

BUSINESS, CITIZENS AND CONSUMERS: PERSPECTIVES ON CIRCULAR BIOECONOMY

Marija Banovic

Associate Professor

The MAPP Centre, Department of Management, Aarhus University, Denmark

maba@mgmt.au.dk



MAPP - RESEARCH ON VALUE CREATION IN THE FOOD SECTOR
DEPARTMENT OF MANAGEMENT
AARHUS UNIVERSITY

CBIO PAST & FUTURE
18 APRIL 2023

MARIJA BANOVIC
ASSOCIATE PROFESSOR



MAPP CENTRE

Department of Management (MGMT)

Aarhus School of Business and Social Sciences (BSS)

Aarhus University

- ❑ mgmt.au.dk/mapp
- ❑ mgmt.au.dk/
- ❑ linkedin.com/company/mappcentre/



MAPP CENTRE



25-30 full- & part-time members



> 30 years of experience

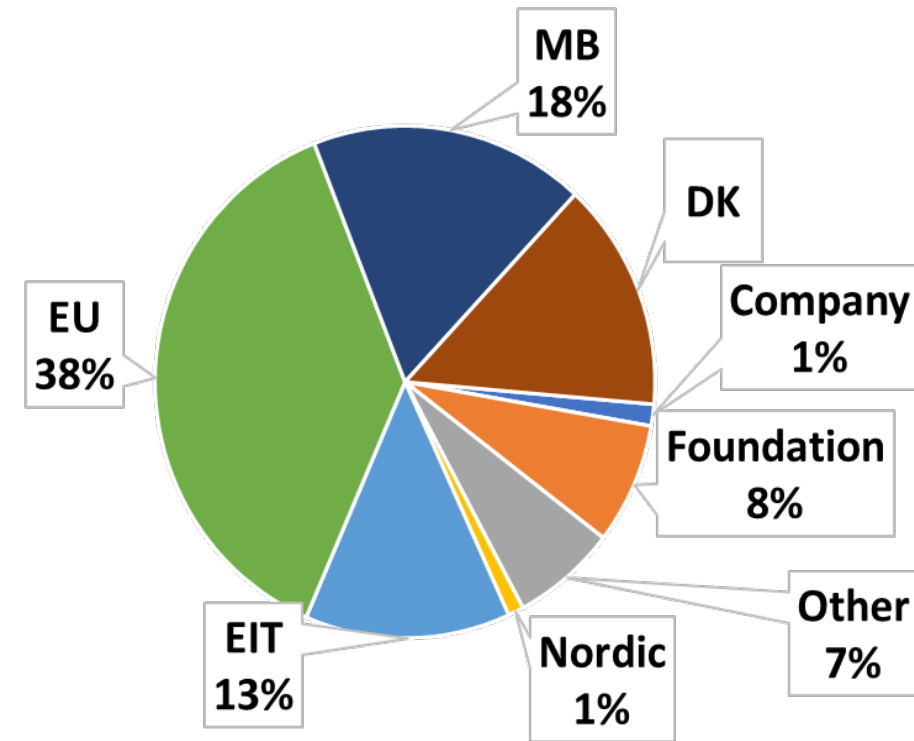


Consistently involved in large EU, national, or Nordic projects



High quality scientific publications

External research funding sources at MAPP 2018-2023



MAPP CENTRE: MISSION & APPROACH

□ **MISSION:** High quality research

- to generate relevant insights into customer behaviour in the area of food and drink,
- to analyze the implications of such insight for industry and public policy,
- to improve market-orientation, innovativeness, competence, and respond to health and sustainability challenges.

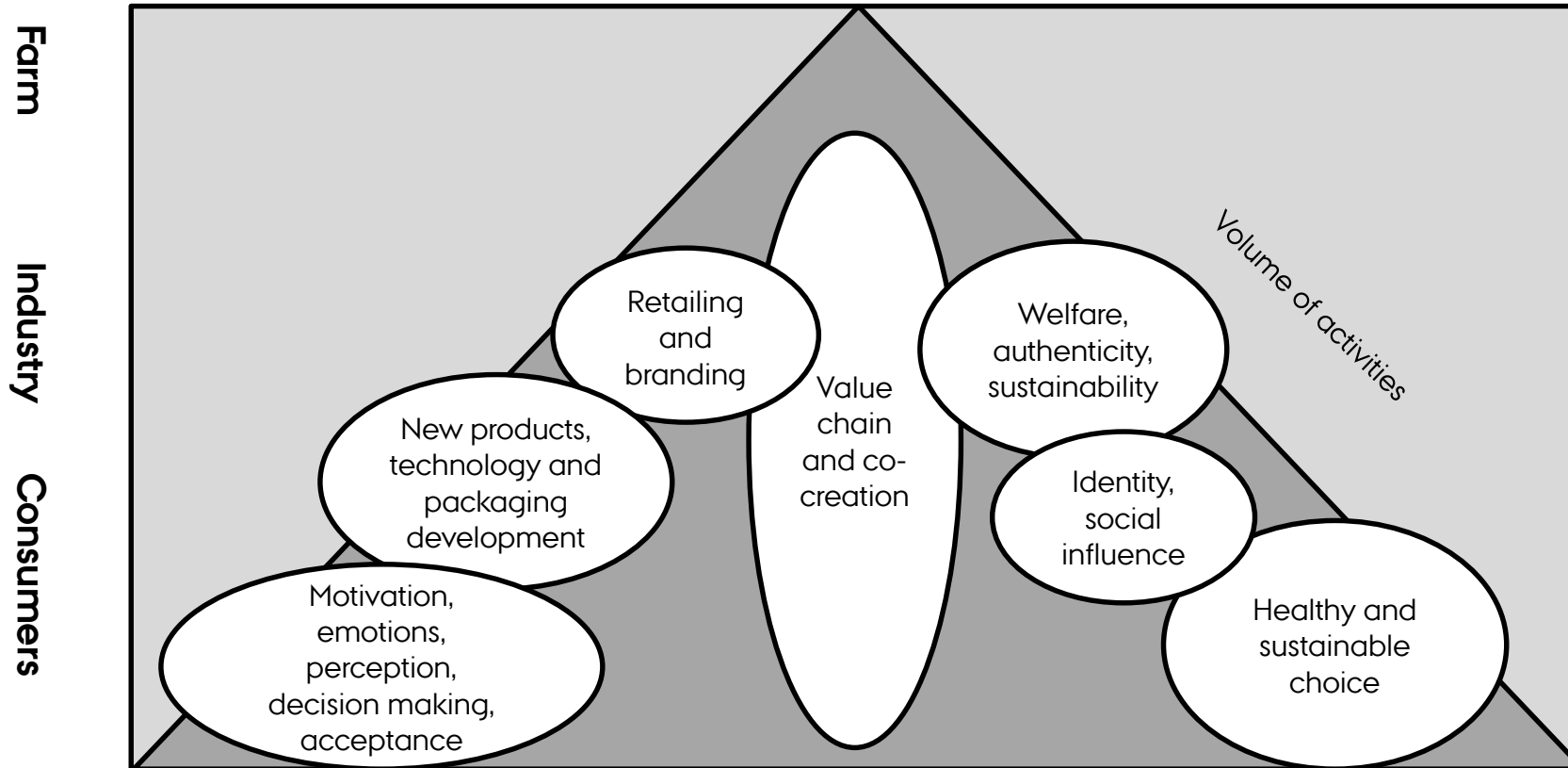


□ **APPROACH:** Background in marketing - interdisciplinary orientation - with borderlines to psychology, agricultural economics, sensory & food science, a diversity of methods.

MAPP CENTRE: RESEARCH AREAS

Bridging across private/commercial & public/societal stakeholders

Food
systems
approach



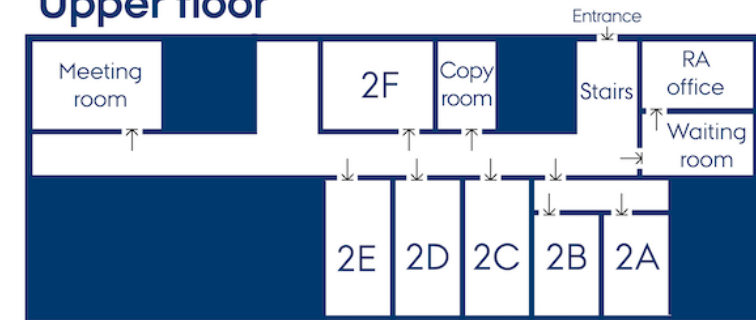
FACILITIES: COBE LAB AT BSS

BSS facilities for research on human perception, decision making and behaviour

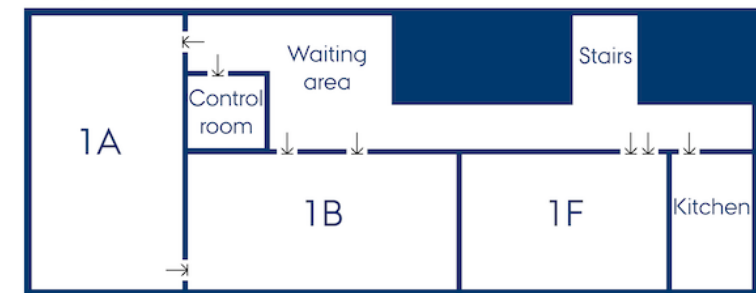


- Virtual reality supermarket
- Computer labs with 32 stations combined
- Rooms dedicated to eye tracking experiments
- Three rooms apt for individual desktop tasks, amongst others experiments using EEG without electrical interference
- Two flexible lab rooms to use for VR, workshops, presentations, and more
- Kitchen, Participant waiting areas

Upper floor



Basement



PROJECT EXAMPLES

MGMT.AU.DK/MAPP/PROJECTS



Waste-to-Value

mgmt.au.dk/mapp/projects/waste-to-value



fox-foodprocessinginabox.eu/



DIVERSIFY

diversifyfish.eu/



susfood-db-era.net/main/content/oatpro



meatquality.eu/



Hybrid Meat

eitfood.eu/projects/consumer-attitudes-towards-healthier-processed-meat-products-2020



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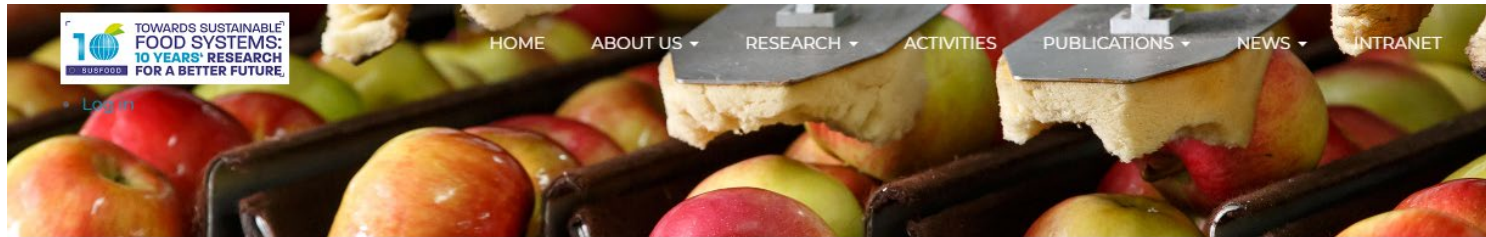
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OATPRO

[SUSFOOD-DB-ERA.NET/MAIN/CONTENT/OATPRO-](https://susfood-db-era.net/main/content/oatpro-)



Engineering of oat proteins: Consumer driven sustainable food development process



There is a global need to increase plant protein consumption. Availability of sustainable plant protein ingredients could be increased by finding novel sources of protein or by efficient valorisation of the existing ones. Cereal processing side streams are underutilised despite their high content of health promoting valuable components such as dietary fibre, protein and bioactive compounds.

The OATPRO project aimed to further valorise an oat processing side stream as plant protein ingredient and develop new food applications taking into account consumer preferences. Technological properties of oat protein ingredients and applicability are tailored towards high sensory functionality.



© products: Technische Universität Berlin; oat paste: National Institute of R&D for Food Bioresources IBA Bucharest; consumer/sensorial test: Aarhus BSS at Aarhus University



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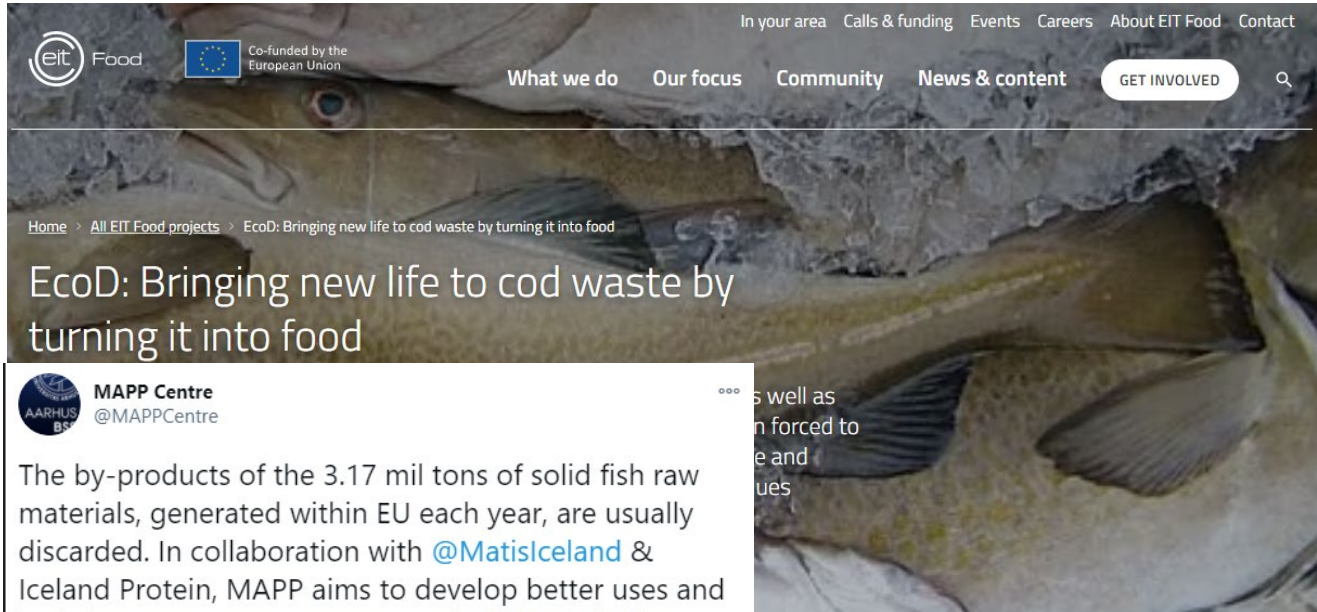
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ECOD

[EITFOOD.EU/PROJECTS/ECOD-BRINGING-NEW-LIFE-TO-COD-WASTE-BY-TURNING-IT-INTO-FOOD](https://eitfood.eu/projects/ecod-bringing-new-life-to-cod-waste-by-turning-it-into-food)



Do we want to eat food with protein from cod waste?

Cod waste can be transformed into high quality fish protein, which can be added to our food products and thereby contribute to both our health and the circular economy. But are we willing to eat food enriched with cod protein? Researchers from the MAPP Centre at Aarhus University are looking into the matter in a new EIT Food study.

2020.12.14 | LISE BUNDGAARD

MAPP Centre
@MAPPCentre

The by-products of the 3.17 mil tons of solid fish raw materials, generated within EU each year, are usually discarded. In collaboration with @Matisiceland & Iceland Protein, MAPP aims to develop better uses and look into consumer acceptance of #fishprotein from these by-products



Introducing the new **EcoD Protein Drink** containing fish protein.



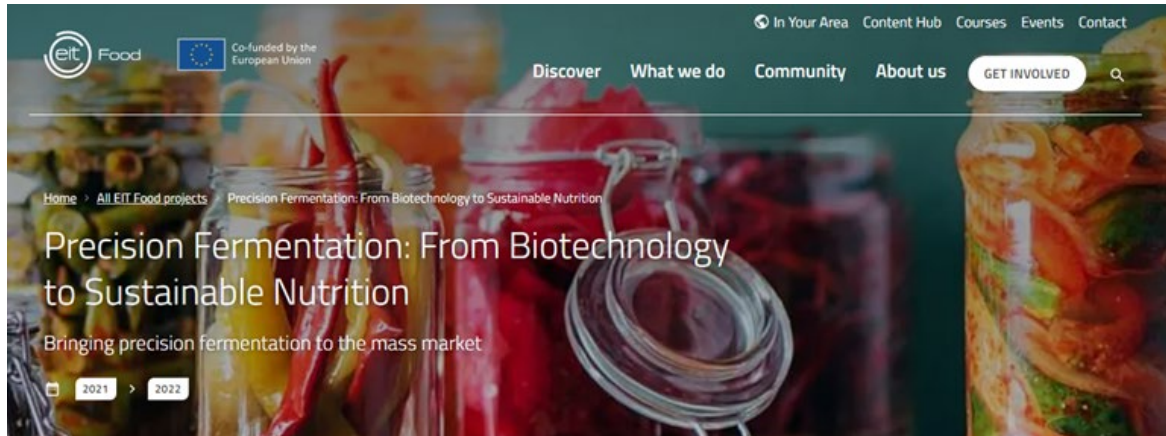
You want to **look good** and **impress others**.

This product will help you attain this goal.

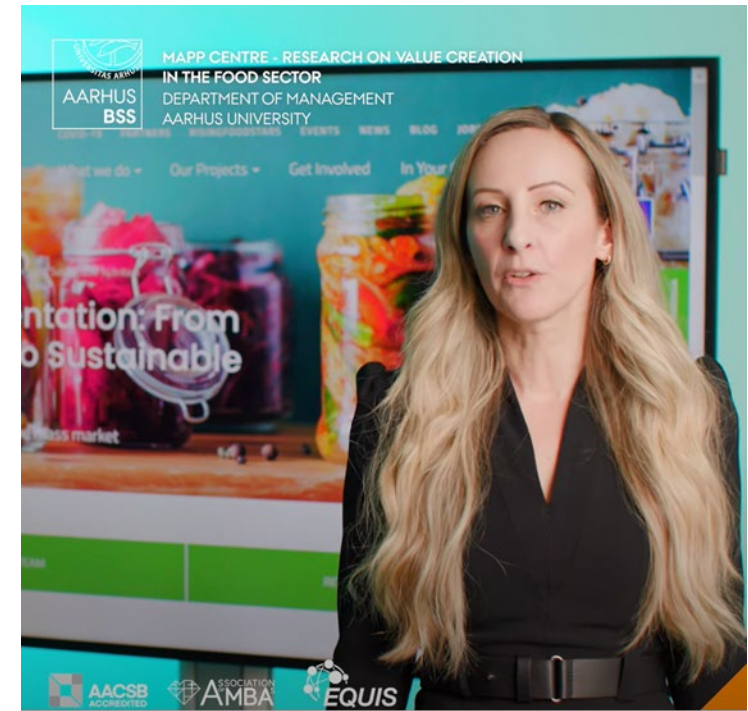


PRECISION FERMENTATION

[EITFOOD.EU/PROJECTS/PRECISION-FERMENTATION-FROM-BIOTECHNOLOGY-TO-SUSTAINABLE-NUTRITION](https://eitfood.eu/projects/precision-fermentation-from-biotechnology-to-sustainable-nutrition)



<p>Yogurt</p> <ul style="list-style-type: none"> Reduced sugar 	<p>Yogurt</p> <ul style="list-style-type: none"> No added sugar Environmentally-friendly product 	<p>Yogurt</p> <ul style="list-style-type: none"> Responsibly sourced product
<p>Ketchup</p> <ul style="list-style-type: none"> Reduced sugar Environmentally friendly product 	<p>Ketchup</p> <ul style="list-style-type: none"> No added sugar Responsibly sourced product 	<p>Ketchup</p> <ul style="list-style-type: none"> No added sugar Plant based product
<p>Lemon drink</p> <ul style="list-style-type: none"> Reduced sugar Plant based product 	<p>Lemon drink</p> <ul style="list-style-type: none"> No added sugar Responsibly sourced product 	<p>Lemon drink</p> <ul style="list-style-type: none"> Reduced sugar Environmentally-friendly product



Thanks to

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Funding

EIT Food

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

Partners

VTT, Amäi Proteins, AARHUS UNIVERSITY, LUNDS UNIVERSITET, MASPEX YENING

Youtube: <https://youtu.be/hYiksTOlloQ>

BBC Inquiry Podcast:

<https://www.bbc.co.uk/programmes/w3ct39v5>



BUSINESS, CITIZENS AND CONSUMERS

Transformation towards a biobased society require collaboration from all stakeholders

We at MAPP/MGMT can contribute to above by:

- Enabling market potential of concepts, products and services to be developed and tested in an early stage with companies, policymakers, citizens, and consumers
- Engaging stakeholders across sectors to allow for efficient collaboration towards the sustainability goals of the biobased society
- Discovering circular and industrial ecology business models and innovations to capture value and have the potential for scalability
- Determining and communicating innovations and ideas on circularity in a biobased society to value chain actors, such as producers and processors, citizens, and consumers
- Educating stakeholders about the food system and collaborate for and societal acceptance of a biobased society
- ...



Thank you!

FOR MORE INFORMATION:

MAPP CENTRE: WWW.MAPP.AU.DK

DEPARTMENT OF MANAGEMENT WWW.MGMT.AU.DK/

AARHUS BSS: WWW.BSS.AU.DK/EN/

AARHUS UNIVERSITY: WWW.AU.DK/EN/



Alternative
proteins

20 April 2023 - 09:00-11:00

**PLANT-BASED AND
ALTERNATIVE PROTEINS,
NEW INGREDIENTS:
SOURCES OF INNOVATION**



https://www.linkedin.com/posts/globalfoodture_linkedln-activity-7052245010053775360-lmCc?utm_source=share&utm_medium=member_desktop

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MAPP Conference

The Future of Sustainable Food Labelling
19th April, Aarhus

[See program](#)

Welcome to the MAPP Centre – Research on Value Creation in the Food Sector for Consumers, Industry and Society

We do research on the development, marketing and distribution of foods and the societal impact of the food sector. Come back for news on our research, new publications and events.

VR Retail lab - part of FOODHAY project

The MAPP Centre and the Commercial and Retail Management group have jointly developed a VR Retail lab. This was funded by FOODHAY - FOODHAY is the Food and Health Open Laboratory, funded by the Ministry of Higher Education and Science.
See this video for an introduction: <https://youtu.be/ztGt6otSo6k>

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[IFMRS - International Food Marketing Research Symposium](#)



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