



create

crEATe – helps innovation to happen

Personalizing food offering for
experiences,
sustainability and well-being

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crEATe is home for innovation

crEATe ecosystem has established a new role for food and eating as a source of joy, wellbeing, sustainability and novel business models


- Fazer's role is to serve as commercialization platform and route to markets.
- IBM enables technologies and services and facilitates the ecosystem.
- VTT addresses global challenges by developing new smart technologies, profitable solutions and innovation services.
- Together with other ecosystem actors, consumers and clients we create innovations.

Joy: Food and eating as a holistic experience are a source of joy in our life

Wellbeing: Food and eating promote our wellbeing in everyday life and health in long term.

Sustainability: Where food is coming from, how food is processed, what and how we eat impact sustainability both in local and global sense

Novel business models: crEATe facilitates the generation of new business opportunities and jobs for ecosystem participants. This is achieved by developing solutions promoting people's vitality, sustainability, customer experience and good practices in restaurants.



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How to join us?

- crEATe is open innovation platform where anyone can join
 - We will arrange thematic ideation around our research strategy themes
 - In those events you have possibility to meet other same minded people and maybe create something wonderful together
 - If you have already idea what you want test on testbed, just apply at createfood.fi
- Research themes
 - People's vitality
 - Customer experience and restaurant solutions
 - Sustainability

People's vitality

Main focus on Human aspect

- **People's vitality** focuses on creation of positive impacts of food and eating to human well-being
 - Facilitating healthy lifestyle
 - Promoting personal choices and healthy eating patterns
 - Supporting eating as a social event promoting vitality
 - Experimenting new foods and ingredients to promote vitality

Example:

- Appearance of the restaurant is modified
- Face reader technique is used to measure customers' mood after eating in restaurant environments with different appearances

Customer experience and restaurant solutions

Main focus on Business aspect

- **Customer experience and restaurant solutions** concentrates on processes and business development opportunities to create added value to consumers, clients and communities.
 - Forecasting consumer behaviour via analytics and piloting
 - Priming to influence customer behaviour
 - Solutions to improve customer experience
 - Data-based solutions to add value to B2B customers
 - Restaurant employee experience and safety
 - Logistics and delivery

Example:

- Changes are made in the menu
- People tracker is used to measure the average time spent in the restaurant

Sustainability

Main focus on Environmental and Responsibility aspects

- **Sustainability** theme aims at wide environmental, social and economical impacts of food and eating from local to global points of view
 - Responsibility, food safety and traceability
 - Efficient use of raw materials and waste reduction
 - Fully circular restaurant
 - Environmental footprint of consumer's own meal
 - New food production technologies and food ingredients
 - Selection of raw materials to promote biodiversity

Example:

- Carbon footprints of the served foods are presented
- Changes in customer behaviour (chosen foods) are monitored by cash register data

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www.createfood.fi