



LES PÔLES DE  **COMPÉTITIVITÉ**
MOTEURS DE CROISSANCE ET D'EMPLOI

 **Innov'Alliance**
ALIMENTATION | BIEN-ÊTRE | NATURALITÉ

Food, wellness and natural products



What is a competitiveness cluster?

A competitiveness cluster is a network that gathers enterprises as well as the actors of research and education, all interested in a specific topic, around a defined territory. Its goal is to stimulate innovation and the development of the enterprises.

Missions

- Support innovation
- Develop the growth of members
- Stimulate R&D projects

Actors

- Enterprises of all sizes
- Research labs
- Education

Territories

- Local
- National
- EU & international

One association



One topic



Innov'Alliance – Plants and natural products

A network of around 350 members and a larger ecosystem, supporting the green transition and technological progress of agriculture, in the industrial sectors dedicated to the processing of plants through innovation



Food

Nutraceuticals

Cosmetics

Aromas and Perfumes



Missions

Support and coordinate actions in a network which provides services for the ecological and technological transition of agriculture and the industrial sectors of plant transformation through innovation

Actors

- Sector enterprises
- Solution providers
- Technical and research labs
- Training centers and education

Territories



An active ecosystem covering the whole value chain



Plants and natural raw materials

Ingredients and intermediate products

Final products

Actors
of the
sector

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- Seeds and seedlings
- Vegetal agricultural productions
- Fruits and vegetables
- Big cultures
- Vine
- Plants (perfumes...)
- Flowers
- Algae

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- Ingredients for aromas, cosmetics, health
- Intermediary food product and formulated flavors
- Scented compositions

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- Food products
- Food supplements and specialized nutrition
- Cosmetics
- Perfumes

Solution
providers

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- Natural inputs
- Agricultural equipment/Precision farming/AGTech
- Crops under shelter/indoors
- New modes of production

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- Equipment suppliers / technologies
- Digitalization/Robotics
- IOT/ Decision Support Tool (DAO)
- Service and consulting firms for industries
- Chemical analysis and toxicity
- Nutritional and sensory analyses
- Packaging

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An active ecosystem covering the whole value chain



Plants and natural raw materials

Ingredients and intermediate products

Final products

Actors of the sectors



Solution providers



The cluster facilitates the links between enterprises, research and training organizations over the whole value chain



Plants and natural raw materials

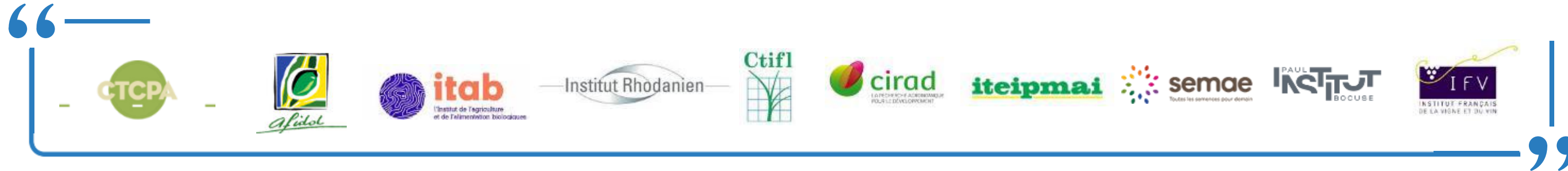
Ingredients and intermediate products

Final products

Academics



Research institutes



Innovation labs



Training centers



Close links and cooperation with the lobbying organizations in each industrial sector

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Three strategic axes guiding our activity

Sustainability of vegetal resources

- Agricultural biosolutions
- Agritech
- Optimization of biomass and upcycling

Eco-performance and eco-conception

- Environmental performance and CSR
- Eco-processes / decarbonization
- Eco-conception

Consumers and product performance

- Product performance
- Consumer behaviors and expectations
- Customer experience

Transversal actions

Our services

Networking



Innovation



Growth

- One contact point per member
- Visibility
- Events
- B2B
- Europe

- Special newsletters – funding and technical issues
- Market studies
- Consumer studies
- Special webinars
- Projects labelling
- Project emergence
- Access to EU opportunities

- Contact with experts
- CSR club
- Special newsletters – funding and technical issues

- Business intelligence
- Consumer studies
- Support to funding
- Training programme



A sensory lab supports for projects from consumer expectations to product specifications through sensory quality monitoring

Facilities



- Tasting areas with computers
- Culinary space
- Qualitative studies
- Two large kitchens
- Large storage spaces
- Panel with over 4000 contacts

Services



- Co-creativity workshops
- Focus groups
- Qualitative studies
- Skills mapping
- Consumer studies
- Sensory analyses
- Efficiency and use tests
- Home tests

TerraSenso goes beyond for you



- Reactivity
- Flexibility
- Adaptability
- Confidentiality
- Special rates for members

Decrypt your market



Understand the target markets and challenges of plant-based products,
discover the latest innovations in the different sectors



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Info'Veille

Newletters specifically dedicated to funding opportunities, by sector and strategic axes

Personalized market analysis

By sector, market, product, depending on the need of our customer, with the support of our databases

Sensory studies and marketing

Thanks to Terra'Senso, our sensory lab, we support our customers in better understanding their clients, their needs and expectations

Tendances

- Latest products launchings
- Markets, ingredients
- Marketing claims



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Innov' Alliance in Europe

Partner of several EU-funded projects

- **Digitalisation** agri-food : «[HIGH FIVE](#)»
- **Biomass resilience, valorisation of side-streams** : «[B-Resilient](#)»

- **Acceleration** « [Food-ScalEU](#) »
- **Agri-food and biotech** « [Biotech4food](#) »
- **Energy efficiency in agri-food** « AENEAM: »



Cofinancé par l'Union européenne



Active member of thematic European Partnerships



[Ingredients for Circular Economy](#)



[Smart sensors 4 agri-food](#)

[Global Cosmetics Cluster](#)



[Plant Inter Cluster](#)



Close to the European institutions thanks to the permanent representations of the **South and Auvergne-Rhône-Alps regions** in **Brussels**



Partner of the network "**Enterprise Europe Network**" to find relevant European partners (commercial, technological, R&D) as well national-based cluster networks



Interested? Get in contact!

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