

2-3.12.2025

Rome

# EU FOOD SAFETY FORUM

Supporting the Food Safety Systems  
of the future

2-3.12.2025

Rome





# Tools and best practices from EU projects to boost innovation in food systems

Lessons learnt from RURBANIVE EU and other projects

---

**Giorgos Papapostolou**



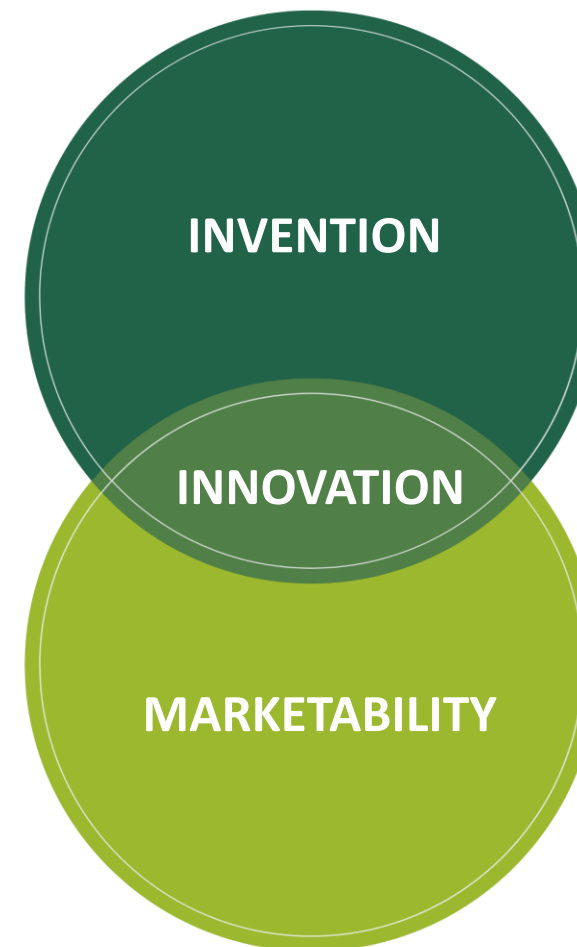
**Question:** Based on your extensive experience in maximizing the impact of EU-funded food system innovations, what do you consider the most critical tool or best practice that can accelerate the uptake and scaling of successful innovations across diverse European food systems to enhance safety, sustainability, and competitiveness?

**The short answer:**

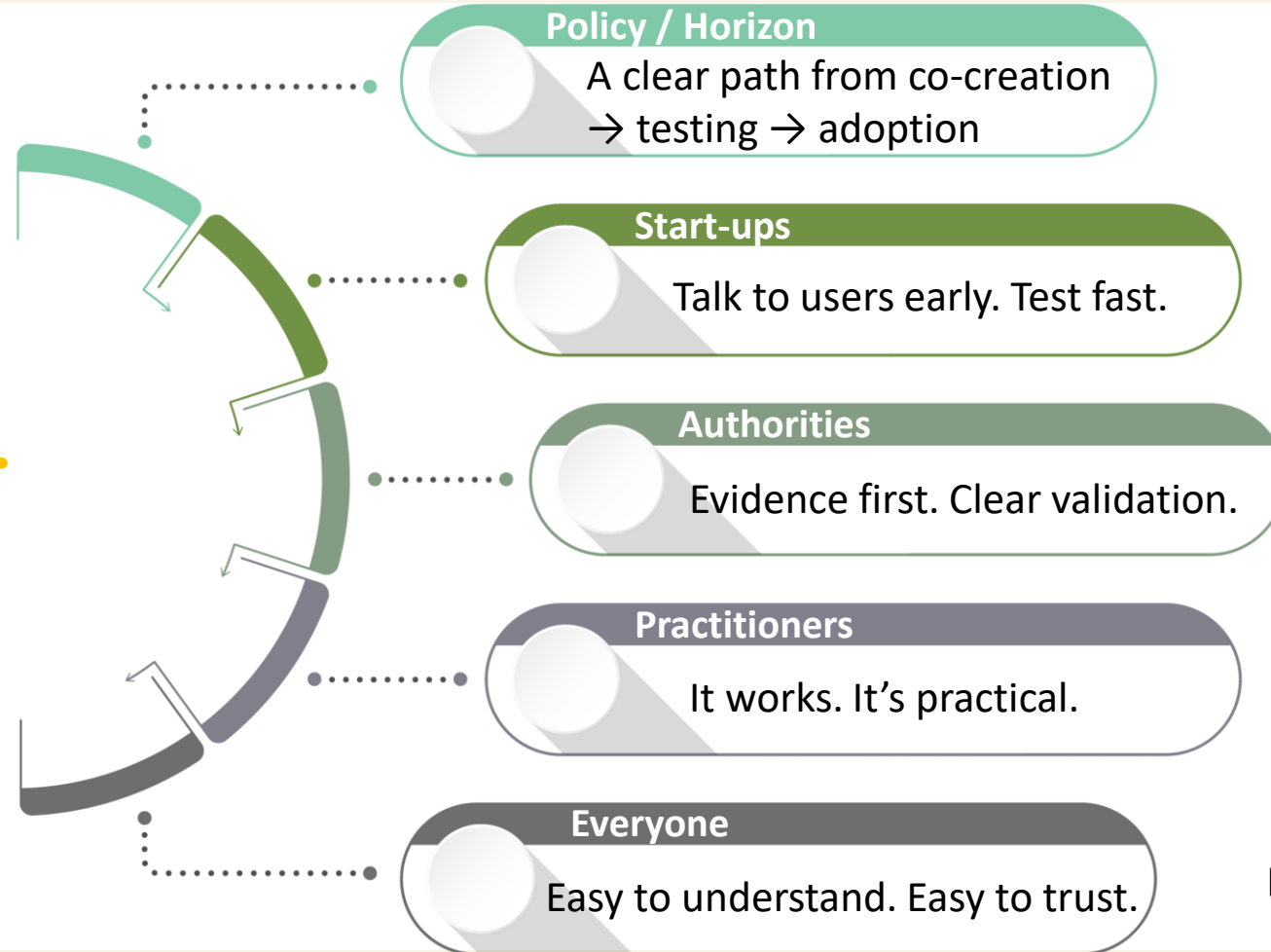
**Innovations scale when people receive the right support, at the right moment, through a simple pathway that connects user engagement, early testing, and clear adoption routes.**

**In plain terms:**

- **Easy to understand.**
- **Easy to try.**
- **Easy to trust.**

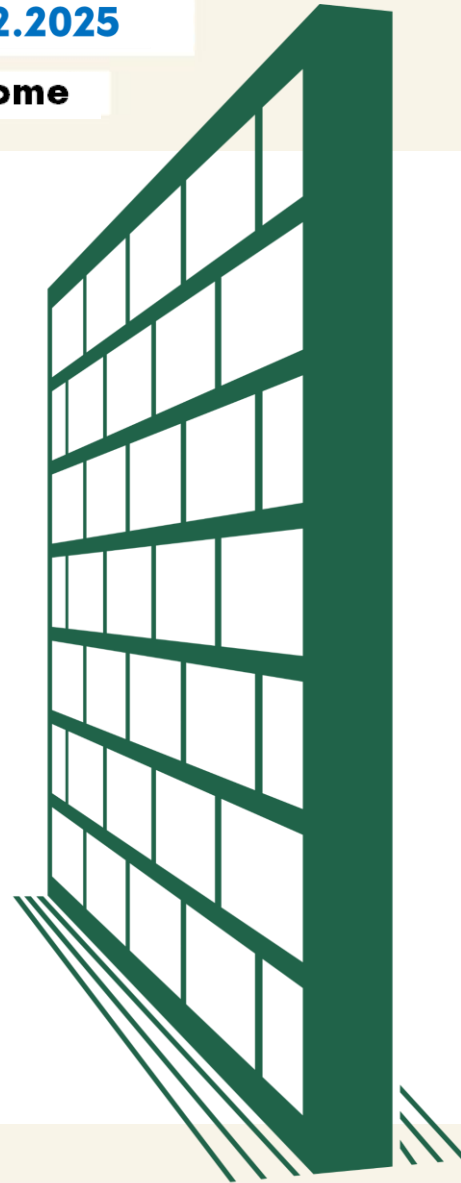


One idea



Different audiences

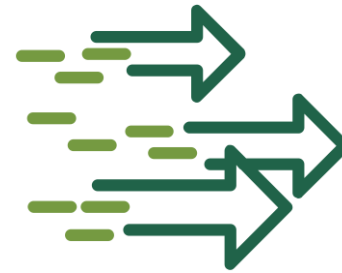
## INNOVATION UPSCALE



- Designed without real end-users
- Results remain fragmented across regions/projects
- Limited access to real testing environments
- Practitioners lack clarity or trust
- No viable business model
- Solutions disappear after the project ends

**In short:**  
*Innovation stalls when it stays inside projects instead of ecosystems.*

1. Co-create early with real users
2. Demonstrate early and often
3. Make solutions digitally accessible
4. Build clear adoption pathways
5. Integrate training and capacity building
6. Create communities, not isolated pilots

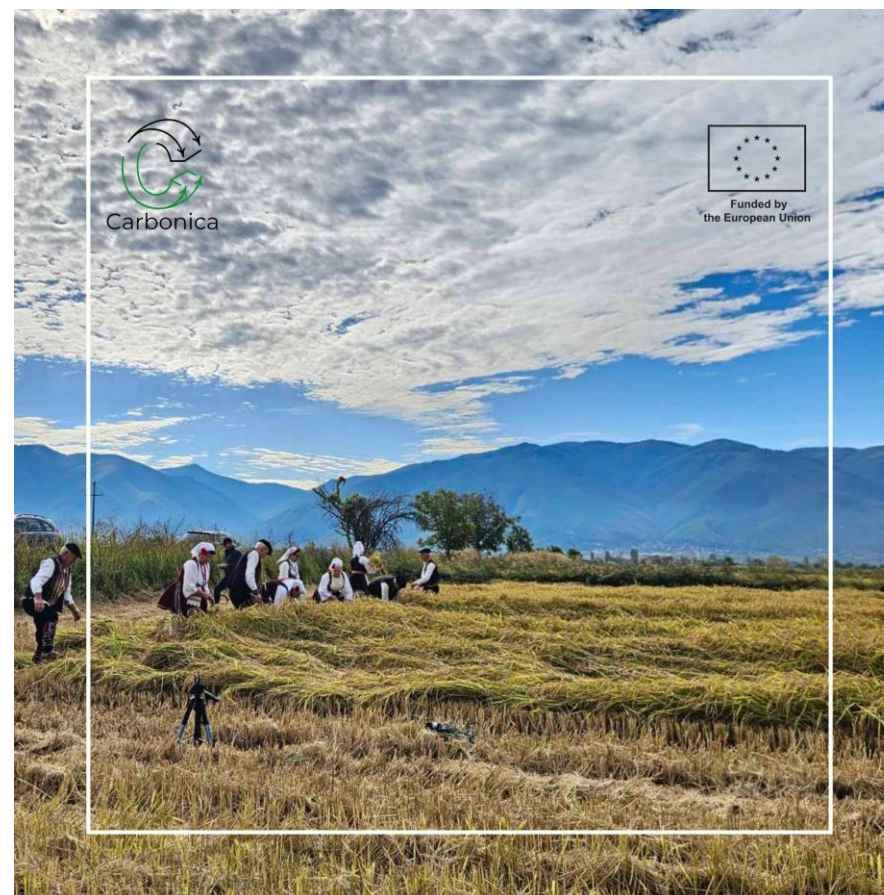


## INNOVATION UPSCALE



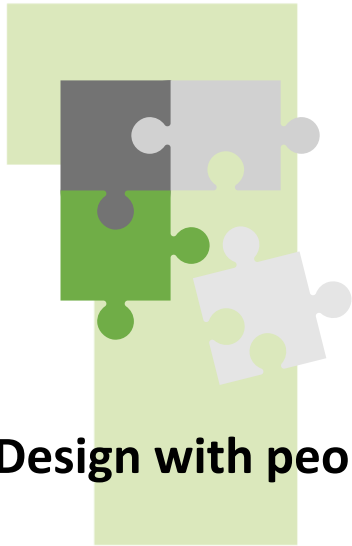


#FarmersMeetUp

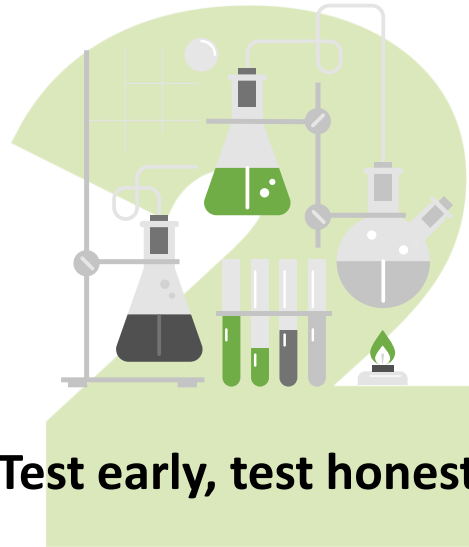


**Shared lesson:** *Innovation spreads when it is co-created, demonstrated early, digitised, and embedded in active communities.*

## Key takeaways



Design with people



Test early, test honestly



Make adoption simple

**In the end:**

***Innovation spreads when it's easy to understand, easy to try, and easy to trust.***

Thank you!

reframe  
.food