



EIT FOOD EVENT FOLLOW UP #EATINGTHEGAP ZÜRICH - UPCYCLED INDUSTRY

RETHINK RESOURCE GMBH – 10/12/2020

UPCYCLING

Upcycling of is one of the most innovative and important techniques to turn industrial side-streams into sustainable products. It's not only helpful for waste management and for our planet in the long-term; everyone can benefit from efficient side-stream usage in the industry – companies, clients and the economy.

We, at RethinkResource, think that an Industry where companies use their side-streams and change their production habits is not only possible but can be adapted to the Mainstream. Moving from a linear to a circular economy is in the interest of all of us and crucial for progressive economic activities.

THE EVENT

Sponsored and supported by EIT Food, Europe's leading food innovation initiative, we organized an Online-Event to gather members from the industry, independent experts, professors & researchers, and innovation agencies to connect and network. Common goal was to compare existing ideas and possibilities of Upcycling and to discuss potential opportunities, challenges, and hurdles in the implementation of Upcycling in the Industry.

The Event was divided into a presentation by Rethink Resource's Founder & CEO Linda Grieder and smaller work group sessions under different topics. Each group changed the work sessions after 20 min. so that everyone got insight form every topic. The event closed with final words from Linda, a Wrap-Up and Networking.

While preparing the Event, Linda interviewed key leaders and experts in the industry regarding Upcycling. The Recordings are openly viewable in our YouTube Account: **Upcycled Industry**. The interviews gave some new insights to prepare the Event. Also, the interviews in this online format replaced the speakers from a live event.

KEY OUTCOMES

- We need to communicate enough information for the consumers to gain trust in the products – there are many types of consumers and all of them must be addressed
- We need to keep a focus on the taste/high quality – products that don't taste well, won't be bought
- We need to find suitable wordings/terms for upcycled products – waste might be seen as a barrier for some consumers
- We need to organize more events like this – networking and the building of platforms is the key

LIST OF REGISTRATIONS

1. Emily Amann – Independent
2. Matthieu Arnoult – University of Reading
3. Jessica Aschemann-Witzel – Aarhus University
4. Daniele Asioli – University of Reading
5. Tjasa Blaznik – Atlantic Droga Kolinska
6. Eva Bucherer – Pusch
7. Davide Carrino – EUFIC
8. Christine Crosby – Hero Group
9. Paola De Bernardi – University of Turin
10. Robert Despineux – Döhler GmbH
11. Andrei Dobrin – Senex SIGAD
12. Leanne Ellis – Food Innovation Wales
13. Stéphanie Estoppey – STUDIOCOLONY
14. Mariana Fazenda – University of Cambridge
15. Olafur Fridjonsson – Matis ltd
16. Ana Garavito – Döhler GmbH
17. Klaus Gassenmeier – Givaudan Intl.
18. Anna Gilchrist – DEI SENSI
19. Paula Hernández Cárdenas – University of Milan
20. Caroline Hilti – Independent
21. Margot Huber – Wertstatt 8
22. Manuela Hunziker – SBB AG
23. Bruno Iñarra – AZTI
24. Lene Iversen – Peter Larsen
25. Anuj Jha – University of Reading
26. Jeroen Kerssies – Foodpairing
27. Heike Kiefer – SBB AG
28. Thomas Kimmenauer – Swiss Combi
29. Marijn Lanting – MCLS
30. Candice Lelièvre – ACTOR
31. Mariia Leva – CF Tabletochki
32. Lora Lyubenova – Bulgarian Industrial Association
33. Anna Macready – University of Reading
34. Lynda Mallett-Pasmore – Culinary Arts Academy
35. Mélanie Marquis – Symrise

36. William Meyer – business interest
37. Nadina Müller – ZHAW
38. Tarek Nounou – Döhler GmbH
39. Cristian Ormindean – Bucharest-Ilfov Regional Development Agency
40. Anne Ratsimandresy – ESCP Bsiness School
41. Anneli Ritala – VTT
42. Fabienne Ruault – EIT Food
43. Kathrin Rüegg – Innosuisse - Enterprise Europe Network
44. María Del Pilar Salazar Gallego – Food Bioscience group CIAL (UAM-CSIC)
45. Romeo Sciaranetti – Swissmill
46. Jasmin Schubert – BIO.NRW
47. Anders Skeem – Food & Bio Cluster Denmark - Enterprise Europe Network
48. Mirko Stanic – Tetra Pak

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8. Philipp Erbach – RethinkResource GmbH
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27. William Meyer – business interest
28. Zully Montenegro – Independent
29. Nadina Müller – ZHAW
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31. Fabienne Ruault – EIT Food

32. Kathrin Rüegg – Innosuisse - Enterprise Europe Network
33. Anders Skeem – Food & Bio Cluster Denmark - Enterprise Europe Network
34. Philipp Wesselburg – RethinkResource
35. Davide Carrino – EUFC

PERSONAL NOTE AND THANK YOU

We want to say a big **THANK YOU** from the whole RethinkResource Team to every one of you. The event may have been organized by us, but it was you, the participants, who made it so interesting and led the way to new ideas. We enjoyed the fascinating discussions, the networking, and the new generated ideas a lot and are looking forward to other Events like this – especially in person as soon as it is possible again.

Also, we want to thank EITFood who made it possible for us to organize and host this Event. If you enjoyed the Event and Food Innovations in general, you should look out for them online. Here's the link to their Website: <https://www.eitfood.eu/>



This activity has received funding from EIT Food, the innovation community on Food of the European Institute of Innovation and Technology (EIT), a body of the EU, under the Horizon 2020, the EU Framework Programme for Research and Innovation

Stay healthy and all the best wishes for 2021

YOUR RETHINK RESOURCE TEAM
