

# SMARTCHAIN

## Πλατφόρμα καινοτομίας & επικοινωνίας

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

# Τι προσφέρει η πλατφόρμα καινοτομίας του προγράμματος SMARTCHAIN;

διάχυση γνώσης – καινοτομία – συνεργασία

Σε ενδιαφερόμενους για τις **βραχείες αλυσίδες εφοδιασμού τροφίμων**

5 στόχοι:

Επικοινωνία

Παραγωγή  
Διαμοιρασμός  
Χρήση

Οικοδόμηση

Διάδοση

Οργάνωση

# Αρχική σελίδα της πλατφόρμας


Search...    



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

## SMARTCHAIN PLATFORM

The central objective of the SMARTCHAIN Project<sup>®</sup> 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



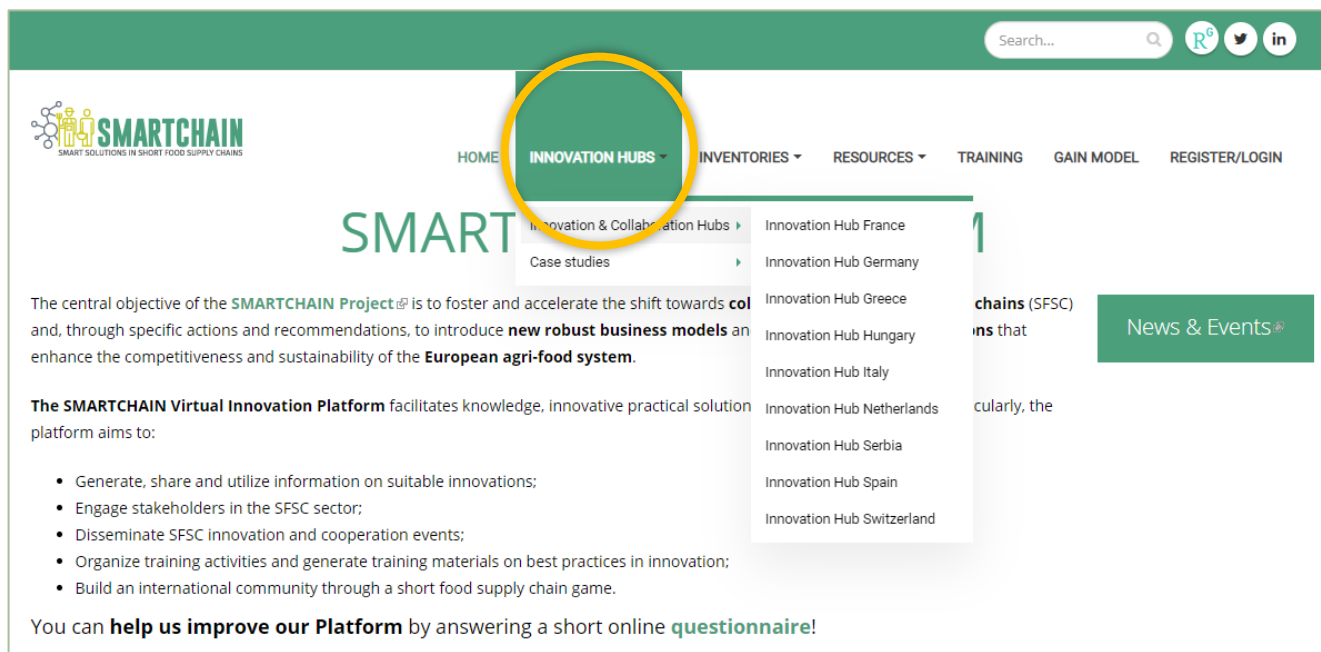
[smartchain-platform.eu](http://smartchain-platform.eu)



Horizon 2020  
European Union Funding  
for Research & Innovation

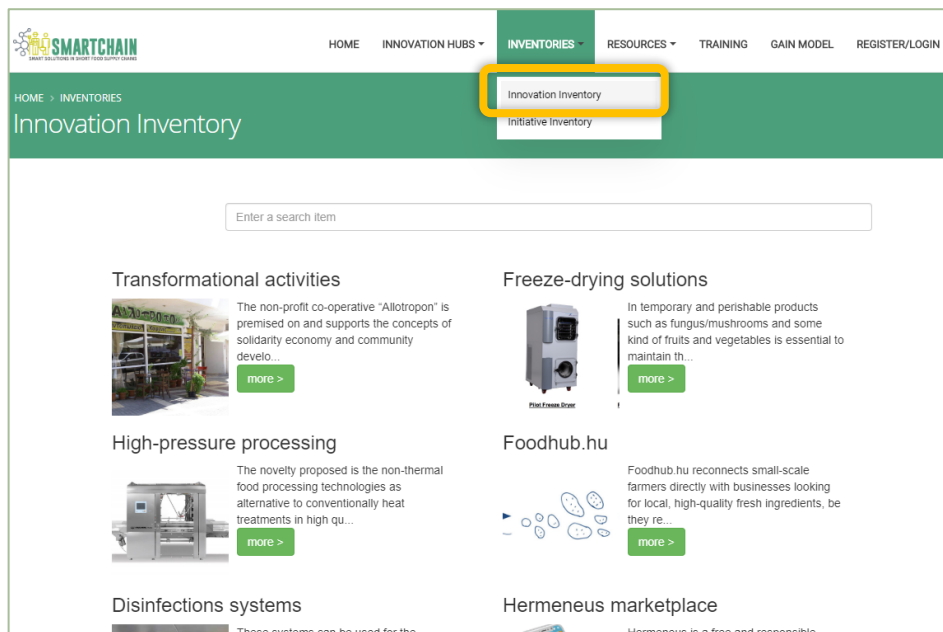
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# Επικοινωνία μεταξύ των κόμβων καινοτομίας



The screenshot shows the SMARTCHAIN website interface. The navigation menu includes: HOME, **INNOVATION HUBS** (highlighted with a yellow circle), INVENTORIES, RESOURCES, TRAINING, GAIN MODEL, and REGISTER/LOGIN. The 'INNOVATION HUBS' dropdown menu is open, listing 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 and text describing the project's objective: 'The central objective of the SMARTCHAIN Project is to foster and accelerate the shift towards color and, through specific actions and recommendations, to introduce new robust business models and enhance the competitiveness and sustainability of the European agri-food system.' It also lists the SMARTCHAIN Virtual Innovation Platform's aims and a list of activities: '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.' A call to action states: 'You can help us improve our Platform by answering a short online questionnaire!' A 'News & Events' button is visible on the right side of the page.

# Καινοτομίες & πρωτοβουλίες των βραχειών αλυσίδων εφοδιασμού τροφίμων



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 >](#)

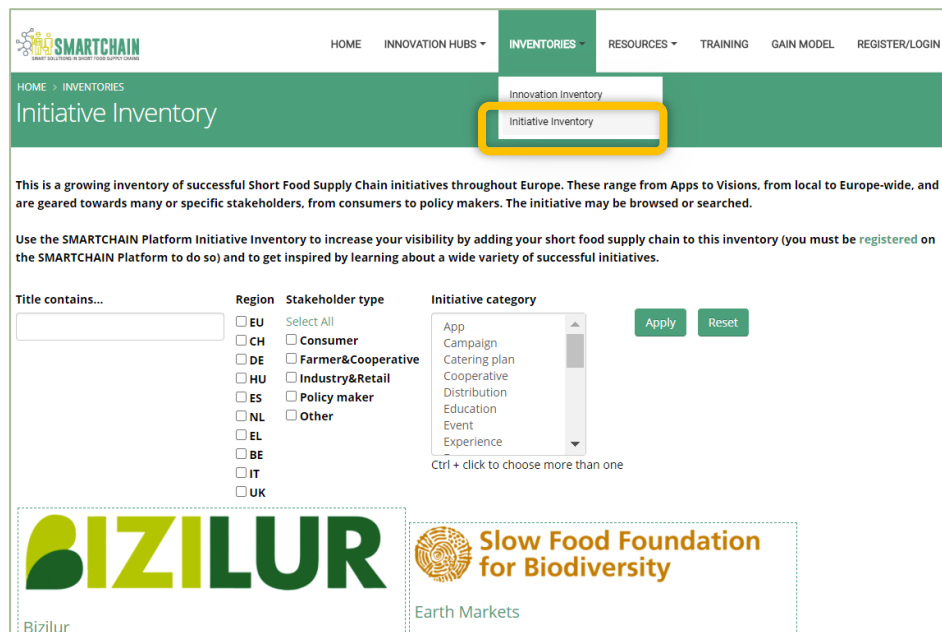
**Freeze-drying solutions**  
In temporary and perishable products such as fungus/mushrooms and some kind of fruits and vegetables is essential to maintain th...  
[more >](#)

**High-pressure processing**  
The novelty proposed is the non-thermal food processing technologies as alternative to conventionally heat treatments in high qu...  
[more >](#)

**Foodhub.hu**  
Foodhub.hu reconnects small-scale farmers directly with businesses looking for local, high-quality fresh ingredients, be they re...  
[more >](#)

**Disinfections systems**  
These systems can be used for the

**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

- EU
- CH
- DE
- HU
- ES
- NL
- EL
- BE
- IT
- UK

Stakeholder type

- Select All
- Consumer
- Farmer & Cooperative
- Industry & Retail
- Policy maker
- Other

Initiative category

- App
- Campaign
- Catering plan
- Cooperative
- Distribution
- Education
- Event
- Experience

Ctrl + click to choose more than one

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

**BIZILUR**  
Bizilur

**Slow Food Foundation for Biodiversity**  
Earth Markets

# Εκδόσεις και σύνδεσμοι σε βραχείες αλυσίδες εφοδιασμού τροφίμων

## 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)

Apply Reset

**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 Érdekvédelemért 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**



# Εκπαιδευτικό υλικό



HOME

INNOVATION HUBS ▾

INVENTORIES ▾

**TRAINING**

GAIN MODEL

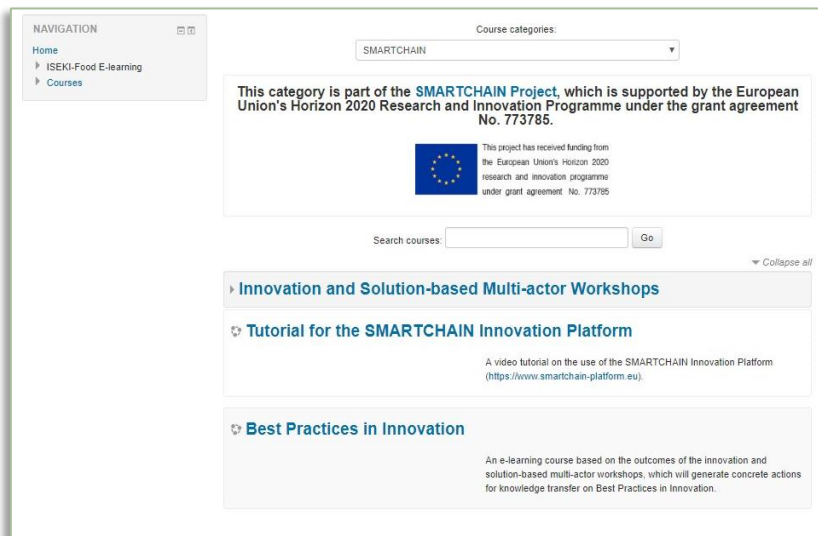
NEWS & EVENTS

REGISTER/LOGIN

[smartchain-platform.eu/training](https://smartchain-platform.eu/training)

## Ερωτήσεις στους συμμετέχοντες

- Γνωρίζετε διαδικτυακά εκπαιδευτικά προγράμματα για βραχείες αλυσίδες; *Παρακαλούμε σημειώστε τα.*
- Τι θα θέλατε να μάθετε για τις βραχείες αλυσίδες;
- Ποια μέθοδο διαδικτυακής εκπαίδευσης προτιμάτε; *(επιλέξτε όλα όσα ισχύουν)*
  - Παράθεση περιπτωσιολογικών μελετών
  - Παράθεση εκθέσεων και ενημερωτικών δελτίων
  - Διαδικτυακά μαθήματα βραχείας διάρκειας
  - Διαδικτυακά σεμινάρια
  - Διαδραστικά εργαλεία
  - Βίντεο
  - Πρακτικοί οδηγοί
  - Γραφήματα
  - Άλλα:
- Σε ποια ομάδα ενδιαφερομένων ανήκετε;  
- Καταναλωτές, Αγρότες & Συνεταιρισμούς, Μεταποιητές & Λιανοπωλητές, Υπευθύνους χάραξης πολιτικής, Παρόχους τεχνολογίας



The screenshot shows the SMARTCHAIN training platform interface. It features a navigation menu on the left with options for Home, ISEKI-Food E-learning, and Courses. The main content area displays course categories, with 'SMARTCHAIN' selected. A text box explains that the category is part of the SMARTCHAIN Project, supported by the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No. 773785. Below this, there is a search bar and a list of courses, including 'Innovation and Solution-based Multi-actor Workshops', 'Tutorial for the SMARTCHAIN Innovation Platform', and 'Best Practices in Innovation'. The tutorial entry includes a video icon and a description: 'A video tutorial on the use of the SMARTCHAIN Innovation Platform (https://www.smartchain-platform.eu)'.



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# Οικοδομώντας μια διεθνή κοινότητα

**IV:** Ευρωπαϊκός συντονισμός μεταξύ των κρατών μελών της ΕΕ και γέφυρες με τους στόχους αειφόρου ανάπτυξης και τους στόχους σχετικά με την κλιματική αλλαγή.

**III:** Τα τοπικά και περιφερειακά συστήματα τροφίμων συνενεώνονται για να φθάσουν στα επίπεδα εθνικής κλίμακας.

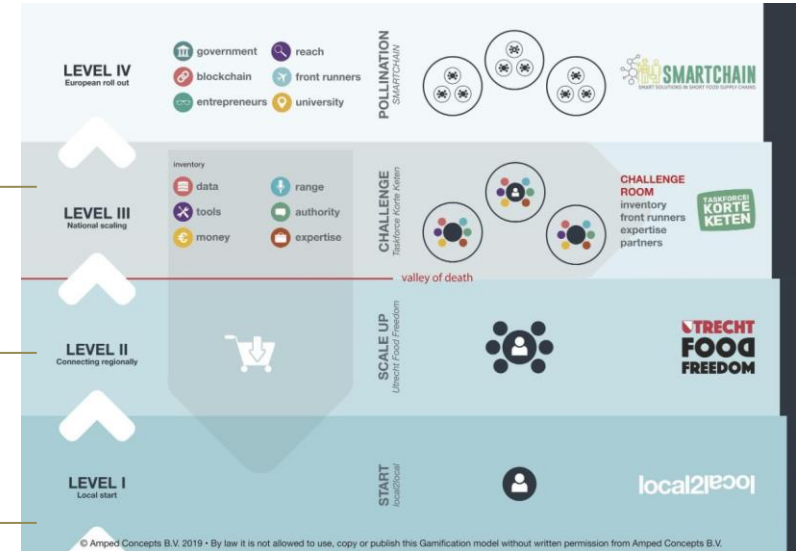
**II:** Τα τοπικά συστήματα τροφίμων συνεργάζονται και σχηματίζουν περιφερειακά δίκτυα ενδιαφερομένων και φορέων.

**I:** Ένα τοπικό σύστημα τροφίμων που δημιουργήθηκε μέσω συνεργασίας μεταξύ πολλών φορέων.

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



## GAIN Model





# ΠΕ 8: Διάχυση, επικοινωνία και αξιοποίηση

## Σκοπός

*Η μεγιστοποίηση του αντικτύπου του έργου μέσω αποτελεσματικής ανταλλαγής γνώσεων και επικοινωνίας με ένα ευρύ φάσμα ενδιαφερομένων.*



# Βασικοί στόχοι του ΠΕ και κοινά-στόχοι

Ταυτότητα

Αφοσίωση

Αντίκτυπος

Διάδοση

Επαγγελματίες του αγροδιατροφικού τομέα

Υπεύθυνοι χάραξης πολιτικής

Γενικός πληθυσμός και καταναλωτές

Ακαδημαϊκοί και ερευνητές



# Κανάλια επικοινωνίας

- Ιστότοπος
- Twitter
- LinkedIn
- YouTube
- ResearchGate
- Ενημερωτικά δελτία (Newsletter)
- Πλατφόρμα καινοτομίας



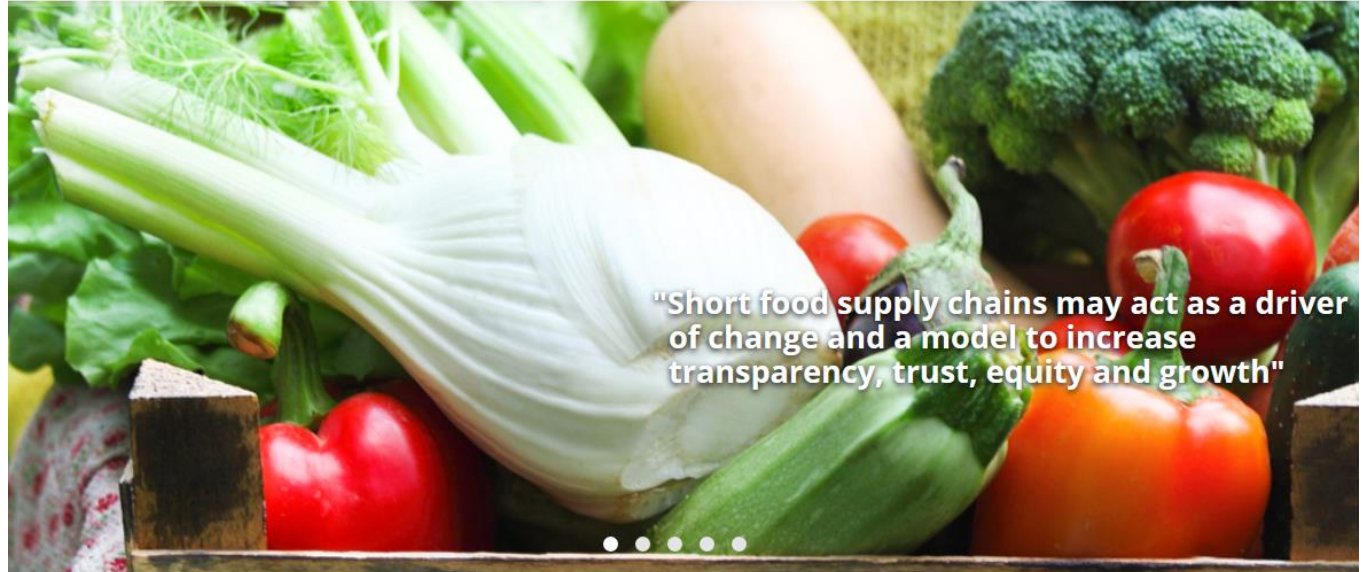
## ΙΣΤΟΤΟΠΟΣ ΤΟΥ SMARTCHAIN

- 816 περίοδοι σύνδεσης
- 510 χρήστες
- 1.770 προβολές σελίδων
- Όλες οι πληροφορίες που σχετίζονται με το έργο βρίσκονται στον ιστότοπο

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 Newsletter

- Εγγραφείτε  
στο  
ενημερωτικό  
δελτίο  
(newsletter)  
του έργου
- Ετήσια έκδοση
- Μείντετε  
ενημερωμένοι  
με την εξής  
ετικέτα  
(hashtag):  
#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

- Ευρύ φάσμα χρηστών
- Περιεχόμενο: δραστηριότητες έργου, αποτελέσματα, κοινοποιήσεις, "like"
- #smarchain\_eu  
#shortfoodchain  
#h2020 #sfsc
- Ακόλουθοι: 549



The banner features a network diagram with icons for a tractor, a shopping basket, a location pin, a lightbulb, and a factory. The SMARTCHAIN logo is on the right.



The profile picture shows the SMARTCHAIN logo with icons of a person with a fork and a person with a bowl.

**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 @UHOH, @CopaCogeca & @EUFIC.

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

813 Following 504 Followers

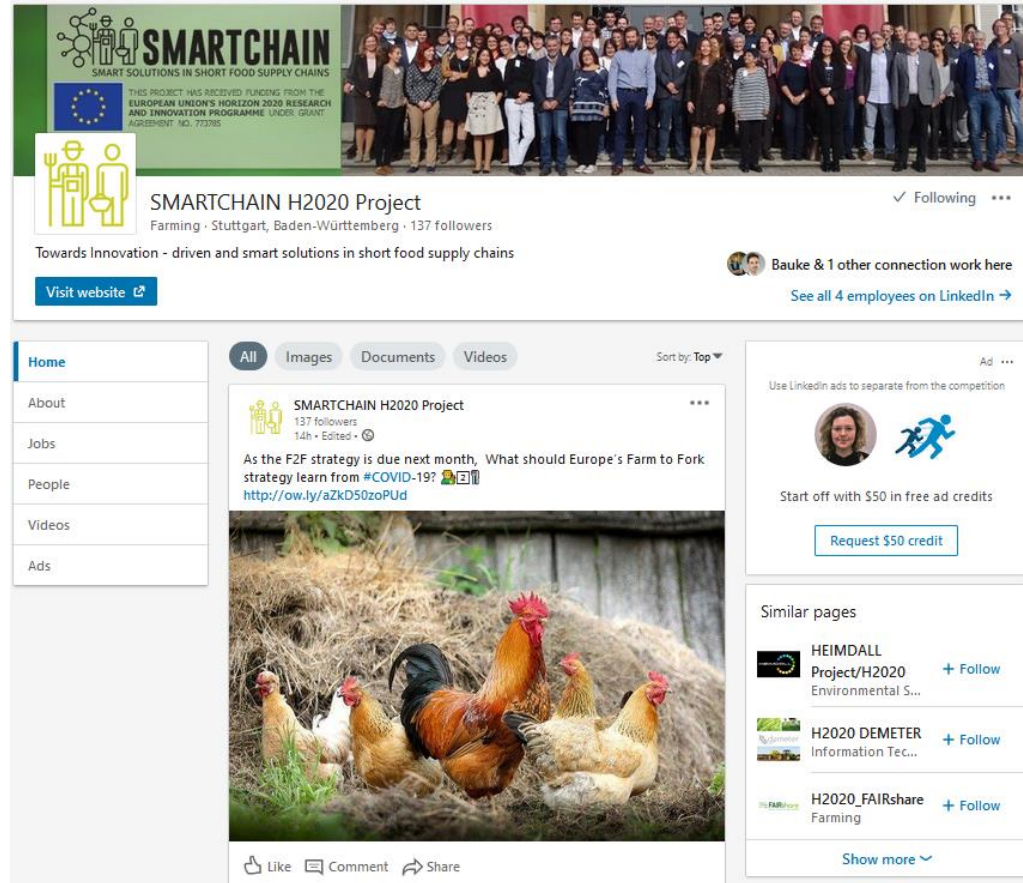
[Tweets](#) [Tweets & replies](#) [Media](#) [Likes](#)

[Follow](#)



## SMARTCHAIN LinkedIn

- Εταιρική σελίδα
- Απευθύνεται σε επαγγελματίες
- Περιεχόμενο: Δραστηριότητες των ΠΕ, άρθρα, αποτελέσματα
- 188 ακόλουθοι



**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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## Βιβλιοθήκη SMARTCHAIN

- Δημοφιλή άρθρα
- Ειδική έκδοση
- Περιλήψεις του Ευρωπαϊκού Αγροτικού Δικτύου Καινοτομίας
- Δελτία τύπου
- Σχέδιο αξιοποίησης

### 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](http://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)

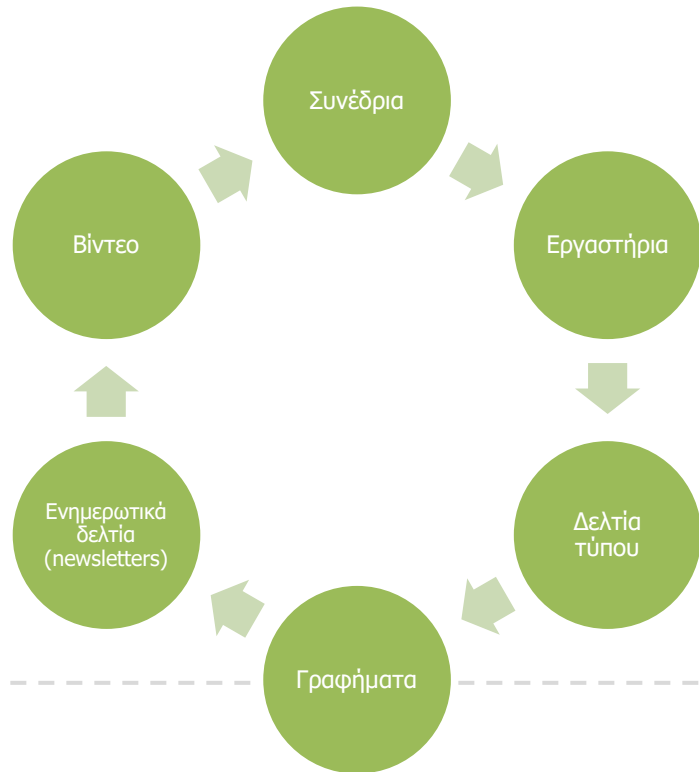


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# Δραστηριότητες διάχυσης



# Πάρτε μέρος

- [Κάνετε Like στο Twitter](#)
- [Ακολουθήστε μας στο LinkedIn](#)
- [Εγγραφείτε στο Newsletter](#)
- Μοιραστείτε την καινοτομία σας
- Κάνετε «Like» / Κοινοποιήστε / Σχολιάστε

Θέλουμε να  
αναλάβετε δράση



A word cloud of "Thank you" in various languages and colors. The words are arranged in a roughly circular shape, with the largest word, "Thank you!", in the center. Other prominent words include "Gracias!", "Danke!", "Merci!", "Grazie!", "Hvala!", "Köszönöm!", "Ευχαριστώ!", and "Dank u!". The colors range from green and yellow to blue and purple.

