

SMARTCHAIN Inovaciona platforma & komunikacija

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

Šta nudi SMARTCHAIN platforma

Transfer znanja – inovaciju – saradnju

stakeholderi **kratkog lanca snabdevanja hrane (SFSC)**

5 ciljeva:

Komunikacija

Generisanje
Deljenje
Korišćenje

Izgradnja

Diseminacija

Organizacija

Početna strana platforme


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



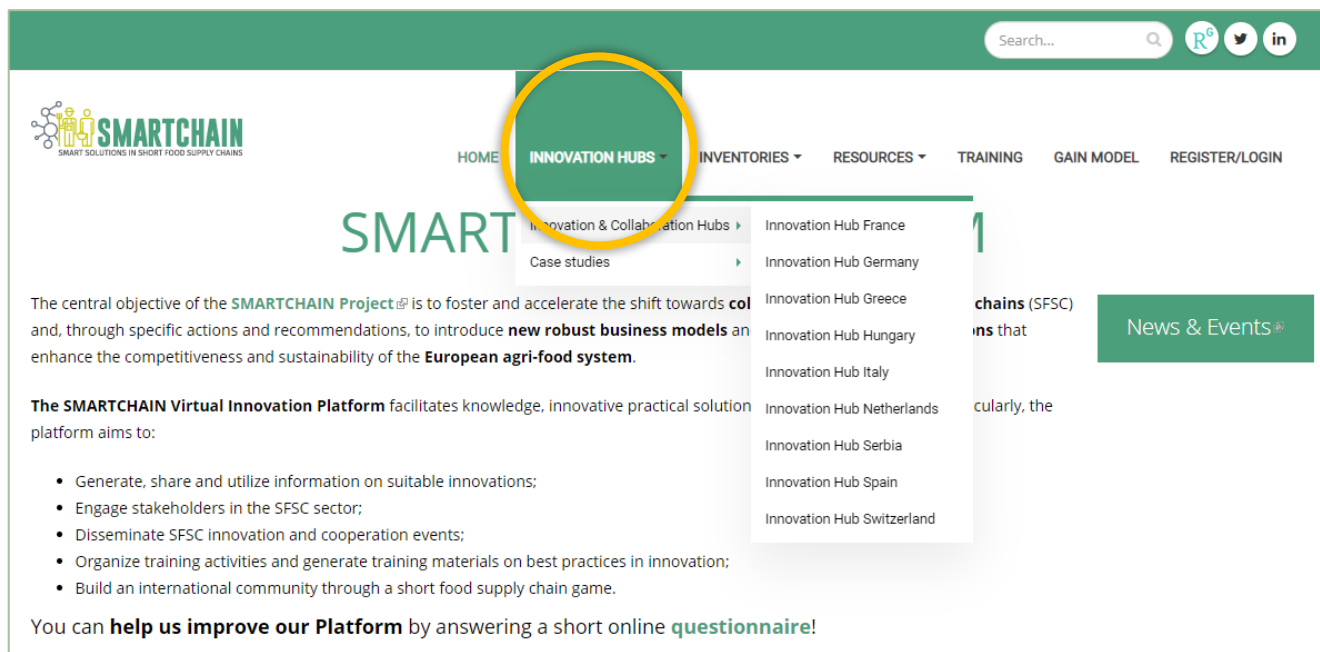
smartchain-platform.eu



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Komunikacija između inovacionih hubova



The screenshot shows the SMARTCHAIN website interface. The 'INNOVATION HUBS' menu is highlighted with a yellow circle, and its dropdown list is visible, showing various innovation hubs across Europe. The main content area includes a search bar, navigation links, and a description of the project's objectives and the virtual innovation platform.

SMARTCHAIN
SMART SOLUTIONS IN SHORT FOOD SUPPLY CHAINS

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

SMARTCHAIN

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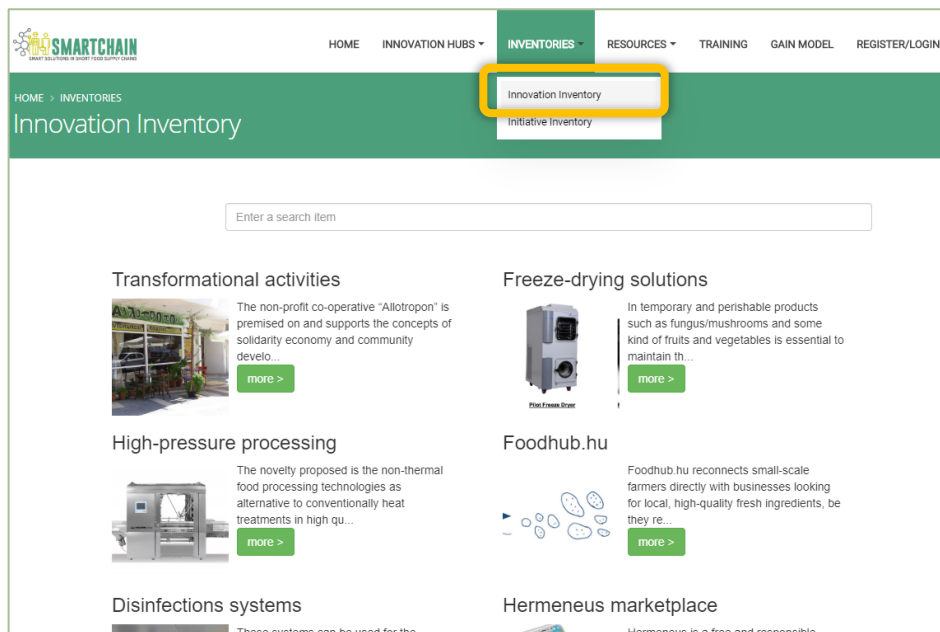
Navigation menu items: HOME, **INNOVATION HUBS**, INVENTORIES, RESOURCES, TRAINING, GAIN MODEL, REGISTER/LOGIN

Dropdown menu items for INNOVATION 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
- Innovation Hub Switzerland

Other visible text: Search..., News & Events®, chains (SFSC), ns that, cularly, the

SFSC Inovacije & Inicijative



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 "Allotropion" is premised on and supports the concepts of solidarity economy and community develop...

Freeze-drying solutions

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

High-pressure processing

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

Foodhub.hu

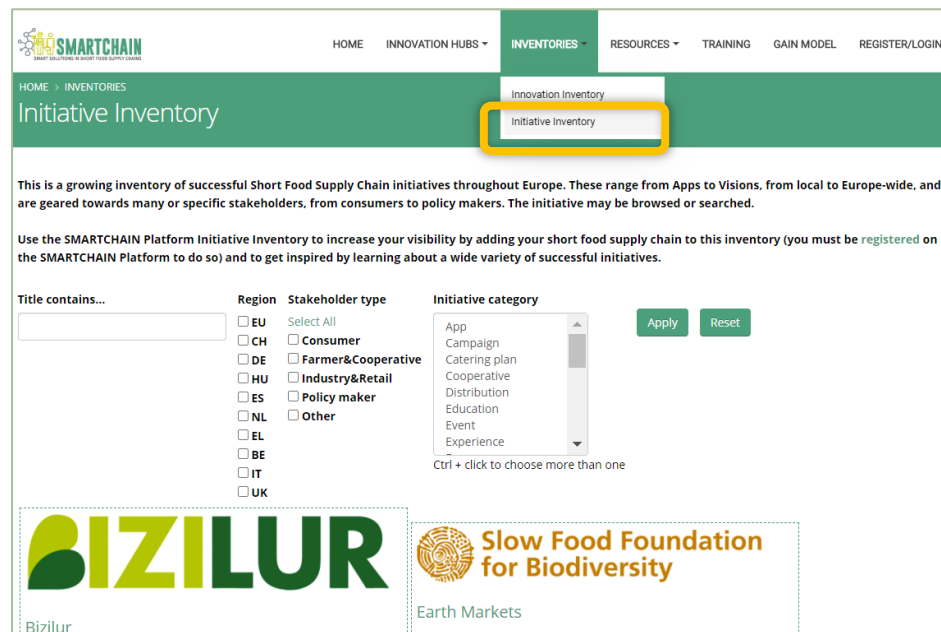
Foodhub.hu reconnects small-scale farmers directly with businesses looking for local, high-quality fresh ingredients, be they re...

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

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

SFSC Publikacije & Weblinkovi

HOME / RESOURCES

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 Érdekvédelmének Egyesülete

From SMARTCHAIN: Yes

HOME / RESOURCES

Weblinks

Filter by: Stakeholder type

- Any - Apply

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



HOME

INNOVATION HUBS ▾

INVENTORIES ▾

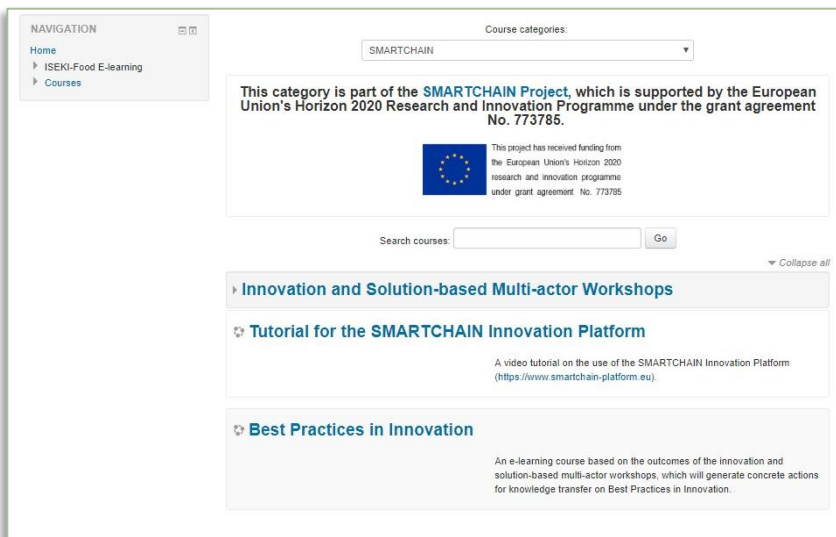
TRAINING

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.

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

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.

Pitanja za učesnike

- Da li znate neke online treninge u SFSC? Molim vas nabrojte ih.
- Šta biste želeli da naučite o SFSC?
- Šta je vaš omiljeni metod online učenja? (*čekirajte sve koji dolaze u obzir*)
 - Čitanje studija slučaja
 - Čitanje izveštaja i informativnih članaka
 - Kratki on-line kursevi
 - Serija webinarara
 - Interaktivni alati
 - Kratki filmovi
 - Postupni vodiči
 - Infografici
 - Drugo:
- Kojoj grupi stejkholdera pripadate?
 - Potrošač, Farmer/Zadruga, Industrija/Prodaja, Kreator politike, Prvajder politike



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Izgradnja međunarodne zajednice

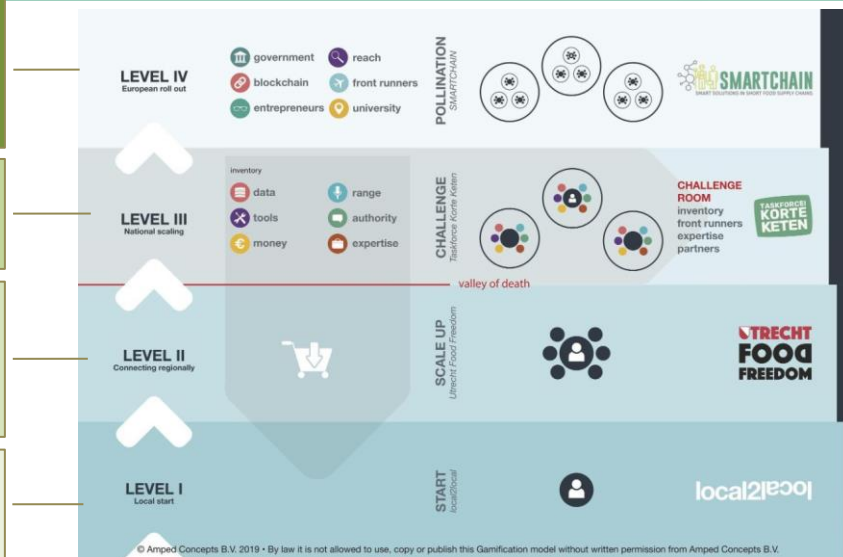
GAIN Model

IV: Evropska koordinacija među državama članicama EU, veza sa ciljevima održivog razvoja (SDGs) i ciljevima u vezi klimatskih promena.

III: Lokalni i regionalni prehrambeni sistemi se udružuju da dostignu nacionalni nivo.

II: Saradnja između lokalnih prehrambenih sistema formira regionalnu mrežu stejkholdera i aktera ovih sistema.

I: Lokalni prehrambeni sistem formiran kroz saradnju nekoliko partnera



WP 8: Diseminacija, Komunikacija and Eksploatacija

SVRHA

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



Ključni ciljevi i ciljna publika

Identitet

Angažovati

Uticati

Dopreti

Stručnjaci iz agro-prehrambenog lanca

Kreatori politike

Javnost & Potrošači

Akademci & istraživači



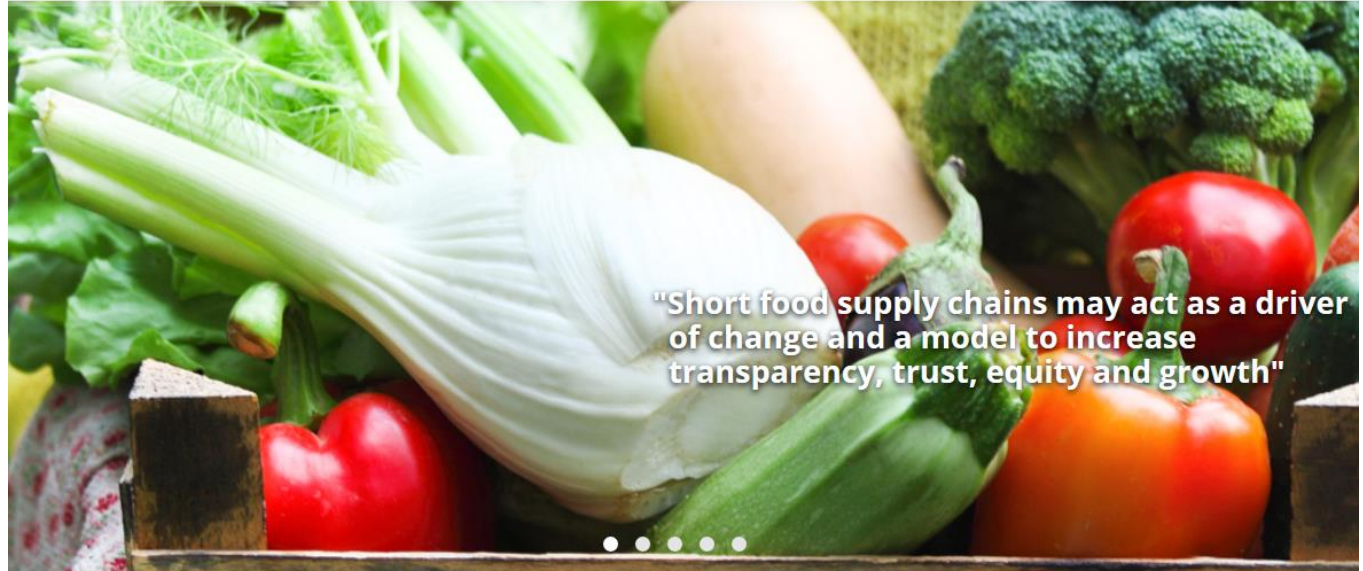
SMARTCHAIN WEBSITE

- 816 sesija
- 510 korisnika
- 1,770 pregleda
- Sve informacije o projektu mogu se naći na website-u

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 Bilten

- Prijavite se za bilten projekta
- Godišnja publikacija
- Budite u toku sa #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

- Veliki broj korisnika
- Sadržaj: projektne aktivnosti, rezultati, deljenja, lajkovi
- #smarchain_eu
#shortfoodchain
#h2020 #sfsc
- Pratilaca: 549



The banner features a dark blue background with a network of white circles connected by lines. Icons include a tractor, a shopping basket, a location pin, a lightbulb, and a factory. The SMARTCHAIN logo is on the right.



The profile picture shows a stylized network of white circles and lines, with a yellow icon of a farmer and a person in a white coat.

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

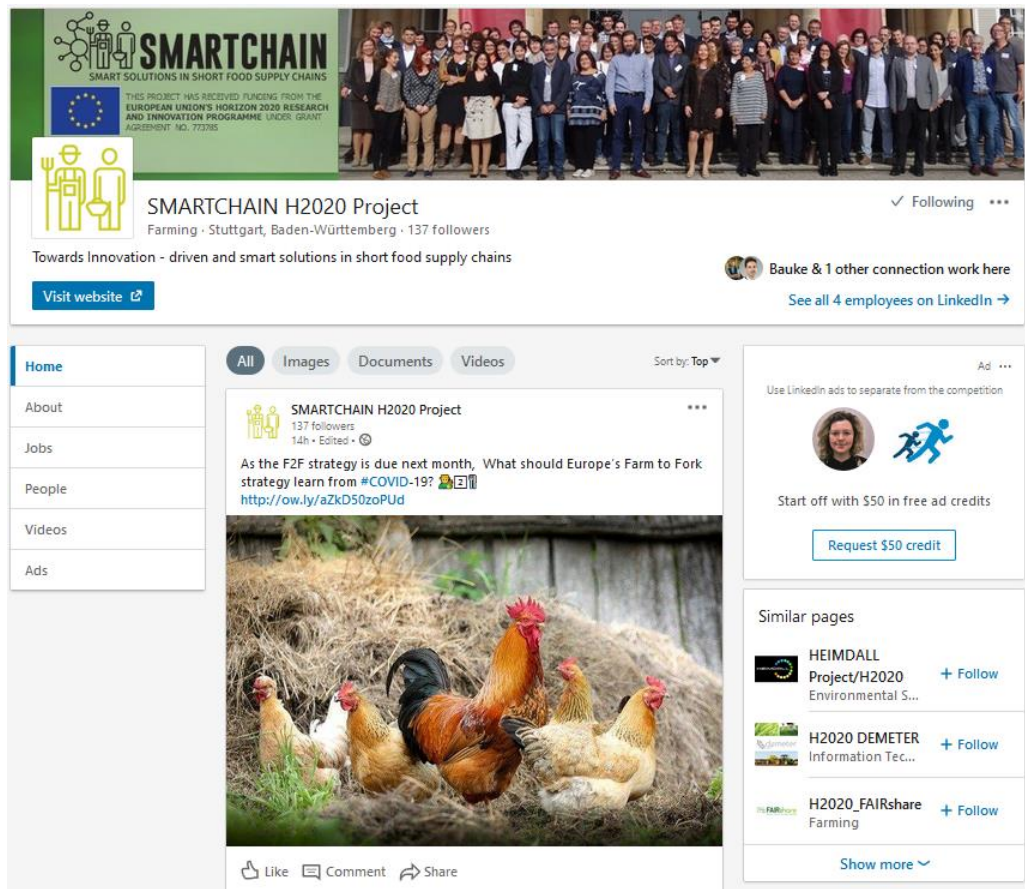
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[Follow](#)



SMARTCHAIN LinkedIn

- Stranica kompanije
- Profesionalna baza
- Sadržaj: WP aktivnosti, članci, rezultati
- 188 pratilaca



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 | About | Jobs | People | Videos | Ads

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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Show more



SMARTCHAIN Literatura

- Popularni članci
- Specijalna izdanja
- EIP Apstrakti
- Saopštenja za medije
- Plan eksploatacije

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



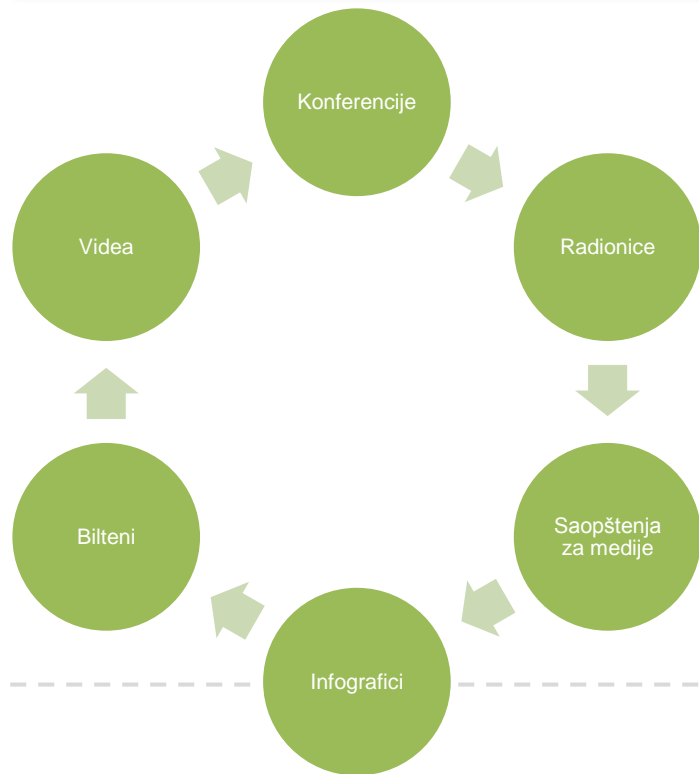
Food supply during the economic and social situation caused by the coronavirus (COVID-19)



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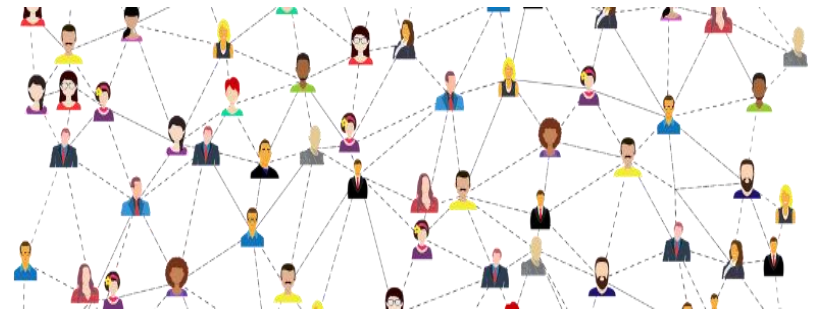
Diseminacione aktivnost



Budite uključeni

- [Lajkujte nas na Twitter-u](#)
- [Pratite nas na LinkedIn-u](#)
- [Registrujte se za Bilten](#)
- Podelite svoju inovaciju
- Lajkujte/Delite/Komentarišite

We want to hear
from you



A word cloud of 'Thank you' in various languages and colors. The words are arranged in a roughly heart-like shape. The largest word is 'Thank you!' in green. Other prominent words include 'Gracias!', 'Danke!', 'Merci!', 'Grazie!', 'Hvala!', 'Köszönöm!', 'Ευχαριστώ!', and 'Dank u!'. The colors used are green, yellow, blue, and purple.

