



FOX – Innovative down-scaled food processing in a box

Report on the final event

D9.11

EUFIC



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817683. www.fox-foodprocessinginabox.eu | #FOXfoodinabox

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Project Coordinator	German Institute of Food Technologies (DIL)

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Table of Contents

<i>Executive summary report</i>	5
1. Introduction	6
2. Overview of the Conference	7
2.1. Structure	7
2.2. Objectives	7
2.3. Target Audience	8
2.4. Collaboration with Other Projects	8
3. Preparatory activities	8
3.1. Conference Visuals	9
3.2. Online registration	9
3.3. Conference Promotion	10
FOX LinkedIn Group	10
SciFoodHealth social media	11
Sustainable Food System Network (SFSN)	12
FOX newsletter	12
FOX website	13
EU Agenda & EC Upcoming Events page	14



4. The Conference Day	15
4.1. Conference Program	15
4.2. Live Illustrations	17
4.3. Logistics	19
5. Post-Conference Communication	19
6. Results	21
6.1. Attendance	21
6.2. Social media engagement	21
6.3. Post-Conference Communication	23
6. Conclusions	23
Suggestions for future events or projects	24
Annexes	25
Annex 1 – List of Invitations (MS44)	25
Annex 2 – Conference Visuals	25
Annex 3 – Program	30
Annex 4 – Selection of pictures of the event	33



Executive summary report

The final conference of the EU-funded project FOX Food processing in a box took place on the 26th of September 2023, under the theme "**Small-Scale, Big Impact: Innovative Approaches for Local Food Processing - Lessons from FOX**". The event, held in two locations with in-person attendees, provided the opportunity for participants to witness a live demonstration of one of the mobile units developed within the project and gain insights into the project's key highlights. Facilitating exchanges among stakeholders from science, policy, funding, and industry, the conference fostered meaningful interactions in both formal and informal settings. The preparations spanned over several months and were coordinated by EUFIC with support of DIL and all project partners. This report outlines the preparatory activities leading up to the September 2023 conference and provides an overview of the event itself.



1. Introduction

As outlined in the grant agreement, Task 9.5 under Work Package 9 "Dissemination and Communication," was designated for organising a final open European multi-stakeholder conference to showcase the outcomes of the FOX project to crucial target groups, including opinion leaders/regulators, the media, industry (including SMEs), consumer organizations, and the scientific community.

The final conference, titled "**Small-Scale, Big Impact: Innovative Approaches for Local Food Processing - Lessons from FOX**" took place on the 26th of September 2023 in two locations in Brussels, with in-person attendees. The morning (AM) featured a live demonstration of one of our mobile processing units at the Food Bank Brabant, a guided tour of the facilities and a presentation on the collaboration between the FOX and ZEROW projects. The afternoon (PM) session, which took place at the Atelier de Tanneurs, delved into insights on the benefits of our 4 small-scale mild processing technologies, the relevance of the FOX approach for health and sustainability, short food supply chains and local production hubs, consumer engagement for sustainable consumption, and life cycle costs.

A designated room with posters and resources from FOX and other projects was set up to enable networking opportunities. Additionally, two panel discussions were conducted to foster dialogue between all participants. External speakers and panelists were invited to ensure fruitful multi-actor discussions.

This deliverable is related to MS44: Save-the-date prepared, and stakeholder contact list for final conference invitations (See Annex 1).



2. Overview of the Conference

The culminating conference of the European project FOX - FOod processing in a boX represented a significant milestone in the domain of food production. Over its lifespan, FOX had pioneered an innovative approach to food processing rooted in health and sustainability values, resource efficiency, and the establishment of local production hubs. The conference provided an excellent opportunity to explore the impact of the project and unearth new prospects for local, sustainable food processing.

2.1. Structure

The first part of the event (AM session) was aimed at providing a live demonstration of the mobile unit developed within the project. To build upon this base, the concluding parts of the conference were looking on the current policies and research in this field, as well as the main outcomes from the FOX project. A policy discussion about the future of the localised food systems closed the conference.

2.2. Objectives

The key objectives of the FOX final conference were strategically crafted to maximize the impact of the project's outcomes. These objectives included:

- Maximizing the dissemination of project results to key target audiences.
- Facilitating impactful face-to-face interactions with key stakeholders, with a particular emphasis on influencing policy decision makers through the creation of policy papers.
- Providing a dynamic platform for the exchange of knowledge, ideas, and experiences in the realms of food processing, health impact, and sustainability.
- Evaluating the environmental, societal, and health impact of the mobile container unit developed within the FOX project.
- Presenting the innovative business model crafted within the FOX project.
- Showcasing the technical solutions developed and tested in FC 1-4, the FOXLINK app, and consumer engagement activities.
- Fostering collaborations among stakeholders including farmers, food businesses, policymakers, and consumers.



2.3. Target Audience

The primary target audiences for the conference included researchers and academics in the field of food production and technologies, industry professionals, food producers, consumer organizations, regulatory experts, and policymakers. By addressing a diverse audience, the conference aimed to promote cross-disciplinary discussions and collaborations vital for the advancement of sustainable food processing.

2.4. Collaboration with Other Projects

To enrich the conference's discourse, invitations were extended to project coordinators from related initiatives. This collaborative effort ensured a broad perspective on sustainable food processing. Among the invited projects were SHEALTY, ZEROW project, COCOREADO, FOODPATHS, and CLEVERFOOD, each contributing to the collective knowledge and advancements in the field.

The FOX final conference stood as a nexus for the convergence of ideas, innovations, and collaborations, reflecting a commitment to reshaping the landscape of food processing for a healthier, more sustainable past.

3. Preparatory activities

EUFIC was the main responsible for the organisation of the conference partnering with DIL to form a practical Conference Committee. This team met regularly to handle preparations and detailed planning.

EUFIC managed the logistics, covering venue booking, catering, audio-visual setup, transportation, and illustration services. EUFIC was on charge of promoting the conference via the project website, social media, and media outreach. Furthermore, smaller administrative and preparatory tasks such as promotional material, name badges, goodie bags, printing posters were handled by EUFIC. The Conference Committee collaborated on shaping the conference program. They worked closely with speakers and held meetings with DIL, ZEROW project partners, and Brabant Food



Bank personnel to plan the morning session. The committee's efforts ensured a smooth execution of the conference from start to finish.

3.1. Conference Visuals

The following visual materials were produced specifically for the conference:

- **Save the Date:** A distinctive visual to announce and mark the date of the conference.
- **Email Banner:** A banner designed for email communications related to the conference.
- **Twitter and LinkedIn Visuals:** Custom visuals tailored for promotion and engagement on social media platforms.
- **Program:** Visual representations of the conference agenda, providing a clear overview of scheduled events and sessions.
- **Speakers Visuals:** Materials associated with conference speakers, enhancing their profiles and contributions.
- **Giveaways:** Bags for fruits and vegetables with the project's logo.
- **Name Badges:** Conference attendees' name badges, ensuring easy identification and networking.

These visuals play a crucial role in conveying information, generating interest, and enhancing the overall visual identity of the conference.

Images related to these materials can be found in the Annex section of the report, providing a visual reference for the diverse promotional and informational materials developed for the conference.

3.2. Online registration

EUFIC created a [registration page on Eventbrite](#), starting the promotion of the event in May 2023.



3.3. Conference Promotion

The event was promoted through various channels. These promotional activities included communication through social media channels, in particular the LinkedIn group and the SciFoodHealth social media accounts, the Sustainable Food System Network, the FOX newsletter, the FOX website, the EU Agenda website, the upcoming events page of the European Commission as well as direct invitation by project partners.

To facilitate our partners in promoting the event effectively, a draft email along with visually appealing materials have been prepared.

In order to ensure broad participation, related projects are being identified and invited via email. Furthermore, a comprehensive press release tailored for specialised media outlets is in development, aimed at maximizing visibility and engagement surrounding the event.

FOX LinkedIn Group

This [private group called “FOX - Food Processing in a Box”](#) managed by EUFIC, has gathered (by the 13th of November 2023) 386 people interested in the research carried out within FOX but also for discussion of any FOX-related topic, such as short food supply chains, innovative processing technologies, and sustainable packaging. The group has been used to post project updates (see figure 1). During summer 2023 EUFIC team shared there several news regarding the conference: [Post 1](#), [Post 2](#), [Post 3](#), [Post 4](#), [Post 5](#).



Figure 1: Post 3 shared on FOX LinkedIn group in July 2023



SciFoodHealth social media

Promotion through these channels include the EUFIC managed [SciFoodHealth Twitter account](#) (>26,000 followers), as well as the newly established [SciFoodHealth LinkedIn account](#) (>1,200 followers). Examples of these materials are included in figures 2 and 3.



Figure 2: Post shared on SciFoodHealth Twitter account on the 22nd of August 2023

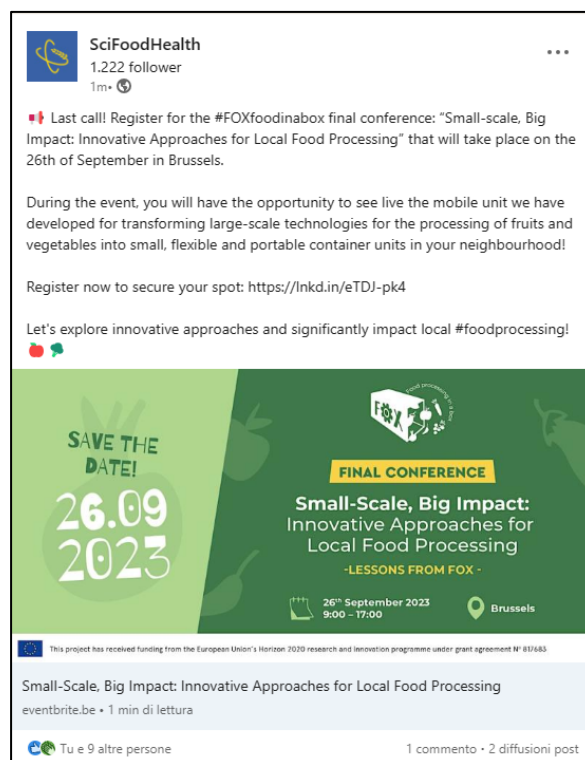


Figure 3: Post shared on SciFoodHealth LinkedIn account on the 20th of September 2023



Sustainable Food System Network (SFSN)

The EUFIC-managed SFSN platform, created out of the Fit4Food2030 project, aims to break silos amongst stakeholders. The event was shared through the event feature of the platform with over 2,000 members (see figure 4).



Figure 4: Post shared on SFSN platform on the 31st of July 2023

FOX newsletter

The FOX final conference was further promoted through the [FOX newsletter](#) number 9 sent on the 18th of October 2023 (last access November 2023).



Figure 5: A screenshot of the newsletter



FOX website

The FOX final conference was featured and promoted on a [dedicated page of the project website](#). This page has been updated after the event to act as a main hub for further information from the event. It includes a brief event summary, as well as links to the recording, slides of the presentations and an overview of the speakers (see figure 6).

FOX Final Conference

The final conference of the FOX project took place in **Brussels on September 26th, 2023**.

In the last four years FOX has revolutionized food processing by integrating health and sustainability values, resource efficiency, and local production hubs. Withing FOX, researchers from different field have worked side by side to transform large-scale technologies for the processing of fruits and vegetables, to small, flexible and mobile container units.

This event has been designed to provide you with valuable insights, innovative solutions, and a platform for meaningful discussions. It brought together a diverse group of experts, stakeholders, and policymakers who will share their knowledge, experiences, and ground-breaking ideas. See what you missed or relive the *best moments* of FOX Final Conference through out dedicated conference pages.

In brief: everything in one place

- AGENDA
- PRESENTATIONS
- SPEAKERS
- PHOTOS
- ILLUSTRATIONS
- VIDEOS

SAVE THE DATE!

FINAL CONFERENCE

**Small-Scale, Big Impact:
Innovative Approaches for
Local Food Processing**

- LESSONS FROM FOX -

26th September 2023
9:00 – 17:00

Brussels

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817683

Figure 6: A screenshot of the FOX website



EU Agenda & EC Upcoming Events page

To further promote the event, we have extended our efforts to the EU Agenda (see figure 7) and the Upcoming Research & Innovation Events page of the European Commission websites. The EU Agenda website aims to be a centralized point in aggregating policy contents about Europe for the benefit of all social parts. The Directorate-General for Research and Innovation provides a platform for upcoming events relating to research and innovation. The page of the event reached a total of 546 views.



Figure 7: A screenshot of the EU Agenda website



4. The Conference Day

4.1. Conference Program

The FOX final conference was held as one full-day event. Overview The agenda is available [here](#) and in Annex 3.

Participants arrived at the venue using the transport arranged by EUFIC. More information on the transport in point 4.2.

Morning AM session

The conference started at the Brabant Food Bank where the participants, divided in 3 smaller groups, rotating guided by a facilitator, attended the 3 activities planned for them:

- **Unleash the Power: Mobile Unit Magic Revealed!** (Mobile Unit demonstration)
- **Inside the Heart of Giving: Explore Food Bank's Wonders on a Guided Tour** (Guided tour at the Food Bank facilities)
- **Powering Sustainable Innovation: ZEROW and FOX Join Forces for Technological Breakthroughs in agrifood system innovation** (presentation of the collaboration between the 2 projects).

At the end of the morning a private bus service took participants to the second venue, at Atelier de Tanneurs, in the hearth of Brussels.

Afternoon PM session

After a welcome speech by the project coordinators, Kerstin Pasch and Ariette Matser, two key-note speeches by external experts, Ana Patricia Lopez (DG Agriculture and Rural Development, European Commission) and Minna Huttunen (Ministry of Agriculture and Forestry, Finland), set the stage for the following program.



In the second section of the afternoon Malgorzata Nowacka (Warsaw University of Life Sciences - SGGW) talked about different novel technologies developed within the project, Ariette Matser (Wageningen University & Research) explained how FOX upcycles side streams and Leonor Pascual (AINIA) described the design of a mobile system. Further, together with Christian Falkenstein (Falkenstein Projekt management - GmbH) and Milena Zdravkovic (Gelita - AG), Matser and Pascual discussed about the Stakeholders perspectives shared during FOX's live events with examples from Germany, The Netherlands, Spain, Portugal, France, Poland, and Czech Republic. Björn Moller (Fraunhofer Institute for Systems and Innovation Research - ISI) closed the session with a speech about business opportunities for food producers and regional food systems.

The third and last session of the afternoon was focused on consumer engagement, sustainability, and health. In his speech Klaus Grunert (Aarhus University) dwelt on the promotion of short food supply chain. Liesbeth Vranken (KU Leuven) highlighted the environmental and economic impact of the FOX technologies. Anita Kusar (Nutris - Nutrition Institute) explained how the newly developed FOX technologies enable production of nutritious and healthy foods, compared to commonly produced and consumed foods. The last panel was a policy discussion in which Minna Huttunen (Ministry of Agriculture and Forestry in Finland), Tobias Camps (Hutten), Marja Liisa Meurice (EIT Food North & East) and Fabien Santini (DG Agriculture and Rural Development, European Commission) talked about citizen engagement, fair competition, needs of SMEs and sustainability.

At the end of the day, a networking reception was provided to further foster the connections made during the event.

Throughout the event, participants had the opportunity to engage with the speakers by asking follow-up questions.





Figure 8: A screenshot of the final conference

4.2. Live Illustrations

During the conference an artist made live illustrations of each session and the images are publicly available on the FOX website (see figures 9 and 10).



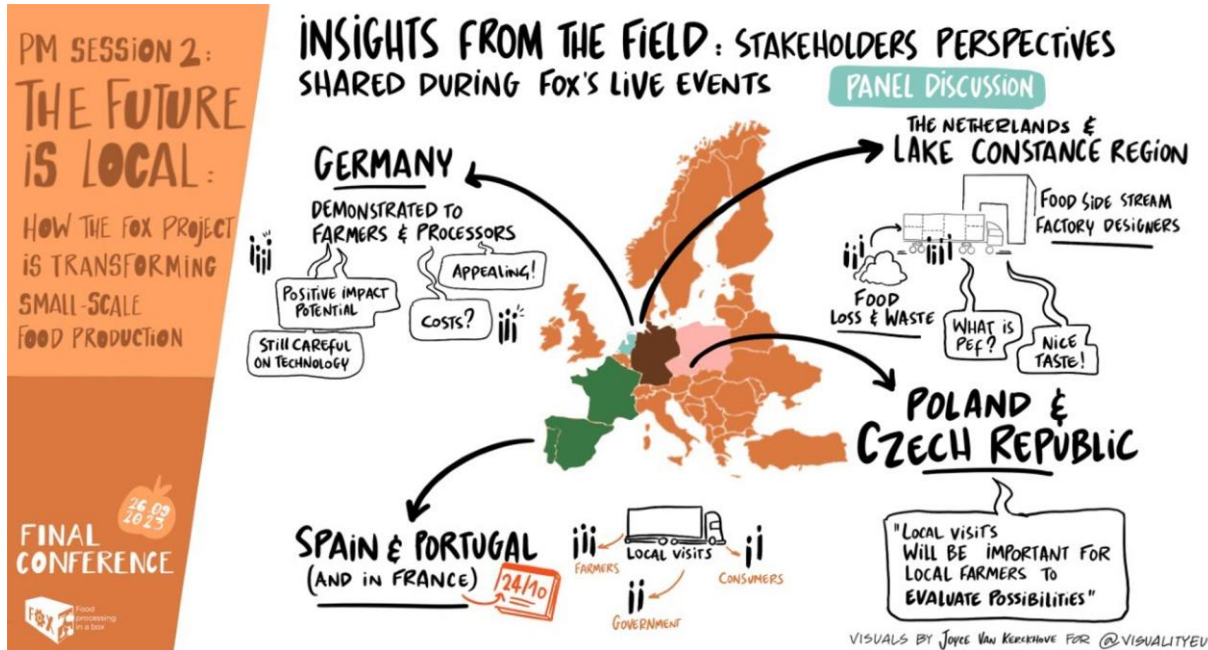


Figure 9: Live illustration from the session 2



Figure 10: Live illustration from the session 3



4.3. Logistics

The conference, initially planned across two venues in Brussels that were not conveniently close to each other, presented a logistical challenge due to the first venue's limited accessibility via public transport. To address this, a decision was made to enhance attendee transportation by contracting six minibuses. These minibuses were arranged to pick up attendees at locations of their preference—specifically, three options were provided: Place Luxembourg, Schuman, and Place of Justice. Attendees were required to confirm their attendance and indicate their preferred pick-up point.

At 8 am, the buses and at least one representative from FOX partners were stationed at the designated locations to welcome attendees and facilitate the registration process. Following the morning session, the buses were readily available to transport attendees to the second venue.

5. Post-Conference Communication

On October 18th, a dedicated newsletter for the final conference was dispatched to all subscribers (N=298), including both existing subscribers and 84 new subscribers who opted to receive our newsletter during their registration process for the event. You can access the newsletter through [this link](#).

The newsletter included links to:

- The [video with the highlights of the event](#)
- The [recordings of each of the PM sessions in a webinar format](#)
- The [presentations slides](#)
- The [Q&A submitted to Slido during the event](#)
- The [speakers bios and contact information](#)
- The [live illustrations created during the event](#)
- The [pictures taken during the event](#)
- New [FOX publications](#)



- A [short survey](#) to obtain feedback from the attendees.
- Invitation to join the [Sustainable Food Systems Network \(SFSN\)](#)

On the same day (18th October), material was made available online on [FOX](#) and [EUFIC's websites](#) and promoted on the project's social media channels:

- [Twitter](#),
- [Linkedin group](#),
- [LinkedIn](#).

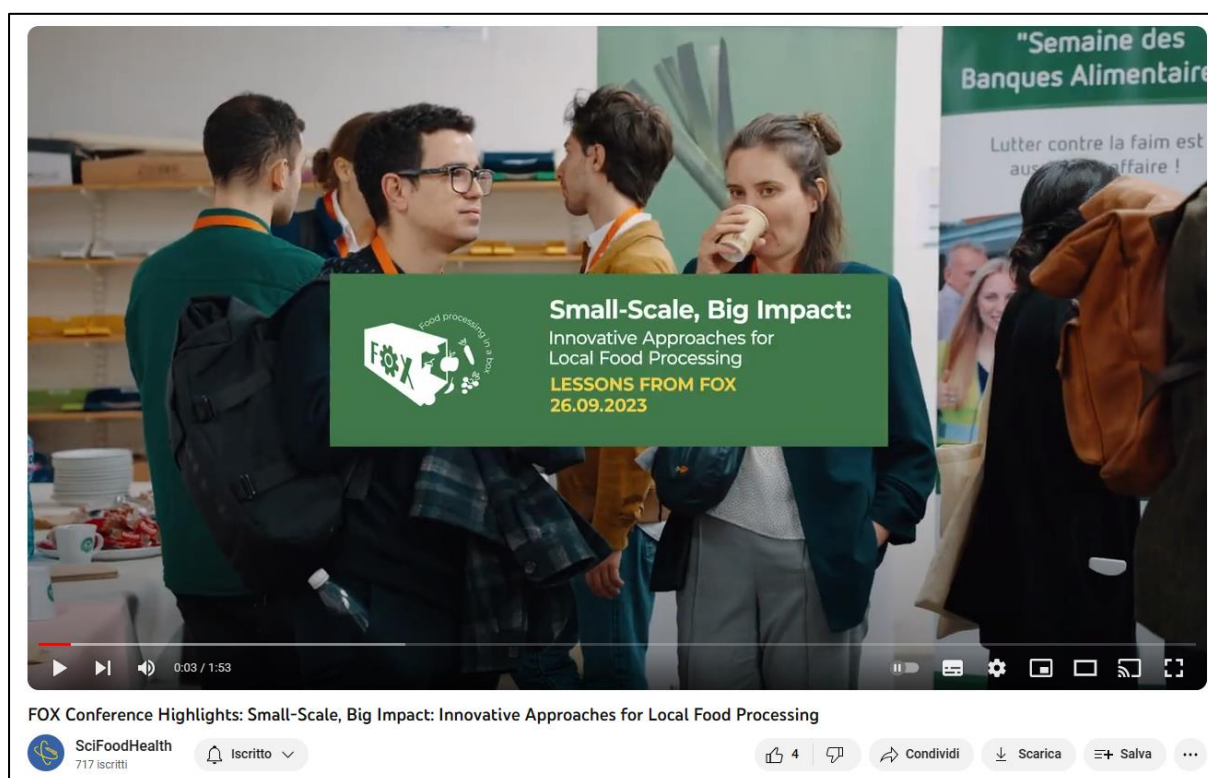


Figure 11: After-movie of the Final Conference on YouTube



6. Results

6.1. Attendance

A total of 137 people registered to the event, representing diverse sectors such as the scientific community and academia, government and public institutions, industry and business, non-profit and advocacy organisations, among others. Various professional roles were represented, including those in research, management and leadership, entrepreneurship, EU projects and policy (e.g., project managers, policy officers, government advisors), engineering and technical fields, innovation and development, communication and media, and hospitality and management.

A pre-event confirmation email was sent one week prior, with 98 individuals confirming their attendance. On the day of the event, 86 individuals were present, contributing to the overall diversity and breadth of perspectives during the conference.

6.2. Social media engagement

The conference utilized a targeted social media (SoMe) strategy for both pre-event promotion and post-conference material sharing. Table 1 summarizes key metrics, such as reach, impressions, and engagement rates, showcasing the success of the promotional phase. In the post-conference phase, sustained social media activity was maintained, resulting in Table 2 metrics, including post-event impressions, shares, and interactions.

Table 1. Social media (SoMe) metrics – Pre-Conference Promotion

SoMe platform	Reach	Impressions	Total engagement	Reactions/Likes	Shares	Post/Link clicks
SciFoodHealth Twitter (7)	193243	3064	101	66	9	59
SciFoodHealth LinkedIn (7)		2458	148	138	11	67



SciFoodHealth Twitter/X posts:

- <https://twitter.com/SciFoodHealth/status/1676594717646110723>
- <https://twitter.com/SciFoodHealth/status/1679139225130729475>
- <https://twitter.com/SciFoodHealth/status/1684874841101684736>
- <https://twitter.com/SciFoodHealth/status/1693983474754236753>
- <https://twitter.com/SciFoodHealth/status/1701161627041542464>
- <https://twitter.com/SciFoodHealth/status/1704047948743442800>
- <https://twitter.com/SciFoodHealth/status/1671895835867754498>

SciFoodHealth LinkedIn posts:

- <https://linkedin.com/feed/update/urn:li:ugcPost:7099360719778758657>
- <https://linkedin.com/feed/update/urn:li:share:7089520529644105728>
- <https://linkedin.com/feed/update/urn:li:ugcPost:7106927118684434432>
- <https://linkedin.com/feed/update/urn:li:share:7084184990334214144>
- <https://linkedin.com/feed/update/urn:li:share:7110327902923051008>
- <https://linkedin.com/feed/update/urn:li:share:7093192527196905472>
- <https://linkedin.com/feed/update/urn:li:share:7084907932135354369>

Table 2. Social media (SoMe) metrics – Post-Conference Engagement

SoMe platform	Reach	Impressions	Total engagement	Reactions/Likes	Shares	Post/Link clicks
SciFoodHealth Twitter (2)	55585	1116	78	12	5	59
SciFoodHealth LinkedIn (2)	-	836	69	25	8	35



SciFoodHealth Twitter posts:

- <https://twitter.com/SciFoodHealth/status/1714672620707156099>
- <https://twitter.com/SciFoodHealth/status/1709589652967915987>

SciFoodHealth LinkedIn posts:

- <https://linkedin.com/feed/update/urn:li:ugcPost:7120435419611025408>
- <https://linkedin.com/feed/update/urn:li:ugcPost:7115355446432915456>

6.3. Post-Conference Communication

As of November 13, 2023, the newsletter has been opened by 236 individuals. The video featuring highlights of the conference has been watched 89 times, while the session recordings have accumulated 242 views in total. However, only one person responded to the survey.

6. Conclusions

The FOX Final Conference, held on September 26th, 2023, in Brussels (Belgium) successfully brought together experts, researchers, and stakeholders in the field of food technologies and food systems. Attendees actively participated in presentations, panel discussions, and networking sessions, fostering knowledge-sharing and collaboration. The connections established during the event will hopefully foster ongoing partnerships and knowledge exchange in the field.

A significant highlight of the conference was the live demonstration at the Brussels Food Bank, where attendees were able to see the mobile processing unit in action, providing a tangible example of what the project realised in its four years. The two panel discussions on stakeholders' involvement on the FOX live events and about policies regarding localised food systems rose interesting discussions that will serve as a valuable resource for policymakers, practitioners, and researchers in implementing innovative processing techniques to foster more sustainable food production.



Throughout the conference, the latest advancements in food technologies research, and practical applications were presented. Attendees gained valuable insights into the interdisciplinary nature of the topic and its relevance in addressing environmental, societal and health challenges.

Overall, the objectives of the conference to present and highlight project results to key target audiences and facilitate exchange between those stakeholder groups were met. The event led to interesting discussions and provided further useful insights for further develop the field of innovative food processing techniques.

Suggestions for future events or projects

While the dual-location format posed challenges, it inadvertently fostered a more relaxed environment conducive to informal interactions. Opportunities for networking and socializing during bus rides and morning activities, which involved creating smaller groups and transitioning between sessions, contributed to a more approachable atmosphere. This laid-back setting translated into a distinctively friendly and fluid communication during the afternoon session, even in the traditional seated listening format typical of conferences. The positive feedback received in real-time highlighted the success of this approach, sparking interest and enthusiasm among participants. Moving forward, this dual-location modality offers a valuable blueprint for future events, showcasing the importance of creating opportunities for informal engagement to enhance networking and communication dynamics.



Annexes

Annex 1 – List of Invitations (MS44)

On November 4, 2022, an invitation list was sent out to FOX partners to complete with the contacts they want to invite to the final conference. Afterwards, instead of gathering contacts in an open spreadsheet invitation list, we decided for privacy reasons, to keep the list closed.

Annex 2 – Conference Visuals

Save the Date



 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817683


Email Banner




Speakers Posters



LET'S KEEP IN TOUCH!




Let's Connect and Keep the
Conversation Going via email
and/or LinkedIn!








Kerstin Pasch
Head of DIL Office Brussels
and FOS Coordinator
DIL - German Institute of
Food Technologies



Ariette Matser
Senior Scientist
Sustainable Processing and
FOS Scientific Coordinator
Wageningen University
& Research




Ana Patricia Lopez
Researcher in programme officer
DIL AGRI




Milena Huttunen
International Advisor
Food Department
Food Safety Unit
University of Agriculture and
Forestry in Poland



Malgorzata Nowacka
Researcher and
Professor at the Institute
of Food Systems
Warsaw University of Life
& Sciences (SGGW)



Lester Pascual
Project Manager in
Packaging Technologies
ARAC




Milena Zdravkovic
Research Associate
DIL - German Institute of
Food Technologies




Björn Müller
Senior Scientist
Vice-Chancellor Institute for
Systems and Innovation
Research (SIS)
University of Göttingen




Klaus Chuhert
Professor of Marketing
Specialized in Food and
Consumer Behaviour
University of Göttingen




Liesbet Vrancken
Full Professor at the
Department of Bio-technology
KU Leuven




Anita Kular
Researcher at Horta
Horta - Food Innovation
Hub




Tobias Camps
Director Core & Core
Horta




Peter Hall
Senior manager for
programme and Deputy
Head of Brussels office at DIL
DIL - German Institute of
Food Technologies



Martine Vellebreugt
Researcher on Sustainable
Food Processing
Wageningen University
& Research



Christian Falkenstein
Company owner
Falkenstein
Programme agreement 2018/4




Marja Lisa Maurice
Director B7 Food North
East Region
LIF Food



Fabian Samits
Deputy Head of Unit for
Governance of agri-food
markets
DIL AGRI



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Speakers' cards for social media



Kerstin Pasch

Head of Office Brussels /
German Institute of Food Technologies (DIL)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817683

FOX Final Conference



Ariette Matser

Senior Scientist Sustainable Processing /
Wageningen University & Research



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FOX Final Conference





**From Policy to Economic Growth:
Unleashing the Potential
of Localised Production**

Minna Huttunen
Ministerial Adviser, Food Department, Food Safety Unit /
Ministry of Agriculture and Forestry in Finland

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817683

FOX Final Conference



Martijntje Vollebregt
Researcher on Sustainable
Food Processing / Wageningen
University & Research

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817683

FOX Final Conference



Christian Falkenstein
Company owner /
Falkenstein Projektmanagement GmbH



Ariette Matser
Senior Scientist Sustainable Processing /
Wageningen University & Research

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817683

FOX Final Conference




Leonor Pascual
Project Manager in Packaging
Technologies / AINIA



Milena Zdravkovic
Research Associate / German Institute
of Food Technologies (DIL)

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FOX Final Conference



**Connecting Producers
and Consumers in
Short Food Supply Chains**

Klaus Grunert
Professor of Marketing & Founder of
the MAPP Research Centre / Aarhus University

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817683

FOX Final Conference



**Foresight in FOX:
Opportunities and
Challenges for Future
Proof Business Models**

Björn Møller
Senior Scientist / Fraunhofer Institute for
Systems and Innovation Research (ISI)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817683

FOX Final Conference



**Can Innovative
Technologies Support
Production of
Healthier Foods?**

Anita Kušar
Policy Officer / DG Research and
Innovation European Commission

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817683

FOX Final Conference



**Environmental and
Socio-Economic Opportunities
for Local Food Processing**

Liesbet Vranken
Full Professor at the Division of Bio-economics /
KU Leuven

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817683

FOX Final Conference

27





Giveaway




28



Name Badges



Annex 3 – Program



FINAL CONFERENCE

Small-Scale, Big Impact: Innovative Approaches for Local Food Processing
- LESSONS FROM FOX -

**PROGRAM**

8:15

- **Bus Pick-up from:** Place Luxembourg, Schuman and Louise
- **Registration**

AM Session at Brussels Food Bank Brabant

9:15 Welcome to event & division of groups

9:30

- **Unleash the Power: Mobile Unit Magic Revealed!** (Mobile Unit demonstration)
- **Inside the Heart of Giving: Explore Food Bank's Wonders on a Guided Tour** (Guided tour at the Food Bank facilities)
- **Powering Sustainable Innovation: ZEROW and FOX Join Forces for Technological Breakthroughs** in agrifood system innovation

11:30 Busses from **Food Bank** to the **Atelier des Tanneurs**

12:15 🍎 Lunch (45 min)

PM Session 1
Building Resilient Regional Food Systems - Reflect the FOX Project Approach

13:00 **Welcome and Opening**
FOX coordinators:

- **Kerstin Pasch**
German Institute of Food Technologies (DIL)
- **Ariette Matser**
Wageningen University & Research (WUR)



PROGRAM

13:15

Keynote speech:

'Policy perspectives on Regional Food Systems: Promoting Sustainable Food Production and Consumption'

- **Ana Patricia Lopez**
DG Agriculture and Rural Development,
European Commission

13:25

Keynote speech:

'From Policy to Economic Growth: Unleashing the Potential of Localised Production'

- **Minna Huttunen**
Ministry of Agriculture and Forestry, Finland

PM Session 2

The Future is Local: How the FOX Project is Transforming Small-Scale Food Production

13:40

Presentation:

'Shorter, Greener, Smarter: Transforming the Food Chain with Innovative Technologies'

- **Malgorzata Nowacka**
Warsaw University of Life Sciences (SGGW)
- **Martijntje Vollebregt**
Wageningen University & Research (WUR)
- **Leonor Pascual**
AINIA

14:25

Panel discussion:

'Insights from the Field: Stakeholders perspectives share during FOX's live events'

- **Ariette Matser**
Wageningen University & Research (WUR)
- **Christian Falkenstein**
Falkenstein Projektmanagement GmbH
- **Milena Zdravkovic**
Gelita AG
- **Leonor Pascual**
AINIA

15:00

Presentation:

'Business Opportunities for Food Producers and Regional Food Systems'

- **Björn Moller**
Fraunhofer Institute for Systems and
Innovation Research ISI

15:15



Coffee break and poster session (30 min)





PROGRAM

PM Session 3

Processing the Harvest: Consumer engagement, Sustainability, and Health

15:45

Presentation:

'Connecting Producers and Consumers: Promoting Short Food Supply Chains'

- **Klaus Grunert**
Aarhus University

16:00

Presentation:

'Environmental and socio-economic opportunities for local food processing'

- **Liesbet Vranken**
KU Leuven

16:15

Presentation:

'Can innovative technologies support production of healthier foods?'

- **Anita Kušar**
Nutris - Nutrition Institute

16:30

Panel discussion:

'Localised food systems: What's next? Policy discussion'

Moderator: Peter Holl

German Institute of Food Technologies (DIL)

- **Minna Huttunen**
Ministry of Agriculture and Forestry in Finland, and co-chair of SCAR FS SWG
- **Tobias Camps**
Hutten
- **Marja Liisa Meurice**
EIT Food North & East
- **Fabien Santini**
DG Agriculture and Rural Development, European Commission

17:10

Closure of the Conference & networking reception

- **Kerstin Pasch**
German Institute of Food Technologies (DIL)



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Annex 4 – Selection of pictures of the event

AM session



PM Session

