

Plateforme d'innovation et communication SMARTCHAIN

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

Ce que propose la plateforme SMARTCHAIN

transfert de connaissances - innovation - coopération

acteurs des **chaînes d'approvisionnement alimentaire courtes** (SFSC)

5 objectifs:

Communication

Production
Partage
Utilisation

Construction

Diffusion

Organisation

Page d'accueil de la plateforme

Search...



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



Enter the platform via a location of interest



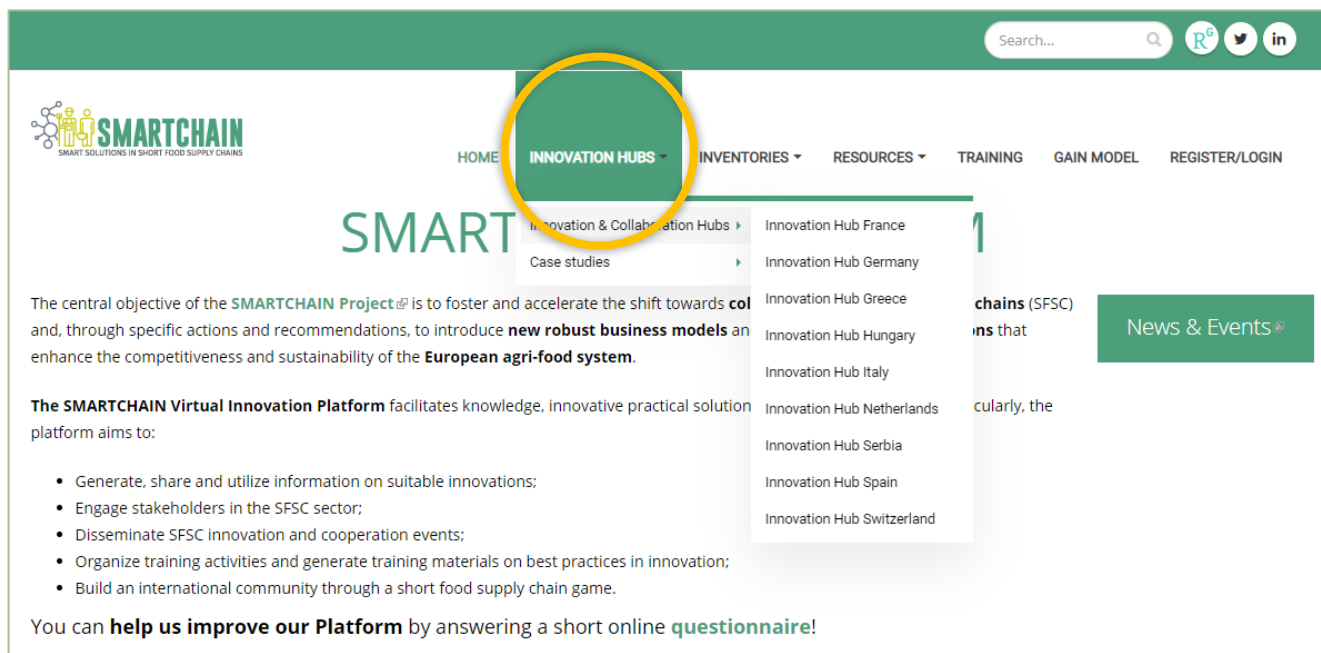
smartchain-platform.eu



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Communication entre les pôles d'innovation



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 the SMARTCHAIN logo, a paragraph about the project's objective, a list of goals for the Virtual Innovation Platform, and a link to a questionnaire.

SMARTCHAIN
SMART SOLUTIONS IN SHORT FOOD SUPPLY CHAINS

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

SMARTCHAIN

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Innovations et initiatives des circuits courts



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

Foodhub.hu

Foodhub.hu reconnects small-scale farmers directly with businesses looking for local, high-quality fresh ingredients, be they re...

[more >](#)

Hermeneus marketplace

Hermeneus is a free and responsible



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

HOME > INVENTORIES

Initiative Inventory

Initiative 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](#)

Ctrl + click to choose more than one

BIZILUR

Bizilur

Slow Food Foundation for Biodiversity

Earth Markets

Publications et liens internet sur les circuits courts

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): Kisléptékű Termékelőállítók és Szolgáltatók Országos Érdekvépviseletének 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



Supports de formation



HOME

INNOVATION HUBS ▾

INVENTORIES ▾

TRAINING

GAIN MODEL

NEWS & EVENTS

REGISTER/LOGIN

smartchain-platform.eu/training

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:
Go

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.

Questions aux participants

- Connaissez-vous des formations en ligne sur les circuits courts? Veuillez les énumérer.
- Qu'aimeriez-vous apprendre sur les circuits courts ?
- Quelle est votre méthode d'apprentissage en ligne préférée? (*cochez les cases correspondantes*)
 - ☐ Lire des études de cas
 - ☐ Lire des rapports et des fiches d'information
 - ☐ Courts cours en ligne
 - ☐ Série de webinaires
 - ☐ Outils interactifs
 - ☐ Extraits vidéo
 - ☐ Guides pas-à-pas
 - ☐ Infographies
 - ☐ Autre:
- À quel groupe de parties prenantes vous identifiez-vous? Consommateur, agriculteur / coopérative, industrie / vente au détail, décideur politique, fournisseur de technologie



Construire une communauté internationale

IV: Coordination européenne entre les États membres de l'UE, liens avec les objectifs de développement durable (ODD) et les cibles concernant le changement climatique.

III: Les systèmes alimentaires locaux et régionaux se rejoignent pour atteindre une échelle nationale.

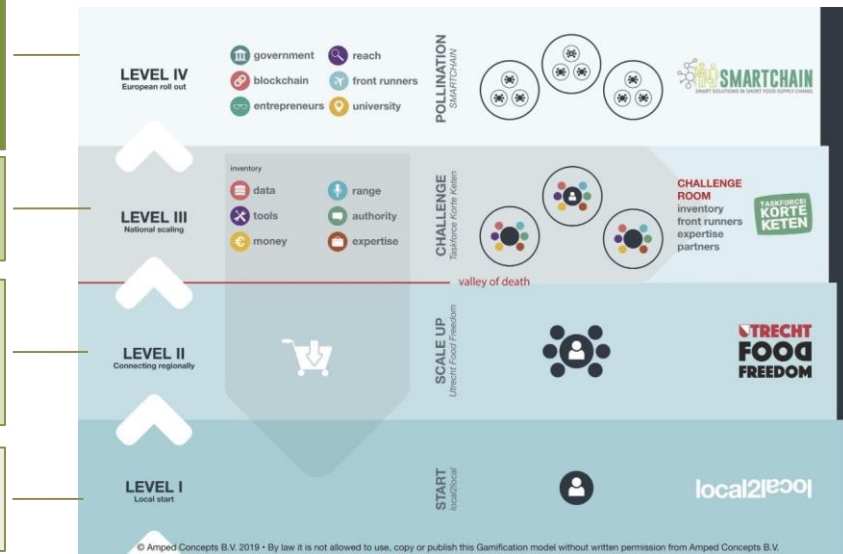
II: La collaboration entre les systèmes alimentaires locaux forme des réseaux régionaux de parties prenantes et d'acteurs.

I: Un système alimentaire local formé grâce à la collaboration entre plusieurs partenaires.



HOME INNOVATION HUBS INVENTORIES TRAINING **GAIN MODEL** NEWS & EVENTS REGISTER/LOGIN

GAIN Model



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linkedin.com/groups/8948135



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WP 8: Diffusion, Communication et Exploitation

OBJECTIF

Optimiser l'impact des résultats du projet grâce à un échange de connaissances et une communication efficaces avec un large éventail de publics pertinents.



Objectifs clés et public cible

Identité

Engagement

Impact

Atteinte

Praticiens de la chaîne
agroalimentaire

Décideurs politiques

Grand public et consommateurs

Académiciens & Chercheurs



Canaux de communication

- Site internet
- Twitter
- LinkedIn
- You Tube
- ResearchGate
- Newsletters
- Plateformes d'innovation



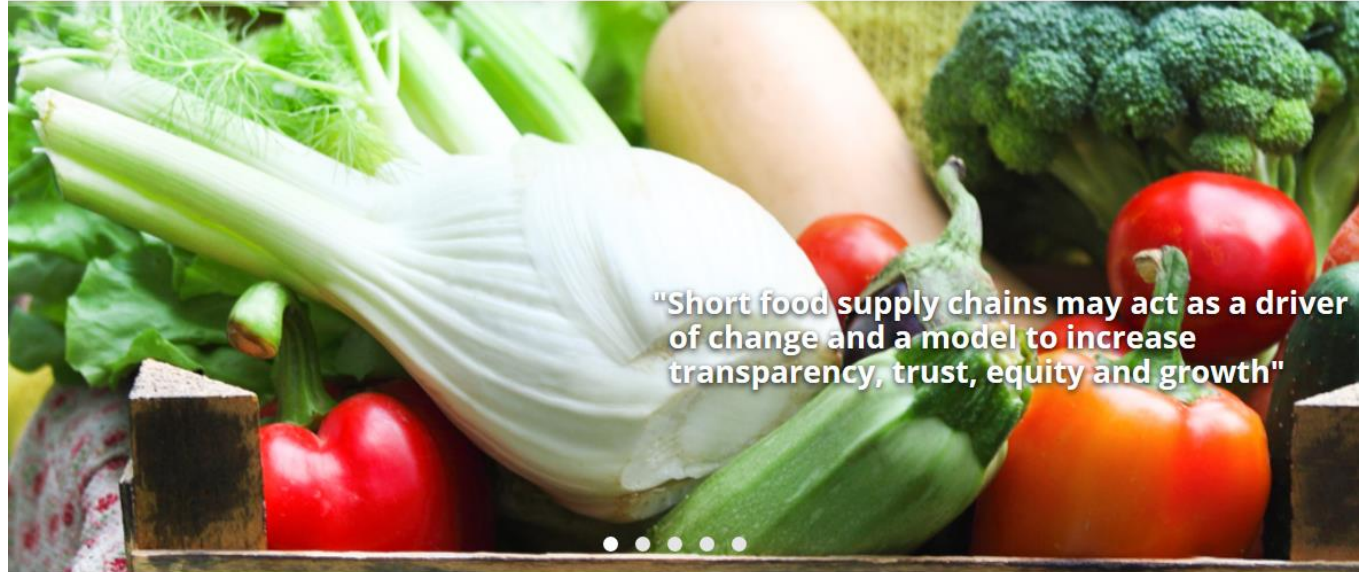
SITE INTERNET
SMARTCHAIN

- 816 Sessions
- 510 Utilisateurs
- 1,770 vues de pages
- Toutes les informations relatives au projet se trouvent sur le site internet

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.

Newsletter SMARTCHAIN

- Abonnez-vous à la newsletter du projet
- Publication annuelle
- Restez à jour avec #sfsc

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

- Large éventail d'utilisateurs
- Contenu: activités du projet, résultats, partages, likes
- #smarchain_eu
#shortfoodchain
#h2020 #sfsc
- Followers: 549



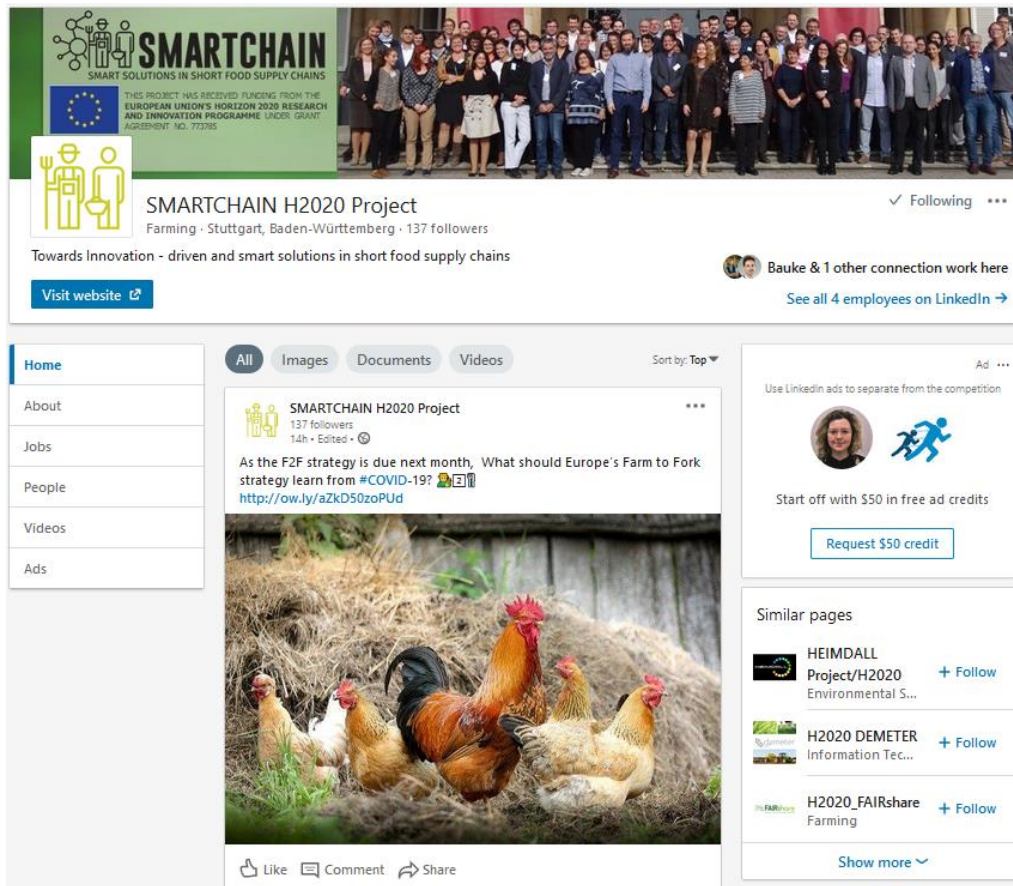
SMARTCHAIN LinkedIn

➤ Page entreprise

➤ Base professionnelle

➤ Contenu:
activités WP,
articles,
résultats

➤ 188 Followers



SMARTCHAIN H2020 Project
Farming · Stuttgart, Baden-Württemberg · 137 followers
Towards Innovation - driven and smart solutions in short food supply chains
[Visit website](#)

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[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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Documentation

SMARTCHAIN

- Articles populaires
- Édition spéciale
- Résumés EIP
- Communiqués de presse
- Plan d'exploitation

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



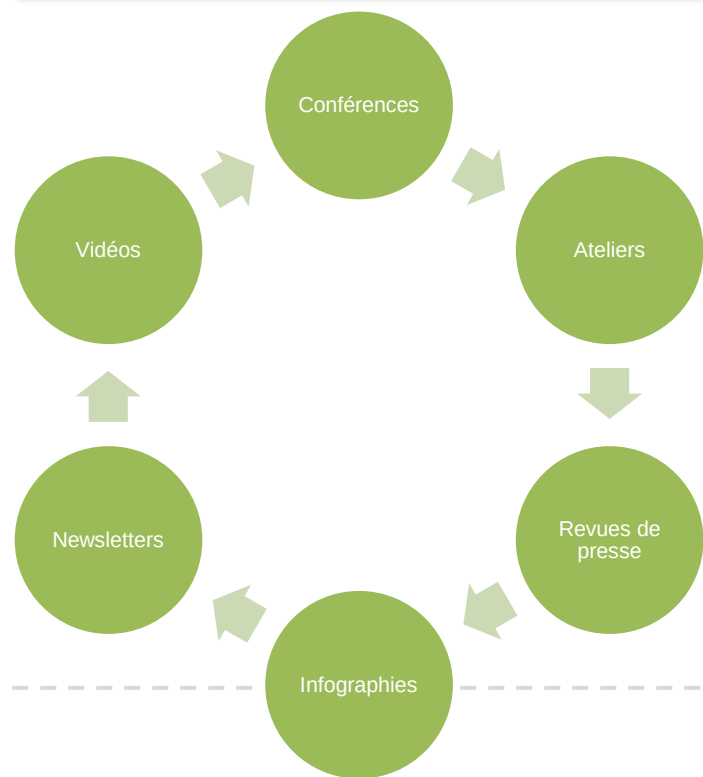
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Activités de diffusion



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Être impliqué

- [Suivez-nous sur Twitter](#)
- [Suivez-nous sur LinkedIn](#)
- [Abonnez-vous à notre lettre d'information](#)
- Partagez votre innovation
- Aimer / Partager / Commenter

Nous voulons de
vos nouvelles

