



Deliverable 8.4 Informational Fact Sheets for each reporting period

Work Package 8

COPA-COGECA



Document Identification

Project Acronym	SMARTCHAIN
Project Full Title	Towards Innovation - driven and smart solutions in short food supply chains
Project ID	773785
Starting Date	01.09.2018
Duration	36 months
H2020 Call ID & Topic	SFS-34-2017 - Innovative agri-food chains: unlocking the potential for competitiveness and sustainability
Project Website	http://www.smartchain-h2020.eu/
Project Coordinator	University of Hohenheim (UHOH)
Work Package No. & Title	WP8 Dissemination, communication and exploitation
Work Package Leader	Copa-Cogeca
Deliverable No. & Title	Deliverable 8.4 Informational Fact Sheets for each reporting period
Responsible Partner	Copa-Cogeca
Author (s)	Branwen Miles (Copa-Cogeca)
Review & Edit	F° Javier Casado Hebrard (UHOH)
Type	Report
Dissemination Level	Public
Date	30.06.2021
Version	1.0
Status	Final

Executive Summary

This document consists of information prevalent to the reporting period of SMARTCHAIN project. The project has two reporting periods; from 01.09.2018 until 29.02.2020 and 01.03.2020 until 31.08.2021. As the project is still ongoing, the factsheets for the current reporting period includes up until 30.06.2021.

This report includes 9 factsheets that were prepared, providing a summary and results available from the project, as well as the projects contribution to practitioner challenges and potential for exploitation.

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1. Introduction

During the first and second reporting period of the SMARTCHAIN project, a series of tasks and deliverables have been finalised.

The first reporting period took place from 01.09.2018 to 29.02.2020. The second reporting period is still ongoing and this report will include current results from 01.03.2020 to 30.06.2020.

Throughout the project, partners have collected, analysed and produced tangible results to help foster and accelerate the shift towards collaborative short food supply chains.

Specific objectives for the project include:

- Strong and enduring partnership among stakeholders in and between short food supply chains by creating a network for cooperation, co-creation and innovation
- Innovative and practical solutions to barriers that restrict the scaling up of short food supply chains
- A conceptual framework for the measurement of social innovations adapted to different types of short food supply chains
- Policy recommendations based on existing policies and regulatory requirements influencing sustainable food production and consumption
- Improved understanding of consumer perceptions to promote greater acceptance of short food supply chains
- Assessment of the environmental, economic and social impacts of short food supply chains and their role in circular economy
- Support the long-term viability and competitiveness of short food chain providers by proposing new business models and opportunities for agri-food supply chains

The final aim of the project will be to deliver actions and recommendations for SFSC actors and stakeholders, whilst introducing new business models alongside innovative practical solutions that can facilitate enhancing the competitiveness and sustainability of the European agri-food system.

In the following report, a fact sheet for each work package has been prepared, in addition to a general factsheet on the project.

1.1. General Project Factsheet



Structure

43 MEMBERS CONSORTIUM : 18 SMEs + stakeholders + researchers

11 COUNTRIES : Germany, Italy, Netherlands, France, Greece, Hungary, Spain, Austria, Belgium, Switzerland and Serbia.

43 Partners

SMARTCHAINS links scientists with theoretical and methodological expertise with practitioners and stakeholders knowledgeable about the short food supply chain sector.

9 Innovation Hubs

To strengthen co-creation and collaboration between partners and ensure double-directional flow of information between research and practice within the SMARTCHAIN consortium, 9 Innovation and Collaborative Hubs will be established from the very beginning of the project. These are: ASSOCIATION DE COORDINATION TECHNIQUE POUR L'INDUSTRIE AGROALIMENTAIRE (France), University of Hohenheim (Germany), University of Crete (Greece), KISLEPTEKU TERMEKLOALLITOK ES SZOLGALTATOK ORSZAGOS ERDEKKEPVESELETENEK EGYESULETE (Hungary), University of Bologna (Italy), AMPED CONCEPTS BV (Netherlands), University of Belgrade (Serbia), FUNDACION AZTI (Spain), The Federal Department of Economic Affairs, Education and Research (Switzerland). The establishment of national innovation hubs will lead to a permanent association of stakeholders at national level, working on the improvement of short food supply efficiency for the economic growth of the sector for the benefits of European farmers and citizens.

General Objectives

SMARTCHAIN creates a link between scientists with theoretical knowledge and methodological expertise and practitioners and stakeholders knowledgeable about the short food supply chains in the agri-food sector.

Target groups

- Farming community
- Consumers
- Academia
- Food practitioners (SMEs, retailers, wholesaler, etc.)
- Academia and researchers
- Policy Makers

Summarising the potential project's outcomes

Benefits for three distinct areas : economic / environmental / social

ECONOMIC

- Innovation related to access to finance / Research of new solutions for SMEs
- Enlarge the customers base
- Increase of competitiveness of farms, food practitioners and therefore fostering rural areas
- Enhancing cooperation among different partners involved in short food supply chains

ENVIRONMENTAL

- Encouraging sustainable practices along the short food supply chain
- Reduction of the GHG emissions deriving from transports of raw materials and foodstuff
- Promotion of diversification of products and bio-diversity
- Decrease in soil degradation / Increase in water conservation

SOCIAL

- Favoured connections and interactions between farmers, retailers (SMEs) and consumers
- Promotion of trust between farmers and consumers
- Promotion of well-being
- Development of a sense of community

Highlighting the project's contribution to practitioner challenges

- Promotion of knowledge exchange, learning and skills for producers and consumers
- Creation of stakeholders network
- Help with target groups/ Sales market increase
- Reinforce the communication and the benefits of the short food supply chain
- Development of a digital infrastructure (Innovation Portal)
- Guidelines for good practices and successful case analysis

Potential for exploitation

- Analyse consumers habits in relation to short food supply chains
- Improved farmers income
- Improved bargaining power for food practitioners
- Recognition of the rural areas' importance in the society
- Increase employment and competitiveness of rural areas
- Enhance environmental sustainability
- Help to make logistics and distribution more efficient
- Strengthen short food chains and open up new markets and consumers

Contacts

First Periodic Reporting 01.09.2018-29.02.2020

Dimitrios Argyropoulos

University of Hohenheim

Project Coordinator
dimitrios.argyropoulos@uni-hohenheim.de

Final Periodic Reporting 01.03.2019-30.06.2020

Javier Casado Hebrard

University of Hohenheim

Project Coordinator
fjasado@uni-hohenheim.de

Tobia Capuzzo

Copa-Cogeca

Communication and Dissemination
tobia.capuzzo@copa-cogeca.eu

Ksenija Simovic

Copa-Cogeca

Communication and Dissemination
ksenija.simovic@copa-cogeca.eu

Branwen Miles

Copa-Cogeca

Communication and Dissemination
branwen.miles@copa-cogeca.eu



2.1. Work Package 1



Work package 1: Conceptual and analytical framework

To develop the conceptual framework for the comparative analysis of the 18 case studies. Establish the national innovation and collaboration hubs, and define the key stakeholders at national level to explore synergies with established networks.

Objectives:

- Define key stakeholders to be involved in the participatory approach;
- Initiate and function the national hubs;
- Harmonisation of the principles and scopes of the methods applied by WP2-5;
- Identify data to be collected with pertinent methods and tools to be used;
- Transfer methods and tools for data collection to actors/partners in a multi-actor workshop;
- Validate the collected data in a multi-stakeholder workshop.

First Periodic Reporting - 01.09.2018 - 29.02.2020

Summary

During the first period of the SMARTCHAIN project, 9 national innovation and collaboration hubs were established playing a central role in data acquisition and information flow from case studies to project actors.

All deliverables for WP 1 have been completed.

Results

In total, 124 actors and other invited external stakeholders participated in the multi-actor workshops and facilitated the collection of 109 expectations from participants, as well as 68 needs which will feed into the other work packages. Further meetings and workshops provided input into methodologies for data collection that fed into other work packages.

- D1.1 Report on national hubs and listing the key stakeholders involved in the participatory approach;
- D1.2 Report listing the data to be collected;
- D1.3 Report on methods and tools to be used to collect data;
- D1.4 Report on multi-actor workshop for instructions for data collection;

- D1.5 Data management plan;
- D1.6 Report on short food supply chains-related policy analysis including an inventory of current supporting governance framework;
- D1.7 Report on multi-actor workshop for analysis of collected data;
- D1.8 Report on open multi-stakeholder workshop for validation of data.

Contribution to practitioner challenges

Bring together national hubs and case studies for data collection;

Practical information regarding methods and tools to use across the project work packages;

Overview of current SFSC policy and governance framework.

Potential for exploitation

Collaboration between local and national SFSC actors and stakeholders;

Provide consistence analysis of various data collection;

Recommendations for specific policy and governance framework for SFSC.



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

3.1. Work Package 2



Work package 2: Technological and non-technological innovations

To identify the appropriate technological and non-technological innovations for improving the performance of SFSCs and to identify and characterise their applicability.

Objectives:

- Develop the specific method for analysis of the technological and non-technological innovations for SFSCs and a procedure for its implementation;
- Analyse and characterise the technological and non-technological innovations and develop an inventory of them for practical use;
- Identify the typical bottlenecks and potential success factors of SFSCs related to technological and non-technological innovations and stages of the chains;
- Carry out a feasibility study on the most significant technological and non-technological innovations and methods to identify new opportunities for business development of SFSCs.

First Periodic Reporting - 01.09.2018 - 29.02.2020

Summary

During the first period of the SMARTCHAIN project, the explicit as well as the hidden needs of SFSCs for Technological and Non-Technological were collected from the 18 case studies. The explicit needs of the case studies were compared with the research and innovation needs of external food chain actors.

Results

Through the identification of the typical needs of the SFSCs, an inventory of potentially applicable Technological and Non-Technological innovations were collected and analysed identifying the appropriate methods, and resulting in a procedure for its implementation for improving the performance of the SFSCs. In total, 129 descriptions of innovative solutions were identified including 50 innovations with digital elements identified. All of which can be found on the SMARTCHAIN Platform.

- D2.1: Report on developing the procedure for identification and analysis of the technological and non-technological innovations for Short Food Supply Chains;
- D2.2: Report on the inventory of technological and nontechnological innovations.

Final Periodic Reporting - 01.03.2018 - 30.06.2020

Summary

Following the results of previous deliverables and reports on technological and non-technological innovation. The next steps identified the typical success factors and bottlenecks of SFSC and the way in which the application of technological and non-technological innovations can be used to exploit the success factors and eliminate the bottlenecks towards enhanced development of SFSC.

All deliverables for WP 2 have been completed.

Results

Through a SWOT analysis of the operation of SFSC, barriers and needs were identified such as limited access to resources, infrastructure, technology, technical knowledge, and funding. In addition, the most promising innovative solutions were analysed and characterised for practical applicability, technological feasibility, financial feasibility, and social suitability for the different types of short food supply chains. They were also provided as an input for WP7. Among the innovations which were most frequently selected by the 18 case studies as interesting for the assessment of the applicability, 7 innovations were related to the marketing and access to consumers, 4 innovations to improve sales, market access, 2 innovations on meeting labelling and legal requirements, 2 on the packaging, 1 on safety related to the prevention of the SARS -COV-2 infection.

- D2.3: Report on the identification of the typical bottlenecks for SFSCs and potential success factors by application of technological and nontechnological innovations;
- D2.4: Report on the screening and pre-selection of technological and nontechnological innovations.

Contribution to practitioner challenges

Inventory addressing challenges and bottlenecks of SFSCs individuals and as a whole;

Topics and applications identified for different needs of consumers and supply chain actors;

Develop the operation of SFSC and improve the performance of their business.

Potential for exploitation

Reduce typical bottlenecks and enhancing the exploitation of their typical success factors;

A cross cutting inventory applicable to a range of different SFSC actors across Europe;

New business models to strengthen short food chains and open up new markets and consumers.



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4.1. Work Package 3



Work package 3: Social Innovations

To provide decision makers in the public and private sectors with sophisticated diagnostic tools, manuals, and a set of alternative strategic and policy options in order to explain, evaluate, and enable the development of social innovations in SFSCs.

Objectives:

- Provide an operational and inclusive definition of social innovation in SFSCs informed by our bottom-up, multi-actor approach;
- Identify and measure the different dimensions of social innovation in SFSCs at the micro and micro-micro SFSCs stakeholder levels;
- Explain how different modes of organisation, governance, and financing affect the health of social innovations over their life cycle;
- Identify the key drivers (social, economic, environmental, institutional and others) contributing to unlocking social innovations in SFSCs;
- Provide strategic and policy recommendations/tools to support sustainable social innovation.

First Periodic Reporting - 01.09.2018 - 29.02.2020

Summary

During the first period of the SMARTCHAIN project, World Cafés were established in the 9 countries involved in the project. Data collection from these gave valuable insights and better understanding on the concepts and definitions of Social Innovation in SFSCs and assisted in identifying the key drivers and best practices of actors' engagement.

Results

A working definition of Social Innovation was prepared and validated, with a critical aspect of Social Innovation in SFSC being to ensure actor engagement in the co-development or co-design process. An autonomous and self-consistent 'Social Innovation Assessment Template' was delivered to help to measure the level of 'social innovativeness' within each SMARTCHAIN case study.

- D3.1: Report on the Definition of Social Innovations in Short Food Supply Chains-Concept Framework;
- D3.2: Report on key drivers of actors' engagement in social innovation in short food supply chains: Best practices and enabling environment;
- D3.3: Report on the multi-actor validated definition, conceptual framework, key drivers, best practices, and enabling environment for social innovations in short food supply chains;
- D3.4: Social Innovation Assessment Template.

Final Periodic Reporting - 01.03.2018 - 30.06.2020

Summary

The Social Innovation Assessment Template was completed by the project case studies, which gave partners an overview of the organisations in terms of vision, mission, goals and their social innovation attitude and perspective. This led to activities to identify a toolkit that will assist SFSC practitioners to accelerate breakthrough ideas and create more social innovations along the chain through a co-creation-action.

All deliverables for WP 3 have been completed.

Results

Project case studies were able to utilise the Social Innovation Assessment Template to improve their understanding of the local landscape and uncover their potential for social innovation. This takes into consideration 5 dimensions; economic, environmental, socio-cultural, governance, and influence. For the case studies this enabled them to reflect on their behaviour, objectives, and visions in order to take some corrective actions towards a transition to a more socially innovative SFSC. In addition, it is a tool that any organization can use in an objective manner in order to evaluate its level of social innovativeness, and understand the social value generated by its activity.

- D3.5: Case studies' report on SIAT application;
- D3.6: Comparative analysis report on SIAT application;
- D3.7: Short food supply chain's stakeholder requirement reports.

Contribution to practitioner challenges

Improve engagement and collaboration amongst local SFSC actors and consumers;

Self-assessment tool to measure social innovativeness;

Examples of Social Innovation amongst practitioners and stakeholders.

Potential for exploitation

Promotion of co-creation and co-development increasing opportunities in rural areas;

Facilitate social goals at local and community level;

Improved understanding of Social Innovation for SFSC.



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5.1. Work Package 4



Work package 4: Food-related consumer behaviours

To investigate the social and economic aspects that drive consumers' choices and purchase decisions across different types of food supply chains.

Objectives:

- Identify those consumer groups interested in food products from SFSCs;
- Investigate consumer perceptions towards the integrity of SFSCs products;
- Determine the desired extrinsic and intrinsic product attributes and characteristics of SFSCs products that are likely to generate the most positive consumer perceptions;
- Define the effect of different forms of market communication patterns on consumer purchase intentions regarding SFSCs;
- Understand how consumers move between online and offline channels in the context of multi-channel retail environments;
- Explore the role of sustainability vs. convenience in the decision and purchase process of SFSCs products;
- Investigate determinants of consumer trust in SFSCs.

First Periodic Reporting - 01.09.2018 - 29.02.2020

Summary

During the first period of the SMARTCHAIN project, exploratory research on consumer attitudes and perceptions was carried out with several different stakeholders following a multi actor approach. Results from these findings will be able to be adapted by SFSC which can lead to improve sales and income for SFSC practitioners.

Results

A series of consumer focus groups examined consumer attitudes, values, expectations and preferences in relation to food purchase and SFSCs. Initial results showed that small-scale production and SFSCs result in better quality food, but participants had less confidence in the hygiene and food safety standards of SFSCs compared to longer chains.

- D4.1: Report on consumer focus group discussions;
- D4.2: Report on the stakeholder interviews;
- D4.3: Consolidated report on the qualitative findings.

Final Periodic Reporting - 01.03.2018 - 30.06.2020

Summary

Building on the research from the first period of the project, further quantitative research was exercised in order to validate and quantify consumer expectations, attitudes and preference whilst including their value perceptions, adoption motivators and barriers with the aim of identifying those customers who showed strong inclinations to buy from SFSC.

Results

In total, 2,020 EU citizens were surveyed online in the four target countries: Germany, Greece, Hungary and Spain. Partners studied what were the motivations towards purchasing from SFSC and what were preventing them. In light of the COVID-19 pandemic, consideration was also included on how the pandemic has impacted consumer reactions towards SFSCs. Key findings showed that most participants choose supermarkets as their main outlet to buy food, and identify freshness, taste and overall quality as the most important attributes. Germany showed the highest purchasing behaviour towards SFSC whilst Hungary was more sceptical. The main reasons to buy from SFSC were linked to support to local producers and the traceability of the food. In contrast, higher prices and spatial access are some of the barriers for consumers. Findings from WP4 will feed into the work done in WP7. One additional deliverable 'Consolidated report on consumer attitudes and recommendations' is due at the end of the project.

- D4.4: Report on the consumer online survey results.

Contribution to practitioner challenges

Perception analysis of stakeholder actors towards SFSC;

Better understanding of consumer purchasing behaviour towards SFSC;

Key findings to support improving SFSC sales and marketing.

Potential for exploitation

Improved understanding of stakeholders and consumers in relation to SFSC;

Communication and Marketing strategies based on market research;

Improved success and enhanced income for SFSC businesses.



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6.1. Work Package 5



Work package 5: Integrative sustainability assessment

To provide an integrated sustainability assessment of selected case studies from an environmental, social and economic perspective in comparison to conventional food chain practices.

Objectives:

- Assess SFSCs innovations from an environmental perspective in comparison to conventional food chain practice;
- Evaluate the overall sustainability from selected case studies taking into account the social and economic impacts related to the SFSCs;
- Develop recommendations for improvements in environmental and socio-economic impacts that are relevant for different cases studies and can be applied in other regions.

First Periodic Reporting - 01.09.2018 - 29.02.2020

Summary

During the first period of the SMARTCHAIN project, data collection relating to the sustainability from the case studies were prepared in order to provide an integrative sustainability assessment. Environmental, as well as socio-economic modelling and impact assessment are ongoing.

Results

A selection of sustainability impact categories was prepared, followed by detailed questionnaires for completion by the case studies in order to gather (semi) quantitative and qualitative assessments. These will be completed by the Case studies in order to provide an environmental, social and economic perspective of SFSC in comparison to conventional food chain.

- D5.1: Selected sustainability impact categories and list of requirements of each one;
- D5.2: Report on the stakeholder interviews.

Final Periodic Reporting - 01.03.2018 - 30.06.2020

Summary

Following the data collection from the case studies Life Cycle Assessments were conducted with the aim of how SFSC could act as a model to to increase transparency, trust, equity and growth throughout the agri-food chain, and contribute to an improved competitiveness and overall sustainability of the European agri-food system.

Results

The Assessment from the case studies were used to to emphasize strategies that enhance positive impacts of agri-food chains from an environmental as well as socioeconomic point of view, and limit their adverse effects, at micro/individual level as well as at macro/territorial level. The results from the selected case studies show that they differ significantly in terms of products, process steps and distribution channels. The results from this Work Package will feed into the final conclusions and deliverable D5.7 'Recommendations for reducing the environmental impacts and optimising sustainability'

- D5.4: Value chain inventory (filled questionnaire);
- D5.5: Environmental impact assessment for selected short food supply chains;
- D5.6 Socio economic impact assessment for selected short food supply chains.

Contribution to practitioner challenges

Assessments of the sustainability of SFSC case studies;

Insights into Environmental and socio-economic impact of SFSC's;

Comparison of SFSC with conventional supply chains.

Potential for exploitation

Understanding of environmental impact between SFSC and conventional Food Supply Chains;

A holistic approach to improved sustainability of SFSC;

Recommendations to improve SFCS environmental and sustainability impact.



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7.1. Work Package 6



Work package 6: Innovation Platform

To develop a sustainable virtual environment, the SMARTCHAIN platform. The platform will allow knowledge transfer, highlight, and collect many types of SFSCs innovations and encourage cooperation among all SFSCs actors and stakeholders.

Objectives:

- Generate, share and use information on SFSCs innovations;
- Favour communication among the project's innovation hubs and their respective case studies;
- Disseminate project and external events related to SFSCs innovation and cooperation;
- Organise training activities and training materials on best practices in innovation;
- Build an international community of SFSCs through a gamification study.

First Periodic Reporting - 01.09.2018 - 29.02.2020

Summary

During the first period of the SMARTCHAIN project, the project platform was established with features to host the database inventories of SFSC innovations and initiatives, as well as a training link where upcoming project trainings and training materials will be available.

Results

The establishment of the platform enables the exploitation of inventories produced in other work packages online and available to a wider audience. Furthermore, through the Gamification study, a strategy and roadmap for building an international SFSC community was prepared and will analyse and map the social network of SFSC frontrunners, through a social network analysis using LinkedIn provided data from over 150 companies and groups related to SFSCs .

- D6.1: Design and building of SMARTCHAIN interactive platform;
- D6.2: Design of the inventory of innovations and related interactive tools;
- D6.3: Virtual workshop on "hub management";
- D6.4: Implementation of the inventory of innovations and related interactive tools;
- D6.8: Design for the basic gamification model and community building.

Final Periodic Reporting - 01.03.2018 - 30.06.2020

Summary

Throughout the project, the Smartchain platform is continuously updated with tangible results from the project, including innovation inventories and training material to facilitate knowledge transfer, innovation and cooperation for all stakeholders within SFSCs.

Results

The gamification study and mapping of the SFSC social network has led to the Gain Model integration onto the platform to facilitate a SFSC community. It consists of 4 levels of engagement and collaboration between SFSC actors and stakeholder offering opportunities to increase the competitiveness and sustainability of short chains with practical solutions. In addition, translation of the results of the project into training materials are readily available. The outcomes of the 1st round of multi-actor workshops have fed into a 5-week, e-learning course on 'Best Practices in Innovation'. Three additional deliverables from this Work Package are due at the end of the Project.

- D6.5: Design and building of SMARTCHAIN interactive platform;
- D6.6: E-learning course on "best practices on innovation";
- D6.7: Video tutorial on the use of the SMARTCHAIN platform;
- D6.9: Functioning short food supply chain stakeholders community in the SMARTCHAIN platform.

Contribution to practitioner challenges

Assessments of the sustainability of SFSC case studies;

Insights into Environmental and socio-economic impact of SFSC's;

Comparison of SFSC with conventional supply chains.

Potential for exploitation

Understanding of environmental impact between SFSC and conventional Food Supply Chains;

A holistic approach to improved sustainability of SFSC;

Recommendations to improve SFCS environmental and sustainability impact.



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8.1. Work Package 7



Work package 7: Business and policy recommendations

To generate a toolbox as well as business and policy recommendations to implement innovative solutions in SFSC.

Objectives:

- Creation of tools (successful case inventory, best practice guide) to support the practical implementation of innovative solutions in SFSCs;
- Development of reference exploitation models in SFSCs based on the innovative solutions detected;
- Creation of a best practice guide for the application of reference exploitation models, improving business performance in SFSCs and helping farmers, food producers and regions to capitalise on their distinctive territorial capital to foster sustainable growth and the development in rural areas;
- Identification of legal and policy recommendations and strategies to overcome regulatory barriers.

First Periodic Reporting - 01.09.2018 - 29.02.2020

Summary

During the first period of the SMARTCHAIN project, a collection of different innovations related to the 18 case studies were completed and classified depending on their primary innovation. This will then lead to a creation of best practices and recommendations for enhancing SFSC business performance, innovation, as well as relevant dissemination to Policymakers.

Results

Work is underway for Work Package 7 for an inventory of successful cases on the application of innovative solutions from data that was collected during WP 2-5. This will lead to an assessment matrix with 12 of the innovations to be analysed in detail, including a general description, success factors and context, as well as potential for other use. Furthermore, a business model template considering a canvas methodology which will look at the main factors related to their success. An analysis of the business models will look at how each SFSC applies ongoing innovation and how they create, deliver, and capture value, considering their particular context and the relation between farmers, food producers and consumers.

Final Periodic Reporting - 01.03.2018 - 30.06.2020

Summary

During the second part of the project, a selection of tools as well as business and policy recommendations to implement innovative solutions in short food supply chains are under development with the primary aim of improving the competitiveness and sustainability of SFSC and making them smarter and more equitable, inclusive and sustainable.

Results

Input from the analysis of the 12 successful innovations along with the innovative solutions and recommendations obtained in WPs 2-5 have shaped the ongoing work of this Work Package. The detection of the main successful innovations applied in the businesses of the case studies were studied from a multiangle viewpoint, including technological, social, environmental, marketing, business, consumer and organisational perspectives. This will be followed by best practice guides based on examples compiled in the inventory of successful applications. In addition, the legal and regulatory barriers hampering the implementation of the policy measures characterised, as well as the potential approaches that will allow overcoming the burdens identified will be explored. Three additional deliverables from this Work Package are due at the end of the Project.

- D7.1: Inventory of successful cases on the application of innovative solutions in short food supply chains;
- D7.2: Inventory of reference exploitation models for short food supply chains.

Contribution to practitioner challenges

Identify legal and policy recommendations and strategies to overcome regulatory barriers;

Analysis of success factors and context of innovative solutions;

Understanding of successful exploitation models.

Potential for exploitation

Best Practice guides for improved business performance;

Help farmers, food processors and regions capitalise on their territorial capital;

Toolbox of innovative solutions for SFSC.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 771785

9.1. Work Package 8



Work package 8: Dissemination, communication and exploitation

To maximise the impact of the project's results through effective knowledge exchange, and communication with a wide range of relevant audiences.

Objectives:

- Ensure that the information about the project's objectives, approaches and results is effectively disseminated;
- Ensure project participants are able to contribute effectively to achieving project objectives and maximise impact;
- Give the project a corporate identity through a common graphic and a dedicated project website;
- Promote the use of results from the project among specific target groups;
- Ensure effective and regular two-way information exchange by engagement with relevant stakeholders.

First Periodic Reporting - 01.09.2018 - 29.02.2020

Summary

During the first part of the project ongoing communication and dissemination of project results has taken place using various different platforms, and to various target groups of the project. This includes conference, workshops, webinars as well as social media.

Results

Key messages from project results and partners activities have disseminated through the projects various dissemination channels. The main social communication tools used are Twitter, LinkedIn as well as the project website and platform. Infographics and leaflets with the latest results form the work packages have also been published. In addition, an overview of the project has been presented to different stakeholders and at external events. The first batch of practice abstracts have been completed and are available on the EIP Agri website.

- D8.1: Communication and dissemination Plan;
- D8.2: Project website;
- D8.9: Exploitation plan;
- D8.10: First batch of practice abstracts.

Dissemination Activity	Number
Participation in Conferences	17
Organisation of workshops	21
Presentation of the project to different stakeholders	39
Social Media Posts	196

Final Periodic Reporting - 01.03.2018 - 30.06.2020

Summary

The communication and dissemination of the project is an ongoing task, which involves all project partners in its delivery to ensure that key messages from the project is reaching local and national SFSC actors and stakeholders.

Results

During the second part of the project the first multi-stakeholder workshops across 9 European countries was conducted, whilst the second round is currently underway. The first round of workshops were dedicated to informing and coaching the case studies involved in the project; bringing them up to date with the latest results of the project and to receive feedback on how the project is progressing. The output of these workshops also fed into the e-learning training courses for WP6. Furthermore, additional infographics and videos exchanging knowledge and informing stakeholders on the results of the project have been developed. Eight additional deliverables from this Work Package are due at the end of the Project.

- D8.6: Output-focused national learning workshops.

Contribution to practitioner challenges

Dissemination of key findings and results of the project;

Knowledge exchange between local SFSC across the EU;

Promotion of SFSCs and the opportunities available.

Potential for exploitation

Increased awareness of SFSC to wider audiences;

Exchange of best practices between local actors in different countries;

New business opportunities and potential increase in revenue for SFSC actors.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 771766

10.1. Work Package 9



Work package 9: Coordination and management

To ensure that the overall project performs successfully, and that each work package completes their activities and tasks with continuous exchange of information between the different Work Packages and partners.

Objectives:

- To administer the budget and the progress reporting and report writing to the EU commission;
- To ensure timely progress and reporting by supervising of timetables and timeframes and the integration of the different WP groups to the overall aims and objectives;
- To ensure that the outcomes of the project are translated and transferred to the agri-food industry, farmers, policy makers and scientific community;
- To manage a project website as means for external presentation of the project results and progress, and as a means of project management;
- To establish common frameworks and protocols for data evaluation and exchange between project participants, in order to facilitate WPs integration and communication with the EU commission.

First Periodic Reporting - 01.09.2018 - 29.02.2020

Summary

Through the duration of the project, the coordinator has kept partners fully informed about project status, technical issues, work planning and reporting needs. Continuous project meetings have been conducted as well as exchange of information relating to the activities of the project.

Results

The kick-off meeting of project was held on the 17-18th October 2018 in Germany, with a total of 87 participants in attendance. During the first half of the project, Work Package 9 has produced 3 deliverables relating to the overall coordination and management as well as a number of administration tasks and activities.

- D9.1: Project risk mitigation strategy;
- D9.2: Short-term impact assessment;
- D9.3: Periodic Report.

Final Periodic Reporting - 01.03.2020 - 30.06.2021

Summary

Continuous monitoring of the progress of the project includes meeting between the partners, reflections on current state of play and to ensure knowledge flow with SFSC practitioners regarding the results of the project.

Results

Partners and work package leaders have conducted yearly meetings, including a work package leader meeting in Greece in March 2020 as well as the Annual General Assembly on the 8th September 2020 which was held online. In between these meetings, additional exchanges between partners have taken place online. These activities involved analysis of milestones, discussion on results and to improve general dissemination of the project. Three additional deliverables from this Work Package are due at the end of the Project.



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