

## What is Flspace?

The Future Internet Public Private Partnership (FI-PPP) aims to advance Europe's competitiveness in Future Internet (FI) technologies and to support emerging FI-enhanced applications of public and social relevance. As a use case project in Phase 2 of the FI-PPP, Flspace is leveraging on outcomes of the Phase 1 use case projects "Finest" and "SmartAgriFood".

The aim of Flspace is to pioneer towards fundamental changes on how collaborative business networks will work in the future. Flspace will develop a multi-domain Business Collaboration Space (short: Flspace) that employs FI technologies for enabling seamless collaboration in open, cross-organizational business networks.



Future Internet will facilitate:

- ... seamless B2B Collaboration (information exchange, communication, coordination of activities)
- ... rapid & easy development of customized solutions at minimal costs
- ... quick formation & evolution of open business networks

In total, Flspace will establish eight use case trial experimentation sites in Europe. This is where pilot applications for Agri-Food, Transport & Logistics are tested in early trials and also be prepared for industrial uptake (planned for FI-PPP phase 3) by engaging with players & associations from relevant industry sectors and IT industry.

## What is the Use Case Tailored information for consumers about?

The aim of the TIC trial is to test and present how we can use all the potential of Future Internet and the Flspace platform to improve food awareness among consumers. For this experimentation, we will focus on developing a trial system that will help the consumer to be more aware of the food they buy in the supermarket and that they eat.

The main challenge is the capability to collect information from the cloud, from different providers and not from a central information repository, in order to furnish an open platform with all the gathered product data from several points of the supply chain, and provide innovative functionalities by means of Flspace Apps.

## Background & Vision of the TIC Trial

Several food safety issues have prompted questions regarding the role of origin labeling, traceability, and food safety in consumers' perceptions of food safety and quality. Most of the times, food transparency is not clear and accessible to the final consumer. We as consumers have the right to have information about the food we are eating, and may be concerned with several attributes related to the food such as origin, chemical content, allergens content, environmental aspects, etc. These information requirements need to be accessible anytime and anywhere in a rigorous, truthful and clear way. For this, tracking and tracing is crucial but also information provision to the last link of the food chain, the consumer.

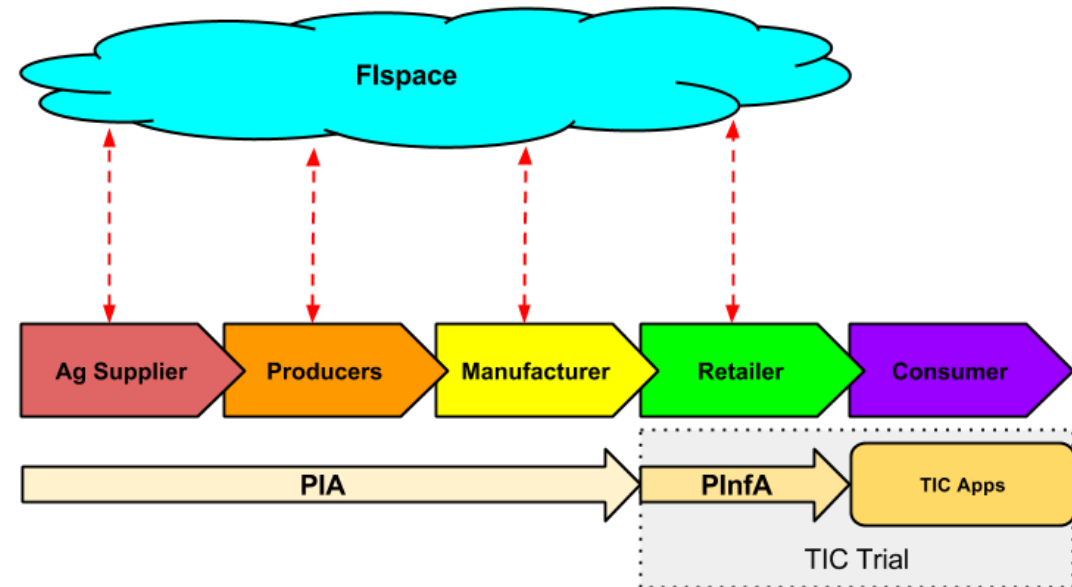
From this context, the apps in the Tailored Information for Consumers (TIC) are born with the aim of improving transparency and awareness of agri-food products by giving access to information about the products to the final consumers and taking into account their purchase preferences and interests.

## How does it work?

The TIC Trial aims at giving the consumers the possibility of having as much information as possible coming directly from the food supply chain, as well as, gives the possibility to the consumers to give their feedback about the products they consume. The

information given to the consumers is collected from each of the actors in the chain entirely by the Flspace application PIA and received by the retailer with the Flspace application PInFA – TIC. This application allows the retailer, among other features, filter the information received and give consumers access to the information received.

Consumers' feedback are received by PInFA - TIC and based on them, the retailer will be able to take decisions as well as inform the actors in the chain about the feedback received by sending to the desired actor a custom feedback through Flspace.



The functionalities and requirements of TIC trial will be covered by the following apps:

**TaPIA - Tailored Product info app:** This App allows end users to access tailored information through the mobile application and scan different products located at the supermarket. It also allows the consumer to provide feedback on products to retailers and producers. If any food alert arises, the Flspace platform should communicate it to the retailer that will contact affected customers (if they have provided previously their contact data).

**Food traffic light app:** By means of this App, product data gathered from different actors can be transformed into knowledge based on a set of rules

**Shopping list & recipe app:** This App will allow consumers to manage shopping lists, and suggest products to elaborate selected recipe.

**Augmented reality product info app** This Specific App will allow the retailer to push specific to the consumer, and the consumer to access tailored product information at the supermarket in its mobile device by means of augmented reality.

**Push information app:** This App will allow the retailer to push specific information (offers, alerts, birthday greetings...) to the consumer, as well as alerts regarding product issues.

## The benefits of the TIC Trial

The TIC trial can provide to consumers static and dynamic information of a product according to a profile where each consumer can choose which product attributes he/she want to know with TaPIA app. This application is adapted to each profile and range of information needs of consumers. The integration of TIC trial with other trials of Flspace project means that the apps are prepared for working with a real standardized tracking and tracing model. Besides, the logo recognition functionality improves awareness of logos and signs by providing the criteria that they must accomplish. Moreover, the Traffic light app will allow consumers get product information transformed into knowledge, which will facilitate the comprehension of some product characteristics. Furthermore, the TIC Apps will improve consumers shopping experience by allowing and facilitating the creation of shopping lists, downloading recipes and providing a means for receiving alerts and providing product consumer feedback.

The trial will provide a clear value for consumers with better information on origin, production method, quality, safety, nutrition, sustainability and other aspects of agri-food products; retail companies, by providing a differentiation service that will attract new customers, increase their satisfaction and fidelity; and for producers, with improvements in assuring that their products reach consumers which are informed of all product attributes. Communicating attributes of their products will add a clear value.

## Flspace Facts

Project Name Flspace: Future Internet Business Collaboration Networks in Agri-Food, Transport & Logistics  
Duration: 01.04.2013 – 31.03.2015  
(24 Month)  
Call: FP7-2012-ICT-FI  
Funding Scheme: Large-scale Integrating Project (IP)

## Consortium

Arcelik - TR	KTBL - DE
Aston University - GB	Kühne + Nagel - CH
ATB Bremen – DE	Kverneland - NL
ATOS - ES	LimeTri - NL
CentMa – DE	Marintek - NO
DLO - NL	Mieloo & Alexander - NL
ENoLL - BE	NKUA – GR
EuroPoolSystem - DE	North Sea Container Line – NO
FloriCode - NL	OPEKEPE – GR
GS1 Germany – DE	Plus Fresc – ES
IBM - IL	The Open Group – GB
iMinds - BE	University Duisburg Essen – DE
Innovators - GR	University Politecnica Madrid – ES
KocSistem - TR	Wageningen University - NL

## Coordinator

Dr. Sjaak Wolfert  
LEI Wageningen UR, P.O. Box 35  
6700 AA Wageningen  
e-mail: [sjaak.wolfert@wur.nl](mailto:sjaak.wolfert@wur.nl)

## More Information

[www.Flspace.eu](http://www.Flspace.eu)

## More Information on TIC Trial

- ATOS Carmen Perea Escribano  
[carmen.perea@atos.net](mailto:carmen.perea@atos.net)
- Kuehne + Nagel Management AG (K+N)  
Dr. David Clarke. Leader of WP 400  
[david.clarke@kuehne-nagel.com](mailto:david.clarke@kuehne-nagel.com)



Future Internet Business Collaboration  
Networks in Agri-Food, Transport & Logistics

## Tailored information for consumers



Use Case Trial related to theme:

## Smart Distribution and Consumption



FUTURE  
INTERNET  
PPP



Co-funded by the European Union, FP 7, Collaborative Project,  
Grant No. 604123