



Food Scanner Prize

MADIMA 2015

8 September 2015 – Genova, IT

Gerald Cultot

DG Communications Networks, Content and Technology, European Commission

\$5 million vs \$500

Price of the fastest supercomputer in 1975 vs
a smartphone with better performance in 2015

\$70 000 vs \$0.03

Cost of a gigabyte in 1985 vs 2015

1 billion vs 3 billion

Number of internet users in 2005 vs 2015

The world is changing from analog to digital



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DG CONNECT Mission statement

- *"The DG helps to harness information & communications technologies in order to:*
 - ***Create jobs and generate economic growth***
 - ***Provide better goods and services for all and***
 - ***Build on the greater empowerment which digital technologies can bring in order to create a better world, now and for future generations."***
- *Our Unit coordinates research for health and well-being of citizens, including integrated care: short and mid-term, we will target the personalised, preventive healthcare of the future.*



THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020

7 years (2014 to 2020)

€80 billion

Biggest EU research and innovation programme

€7 billion

For Health, Demographic Change and Wellbeing Challenge



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Health & Well-Being Unit

We support
R & I
ca 100M€/year

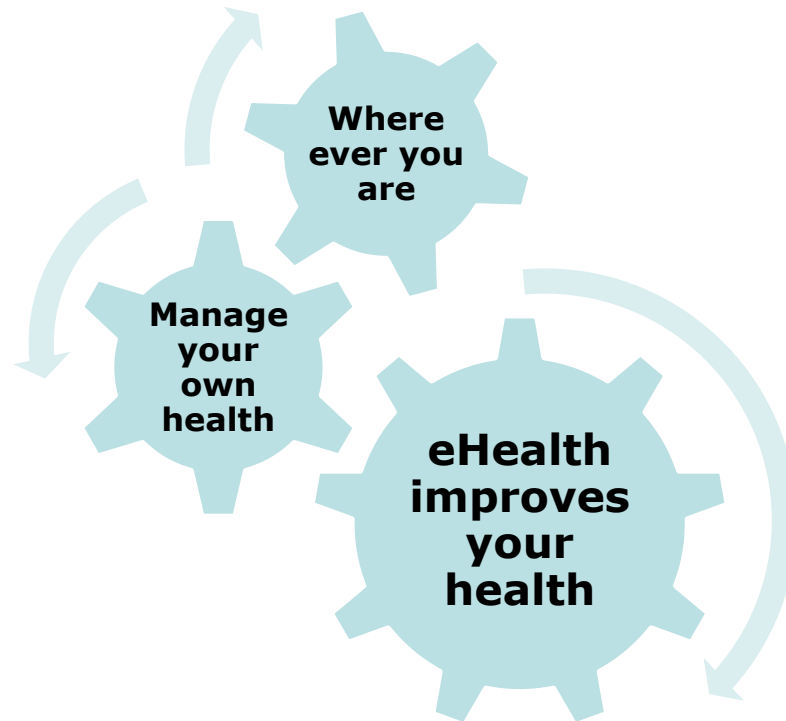
Horizon 2020



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Message to Citizens



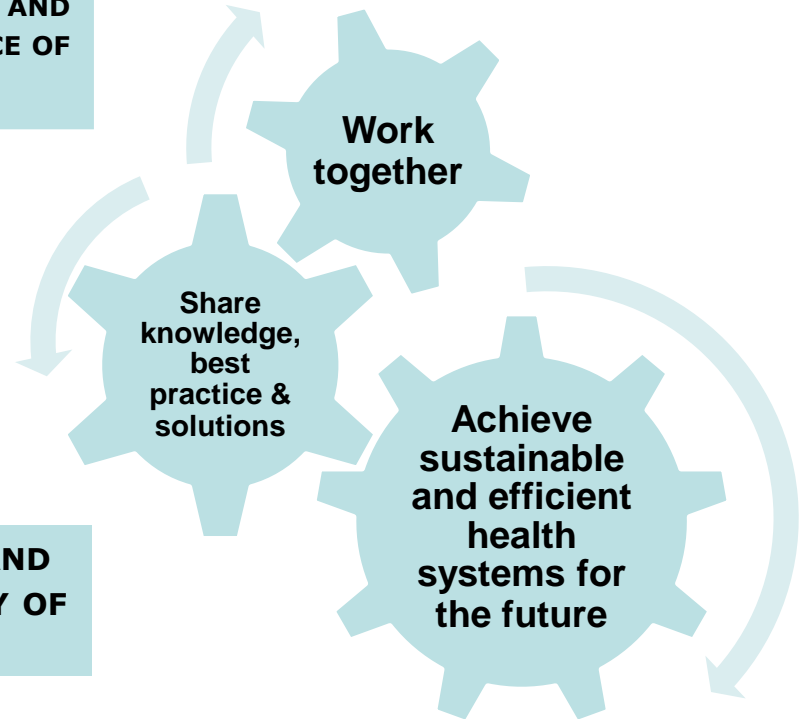
Message to Member States

**SUSTAINABILITY OF
HEALTHCARE AND SOCIAL
SYSTEMS**

**AGEING POPULATION AND
GROWING PREVALENCE OF
CHRONIC DISEASES**

**INCREASED DEMAND FOR
EXPENSIVE TECHNOLOGIES**

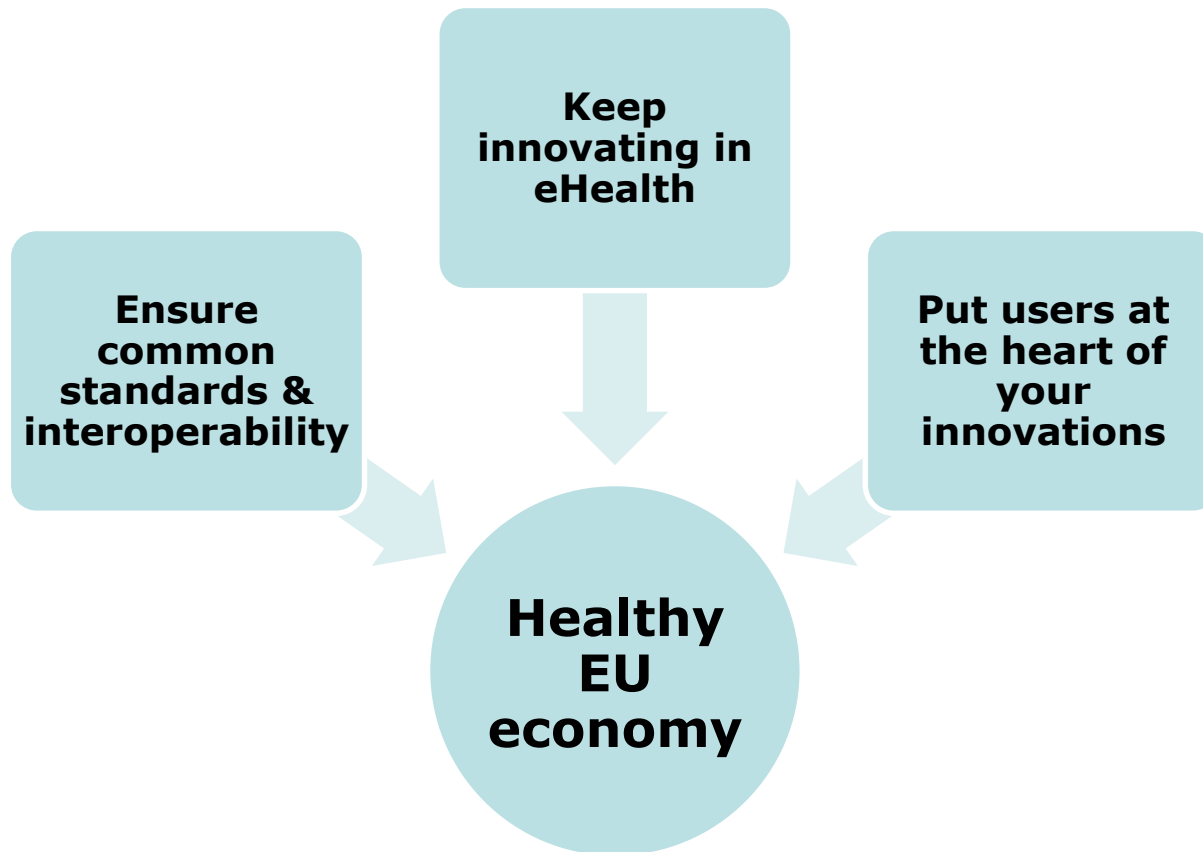
**MOBILITY OF PATIENTS
AND HEALTH
PROFESSIONALS**



**SHORTAGE OF HEALTH
PROFESSIONALS**

**INCREASED DEMAND
FOR HIGH QUALITY OF
CARE**

Message to Industry



Messages to Researchers

**Europe wants to invest in
YOU**

**Bring together top EU brains
& build solutions for
healthcare**

**Better care, bigger savings,
increased jobs and growth**

What do we do in H1?

**eHealth Action Plan
2012-2020**

Our vision

ACTION PLAN RESPONDS TO:

- **CLIMATE OF BUDGETARY CONSTRAINTS OF HEALTH SYSTEMS**
- **AGEING POPULATION**
- **CITIZENS' EXPECTATIONS**

PROMOTING INNOVATION FOR:

- **BETTER HEALTH AND CARE**
- **TRANSPARENCY AND EMPOWERMENT**
- **MORE SKILLED WORKFORCE**
- **MORE EFFICIENT AND SUSTAINABLE HEALTH AND CARE SYSTEMS**
- **NEW BUSINESS OPPORTUNITIES IN EUROPE AND BEYOND**

Operational objectives



**ACHIEVING WIDER INTEROPERABILITY OF
EHEALTH SERVICES**



**ENSURING WIDER DEPLOYMENT &
FACILITATING UPTAKE**



**PROMOTING INTERNATIONAL
COOPERATION**



**SUPPORTING RESEARCH, DEVELOPMENT
AND INNOVATION**

Why the food scanner prize?



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Horizon Prizes in 2015

www.ec.europa.eu/horizonprize



Horizon
Prize

#horizonprize

Can you crack
the **challenge** ?

BETTER USE OF ANTIBIOTICS

**BREAKING THE OPTICAL TRANSMISSION
BARRIERS**

MATERIALS FOR CLEAN AIR

COLLABORATIVE SPECTRUM SHARING

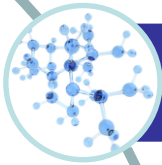
FOOD SCANNER



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Why are we launching prizes?



Major problems, difficult to solve



Limitations of standard ways of innovation (e.g. research grants)



Solution requires "out of the box" thinking



Leverage the power of the crowd and open innovation



Reduce cost and risk associated with standard innovation programmes



Non Communicable Diseases on the rise





Prevention through behavioural change is to reduce harm to citizens and our healthcare systems



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Biological

- Hunger
- Taste

Economic

- Cost
- Availability

Physical

- Skills
- Time

Social

- Culture
- Family & peers

Psychological

- Mood
- Stress

Attitudes

- Beliefs
- Knowledge about food

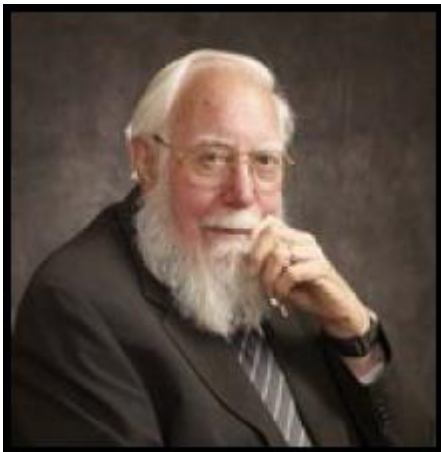
Major determinants of food choice



Food Scanner technological challenge

"There is not, and probably never will be, a method that can estimate dietary intake without error."

GH Beaton 1994



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RULES OF CONTEST





Develop an affordable and non-invasive mobile solution to successfully assess nutrition facts and detect potentially harmful ingredients in food



Food Scanner Prize objectives

Develop an affordable and non-invasive mobile solution to successfully assess nutrition facts and detect potentially harmful ingredients in food



Requirements

1. Measurement of nutrition facts

- Energy value (calories)
- Fat (saturates, mono-unsaturates or polyunsaturates)
- Carbohydrates (sugar, polyols, starch)
- Protein

The minimum level of accuracy for these measurements is:

- o 5% for homogeneous food
- o 15% for heterogeneous food

2. Detection of allergens & ingredients causing intolerance

- Egg
- Gluten
- Hazelnuts
- Milk
- Peanuts

The minimum mandatory level of detection is 2%.

3. Detection of chemicals

- Dichlorodiphenyltrichloroethane (DDT)

The minimum mandatory level of detection is 1%.





Develop an affordable and non-invasive mobile solution to successfully assess nutrition facts and detect potentially harmful ingredients in food



Launch
Jul. 2015



Deadline
Mar. 2016



Evaluation
Q2 2016



Cash reward
€1 000 000



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Participation criteria

Who can join the contest?

- ***Any legal entity or groups of legal entities in EU Member States or in countries associated to Horizon 2020, the EU's research and innovation programme***

How can the challenge be met?

- ***The prize rules give contestants total freedom to come up with the most promising and effective solution***
- ***Rules of contest have been published on 22 July 2015***



Applications start tomorrow!



Crack the **challenge**

€ 1 million prize purse

Deadline for submission **9 MARCH 2016**

www.ec.europa.eu/horizonprize/foodscanner

#horizonprize #foodscanner



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Communication channels

Digital Agenda for Europe


Food Scanner Inducement Prize

ec.europa.eu/horizonprize/foodscanner

CNECT-HEALTH-PRIZE@ec.europa.eu

 @EU_eHealth #foodscanner

 linkd.in/1BIGxnF



[Food Scanner Horizon Prize - YouTube](#)



www.youtube.com/watch?v=v0uggsj4Ars

Jul 22, 2015 - Uploaded by DigitalAgendaEU

Can you crack this challenge? Invent a **food scanner** that can provide all kind of details: - number of calories ...

A group of runners in various stages of a race, depicted as silhouettes with a rainbow color gradient from red to purple. The central figure has their arms raised in a celebratory gesture.

**THANK YOU
And Good Luck!**



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