



Pathways towards a fair, inclusive and innovative  
Data Economy for Sustainable Food Systems

## Data4Food2030

**SCAR Workshop “Assessing digitalization in food systems”  
22 November 2022, virtual**



Funded by  
the European Union

Hosted by:



# The need



**Experiences in  
previous projects;**

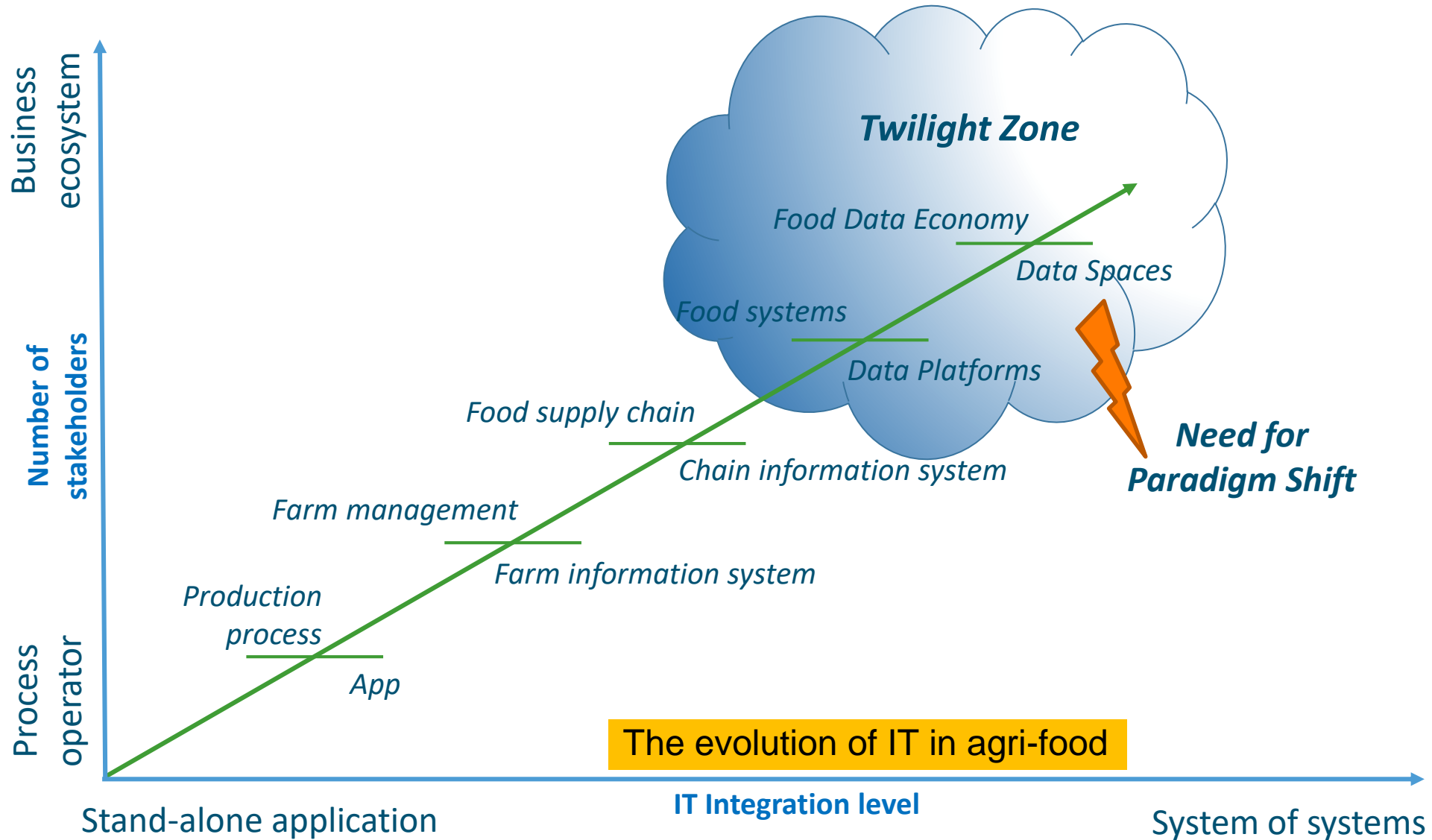
**Data sharing as the  
'hot potato'**

# Data Economy: An ambiguous **buzz word**

Crossing organizational borders:  
Necessary for the next phase in the  
digitalization of the food sector

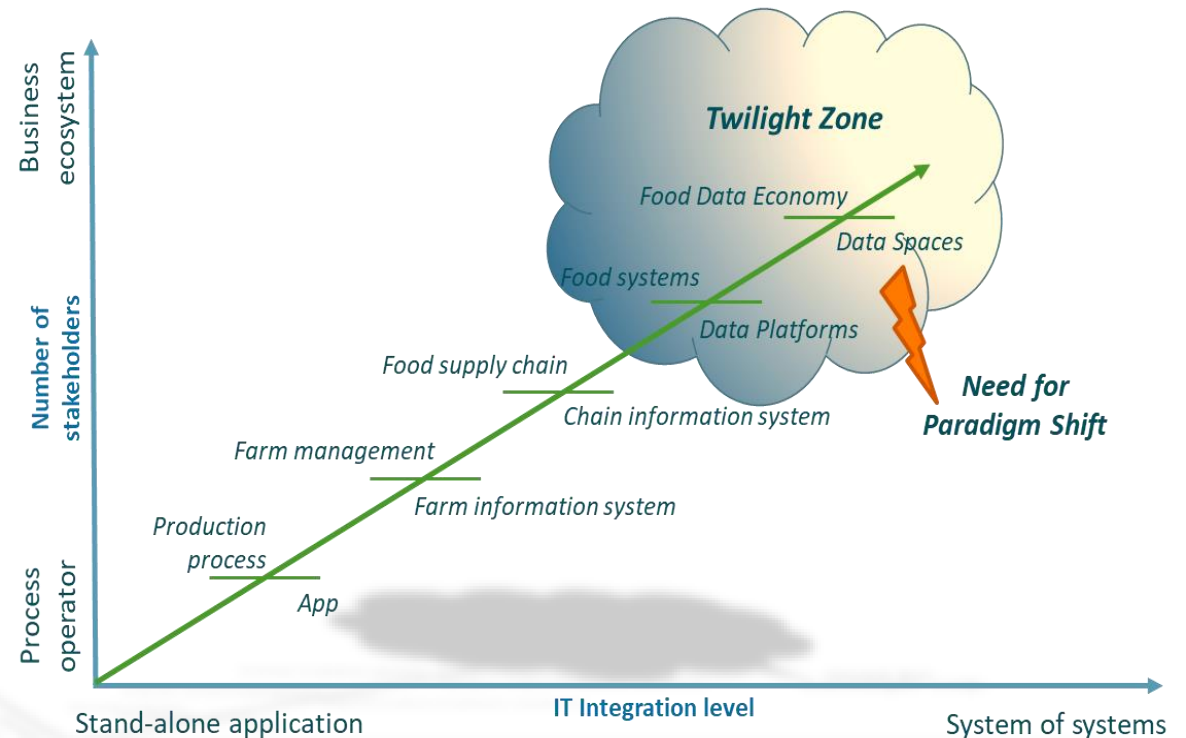
More insight on specific  
characteristics of data  
economy as critical success  
factor for new initiatives

# Target of the project



# Challenges

- Beyond user-centred design
- Focus on *data sharing* between multiple stakeholders in various roles
- (Eco)System of (eco)systems:
  - Multi-sided business models
  - Complex technical integration
- Funding also becomes complex





# Case Studies – data flows

## 2 Perspectives:

- From Farm 2 Fork, and even circular
- From Data Sharing to Governance in the food system

## Areas Addressed

- Covering 7 agri-food sectors
- Also including retail, tourism and waste management



# Project Approach

..the concept of  
**Data Economy**

**Specify**



..with **existing**  
**initiatives** in the food sector

**Hands-on  
approach**



**Define**



..indicators for progress  
of Data economy

**Dashboard for monitoring progress**

- Towards a common  
and shared vocabulary
- Embedded in Scientific  
Literature

- 9 case studies
- Observing the cases
- Mapping on dashboard
- Identify barriers
- Experiments with  
improvements

# Topics to address

## Paradigm Shift for Data Economy



ICT attracts huge funding, but technology moves faster than social sciences



Need for 'soft' assets to reach the potential  
(e.g. inclusiveness, fairness, resilience, variation)



Multisided Business models



Governance structures



Incentive structures



Trust



# Outcomes



**Policy recommendations** for facilitating and **stimulating Data Economy**



Develop **scenarios and roadmaps** for further development

**Better understanding of Data Economy, will allow the European food sector and citizens to harvest the sustainability benefits (PPP)**

# Our vision



## Our key deliverable

A critical mass of early adopters and agents of change across the stakeholder spectrum as the nucleus for the paradigm shift

# Thank you!



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