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## **Introduction: Food Consumer Science Challenges**

- Food Consumer Science: understanding people's relationship with food (planning, purchase, preparation, consumption).
- Current challenges: fragmented, data are scattered; lack of harmonisation, low impact (RTA)
- Transformational potential:
  - > open access to intuitions and COMFOCUS Knowledge Platform;
  - > open data that will be standardised and comply with FAIR and RRI standards
  - > open community of scientists and stakeholders

## **Open Research Practice for Food Consumer Science**

Multidisciplinarity

Open-minded collaboration

Sharing information

Foster the integration of complementary disciplinary perspectives

Work towards shared research infrastructures and frameworks for higher complexity research questions 21st Century competencies

ensure data integration to avoid that data remain 'scattered', idiosyncratic, and under-exploited

ensure shared best practices to leverage evidence bases



## **COMFOCUS Method**



