SMARTCHAIN
SMART SOLUTIONS IN SHORT FOOD SUPPLY CHAINS

SMARTCHAIN Innovatie Platform & Communicatie



ISEKI-Food Association

&

Copa-Cogeca

05/06/2020

Horizon 2020
European Union Funding
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Wat het SMARTCHAIN Platform aanbiedt

kennisoverdracht - innovatie - samenwerking

stakeholders van Korte Ketens **(SFSC)**

5 doelen:

- **Communicatie**
- **Genereren, delen, gebruiken**
- **Bouwen**
- **Verspreiding**
- **Organisatie**

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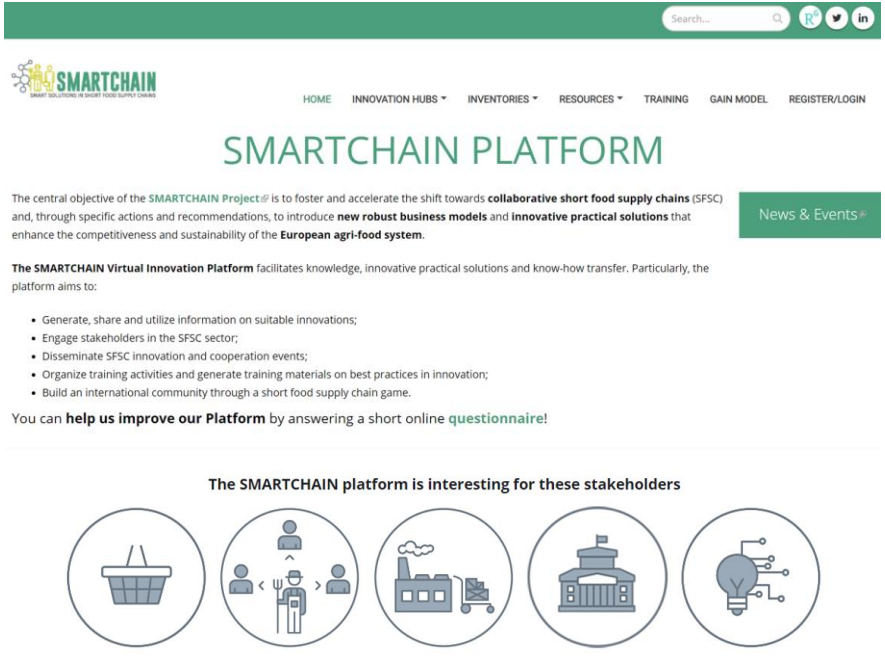
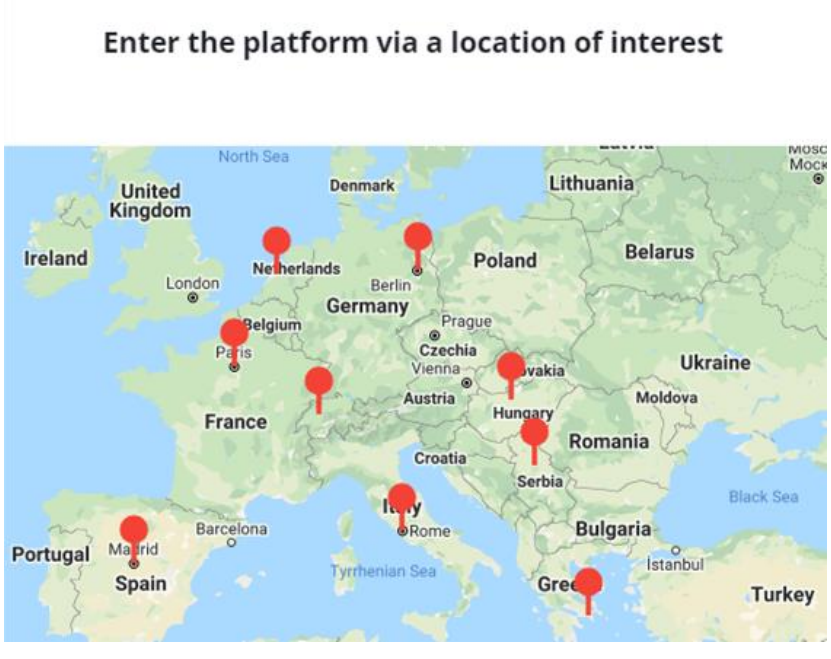
Platform Homepage





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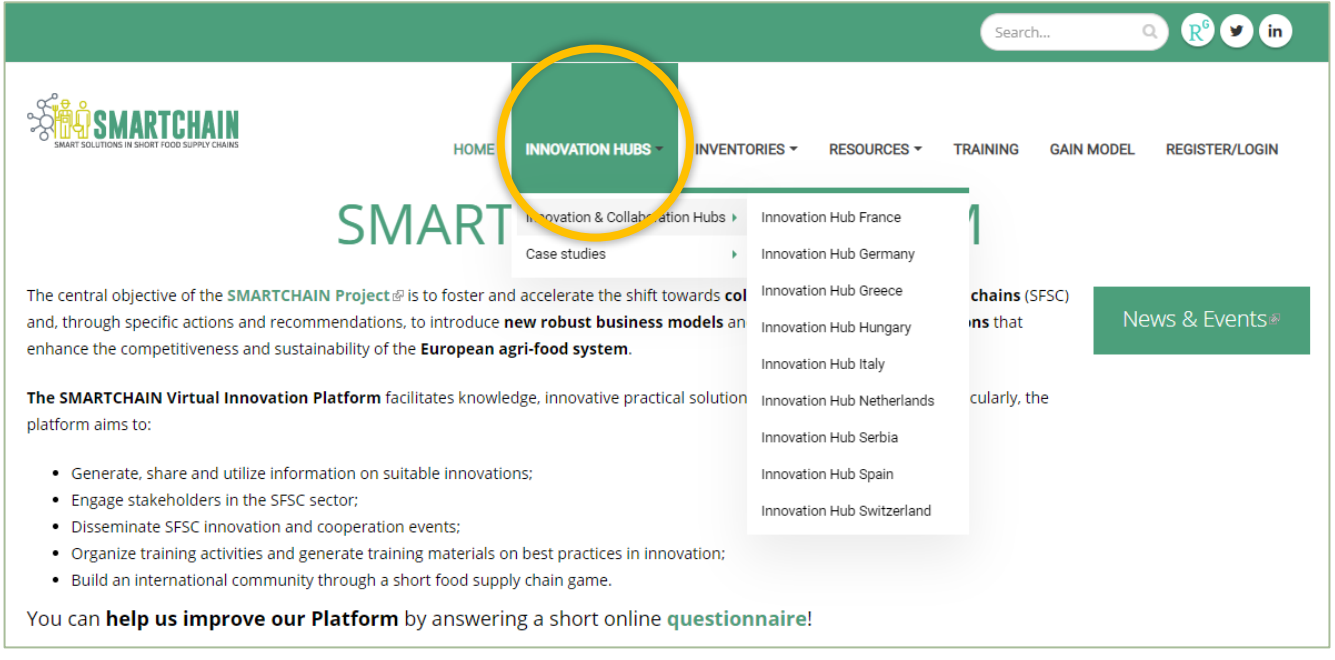
Communicatie tussen innovatiehubs



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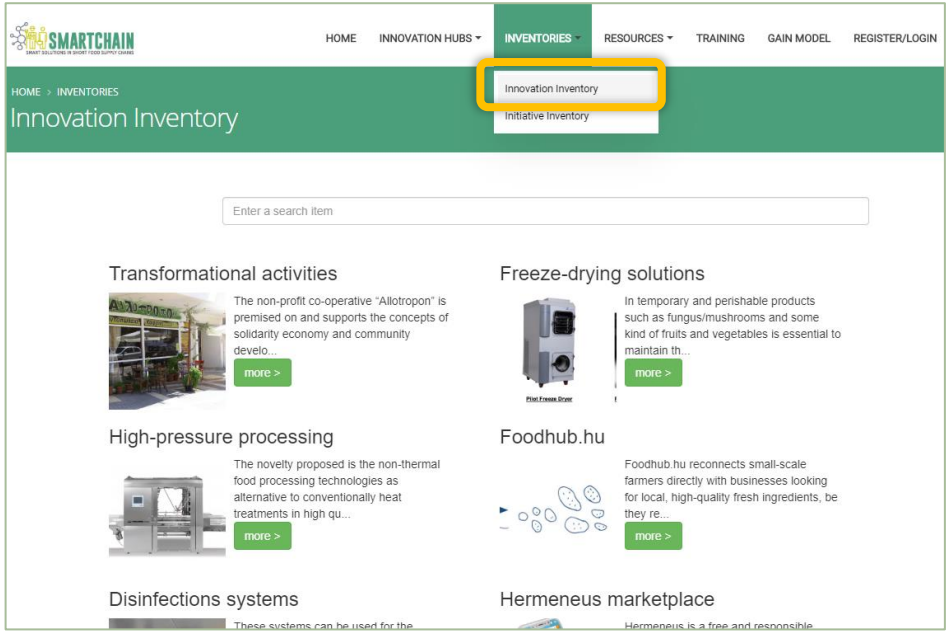
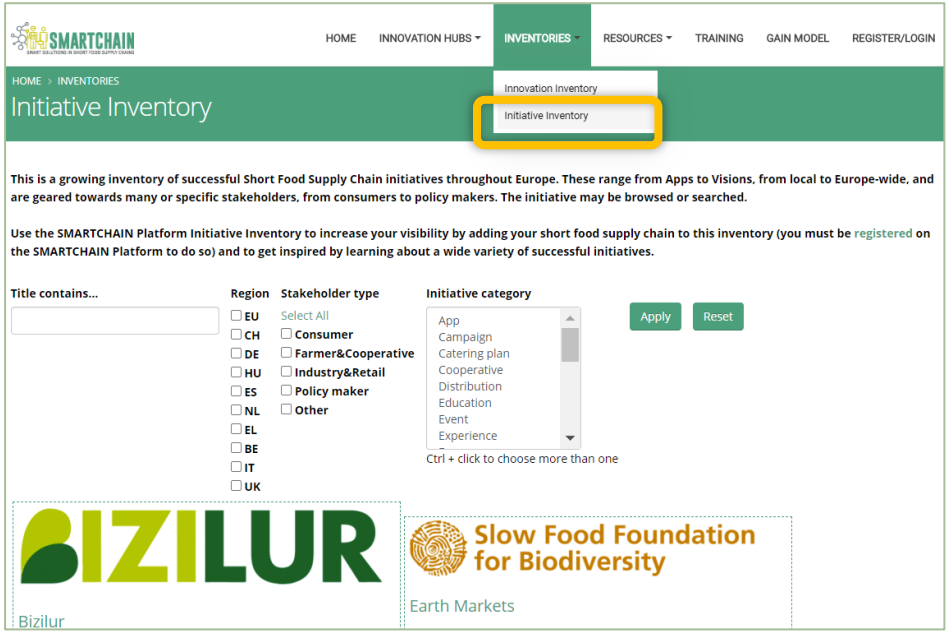
Korte Keten Innovaties & Initiatieven





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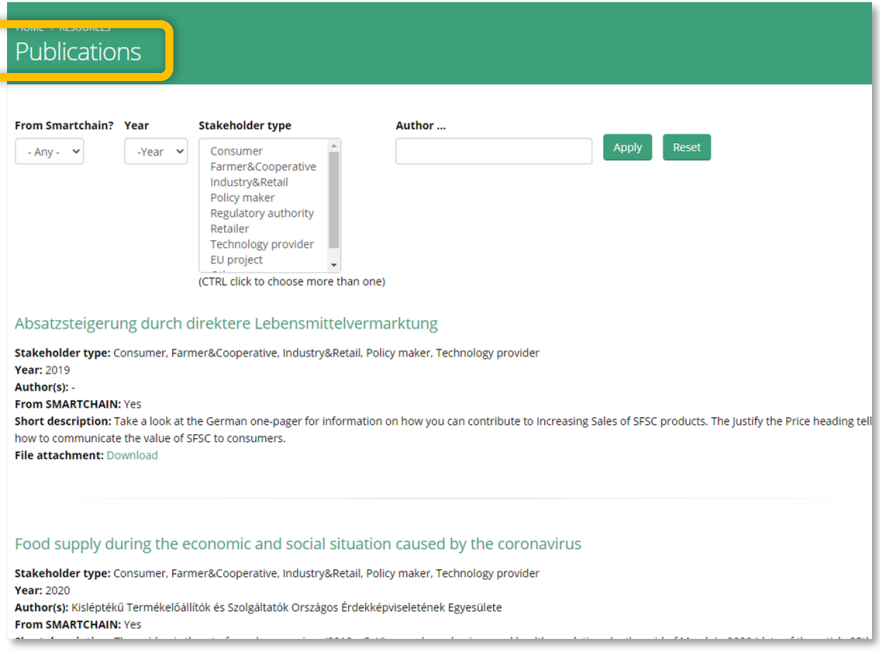
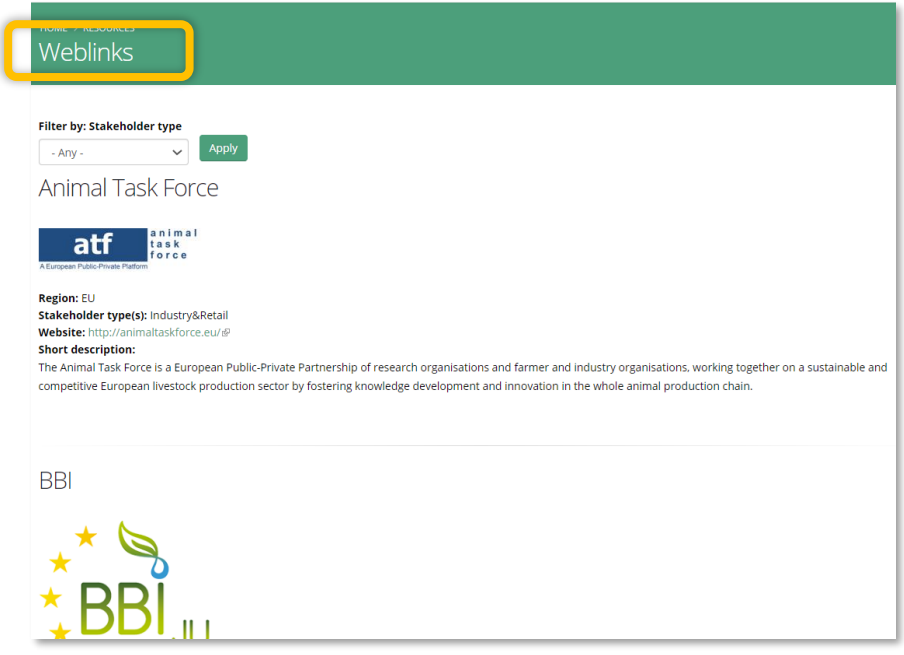
Korte Keten Publicaties en weblinks





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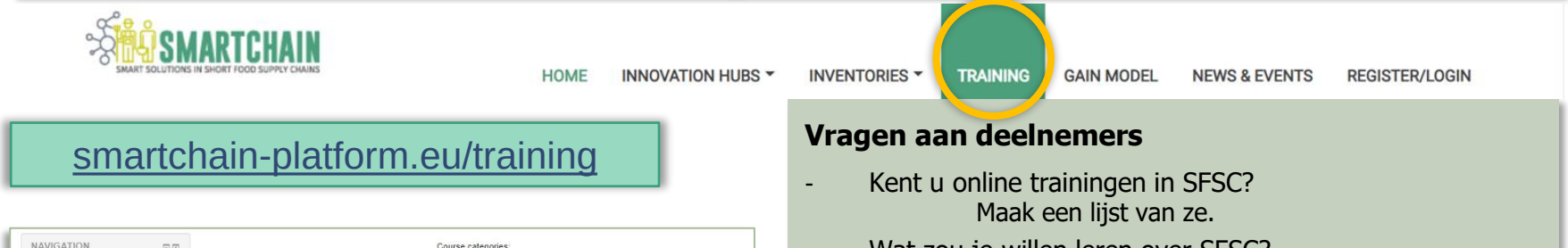
Training materiaal



smartchain-platform.eu/training

Vragen aan deelnemers

- Kent u online trainingen in SFSC?
  Maak een lijst van ze.
- Wat zou je willen leren over SFSC?
- Wat is uw favoriete online leermethode? *(vink alles aan wat van toepassing is)*
  - ☐ Casestudy's lezen
  - ☐ Rapporten en factsheets lezen
  - ☐ Korte online cursussen
  - ☐ Webinar series
  - ☐ Interactieve tools
  - ☐ Filmclips
  - ☐ Stapsgewijze gidsen
  - ☐ Infographics
  - ☐ Andere:
- Als welke stakeholdergroep identificeert u zich?
  - Consument, boer / coöperatie, industrie / detailhandel, beleidsmaker, technology leverancier

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ISEKI Food Association · IPB Институт за физику Београд · Институт од националног значаја за Републику Србију · Utrecht University · amped · NBC · Campden BRI food and drink innovation

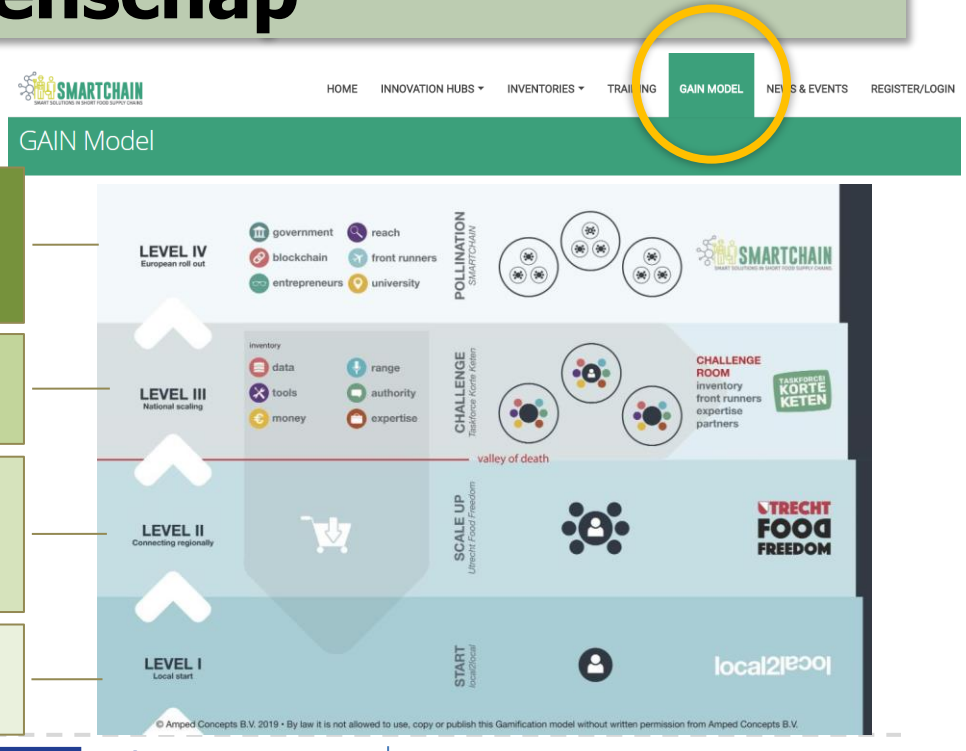
Bouwen aan een internationale gemeenschap

IV: Europese coördinatie tussen EU-lidstaten, koppelingen met de Sustainable Development Goals (SDG's) en doelstellingen op het gebied van klimaatverandering.

III: Lokale en regionale voedselsystemen komen samen om een nationale schaal te bereiken

II: Samenwerking tussen de lokale voedselsystemen vormt regionale netwerken van stakeholders en actoren.

I: Een lokaal voedselsysteem gevormd door samenwerking tussen verschillende partners.



linkedin.com/groups/8948135

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WP 8: Verspreiding, communicatie en exploitatie

DOEL

De impact van de projectresultaten maximaliseren door effectieve kennisuitwisseling en communicatie met een breed scala aan relevante doelgroepen.

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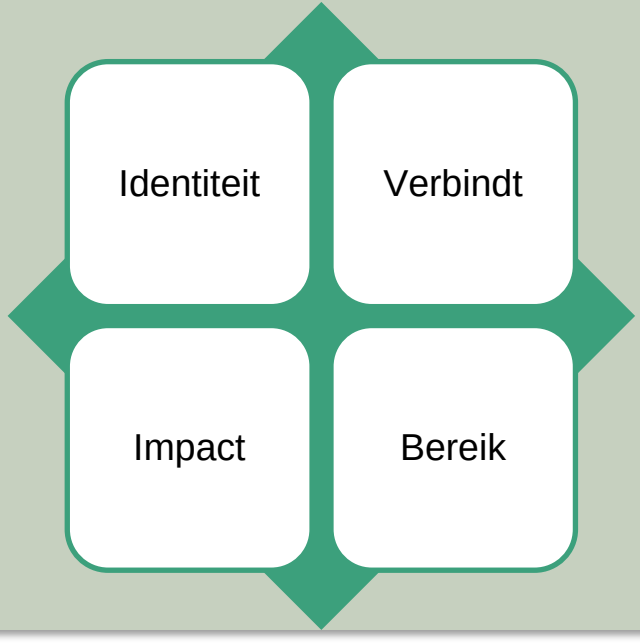
Key Objectives and Target Audience



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Communicatiekanalen

- Website
- Twitter
- LinkedIn
- You Tube
- Research Gate
- Nieuwsbrieven
- Innovatie Platform



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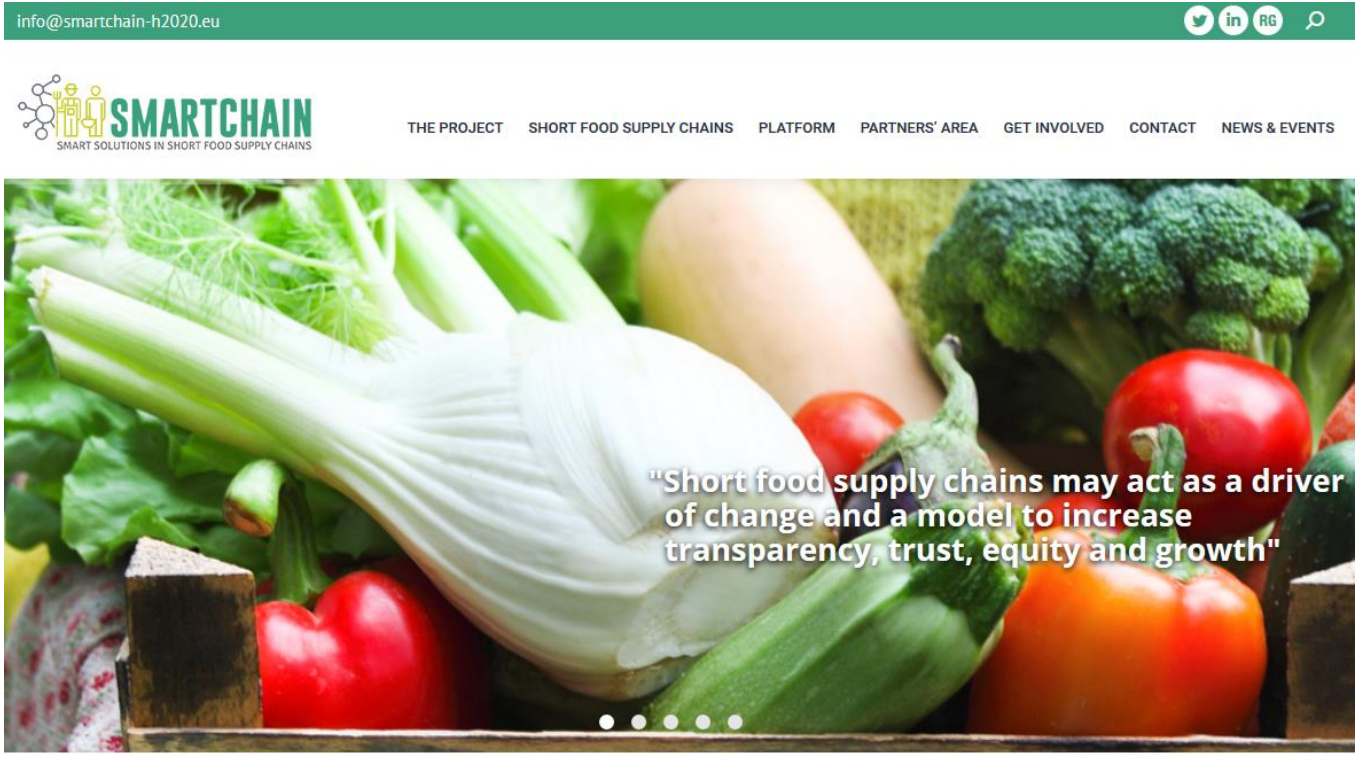
➢ www.smartchain-h2020.eu

SMARTCHAIN WEBSITE

- 816 Sessies
- 510 Gebruikers
- 1,770 Paginaweergaven
- Alle informatie met betrekking tot het project is te vinden op de website



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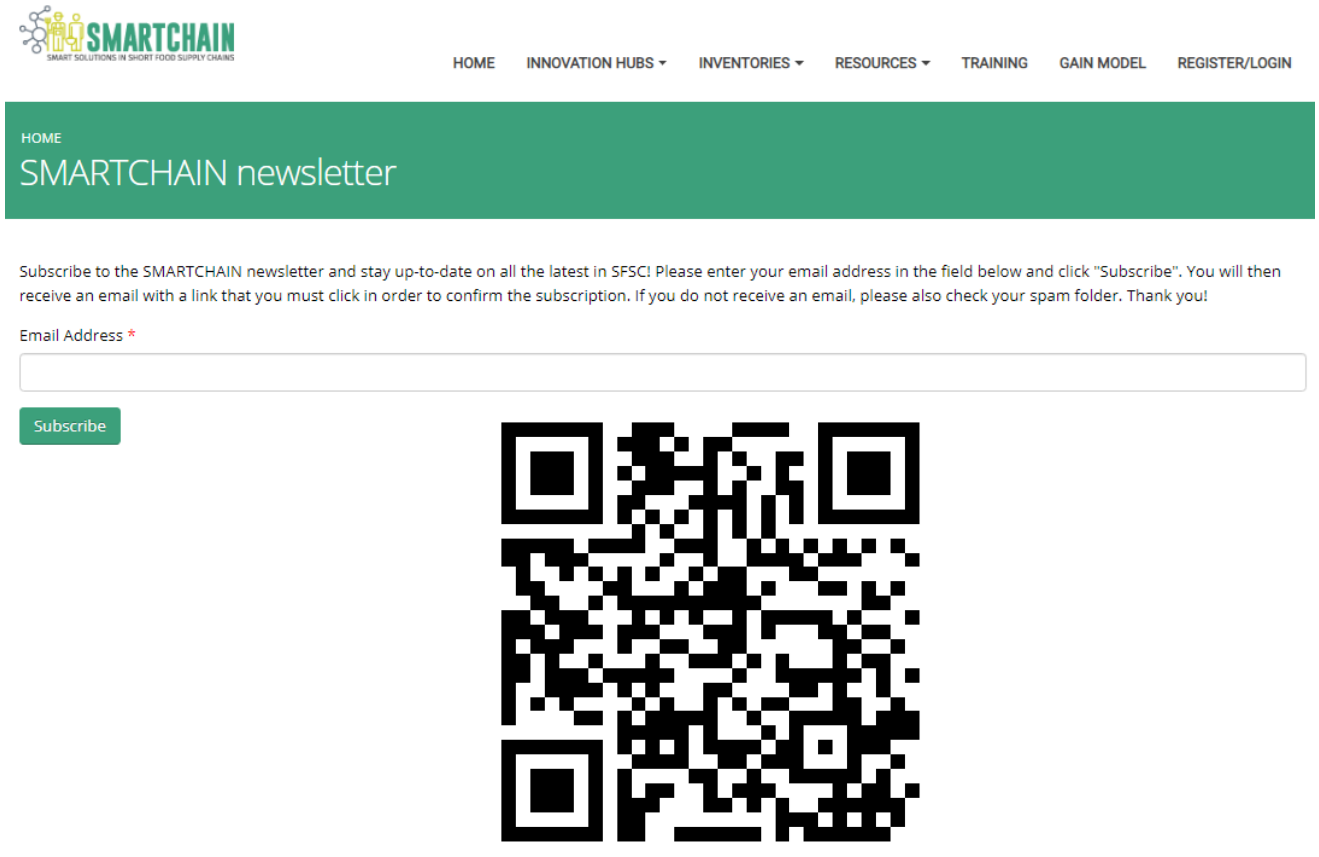
SMARTCHAIN Nieuwsbrief

- Aboneer de project nieuwsbrief
- Jaarlijkse publicatie
- Blijf op de hoogte met #sfsc

➢ www.smartchain-platform.eu/newsletter/signup



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➢ https://twitter.com/smartchain_eu

SMARTCHAIN Twitter

- Breed scala aan gebruikers
- Inhoud: projectactiviteiten, resultaten, shares, likes
- #smarchain_eu #shortfoodchain #h2020 #sfsc
- Volgers: 549



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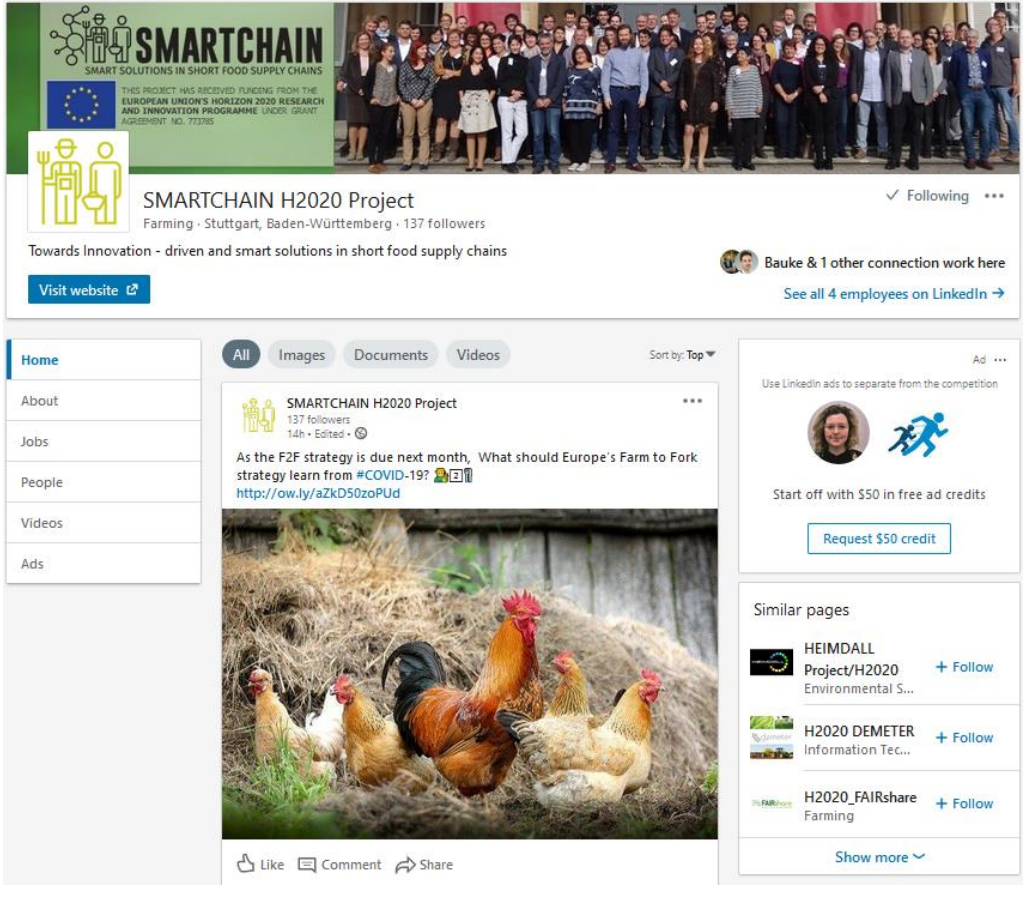
➢ https://www.linkedin.com/company/smartchain-h2020-project

SMARTCHAIN LinkedIn

- Bedrijfspagina
- Professionele basis
- Inhoud: WP activiteiten, artikelen, resultaten
- 188 Volgers



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SMARTCHAIN Literatuur

- Populaire artikels
- Speciale uitgave
- EIP samenvattingen
- Persberichten
- Exploitatieplan

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Press release
SMARTER, SHORTER, STRONGER – Food supply chain in Europe

Practice abstract 8

Short title (in English):

Transforming your grocery store into a springboard for transformational activities

Short summary for practitioners (in English):

The non-profit co-operative "Allotropon" (www.allotropon.gr, in greek) is premised on and supports the concepts of solidarity economy and community development. Allotropon members habitually engage in practices that develop the sense of 'doing something right' and, at the same time, activate social links with other network members or the local community. In doing so, Allotropon members use the grocery store, which is also home to a café by the same name, as a springboard for transformational initiatives that reinforce the social value of its short food supply chain, get people together, and stimulate social activity. For example, Allotropon's members have transformed the store and café into a meeting point for the exchange of knowledge and ideas, and a venue for different events, such as food fairs, "earth fests" (e.g., informational events devoted to the real value of seeds), cultural happenings (e.g., concerts, film screenings, book presentations), speeches, and socially-oriented campaigns (e.g., gathering food items for refugees, catering for the most deprived). Everyone is welcome to get on board and reap the fruits of this social metamorphosis.

Short title (native language):

Μεταμορφώνοντας ένα παντοπωλείο σε ορμητ

Kistermelői Termékelőállítók és Szolgáltatók Országos Érdekképviseletének Egyesülete
kistérpték

Food supply during the economic and social situation caused by the coronavirus (COVID-19)

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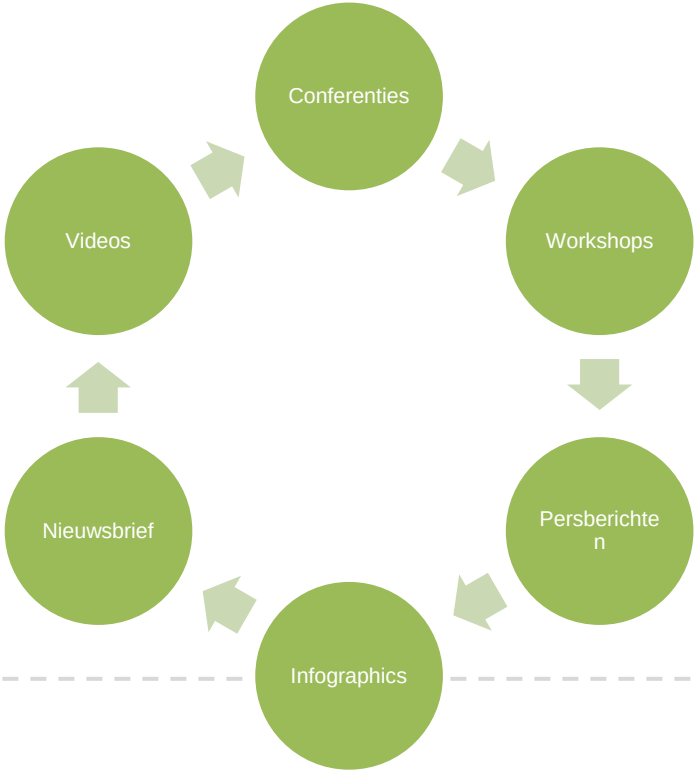
Verspreidingsactiviteiten









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Raak betrokken

- Like us op Twitter
- Volg ons op LinkedIn
- Abonneer ons nieuwsbrief
- Deel uw innovatie
- Like/Share/Reageer

We willen van jou horen



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