

## **DRG4FOOD CELEBRATES WORLD CONSUMER RIGHTS DAY BY PROMOTING DIGITAL RESPONSIBILITY IN THE FOOD SECTOR THROUGH A PODCAST SERIES**

On March 15th, DRG4FOOD celebrates World Consumer Rights Day by launching its Digital Food Podcast series. Through several episodes, the podcast will explore **digital technologies and data in the food industry**, highlighting the importance of digital responsibility, and empower consumers to **navigate food and nutrition data in the digital age, a topic especially relevant with today's adoption of generative AI in every aspect of our daily lives.**

The inaugural episode focuses on the relationship between data and food and presents projects that build inherent trustworthiness in the food industry for consumers. The episode features two experts: **Kai Hermsen**, the project coordinator for DRG4FOOD and **Co-Founder of the "twinds foundation,"** and **Thomas Rödding**, the CEO of Narravero, a **Digitalists and Strategist** specialising in digitalisation, traceability/transparency technology, and a recognised authority at DIN, CEN-CENELEC & standICT.eu. They share their insights on using **open-source "disposable identities" and Digital Product Passports (DPP) to build trust online and across food and other product categories.**

*"We need to discuss Digital Responsibility because this is sensitive data. If I have a profile of what is best for me or my family, this is valuable information. Food data can reveal personal information ... it is important to recognize its sensitivity."* Kai Hermsen, DRG4FOOD Project Coordinator

*"The Digital Product Passport (DPP) is a key concept to achieve an easy-to-use and trustworthy source of information for consumers. Making it easy for the supply chain to create and manage DPPs enables a fast transition to transparent and trustworthy food products."* - Thomas Rödding, CEO of Narravero

The Digital Food Podcast series is available for streaming on Spotify, Apple Podcasts, and Google Podcasts. The series adopts a human-centred approach, emphasising core values such as responsibility, privacy, and user control, especially when dealing with valuable and sensitive food data.



### **Resources**

- DRG4FOOD website: [www.drg4food.eu](http://www.drg4food.eu)
- Consumer rights day: <https://www.consumersinternational.org/what-we-do/world-consumer-rights-day/>
- Digital rights: <https://www.consumersinternational.org/what-we-do/digital-rights/>
- DRGs: <https://drg4food.eu/about/>



### **About DGR4FOOD**

The project will enable new levels of innovation in food safety, sustainability, personalised nutrition, reduction of food waste, and fair conditions throughout the entire food chain. This will be achieved through, for example, the creation of an open-source toolbox of technological enablers that others can use and build upon.

Further, DRG4FOOD facilitates a structured funding programme with open calls, in which software developers will be guided and supported to create trustworthy digital technology for the food sector. A strategic roadmap ensures that citizens and other stakeholders will benefit from all the findings along the way.

### **Contacts**

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