

22-23 Jan  
2020

# Food innovation in the silver economy



Europe's biggest and broadest opportunities to grow the silver economy will come together at the **INCluSilver Innovation Conference**. Ranging from digital platforms through nutritionally enhanced foods to the latest nutrigenomic breakthroughs, we promise three days of keen insights into the nutritional challenges for older adults and how companies and knowledge institutions are working together to find solutions.



This project has received funding from the European Union's H2020 research and innovation programme under grant agreement No 731349-INCluSilver



INCluSilver

The innovation conference is also a chance to get introduced to new opportunities from the EU's Horizon Europe programme.

For enquiries, please contact  
Anders Iversen  
[aiv@danishfoodcluster.dk](mailto:aiv@danishfoodcluster.dk)

Participation  
is **free**

# Programme

KROMANN  
REUMERT

**Tuesday, January 21**

**Location: Rådhuspladsen 3, 8000  
Aarhus C**

18.30

VIP dinner at Kromann  
Reumert – by invitation only

Get free  
tickets for  
**AROS**

## **Wednesday, January 22 – Day 1**

**Location: Aarhus University, Nordre Ringgade 4, 8000 Aarhus C**

08:30 **Registration and morning coffee**  
Pitch briefing for selected start-ups and SMEs

09:15 **Welcome and introduction** by Per Simonsson, Project  
Coordinator and Lone Ryg Olsen, CEO of Danish Food  
Cluster

09:30 **New knowledge and emerging opportunities for improving elderly  
nutrition**  
*When the INCluSilver project was conceived, few scientific studies investigated  
the effect of diet on gut microbiota and how this could play a role in  
elderly health. Evidence from rigorous clinical studies is required to inform  
dietary recommendations for older people.*  
Helen Griffiths, Professor of Biomedical Sciences, University of Surrey

**Meals with appeal – sensory perspectives of malnutrition  
prevention**  
*Appealing, palatable meals are essential to improving the nutritional status  
of elderly people at risk of malnutrition. Aarhus University shares results  
from its qualitative and quantitative studies of the meal experience – as  
perceived and desired by elderly consumers – and opportunities for  
solutions that foster meal enjoyment.*  
Barbara Vad Andersen, Research Scientist, Department of Food Science,  
Aarhus University

10:30 **Three-minute pitches of new business opportunities from  
INCluSilver projects** by 19 selected start-ups and SMEs. Find more  
information in the pitch folder available online.

12:00 **Lunch and networking**  
INCluSilver projects poster session

13:15 **INCluSilver findings and future EU projects**  
*INCluSilver experiences and findings that support SME innovation for  
personal nutrition in the silver economy*  
Per Simonsson, INCluSilver Project Coordinator, Skåne Food Innovation  
Network

*H2020-INNOSUP: presentation, results and funding opportunities for  
food companies, focusing on cluster-facilitated projects for new  
industrial value chains and other relevant INNOSUP initiatives*  
Virgine Perron, Project Advisor, H2020 INNOSUP

# Programme continued

## Wednesday, January 22, continued...

*How to use clusters to support European SMEs – current EU cluster policy under the COSME and H2020 programmes and future perspectives post-2020*

Anna Sobczak, EU policy-making expert for clusters

*Food manufacturers need to make products with a higher protein content to meet the needs of the growing elderly population. One solution could be RuBisCo, a highly nutritious vegetable protein. The European GreenProtein project has established a demo plant to extract RuBisCo from sugar beet leaves.*

Dubravka Skunca, PhD

### 14:15 **New biz in the silver economy – announcement of the winning pitch**

Presented by our industry panel:

Susanne Wolff, Scientific Advisor & Medical Affairs manager, Nestlé.

Marco Ginanneschi, CEO, Finanza Futura

Rene Damkjer, Innovation Fund Denmark

Announcement of the winning pitch from startups and SMEs.

### 15:00 **Coffee break**

### 15:30 **Undernutrition in older people – a summary of the evidence**

*Undernutrition in older people is multifaceted and the consequences severe. Multiple barriers hinder effective implementation of nutritional interventions.*

Jette Lindegaard Pedersen, lecturer, Department of Public Health, Aarhus University

### **Physiological changes in ageing and the consequences for nutritional needs**

*A healthy diet is key to healthy ageing. Physiological changes related to ageing should be taken into account to maintain nutrient intakes. Elderly patients in hospitals and care homes are at greatest nutritional risk.*

Antoine Avignon, Professor of Medicine, University of Montpellier

### 16:30 **Final remarks**

### 18:30 **Networking dinner at MALT**

## Thursday, January 23 – Day 2

**Location: Agro Food Park 13, 8200 Aarhus N**

### 09:30 **Morning coffee and welcome to Agro Food Park**

10:00 **Guided tour of the Danish food eco-system**, including the Arla Innovation Centre, AU-Living Lab, the Living lab at ISI Food Protection, and the Agro Business Park Incubator (start-up environment)

### 11:00 **The Silver Economy Innovation Fair**

### 13:00 **Lunch and networking**

### 14.30 **End of official programme**

ARoS visit optional – Get free tickets.

Connect  
with us on

