



Lund  
2010

# "Enhancing health benefits of cereal foods - results, perspectives and challenges"

**"HEALTHGRAIN open innovation" and  
"HEALTHGRAIN kernel fractions availability"  
for healthier cereal foods**

*By Roberto Ranieri*

*Barilla G. e R. Fratelli, Società per Azioni*



*7 May 2010, Lund, Sweden*




Lund  
2010

***Which kind of further Services  
Healthgrain Forum  
could provide to the members?***



## Some of HG Outcomes/Products

Lund  
2010

- *Publications on scientific journals more than 100*
- *Powerful network of the cereal scientific community*
- *Bran fractions or derivatives – characterized for chemical, physical and contaminants presence*
- *Recognized logo* 
- *Shared whole grain definition*
- *HG web site*



*How to exploit this aggregation of knowledge,  
networking and trust?*

*Could be the “HG open innovation” and “HG  
fractions availability” a way?*



## *Open Innovation first definition*

Lund  
2010

### OPEN INNOVATION

*... “is a paradigm that assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as the firms look to advance their technology.” ...*

**(Henry Chesbrough )**





## Open innovation main areas

Lund  
2010

- Research and Development Platforms
- Marketing, Design & Idea Platforms
- Collective Intelligence & Prediction platforms
- HR & Freelancers platforms
- Open innovation software
- Intermediary open innovation services



# How open innovation works

Technological needs collection and analysis  
(inside the firm)



Open innovation challenge elaboration (provider/agency)



Posting (agency)



OR



Continuous evaluation of each proposal and feedback (+ active research **with the agency** network with many solutions – serendipity approach)

Receiving of all proposals after the posting period (no further interactions **with the agency** during the search)



Final solution chosen



Final solution chosen



# Open innovations - *A Powerful tool for technology transfer*

Lund  
2010

## Some Research & Development platforms:

- *InnoCentive - open innovation problem solving*
- *TekScout - crowdsourcing R&D solutions*
- *IdeaConnection - idea marketplace and problem solving*
- *Yet2.com - IP market place*
- *PRESANS (beta) - connect and solve R&D problems*
- *Hypios - online problem solving*
- *Innoget - research intermediary platform*
- *One Billion Minds - online (social) challenges*
- *NineSigma - technology problem solving*





# Enterprise Europe network

[http://www.enterprise-europe-network.ec.europa.eu/index\\_en.htm](http://www.enterprise-europe-network.ec.europa.eu/index_en.htm)

Lund  
2010



European Commission  
**Enterprise Europe Network**

European Commission > Enterprise Europe Network

Home   About   Services   Events   Success stories   News & Media

## Latest news

16 April 2010  
**Meet us at Hannover Messe (19-23 April)**

### Technology market

Buy or sell your technology through the Enterprise Europe Network. Browse more than **13,000 technology profiles from 45 countries.**

#### Latest technology profiles

2010/04/22, France:  
[Jellyfying urinal container to avoid nosocomial infections in hospitals](#)

2010/04/22, Poland:  
[Highly innovative photocatalytic paints with self-cleaning properties](#)

2010/04/22, United Kingdom:

## Your business is our business

The Enterprise Europe Network helps small business to make the most of the European marketplace. Working through local business organisations, we can help you:

- Develop your business in **new markets**
- Source or licence **new technologies**
- Access **EU finance** and **EU funding**



Click on the map to find your local branch

We have **572 member organisations** across the EU and beyond. They include chambers of commerce and industry, technology centres, universities and development agencies.  
[Learn more](#)

### My Network experience



**Pascal Cintract, UK, Cambridge**

'The Network organised me to attend a broker event in Barcelona. The meeting turned into a development project. My product – an always-on portable terminal – has now been launched in Spain.'

For the full story of how the Network helped Pascal Cintract, [watch our](#)

### Members' corner

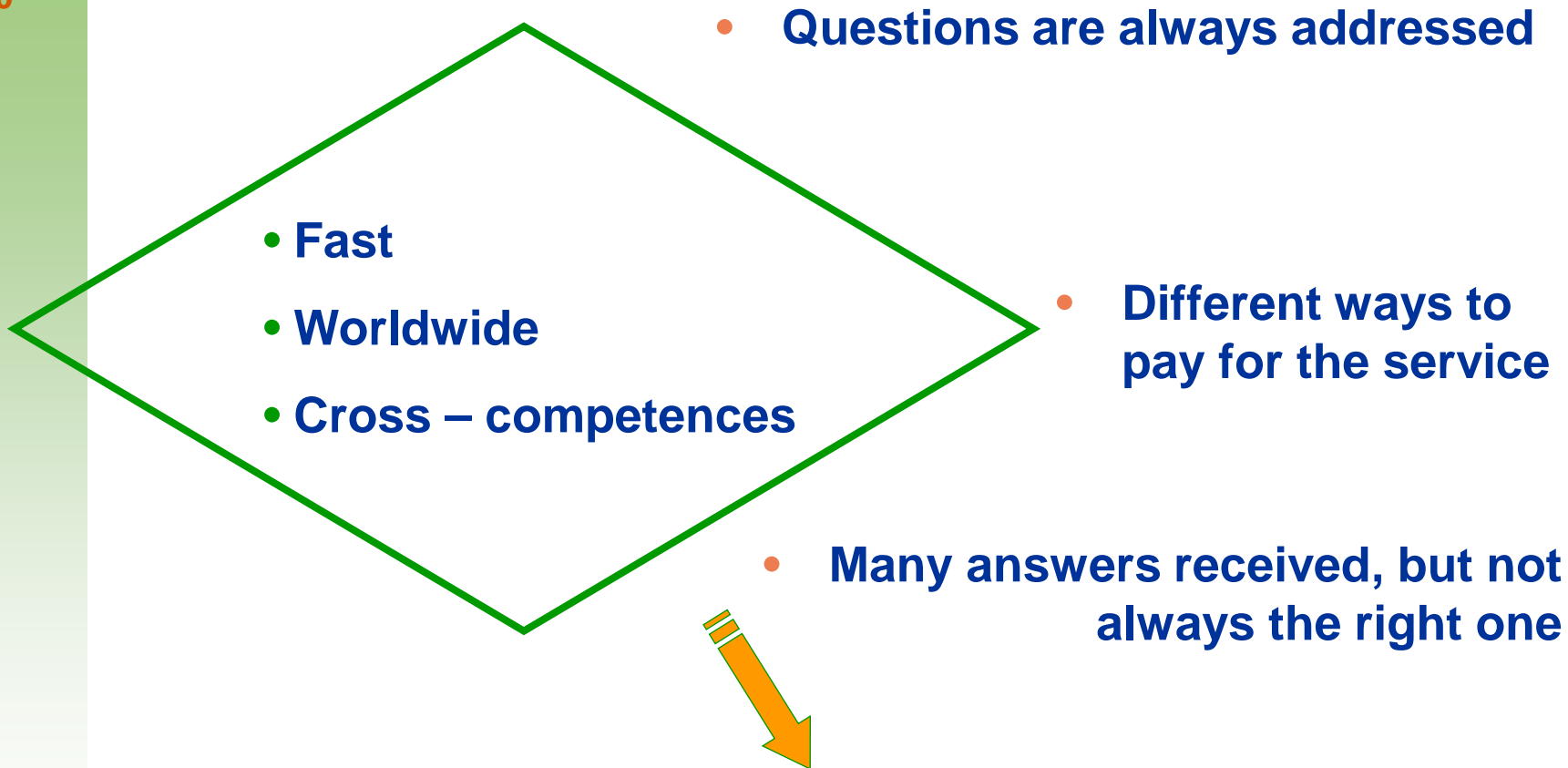
[Click here to log in](#) 





## How could be HG Open Innovation? (I)

Lund  
2010



***“HG Open Innovation” could be a real service for members***





## How could be HG Open Innovation? (II)

Lund  
2010

Technological and Scientific needs collection and analysis  
(inside the firm – **the firm needs to be enrolled to the HG Forum?**)

Open innovation challenge elaboration (**Healthgrain web site HG OpInn Team?**)

Posting

OR

Continuous evaluation of each proposals and feedback + active research **with the HG OpInn Team** network with many solutions)

Continuous evaluation of each proposal and feedback **directly with R&D firm**

Final solution  
chosen

Final solution  
chosen





# HEALTHGRAIN kernel fractions and others

Lund  
2010

## Potential “HG forum materials” supplying

- *Healthflour*
- *Whole grain flours coming from any species*
- *Each bran fraction used for Healthflour*
- *Durum and common wheat germ*
- *Aleurone*
- *AXOS*
- *New fractions/flour for new researches needs*
- *Tailored-made enzymes*
- *Microorganisms strains*



# General considerations

Lund  
2010

## *Pros*

- Fractions, as well as enzymes and microorganisms are described from scientific point of view
- There are almost technological specifications for bran fractions
- Availability
- Experience on end product impact
- Promotion for companies

## *Cons and questions*

- Who does the work?
- Does HG Forum coordinate it?
- Payment or feedback
- Are there clients?
- Experiences on these materials could be exchanged (updating the current HG data base)?





**Your comments  
and  
your ideas  
are  
very welcome**





HEALTH GRAIN

**Barilla**  
The Italian Food Company. Since 1877.

Lund  
2010

***Thanks  
for the attention***



***Thanks to: G. Tribuzio - Barilla G. e R. Fratelli SpA***

