



**D1.4** Innovation management strategy outline for FunTomP

**Call:** PRIMA Section 1- Agri-Food Value Chain

**Project ID:** 2032

**Project Acronym:** FunTomP

**Project Title:** Functionalised Tomato Products

**Date:** 04/05/2023

**Work Package:** WP1

**Lead Beneficiary:** METU

**Dissemination level:** Public, Fully Open

## Innovation Management Strategy Outline

The Innovation Management Strategy Outline has been prepared in collaboration with METU, SELUZ, and Kraft-Heinz. The formulations and methods, along with the sensory properties of the products, were determined by METU and SELUZ. Kraft-Heinz assisted METU in the supply fresh tomatoes and in packaging of the products. The sustainability report prepared by LOM for product lifecycle management was also taken into consideration while preparing the outline.

