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| Searching for a Coordinator/Partner for | **The Green Deal – Farm to Fork** |
| Topic | **LC-GD-6-1-2020:**  **Testing and demonstrating systemic innovations in support of the Farm-to-Fork Strategy** |
| Subtopic | Subtopic E: **Reducing food losses and waste at every stage of the food chain including consumption, while also avoiding unsustainable packaging.** |
| Organisation Details | **Adapt, Dublin City University.**  ADAPT, the world-leading SFI Research Centre for Digital Media Technology focuses on developing next generation digital technologies that transform how people communicate by helping to **analyse**, **personalise** and **deliver** digital data more effectively for businesses and individuals. ADAPT researchers are based across seven leading Irish Higher Education Institutions: Trinity College Dublin, Dublin City University, University College Dublin, Technological University Dublin, Maynooth University, Cork Institute of Technology and Athlone Institute of Technology. ADAPT's transformative tools allow you explore video, text, speech and image data in a natural way across languages and devices, helping companies unlock opportunities that exist within digital content to re-imagine how to connect people, process and data to realise new economic value. |
| How we can contribute to this topic | Our group in DCU has a unique blend of experience in the data integration and data analytics domains in the food sector. We have worked with data originating from the farm, such as soil sensors, to studying product sales in the food service industry. We have successfully integrated disparate data sources, which have enabled enhanced insights.  Waste in the food sector typically comes from a lack of knowledge or understanding of other food chain members key process indicators or through inappropriate practices within the organisation. For example when a farmer plans future production, understanding what the requirements of other members in the food chain is vital. Typically, over production can create waste both from an economic perspective but also from potential future shelf life issues.    In order to avoid waste in the food sector a truly integrated data sources will provide members of the chain with the opportunity to reduce waste by optimizing manufacturing and scheduling of food production. |
| Other information | Andrew McCarren currently leads or co-leads the following data integration and analytics research projects:   * Enterprise Ireland funded commercialisation Fintech project (€750k) * SFI Vista Milk Data integration (€180k) * SFI Data Analytics in the Meat Sector (€300k)   Andrew is also a director of MCR Agri analytics, which provides analytic solutions to companies in the food sector. This company was created from an Enterprise Ireland commercialisation project that integrated data from disparate sources to enhance the commercial insights of client companies.  Andrew was the managing director of a €40m food processing company for over 15 years and has extensive experience with the issue of waste within the food industry. |
| Previous Horizon 2020 projects | ADAPT is involved in a series of H2020 projects and other national and international framework programmes. We currently coordinate IA, RIA, MSCA ITNs, MSCA Cofunds and CEF. |
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