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The involvement of consumers in co-creation processes is fundamental to understanding their perceptions of risk, both of traditional products - often questioned for the presence of additives or ingredients of foreign origin - and innovative products, which may raise concerns due to the adoption of novel technologies or the valorisation of by-products. Within the SENIORFOOD project, participants collaborated in designing new food concepts by exploring strategies to reduce additives and rethinking production technologies.

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The involvement of consumers in co-creation enables early identification of risks perceptions thus fostering transparency and trust in novel technologies, countering misinformation that could lead to unsafe behaviours giving insights on which communication is necessary to consumer to improve the global safety of food system.

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These discussions emphasized the importance of ensuring food safety while simultaneously improving nutritional profiles and enhancing sensory qualities, thus bridging innovation and societal acceptance.

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The ambition is to extend the participatory model in different food-related activities(e.g. perception of safety risks related to novel foods and valorisation of food waste) while establishing continuous feedback frameworks between citizens, researchers, and producers. Aligned with EFSA guidelines and the EU Farm to Fork Strategy, this approach positions consumers as proactive stakeholders.

