SMARTCHAIN
SMART SOLUTIONS IN SHORT FOOD SUPPLY CHAINS

WP8 Comunicación

Branwen Miles, branwen.miles@copa-cogeca.eu



30/07/2020

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

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OBJETIVO

Maximizar el impacto de los resultados del proyecto a través de un intercambio efectivo de conocimiento y comunicación a un gran rango de audiencias relevantes.

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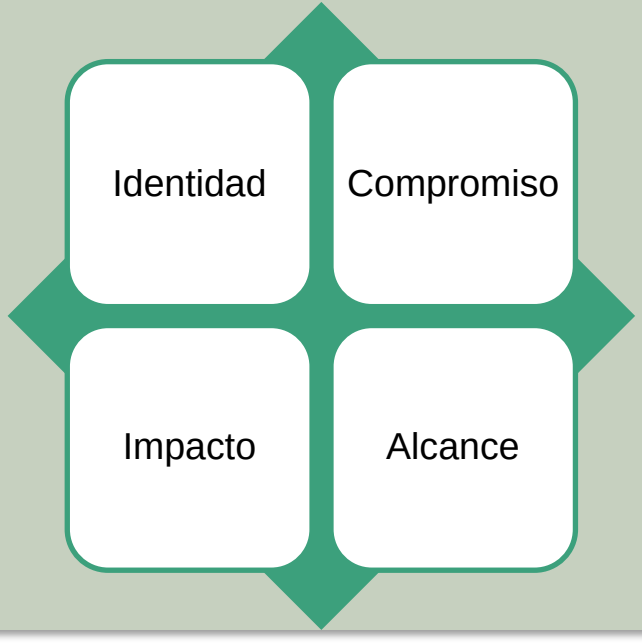
Objectivos Clave y Audiencia Objetivo



- Operadores de la cadena agroalimentaria
- Legisladores – Gobierno
- Público General & Consumidores
- Académicos & Investigadores

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Canales de Comunicación

- Website
- Twitter
- LinkedIn
- YouTube
- Research Gate
- Newsletters
- Plataforma de Innovación



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➢ www.smartchain-h2020.eu

SMARTCHAIN WEBSITE

- 816 Sesiones
- 510 Usuarios
- 1,770 Visitas
- Toda la infomación del proyecto puede encontrarse en la página web



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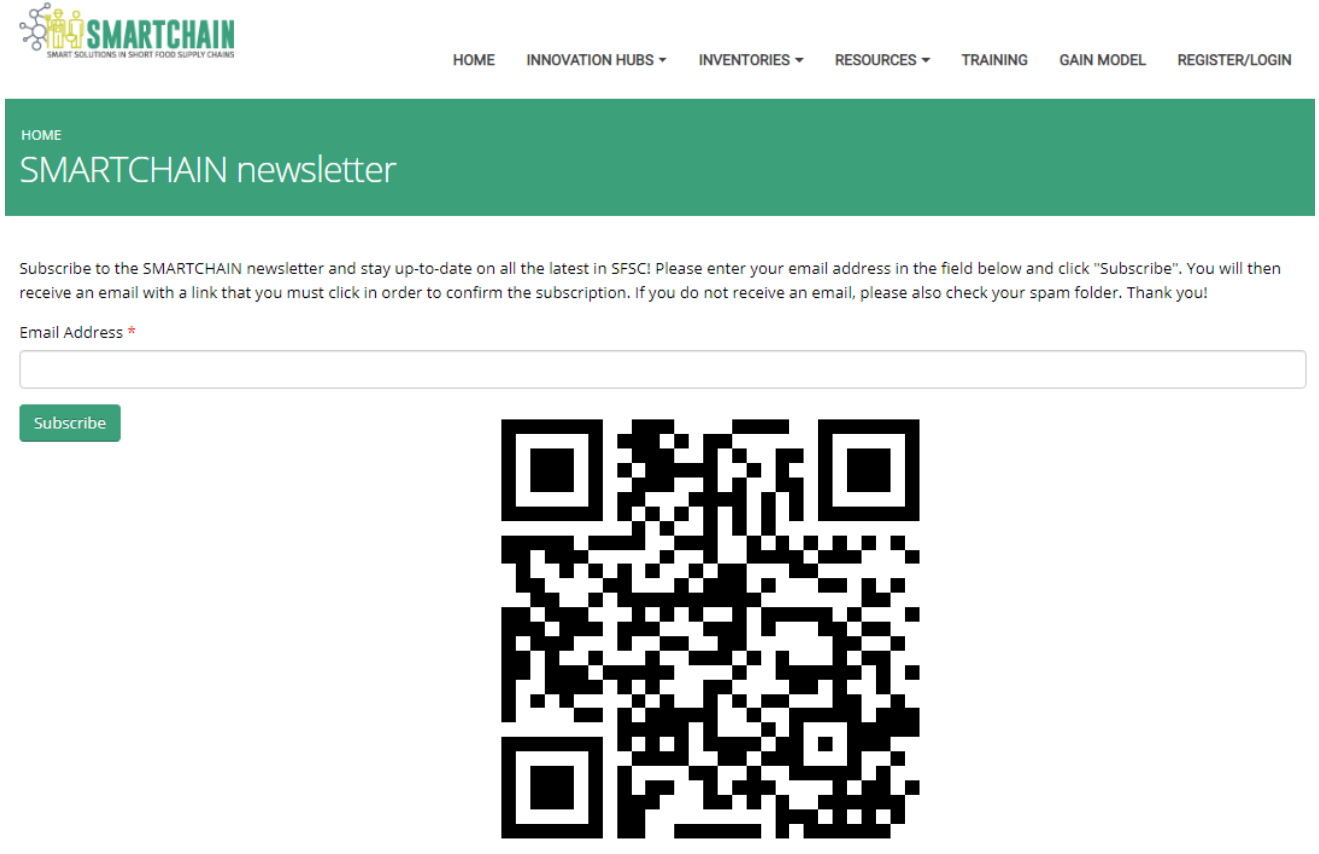
SMARTCHAIN Newsletter

- Subscríbete a la Newsletter del proyecto
- Publicación anual
- Mantente al día con #sfsc *(CCSA)*

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



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➢ https://twitter.com/smartchain_eu

SMARTCHAIN Twitter

- Gran expectro de usuarios
- Contenido: proyecto actividades, resultados, *shares*, *likes*
- #smarchain_eu #shortfoodchain #h2020 #sfsc
- Seguidores: 549



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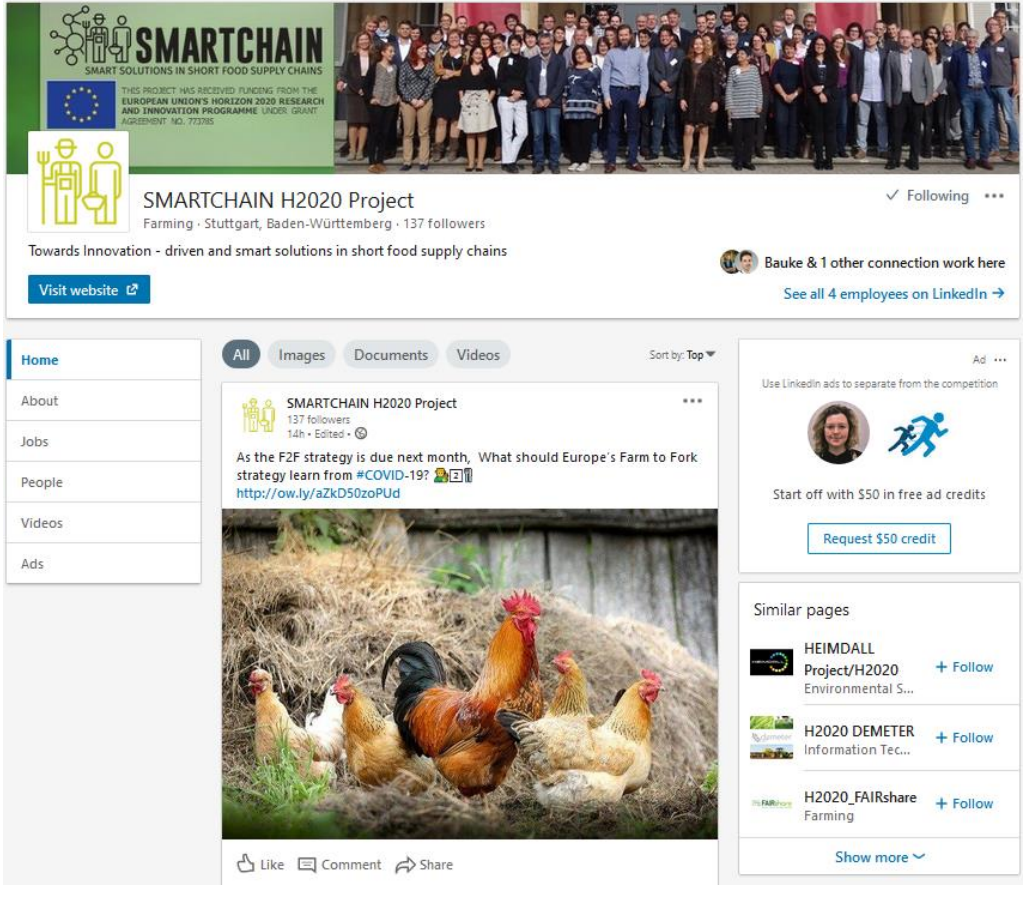
➢ https://www.linkedin.com/company/smartchain-h2020-project

SMARTCHAIN LinkedIn

- Página de empresa
- Base profesional
- Contenido: actividades, artículos, resultados
- 188 Seguidores



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SMARTCHAIN Literature

- Artículos Populares
- Edición Especial
- Resúmenes EIP
- Notas de prensa
- Plan de Explotación

SMARTCHAIN
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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
kistérték

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

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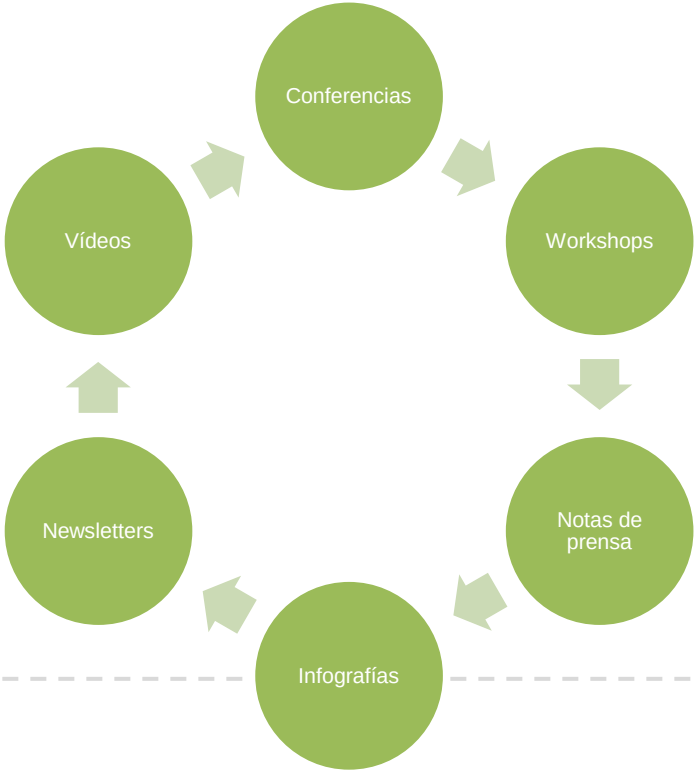
Actividades de Diseminación









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Únete

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- Like/Comparte/Comenta

Queremos saber de tí



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