



“afresh” is an EU project supported under the 7th Framework Programme for Research and Technological Development in the European Union. The project’s participants come from eight EU countries: Region Stuttgart (DE), Languedoc-Roussillon (F), Vlaanderen (BE), Galicia (E), Nijmegen (NL), Mazovia (PL), Észak-Alföld (HU), Liverpool (GB).

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Innovation for a healthy lifestyle

EU-Projects of the future



“afresh” – Innovation for a healthy lifestyle

Healthy food and physical activity contribute considerably to the prevention of diseases. Here, the key is to use appropriate concepts and products. “afresh”, the new EU project, uses a dual approach bringing together diet and physical activity.

The starting points for the project are:

- Research and economic players from eight European regions with strengths in the food industry as well as in the physical activity and health sector (food and health clusters) intend to join forces for scientifically based innovations in the health economy.
- A joint research agenda is to foster projects and investments.
- Cooperation will lead to innovative concepts for products and services in the food and health clusters to enable a healthy and adapted lifestyle.
- Aligned to the regional strengths – the participating regions range from the Spanish Atlantic coast to the Hungarian thermal springs regions, from the British Merseyside region to the South of France – the health economy will be supported; knowledge and good practice will be exchanged; researchers, businesses and public bodies will get access to international platforms.

“afresh” is a project supported by the Seventh Framework Programme for Research and Technological Development (FP7) in the European Union. It is funded within the section “Regions of Knowledge” which aims to strengthen innovation and investment capacities. The project duration is three years.



The following project activities are planned

- Seminars to analyze supply and demand in the cluster regions
- Looking at the barriers to healthy lifestyles
- Workshops for a strategic orientation towards innovations
- Study visits for the preparation of a joint research agenda
- Round tables for integrated concepts of new products in the food, physical activity, games, health education sectors including information and communication technologies and services
- Conferences for the food, health and physical activity industries
- Health screening and counseling
- Media coverage
- Mentoring and training for emerging clusters



“afresh” is a member of the European “Food-Cluster-Initiative” bringing together food-specialized regions.

www.foodclusterinitiative.eu