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My idea is a co-creation methodology that brings together stakeholders from industry, academia, policy and civil society to facilitate the co-design of use-cases for emerging enabling technologies of Industry 5.0 in a multidisciplinary perspective, allowing for the integration of a human-centric approach that prioritizes the social and environmental dimensions alongside technical considerations. The rationale is simple: technology needs to be serving human beings, not the other way around.

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In the food sector, innovation serves peoples. This translates into the co-creation of safer, smarter, more resilient and trustworthy systems and tools that anticipate risks and help protect consumers. Our methodology can facilitate the co-creation of responsible, value-sensitive solutions that strengthen food safety while enhancing public trust and long-term resilience.

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The most important result we achieved through this methodology is the successful co-creation of 20+ tech use-cases covering 10+ strategic adoption and application sectors. 130+ EU experts were involved in this process.

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The ambition behind our co-creation methodology is to make innovation serve peoples and societies EU-wide. We want to ensure that innovative technological solutions are designed with human needs, societal trust and acceptance, as well as environmental sustainability at their core from the earliest development stages.

