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.

Project Partners

www.innovatingfoodforseniors.eu
Discover our 6 Educational Modules with Educators' Guide

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 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

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 6
Marketing to Seniors
- Marketing & Branding to the Senior/Silver Food Market
- Creating a Marketing Strategy
- Innovative Marketing Techniques
- Increasing Brand Awareness

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.

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!

What are in them?
- Evidence-based Content
- Practical Examples
- Exercises/Quizzes
- Additional Materials
- Multimedia