



nieuwe Voedsel en Waren Autoriteit
*Ministerie van Landbouw, Natuur en
Voedselkwaliteit*

JPI A healthy diet for a healthy life

- JPI: concept and benefits
- Vision
- Research areas
- Governance



European research area

- Today, 85% of public R&D is programmed, financed, monitored and evaluated at national level
 - Less than 6% of total R&D investment is financed in a cross-border collaborative manner
 - Lisbon strategy: R&D is key driver to growth and jobs

 - Duplication of research programmes
 - National programmes lack required scope and depth
 - Procedures complicate cross-border programmes, e.g. pooling of data
 - Expertise scattered across Europe
- **JP: working together to tackle common challenges more effectively; to achieve major breakthroughs and tangible societal impact**



Joint Programming: the concept

- MS engaging in the definition, development and implementation of a common strategic research agenda based on a common vision of how to address major societal challenges (that no MS is capable of resolving alone)
- It may involve strategic collaboration between existing national programmes or jointly planning and setting up entirely new ones
- Putting resources together (critical mass), selecting or developing the most appropriate instruments, implementing and collectively monitoring and reviewing progress
- Thus increasing efficiency and impact of national public research funding in strategic areas
- JP requires concrete commitments and actions by MS and rethinking and reorganisation of how national research programmes are defined and implemented



Theme: health, food and diet-related diseases

High Level Group on JP (GPC) within CREST (EU Committee for Scientific and Technical Research) identified themes for JPIs, including Health, food and prevention of diet-related diseases

- Trend towards poor diets (> prevalence of obesity) and low physical activity
→ increased prevalence of chronic diseases which are largely preventable
- Elimination of lifestyle risk factors: around 80% of cases of heart disease, strokes and type 2 diabetes and 40% of cancers could be avoided
- Health is key driver for Europe's growth and prosperity. Improving population's health and well-being → economic benefits for society and improved productivity and competitiveness
- Research in food and health in MS is fragmented and not standardised; few integrated or transnational programmes
- Substantial research effort needed to advance understanding about interaction between food, nutrition, genetics, lifestyles and health



History and process

- 3 December 2009: Competitiveness Council recognised this as an area suitable for JP
- Commission's recommendation of 28 April 2010: MS are encouraged to develop vision, SRA and IP
- Presidency text, 8 June 2010 on launch of JPI: invites MS to develop vision and SRA and implement it with Commission support; recognises benefits from common approach and recommends actions

Activities:

- March 2010: workshop for MB, The Hague
- June 2010: scientists provided further input for draft vision document
- July 2010: MB meeting to discuss and agree on draft vision
- September 2010: vision document ready
- October 2010: submission of CSA



Benefits of JP

- Addressing common challenges, developing common solutions by working together
- Avoiding duplication and leaving no gaps
- Combining and promoting scientific excellence (joint calls, peer review)
- Using public resources and research funds more efficiently and effectively
 - Pooling of data, increased impact of research outcomes
 - Better exploitation of data from clinical trials and cohorts
 - Developing new technologies, approaches and methods
- Achieving breakthroughs and having critical mass
- Obtaining better data to base decisions on and achieve vision

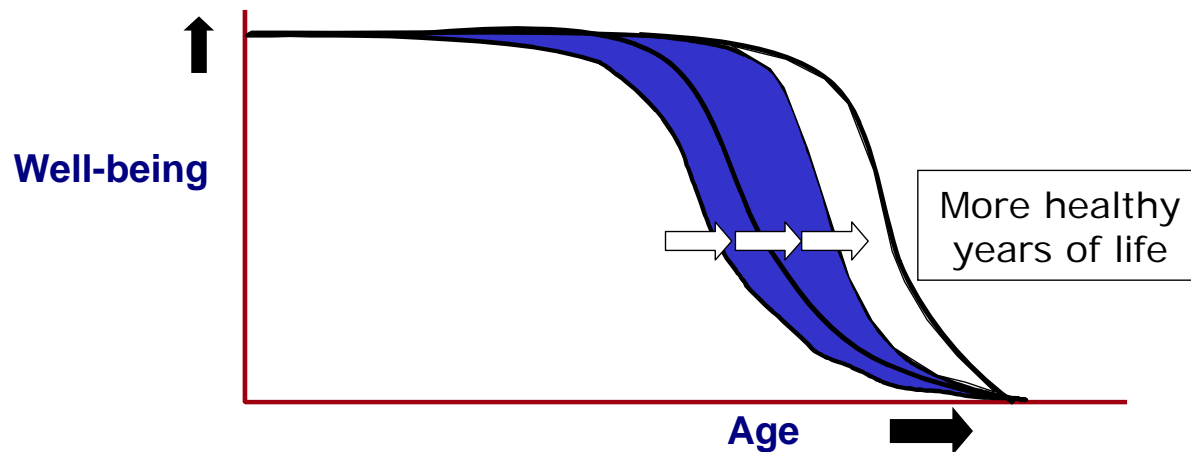


Vision of JPI A healthy diet for a healthy life

- In 2030 all Europeans will have the motivation, ability and opportunity to choose a healthy diet from a variety of foods, have healthy levels of physical activity and the incidence of diet-related diseases will have decreased significantly
- Strategic goal:
To change dietary patterns based on developments in food-, nutritional-, social- and health sciences and to develop innovative product formats that will, together with concomitant changes in physical activity, have a major impact on improving public health, increasing the quality of life and prolonging productive life



Healthy ageing: preventing or prolonging the onset of diseases to more healthy years and quality of life





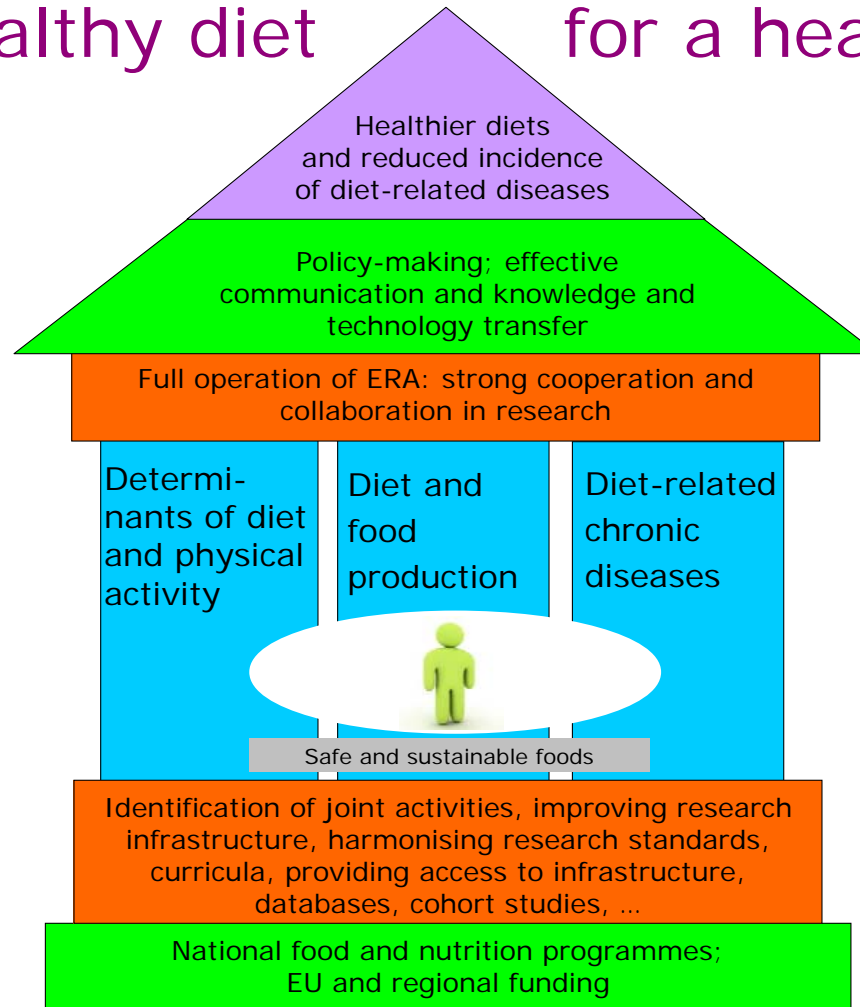
Research areas

Three areas of research were identified by MB:

- Lifestyle → Determinants of diet and physical activity
- Diet → Diet and food production
- Diet-related chronic diseases



JPI A healthy diet for a healthy life





Determinants of diet and physical activity

Ensuring the healthy choice is the easy choice for consumers

The challenge is

to understand the most effective ways of improving public health through interventions targeting dietary and physical activity behaviours

In 2030, all European consumers will have the motivation, ability and opportunity to choose a healthy diet



Diet and food production

Developing high-quality, healthful, safe and sustainable food products

The challenge is

to stimulate the consumers' selection of foods that fit into a healthy diet and to stimulate the food industry to produce healthier foods

In 2030, all European consumers will have a good choice of healthy products to choose from, so that the healthy choice has become the easy choice



Diet-related chronic diseases

Preventing diet-related, chronic diseases and increasing the quality of life; delivering a healthier diet

The challenge is

to prevent or delay the onset of diet-related diseases by gaining a better understanding of the impact of nutrition and lifestyle on human health and diseases

In 2030, the incidence of diet-related chronic diseases will have decreased significantly and will continue to decline thereafter



Achieving the vision

- Identify research challenges and topics for each area
- Identify LHF: low-hanging fruit; projects with potential for cooperation and success in near future
- Establish infrastructure: long-term longitudinal studies, randomly-controlled dietary intervention studies and research standards
- Address horizontal issues:
 - Develop effective communication strategies
 - Ensure technology transfer
 - Networking: liaise with other (European) initiatives
- Make JPI operational



Governance

