



# The *JOINT PROGRAMING INITIATIVE*

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National Consultation Workshop

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## Grand Challenges in Food & Health

Healthy Society

Competitive Industry

Science & Technology

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European governments are struggling with and allarming increase in obesity and diet-related Diseases, including malnutrition and micronutrients deficiency in subgroups of the population





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## The Health Challenge

Non-communicable chronic diseases represent 77% of disease burden and 86% of mortality in Europe (WHO EURO Nov 2010)

Obesity is a known risk factor for numerous non-communicable diseases (OECD, 2010c)

Globally, at least 2.8 million people/year die as a result of being overweight or obese (WHO, Global status report on non-communicable diseases 2011)

Excess weight problems in childhood are associated with an increased risk of becoming an obese adult, and with other health concerns (OECD, 2010c; Currie et al., 2008)

Poor diet, sub-optimal lifestyle choices and obesity are implicated as key determinants in many chronic diseases including metabolic disorders, heart disease, stroke, some cancers, chronic respiratory diseases and diabetes.



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## The Health and Societal Challenges

- ✓ 1.46 billion adults and 170 million children overweight or obese worldwide in 2008 (Swinburn et al, 2011 The Lancet);
- ✓ Out of the 36 million people who died from chronic disease in 2008, nine million were under 60 and ninety per cent of these premature deaths occurred in low- and middle-income countries;
- ✓ In 2030 without successful interventions 65 milion more obese adults in the USA and 11 million more in UK alone with an additional 6-8.5 million people with diabetes, 5.7-7.3 million with heart disease and stroke and 492.000-669.000 with cancer;
- ✓ The projected costs to treat these additional diseases are by an increase of 48-66 billion dollars per year in USA. Moreover loss of productivity beside care expenses should be considered.



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## The Health and Societal Challenges

Cardiovascular diseases and cancer are the top two causes of death in Europe;

Obesity is the second main cause after smoking of developing cancer;

The cost of cardiovascular diseases to the EU economy is estimated at €192 billion per year (€129.1 billion in 2008). Of the total cost 57% is due to direct health care cost, 21% productivity losses).



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## The Food and Drink Industry

•• Turnover: €917 Billion (48% SMEs)	Largest manufacturing industry in Europe (13% of total manufacturing turnover)
Employment: 4,8 Million (63% SMEs)	Leading employer in Europe (14% of total manufacturing sector)
Nr. of enterprises: 310.000 6 European top 15 industry (99% SMEs)	Fragmented industry
R&D Intensity: 0,3%	Insufficient R&D expenditure



## Key Challenges Academic/Industrial Strategic Research agenda

- Ensuring that the healthy choice is the easy choice for consumers,
- Delivering a healthier diet,
- Developing quality food products,
- Assuring safe foods that consumers can trust,
- Achieving sustainable food production,
- Managing the food chain.





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## Food & Nutrition Science & Technology in Europe

- Food & Nutrition & Health research is strong in Europe
- Several Centres of Excellence
- Network European food & Nutrition research community is outstanding stimulated by the EU framework programs
- Extensive Leadership Program for Young Scientists in Food and Nutrition

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## Food and Health R&D Programmes in the EU





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A Joint Programming Initiative for multidisciplinary, well coordinated and harmonised research activities in the field of nutrition, food, physical activity and health



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## Partners HDHL

- Austria
- Belgium
- Cyprus
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Ireland
- Italy
- The Netherlands
- Norway
- Poland
- Romania
- Slovakia
- Spain
- Sweden
- Switzerland
- Turkey
- United Kingdom



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### Italy and the JPI "A healthy diet for a healthy life"

In Italy the JPI is supported by:

MIUR - Delegate in the MB: Giovina Ruberti, CNR

Ministry of Health - Delegate in the MB: Silvio  
Borrello Director General Food Safety - Ministry  
of Health

MiPAAF - Observer in the MB: Marina Montedoro  
Dirigente Ufficio Ricerca e Sperimentazione.



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## History JPI: "Healthy diet for a Healthy life"

- ✓ 2008 : EC launches Joint Programming concept;
- ✓ July 2009: National consultation on JP themes;
- ✓ September 2009: Netherlands coordinator "food and health";
- ✓ October 2009: International workshop on "Health & Diet" Amesterdam;
- ✓ October 2009: Common paper on "Health, diet and the prevention of diet related disease;
- ✓ November 2009: GPC proposes 3 themes: Food security, healthy diet for a healthy life, Cultural heritage
- ✓ December 2009: Competitiveness Council adopts GPC proposal;
- ✓ March 2010: First meeting of the Management Board The Hague- Vision paper and Governance structure (draft 1) - 19MS/AS;
- ✓ April 2010: Commission's recommendation: MS are encouraged to develop vision, governance and SRA;
- ✓ May 2010: Council conclusions on the JPI;
- ✓ June 2010: Presidency text on launch of JPI: invites MS to develop vision and SRA and implement it with Commission support; recognizes benefits from common approach and recommends actions;
- ✓ June 2010: Vision paper and governance structure (draft 2);
- ✓ July 2010: Rome-second MB meeting to discuss and agree on draft vision document and governance structure;
- ✓ September 2010: vision document ready;
- ✓ November 2010: Dublin - third MB meeting to nominate members of the SAB



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## History JPI: "Healthy diet for a Healthy life"

- ✓ January 2011: submission FP7 proposal on a Coordination action for Joint Programming HDHL and starting of the SAB activity to define the strategic research agenda;
- ✓ May 2011: approval of the CSA and starting of the support activities for the HDHL
- June - November 2011: identification of priority list of joint activities and first draft of the research agenda
- ✓ March 2011: Madrid - fourth MB meeting to discuss: nomination members of the SHAB, SRA preparation, collaboration with FACCE;
- ✓ June 2011: Brussels - fifth MB meeting election of SHAB members, election of Vice Chair (Pamela Byrne - Ireland), HDHL logo, JPI and FP8, HDHL Conference Pilot actions 2012;
- ✓ November 2011: sixth MB Meeting Pilot actions 2012, Horizon 2020;
- ✓ November-December 2011 : online consultation of stakeholders on the SRA





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## Next steps

- ✓ January -March: national consultation on SRA and final SRA, Map Research Infrastructures, Centres of Excellence; ongoing regional and national european Programmes on health-diet;
- ✓ February 2012 : kick of meeting of CSA in Rome;
- ✓ February-April: starting activity of SHAB on SRA and its implementation;
- ✓ June 2012: adoption of SRA by MB and first general conference on JPI HDHL activity;
- ✓ January-June 2012: task force groups activity on implementation of joint actions starting from the first priority list;
- ✓ Contribute to the design of Horizon 2020 on the health-diet themes;



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## JPI Activities

- ✓ Governance bodies;
- ✓ Vision document 2030;
- ✓ FP7 CSA application for supporting the JPI preparatory phase (SAB; secretariat etc);
- ✓ SAB and SHAB members nomination;
- ✓ HDHL meeting organization with CSA;
- ✓ SRA preparation with SAB;
- ✓ Pilot Actions 2012



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## Governance

GPC

**Stakeholder  
Advisory Board  
(SHAB)**  
15 members

**Management Board (MB)**  
National representatives  
Independent Chair

**Scientific Advisory  
Board  
(SAB)**  
15 Individual experts  
Chair: H. Daniel

Secretariat

Task Force

Task Force

Task Force



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## JPI SHAB Members

EPHA - European Public Health Alliance

DGSANCO. Strategy on nutrition, overweight, and obesity-related health issues

EASO - European Association for the Study of Obesity

WHO - Global Strategy on Diet, Physical Activity and Health

The European Nutrition for Health Alliance

BEUC - The European Consumers Organisation

EFSA. The European Food Safety Authority

ILSI Europe. International Life Sciences Institute

European Technology Platform Food for life

EUFIC - European Food Information Council

IAPO - International Alliance of Patients' Organizations

ESPEN - European Society for Clinical Nutrition and Metabolism

EUROPREV - European Network for Prevention and Health Promotion

FENS - Federation of European Nutrition Societies

EFPIA - European Federation of Pharmaceutical Industries and Associations



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JPI Coordinator and Management Board

Chair: Wim H.M. Saris

Vice-chair: Pamela Byrne

Secretariat:

Management: NL Agentschap

Casper Zulim de Swarte

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## Implementation process





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## Vision Document JPI 2030

### **Challenge**

The vision of the JPI HDHL is that in 2030 all Europeans will have the motivation, ability and opportunity to consume 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.

### **Strategy**

JPI will contribute significantly to the construction of a fully operational ERA on the prevention of diet-related diseases and by strengthening leadership and competitiveness of the food industry by integrating research in the food-, nutritional-, social- and health sciences to increase knowledge and deliver innovative, novel and improved concepts and products

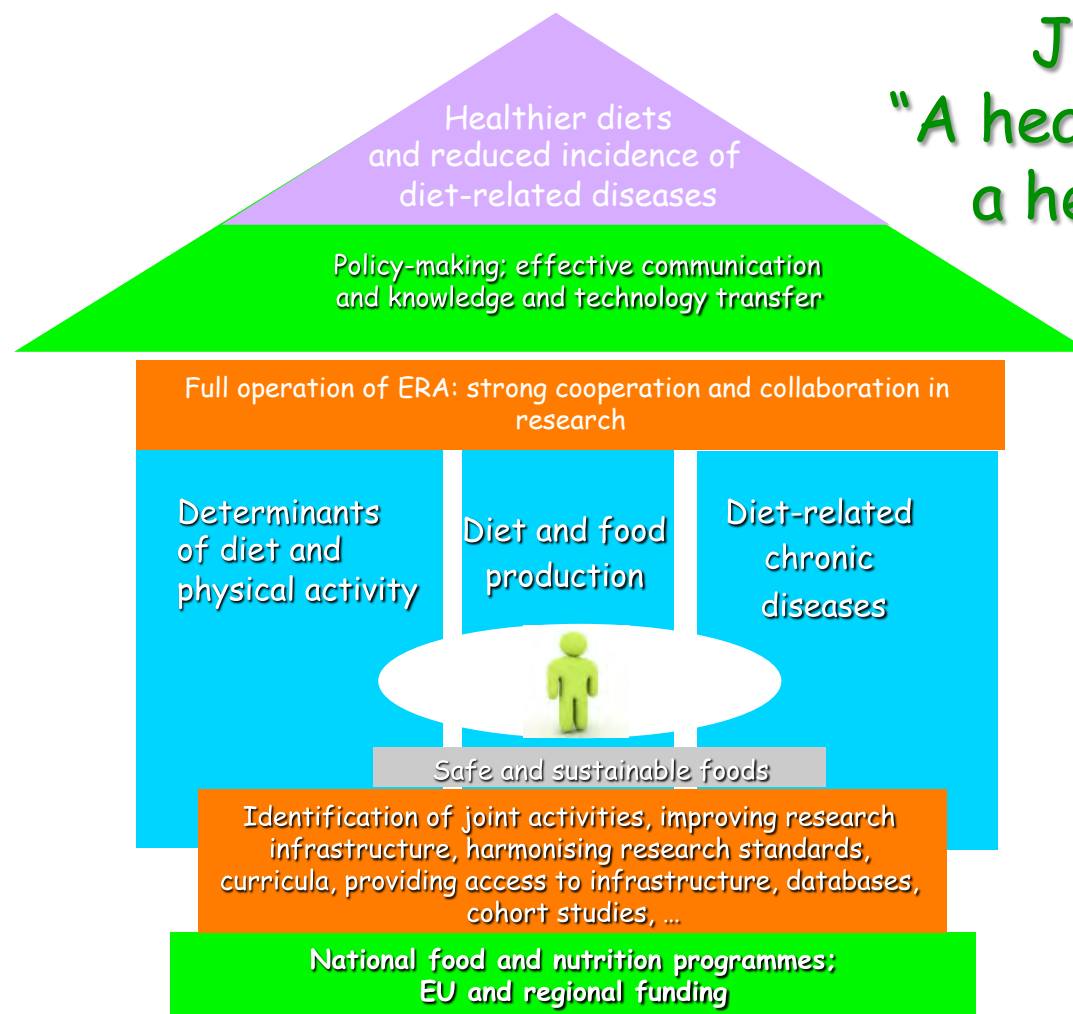
### **Strategic goal**

To change dietary patterns based on the development in food-, nutritional- social- and health sciences and to develop science-based recommendations and innovative products formats that with physical activity have a major impact on improving public health, increasing the quality of life and prolonging productive life.



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JPI Building  
"A healthy diet for  
a healthy life"





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## Vision Document JPI 2030

<https://www.healthydietforhealthylife.eu/>

1. Determinants of diet and physical activity: ensuring the healthy choice is the easy choice for consumers;
2. Diet and food production: developing high-quality, healthy, safe and sustainable food products;
3. Diet-related chronic diseases: preventing diet-related, chronic diseases and increasing the quality of life -delivering a healthier diet.



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## Pilot HDHL-2012-1 - European research network of determinants of dietary and physical activity behaviours.

The objective is to improve understanding of how individual, social, economic, cultural, gender, biological, environmental and policy factors influence health-related to diet.

An important element is to integrate biological and social sciences in order to understand how these interact when considering the effects of food and physical activity choices and health.

An effective approach to integrating activities is a network of excellence, which will enable researchers from different disciplines to collaborate and set up joint databases for further analysis, as well as establishing a set of standardised measures to facilitate prospective studies at a pan-European level and build a platform for further research in this field.

An important outcome will be to design the infrastructure for long-term prospective studies, which can track change and the impact of policy interventions in European populations in the future.

Supporting Member States: Finland, Belgium, Ireland Switzerland, Slovakia, Spain, France, Germany, Italy, Norway, Netherlands



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Pilot HDHL-2012-2 Roadmap initiative for biomarkers for nutritional/health claims.

Set up a Roadmap-initiative for biomarkers of nutrition and health and in the framework of the European Health Claims Regulation (Pass-Claim II).

Define research strategies and launch research activities that address the needs of consumers as well as industry towards measures on claims and explore new methodologies/emerging biomarkers in consumer subgroups (target groups) or individuals at risk.

The objective is to develop guidelines for a dossier for health claims.

Supporting Member States:

Ireland, Switzerland, Belgium, Spain (?), France (?), Germany (?) Italy, Netherlands, Slovakia



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## Pilot HDHL-2012-3 European nutrition phenotype data sharing initiative

Establish a European Nutrition Phenotype Assessment and Data Sharing Initiative providing a standardised framework for human intervention studies on food and health and their phenotypic outcomes with an open access reference data base.

It is the goal of this activity to launch a European Nutrition Phenotype Initiative that provides the highest level of standardisation of all phenotypic information of study subjects with regard to diet, physical activity levels and all biological, clinical and physiological measurements that define human body responses in health and disease states.

The highest possible level of standardisation in data collection, measurement and analysis allows the creation of a nutritional phenotype data base as an open access tool for all future intervention and epidemiological studies.

Emerging technologies relevant for nutrition and food research and biomarker discovery should be actively incorporated in the standardisation efforts and workflow pipelines and data basing.



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- Developments in bioinformatics and systems biology need to be tailored to nutritional research needs and incorporated. Training activities need to be offered on a regular basis to facilitate implementation.

Type of action proposed: Coordination Action

Supporting Member States: Ireland, Spain, France , Germany, Italy, Norway, Finland, The Netherlands, Slovakia