

## Honey authenticity: follow-on activities

This project has taken the form of a research investigation and also the development of a technical proof of concept for the data trust framework approach. Focusing on the delivery of a relatively straightforward transaction – the request and satisfaction of a commercial honey authenticity test – has enabled us to unpick the wider complexities of such a service.

In addition to further development of the data and dashboard services solution, there will be three academic papers:

- Data sharing club: between the marketplace and the aggregator (submitted)
- Barriers to sharing closed data: a case study (in development)
- Policy implications/opportunities for application of the data trust framework as an entity (data-sharing club) (conference identified for autumn 2022)

The papers will each contribute to the theory and practice and be interdependent for example, Business model innovation literature (marketplace); Collaboration and co-creation (communities of practice); Sharing of closed data (aggregation).