



Speak to the Blue Globe Innovation Team -  
please email [info@blueglobeinnovation.com](mailto:info@blueglobeinnovation.com) to find out more.

## European Commission - Food Scanner Innovation Programme, Brussels, 2016-2017



### THE CHALLENGE

Food-related health problems such as cardiovascular disease, diabetes, obesity, and food allergies are on the rise worldwide. Heart disease is responsible for more than half of deaths across Europe and the International Diabetes Federation estimates that diabetes rates among adults in Europe will rise 23% by 2030. With these concerning numbers on the rise, the EU Food Scanner Innovation Programme sought to create a device that would scan food and give accurate information on nutrition data and allergen content in real-time, to encourage consumers to make healthier and safer choices.

### BLUE GLOBE'S APPROACH & STRATEGY

As innovation consultants, Blue Globe assisted in creating an innovation programme for the food scanner programme. The firm's involvement included the management of judges, selection of finalists, and the creation and transportation of food samples for testing. Building on our scientific experience and expertise, the Blue Globe team was able to organise the scientific judging, evaluation and testing of food samples. Blue Globe worked to create a scientific model to use for scientific validation of entries and worked with independent laboratories to evaluate samples and devices.

### OVERALL RESULTS

The Food Scanner Innovation Programme was a unique opportunity to develop innovations in a new and emerging field. Even without 100% success, the programme proved an important learning opportunity and chance to engage with the European innovation community. The networks formed through the Food Scanner Innovation Programme helped Blue Globe to establish an innovation training programme with the European Commission, creating and presenting innovation workshops to support multi-year innovation programmes across the continent. This overall innovation programme included a fund of over \$5 Million supporting NGOs and CBOs.