

SMARTCHAIN **Inovaciona platforma** **& komunikacija**

ISEKI-Food Association
&
Copa-Cogeca



26/02/2021



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

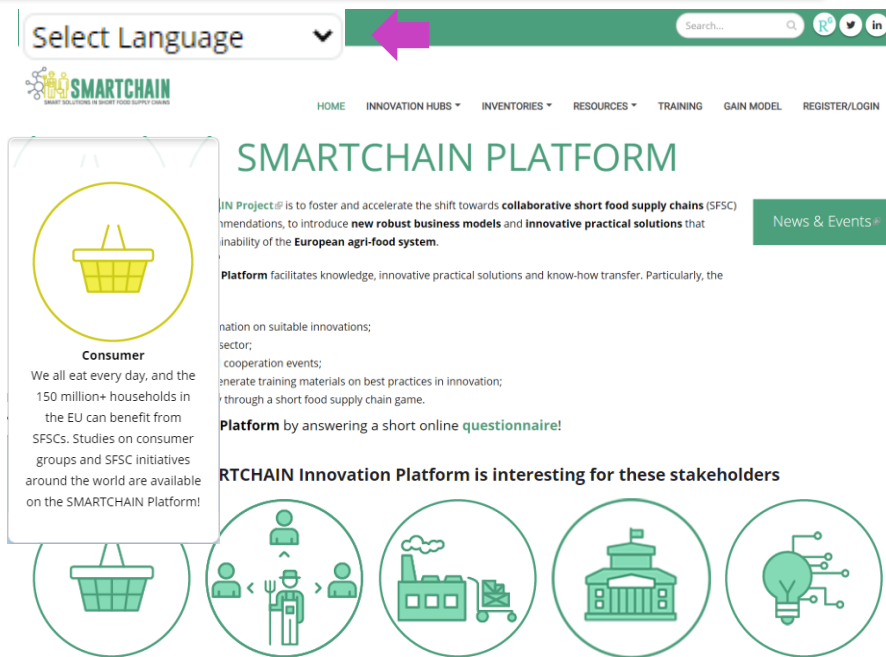
Početna strana platforme

Transfer znanja– inovacije – saradnja
stejkeholderi kratkog lanca snabdevanja
(SFSC)

Enter the platform via a location of interest



smartchain-platform.eu



Select Language ▼

Search...

SMARTCHAIN
SMART SOLUTIONS IN SHORT FOOD SUPPLY CHAINS

HOME INNOVATION HUBS INVENTORIES RESOURCES TRAINING GAIN MODEL REGISTER/LOGIN

SMARTCHAIN PLATFORM

IN Project is to foster and accelerate the shift towards **collaborative short food supply chains (SFSC)** recommendations, to introduce **new robust business models** and **innovative practical solutions** that **improve the sustainability** of the **European agri-food system**.

Platform facilitates knowledge, innovative practical solutions and know-how transfer. Particularly, the platform provides information on suitable innovations; sector; cooperation events; generate training materials on best practices in innovation; through a short food supply chain game.

Platform by answering a short online **questionnaire**!

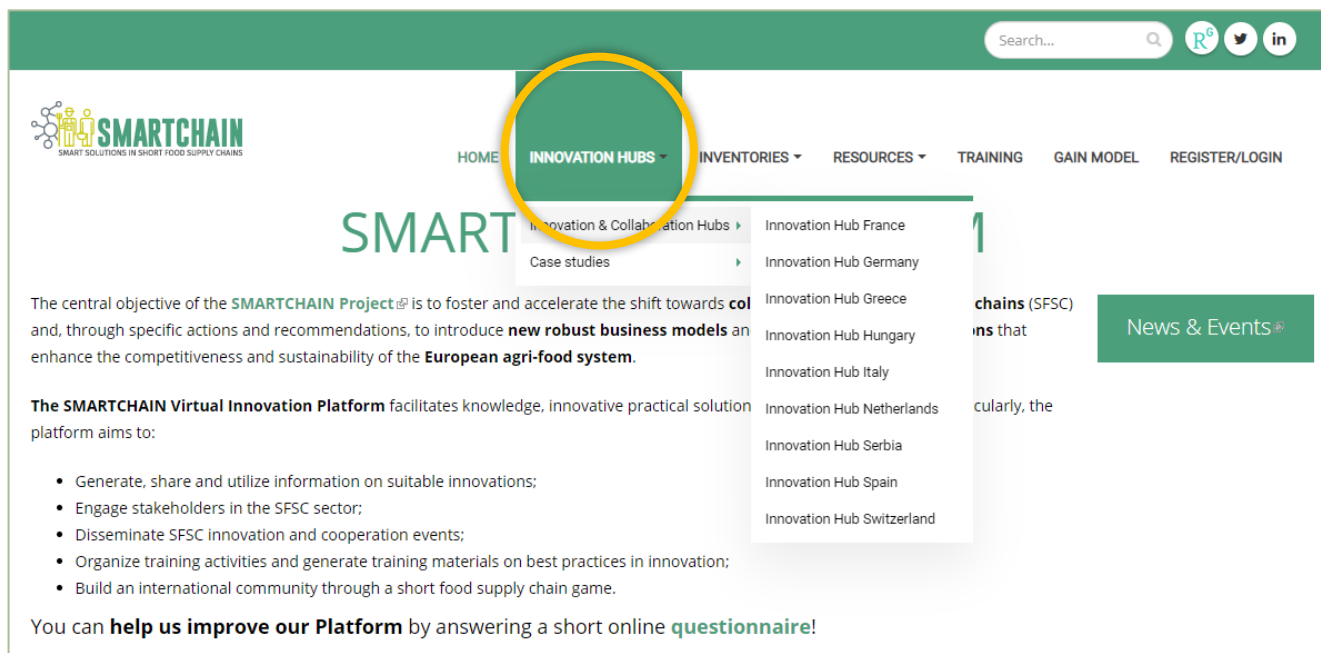
SMARTCHAIN Innovation Platform is interesting for these stakeholders



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Komunikacija između inovacionih hubova



The screenshot shows the SMARTCHAIN website interface. The top navigation bar includes a search bar, social media icons (ResearchGate, Twitter, LinkedIn), and a main menu with links: HOME, **INNOVATION HUBS** (highlighted with a yellow circle), INVENTORIES, RESOURCES, TRAINING, GAIN MODEL, and REGISTER/LOGIN. The 'INNOVATION HUBS' dropdown menu is open, listing 'Innovation & Collaboration Hubs' and 'Case studies', with a sub-menu listing various European countries: France, Germany, Greece, Hungary, Italy, Netherlands, Serbia, Spain, and Switzerland. The main content area features the SMARTCHAIN logo, a paragraph about the project's objective, a list of platform aims, and a call to action to complete a questionnaire.

SMARTCHAIN
SMART SOLUTIONS IN SHORT FOOD SUPPLY CHAINS

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

SMARTCHAIN

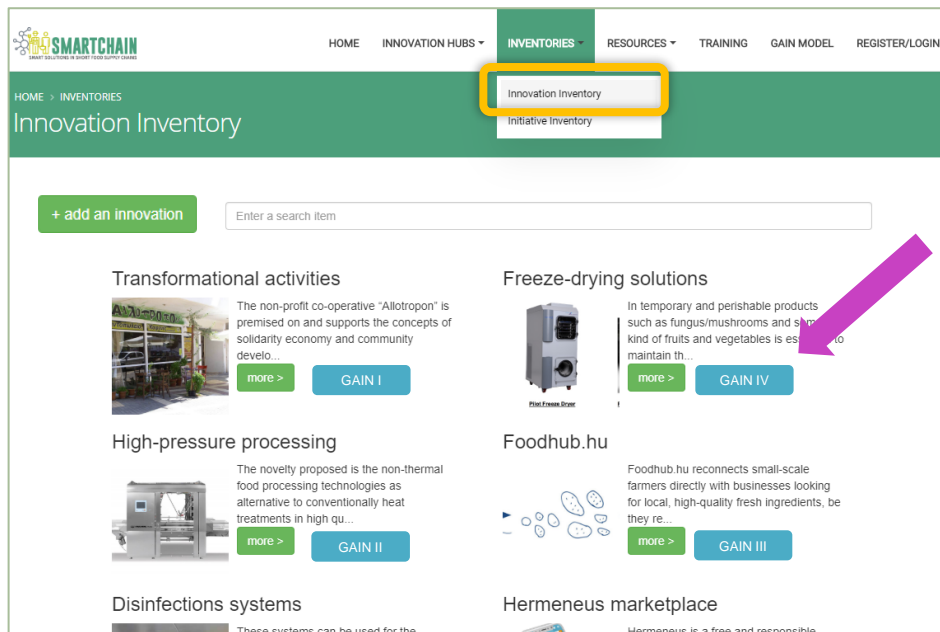
The central objective of the **SMARTCHAIN Project** is to foster and accelerate the shift towards **collaborative business models** and, through specific actions and recommendations, to introduce **new robust business models** and enhance the competitiveness and sustainability of the **European agri-food system**.

The SMARTCHAIN Virtual Innovation Platform facilitates knowledge, innovative practical solution 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**!

SFSC Inovacije & Inicijative



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

HOME > INVENTORIES

Innovation Inventory

Innovation Inventory
Initiative Inventory

+ add an innovation

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 > GAIN I

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 > GAIN IV

High-pressure processing

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

more > GAIN II

Disinfections systems

These systems can be used for the

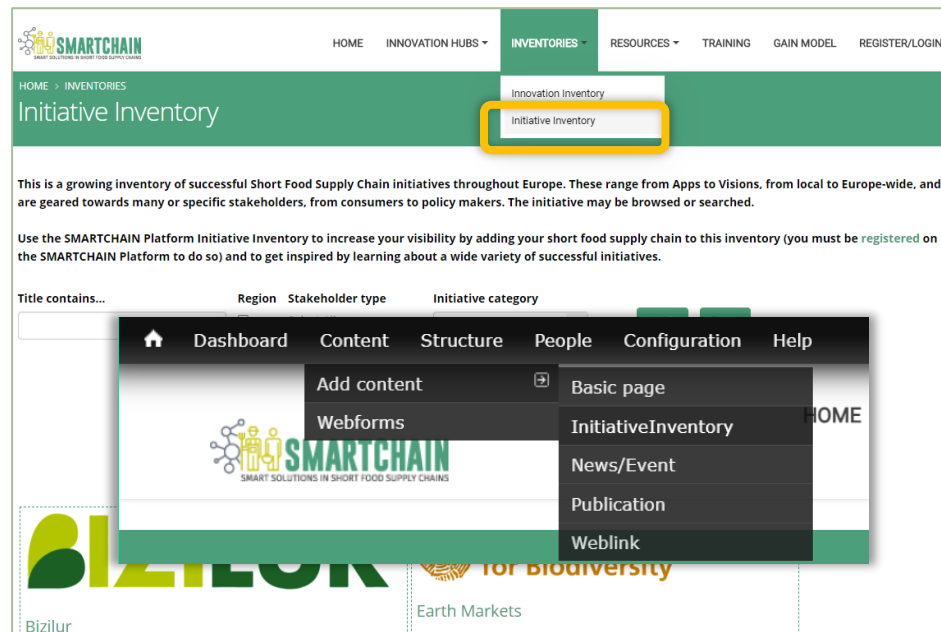
Foodhub.hu

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

more > GAIN III

Hermeneus marketplace

Hermeneus is a free and responsible



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

HOME > INVENTORIES

Initiative Inventory

Initiative Inventory
Innovation 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

HOME Dashboard Content Structure People Configuration Help

Add content Webforms

Basic page InitiativeInventory News/Event Publication Weblink

BIZILOR for Biodiversity

Bizilur Earth Markets

SFSC Publikacije & Weblinkovi

Publications

From Smartchain? Year Stakeholder type Author ...

- 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): Kísleptékű Termékelőállítók és Szolgáltatók Országos Érdekképviseletének Egyesülete

From SMARTCHAIN: Yes

Weblinks

Filter by: Stakeholder type

Animal Task Force



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



Trening materijali

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

▼ 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.

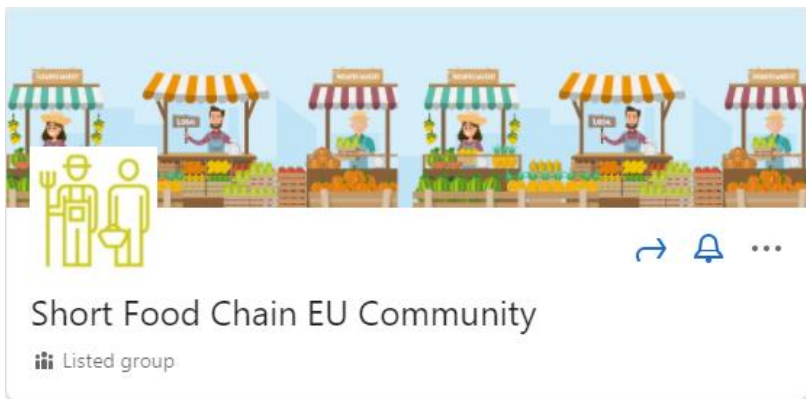
▶ Innovation and Solution-based Multi-actor Workshops

- Generic (EN) - Multi-stakeholder Workshop 1
- France - Multi-stakeholder Workshop 1
- Germany - Multi-stakeholder Workshop 1
- Greece - Multi-stakeholder Workshop 1
- Hungary - Multi-stakeholder Workshop 1
- Italy - Multi-stakeholder Workshop 1
- Netherlands - Multi-stakeholder Workshop 1
- Serbia - Multi-stakeholder Workshop 1
- Spain - Multi-stakeholder Workshop 1
- Switzerland - Multi-stakeholder Workshop 1

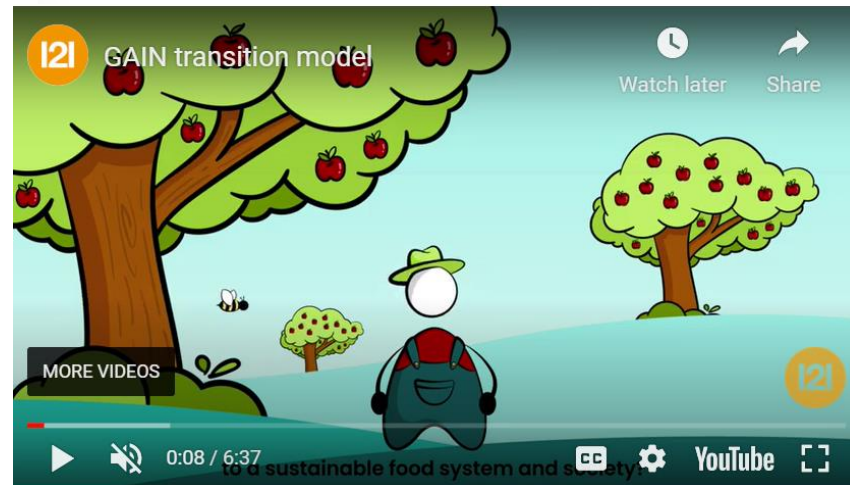
Prijavite se e-kurseve "Najbolji primeri inovacija"

Izgradnja internacionalne zajednice

HOME
GAIN Model



[linkedin.com/groups/8948135](https://www.linkedin.com/groups/8948135)



https://youtu.be/pzRwSNvbY_s

Nastavak platforme



2021 – 2024 godina
Ime platforme će se promeniti



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WP 8: Disiminacija, komunikacija i eksploatacija

SVRHA

Da se maksimizira uticaj projektnih rezultata putem efektivne razmene znanja i komunikacije sa širokim spektrom relevantne publike.



Ključni ciljevi i ciljna publika

Identitet

Angažovanje

Uticaj

Dosezanje

Stručnjaci iz agro-prehrambenog lanca

Kreatori politike

Javnost & Potrošači

Akademci & istraživači



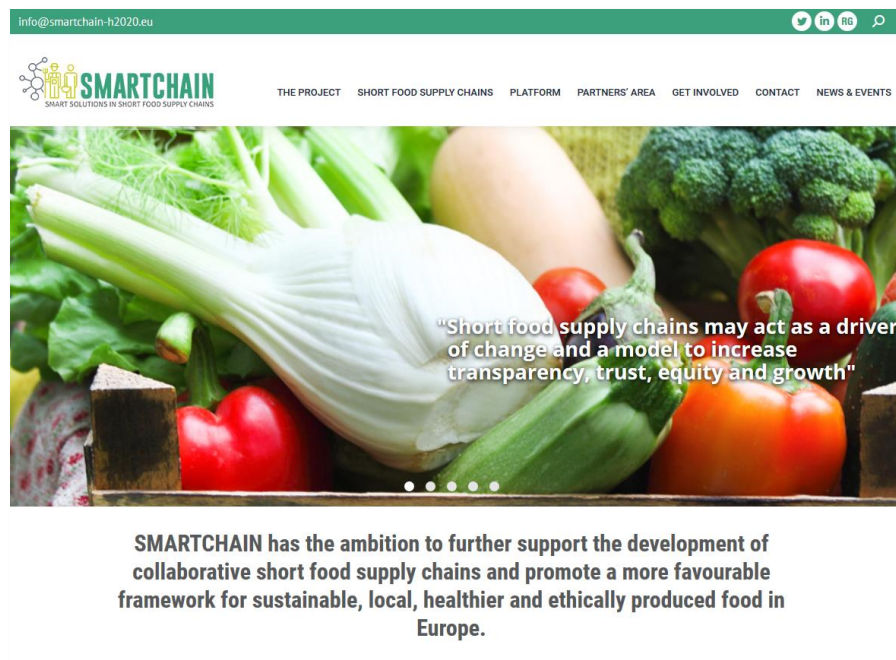
Kanali komunikacije

- Website
- Twitter
- LinkedIn
- You Tube
- Research Gate
- Bilteni
- Inovciona
platforma




SMARTCHAIN Website

- Sve informacije vezane za projekat mogu se naći na website-u
- O projektu i sadržaju
- Link ka SMARTCHAIN platformi
- Poslednje vesti i događaju
- Kako stupiti u kontakt
- www.smartchain-h2020.eu



Socijalni Mediji



SMARTCHAIN H2020 Project
Towards innovation-driven and smart solutions in short food supply chains
Farming - Stuttgart, Baden-Württemberg - 323 followers

Bauke & 1 other connection work here · 4 employees

[Visit website](#) [More](#)

Home About **Posts** Jobs People Videos

SMARTCHAIN H2020 Project
323 followers

What are short food supply chains and why should you consider buying from them? No matter where you are in the EU, there are numerous reasons for buying food from local farmers and producers! 🍅 🥕 🥦 ...see more

[LinkedIn](#)



SMARTCHAIN_EU
@Smartchain_EU

#Smartchain_EU aims to unlock the potential short food supply chains. Funded by the @EU_H2020 R&I Programme. Managed by @UniHohenheim, @CopaCogeca & @EUFIC.

[smartchain-h2020.eu](#) Joined May 2019

872 Following 719 Followers

[Tweets](#) [Tweets & replies](#) [Media](#) [Likes](#)



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SMARTCHAIN Literatura

- Popular članci
- Specialna izdanja
- EIP Abstrakti
- Novinski članci
- Plan eksploatacije

HOME SMARTCHAIN newsletter

Subscribe to the SMARTCHAIN newsletter and stay up-to-date on all the latest in SFSCI! 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

➤ [Newsletter](#)

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

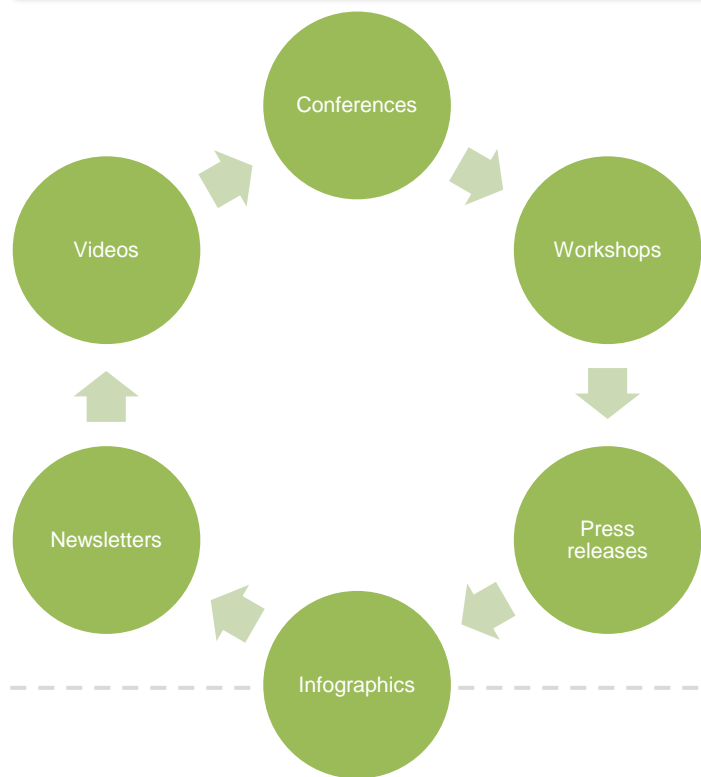
➤ [Practice Abstracts](#)



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Disiminazione attivnosti



Uključite se

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- [Registrujte se na Platformi](#)
- [Gledajte videe na You Tube](#)
- Delite svoje inovacije
- Lajkujte/Delite/Komentarišite

We want to hear
from you



