

Horizon 2020
INFRADEV-1-2014 - Design studies

RICHFIELDS Working Package 2
Deliverable D2.3

Dissemination materials (a flyer, a leaflet, a press release, Food Today articles, an infographics and a roll up)

Date delivered:
M35

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Deliverable lead beneficiaries:
EUFIC

Project	
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Project full title:	Research Infrastructure on Consumer Health and Food Intake for E-science with Linked Data Sharing
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Karin Zimmermann
Project Coordinator



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Scientific Coordinator

Summary

This deliverable D2.3 refers to task 2.3 (Production of dissemination materials) (M1-36). It summarises all the materials EUFIC produced to disseminate the results of the project to a wide audience.

One flyer (bookmark) has been created at the beginning of the project (M1) to present in clear and simple language the main elements of the project. It has been distributed through project partner networks and at relevant conferences and events.

A final leaflet has been produced in M34-35 to summarise the project achievements and the role played by Richfields in the Research Infrastructure on Food, Nutrition and Health (FNH-RI). As well as the flyer, it has been distributed through project partner networks and at the final conference.

A press release on the project and its results was written in English in M8 and translated into Finnish and Swedish by partners. It was sent to the European press, national journalists (with the help of the partners) and via news aggregators, like Alpha Galileo.

One article in EUFIC's multi-lingual Food Today newsletter was produced in M7 to raise awareness of the project. It was distributed to 46,000 health professionals, educators, opinion leaders/regulators, the media, industry, consumers and other multipliers. This article has been translated in 11 languages: EN, FR, DE, IT, ES, CZ, GR, HU, PL, PT, SK.

Infographics have been created to visually present complex aspects of the project to raise awareness and communicate to key stakeholders (used on the website, in presentations, and in the leaflet).

A roll-up and a poster with all partners' logos was in created in M8-9 to give the project visibility at conferences and events.

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1 Flyer

The first flyer produced was an attractive bookmark, giving key details about the RICHFIELDS project: logo, tagline, website, hashtag, funding disclaimer, coordinator, and partners. The bookmark design was based on the project's identity (see Deliverable D2.2). It is small and practical for stakeholders to pick up at conferences and events. The distribution will be documented in the dissemination report.

Screenshot of bookmark flyer:



2 Leaflet

A final leaflet was produced in M35-36 to present the main project achievements and the role played by RICHFIELDS in the upcoming Research Infrastructure on Food, Nutrition and Health. The leaflet is made of eight pages in total and is structured as follows:

- Pages 1-3 present what RICHFIELDS and FNH-RI are and their main objectives and phases of work. An informative box has been added to explain what research infrastructures are.
- Pages 4-6 explain the main features of the consumer data platform architecture and its future developments.
- Pages 7-8 highlight partners' logos and the coordinators' contact information.

As well as presenting the project achievements, the purpose of the final leaflet is to disseminate results and be distributed at the final conference. The leaflet is intended as a long-lasting tool to be

exploited at future conferences regarding the FNH-RI, which the results of RICHFIELDS will contribute as one of the building blocks. A PDF of the leaflet can be found, and downloaded, from the RICHFIELDS website (<https://www.richfields.eu/project-communication-materials/>)



2.1 Screenshot of leaflet

Building a consumer data platform to enhance interdisciplinary research on **food, nutrition, and health** in Europe

RICHFIELDS – Research infrastructure on consumer health and food intake using e-science with linked data

in partnership with

FNH-RI – Food, Nutrition and Health Research Infrastructure

www.richfields.eu

www.wur.eu/fnhri

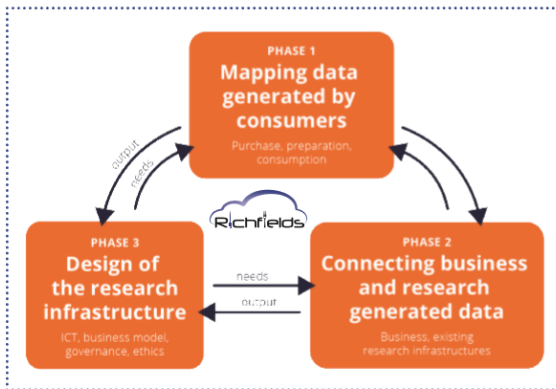


ABOUT RICHFIELDS

WHAT? RICHFIELDS is a three-year project that aimed to design a **data platform** for scientists, businesses, policy makers and people to connect and share information about **consumers' food behaviours**. This leaflet illustrates the outcomes of the project and its role in the building of the first **Research Infrastructure on Food, Nutrition and Health (FNH-RI)** in Europe.

WHY? Every day, consumers, researchers and businesses generate "big data" that offer detailed descriptions of people's behaviours. By linking and analysing these data-rich sources, researchers may be able to explain **societal challenges** regarding food and health, like **obesity**, cardiovascular disease and **sustainability**.

HOW? New **ICT technologies** bring opportunities for researchers to monitor and collect information on consumers' behaviours. If these data-rich sources could be all linked and stored in one place, they would enable researchers to collect different types of **information** such as:

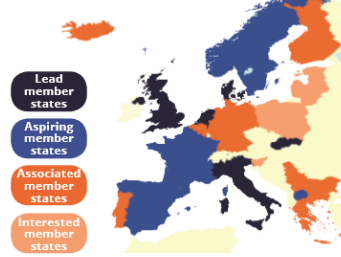


ABOUT FNH-RI

WHAT? The **Food, Nutrition and Health Research Infrastructure** is a joint initiative involving 10 EU Members States who work closely together in the food and health domain to collect and assemble **data, tools and services**.

WHY? It has become increasingly difficult for researchers to obtain **data, tools, and services** on food, nutrition and health. Resources are scattered across the globe in different formats and different languages.

HOW? The **FNH-RI** builds on the roadmap developed by the EU project **EuroDISH** and the recommendations of the **European Strategy Forum on Research Infrastructures** for a food and health research infrastructure (ESFRI). By 2024, FNH-RI plans to be fully operational and will bring together several RIs resulting from **previous EU projects** like EuroFIR, NuGO, GloboDiet, ISEKI-Food, Food4me, Quisper and **ongoing EU-funded projects** like IFAM, REFRESH, SUSFANS and **RICHFIELDS**. FNH-RI will enable top-level research, breakthroughs and innovations to make diets healthier and more sustainable. One of the building blocks of FNH-RI will be the **Consumer Data Platform**, designed in RICHFIELDS.



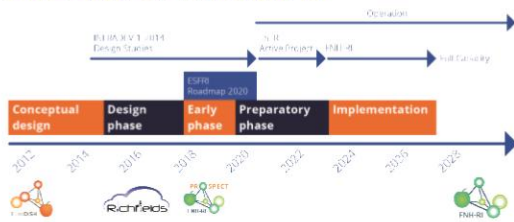
WHAT ARE RESEARCH INFRASTRUCTURES (RI)?

RIs are **facilities, resources or services** which support the scientific community to conduct top-level research. Examples of RIs are CERN, the Hubble telescope, and the European clinical research infrastructure network (ECRIN). RIs facilitate **harmonisation**

- of data and help researchers to:
- **Build** bridges between national research communities and scientific disciplines.
- **Connect** research, education and innovation.
- **Shape** scientific communities.
- **Attract** young people to science.



TIME LINE OF THE FNH-RI



THE PLATFORM'S INFORMATION ARCHITECTURE

To support the design, RICHFIELDS has developed a 'Core Offering' summarising the content of the platform, and has mapped the development of the platform to maturity.



RICHFIELDS PROJECT FINDINGS

PHASE 1: HOW TO MAP AND STORE DATA

An inventory management system (RIMS) has been created for storage and assessment of online tools (e.g., mobile phone applications), which produce consumer generated food and beverage purchase, preparation or consumption data. It contains two parts:

- A typology categorising the purpose of the tools.
- Metadata to enable assessment of data quality, either related to a scientific case or whether the data are FAIR - Findable, Accessible, Inter-operable or Re-useable (e.g. legal, governance or technical management constraints of the data).

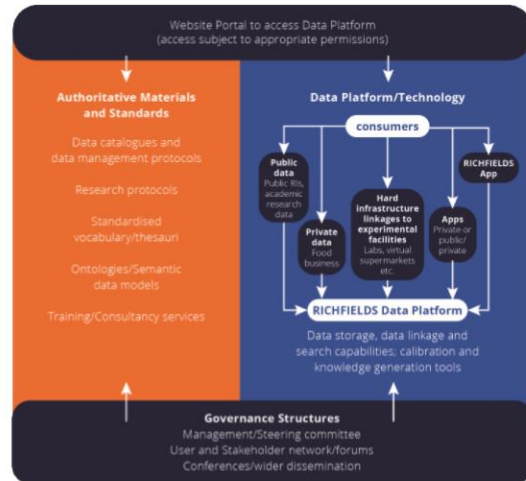
PHASE 2: HOW TO LINK DATA

Researchers conducted 10 case studies to investigate the technical components, interfaces and services necessary for data to be linked through the platform.

- Business generated data on purchase and procurement. (3 case studies)
- Existing or future resources regarding food composition and intake surveys, clinical interventions, consumer diet, health and lifestyle. (4 case studies)
- Laboratories and facilities that undertake consumer research on food choice, purchase, and consumption. (3 case studies)

PHASE 3: DESIGNING THE PLATFORM

The needs of the research data platform have been designed to explore and exploit consumer generated data. The design includes the technical backbone, a business model and the internal and external governance.



THREE STEPS TO DESIGN THE PLATFORM

Data combination and management focuses on the physical infrastructure, software, and potential data access and exchange. Hence concepts such as open and big data, and standards to link data from different sources are addressed.

Sustainable business models allow the data platform to be self-sustaining, ensuring value for all stakeholders as well as defining the services that would be provided, the supply chain, and the revenue model.

The needs of users and data providers as well Intellectual Property Rights (IPR) and ethical constraints are core elements of the governance framework, which must consider privacy, ownership, (inter-)national regulations, standardisation, and quality management.

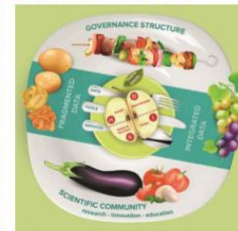


WHO WILL USE THE PLATFORM ?

- Researchers
- Policy makers
- Businesses
- Consumers



FNH-RI WILL UNDERPIN THE DESIGN OF OUR PLATE OF THE FUTURE



THREE ELEMENTS OF THE FINAL PLATFORM DESIGN

SEMANTIC MODEL

– to encode data and information to enable sharing of data with end-users or information systems. RICHFIELDS has also generated an ontology to aid re-use and integration of data, information, and knowledge.

BUSINESS MODELS

– potential business models, depending on the value proposition, supply chain configuration and revenue system, have been explored for future implementation.

GOVERNANCE MODEL

– includes issues related to FAIR data, such as data ownership, privacy, IPR, and ethics, all of which have been considered in the design.

ULTIMATE GOALS OF THE RI

- INCREASE THE SUSTAINABILITY OF FOOD PRODUCTION
- HELP PEOPLE EAT HEALTHY DIETS





2.2 Press Release

The project's first press release was released 18 May 2016 (M8), to raise awareness of the project, two weeks ahead of the RICHFIELDS stakeholder platform meeting (2 June 2016, M9). The press release was circulated to EUFIC's list of journalists (n=2533), and on AlphaGalileo (3,944 English; 266 Finnish; 122 Swedish). For further dissemination, the press release was translated to Finnish and Swedish, by partners (Aalto and SP, respectively). All partners were encouraged to forward the press release to their own press contacts, and networks. Outreach of the press release is further documented in Deliverable 2.4 (Web-based dissemination).

RICHFIELDS 1st press release text:

Press Release: RICHFIELDS – Exploring big data for understanding consumer food habits & health

18 May 2016

RICHFIELDS aims to design a consumer data platform, to collect and connect, compare and share information about food behaviours, to revolutionise research on every-day choices made across Europe. Bringing together science, industry and technology, RICHFIELDS will utilise previously underexploited “big data” to assess the potential to link and share information generated by

us daily (e.g. apps, sensors), as well as by business (e.g. retail and manufactures) and research (e.g. medical, sales, surveillance data).

“RICHFIELDS will assess what facilities, resources and services can support research, to learn more about what consumers choose to eat and how and why we make those choices,” said Karin Zimmermann, coordinator of RICHFIELDS at LEI Wageningen UR. Ultimately, this will support future strategies to improve public health. Stressing the need for world-class research infrastructures, EU Horizon 2020 provided financial support in 2015 for RICHFIELDS.

New ICT technologies bring opportunities for researchers to monitor behaviours, collect information around food choice, and provide personalised feedback. Increasingly, we use mobile apps and tech-wear, recording real-time data about health and behaviour. We might also obtain access to other valuable data, such as health and medical information. Every day, consumers and businesses generate “big data” – large volumes of information, that offer detailed descriptions of behaviours, including time and place (e.g. using GPS). If these data-rich sources could be linked and analysed, they have the potential to contribute greatly towards answering key questions to respond to societal challenges regarding food and health (e.g., obesity, cardiovascular disease, and also sustainability). RICHFIELDS will explore the integration of information (data) on food purchase (e.g. in store), preparation (e.g. in the kitchen) and consumption (e.g. in the dining room).

“Making the healthy choice the easy choice” requires knowledge about lifestyle choices. This knowledge comes from analysing different types of information on dietary choices such as what food and drinks are we buying, preparing and eating? Where? Why? How? With whom? In what social and physical context? Previous research concluded that these data are fragmented and key information is lacking. Existing datasets are not sufficient to understand our behaviours and help; companies develop products for personal nutrition or for governments to determine the success and failure of public health policies.

RICHFIELDS will identify best practice for extracting business food purchasing and procurement data from new and existing technologies. Furthermore, it will examine the feasibility of linking existing and new research infrastructures, laboratories and facilities, which could enrich the platform. In light of these findings, the project will design the technical requirements to collect, compare and share information about our food behaviour.

“RICHFIELDS invites stakeholders to discuss issues of data ownership, privacy, intellectual property rights, ethics, and governance structure, and establish rules for the consumer data platform,” said Zimmermann.

Notes to Editors

About RICHFIELDS

The RICHFIELDS project started 1 October 2015, and is funded for three years. The project is coordinated by LEI Wageningen UR. Sixteen project partners from twelve countries, bring together competences including nutrition, sociology, information management, ICT, business, consumer science, and food processing.

For more information, please visit: www.richfields.eu

Funding

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 654280.

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Download translations of this PR

- [RICHFIELDS: Exploring big data for understanding consumer food habits & health \(English\) – click here](#)
- [RICHFIELDS: Undersökning av big data för att förstå konsumenternas matvanor och hälsa \(Swedish\) – click here](#)
- [Kuluttajien ruokailutottumuksia ja terveyttä tutkitaan big datan avulla \(Finnish\) – click here](#)

Weblink to 1st press release on richfields.eu: <http://www.richfields.eu/press-release-richfields-exploring-big-data-for-understanding-consumer-food-habits-health/>

Screenshot of 1st press release on RICHFIELDS website:

The screenshot shows the RICHFIELDS website interface. At the top, there is a dark blue navigation bar with a 'login' link, social media icons for Twitter and LinkedIn, the hashtag #RICHFIELDS, and a 'Subscribe to Newsletter' form with an 'Email' input field and a 'Send' button. Below the navigation bar is the RICHFIELDS logo and a horizontal menu with links for HOME, ABOUT, RESEARCH, PUBLICATIONS, NEWS, PARTNERS, and CONTACT, along with a search icon. The main content area features the title 'Press Release: RICHFIELDS – Exploring big data for understanding consumer food habits & health' and a breadcrumb trail 'Home / News, Publication / Press Release: RICHFIELDS – Exploring big data for understanding consumer food habits & health'. The article text includes the date '18 May 2016' and several paragraphs describing the project's goals and findings. A 'Recent Posts' sidebar on the right lists related content.

login

#RICHFIELDS

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Press Release: RICHFIELDS – Exploring big data for understanding consumer food habits & health

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Press Release: RICHFIELDS – Exploring big data for understanding consumer food habits & health

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"RICHFIELDS will assess what facilities, resources and services can support research, to learn more about what consumers choose to eat and how and why we make those choices," said Karin Zimmermann, coordinator of RICHFIELDS at LEI Wageningen UR. Ultimately, this will support future strategies to improve public health. Stressing the need for world-class research infrastructures, EU Horizon 2020 provided financial support in 2015 for RICHFIELDS.

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Recent Posts

- > Press Release: RICHFIELDS – Exploring big data for understanding consumer food habits & health
- > Come to RICHFIELDS' Stakeholder Platform Meeting
- > RICHFIELDS Food Today article
- > Data Integration & Data Management
- > Business Model

Web link to RICHFIELDS 1st press release on eufic.org:

http://www.eufic.org/jpage/en/page/PRESS/ftid/richfields_exploring_big_data_for_understanding_consumer_food_habits_health/

Screenshot of 1st press release on eufic.org website:

The screenshot shows the EUFIC website interface. At the top, there is a navigation bar with 'Consumers', 'Media', and 'Professionals' tabs. A search bar is located on the right, with a 'Search' button and a link to 'Advanced search'. The EUFIC logo is on the left, with the text 'European Food Information Council' below it. A vertical menu on the left lists various categories: Food Safety & Quality, Food Technology, Food Risk Communication, Nutrition, Health & Lifestyle, Diet-Related Diseases, Consumer Insights, Food for thought, EU initiatives, In the spotlight, Energy Balance, and Multimedia Centre. The main content area features a press release titled 'RICHFIELDS: Exploring big data for understanding consumer food habits & health', dated 18 May 2016. The text of the press release discusses the RICHFIELDS project, which aims to design a consumer data platform to collect and connect information about food behaviours. It mentions that RICHFIELDS will utilise previously underexploited 'big data' to assess the potential to link and share information generated by us daily (e.g. apps, sensors), as well as by business (e.g. retail and manufactures) and research (e.g. medical, sales, surveillance data). A quote from Karin Zimmermann, coordinator of RICHFIELDS at LEI Wageningen UR, states: 'RICHFIELDS will assess what facilities, resources and services can support research, to learn more about what consumers choose to eat and how and why we make those choices.' The press release also includes social media sharing options for Facebook, Twitter, YouTube, LinkedIn, and Google+, and a 'HON @ CODE CERTIFIED 11/2015' logo. At the bottom of the page, there is a footer with the website URL 'www.richfields.eu', the hashtag '#RICHFIELDS', the European Union flag, and a statement: 'This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 654280.'

Consumers Media Professionals My favourites EN-English A A A RSS

EUFIC
European Food Information Council

Home - Press release

RICHFIELDS: Exploring big data for understanding consumer food habits & health

18 May 2016

RICHFIELDS aims to design a consumer data platform, to collect and connect, compare and share information about food behaviours, to revolutionise research on every-day choices made across Europe. Bringing together science, industry and technology, RICHFIELDS will utilise previously underexploited "big data" to assess the potential to link and share information generated by us daily (e.g. apps, sensors), as well as by business (e.g. retail and manufactures) and research (e.g. medical, sales, surveillance data).

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This site complies with the Health on the Net Foundation Code for trustworthy health information: [verify here.](#)

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LinkedIn »
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www.richfields.eu
#RICHFIELDS

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 654280.

2.3 Further dissemination of press release

Press release coverage on FoodNavigator.com

Web link to press release coverage on FoodNavigator.com: <http://www.foodnavigator.com/Market-Trends/Big-data-project-set-to-reveal-consumer-food-habits-health>

Screenshot of press release coverage on the FoodNavigator.com website:

FOOD
navigator.com

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Big data project set to reveal consumer food habits & health

By Will Chu 20-May-2016 Post a comment
 Last updated on 23-May-2016 at 21:28 GMT



The ability to collect, organise and exploit diverse information aids in developing and positioning of future food products. (© iStock.com)

Related tags: Data sets, Patterns, Big data, Diet, Obesity, Cardiovascular, Financial, Healthcare, Health, Well being, Climate change, Wageningen University, Trends, Nutritional, Public health

[itor.com/smartlead/view/802520/4/Tip-a-friend-FoodNavigator.com?referrer=1260430](http://www.nutritioninsight.com/news/Exploring-Big-Data-for-Understanding-Consumer-Food-Habits-and-Health.html?tracking=Home-Latest%20%20)

Press release coverage on nutritioninsight.com

Web link to press release coverage on nutritioninsight.com:

<http://www.nutritioninsight.com/news/Exploring-Big-Data-for-Understanding-Consumer-Food-Habits-and-Health.html?tracking=Home-Latest%20%20>

Screenshot of press release coverage on the nutritioninsight website:

The screenshot shows the nutritioninsight website interface. At the top, there is a navigation bar with the logo and links for 'ABOUT US | CONTACT US | ADVERTISING | FREE NEWSLETTER | SITEMAP | RSS FEED'. A search bar is also present. Below the navigation bar, there is a purple banner with the text 'Involved in Product Development & Compliance? —Watch this formulation software demo'. The main content area features a breadcrumb trail: 'You are in: All News > Food Ingredients News > Exploring Big Data for...'. Below this, there are four featured articles with images and titles: 'Dietary Supplement May Prevent and', 'Catering for Diabetics: Product', 'Energy Ingredients', and 'Emden® ET 50'. To the right, there is a 'food matters live...' event summary with statistics: '15,000 unique attendees', '600 exhibitors', and '400 speakers'. Below the featured articles, the main article title 'Exploring Big Data for Understanding Consumer Food Habits and Health' is displayed, along with social media sharing options (Email, Print, Share, Facebook, Twitter, Google+, LinkedIn, and a plus sign). The article text begins with '01 Jun 2016 --- The RICHFIELDS Project aims to design a consumer data platform, to collect and connect, compare and share information about food behaviors, to revolutionize research on every-day choices made across Europe.' and continues with 'Bringing together science, industry and technology, RICHFIELDS will utilize previously underexploited "big data" to assess the potential to link and share information generated by us daily (e.g. apps, sensors), as well as by business (e.g. retail and manufactures) and research (e.g. medical, sales, surveillance data).' An image of a woman holding a green apple is visible on the right side of the article. To the right of the article, there is a sidebar with the 'Vitaliana aromi' logo and a promotional message: 'IT'S TOO EASY TO JUST SAY "BREWED TEA"! hot water and tea leaves, these only are the right ingredients THIS IS HOW WE DO IT!' with an image of a tea bag.

Press release coverage on food-monitor

The title and first lines of the press release, including a hyperlink to www.richfields.eu, were shared on food-monitor (website in German): <http://www.food-monitor.de/2016/05/richfields-exploring-big-data-for-understanding-consumer-food-habits-health/>

Screenshot of snapshot of press release on the food-monitor website:

food-monitor
Informationsdienst für Ernährung

Abo Informationsdienst
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Favoritenliste

Ernährung, Gesundheit
Lebensmittelsicherheit
Kommunikation, Marketing
Markt und Produkte
Bio und Ökolandbau
Landwirtschaft, Umwelt
Gentechnik

pr4food
Meldungen
Pressefächer
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Verbraucher
Newsletter
Ratgeber Familie, Haushalt
Rezepte und Diäten
Lebensmitteltests
Geschützte Lebensmittel
Lebensmittelbuch
Bücher

Suchen / Lexika
Ernährungswissen
Ernährungsberater
E-Nummern, Zusatzstoffe
Gewürzlexikon
Gemüselexikon
Obstlexikon
Lebensmittelzusatzstoffe
Pflanzenschutzmittel

Redaktion food-monitor
Impressum, Datenschutz
Mediadaten
Redaktionsblog

RICHFIELDS: EXPLORING BIG DATA FOR UNDERSTANDING CONSUMER FOOD HABITS & HEALTH

food-monitor | Informationsdienst für Ernährung | 18. Mai 2016, 9:58 Uhr |

RICHFIELDS [®] aims to design a consumer data platform, to collect and connect, compare and share information about food behaviours, to revolutionise research on every-day choices made across Europe. Bringing together science, industry and

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Mehr zum Thema

- [CLYMBOL – Role of health-related claims and symbols in consumer behaviour](#)
- [Europe needs a better infrastructure for food and health research](#)
- [How health-related claims and symbols impact consumer behaviour](#)
- [The positive influence of family meals on children's food choice](#)
- [EuroDISH: Studying the need for food and health research infrastructures in Europe](#)
- [Understanding and concern for sustainability don't translate into action on food choices](#)
- [Researchers identify key personalised-nutrition business models and factors to attract and keep consumers](#)
- [FoodRisC project facilitates communication on food risks and benefits](#)
- [Sustainability labelling on food and drink products](#)
- [Free versus fee-based personalised nutrition key factor for successful consumer uptake](#)
- [EFSA boosts public access to data](#)
- [EFSA reviews work on bees](#)

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1st Press Release on Aalto website (Finnish)

The Finnish translated was shared on the Aalto University website, web link:

<http://www.aalto.fi/fi/current/news/2016-05-19-003/>

Screenshot of Finnish Press Release on the Aalto University website:

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Kuluttajien ruokailutottumuksia ja terveyttä tutkitaan big datan avulla

19.05.2016 Suosittelen 0

RICHFIELDS-hankkeessa luodaan kuluttajatietoalusta, joka kerää ja yhdistää sekä vertaa ja jakaa tietoja eurooppalaisten ruokailutottumuksista.

Aalto-yliopiston tietoliikenne- ja tietoverkkotekniikan laitos on mukana RICHFIELDS-hankkeessa, jonka tavoitteena on tutkia Euroopassa päivittäin tehtäviä päätöksiä erilaisista ruokailutottumuksista. Aiemmin hyödyntämättömän big datan analyysi voi auttaa löytämään ratkaisuja ruokaan liittyviin ongelmiin kuten ylipainoisuuteen ja sydän- ja verisuonitauteihin. Tietomassaa kerätään niin yksityishenkilöiltä, teollisuudesta kuin tutkimuksestakin.

– Meidän roolimme hankkeessa on kehittää alusta, joka kerää tietoa liikunnasta, unesta ja ravinnosta ja antaa tietojen pohjalta palautetta ja esittää vaihtoehtoisia, terveellisiä elämäntapavalintoja, tohtoritutkija **Edward Mutafungwa** tietoliikenne- ja tietoverkkotekniikan laitokselta kertoo.

Järjestelmä kerää kaiken mahdollisen terveyteen liittyvän tiedon käyttäjän mukana kulkevista laitteista, kuten puhelimeen asennetuista antureista, joita tutkitaan ja kehitetään Aalto-yliopistossa.


– RICHFIELDS-hankkeessa arvioidaan myös, mitä laitoksia, resursseja ja palveluja tarvitaan kun tutkitaan, mitä kuluttajat valitsevat syötäväksi ja miten ja miksi he tekevät kyseiset valinnat, toteaa **Karin Zimmermann**, RICHFIELDS-hankkeesta vastaava koordinaattori LEI Wageningen UR tutkimuslaitoksessa.

Toistaiseksi tarvittavat tiedot ovat hajallaan ja monia keskeisiä tietoja puuttuu, mikä vaikeuttaa ruokailutottumusten ymmärtämistä ja uusien menetelmien ja tuotteiden kehittämistä.



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 654280.

3 Food Today article

A Food Today article was published in EUFIC's multi-lingual Food Today newsletter to raise awareness of the project, in the last week of April 2016 (M7). The article was published online in 11 languages: EN, FR, DE, IT, ES, CZ, GR, HU, PL, PT, SK. It was electronically circulated to 46,000 subscribers (health professionals, educators, opinion leaders/regulators, the media, industry, consumers and other multipliers). Only one article was produced, since EUFIC has discontinued its Food Today publication, and the planned resources were directed towards other communication and dissemination activities (such as the videos).

RICHFIELDS Food Today text (English):

EU project RICHFIELDS: A data platform to learn more about consumers' dietary choices



whom? In what social and physical context?

Making “the healthy choice the easy choice” requires knowledge about our dietary choices. This knowledge comes from analysing different types of information (data) on dietary choices such as: What food and drinks are we buying, preparing and eating? Where? Why? How? With

Opportunities in big data

Previous research has concluded that data related to food, nutrition and health are fragmented and key information is lacking.¹ New ICT technologies bring opportunities for researchers to monitor and collect information on these behaviours. Every day, consumers and businesses generate “big data” - large volumes of information, that offer detailed descriptions of behaviours, including time and place (e.g. using GPS). If these data-rich sources could be linked and analysed, they have the potential to contribute greatly towards answering key questions to respond to societal challenges regarding food and health (e.g., [obesity](#), [cardiovascular disease](#), [sustainability](#)).

Aims of the RICHFIELDS project

[RICHFIELDS](#) aims to design the technical requirements for a consumer-data platform to collect and connect, compare and share information about our food behaviours. RICHFIELDS seeks to determine what facilities, resources, and services can support research to learn more about what we choose to eat and how and why we make those choices.

What will RICHFIELDS do?

RICHFIELDS will explore the integration of data on **food purchase, food preparation and food consumption**, generated from different sources:

1. **Consumers** (e.g. apps, sensors)
2. **Business** (Incl. retail, e-commerce, insurance; e.g. sales)
3. **Research** (incl. European and International; e.g. surveillance data, personalised nutrition).

A **business model** will outline the services provided by the platform and how these will generate revenue to sustain it in the longer term, while a **roadmap** will outline the steps needed to introduce it throughout Europe.

Be involved

RICHFIELDS invites stakeholders to discuss issues of data ownership, privacy, intellectual property rights, ethics, and governance structures, and establish rules for the data platform. To be involved, [join the discussions on the LinkedIn group](#).

About the consortium

Stressing the need for world-class research infrastructures, EU Horizon 2020 provided financial support for RICHFIELDS. RICHFIELDS started 1st October 2015 and is funded for three years. The project is coordinated by LEI Wageningen UR (NL). Sixteen project partners from 12 countries, bring together competences including nutrition, sociology, information management, ICT, business, consumer science, and food processing.

RICHFIELDS has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 654280.

For more information, please visit: www.richfields.eu

References

EuroDISH (2015). [Milano Milestone](#): A declaration of the EuroDISH results and discussion points on future needs, which was presented at the World Expo Milano, May 15th 2015.

Web links to RICHFIELDS 1st Food Today article on eufic.org:

English http://www.eufic.org/article/en/page/FTARCHIVE/artid/richfields_a_data_platform_diet/

Czech http://www.eufic.org/article/cs/page/FTARCHIVE/artid/richfields_a_data_platform/

German http://www.eufic.org/article/de/page/FTARCHIVE/artid/richfields_a_data_platform/

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Portuguese http://www.eufic.org/article/pt/page/FTARCHIVE/artid/richfields_a_data_platform/

Slovak http://www.eufic.org/article/sk/page/FTARCHIVE/artid/richfields_a_data_platform/

Screenshot of 1st Food Today article on eufic.org website (April 2016):

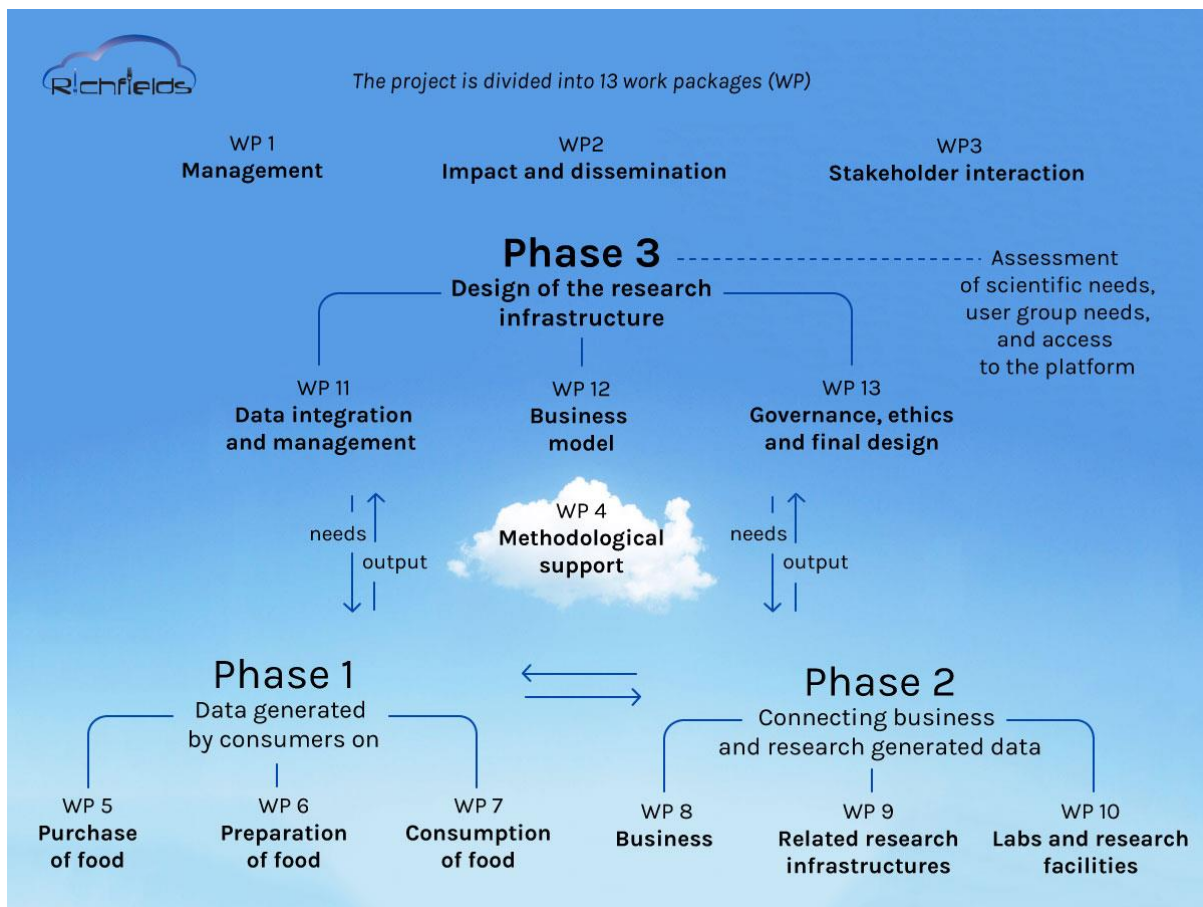
The screenshot shows the Eufic website interface. At the top, there is a navigation bar with 'Consumers', 'Media', and 'Professionals' tabs. A search bar is located on the right side of the header. The main content area features a sidebar on the left with various menu items like 'Food Safety & Quality', 'Food Technology', and 'Nutrition'. The main article title is 'EU project RICHFIELDS: A data platform to learn more about consumers' dietary choices'. Below the title is a sub-headline: 'Making "the healthy choice the easy choice" requires knowledge about our dietary choices. This knowledge comes from analysing different types of information (data) on dietary choices such as: What food and drinks are we buying, preparing and eating? Where? Why? How? With whom? In what social and physical context?'. The article text discusses 'Opportunities in big data' and 'Aims of the RICHFIELDS project'. On the right side, there are sections for 'Terms used in this article', 'Related Documents', and 'Related Podcasts'. The footer of the page includes the website URL 'www.richfields.eu', the hashtag '#RICHFIELDS', and a logo for the European Union's Horizon 2020 research and innovation programme.

4 Infographics

RICHFIELDS schematic

Figures 1.1. ('Conceptual framework') and 1.2 ('Approach of the concept'), taken from the DoA (Part B), were combined in a graphic and re-designed to be consistent with the RICHFIELDS graphic framework (project identity). The resulting infographic is a visual representation of the project, to support stakeholders' understanding. It is shown on the website and PowerPoint slides.

Screenshot of RICHFIELDS schematic:



Web link to graphic on RICHFIELDS website: <http://www.richfields.eu/about/>

Other graphics, for example showing the conceptual design of the research infrastructure, were created for the leaflet (shown above).

5 Roll up & poster

To give the project visibility at conferences and events, a roll-up and poster have been created (printed June 2016, M9). The outreach will be documented in the dissemination report.

Screenshot of RICHFIELDS roll up and poster (electronic versions have since been updated with partner logo changes):

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Food | Consumer | Health
Designing a world-class infrastructure to facilitate research

RICHFIELDS will enable:

- Researchers to conduct multidisciplinary world-class research, improving knowledge about healthy food choices
- Policy-makers to make and evaluate evidence-based food and health policies, underpinned by consumer behaviour
- Consumers to adopt healthier dietary patterns, fitting into their personal and social context/lifestyle

RICHFIELDS will seek the views of stakeholders, including consumers, to ensure the design is optimised and will answer:

- What are the gaps and needs for understanding our dietary behaviours?
- What do the research community need from data, tools and services?
- How will end-users access the research infrastructure?

Food | Consumer | Health STAKEHOLDERS

- Researchers
- Healthcare
- Industry & SMEs
- Other users & providers
- Governmental bodies
- Consumer & Communities
- Research Infrastructures

Coordinated by:
LEI WAGENINGEN UR

Partners:
Eufic, A! Agri-University, cers, SP, LIS, and others.

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Food | Consumer | Health STAKEHOLDERS

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- Governmental bodies
- Consumer & Communities
- Research Infrastructures

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