assume the consumer owns his data but is this the case with loyalty cards the case?
1	Anonymous	Why restricting to EUMS? What if a consumer association from Turkey wants to share data?
1	Marc-Jeroen Bogaardt	We have to be specific about what we actually mean with "access".
1	Igor	Why restricting to EUMS? What if a consumer association from Turkey wants to share data?
1	Anonymous	Do you have guidelines for metadata in this field? How do you make sure that the metadata are of good quality?
1	Marcus	how will that access to labs work for physical versus virtual labs
1	Pieter van t' Veer	Micro-data-panel: What type of data do researchers need? What adds value? Must support data comparability & exchange; standardization, calibration etc.
1	Charo	Need to define exactly what is meant by 'micro data'
1	Marc-Jeroen Bogaardt	I doubt whether the incentive "be social responsible" is well enough to convince people/organisations to share data. This considers an intrinsic motivation.

Session	Name	Question
1	Anneke	You want to involve companies by letting them share their data AND paying a membership? Do they get enough value for this contribution? Did you validate?
1	Karin Zimmermann	Does the industry allowed to influence the design of the platform? Mico data becomes pre-competitive data by? What is the service we create for Industry?
1	Tamara	Is the membership system sufficient to cover the costs of FNH-RICHFIELDS and make it viable, or does it need further support and where does it come from?
1	Marcus	The term app developer is misleading. It's about app owners or vendors. They are most often not developers. MyfitnessPal is owned by a Clothing company
1	Pieter van t' Veer	Should 'we' authorize apps as an authorative body, or advance science? That's a different thing.
1	Anneke	I have serious doubts about companies putting in the effort of asking their clients to share their data with Richfields. Did you validate?
1	Trond	What about the costumer/citizens right to be forgotten. How to handle? Track&change?
1	Karin Zimmermann	How will GDPR influences our governance and BM on micro data.
1	Pieter van t' Veer	Right to access your own data. Also to change or remove? Implications for data quality for research?
1	Anneke	How will these consumers get to your website? What kind of activation will you do? What is their motivation/value?
1	Haris	The membership system for companies is an interesting idea. The prising strategy could be optimized to take into account the size of companies.
1	Sophie	I am sceptical that this is of sufficient interest to consumers.. there is too much access that we're asking from end-users
1	Sophie	The text "We do our best to not compromise your privacy" is not very reassuring! It means there is a good chance RICHFIELDS might fail!
1	Wilke	Why do receive consumers advice after 1 year? Maybe earlier and more often?
1	Pieter van t' Veer	Consumers provide access to their data via FNH-RI-app: can restrict this for specific data, time period or research purpose? As currently in 'informed consent'?
1	Anneke	Commercial organizations do not get access? But you want them to put in a lot (data, money, effort). What's in it for them?
1	Trond	Privacy: R will have to prove it has done everything possible to protect individuals. Is this build into the design?
1	Anonymous	how will we manage to be "mainly publicly financed facility"?
1	Marcus	What about telling consumers that businesses will by their data?
1	Anonymous	Consumers will probably nog be motivated to use the fnh-ri app under the current conditions. Advice after one year is too far away.

Session	Name	Question
1	Marcus	I think the closeness between paying businesses and consumers might require a stronger intensive?
1	Pieter van t' Veer	Consumers: do they get feedback on the research done using their data? In what way are they stakeholders in the science? Think about Citizen-science.
1	Igor	Should provide health (or other topic) economy data. For example: the cost of obesity in MS.
1	Pieter van t' Veer	cure of disease mentioned? Should we do that ? That is BBMRI, medical; we focus on prevention.
1	Christina	No space on phone to download another App... can RICHFIELDS make agreements with App companies, so I just need to tick/untick to share my data from that App?
1	Marc-Jeroen Bogaardt	By support by governments we mean "financial" support? In that case this makes the RI not really sustainable....
1	Lan	Does it make sense to add a tab for NGOs? And should we distinguish academic researcher and commercial researchers?
1	Anneke	I totally see the potential for researchers. Which cannot be reached without consumer data. And I do not see enough potential for consumers to share their data.
1	Mark Roe	It seems there will be a lot of resource (data and expertise) needed to provide sponsors and customers with what they will pay for. Is it feasible to set up MVP
1	Haris	Is the RI going to store data on servers? How long will it be able to store micro data, from a legal perspective?
1	Anneke	What are the most critical assumptions you made that will destroy the project if they turn out to be wrong? Go validate these assumptions!
1	Marc-Jeroen Bogaardt	I think I see a tension between the schedule of the financing by the EU and national governments (217-227) and the need for fast development of the RI
1	Pieter van t' Veer	Nodes are the legal governance and financing structure. For scientists, task forces on sci domains may help to glue them together across EU-countries. How to?
1	Karin Zimmermann	Is phase 3 elaborating on protocols about Nodes involvement and design an strategy of application? What are the requirements toward a new Node?
1	Pieter van t' Veer	I.e. where is the user-community, i.e. the data-customer at the centre?
1	Trond	National governments are easily divided in policy matters: How are they involved in R? Ad-hoc as it comes, or???
1	Pieter van t' Veer	FNH-RI Board: also interacts with scientific task-forces? I.e. et the research community organized across-countries?
1	Anonymous	How could we bring the Wikipedia users to share their food data? Could we publish in Wikipedia part of the research data in order to have users collaboration?
1	Igor	Is it defined where the nodes should be situated? In the government ministry?

Session	Name	Question
1	Pieter van t' Veer	Miss a scientific advisory board, forum of research institutes, as a voice of these key stakeholders.
1	Marc-Jeroen Bogaardt	I still miss a description of which (type of) data the RI focuses on! Determinants (biological, psychological, social etc.) of food choice and intake.
1	Anneke	Who is responsible for the collection of data? Who loses his/her sleep over not gaining enough data to deliver the promise to the customers/researchers?
1	Karin Zimmermann	How to guarantee the added value of Nodes after the first 1 Nodes become member? Have the protocol foresee in this. Who will review and take a final decision?
1	Wilke	How do you deal with different laws in European countries?
1	Trond	Could R be organized as a national government, with a Cabinet for the daily management and a parliament, and control services?
1	Pieter van t' Veer	8 permanent staff at EU-level. What is +/- size of staff at national nodes? Is there an exchange policy for staff between nodes and central EU-level hub?
1		
1	Karin Zimmermann	Will the legal and ethical knowledge be part of the staff or be hired by a leading university? (Take ELIXIR as example)
1	Charo	Legal expertise in house is fundamental and not optional it is also not the same as ethical expertise.
1	Lan	Will the website require user authentication? I would discourage anonymous users.
1	Anneke	Only 4 people to run the platform? All on data? Who's on tech side of platform? To run and improve the platform? It takes 15 people to run a platform like Toon
1	Sophie	Foundation: so we are no longer assuming a public-private funding business model?
1	Marc-Jeroen Bogaardt	The internal organisation - of the central Hub and all the (2-28?) national nodes - looks like a bureaucratic monster of the 2st century.
1	Tamara	8 jobs seem little and the people will have to be very multidisciplinary and skilled.
1	Karin Zimmermann	Does the consumer data platform need another governance than the FNH-RI which is an overarching platform? are these different entities?
1	Karin Zimmermann	the EOSC will become a must to be used, we should be aligned with this from the start. It will mandatory. Do we have enough insights in this development?
1	Marc-Jeroen Bogaardt	Governance: think out of the box: let's think as a real start-up. How should "they" organise and build such a RI?
1	Marcus	I would not build apps. I would rather provide the necessary resources for others to build useful apps (e.g., comprehensive food product database)

Session	Name	Question
1	Eleonora	The data at R.web should be defined clearly to convince the stakeholders to contribute to the database
1	Kerstin	Wouldn't it be better to implement the RI with not too many hubs? The more stakeholders involved the more complex it'll be....
1	Anonymous	who will validate the apps? and how?
1	Adriana Kolesarova	It is very useful to add actual data to database for researchers.
1	Marc-Jeroen Bogaardt	Are we still going to design a RI facilitating research or are we going towards designing a kind of "data science research institute" seeing all the services?
1	Pieter van t'Veer	What is added value of joining RICHFIELDS app as compared to available commercial app? Data quality, ease, trust?
1	Kerstin	A central question for me would be how to ensure data quality from the consumer panel?
1	Marc-Jeroen Bogaardt	Would each of us actually donate their data from our apps to the RI for free or not?
1	Pieter van t 'Veer	Dores the RI have some type of 'artificial intelligence' to link and/or interpret data? Can it learn from questions asked before by the user community?
1	Pieter van t 'Veer	Voting on protocols? The best way of voting may be the re-use of the data. Just like citations are te way to "vote" the omportance of sci papers.
1	Tamara	I would share my data to receive some personalised stats on nutrition behavior and personalised information in return.
1	Charo	Food industry/retailers already link directly to weather/met to guide their 'just in time' fresh food chain. We should be able to do this too in RICHFIELDS!
1	Hennie	Why do researchers want to share their data?
2	Anonymous	What the stakeholders get in exchange of data their share to RISs of CORBEL?
2	Golboo	Are the member RIs of CORBEL all public?
2	Marc-Jeroen Bogaardt	Is CORBEL a platform of platforms?
2	Golboo	How the quality level of data is harmonsied among different RIs in CORBIS?
2	Hennie	Did you have a lot of problems with harmonizing/standardizing the data?
2	Pieter van t' Veer	Corbel-presentation: Can patients (or consumers in richf) see to which research projects / or what results their data have contributed? Vote if happy with use?
2	Pieter van t' Veer	Do patients participate in research for altruistic reasons? How does this compare to consumers? What do pateits and consumers get in return?
2	Marc-Jeroen Bogaardt	So will the RICHFIELDS RI only share anonymized/pseudomized consumer behaviour data?

Session	Name	Question
2	Pieter van t' Veer	Can patients 'see' what their data are used for, have right to know this? In informed consent purpose is defined; in open data --> option to check afterwards?
2	Mark Roe	Have datasets included in Corbel actually been shared for further research use? How widely have these data access principles been tested?
2	Pieter van t' Veer	Patients own their data (donate, purpose, acces, retract): Strange if they cannot see where their data re used for! Isn't this a basic right of a data owner?
2	Marc-Jeroen Bogaardt	I really like the set of "principles". We as RICHFIELDS (should) have also design principles for our RI. Must be made more explicit!
2	Hennie	How do you start with an ecosystem?
2	Pieter van t' Veer	Ecosystem(Lan Ge) - what is meant with "values" and value flows? Economic, human values, equity, SDGs, rights??
2	Golboo	How do you define the boundaries of MVE?
2	Marc-Jeroen Bogaardt	Suggestion for RICHFIELDS Principle#1: The RI will be an independent, not-for-profit, member-owned/founded RI.
3	Marc-Jeroen Bogaardt	Does it mean that we actually have to ask each app provider whether and how the data is accessible?
3	Marc-Jeroen Bogaardt	Do we have information about the number of people using the 117 food consumption apps? And for how long are they using the apps?
3	Anneke	@Monique: could the lack of info on tech access and ability to use it be caused by app makers not being willing to open their platform? Did you approach them?
3	Anonymous	Consumption apps concl: linkage useful, standardization lacks. What are the drivers behind development of apps? Different to research? Possible to reconcile?
3	Giacomo	Based on the wide analysis on app data and their providers, what could motivate app developers to make available their data to Richfields?
3	Giacomo	Are APP developers similar or should we distinguish different categories? I.e. big companies, small startups, ... They might have different engagement triggers
3	Anonymous	Apps linked by APIs for small subset of people. Results generalizable or does it create biased knowledge bubbles? I.e scientifically not OK? How to 'repair'?
3	Marc-Jeroen Bogaardt	To come eventually with an applicable design of the RI, should we not talk with some of those relevant app providers - Google, Apple, Nike - asap?
3	Golboo	Aren't legal & ethical criteria different for apps? it might be the case that legally it's ok to share consumers data via app but ethically it can be questioned
3	Anneke	do you want to do the 8 country research with consumers or with app makers? They might have different arguments towards sharing 'their' data

Session	Name	Question
3	Anonymous	Legal/ethical/data sharing: where is transparency? Implicit in trust? How is trust technic & procedurally operationalized for the citizen as the data owner?
3	Golboo	Can we have a list of potential apps at the end that we can go on to involve in RICHFIELDS?
3	Anneke	I think it's crucial to know whether app makers are willing to share their data. Because if they don't....you don't have the data :(
3	Anonymous	Repeat the user study on values with app developers/owners? Is this possible?
3	Anonymous	Apps change rapidly. But development driven by the same economic principles and learn us about drivers of cons behav'r: worth knowing & does not change rapidly.
3	Anonymous	Did you identify an app that meet all Richfields requirements and that we could use for a use case to start with?
3	Kerstin	That was me.... question: Did you identify....
3	Marc-Jeroen Bogaardt	Do the B-G cases on procurement involve data on goods or data about consumer behaviour? Because the latter is most relevant I think.
3	Anonymous	Bengt: Collect right data. True! For what purpose? Selling products? Or achieving a healthy & sustainable & inclusive society? Different & conflicting drivers!
3	Anonymous	ICT affects behaviour in short time frame, like sensory characteristics: Can(not?) ensure longterm societal/public interests, unless good govern' & leadership.
3	Golboo	In practice is business willing to share data for the sake of corporate social responsibility? Did they show interest in phase 2 interviews?
3	Marc-Jeroen Bogaardt	Could the business' need for case studies (Bent) be solved / incorporated in the (overall) business case of our RI?
3	Kerstin	Could we come up for the final design with a clear description of case study per activity/WP of Phase2? A case study as requested by Barbara
3	Karin Zimmermann	WP 9 By the end of the day will we receive a draft Memorandum of understanding for connection of FNH-RI/RICHFIELDS for EuroFIR, ECRIN, GloboDiet etc.
3	Karin Zimmermann	What is the expected outcome of WP 9, what are the recommendation to P3. What kind of issues need to be addressed in to get collaboration working.
3	Karin Zimmermann	What information do we gain about added value of connecting het RI/DB of WP 9 to create added value and translate this asset to the BM.?
3	Marc-Jeroen Bogaardt	Note: data itself is not valuable. The value comes when someone transforms it into - give meaning to it - an "new" insight/knowledge!

Session	Name	Question
3	Karin Zimmermann	The same applies to WP10; Do we move forward in collaboration, how should the protocol look like. Does this effect the governance/BM of FNH-RI/RICHFIELDS.
3	Karin Zimmermann	Phase 2 Data sharing is only effective if we can provide the right added value, BM and governance. Do we have insight in these recommendations towards Phase 3.
3	Karin Zimmermann	who will join on writing the final paper!
3	Pieter van 't Veer	Bengt - final slide: Heading /questions very general. Like the basic EuroDISH and RICHFIELDS paper? What unique scientific contribution of is aimed at?
3	Charo	Stop thinking, start proving value by selecting some accessible data linking and generating new knowledge. Not clear who decides what data we start with? PMT?
3	Giacomo	Based on the case studies of Phase 2, do you have an idea of the effort (=personnel cos/time) that is needed to handle data for research (standardization, ...)?
3	Giacomo	Based on the case studies of Phase 2, do you have an idea on the possible impact that we can generate through new integrated data (i.e. new projects, services)?
3	Pieter van 't Veer	Anneke: Quality control top? es. But as an entry-criterion of data, or as a data-descriptor? Is it just trust in data / researchers that collected them?
3	Pieter van 't Veer	Anneke's poll: it was steered by th eoptions. What about societal relevance?
3	Charo	User =publicly funded researcher, this is still too big a user group for MVP. Can we further sub-categorise in order to focus activities for MVP/MVE?
3	Marc-Jeroen Bogaardt	We have identified 3 types of "users" (customers), so we should develop 3 user stories: As a scientist/As a business/As a citizen(consumer) ...
3	Marc-Jeroen Bogaardt	I agree with Charo: we have different types of researcher!
3	Pieter van 't Veer	Fred (aka Hennie): Same line of thinking as Anneke? Where is the difference or complementarity?
3	Charo	Focus on the primary user (researcher) and then select commonality goals in other user stories (commercial/ consumers) to identify greatest added value for all
3	Trond	How come it is so hard to get down to the basics? Maybe the attraction is in the details, but should we not get to the bigger picture?
4	Pieter van 't Veer	Plen.Session-II/Monique: Training at node level = opportunity for universities to bring together pubic & private partners working with different data types.
4	Pieter van 't Veer	@Sess-II/Sophie: Steps engagement - need to register as individu? Yes, but my res institute is already member paying a fee, therefore I am already known to RI.

Session	Name	Question
4	Pieter van 't Veer	@Gen disc Sess-II: Added value for res comm = linkage & interaction with res community. Not just the data(that's the next step (?))
6	Pieter van 't Veer	Feedback-S3/1st: outsouting fac & serv? As much as possible. ESFRI advised to concentrate on the content and community, not on tech (that is expertise EOSC)
6	Hennie	What facilities and services do you want to outsource?
6	Pieter van 't Veer	fees etc: pay by donating data and/or money. Need be part of business smodel. What services are standard for silver/gold/platinum members?
6	Pieter van 't Veer	Should richfields gove 'quality stamps'? If so it becomes authoritative body: very different scope as a member organisation providing services to researchers!!
6	Pieter van 't Veer	Quality checks? No, but quality descriptors instead. Data that are re-used frequently are apparently useful for science.
6	Tamara	For a business model, do we need a procedure to evaluate data quality and value?
6	Pieter van 't Veer	Incentives for using RF/FNHRI platform crucial: Consider to develop a 'citation-index for data' as incentive to donate, should become influential as H-index
6	charo	Standardising ontologies is difficult, could be achieved by setting up CEN working party of all actors (RIs) to achieve a consolidated European standard.
6	Pieter van 't Veer	We need a clear description of the decisions already taken by FNHRI EMB. Next steps phase 3 will gain focus then. Feedback Session3 highlights needs ph3. USE!
6	Pieter van 't Veer	I realized - data have different time frames for relevance to users: marketing data need be recent (Nielsen. loyalty cards). Research data not => OPPORTUNITY!
6	Pieter van 't Veer	Golboo mentioned quality labels as well: we need to be VERY CLEAR about our position. Authorative or member-networking prganisation provideing services??
6	Pieter van 't Veer	Remark Karin on valid data = industries need VALIDATED TOOLS to collect primary data. Therefore, tools in RI. This is not about data quality for re-use of data.
6	Pieter van 't Veer	TOOLS-discussion (industry) boils down to actual data for business, or less actual data good for science.
6	Hennie	Are businesses interested in as high quality data as researchers are?
6	Pieter van 't Veer	Acad res apparently does not provide tools to collect data rapidly actual data relevant to business. Thus industries need new tools (validated).
6	Pieter van 't Veer	Need for new tools need te be distinguished frpom ensuring data quality fore the RI. That works via re-using data (poor data will not be re-used by researchers
6	Hennie	Make the RI a marketplace where businesses and researchers can meet: researchers can publish, businesses get information.

Session	Name	Question
6	charo	Bearing in mind all funders now require research data to be made open access and deposited in open access facilities are we clear where RICHF will add value?
6	Pieter van 't Veer	Can we look at data as entities/products we can sell and buy at the RI-shop? The fittest data (fit for purpose) will survive in the research jungle..
6	Haris	@wp12: what are the barriers for data sharing? Business are very reluctant to share data at the moment, as they are not clear on how GDPR will be implemented
6	Pieter van 't Veer	Condition for data access by business: same as public sector: We discussed (WP13) re-purposing & ethics checks & balances.
6	Pieter van 't Veer	WP13, 3 key issues (as I remember): data linkage / free analysis space; 2) feedback to check the repurposing with data-owners (incl citizens); 3) HACCP
6	Marcus	Why are apps in the business model put under the business domain whereas in the project Apps are put in the consumer domain?
6	Marcus	App data is owned by consumers not businesses
6	Trond	Including industry/bizz: Also to plant the idea of RI. Our framing of a RI.
6	Pieter van 't Veer	Feedback MJ: 4-data storage -temporarily (publication issues: verifiability) --> but algorithms linkage & analysis made available for re-use by res community?
7	Pieter van 't Veer	PAB: Move from we can to we do. That is decision making, i.e. close interaction between FNHRI-board and Phase3.
7	Pieter van 't Veer	MVP/3 yrs time. Did we communicate clearly that "2023", means: after the ESFRI-roadmap project from 2020-2022. RF will do design (2018), roadmap appl 2019.
7	Pieter van 't Veer	Slowakia - stresses food system.
7	Igor	By including other countries in RI I was thinking of including other countries, not only member states, as source of data.
7	Igor	For example Turkey, which is a big candidate country (still). If Turkish retailer wants to provide data richfields should be open to it.
7	Pieter van 't Veer	KZ/response to PAB: Richfields/FNH-RI joined forces BBMRI on GDPR!
7	Pieter van 't Veer	Martine: Data preparation service could be a very useful/important aspect of the RI(relates to data linkage in the "analysis space")
7	Pieter van 't Veer	Stakeholder Int: What is end-product of stakeholder interaction? Clear guideliness for involvement/incentives? Even MoUs, LOI for gold/silver/ ...membership?
7	Kerstin	A lot of questions has been raised that partly have been decided already - but not well communicated so far. Set up a FAQ dealing with this!
7	Kerstin	We could asked participants of the final event, especially industry, to sign a Lol for the food cloud proposal.

Session	Name	Question
7	Anonymous	Policymakers in user survey (Monique): I think is this is why we need to have national nodes. Policymakers are key funders (& users). Countries: Get organized!
7	Pieter van 't Veer	Policymakers in user survey (Monique): I think is this is why we need to have national nodes. Policymakers are key funders (& users). Countries: Get organized!
7	Pieter van 't Veer	Bent: Alliance universities, private, digital.



9. Appendix IV – List of presentations

- Laura Saulais | Bocuse: Living Labs – a tool for innovation | 1-PPT
- Hennie van der Veen | Looking back: |2-PPT
- Krijn Poppe | Draft design: Richfields 2022 | 3-PPT
- Serena Battaglia | CORBEL: sharing and reuse of individual participant data from clinical trials | 4-PPT
- Lan Ge | Internet of Food | 5-PPT
- Monique Raats | Update phase 1 | 6-PPT
- Bent Egberg Mikkelsen | Update phase 2 | 7-PPT
- Anneke van Kollenburg | Added value | 8-PPT
- Hennie van der Veen | Defining user stories | 9-PPT
- Hennie van der Veen | Introduction breakout session | 10-PPT
- Bent Egberg Mikkelsen | Breakout session II: Towards Solution Space | 11-PPT
- Sophie Hieke | Breakout session II: Towards Solution Space | 12-PPT
- Barbara Korousic Seljak | Plenary Feedback session III | 13-PPT
- Golboo Copani | Broukout session III | 14-PPT
- Marc-Jeroen Bogaardt | Breakout session III | 15-PPT
- Wilke van Ansem | Feedback PAB | 16-PPT
- Christina Sadler | Update WP2 | 17-PPT
- Sian Astley | Update WP3 | 18-PPT
- Hennie van der Veen | Update WP1 | 19-PPT
- Karin Zimmermann | Building a national FNH-RI | 20-PPT