## **IMPACT CANVAS EXAMPLE: HEALTHY TASTY FOOD SNACK**

Professor Dolores O'Riordan is Director of the UCD Institute of Food and Health in the School of Agriculture and Food Science. Her expertise is in the areas of physical and chemical analysis of foods and food formulation technology under pins her research.

Her current research focuses on the extraction of bioactive ingredients from foods; establishing and protecting (e.g. microencapsulation) their efficacy from a health perspective, when subjected to food processing conditions and real food environments.

Under her guidance her team has developed and patented groundbreaking technology with the potential to produce a savoury snack that is high in protein and fibre but low in fat and salt.



## UCD IMPACT PLANNING CANVAS

**UCD RESEARCH & INNOVATION** 



#### **CHALLENGE**

What are the key research challenges/problems that need to be addressed?

Unhealthy snacks are high in salt causing health issues

Lack of available 'on the go' healthy snacks apart from fruit, nuts, etc.

Increasing snacking habits amongst children/ young adults which is contributing to childhood obesity

### **RESPONSE**

Development of a snack that is:

- Lower in salt, fat & calories
- Higher in protein and fibre
- Produced using an innovative production method to make producing healthy snacks easier

## **RESOURCES AND TEAM**

- Specialised microwave to allow scale up
- UCD Research and Innovation services re: - IP protection

## **UNIQUE VALUE PROPOSITION**

What unique value will your research results bring to each beneficiary?

#### **General public:**

Will gain access to a healthier, tastier snack product over existing products

#### Food and snack manufacturers:

Will be able to bring a new product to market that will offer them a competitive advantage over their competitors.

### **Policymakers in health:**

Will benefit from healthier outcomes in society



## **REACH AND ENGAGEMENT**

- Conducting food tests and tastings with consumers
- Engagement with food and snack manufactures to assess interest and understand manufacturing challenges
- Involving policy makers in a research advisory group



# MEASURES OF IMPACT

**Economic:** Could be measured based on resulting licensing income and jobs in the manufacturing company that licensed the IP. 5 to 10 year time frame

Health: Can be measured via the resulting health benefits of eating this snack versus less heathy snacks. 5 to 10 year time frame

Scientific: High quality research publications in international journals



### **BENEFICIARIES**

Who will benefit or use the results from your research?

#### **General public:**

The snacking generation children, young adults and the parents of children (Indirect)

Food & Snack manufacturers (Direct)

Policymakers in health (Indirect)



#### **FUNDING**

What is your funding readman to enable this research programme?

- Department of Agriculture Food and Marine
- Enterprise Ireland Commercialisation Funding



## POTENTIAL IMPACT

What potential impact(s) will your research have? Cultural, Economic,

#### **Economic:**

Impact through licensing Intellectual Property to an Irish food company

#### **Health:**

Impact to the general public via improved health outcomes from having access to a new healthy snack

#### Scientific:

High quality fundamental and applied research

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See related video at: www.ucd.ie/research/portal/impact