

Process of co-creation of common solutions between food supply chain stakeholders

FOODRUS

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#FoodSupplyChain

#Co-creation

#Solutions



Many of the current challenges of the food supply chain require shared solutions between two or more stakeholders with potentially different or conflicting priorities. Building shared solutions requires a willingness to give up a part of oneself, one's time, information or decisions in order to achieve a common benefit.

To this end, the FOODRUS project has successfully carried out a process to co-design joint solutions in the following supply chains: vegetables and prepared salads (in Spain), meat and fish (in Denmark), and bread (in Slovakia), with the common goal of reducing food waste.

The objectives of this co-creation process are fourfold:

- To detect, share and understand the needs and expectations of each stakeholder towards a common goal.
- To define the functions of a solution as a consensual middle ground.
- To detect the role of stakeholders in the design, development, deployment and use of a solution.
- To define realistic outcomes of the solution and the way to validate it.

The co-creation process is divided into four phases:

- The co-creation manager sets out a common solution and its expected outcomes, presenting it to stakeholders in an appropriate format and language.
- The co-creation manager leads face-to-face meetings in an appropriate climate and language, guides the discussion on the views of all stakeholders involved and provokes a shared listening.



The FOODRUS project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000617.

- The co-creation manager collects all feedback received and incorporates it into descriptive documents in an appropriate format and language, and shares them with all stakeholders for feedback on the scope of the solution and their role in it.
- The co-creation manager holds multi-stakeholder meetings and iterates on the proposed solution, shaping it until consensus is reached.

The FOODRUS Consortium adopts this process to develop common solutions between stakeholders of the food supply chains, but the same steps can be applied and replicated also in other value chains.

About

Coordinated by the University of Deusto and comprising 27 partners from 10 different European countries, the EU-funded FOODRUS project aims to limit food losses and waste, and to promote resource efficiency across all stages of the agri-food value chain. FOODRUS is working to tackle the food waste and losses by creating resilient food systems across nine European regions. To achieve this, the project will test 23 circular solutions through diverse forms of collaborative innovation.

Consortium



www.foodrus.eu



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