



Co-creation of new food products with consumers 65+



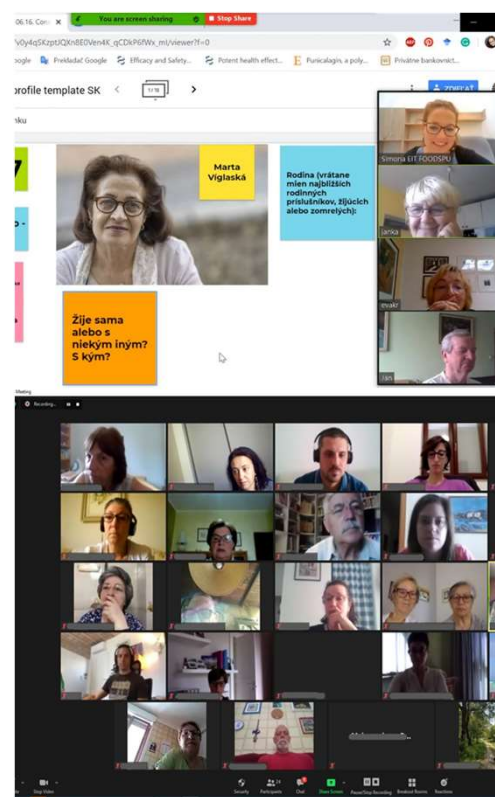
3 years – 14 countries

- 2019 – activity piloted in 4 countries: Lithuania, Poland, Portugal and Spain
- 2020 – methodology adapted to the online environment due to the COVID-19 pandemic and successfully implemented in 10 countries: Bulgaria, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Romania, Slovakia, and Slovenia
- 2021 – Labs further developed for gathering in-depth insights into older adults' foodways and implemented in 10 countries: Bulgaria, Greece, Hungary, Italy, Lithuania, Poland, Romania, Slovakia, Slovenia, and Spain



Dialogue with consumers

- Co-creation Labs with older adults focused on new food products development
- Sessions organised by scientific institutions with participation of consumers, food producers, food retailers, start-ups and NGOs
- Over 200 participants from 14 countries of Southern and East-Central Europe
- 16 food-sector companies and start-ups & 15 scientific institutions
- Face-to-face and online formats of co-creation process
- 15 products introduced to the market by June 2021



Empowering stakeholders of the silver market

- Consumers 65+ as segment often overlooked by the food producers
- 19,2% - the share of older adults (65+) among the total population of the European Union (2016):

<https://ec.europa.eu/eurostat/cache/info/graphs/elderly/index.html>

Italy	22,0%
Greece	21,3%
Portugal	20,7%
Bulgaria	20,4%
Lithuania	19,0%
Estonia	19,0%
Spain	18,7%
Slovenia	18,4%
Hungary	18,3%
Czech Republic	18,3%
Romania	17,4%
Poland	16,0%



Importance of co-creation

- Involvement of consumers in gathering insights into food practices, defining product concepts and developing new food products
- Innovative methodology developed by the University of Warsaw – inducing psychological attachment of consumers and boosting their creativity, coordinating their subsequent interactions with producers and planning for commercialisation of new products
- Drawing on the body of knowledge of food anthropology, projective techniques, sensory studies, design thinking, gamification, socio-gerontology and innovation management



Labs methodology

- 2 intense days of profound face-to-face teamwork accompanied by the home assignments vs. 10 online sessions spread over 2 weeks
- Co-creation of proposals for product ideas and subsequent development of products by the companies and start-ups engaged in the activity



Unlike typical sensory panels and consumer surveys, the Labs do not involve testing of sample products but the creation of innovative, non-yet-existing combinations of product features and benefits.

Consumers working together with companies and scientists



New food products

- Product ideas created by the consumers in cooperation with companies and scientists
- Novel sensory aspects
- Unique combinations of ingredients
- Convenience for senior consumers (incl. packaging)
- Added nutritional benefits
- Product ideas selected and further developed by the companies engaged in the activity
- 15 new food product introduced to the market by June 2021





EIT Food RIS Consumer Engagement Labs

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eitfood.eu/projects/ris-consumer-engagement-labs

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