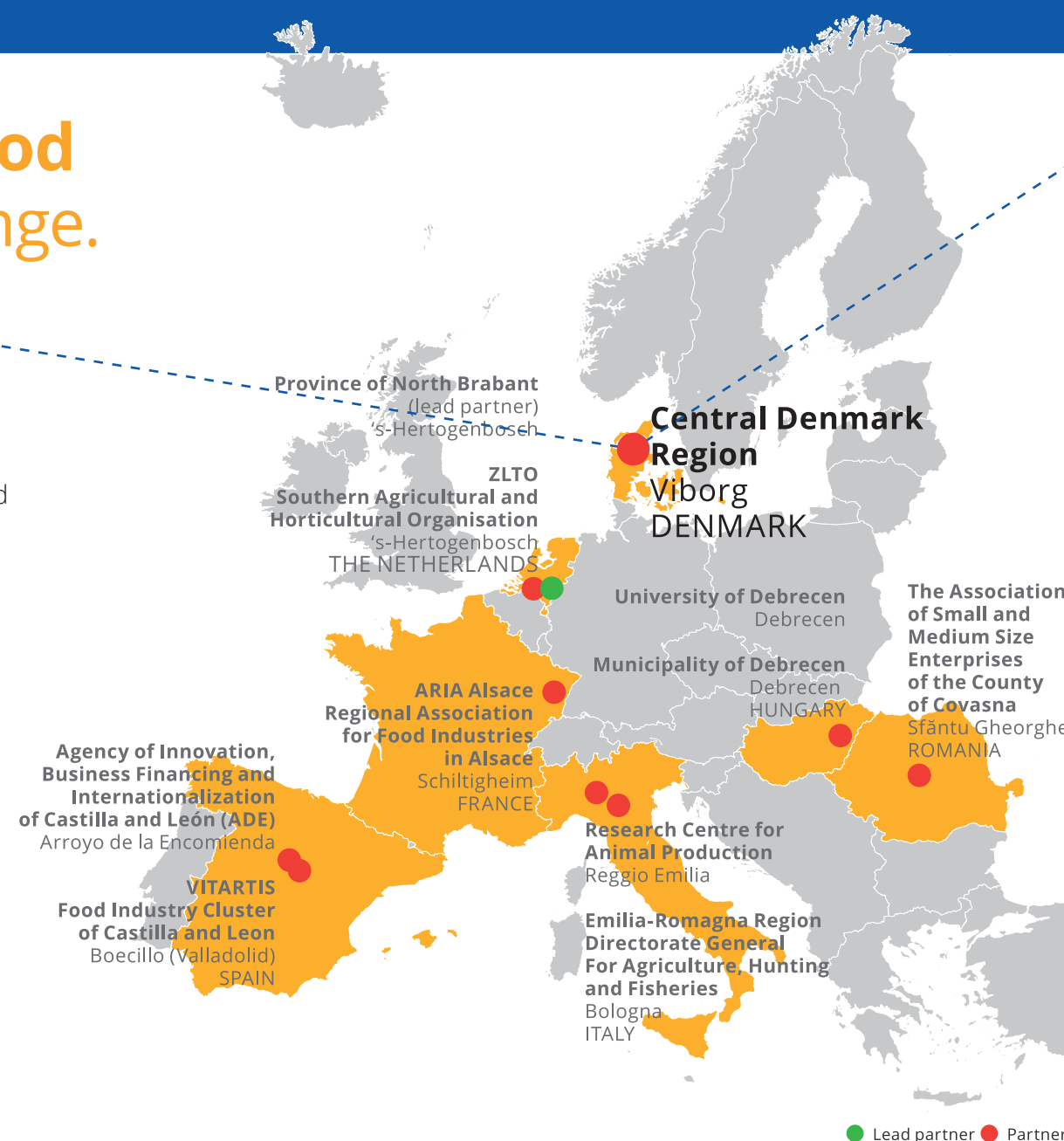


## Central Denmark Region

### Smart everyday food – for a world in change.

#### KEY FIGURES AGRIFOOD REGION

- CDR is renowned as a R&D hub where both SMEs and large companies as ARLA, DuPont and Danish Crown have located their R&D activities primarily in and around Aarhus, the main city of CDR.
- CDR counts for 9400 agrifood companies with >34.000 employees and a total volume turnover of €18.6 mln.
- CDR accounts for 61% of Danish food exports and 55% of the total Danish turnover. The total export from CDR is €10.000 mln.
- With a total population of 1,2 mln. inhabitants CDR is the second largest of the 5 regions in Denmark
- Main agricultural production: pig meat, dairy and cereals.



#### THE INNOVATION ECOSYSTEM

##### Has three tiers:

- a national tier (**Danish Food Cluster** – development and branding of the national cluster),
- a regional tier (**Future Food Innovation (FFI)** - open radical innovation and cooperation with knowledge institutions) and
- a sub-regional tier (**Engage Food** - create and support local businesses by identifying potentials, obstacles, development of new products and business models).

**All three tiers of initiatives are collaborating** with each other, targeting different segments of companies and/ or goals.

**If funded by the CDR**, initiatives are also privately funded. Some initiatives are EU co-funded: FFI is ERDF co-funded, Engage Food is LAG co-funded.

**European Region of Gastronomy 2017** is an initiative that tries to tie the regional and the more local initiative closer together with other affiliated industries such as education, tourism, culture and the HORESTA-scene.

### Targeted policy instrument

The Policy Instrument “Focused Growth” covers a few high priority growth areas among which the food sector is a top area of intervention. “Focused Growth” highlights the use of clusters, open innovation and smart specialisation to raise the number of innovative SMEs.

Central Denmark is focusing on innovation and differentiation of regional products and services. The ambition is to raise skill levels so that Central Denmark’s food businesses can maintain global competitiveness and increase their contribution to the overall growth of the region and the creation of added value.

### Engines for Change!

| STRING topic  | Learning needs  | Good practices  |
|---|---|---|
| <b>1. Food industry innovation ecosystem</b> frames (open labs, technopoles etc.)   | <p>The open labs and smaller manufacturing facilities( eg. advanced kitchens), that are available are too expensive for small start-ups to use and the incentive for the institutions to cater for these market segments isn't very strong</p> <p>The existing infrastructure should involve the entrepreneurs much more in ambition setting and running the initiatives.</p> | <p><b>InnovationCamps</b><br/>Cooperation between SME's, business academies and university colleges<br/>Innovation Camps is a way of establishing value added for education institutions, students and SME's with innovation-ideas and/or ambitions.</p> <p><b>Creating a public-private triple helix partnership</b><br/>Approach on building one coherent innovation ecosystem in Central Denmark Region (and Denmark).</p> |
| <b>2. Cross-sectoral cooperation</b> able to favour cross fertilisation especially with High Tech and Health Sectors  | <p>There could be great use of a more structured mode of cooperation between sectors where by the different stakeholder could engage with each other.</p> <p>We need to identify the means/ressources to develop the cross sectorial area even more – involving companies, institutions and hospitals (eg.)</p>   |   |
| <b>3. Improve role of agriculture and food innovation</b> in regional development by harmonising policy instruments   | <p>There is a need to better understand how we can service and help companies that aren't as agile and have a strong focus on production</p>  |   |
| <b>4. Promote added value</b> by linking innovation and production to real consumer needs by improving the commercialisation of R+D outputs and stimulate a demand driven instead of supply driven production | <p>New “power centers” close to the consumer, that can link consumers, knowledge institutions and companies?</p>  | <b>Future Food Innovation (FFI)</b> - open radical innovation and cooperation with knowledge institutions   |
| <b>5. Integration of SMEs</b> in clusters and intercluster cooperation between the participating food regions   | <p>We need better funding opportunities for SMEs (InClusilver). We need to connect large and small companies stronger. This adds value to projects.</p>   | <b>Engage Food</b> – Local development Platforms. Create and support local businesses by identifying potentials, obstacles, development of new products and business models   |



€  
1.72 M  
ERDF

Jan 2017  
Jun 2021



European Union  
European Regional  
Development Fund