



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

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Title



Development of Financial Instruments

Supporting both start-ups and established companies for cross-border business within a smart specialisation strategy - experiences from INCluSilver a Horizon 2020 Innosup Project

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Speaker/ Organisation

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Consultant within Cluster and project development, applications for financing and implementation.

Executive MBA Copenhagen Business School

Master of Political Science Lund University

Livsmedelsakademin (Skåne Food Innovation Network). *We create success for others by promoting partnerships for future foods, beverages and meals*



Project funded by the
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INCluSilver



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INCluSilver aims to support cooperation between firms in the value chains of Agrofood, IT, Health and Creative and implement innovations for Personalised Nutrition for the Silver Economy.

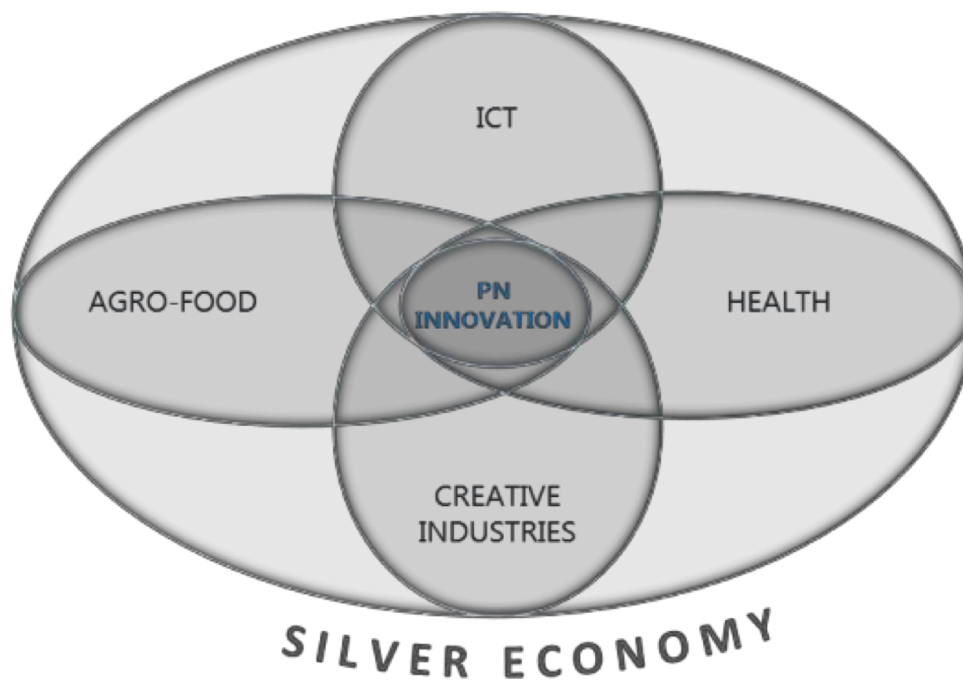
The “Silver Economy” is defined as the economic activity and consumer expenditure related to the specific population group of citizens over 50 years of age.



Financial instrument – Vouchers to SME's

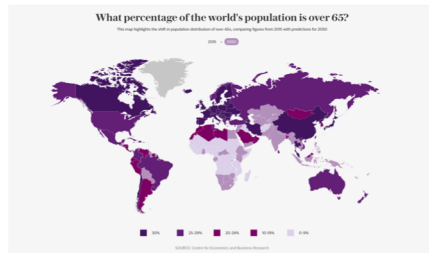
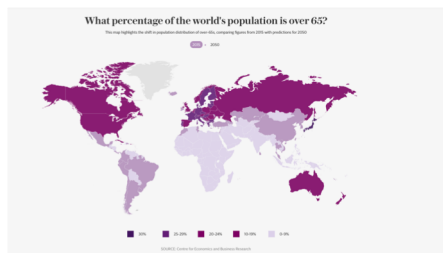
- An Innovation Voucher Scheme with a total budget of 2.800.000 €. These vouchers will be allocated to SMEs through INCluSilver to benefit a range of 50-170 SME
- Soft financing that supports SME's to develop/market/scale up innovations to the market and to the point where investments in equity, venture and risk capital can be obtained

INCluSilver - New value chain



Global Trends – health as a main driver of food innovation

- Aging population increasing – by 2030, almost 1 billion people aged 65+



Source: Telegraph.co.uk 2015 & Euromonitor International 2016

Promote supporting collaboration between ICT, Agrofood, Health and Creative Industries for generating innovative ideas in the field of personalised nutrition for the elderly.

HEALING & RECOVERY



Change in the lifestyle -
an ageing population with
an increase in purchasing
power



Growing demand for
personalised nutrition

LIVING A HEALTHY AND LONG LIVE



PESTEL

European countries need to guide older adults and develop their awareness in the need to change the alimentation to increase their intake in specific nutrients.

Political
Nutritional guidelines

The purchasing power of adults over 65 years old has increased in recent years and they are willing to spend more money to live healthier and longer

Economy
A growing economic market

Healthy-eating values are on the rise in european societies and older adults are concerned about their eating habits

Environmental
Consumers' eating habits

The personalised nutrition market in the Silver economy

The European population is aging and its proportion will increase dramatically within the next years.

Social
The aging population

- Food market is highly regulated by EFSA
- ICT tools need to follow the new GDPR guidelines

Legal
European regulations

- Increasing information and communication technologies are available and can monitor nutrition.
- Nutritional intake have been well documented.

Technological
Recent advances



INCluSilver support projects that interact with different topics and technologies

- Functional food and nutrigenomics
- E-health
- Determinants of diet and physical activity
- Diet and food production
- Information and social networking
- Logistic, design and packaging solutions
- Policy and health care systems



North Europe

Very mature and dynamic market with important purchasing power

West Europe

Strong and dynamic markets with important purchasing power

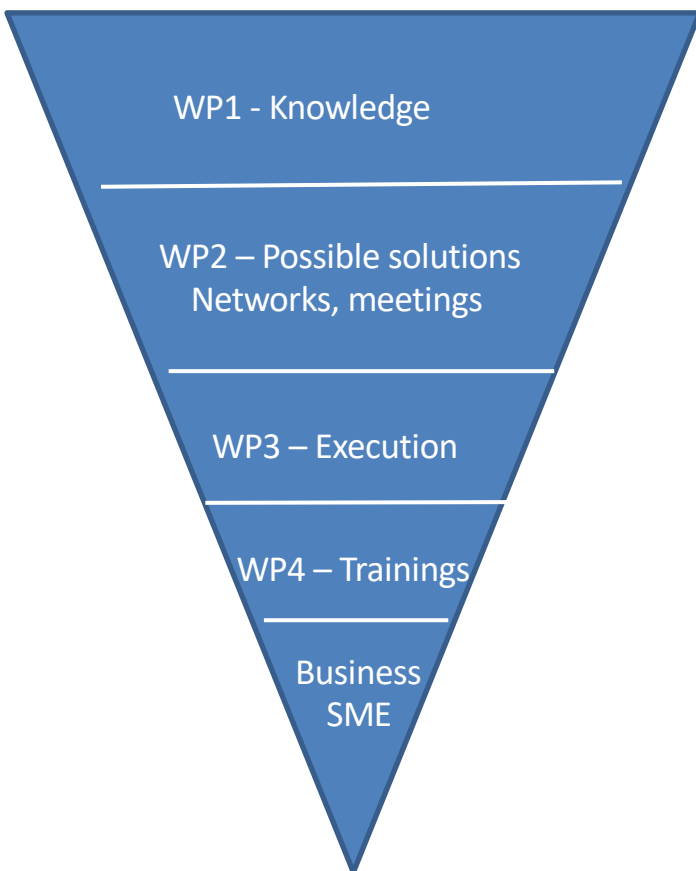
East & Central Europe

Very important purchasing power, however markets have a low maturity

South Europe

Low mature markets in countries with a high elderly poverty rate





WP 1 - Collecting Knowledge to SME's – Gaps, Challenges, Problems
- Collective Intelligence Session, Personal Nutrition Report, Marketing Report

WP 2 – Accelerate SME Innovation through Collaboration finding potential solutions. Innovation Guilds, CVE platform, Innovation and Training Events

WP3 – Vouchers to SME's
SME's develop, test, demonstrate innovations

WP 4 – Support for innovations
Training and capacity buildings

New commercial innovative goods and services to improve personalized nutrition.

Results M1-M30

214 SMEs

– have received help through our helpdesk

86 SMEs

– use our CVE platform

60 SMEs

– participated in cross border matchmaking events

89 SMEs -

– participating SMEs in 26 PIV & IPR vouchers. 14 cross-border projects

39 SMEs

participated webinars post training consultation

34 Events

– which have reached 2695 people and 535 flyers have been distributed.

3 Innovation Guild Meetings

– We gathered participants from the four value chains (gerontologist, nutritionist, care givers, academics, entrepreneurs, food industry, marketer, ...) from 8 countries (Denmark, France, Hungary, Germany, Greece, Spain, Sweden and UK).

ITNE in Budapest and Paris

– with 62 participants from 7 countries (Sweden, Greece, Spain, Italy, Hungary, UK, Ireland)



Lessons learnt

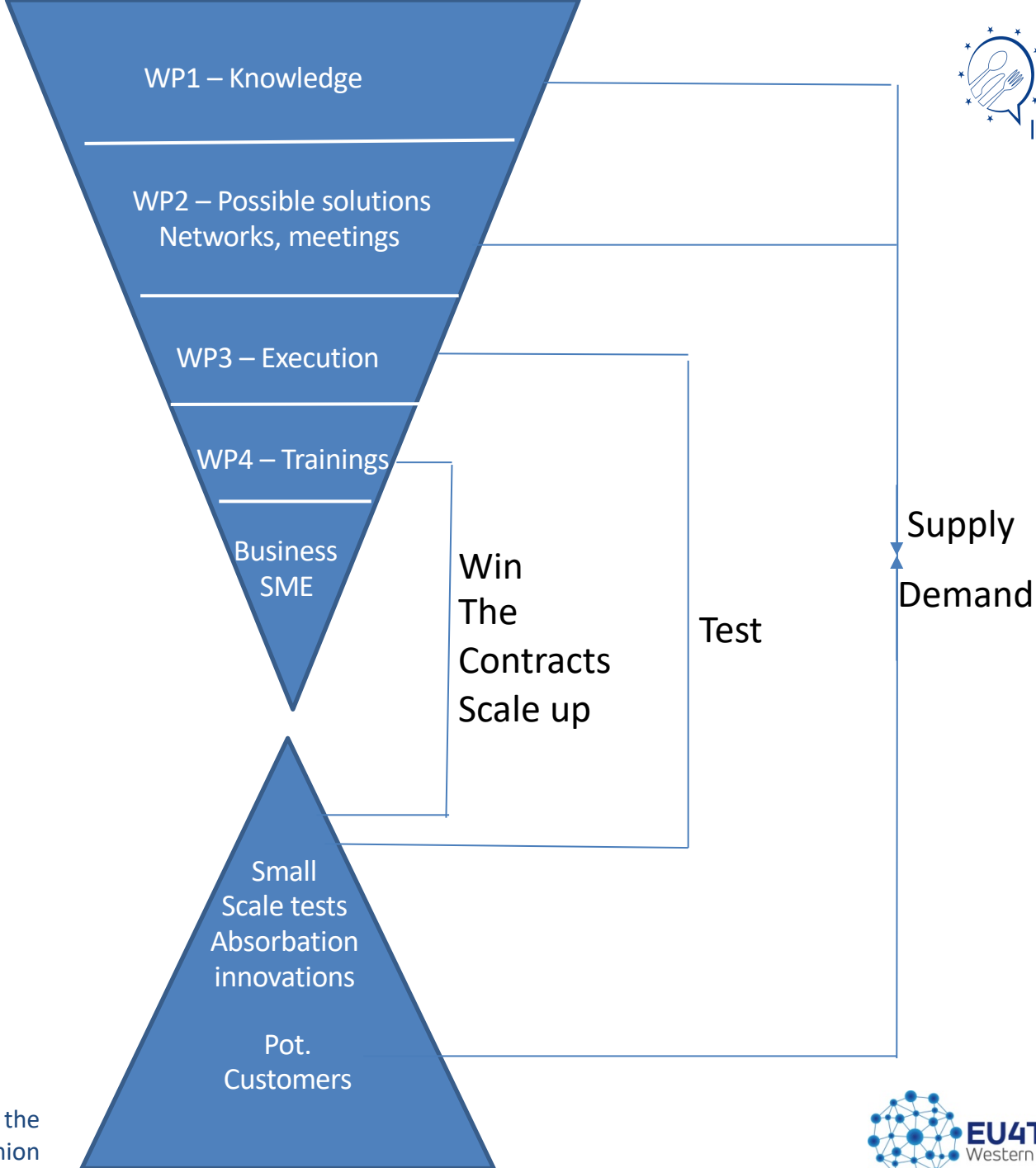
Potential customers for the innovations in Personal Nutrition are mainly hospitals, elderly care homes, large companies within Food, IT, Health.

They were not part of the financial instrument. Problems to absorb the innovations no matter how big a demand or organisation. Internal processes are not designed for it.

A financial instrument for the potential customers that granted them the possibility to conduct feasibility studies, increase their knowledge, try new forms of organisations in small scale would have accelerated the innovations scale up.

Create the pull function that is needed.





3 Lessons for the wider community

- Map your assets for the smart specialisation strategy thoroughly- design for comparative advantages by cross border cooperation from the start.
- Connect to mega trends, get knowledge about the market so that the financial instrument support relevant actions
- Create financial instruments for both the supply as well as the demand side, create a customer driven innovation system.



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