

Digital solutions for promoting healthy, sustainable and customized habits in nutrition

Summary

Profile type	Company's country	POD reference
Technology request	Spain	TRES20230526012
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement with technical assistance	• World
Contact Person	Term of validity	Last update
Rita Elste - Tomsone	26 May 2023 25 May 2024	26 May 2023

General Information

Short summary

Basque (north of Spain) leading cooperative distribution group of mass consumer products and services has launched an open-innovation challenge concerning food: to develop an integral solution focused on building and keeping healthy consumption routines.

A commercial agreement with technical assistance in collaboration with an ICT partner is envisaged.

Full description

Our first world eating habits are not as adequate and appropriate as they should be. There are far too many conditions triggered by poor nutritional lifestyles such as obesity and various illnesses that could be prevented with responsible and healthier ways of eating.

The cooperative behind the profile is fully committed to their clients that consume their products in health and sustainability, their strategic axes in food.

Basic pillars for promoting change towards a more balanced type of nutrition are education and safety. In this sense, they have arranged a series of educational programmes that provide children with didactic tools on how to eat properly and likewise, have developed a quality management model that guarantees that the final product reaching consumers meets all safety controls. This model brings together standards, processes, procedures, tools, and definitions that ensure safety throughout the value chain.

The cooperative has also become the first retailer in Spain to implement new environmental labelling on a dozen own brand products. This is Planet-Score, a label that indicates the environmental impact of products using a scale of letters and colours. In the same direction, two other initiatives have been implemented in their products:

- The Nutritional Traffic Light: a system that allows us to know the number of calories, sugars, fat, saturated fat, and salt of a product at a glance.
- Nutri-Score: a labelling system that classifies food according to its nutritional quality and allows consumers to compare which product of the same type is better from that point of view.

To address this ambitious challenge, solutions may require data from different sources from microbiota or genomics to variables such as physical activity, sleep habits, menstrual health, allergies, intolerances, or lifestyles, among others. The result must be a holistic approach that provides valuable content, recommendations, gamified experiences, and other insights. The following requirements must be met by the solution:

- . Allow integration into different platforms,
- Be attractive and intuitive,
- Involve a sustainable and scalable business model
- Allow user segmentation

An ICT type of partner is expected to develop a solution to the challenge under a commercial agreement with technical assistance.

Schedule: submission of proposals on 18th May, deadline: 30th June 2023 (24:00 GMT+1) through the open-innovation platform.

There is an information link with further info and indications on how to proceed with potential solutions. It will be provided to interested candidates upon reception of EOIs.

Advantages and innovations

Technical specification or expertise sought

The partner must be a specialist in bespoke software / apps design / development. They must also provide maintenance and support services. Most important of all, they are required to work on a trust and effective cooperation basis.

Stage of development

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**

IPR Status

Partner Sought

Expected role of the partner

The partner must be able to respond to the following questions:

How possible solutions can be developed, integrated and complemented?

How personalized experience to the taste, preferences and users' needs can be offered?

How can the wellbeing of the users be achieved?

The proposed solutions should be able to bring together information from different sources and then use this to create a scalable, user-friendly, and valuable service for the users of the tool.

The ideal partner must be an ICT expert with connections, knowledge and experience in the food sector.

Type of partnership

Commercial agreement with technical assistance

Type and size of the partner

- **SME <=10**
- **SME 11-49**
- **SME 50 - 249**

Dissemination

Technology keywords

- **01004001 - Applications for Health**
- **01003006 - Computer Software**
- **01003022 - Smart Appliances**

Targeted countries

- **World**

Market keywords

- **007003005 - General food products**
- **007003006 - Other food and beverages**

Sector groups involved