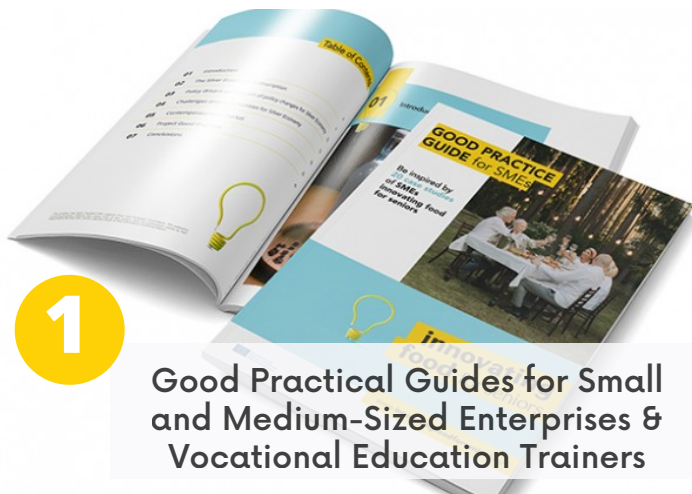


Be inspired

by our...



1

Good Practical Guides for Small and Medium-Sized Enterprises & Vocational Education Trainers

2

Self-Assessment Tool Measuring the Innovation Readiness of your Company

Personalised Report

Innovation Readiness for Innovating Food for Seniors




and

Open Education Resources!

ABOUT US

Innovating Food for Seniors

is an Erasmus+ project co-funded by the European Commission. It provides open-source educational guides, tools and resources to help small and medium-sized enterprises (SMEs), vocational training institutions and policymakers in the food sector cultivate their readiness, skills and abilities to innovate and capture the niche market for senior food.

 pifsproject
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 innovative-food-for-seniors



innovating food for seniors

A Digital Path towards Innovating Food for Seniors

www.innovatingfoodforseniors.eu

Project Partners



FH MÜNSTER
University of Applied Sciences



University of
Nottingham
UK | CHINA | MALAYSIA



European
E-learning
Institute

Co-funded by the
Erasmus+ Programme
of the European Union



MODULE 1

The Opportunity Landscape



- The Senior Market Opportunity in Europe
- Using Innovation to create Opportunities
- The Design Thinking process
- The Food Market for Seniors, where the Opportunities are

MODULE 2

Personalised Nutrition for Seniors



- The Healthcare & Nutritional needs of Seniors
- Innovative Solutions and Food Fortification for Health Management
- Allergens / Anti-nutrients
- Natural Nutrition and Functionality of ingredients

MODULE 3

Consumer Insights & Market Positioning



- Senior Consumer Attitudes & Expectations
- Market Research Tactics
- Using this Information to Market, Brand and Innovate more Effectively
- Resources

MODULE 6

Marketing to Seniors



- Marketing & Branding to the Senior/Silver Food Market
- Creating a Marketing Strategy
- Innovative Marketing Techniques
- Increasing Brand Awareness

MODULE 5

Food Product and Service Commercialisation for Seniors



- Seniors' Unique Barriers and Needs in Food Product and Service Innovation
- Business Model – Bridging Innovation and Functionality
- Pricing and Costing
- Distribution Channels

MODULE 4

New Food Product Development, for Seniors



- Designing New Foods for Seniors
- The Phases of New Product Development
- Nutrition & Health Claims
- Innovative Packaging Formats & Food Labelling
- Sensory Analysis & Consumer Testing

Our modules are supported by an educators' guide.

They have been tested and validated by experts. The course's modular design also allows educators and trainers to adjust and adapt the training according to the specific needs and circumstances of the setting and target group.

What are in them?

- Evidence-based Content
- Practical Examples
- Exercises/Quizzes
- Additional Materials
- Multimedia

Our goals

Equipping food SMEs with the necessary food innovation knowledge and entrepreneurial skills to introduce nutrient-enriched and segment-specific food products and services to the senior market!