

SMARTCHAIN Innovációs platform és kommunikáció

ISEKI-Food Association
&
Copa-Cogeca



05/06/2020



Horizon 2020
European Union Funding
for Research & Innovation

The SMARTCHAIN project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 773785

Mit kínál a SMARTCHAIN platform?

Tudásátadás – Innováció – Együttműködés

Rövid élelmiszerellátási láncok

Kommunikáció

Generációk
közötti
tudásmegosztás

Nemzetközi
REL közösség
Építése

5 célkitűzés:

Disszemináció

Képzések
szervezése

Honlap - Platform

Enter the platform via a location of interest



HOME INNOVATION HUBS ▾ INVENTORIES ▾ RESOURCES ▾ TRAINING GAIN MODEL REGISTER/LOGIN

SMARTCHAIN PLATFORM

The central objective of the **SMARTCHAIN Project** is to foster and accelerate the shift towards **collaborative short food supply chains** (SFSC) and, through specific actions and recommendations, to introduce **new robust business models** and **innovative practical solutions** that enhance the competitiveness and sustainability of the **European agri-food system**.

News & Events

The **SMARTCHAIN Virtual Innovation Platform** facilitates knowledge, innovative practical solutions and know-how transfer. Particularly, the platform aims to:

- Generate, share and utilize information on suitable innovations;
- Engage stakeholders in the SFSC sector;
- Disseminate SFSC innovation and cooperation events;
- Organize training activities and generate training materials on best practices in innovation;
- Build an international community through a short food supply chain game.

You can **help us improve our Platform** by answering a short online **questionnaire**!

The SMARTCHAIN platform is interesting for these stakeholders



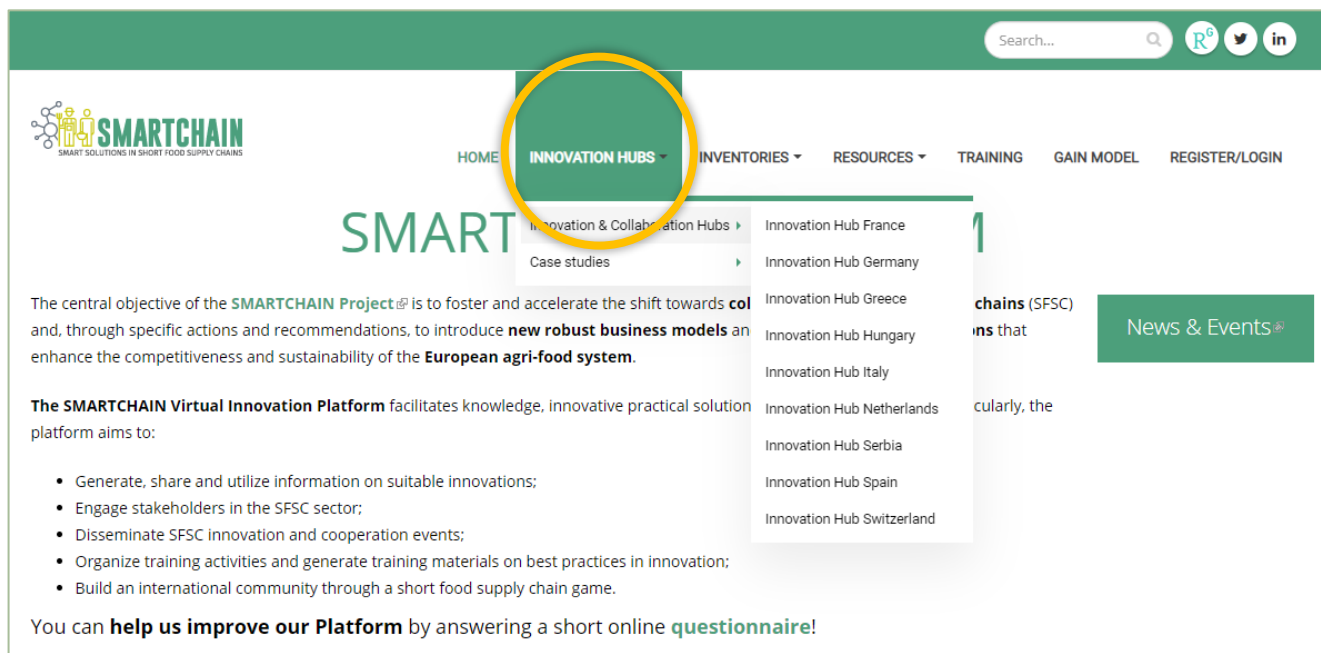
smartchain-platform.eu



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Kommunikáció az Innovációs Hubok között



The screenshot shows the SMARTCHAIN website interface. The top navigation bar includes a search bar and social media icons. The main navigation menu has links for HOME, INNOVATION HUBS (highlighted with a yellow circle), INVENTORIES, RESOURCES, TRAINING, GAIN MODEL, and REGISTER/LOGIN. The INNOVATION HUBS dropdown menu lists various hubs: Innovation & Collaboration Hubs, Case studies, Innovation Hub France, Innovation Hub Germany, Innovation Hub Greece, Innovation Hub Hungary, Innovation Hub Italy, Innovation Hub Netherlands, Innovation Hub Serbia, Innovation Hub Spain, and Innovation Hub Switzerland. The main content area features a large 'SMART' heading and a paragraph about the project's objective: 'The central objective of the SMARTCHAIN Project is to foster and accelerate the shift towards... and, through specific actions and recommendations, to introduce new robust business models... enhance the competitiveness and sustainability of the European agri-food system.' Below this, a list of objectives is provided, and a call to action encourages users to help improve the platform by answering a questionnaire.

REL innovációk & Kezdeményezések



HOME INNOVATION HUBS **INVENTORIES** RESOURCES TRAINING GAIN MODEL REGISTER/LOGIN

HOME > INVENTORIES

Innovation Inventory

Initiative Inventory

Enter a search item

Transformational activities

The non-profit co-operative "Allotropon" is premised on and supports the concepts of solidarity economy and community develop...

[more >](#)

Freeze-drying solutions

In temporary and perishable products such as fungus/mushrooms and some kind of fruits and vegetables is essential to maintain th...

[more >](#)

High-pressure processing

The novelty proposed is the non-thermal food processing technologies as alternative to conventionally heat treatments in high qu...

[more >](#)

Disinfections systems

These systems can be used for the



HOME INNOVATION HUBS **INVENTORIES** RESOURCES TRAINING GAIN MODEL REGISTER/LOGIN

HOME > INVENTORIES

Initiative Inventory

Innovation Inventory

Initiative Inventory

This is a growing inventory of successful Short Food Supply Chain initiatives throughout Europe. These range from Apps to Visions, from local to Europe-wide, and are geared towards many or specific stakeholders, from consumers to policy makers. The initiative may be browsed or searched.

Use the SMARTCHAIN Platform Initiative Inventory to increase your visibility by adding your short food supply chain to this inventory (you must be registered on the SMARTCHAIN Platform to do so) and to get inspired by learning about a wide variety of successful initiatives.

Title contains...

Region

Stakeholder type

Initiative category

[Apply](#) [Reset](#)

BIZILUR

Slow Food Foundation for Biodiversity

Earth Markets

REL publikációk & Weblinkek

Publications

From Smartchain? Year Stakeholder type Author ...

- Any - - Year

Consumer
Farmer&Cooperative
Industry&Retail
Policy maker
Regulatory authority
Retailer
Technology provider
EU project

(CTRL click to choose more than one)

Absatzsteigerung durch direktere Lebensmittelvermarktung

Stakeholder type: Consumer, Farmer&Cooperative, Industry&Retail, Policy maker, Technology provider
Year: 2019
Author(s): -
From SMARTCHAIN: Yes
Short description: Take a look at the German one-pager for information on how you can contribute to Increasing Sales of SFSC products. The Justify the Price heading tells how to communicate the value of SFSC to consumers.
File attachment: Download

Food supply during the economic and social situation caused by the coronavirus

Stakeholder type: Consumer, Farmer&Cooperative, Industry&Retail, Policy maker, Technology provider
Year: 2020
Author(s): Kisléptéki Termékelőállítók és Szolgáltatók Országos Érdekképviseletének Egyesülete
From SMARTCHAIN: Yes

Weblinks

Filter by: Stakeholder type

- Any - Apply

Animal Task Force

atf animal task force
A European Public-Private Platform

Region: EU
Stakeholder type(s): Industry&Retail
Website: <http://animaltaskforce.eu/#>
Short description:
The Animal Task Force is a European Public-Private Partnership of research organisations and farmer and industry organisations, working together on a sustainable and competitive European livestock production sector by fostering knowledge development and innovation in the whole animal production chain.

BBI



Képzési anyagok

smartchain-platform.eu/training

Kérdések a résztvevőkhöz

- Ismer bármilyen online REL-hez kapcsolódó képzést?
Kérjük sorolja fel ezeket!
- Milyen ismeretekre szeretne szert tenni a REL-el kapcsolatban?
- Melyik online tanulási módszert preferálja? *(akár többet is megjelölhet)*
 - ☐ Esettanulmányok olvasása
 - ☐ Riportok olvasása
 - ☐ Rövid online kurzusok
 - ☐ Webinárium sorozatok
 - ☐ Interaktív eszközök
 - ☐ Videók
 - ☐ Fokozatosságra épülő kézikönyv/guideline
 - ☐ Infografikák
 - ☐ Egyéb:
- Melyik érintettcsoportba sorolja önmagát?
 - Fogyasztó, Termelő/Szövetkezet, Ipar/Kiskereskedelem, Döntéshozó, Technológiai szolgáltató

NAVIGATION

- Home
- ISEKI-Food E-learning
- Courses

Course categories:
 SMARTCHAIN

This category is part of the **SMARTCHAIN Project**, which is supported by the European Union's Horizon 2020 Research and Innovation Programme under the grant agreement No. 773785.


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Search courses:

Collapse all

Innovation and Solution-based Multi-actor Workshops

Tutorial for the SMARTCHAIN Innovation Platform

A video tutorial on the use of the SMARTCHAIN Innovation Platform (<https://www.smartchain-platform.eu>).

Best Practices in Innovation

An e-learning course based on the outcomes of the innovation and solution-based multi-actor workshops, which will generate concrete actions for knowledge transfer on Best Practices in Innovation.

Egy nemzetközi közösség építése

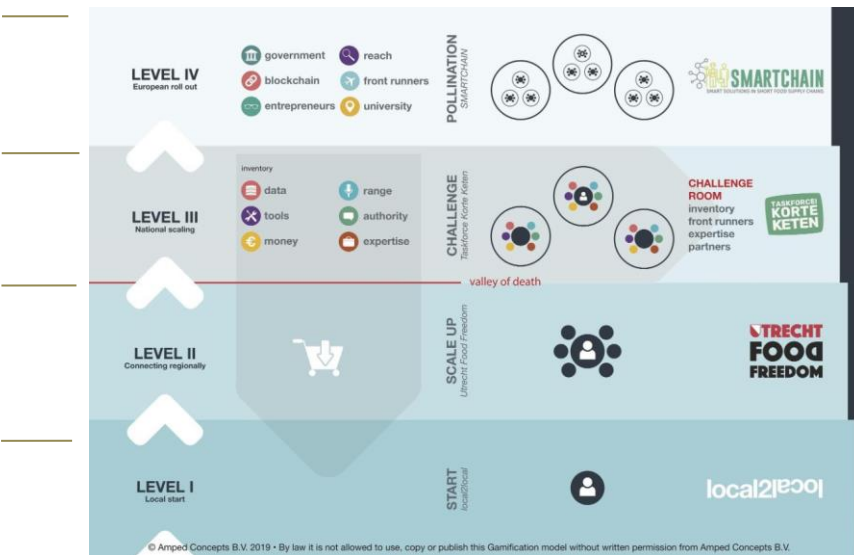
IV: Az európai koordináció az EU tagállamok között kapcsolódik az SDGs célokhoz és megcélozza a klímaváltozással kapcsolatos célokat

III: A helyi és regionális élelmiszerrendszerek csatlakoznak az országos szint eléréséhez.

II: A helyi élelmiszer-rendszerek közötti együttműködés az érintettek és a szereplők regionális hálózatait alkotja.

I: Olyan helyi élelmiszer-rendszer kialakítása, amiben több partner működik együtt.

GAIN Model



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WP 8: Disszemináció, kommunikáció és Kidolgozás

CÉL

A projekt által elérhető eredmények maximalizálása a hatékony tudáscserén, és a széles körű, releváns közönség felé történő kommunikáción keresztül



Fő célkitűzések és a célcsoport

Identitás

Elköteleződés

Hatás

Elérés

Agrár Élelmiszerlánc résztvevők

Döntéshozók

Nagyközönség & Fogyasztók

Tudományos szakemberek & Kutatók



Kommunikáció csatornák

- Weboldal
- Twitter
- LinkedIn
- YouTube
- Research Gate
- Hírlevelek
- Innovációs Platform



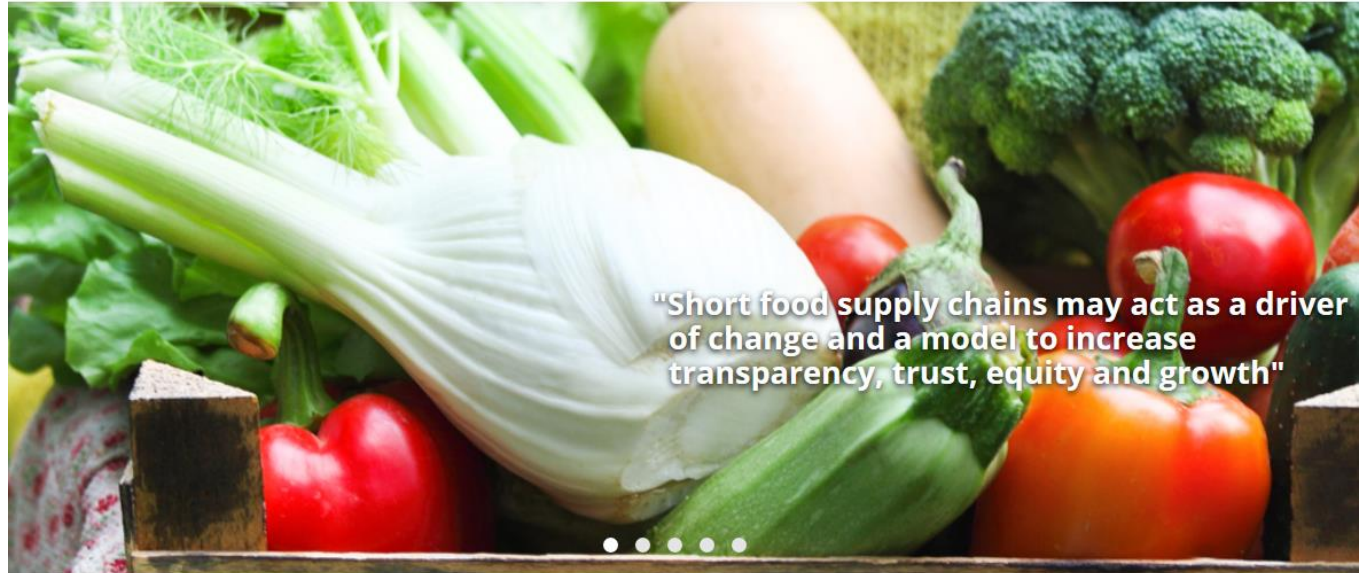
SMARTCHAIN WEBOLDAL

- 816 szekció
- 510 felhasználó
- 1,770 megtekintés
- A projekthez kapcsolódó minden információ megtalálható a weboldalon

info@smartchain-h2020.eu



THE PROJECT SHORT FOOD SUPPLY CHAINS PLATFORM PARTNERS' AREA GET INVOLVED CONTACT NEWS & EVENTS



SMARTCHAIN has the ambition to further support the development of collaborative short food supply chains and promote a more favourable framework for sustainable, local, healthier and ethically produced food in Europe.

SMARTCHAIN HÍRLEVÉL

- Iratkozzon fel a hírlevélre
- Éves kiadvány
- Legyen naprakész #sfsc – vel kapcsolatban

HOME

SMARTCHAIN newsletter

Subscribe to the SMARTCHAIN newsletter and stay up-to-date on all the latest in SFSC! Please enter your email address in the field below and click "Subscribe". You will then receive an email with a link that you must click in order to confirm the subscription. If you do not receive an email, please also check your spam folder. Thank you!

Email Address *

Subscribe



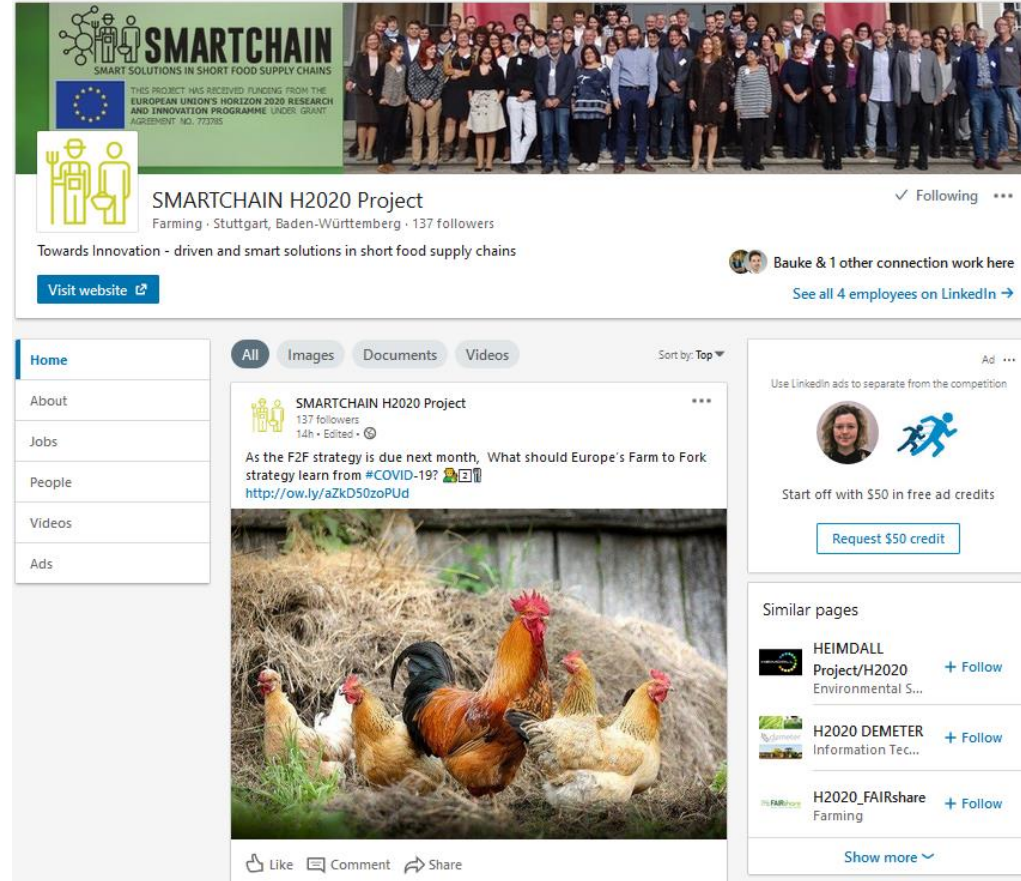
SMARTCHAIN Twitter

- Felhasználók széles köre
- Tartalom: projekt tevékenységek, eredmények, megosztások, likes
- #smarchain_eu
#shortfoodchain
#h2020 #sfsc
- Követők: 549



SMARTCHAIN LinkedIn

- Üzleti oldal
- Profi bázis
- Content: WP activities, articles, results
- 188 követő



SMARTCHAIN H2020 Project
Farming · Stuttgart, Baden-Württemberg · 137 followers

Towards Innovation - driven and smart solutions in short food supply chains

Visit website

Following

Bauke & 1 other connection work here

See all 4 employees on LinkedIn

Home

All Images Documents Videos

Sort by: Top

SMARTCHAIN H2020 Project
137 followers
14h · Edited ·

As the F2F strategy is due next month, What should Europe's Farm to Fork strategy learn from #COVID-19? <http://ow.ly/aZkD50zoPUD>

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H2020_FAIRshare Farming [+ Follow](#)

Show more

SMARTCHAIN Cikkek

- Népszerű cikkek
- Különkiadások
- EIP absztraktok
- Sajtó megjelenések
- Exploitation Plan

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 ορμητή



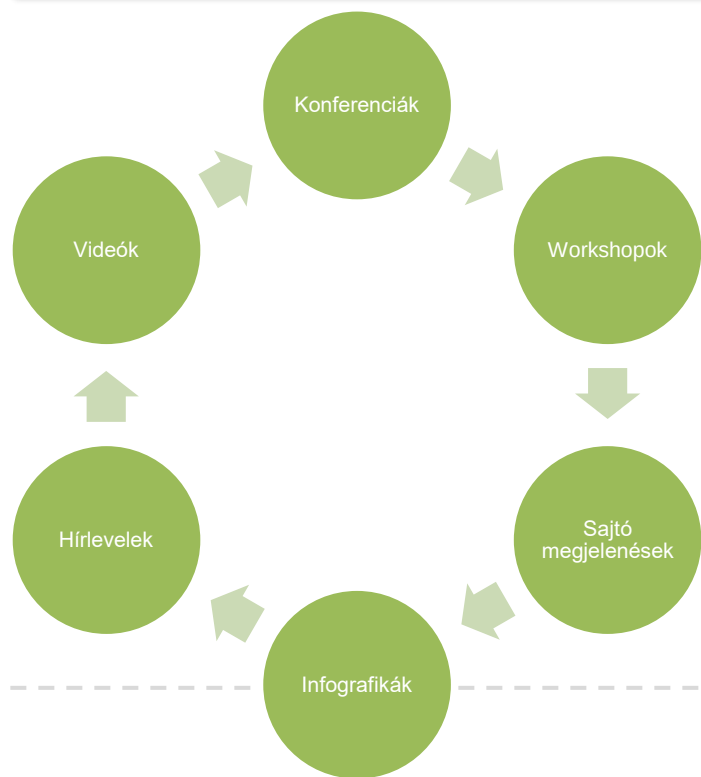
Food supply during the economic and social situation caused by the coronavirus (COVID-19)



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Disszeminációs tevékenységek



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Hogyan vegyél részt?

- Kövess minket Twitteren
- LinkedIn-en
- Iratkozz fel hírlevelünkre
- Oszd meg velünk innovációd
- Like/Megosztás/Komment

Csatlakozz
hozzánk!



Kitöltendő kérdőív

- <https://docs.google.com/forms/d/e/1FAIpQLSd0I9H8O2XVYjNFkJ55-qDfK-BhW0Wnef676q8R8qRHJw-7Yw/viewform>





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