



International Conference of the Joint Programming Initiative A Healthy Diet for a Healthy Life

28th of March 2014

“Crowne Plaza Hotel Le Palace” Ginestestraat 3, Brussels Belgium

09.00 – 10.00	Registration
10.00 – 10.15	Opening by Máire Geoghegan-Quinn, the European Commissioner for Research, Innovation and Science
10.15 – 10.30	The achievements of JPI HDHL and the Implementation plan including official hand over moment Pamela Byrne, chair of the Management Board of JPI HDHL
10.30 – 11.00	Views on the JPI HDHL Implementation plan Hannelore Daniel, chair of the Scientific Advisory Board & Beate Kettlitz, chair of the Stakeholder Advisory Board
11.00 – 11.15	Public launch of DEDIPAC, the Knowledge Hub for DEterminants of Diet and Physical Activities Hans Brug, coordinator of DEDIPAC
11.15 – 11.45	Coffee break
11.45 – 12.45	Round Table – JPI HDHL, Horizon 2020 and European Commission – high policy discussion
12.45 – 13.45	Lunch break
13.45 – 16.30	Idea Factory* – an interactive networking session
16.30 – 17.00	Alignment between Horizon 2020 and the JPI HDHL John Bell, Director of Directorate Bioeconomy



*“Idea factory”

The **vision of JPI HDHL** is that in 2030 all Europeans will have the motivation, ability and opportunity to consume a healthy diet from a variety of foods, have healthy levels of physical activity and the incidence of diet-related diseases will have decreased significantly. As part of the next phase of Joint Programming, the **Implementation Plan** will be launched at the 2nd international conference of JPI HDHL and the focus of the presentations and discussion will be on the chances and barriers of this second phase.

During the second part of our conference, researchers, national and international policy makers, NGO’s, industry, other JPI’s and Research Infrastructure Initiatives will be invited to share their ideas about how to seize chances and overcome barriers regarding the implementation phase of joint programming in the area of Nutrition and Health in the so-called **Idea Factory**.

The **Idea Factory** is an interactive process with the overall goal to create intensive and interdisciplinary knowledge exchange about a specific theme, here the implementation phase of JPI HDHL, to generate good ideas on how to take the theme forward and to create energy and support to implement the best ideas generated.

Our conference audience will therefore be divided into small teams that will be asked to develop proposals regarding 7-8 questions (see below). The process is shaped as a competition where proposals are judged by a jury, both interim scores will be provided as well as a final score at the end of the competition. The scores are entered into an Excel spread sheet which is projected as a histogram on a large screen, so participants can see who is ahead. And of course as customary with a competition, the best team gets besides the honour also a prize.

Questions:

1. If you could choose one item in the area of Food and Health that can have the greatest impact on (European) citizens, which item would you choose and what is needed to achieve this impact?
2. What are the most important steps to foster a structured and effective collaboration between the communities of ‘Food’ and ‘Nutrition’; both in policy making and science?
3. How can we best create synergies and sustainable collaboration between JPI HDHL and existing Research Infrastructures (e.g. BBMRI, ELIXIR, EATRIS) and what would be a good first step?
4. There are a lot of different initiatives in the area of Food and Health (eg. JPIs, ETPs). How can we overcome duplication of efforts and create optimal synergy?
5. How can we increase the involvement of the industry (e.g. on the theme of Nutrition and Chronic Diseases) without losing our independence?
6. Most JPIs – including JPI HDHL – focus on aligning research and the policy related to this research on national and international levels. Should we focus more on the regional level? How?
7. The results of our activities mainly be seen in the long term, how can we keep a sharp focus on our end goal and how do we insure that our initiative maintains a high priority on the political agenda?
8. Open category

Jury criteria:

1. To what degree the idea/plan contributes to the actual question/problem
2. How clear is the strategy, and how adequate the methods chosen
3. Feasibility: how big is the chance the proposal will be implemented
4. Innovative potential: how innovative is the proposal
5. How much value for society and science does the plan generate