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Potentials of consumer-, research- & business-generated data

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Aim & Objectives

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- Analyse best practices of **business generated behavioral** data
- Study **data collection technologies**
- Study opportunities and challenges **inter linking datasets suggest recommendations**

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- Identify and analyse “**composition**” cases of
 - **food composition** & attributes;
 - standardised dietary intake for **population-based intake** assessments
 - clinical **intervention** studies diet, health and lifestyle
- Define **conceptual connection** of these ongoing RIs towards the new RI C
- Conclude on gaps and needs, and to formulate recommendation for the RI

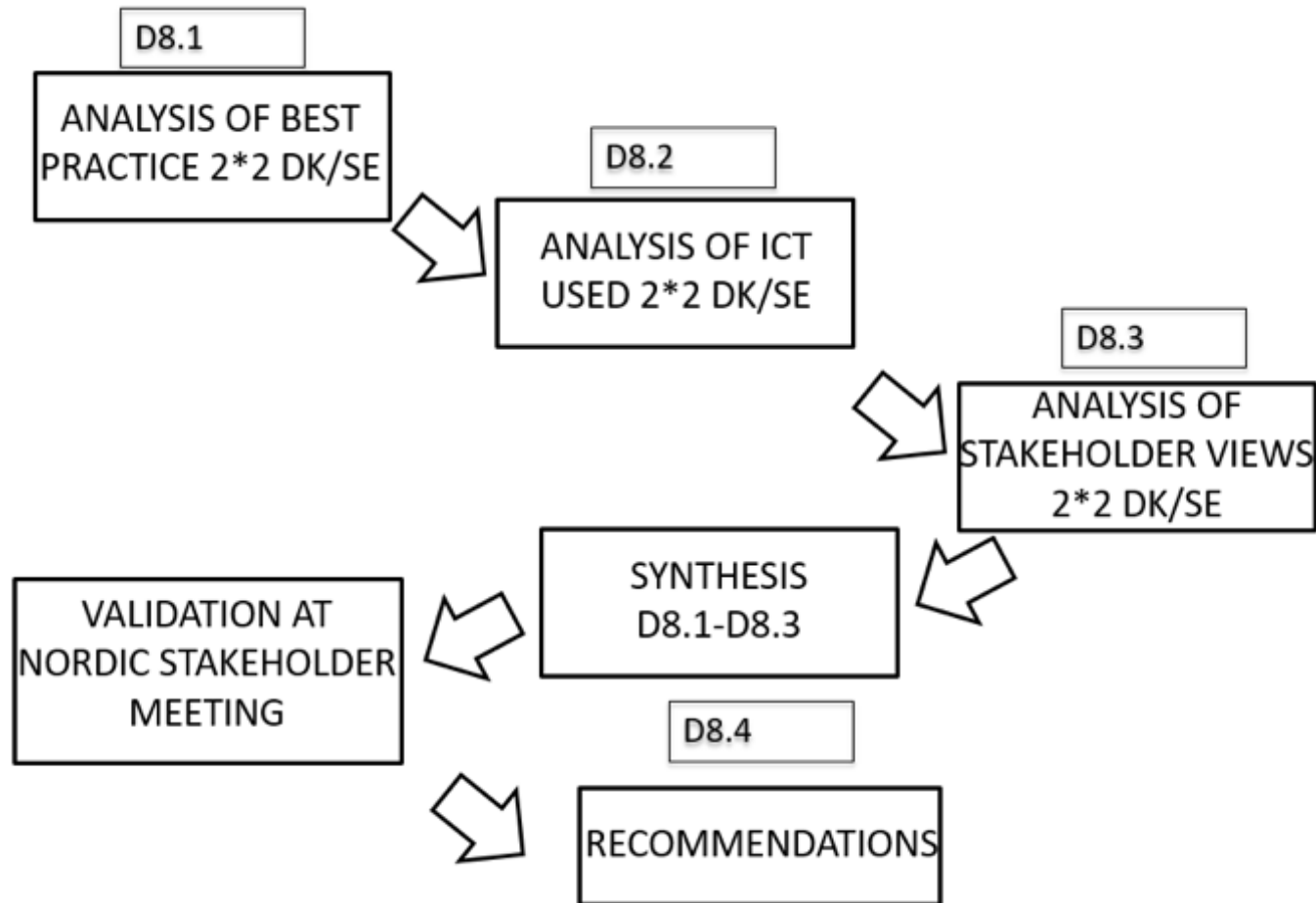
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- Identify purpose, structure & technology of **food labs & facilities** in Europe
Highlight challenges & constraints in **data access, exchange & linkage** across labs RI's/RF
- Point to potential **ethical issues related** to sharing consumer data (e.g., data privacy, ownership rights etc.)
- Suggest a **suitable business model** for lab data exchange

WP8: Business generated data



WP8: Activities conducted in the WP8 leading to the final recommendations



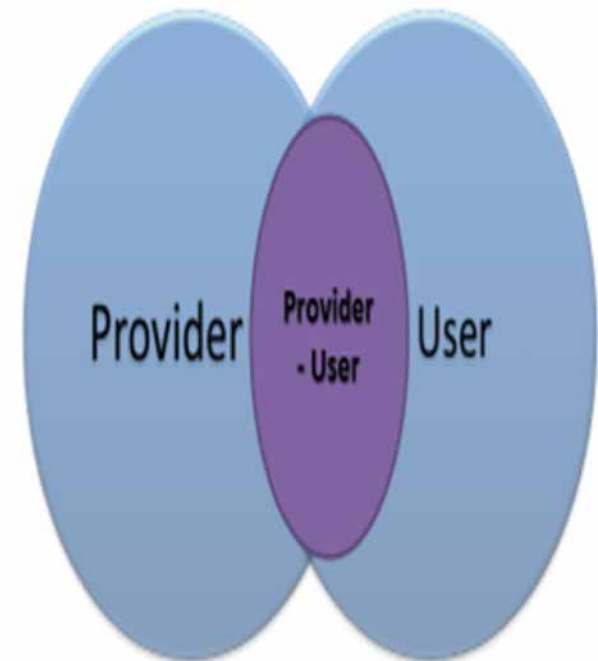
WP8: Data Provider and User Needs

Needs of data providers:

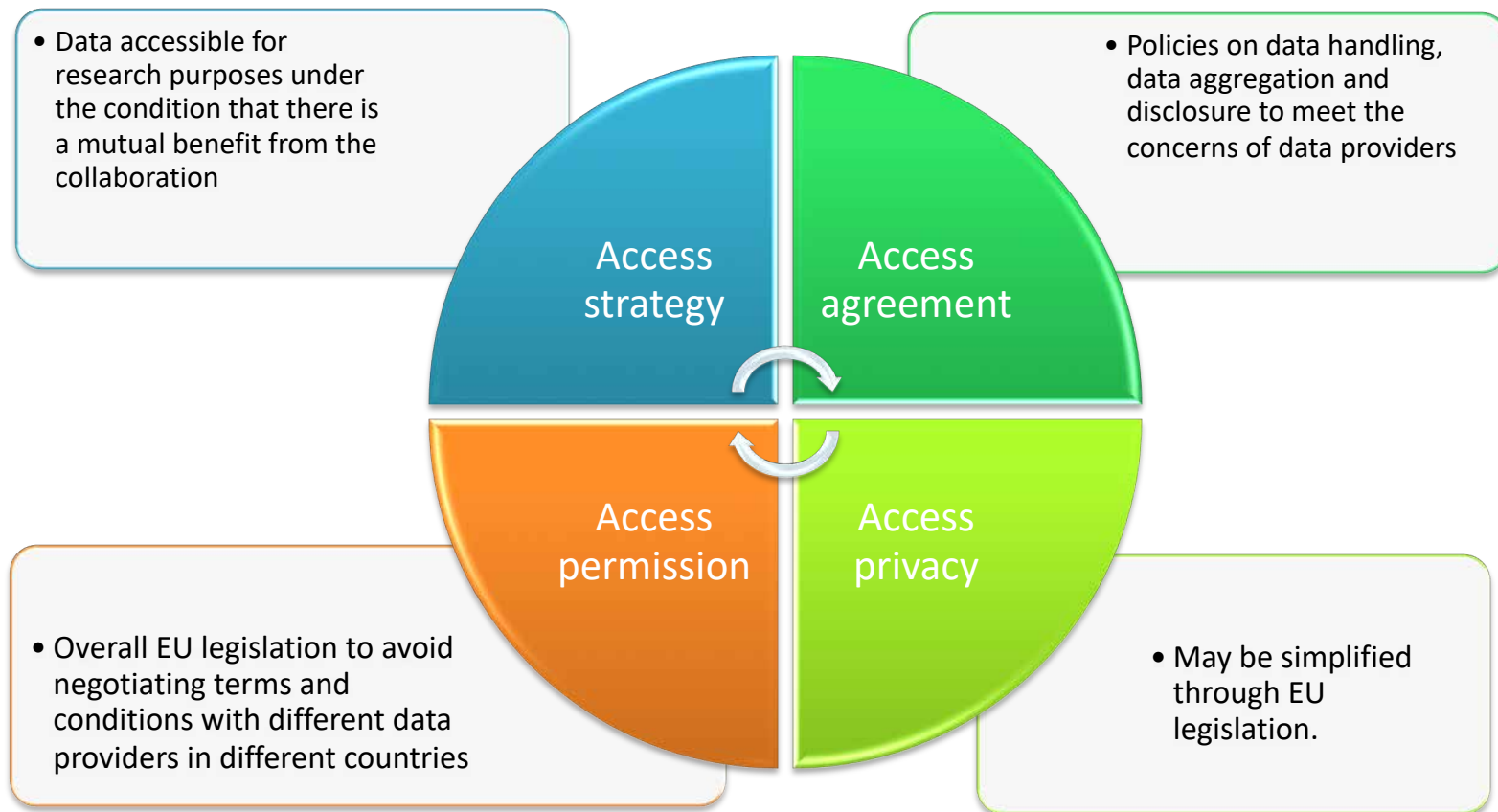
- Generate **feedback to data providers** about when and for what purpose their data is being used.
- Case studies **showing the benefits of data** sharing for businesses could be developed in order to persuade businesses to share their data with the platform.

Needs of data users:

- A **powerful search engine** needed to find relevant data for specific research questions.
- Easy and non-time consuming **access to track a cohort** of consumers over several years.
- Offers **analysis and interpretation services** for the data available on the platform.
- Provide information **about how the original data was collected** by the data provider (METADATA)
- Create added value by exploiting available data and **putting data sets together**.



WP8: Governance of a research infrastructure



WP8: Business models for a research infrastructure.



Need to conceive of different business models in these different cases.

Develop strategies that could help exclude entities and businesses organizations likely to have competitive urge over their counterparts

The WP8 bonus study findings

Data Sharing



Most informants do not know if or what kind of data the company collect, but think it is fair that companies collect and use data to brand and improve their business.

Some finds that data collection is fine as long as the customers do not feel that they are being kept under surveillance.

One expressed that if the company would use the data to inform and advice the customers of their diet and chose of purchase, it would be crossing the line.

She also stressed that data sharing should be transparent and easy to opt in and out of for the customer.

One claimed that data sharing about purchases, diets and background knowledge is fine as long as it does not involve collecting bank account informations or not keeping them safe.

"R: I don't really know what kind of data they have on me.

I: No, I'm just thinking about data like 'what you have bought...'"

R: Ohh, yes. I think it is fine. It is quite fair that they get to know something and use it as well. Because it helps them to run a better business."

– Johanne, 25 years, lives with friend in rental apartment

The WP8 bonus study findings

Data Sharing



Few informants can relate to the idea of actively use purchase data to feed back advice to consumer about diet or food habits since consumption is limited to special occasions

None of the informants monitor their intake of food with apps or instruments

Collecting and using data for scientific purposes are deemed more acceptable than for corporate purposes.

"I don't really know whether I'll take advantage of it. It is a bit like McDonalds; 'with this meal you get that amount of calories, carbohydrates...' It is an overkill. I don't know, it might be over the top."

Anne, 35 years, lives with partner and two children in private household

Training services important

- Extension services/practitioners industry
- Doctoral level for research purposes
- Graduate level at consumer and food studies
- Mix of lecturing, exercises, excursions, student assignment
- Could be co-arranged by more universities

WP9: Science delivered data

N=4

Exploring how to deliver data and content to the RI Consumer Data Platform

What data is available?

How is the data stored?
How can it be linked?

Ethical and ownership issues
when linking to the data

Design of future data
structures/interfaces

Case Study 1: Food composition and
food attributes



Case Study 2: Standardized food
intake from population based survey



Case Study 3: Clinical interventions



Case Study 4: Consumer diet, health
and lifestyle



WP10: Connecting laboratories and facilities

D	Deliverable
10.1	Laboratories and research facilities in the field of food and health consumer behaviour and lifestyle
10.2	Facility to collect purchase behaviour data: Restaurant of the Future (RoF)
10.3	Facilities to collect food choice and consumption data (FoodScapeLab & Fake Food)

WP10: Connecting laboratories and facilities

- 1) What do the **purpose, structure, technology/devices used** and **data storage** of various laboratories and facilities in Europe look like?
- 2) Are there ways (and interest) to offer **data access, exchange and linkage** to external research infrastructures, like RICHFIELDS?
 - What would be the challenges and constraints?
- 3) What are potential **ethical issues** related to sharing consumer data (e.g., data privacy, ownership rights etc.)?
- 4) Is there a suitable **business model** to manage data exchange (e.g., user and access rights, fees, governance of data usage for different purposes)?



WP10: Connecting laboratories and facilities

Step 1

- Case studies on three facilities (Fake Food Buffet, FoodScape Lab, Restaurant of the Future)
- Food choice, purchase and consumption

Step 2

- Mapping additional facilities across Europe (private and public)
- Expert interviews in selected facilities (commercial and public-private institutions)

Step 3

- Stakeholder workshops to discuss these insights
- Synthesis of findings and recommendations

WP10: Connecting laboratories and facilities

Case study 1



Fake Food Buffet

ETH Zurich

University of Konstanz, DE
University of Newcastle, AUS
Queens University, Belfast, NIR

"food choice"

Case study 2



FoodScape Lab

Aalborg University

*"food choice,
consumption"*

Case study 3



Restaurant of the Future Wageningen University

*"food choice, purchase &
consumption"*

WP10: Connecting laboratories and facilities

Some challenges

- Validation
- Business models
- Calibration
- Maintenance
- Updatings

Some advantages

- Smart specialisation
- Easy one stop shopping access
- Common experimental protocols
- Increase exchange & mobility
- Facilitate innovation and market solutions

To conclude

interest & potentials

- On the overall and general level:
 - But
 - Quality issues are crucial
 - Regular Updating as well
 - Agreed standards for exchanging data too
 - A distinction is important
 - A RI is dual in nature: Both hard and soft
 - Hard: Labs are key to "devices" ("tangibles")
 - Soft: just a "wireless" connection to data ("intangibles")
 - Interest is related to the fact that non academic actors don't go round thinking about RI – but they are kept awake by the potentials of studying consumer behaviour the digital way
- Business are interested and can see the potentials
- Universities are interested and can see the potentials
- Government agencies are interested and can see the potentials



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