



An initiative of the European Union

CLUSTERS MEET REGIONS

MALMÖ

SWEDEN | 15-16
JUNE 2023

CLUSTERS AS BOOSTERS OF INNOVATION
IN INDUSTRIAL ECOSYSTEMS



#SingleMarket30

Session 3: Method: the role of enablers of Digital and Green Transition / FOOD INNOVATION

- The role of clusters in the design of FIRS Food Innovation
- From policy to practice: Cirkulär utvecklingshub, Presenting which stated needs the project met and a user case, **Marie Malmberg Lavsén**, CEO of Packbridge and **Ingrid Landgren**, CEO of Livsmedelsakademin

Moderation: **Ida Åstrand**, Region Skåne



FIRS Sustainable Food Innovation

En agenda inom Skånes innovationsstrategi för hållbar tillväxt

Livsmedel

2021



packbridge

The largest packaging ecosystem cluster in Europe





Connecting the packaging ecosystem



How?

- Seminars
- Projects
- Networks



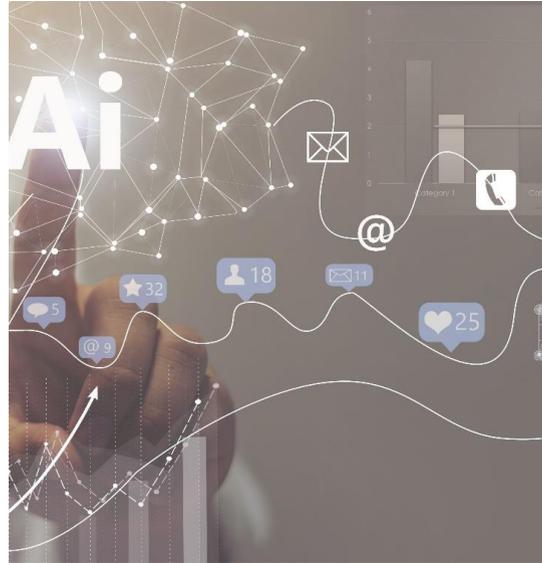
Who?

- Material producers
- Converters
- Brands
- Producers
- Recyclers
- Manufacturers

Focus areas



SUSTAINABILITY &
CIRCULARITY



DIGITALISATION & AI



INNOVATION &
TECHNOLOGY

“

central place for driving crucial dialogues within the packaging industry

”

- OSCAR HUGOSON, CEO, SCANFILL



Ingrid Landgren



Livsmedels- akademin

<https://www.livsmedelsakademin.se/>

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**An innovative,
competitive and
sustainable food
industry**

**We address complex
issues that no single
player can handle
on their own**

FOCUS AREAS

- Collaboration for Innovation
- Attractiveness and Competence in the Food system
- The Green transition/The protein shift
- Circularity
- Healthprevention by food and drinks





The Research and Innovation Council of Skåne (FIRS)

- FIRS is a forum for key stakeholders working with research and innovation in Skåne.
- A forum for discussion, collaboration and mobilization.
- High level members from Region Skåne, Universities, municipalities and the business sector.
- Common steering document, the Innovation Strategy.



Skåne's innovation strategy for sustainable growth

- Mobilising efforts around six areas of specialisation: Tech, **Food**, Life science & health, Smart sustainable cities, Advanced material & manufacturing, ESS, MAX IV & innovation system Science Village
- Improved co-ordination of the innovation system.
- Direct support - digitalisation, green transformation, innovation support, internationalisation, scale-up



The Agenda for Sustainable Food Innovation (FIRS, 2021)

A. ORGANIZE for innovation

A1. Establish a trippel helix platform (Food Industry –Academy and Public)- a **united voice**

A2. More **money** into the system in order to enable the Agenda

A3. Work for good access to **competence**

B. Priority AREAS – need to know more

B1. Circular development hub

B2. ESS och Max IV

B3. Several **test, demo and small-scale production facilities**

B4. Increase **genuine material recycling of plastic** from food packaging

B5. **Public meal** as an innovation-driving arena

B6. Increase production of **plant-based foods**

B7. Development effort for **AI, data and sustainable high-tech** in the food chain



FIRS – Team for Sustainable Food Innovation



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Marie Gidlund
Sweden Food Arena

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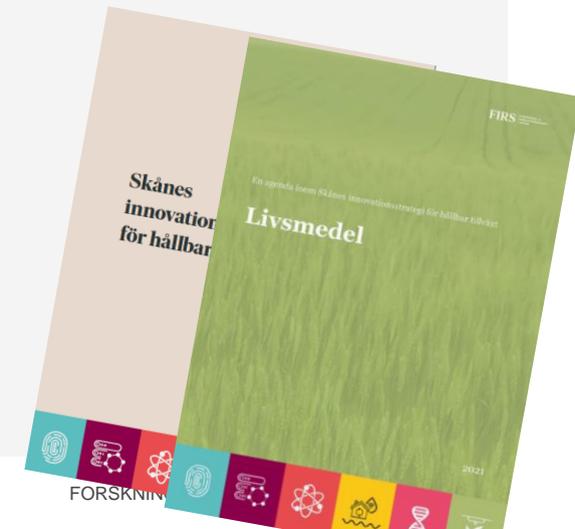
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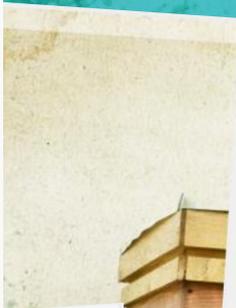
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Circular Development hub Food Industry



The project partnership today:



Högskolan
Kristianstad



Malmö stad



LUNDS UNIVERSITET
Lunds Tekniska Högskole



INCUBATOR & SCIENCE PARK



ESLÖVS
KOMMUN



IUC Syd
Innovation & Utvecklingscentrum



HÖRBY
KOMMUN



Livsmedels-
akademin



SLU



The Community

Create and facilitate a community where different parts of the food eco system meet up and create dialogue

The Transformation

Partnering food companies see actual progress in circular solutions

The Voice

Be the collective voice of the food eco system in the region to secure visibility and impact based on the regional prerequisites

#CircuLearnings

Be a circular development hive mind of collective learnings and knowledge



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