

## ABSTRACT

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### Food experiences as a designed concept innovation: New industrial policy challenges

This paper deals with the new attempts to re-organise Danish food production and the political and scientific effort to support this (e.g. under terms such as Nordic Food, organic food, local/regional food). The paper is conceptual. It discusses the theoretical challenges that this supply-side driven political and business attempt meets and suggests a model for understanding the behaviour of these supply-side actors and hypotheses of the main challenge.

The research question is: How is a politically initiated industrial development based on a life sphere concept carried out? The above described process can be an exemplary study object seen from an innovation and industrial policy research perspective; particularly because it unites material and experience factors and supply as well as demand side (i.e. peoples' social life and preferences).

The conceptual analysis contributes with two elements to understand this political design process. One element is a model of the change process. The other element is a hypothetical suggestion of the core challenges in this political-social design process. The suggested model of the politically designed social food-industry process emphasizes three correlated factors that are used in this process. The three factors are:

- Innovation of combined commodities-services-experiences and influencing peoples' behaviour. This implies new food products, but also new social and economic preferences in peoples' leisure life.
- Discursive communication of experiences.
- Influencing specific group of peoples' behaviour, interest and social norms thus they adopt new eating behaviour and buy Danish food concepts.

The suggestion of hypotheses of the core challenges in this process is the following: The process of creating a social movement based on industrial development faces two main challenges that the actors may be insufficiently aware of:

1. It is a challenge to export and maintain the experience element ("Danish").
2. It is a challenge to secure the ownership of food concepts and avoid imitation.

The explorative cases on which this is based are research and development programs that have been launched within the last four to five years, entrepreneurial effort among firms related to food experiences and regional and national policy effort.