

DESIGN FOR EUROPE

Expo Milano 2015
EU Pavilion—



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SCIENTIFIC COMMITTEE
CITY OF MILAN



Food is the world's largest industry. What are the global challenges facing it today and how might they be addressed?

Increasing economic and demographic growth, alongside social and technological development, has, over the last few decades, boosted global food production and consumption particularly within emerging countries. This provides not only great challenges but also opportunities for European industry in terms of market growth and emergence of new sustainable business models.

How can design add value to the food industry? What is design-driven innovation and how can it add quality and create value for the users?

To find out more and to register, visit designforeurope.eu/expo2015

Design-driven innovation in the food industry – placing user at the centre

24.06.2015—

14.00 – 14.30	Registration—
14.30 – 14.40	Welcome and introduction— Michael Thomson, Design Connect
14.40 – 15.00	Design-driven innovation on the European agenda— Mark Nicklas, Deputy Head of Unit, Innovation Policy and Investment for Growth, DG GROW, European Commission
15.00 – 15.20	New challenges for the food sector— Beate Kettlitz, Director of Food Policy Science and R&D, FoodDrinkEurope
15.20 – 15.30	Design challenges to help innovation in the food industry— Michael Thomson
15.30 – 15.50	Inclusive design as a key element in product development— Emily Boniface, Nestlé Product Technology Centre
15.50 – 16.10	The case of design thinking applied to food innovation— Victoria Spadaro Grant, Chief R&D and Quality Officer, Barilla Group
16.10 – 16.30	Coffee break—
16.30 – 16.50	The Good Kitchen – Developing food services for senior citizens— Lotte Lyngsted Jepsen, Innovation Director and Partner, Hatch & Bloom
16.50 – 17.20	Panel discussion: European perspectives on innovative food product-service systems— Mark Nicklas, Beate Kettlitz, Emily Boniface, Lotte Lyngsted Jepsen and Victoria Spadaro Grant Moderator: Michael Thomson
17.20 – 17.30	Closing remarks— Michael Thomson

Design-driven innovation in the food industry – rethinking business strategies

17.09.2015—

14.00 – 14.30 Registration—

14.30 – 14.40 Welcome and introduction—
Christian Bason, CEO, Danish Design Centre

14.40 – 15.00 Design-driven innovation on the European agenda—
Mark Nicklas, Deputy Head of Unit, Innovation Policy and Investment for Growth, DG GROW, European Commission

15.00 – 15.20 Design as a strategic tool to boost new business perspectives for food sector—
Arla Food (TBC)

15.20 – 15.30 How design can help strategise food businesses—
Christian Bason

15.30 – 15.50 Innovation in culinary science:
Research and user-centred design—
Elena Urdaneta Ph. D., Basque Culinary Centre Research and Innovation Director

15.50 – 16.10 Inglorious food campaign to avoid food waste—
Intermarché (TBC)

16.10 – 16.30 Coffee break—

16.30 – 16.50 Changing Italian food identity:
A design approach for premium food retail—
Eataly (TBC)

16.50 – 17.20 Panel discussion:
Perspectives of food business strategies:
Design as key enabler—

17.20 – 17.30 Closing remarks—
Christian Bason
