



NEWS AND EVENTS 1

The rapid ageing of European population is essentially a milestone in human history. It presents new challenges not only for our society, health and long-term care services but also for the economy, welfare state, and physical environments. Hence, we must adapt to the needs of our ageing population.



Innovating Food for Seniors (hereafter PIFS) is a European project awarded under the Erasmus+ call. Bringing together partners from Germany, Ireland, the United Kingdom, Spain, Denmark and Lithuania, it aims to accelerate innovation and commercialisation of food products and services for seniors.

Welcome to the official newsletter of the PIFS project, an Erasmus + KA2 programme co-funded by the European Commission! In response to the unique nutritional needs of the ageing population, the project aims to develop and implement an online learning platform and offer dynamic vocational and educational training (VET) resources for a new generation of innovators, VET providers and policymakers. Targeting specifically on food small-and-medium-sized enterprises (SMEs) with limited access to product innovation training, this project aims to help them capitalise on the niche market opportunity of the “Silver Economy” by developing and commercialising innovative food products and services for seniors. Our main objectives in this project are:

IO1 - Good Practice Guide on the Drivers and Enablers for Innovation of Food for Seniors to provide rigorously researched, forward-focused knowledge on the business opportunities arising from food innovation for seniors.

IO3 - Open Education Resources for Food Sector Trainers to enable vocational education and training providers to advance their clients’ business development and empower senior consumers with broader food choices.

IO2 - A Digital Innovation Readiness Self-Assessment Tool that helps food SMEs evaluate how ready and equipped their companies are regarding developing new food products and services for seniors.

IO4 - Online Education Platform for Food Producers as a standalone learning resource for distance/digital SME learners, as well as a parallel learning environment for those participating in classroom courses offered by VET providers.

Partners:



Visit our website to find out more information about the consortium here:
<https://www.innovatingfoodforseniors.eu/>



TRANSNATIONAL PARTNER MEETINGS

Transnational online meetings of all PIFS partners

In compliance to the preventive measures during the COVID-19 pandemic, all transnational meetings of the PIFS consortium were held virtually to monitor the progress of the project.

Our First Transnational Meeting on the 23 July 2021

Our first consortium meeting was held online on 23 July 2021. Each of the project action leaders presented an overview of the work to be carried out during the life of the project and detailed an action plan for the first phases of this initiative. The first version of the dissemination, exploitation and quality plans were shown. In addition, a work plan was prepared to develop the activities of the first work package: the creation and presentation of the Good Practice Guide.

Our Second Transnational Meeting on the 1 March 2022

Our second partner meeting was held online on 1 March 2022. In this meeting, the results of our first work package: the Good Practice Guide, were presented. In addition, the progress of the other work packages, such as the development of our self-assessment tool for food-related SMEs and the first modules of the open-access online course for VET, were presented. The results of the first year of dissemination of the project were also presented. The partners further discussed the next steps for delivering the course contents in this project.

OUTCOME OF IO1

PIFS has produced a Good Practice Guide related to Innovating Food For Seniors for both SMEs and VETs. It analyses the current situation of the food sector in the ageing population and demonstrates the opportunities to benefit this population with examples from 20 companies spread across the partner countries.

The overall objective of this document is to create a collective awareness among SMEs, VETs and the general population of the need for a change in our understanding of food, especially with the older population. The message is clear: the need for change is urgent, as the population is ageing at an ever-increasing rate without an economically sustainable generational replacement. Hence, the Silver Economy is proposed to help us focus on the economy of older population. This document aims to collect examples of companies that are actively adapt to this change within our project partners' countries to illustrate how such changes can be achieved. It also guides the development of the project's other resources that will be presented in the coming months, namely the self-assessment tool for innovation readiness and the open-access courses for developing the necessary knowledge and competencies in food innovation.



For more information on this report, please click here:

<https://www.innovatingfoodforseniors.eu/good-practice-guide-for-smes/>

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