WP8 WP6 CUSTOMER INSIGHTS ON THE SOCIAL ACCEPTANCE AND S-LCA, Workshop, 24 Feb 2021

Agenda

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 818312
Goal and schedule of the workshop

“Valuewaste 3 value chains – food, feed, and fertilizer from biowaste- and social acceptance”

“We do not know enough on the social acceptance and social –LCA, or which are the new sources of protein – we need an introductory workshop to gain insights for future. How can we make food system change – which are the barriers, challenges and opportunities”

“Prize- taste – texture” – what do the consumers expect?

Expected output of the workshop: We gain insights on the social acceptance of Valuewaste solutions as part of business development – how the companies can benefit when developing their business models and commercialisation strategies? We aim to gain a richer understanding on peoples and consumers opinions on new products, how the culture affects, in the end – what do we know on the consumers acceptance on new products, and what do we not know yet? Which external stakeholders and consumer groups need to be involved?

The workshop presents a systematic approach and the results will be reported as part of D8.3 M32.

Starting 24th of February at 12.30 CET (13:30 Finnish time) the Flight to discover Customer insights of Social acceptance and Social LCA

Finnishing at 15:30 CET (16:30 Finnish time)

All participants are asked to take a look and answer the pre-survey: https://link.webropolsurveys.com/S/B289634620330455
J12:30-12:35 Check in for the Agenda, Dr. Tuomo Eskelinen, Savonia
12:35-12:40 Boarding, Ms. Silja Huttunen, Savonia  www.pollev.com/siljahuttune820

12:40-12:50 S-LCA, Dr. David Fernandez, CETENMA
12:50-13:10 Social acceptance, Dr. Munjur E. Moula, Aalto University
13:10-13:15, Discussion & questions
13:15-13:20, Break
“Where we are – where should we go and how”
13:45-14:15 Discussion on the ideas altogether in 1 group
14:15-14:30 Break
“Please take a customer- or producer point-of-view for the next exercise”
14:30-15:00 Fast MC Evaluation, Into online tool/Savonia
15:00-15:30 Landing: Discussion and feedback on the preliminary results
Check out, Please describe your experience with one word at www.pollev.com/siljahuttune820