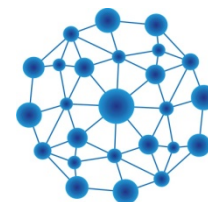




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EU4Tech
Western Balkans

Supporting Service Specialisation: The role of incubators, accelerators, and S&T Parks in delivering sector specific support

16th October 2019

Belgrade, Serbia

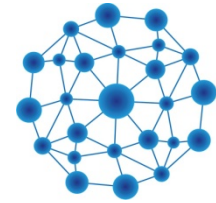


UNIVERSITY OF
SURREY





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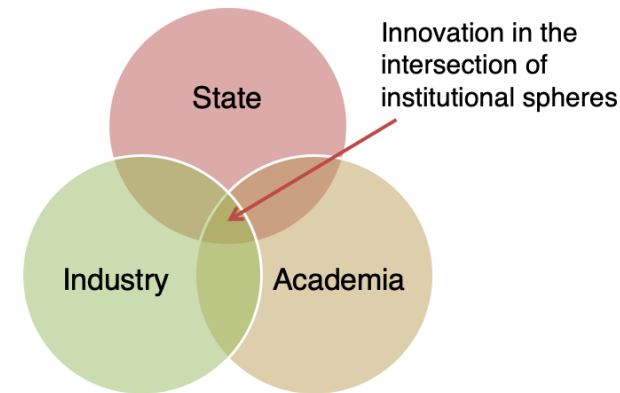


EU4Tech
Western Balkans

Western Balkan Innovation (WBI) - an inspirational talk.

Anders Iversen, From Danish Food Cluster

- DFC is a Industry initiative together with universities, government, and major organisations (Triple Helix),
- +200 members,
- +75 pct. of total turnover in the Danish food sector,
- Financed by member fees, grants, and projects.



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What? - Why? - How?

- SME innovation and learning points from the Silver Economy
- A case study from the INNOSUP-01: INCluSilver:
 - 3 years of Cross-Border, Cross-Sector innovation
 - INCluSilver focus on food and technologies aiming the Silver Economy (+50)
 - Working across several sectors like: Health, Food, Technology, IoT and more.
 - Funded by H2020 and allocate different kind of voucher for SMEs. E.g.:
 - ✓ Demonstration voucher (60.000€)
 - ✓ IPR voucher (20.000€)
 - ✓ Travel support (fluctuating grants)
- **Danish Food Cluster** lead the communication and dissemination.



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What? - Why? - How?

Why is this project important?

- In most of EU we have a steep growing population in the elderly population.
- While we grow older we need and demand tailored food solutions, and personalised nutrition for the senior population.
- SMEs can fast and agile respond to the new demand but need help and knowledge in different stages and also resources to make it happen.

Why is communication a challenge?

- A new and unknown name/project
- Communication channels that start from scratch
- Reaching the SMEs in all partner countries
 - Both “granted SME’s” and potential project SME’s
- Difficulty and complexity in understanding what the project is about, the potential and what the project can offer companies.



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What? - Why? - How?

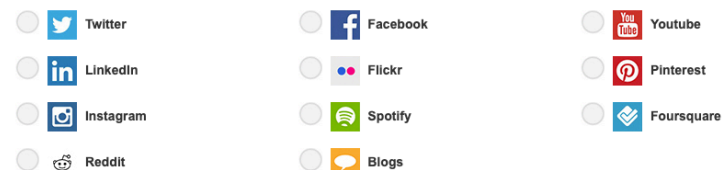
- Good communication starts with a clear understanding of the ecosystem, the SMEs, and the needs that you would like to meet.
- Our methodology, to attain a maximum reach, was/is to utilize a range of approaches like:

- Website,
- Newsletter,
- SoMe channels:

- Audience reach on social media has a enormous potential
- A powerful channel to reach both national and international organizations, communicators, opinion leaders and journalists

- Webinar e.g. Food Innovation Talks

Select the network(s) and/or use the filter(s) below:



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Results: EatHealthy (Corallia, Greece)

- Consumer lifestyle data collected from a non-invasive skin patch is sent to a web portal for analysis.
- It analyses food intake, bodily fluids, as well as the emotional, social, and physical aspects of the user's life.
- Each user can then receive nutritional and activity recommendations for delaying or counteracting *sarcopenia* (loss of skeletal muscle mass).
- EatHealthy already have several thousand users using their HealthyClub platform.

<https://www.inclusilver.eu/eathealthy-koin-s-ep/>



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Twitter

A skin patch could soon help to prevent age-related [#muscle](#) loss. With an [@inclusilver](#) grant, Greek HealthyClub has developed a portal to analyse skin patch data and make [#nutritional](#) and [#activity](#) recommendations for boosting muscle health in the [#elderly](#) bit.ly/31XpP8e



University of Surrey and 8 others

12:04 PM · Aug 29, 2019 · [Twitter Web App](#)

View Tweet activity

3 Retweets 4 Likes



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Results:

BIOMEB (Clusaga, Spain)

- A ready-to-market product to support the health of the silver population was developed (e-health platform).
- The team gathered information for an expert recommendation system.
- User data requirements were defined, including metabolites, biomarkers, and personal and lifestyle information.
- Another important step was to design the user navigation map and integrate the user interface in a single WellB solution.
- The WellB user trial involved 50 persons in age group: 30-44 years and the 50+.

<https://www.inclusilver.eu/biomeb>



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Posted by Cath Marsh • 6/20/2019 • [Boost](#) ...

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235 followers
3mo • Anyone

LinkedIn


A new [#health](#) platform is ready to help health-conscious [#olderadults](#) stay fit and reduce the risk of [#heartdisease](#), [#stroke](#) and other [#lifestyle](#)-related conditions.

Spanish **BIOMEB** has developed and tested the user-friendly WellB+ platform with **INCluSilver** funding.

Work by the NUTREN research group at the [University of Lleida](#) and Biomedical Research Institute of Lleida has made WellB+ possible.

[Corallia](#), [Danish Food Cluster](#), [Innoskart ICT Cluster](#), [Agropolis International](#), [Galicia Food Cluster](#), [Skane food and innovation network \(livsmedelsakademin\)](#), [National University of Ireland, Galway](#), [University of Surrey](#), [Executive Agency for Small and Medium-sized Enterprises \(EASME\)](#)

<https://bit.ly/31Gs7tj>



Metabolites hold the secret to healthier living
inclusilver.eu

8

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Be the first to comment on this

Organic impressions: 193 Impressions [Show stats](#)



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Results:

FermBiotics (Danish Food Cluster, Denmark)

- FermBiotics produce sustainable and healthy food ingredients based on lactic acid bacterial fermentation on seaweed.
- Through extensive metabolomics and microbiome studies FB have identified several healthy compounds such as polyphenols, polyunsaturated fatty acids (PUFA) and essential amino acids.
- Focus group tests has provided important insights into the dietary supplement segment and marketing.
- FermBiotics has a clear plan for the packaging and labelling of the product and finalising the marketing plan and branding strategy.

<https://www.inclusilver.eu/taking-fermented-innovation-to-market>



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Twitter

With the wrong go-to-market strategy, even the best innovations will fail. Fermented dietary supplement startup @FermBiotics sought @inclusilver support to avoid that risk. Now the team has the insights to fine-tune their plan and take the market by storm bit.ly/2klseUo



University of Surrey and 8 others

10:42 AM · Sep 13, 2019 · [Twitter Web App](#)

View Tweet activity

2 Retweets 6 Likes



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Results: Eyelead (Corallia, Greece)

- The Eyelead Software project has gained insights into the potential for integrating a health-related platform, such as Apple HealthKit, with a game development platform.
- The integrated platform was used as a prototype for health gamification, including activity and nutrition-based achievements and a system with step sensors to drive real-time game outcomes.
- A key learning from the project is that existing e-health platforms do not provide sufficient real-time data for meaningful gamification.

<https://www.inclusilver.eu/eyelead-software>



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EU4Tech
Western Balkans

Posted by Cath Mersh • 4/2/2019 • Boost


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New collaborations grow when INCluSilver partners meet. **EYELEAD** Software has now teamed up with Incareview to take #ehealth games for the #over50s to the next level.

Congratulations to Eyelead Software for completing their first INCluSilver project! Read about their achievements here: <https://bit.ly/2FPvio6>

Corallia, Danish Food Cluster, Innoskart ICT Cluster, Agropolis International, Cluster Alimentario de Galicia, Skane food and innovation network (livsmedelsakademin), National University of Ireland, Galway, University of Surrey, Executive Agency for Small and Medium-sized Enterprises (EASME)



Game developer finds a market gap
inclusilver.eu

7

Like Comment

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Organic impressions: 197 Impressions Show stats

FIT

FOOD INNOVATION TALK

- A 30 min. live stream
- A platform only for members to talk about specific topics to a targeted audience.

An opportunity to:

- Company showcase
 - Share expertise and knowledge
 - Get international visibility
 - Interact with potential partners, and data collection.
- A publication and communication platform for members, but accessible to all national and international partners.
 - A knowledge sharing approach.
 - Learn more:
<https://danishfoodcluster.dk/foodinnovationtalk>

Lessons from INCluSiver Community

Efficient cross border and cross sector communication require a clear communication strategy, an efficient execution, and a strong plan ahead of the deliverables. And finally commitment from the all partners.

1. Realize you are dealing with SMEs. Make sure everything is tailored and suited for SMEs.
2. Truly understand the ecosystem, the SMEs, the needs, and the opportunities.
3. Start communicating from day 1.
4. Make sure every project partner paints the same picture.
5. Make use of your international and local networks.
6. Focus on web, webinar, newsletter, and relevant Social Media (SoMe).
 - ✓ The more we share, the greater reach and impact.
7. Use: <https://ec.europa.eu/easme/en/section/communication-toolkit>



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Questions and comments?

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- Email: aiv@danishfoodcluster.dk
- Cell: +45 9384-0423



INCluSilver Event **22nd** and **23rd** of January 2020 in Aarhus, Denmark.

Sign up:

<https://www.inclusilver.eu/innovation-conference-2020>



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