

New EU investment is to secure a healthier aging population

A new EU investment seeks to solve problems related to the rising elderly population. The solution is new nutritious foods achieved through innovative SME projects.

The rise in the amount of people over 60 in Europe will continue until 2030, since the “babyboom” born in the 1940’s will grow “old”. The rising amount of elder will place high demands on the healthcare system, but it also demands for new and innovative food and nutritious solutions. A 4.2 million euro EU investment and a consortium that covers nine countries and includes seven clusters and two universities is to resolve this relevant, rising problem:

“Within three years we are to develop new foods, but also products and services for the ageing population in Europe”, says Lotta Törner CEO at Livsmedelsakademi - the coordinating actor on the project, and continues *“among the elderly, malnutrition is actually a bigger problem compared to obesity”*.

The elderly often experience a worsening of the social situation, as they feel lonely and restricted due to physical or economic handicap. Better meal habits can have a big impact on the individual, both physically and mentally.

The project, which goes by the name INCluSilver, aims at supporting the collaboration between actors belonging to different sectors to generate innovative ideas in the field of personal nutrition for the silver population. It is funded by the EU Horizon 2020 program. The consortium partners are:

- Skanes Livsmedelsakademi (Sweden)
- Clusaga – Asociación Cluster Alimentario de Galicia (Spain)
- Dare – Distretto Agroalimentare Regionale srl (Italy)
- University of Surrey (United Kingdom)
- Danish Food Cluster (Denmark)
- National University of Ireland, Galway (Ireland)
- Corallia – Athena Research and Innovation Center (Greece)
- Innoskart ICT Cluster (Hungary)
- Association Agropolis International (France)

The generation of innovative solutions is achieved by supporting innovative SME projects:

“We want to collaborate with exciting entrepreneurs from all over Europe, and in total the project includes value coupons of 2,8 million euro”, says Magnus Lagnevik from Livsmedelsakademi, project coordinator on the INCluSilver project.

INCluSilver focuses on the needs of the elderly and consists of seven scientific areas: Functional food and nutrition, E-health, the connection between diet physical activity, information and social network, logistics and packaging and political- and health system.

The official start date of the project was 1st of March 2017.

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