

## SMARTCHAIN Innovation Platform & Communication

ISEKI-Food Association  
&  
Copa-Cogeca



**09.06.2021**



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

# Plattform-Homepage

Wissenstransfer - Innovation - Kooperation

Akteure der kurzen Lebensmittel-Lieferketten  
(KLL)



Select Language

Search...

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 address the **inability 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!**

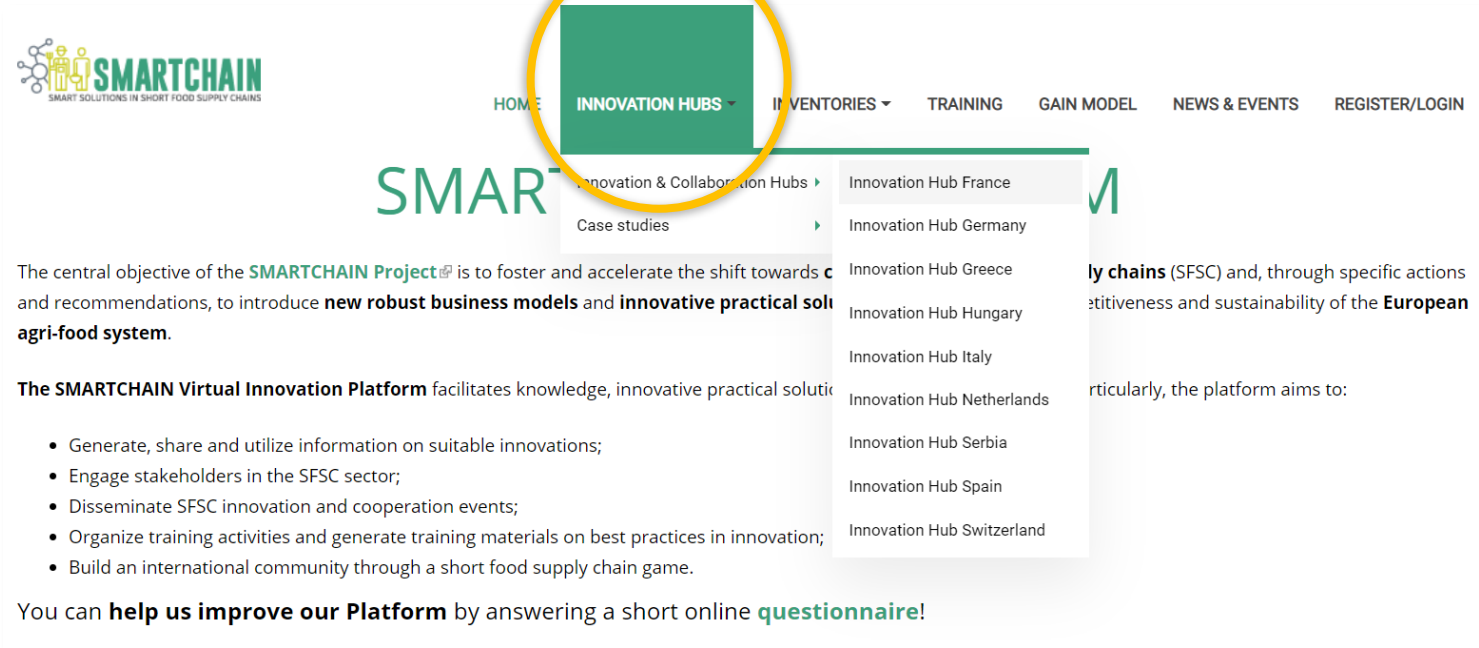
**SMARTCHAIN Innovation Platform is interesting for these stakeholders**

Consumer

We all eat every day, and the 150 million+ households in the EU can benefit from SFSCs. Studies on consumer groups and SFSC initiatives around the world are available on the SMARTCHAIN Platform!

Platform

# Kommunikation innerhalb der Innovationshubs



The screenshot shows the SMARTCHAIN website interface. The navigation bar includes 'HOME', 'INNOVATION HUBS', 'INVENTORIES', 'TRAINING', 'GAIN MODEL', 'NEWS & EVENTS', and 'REGISTER/LOGIN'. The 'INNOVATION HUBS' menu is open, displaying a list of regional hubs: 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. Below the navigation, the main content area features the SMARTCHAIN logo and introductory text about the project's objectives and the Virtual Innovation Platform. A list of bullet points describes the platform's goals, and a call to action encourages users to complete a questionnaire.

**SMARTCHAIN** SMART SOLUTIONS IN SHORT FOOD SUPPLY CHAINS

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

**SMARTCHAIN** 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

The central objective of the **SMARTCHAIN Project** is to foster and accelerate the shift towards **clean, green and digital agri-food systems** (SFSC) and, through specific actions and recommendations, to introduce **new robust business models** and **innovative practical solutions** to improve the **competitiveness and sustainability of the European agri-food system**.

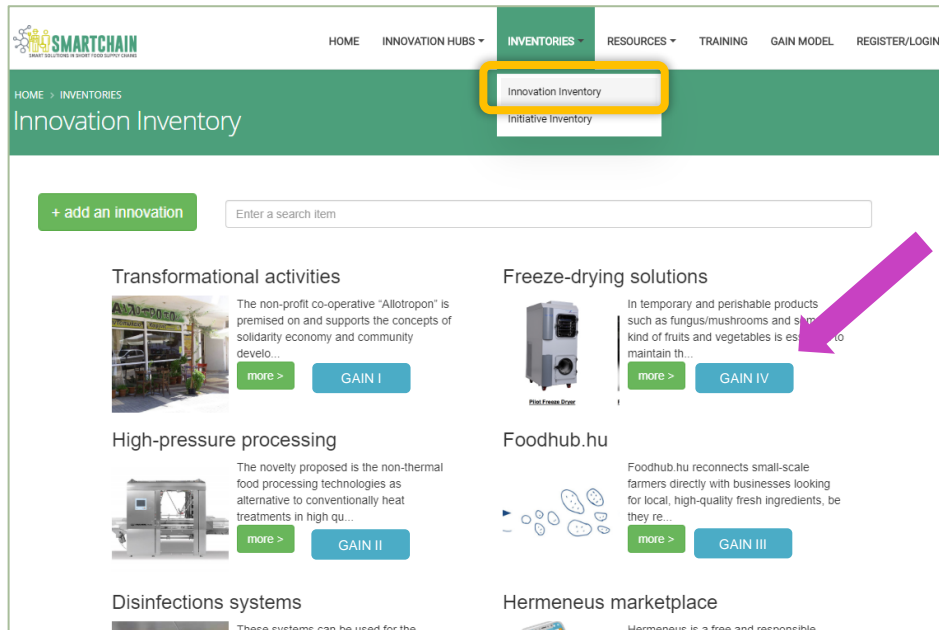
The **SMARTCHAIN Virtual Innovation Platform** facilitates knowledge, innovative practical solutions and **collaboration** between stakeholders in the **short food supply chains (SFSC)** and, through specific actions and recommendations, to improve the **competitiveness and sustainability of the European agri-food system**.

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!**

# KLK Innovationen & Initiativen



HOME > INVENTORIES > **Innovation Inventory**

+ add an innovation

**Transformational activities**  
The non-profit co-operative "Allotropen" is premised on and supports the concepts of solidarity economy and community development... [more >](#) [GAIN I](#)

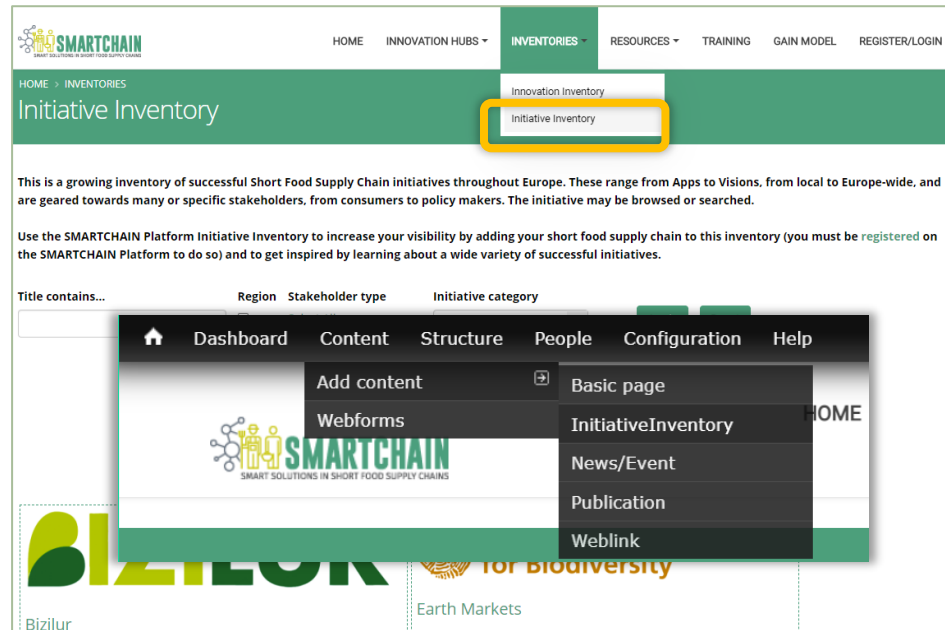
**Freeze-drying solutions**  
In temporary and perishable products such as fungus/mushrooms and some kind of fruits and vegetables is essential to maintain their quality... [more >](#) [GAIN IV](#)

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

**Disinfections systems**  
These systems can be used for the... [more >](#)

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

**Hermeneus marketplace**  
Hermeneus is a free and responsible... [more >](#)



HOME > INVENTORIES > **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

Navigation menu: Dashboard, Content, Structure, People, Configuration, Help

Content menu: Add content, Webforms, Basic page, InitiativeInventory, News/Event, Publication, Weblink

Footer: Bizilur, Earth Markets

# Relevante Publikationen & Weblinks

## Publications

From Smartchain?  Year  Stakeholder type  Author ...

(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




# Trainingsmaterial

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:  
▾ 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**

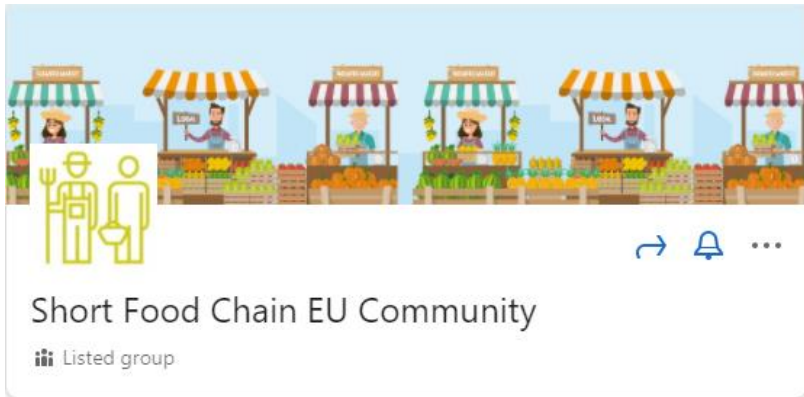
- ▶ Generic (EN) - Multi-stakeholder Workshop 1
- ▶ France - Multi-stakeholder Workshop 1
- ▶ Germany - Multi-stakeholder Workshop 1
- ▶ Greece - Multi-stakeholder Workshop 1
- ▶ Hungary - Multi-stakeholder Workshop 1
- ▶ Italy - Multi-stakeholder Workshop 1
- ▶ Netherlands - Multi-stakeholder Workshop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

**Melden Sie sich für den E-Learning-Kurs "Best Practices in Innovation" an**

# Aufbau einer internationalen Gemeinschaft


- GAIN model in practice
- GAIN Theory
- GAIN based research
- GAIN based innovations

HOME  
GAIN Model



Short Food Chain EU Community  
Listed group

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



121 GAIN transition model

Watch later Share

MORE VIDEOS

0:08 / 6:37

to a sustainable food system and society

YouTube

[https://youtu.be/pzRwSNvbY\\_s](https://youtu.be/pzRwSNvbY_s)



# Weiterführung der SMARTCHAIN Plattform



CO ● ▲ ●  
FRESH

2021 – 2024

*Der Name der Plattform wird sich ändern*



# WP 8: Dissemination, Communication and Exploitation

## ZIEL

*Maximierung der Wirkung der Projektergebnisse  
durch effektiven Wissensaustausch und  
Kommunikation mit einem breiten Spektrum von  
relevanten Zielgruppen*



# Schlüsselziele und Zielgruppen

Identität

Engagement

Auswirkung

Reichweite

Praktiker der landwirtschaftlichen  
Lebensmittelkette

Politische Entscheidungsträger

Allgemeine Öffentlichkeit &  
Verbraucher

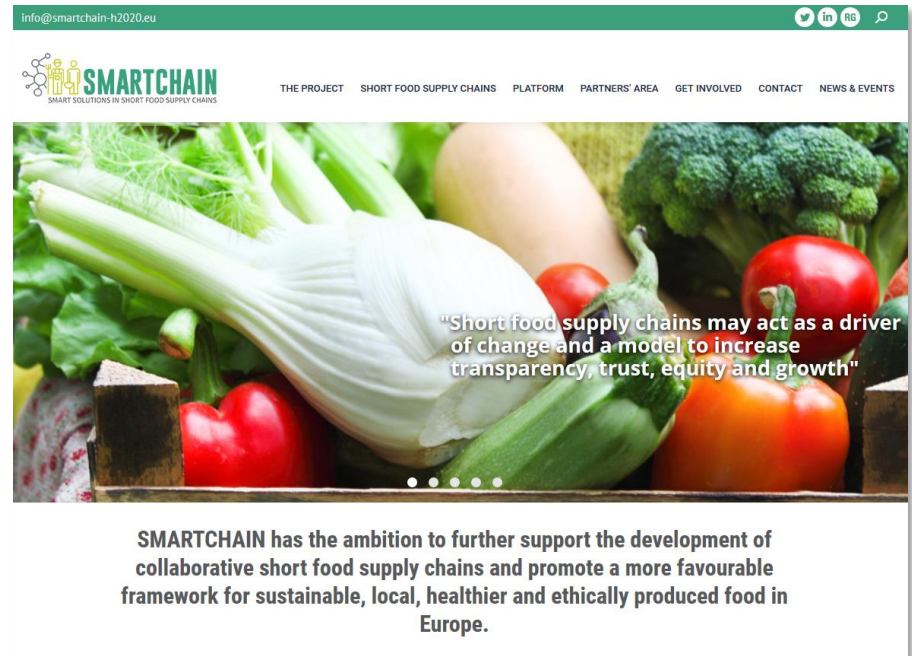
Akademiker & Forscher





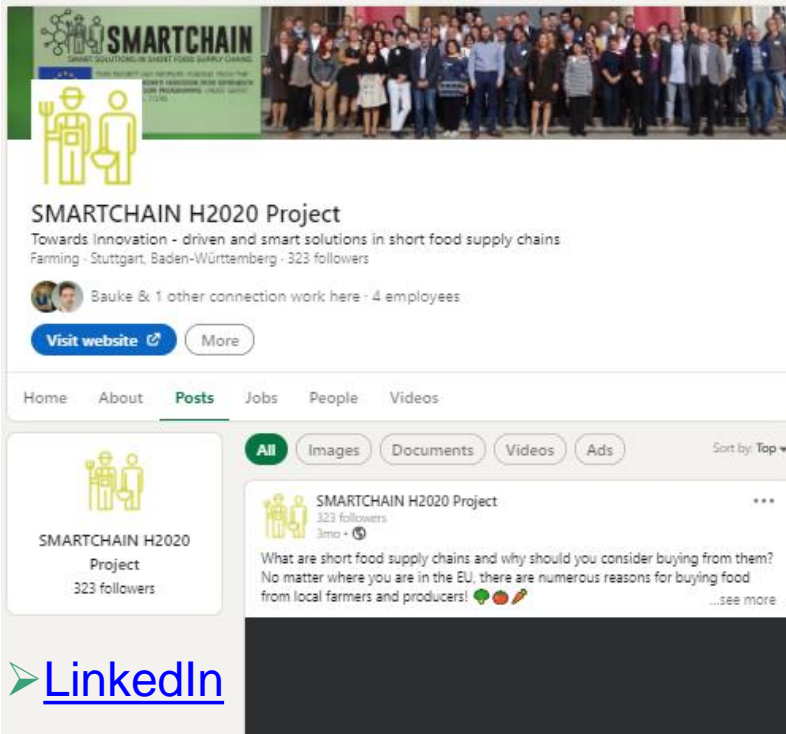
# SMARTCHAIN Website

- Alle Informationen rund um das Projekt finden Sie auf der Website
- Über das Projekt und den Inhalt
- Link zur SMARTCHAIN-Plattform
- Aktuelle Nachrichten und Veranstaltungen
- Wie man Kontakt aufnimmt
- [www.smartchain-h2020.eu](http://www.smartchain-h2020.eu)



The screenshot shows the SMARTCHAIN website homepage. At the top, there is a green navigation bar with the email address 'info@smartchain-h2020.eu' on the left and social media icons for Twitter, LinkedIn, and Facebook on the right. Below the navigation bar is the SMARTCHAIN logo and a horizontal menu with the following items: 'THE PROJECT', 'SHORT FOOD SUPPLY CHAINS', 'PLATFORM', 'PARTNERS' AREA', 'GET INVOLVED', 'CONTACT', and 'NEWS & EVENTS'. The main content area features a large image of fresh vegetables (broccoli, tomatoes, fennel) in a wooden crate. Overlaid on this image is a quote: "Short food supply chains may act as a driver of change and a model to increase transparency, trust, equity and growth". Below the image, there is a text block that reads: "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."

# Soziale Medien



**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

**SMARTCHAIN H2020 Project**  
323 followers  
3mo · 🌱

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 Literatur

- Beliebte Artikel
- Sonderausgabe
- EIP Abstracts
- Pressemitteilungen
- Exploitation Plan

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 \*

➤ [Newsletter](#)

Subscribe

## 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

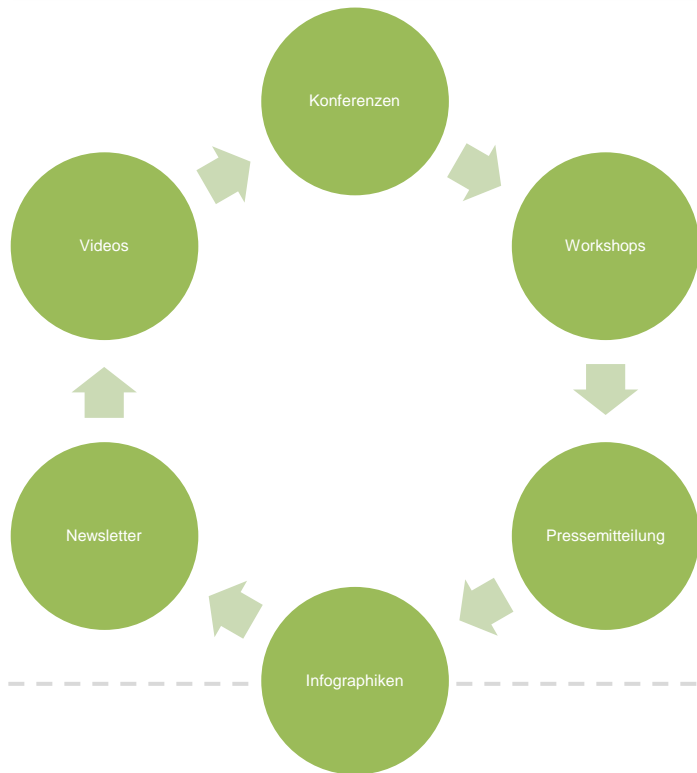
Short summary for practitioners (in English):

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

➤ [Practice Abstracts](#)



# Verbreitungsaktivitäten



# Machen Sie mit!

- [Folgen Sie und auf Twitter](#)
- [Folgen Sie und bei LinkedIn](#)
- [Registrieren Sie sich für unsere Newsletter](#)
- Teilen Sie Ihre Innovation
- Liken/Teilen/Kommentieren

Wir möchten von Ihnen hören.

