



Deliverable 8.6 Output-focused national learning workshops (i)

Work Package No 8

COPA-COGECA



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Author (s)	Branwen Miles (Copa-Cogeca) & Hub Managers
Review & Edit	F° Javier Casado Hebrard (UHOH)
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Executive Summary

This document consists of Task 8.4, organisation of the 1st round of multi-actor national workshops within Work Package 8 (Dissemination, Communication and Exploitation) and will produce the 1st round of output focused workshops for Deliverable 8.6. The main purpose of the 1st round of workshops was to inform and coach 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.

This is a live document and will be updated with the results of the 2nd round of workshops in 2021.

Abbreviations

SFSC	Short Food Supply Chain
SI	Social Innovation
WP	Work Package

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1. Introduction

Deliverable 8.6 will include two rounds of multi-actor national-learning workshops. During the lifetime of the project there will be 18 workshops organised to generate concrete actions for knowledge transfer and dissemination. The workshops will raise awareness on best practices and provide an opportunity for the exchange of experiences and innovative solutions relating to short-food supply chains. The content of the workshops will also be shared on the SMARTCHAIN Platform to serve as training material.

This document provides an overview of the preparation, implementation, and outcome of the first round of workshops that took place in the 2nd half of 2020. The main objective was to provide an overview of the project including the latest results as well as serving as a coaching exercise to support the development of innovative and successful solutions to Short Food Supply Chain (SFSC) practitioners involved in the case studies. Feedback from the 1st round of workshops will feed into the 2nd round which will be opened to all national and local stakeholders.

In preparation of the workshops, work packages leaders prepared a short but comprehensive overview of their work packages (WP), including the objectives, results (where possible) and expected impact. This was presented in the form of power point presentations and each Hub Manager was asked to translate the documents into their own working language. In addition, as part of the coaching experience for the case study participants, Hub Managers were asked to tailor the presentations of Work Package 2 and 7 to suit the needs and advice for their case studies.

An overview of the presentations are as follows:

- Work Package 2: Technological and Non-Technological Innovations
- Work Package 3: Social Innovations
- Work Package 4: Food Related Consumer Perceptions
- Work Package 5: Integrative Sustainability Assessments
- Work Package 6 & 8: Innovation platform & Dissemination, Exploitation and Communication
- Work Package 7: Business and Policy Recommendations

Templates such as agendas and signature sheets were prepared in line with the project branding, and project partner GGIR provided a tailored evaluation questionnaire that will be included in the impact analysis of the project. These can be found in Annex I-V. A representative from Copa-Cogeca national member organisation within each hub country was invited to participate in the workshops and provide an overview of their involvement in SFSC as a farmer or cooperative organisation.

Due to the ongoing Covid-19 pandemic, in many member states holding physical meetings were prohibited or strongly discouraged and therefore, most of the workshops took place online.

2. Multi-Actor National Workshops

The contents for the workshops were produced by the WP leaders from 2-8; it was decided that it was not applicable to include WP 1 (Conceptual and Analytical Framework) and 9 (Project Management and Coordination), as these do not include results relating to innovation in SFSC.

Two online meetings between WP leaders were organised by Copa-Cogeca at the beginning of the year, to facilitate the task and content. One final meeting was organised between WP Leaders and Hub Managers so that they could familiarise themselves with the content created for their workshops, with an opportunity to discuss and ask questions to the creators of the presentations. Each presentation was accompanied with an explanatory document to assist with the presentation. All presentations were translated into the working languages of each hub, and these will be uploaded on to the training section of the SMARTCHAIN platform.

As mentioned previously, due to the Covid-19 pandemic most workshops were held online due to the measures imposed by national governments.

The number of participants ranged from 4 to 18 and included at least one representative from each case study. Workshops in France, Germany, Greece, Italy, and Spain were joined by a representative from the member organisation of Copa-Cogeca.

Table 1 -List of SFSC Hubs and their workshops:

County	Hub Manager	Date	Location	Number of Participants
France	ACTIA	20 th October	Online	8
Germany	UHOH	21 st October	Online	9
Greece	UOC	16 th October	Online	12
Hungary	KIS	22 nd October	Zalaszentlászló, Hungary	13
Italy	UNIBO	16 th October	Online	18
Netherlands	AMPED	8 th October	Fort bij t' Hemeltje, Netherlands	4
Serbia	UOB	25 th September	Beograd, Serbia	7
Spain	GGIR	6 th October	Online	10
Switzerland	AGROSCOPE	18 th November	Online	12

2.1 Overview of each Work Package Presentation and Evaluation

The workshops took place between September and November 2020, organised by each Hub Manager in their respective countries. In addition to informing the participants of the various results and ongoing work of the project; Hub Managers were asked to collect information on the overall discussion they had with participants and their evaluation of the project. The following chapters will include a summary of the discussions on each WP, including key comments that was shared by the participants. This will provide additional feedback that can be used to improve the delivery of the 2nd round of workshops that are due to take place in 2021.

2.1.1 Work Package 2: Technological and non-technological innovations

This presentation provided an overview of the results of the inventory of technological and non-technological innovations, including how it relates to the typical problems, barriers and needs of SFSC. Part of this presentation was tailored by the Hub Managers to the specific needs and problems of their case studies.

Overall, the participants across the hubs were impressed with the solutions provided. It was highlighted that for many the lack of resources remains a barrier for small producers and actors within SFSC, but perhaps digital solutions could provide some opportunities, as well as the need for better collaboration between local actors. For the Dutch hub, they would like to see the needs and innovation to be divided based on various SFSC archetypes. Facilitating knowledge transfer, the sharing of examples and practices taking place in other countries enabled the case studies to compare and learn from the experience and

2.1.2 Work Package 3: Social Innovations

This presentation included the project's definition of Social Innovation (SI) in SFSC. Two critical aspects of SI in SFSC were highlighted, namely the drivers of actors' engagement and best practices for designing and implementing successful Social Innovations. Participants were encouraged to make a social impact themselves, such as organizing a World Café.

The Hungarian participants commented how the theoretical results could be complemented with practical knowledge and would appreciate specific examples to easily understand the results. They would also appreciate a method on how to cooperate for a common aim. Low engagement in collective action was also raised by participants in the Greek hub and perhaps methods could be explored to enhance stakeholder participation would be useful. Supporting an encouraging collaboration amongst SFCS practitioners is an important aspect of the Project and participants in the Dutch hub also highlighted the importance of understanding the regional social landscape and community building to create regional alliances.

Within the Spanish hub, the definition of social SI was explored with participants thinking that it needs to be something *tangible* applied in SFSC that improves people's life. An example given was 'to generate working opportunities to disabled people.'

2.1.3 Work package 4: Food related consumer behaviours

This presentation provided the participants with the results of the interviews, surveys and focus groups held on the drivers of consumer purchases across different types of SFSC. This included general consumer perceptions of SFSC, as well as a breakdown of what type of consumers buy food from SFSC as well as some recommendations that the case studies may find useful.

This presentation led to a discussion on consumer habits and how many prefer the convenience of buying everything in one place. For many hubs, one of the barriers is the higher cost and price of local products, and this could be addressed within the gamification. Whilst other hubs commented on the perceptions of consumers regarding SFSC is often wrong. Many associate buying local with higher value prepositions and even presume that locally produced is organic by default. It was suggested that it is important to decouple value prepositions for SFSC to avoid confusion on the specific product characteristics. It was also raised that consumer behaviours could differ from country to country.

The German hub raised an important point regarding the cut-off age being 65 for the upcoming online consumer study (WP4, T4.2 European consumer acceptance in and preferences for short food supply chains); since many with the 65+ category are key customer groups of local, directly sold food products. However, it was explained that it is difficult to reach representatives within this age group.

2.1.4 Work package 5: Integrative sustainability assessments

This presentation included the main objectives of the WP, including the methodology and expected impact as the main results are still ongoing. Two parts were explained, the assessment of the environmental impact of SFSC and the social economic impact, focusing on the relative difference of SFSC compared with conventional.

The environmental assessments generated an interesting discussion and will assist the case studies to understand their environmental impact, as well as the influence of consumer behaviour. Each case study explored the expected impact of the data collected and the comparison with a fictitious long food chain and hypothesis. There were some questions raised as to the complexity of the methodology and analysis of the results. Participants from the Dutch hub would like to see the results of the impact assessment based on the different SFSC archetypes from WP4. An interesting point was raised by Greece of the role cooperatives could play to counteract the negative environmental effect of consumers visiting individual producer facilities.

2.1.5 Work package 6 & 8: Innovation platform & Dissemination, Exploitation, and Communication

Work Package 6 & 8 were presented together. Participants were shown the SMARTCHAIN platform live during the workshop, including the innovation and initiative inventory and the intention of the platform to facilitate innovation, practical solutions, and the transfer of knowledge. They also had a brief overview of the on-going communication and dissemination channels for the project, including the website and social media.

Within this section, participants were asked the following questions relating to the Platform:

- Do you know of any online trainings in SFSC?
- What would you like to learn about SFSC?
- What is your preferred method of online learning?
- What stakeholder group do you identify as?

There were contrasting experiences with participants on the Innovation platform; the majority of participants were impressed; however, some did find it difficult to navigate. During the workshop, participants were guided to create a profile on the platform and where possible answer the above-mentioned questions during the meeting. This will help WP 6 with an overview of the general experiences and the needs of the case studies as well as what training material should be made available.

Some content participants would like to see:

- Rules and Regulations in SFSC
- Explanation of SFSC innovations and application
- How implement good practices of SFSC
- Ways to enhance consumer awareness about farming and agricultural products
- How to increase environmental awareness
- How to communicate with the customers
- Practical information on how to set up different SFSC channels, organising SFSC groups etc.,
- Best Practices across Europe, including highlighting elements that can be transferable

Some participants shared examples of where they have previously participated in online learning relating to SFSC such as EAAE webinar, UFS Academy, EIT Food, Regiofoodys and Future Learn. Preference on the method of learning varied, with some preferring courses on good practices, videos, and infographics. Participants in the Swiss hub asked how the elements that were presented during the workshop could be operationalised for Agricultural advisers. With AKIS playing an important role in the new Common Agricultural Policy this could be interesting training material.

2.1.6 Work Package 7: Business and policy recommendations

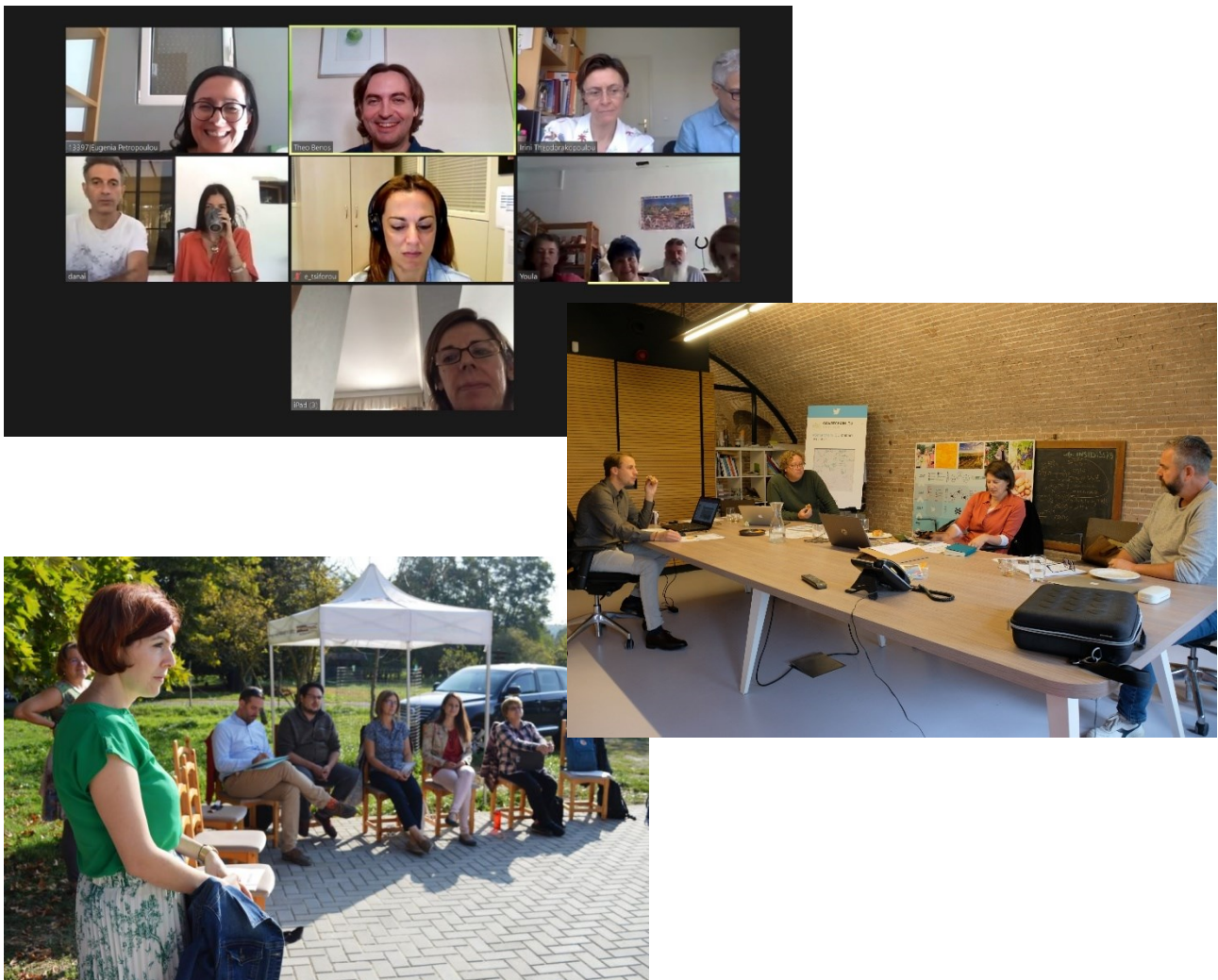
As the work relating to WP7 had not long started, the presentation included the main objectives of the WP and the expected results. Participants were informed of the ongoing work in relation to the characteristics of the SFSC, including key partners, market, value of the products and finances, etc.

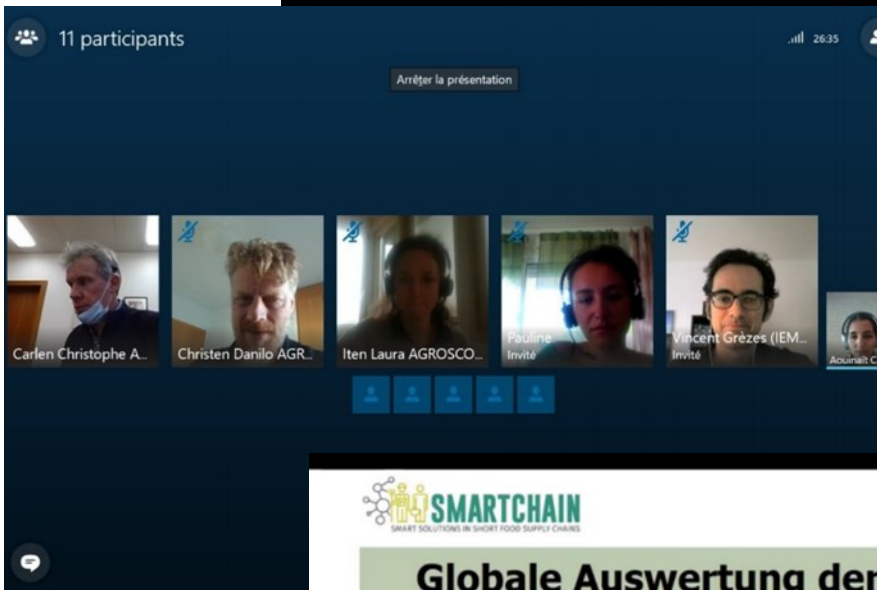
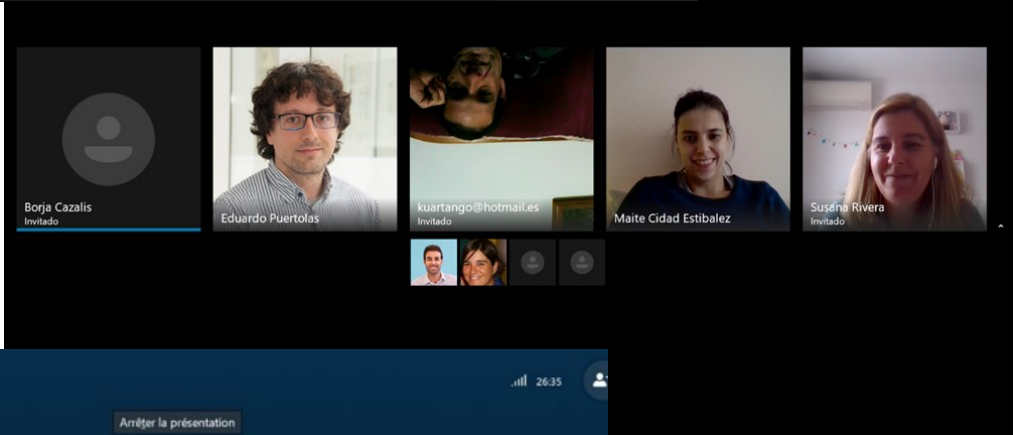
Participants commented on how the results of this WP could provide practical and useful data to help them make improvements in their strategic and tactical choices. It was mentioned whether the small number of data analysis is enough to draw conclusions on the whole SFCS sector, however once the full results have been finalised, the overall picture will be clearer.

Participants from the Hungarian hub would appreciate tips and strategies to be included in the practices for the business models.

2.2 Photos and Screenshots

During the meeting, many of the Hub Managers took photos during the meeting despite not being able to meet physically.





Globale Auswertung der Erfahrungen im Rahmen des SMARTCHAIN-Projekts

- Welches sind die wichtigsten Vorteile und Nutzen, die aus Ihrer Teilnahme am SMARTCHAIN-Projekt ziehen?
- Was sind die Hauptnachteile und Schwierigkeiten, mit denen Sie innerhalb des Projekts konfrontiert sind?
- Wie könnten Ihre Erfahrungen innerhalb von SMARTCHAIN verbessert (d.h. einfacher oder interessanter) werden?

3. Evaluation of case studies' experience within the SMARTCHAIN Project

During the workshops, participants were asked about their experiences within the SMARTCHAIN project. They were asked to reflect on their involvement so far, and the ways in which it can be improved. The information collected here will be shared and discussed with SMARTCHAIN partners to ensure the best participation of the case study partners within the project. As the information was collected by each Hub Manager, they will also be able to address some of the comments made within their hubs.

In general, the case studies are happy to be involved in the project. The hubs have brought together networks of SFSC projects at national and European level, that has enabled them to learn about other SFSC projects and inspire new business approaches and initiatives.

The following sub-chapters will include an overview of the comments received by the participants.

3.1 What are the main advantages and benefits of Case Studies Participation in the Project?

- Knowledge exchange: learning from the experiences and business models of other case studies and the solutions developed from their 'lessons learned'.
- General overview of the challenges in SFSC that can assist in preparing for problems in the future
- The result of bringing together multiple stakeholders also revealed that many problems in SFSC are similar across Europe and could collaborate to strengthen SFSC.
- The collaborative vision of the chain has been beneficial, often organisations within SFSC are too focused on production rather than strategy.
- The inventory of solutions could be very useful in facilitating the process of finding solutions for organisations who often do not have the time or resources.
- The project has enabled the case studies to reflect on their own business models and broaden their network.
- Influence policy and decision-makers and EU-level
- Gaining insight into the European SFSC landscape.
- Connecting with researchers, consumers, and key actors within the framework of the project at National and European level.
- Improve regional SFSC through the lessons learnt during the project.

3.2 What are the main drawbacks and difficulties?

The response in this section is both in relation to the project, and in general the drawbacks and difficulties in relation to an organisation in the SFSC.

- Questionnaires built at European level are sometimes not really adapted to the needs and concerns of national producers.
- There is a lot of bureaucracy involved in the H2020 programme and the project in general, and the use of the EU funding and Tenders portal was unfamiliar to many case study participants.
- Language barrier and the translation of deliverables into the case studies working language
- The project process from collecting of data and sharing results is quite long, although a feature of multi-year projects.
- Communication with SFSC practitioners have at times been too scientific.
- Case study participants would appreciate more time to conduct their tasks, as they need to also conduct their daily work activities too.

- Consumers seem unwilling to pay extra for SFSC (local-social-environmentally friendly) products. Getting the consumer to appreciate SFSC is a challenge.
- SFSC require a higher management effort which is often more time consuming than conventional channels (face-to-face relationship with the consumer, small orders, etc.).
- There is often a higher cost related to SFSC than long chains, due to managing smaller orders, transport, and higher commercial effort that can make the process unattractive.
- An online shop is not always a solution. A few years ago, one case study had an online shop, but they observed more problems than benefits, and the sales did not compensate the cost and the time needed for the management.
- Lack of resources in time and finance to be able to find solutions, improve their business models and create a different strategy.

3.3 How can your participation with the Project be improved?

- A better channel of communication between the case studies in different countries and for meetings to be organised on a more frequent basis.
- Hear more from other case studies and learn from their innovations, their best practices, and their SFSC experiences.
- Practical translation of the results of the deliverables.
- More focus on the SFSC initiatives, rather than the metrics or methodology.
- More time allocated for conducting certain tasks, as the practitioners also need to conduct their daily tasks.
- More frequent communication of preliminary results with the wider consortium, not only with work package partners.
- Events targeting SFSC practitioners to be split into several smaller sessions, and better targeted since not all topics are equally relevant for all stakeholders.
- Provide workshops between the deliverable deadlines for the case studies on the preliminary results.
- Facilitate interaction among case studies in other EU projects.
- Show the purpose of the data input given by the case studies, and their use in which deliverable. This would help and improve the delivery of correct data.

4. Main Outcomes

Overall, the participants were happy with the workshops (see annex V - Questionnaire 2.3 for the evaluation of the quality of the workshops) and their involvement in the project. The comments raised will be explored and addressed by the project partners, and where possible incorporated in the delivery of the 2nd round of workshops to be held in 2021.

In general, whilst the information included in the workshops was interesting, some hubs found the workshops too dense. There was a lot of information conveyed in the presentations, and for some participants they would prefer to see more practical examples and applicability of the results. As the project is still ongoing, this is something that can be addressed in the 2nd round of workshops as most results will be finalised. It was also mentioned how some SFSC practitioners struggle to find time to participate in such events, especially if they are longer than a few hours; seasonality can also play a factor in the availability of participants, and these factors should be considered when preparing the 2nd round of workshops.

The knowledge exchange fostered during the workshops was beneficial to all involved. Most of the Hub Managers reported the case studies would like to have better communication with their counterparts in other countries. At the moment, partners only meet physically once a year, but perhaps there is a way to explore a joint workshop with all case study participants. The LinkedIn community page has also been established and provides a platform for participants to share relevant information regarding SFSC, their experiences and

initiatives. The page is working in collaboration with other EU projects within SFSC and can help facilitate interaction among different case studies and the European SFSC network.

All the content prepared for the workshops was translated; however, the language barrier was raised as a drawback to the case studies understanding of the deliverables, as they are often only produced in English. It was also mentioned that sometimes the results are too scientific and need to be condensed into more practical information. Some partners have turned the main outcomes of their deliverables into infographics which in turn have been translated by Hub Managers. With the results of the projects due in 2021, more infographics will be used. This will also enable the wider dissemination of the work package deliverables.

The Spanish hub has outlined that in addition to the 2nd round of workshops, they will develop 2 bilateral mini workshops (one for each case study) focused on the needs of each case study and how the outcome of the project results can be applied to them. This could be applied in all the hubs, either before or after the end of the project.

Partners should also reflect on the on the questionnaires and the information collected from the case studies and ensure that the results are communicated in a timely manner with them so they can understand how the information has been applied in the results of the project.

A couple of hub participants commented on the multiple platforms that the project uses, and that it can be difficult to navigate. It was explained that due to the nature of the content shared across these platforms it is not always possible to use the same platform. The partner area on the website is a confidential storage system for all internal documents of the project, whilst the participants portal on the platform will include documents and files that are accessible to use by the public.

The results of the training platform will be analysed by WP 6, and will be used to help shape the needs of actors in the SFSC. Whilst the materials and learning experience will be online, one participant enquired into the possibility of bringing together stakeholders who are using the platform.

4.1 Questionnaire 2.3: Quality Evaluation of Multi-actor Workshops

The quality of the multi-actor workshops was evaluated through a questionnaire provided by project partner GGIR (see Annex V). The questionnaire was prepared in both written and digital form and was sent to the participants at the end of the workshop. In light of Covid-19, questions on the impact of the pandemic on their businesses was included and these results will be incorporated in the impact analysis of the project in WP 9.

The average quality of all the workshops scored highly at 8.44 out of 10, and participants in all hubs responded positively to the structure and content delivered. The expectations solved through participation in the workshops were not all met. However, results on many of the expectations are still ongoing i.e., sustainability assessments and business and policy recommendations etc. Therefore, it is expected that once all the results of the project have been produced and shared with the case studies; they will be able to apply the information to their businesses. This is also the case regarding the comments made in the open-ended questions 'What are the main (uncovered or only partially covered) expectations you have regarding your participation in SMARTCHAIN project?' and 'What do you expect from SMARTCHAIN project in terms of impact on SFSC sector?' Many of these comments are currently or will be addressed in the later stages of the project.

The impact of Covid-19 on participants businesses varied. 6 participants responded that it had a positive impact with answers including higher consumer demand and B2C selling. On the other hand, 9 participants responded that the pandemic had a negative impact on their business, with some being unable to find a market for their produce, and reduced turnover. 10 participants responded that Covid-19 had no impact on their business.

4.2 Next Steps and Actions

The first round of workshops was focused on the case studies, whilst the 2nd round will be open to all actors and stakeholders interested in the outcome of the project and SFSC.

Due to the ongoing uncertainty surrounding the covid-19 pandemic, it is possible that the 2nd round of workshops will also have to take place online. Furthermore, considering the measures imposed by national governments on the number of participants allowed to congregate in one place, and online conference will not impose a limit on the number of participants allowed.

ACTION: Hub Managers to decide whether they will conduct a physical or online workshop. This will also influence the length of the workshops and the time participants will need to dedicate to engage in the event.

The content of the workshops will be updated and adapted to address the points raised in this report and to reflect the new results that will be available. The 2nd round of workshops will take the form of a multiplier event that will be open to local and national actors; it will present a more generalised overview of the whole project and focus on the results that have been produced. The case study partners could play a bigger role in delivering the examples of how the results will impact their SFSC.

ACTION: Preparation of content for 2nd round of workshops.

The exchange of views on the SMARTCHAIN platform will provide the Work Package Leaders with insight into the training needs of the SFSC actors. Many of the experiences collected from the case studies can also feed into content for best practices. In addition, many of the outcomes of the results are transferable and this can also be included on the platform.

ACTION: All the presentations from the workshops to be uploaded on to the SMARTCHAIN Innovation platform.

5. Conclusion

To conclude, the workshops were a positive experience for all project partners (see annex V). Insightful information was collected to prepare for the 2nd round of workshops, as well as feedback on the SMARTCHAIN project overall.

Whilst the restrictions imposed by national governments impeded the human contact that are usually important to deliver successful workshops, participants and Hub Managers adapted well and were able to conduct the workshops as planned. It is likely that online workshops will be necessary for most workshops that will be held in 2021.

The knowledge transfer during the workshops was a result of collaboration between the case study partners and research partners of the project. The case studies had provided valuable data and responses to the researchers involved in the project which were then analysed and assessed. These results, whilst still ongoing will assist SFSC with innovative practical solutions to enhance their competitiveness and sustainability. Understanding and application of the results within the SFSC practitioners will be important in delivering the aims of the project and the 2nd round of workshops will focus on multiplying and transferring this knowledge to the wider SFSC community at a local, regional, and European level.

Annex I - Agenda

Partner Logo



Agenda

Date and time

Organiser

Location

Title

- 1. Opening & Welcome**
- 2. SMARTCHAIN H2020 overview**
- 3. Work Package presentations**
- 4. Copa Cogeca National Representative presentation**
- 5. Discussion & Questionnaire**
- 6. Feedback**



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Annex II - Signature Sheet

Partner Logo



National Workshop Signature Sheet

Date:

Organiser(s):

Location:

Name	Surname	Organisation	Email	Signature



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Annex III - Consent Form



Template Multi actor/Focus group Informed Consent Form

Please tick to indicate your consent to the following:

I have read, and I understand the Participant Information Sheet.	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
I have been given sufficient time to consider whether to participate in this focus group and continue with my participation.	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
I am satisfied with the answers I have been given regarding the related data collection and processing.	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
I understand that taking part in this workshop/focus group is voluntary and I may withdraw from the discussion at any time without providing any reason or incurring any consequences.	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
I consent to the research staff collecting and processing information and data including sound captions.	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
I understand that no sound captions made during the interview will be used or re-used by [the institution/organization] in any communication with third parties, including media coverage.	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
If I decide to withdraw from the focus group I am aware that my data will be destroyed.	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
I understand that if I can withdraw my participation and my data and that these will be destroyed until the moment that [specify]	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
I know who to contact if I have any questions about the [workshop/focus group/interview]	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
I understand my responsibility as a focus group participant and I agree to abide by the <i>Chatham House Rule</i> .	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>

Printed name

Participant's Signature

Printed name of researcher

Researcher's Signature

Date



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Annex IV – List of Participants

Germany

Gerald A. Herrmann	Organic Services
Anette Sutter	Organic Services
Christiane Heeren	Chamber of Agriculture Lower-Saxony
Sabine Hoppe	Chamber of Agriculture Lower-Saxony
Philip Kosanke	Network Solidary Agriculture
Dennis Gawlik	University of Hohenheim
F° Javier Casado	University of Hohenheim
Caspar Winkelmeier	University of Hohenheim
Martina Nesper	BioBördeland

Greece

Eugenia Petropoulou	UoC
Irini Theodorakopoulou	UoC
Theo Benos	Researcher & consultant / Uoc
Constantine Iliopoulos	UoC
Pavlina Paradomenaki	gaia
Danae Kindeli	gaia
Anastasis Efentakis	gaia
Litsa Katemi	Allotropon
Youla Bleta	Allotropon
Anastasios Panagiotopoulos	Allotropon
Efstathia Douka	Allotropon
Elli Tsiforou	gaia epicheirein

Italy

Marco Medici	Unibo
Roberta Centonze	ALCE NERO SPA
Andrea Ertani	UNITO
Silvana Nicola	Università di Torino
Annarita Antonelli	CIHEAM Bari
Alice Petrini	Unito
Daniele Rossi	Confagricoltura
Donatella Grasso	Lega delle Cooperative
Laura Mari Arvaia	Società Coop. Agricola
Katia De Luca	Legacoop Puglia
Maurizio Canavari	Università di Bologna
Francesca Gori	Università di Bologna
Vilma Xhakollari	Università di Bologna
Diana Di Gioia	Università di Bologna
Nicole Bozzi Cionci	Università di Bologna
Simona Petruzzella	Legacoop Puglia
Michelangelo De Palma	Legacoop Puglia
Alessandra Castellini	Università di Bologna

Netherlands

Bauke van der Veen	Natuurlijk Vleespakket BV
Marieke Lameris	NBC
Mark Frederiks,	AMPED/Local2Local
Bob Massar	AMPED



Spain

Borja Cazalis	Lantegi Batuak
Ramón Barron	La trufa de Alava
Susana Rivera	Cooperativas Agro-alimentarias
Alberto González	AZTI
Eduardo Puertolas	AZTI
Elena Santa Cruz	AZTI
Izaskun Pérez	AZTI
Maite Ciudad	AZTI
Raquel Rodríguez	AZTI
Sonia García	AZTI

Switzerland





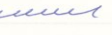





Pauline Audoy	CTCPA
Rosa Barraso Ferrera	INNOGESTIONA AMBIENTAL
Olivier Borgeat	IFELV
Vincent Grèzes	HES-SO VALAIS-WALLIS
Magali Estève	AGRIDEA
Laura Iten	AGROSCOPE
Jens Lansche	AGROSCOPE
Christoph Carlen	AGROSCOPE
Danilo Christen	AGROSCOPE
Camille Aouinaït	AGROSCOPE
Etienne Besson	CHÈVREMENT BON
Séverine Roth	BIOFRUITS


Hungary

Nemzeti Műhelymunka Aláíró Ív/ National Workshop Signature Sheet

Időpont/Date: September 22, 2020 Szervező/Organiser(s): Kislépték Egyesület Helyszín/Location: Zalaszentlászló, Hungary

Család név/Name	Keresztnév/Surname	Szervezet/Organisation	Email	Aláírás/Signature
DEBRECENY	BALÁZS	FoodHub HU Képzési	balazs.debreceny@foodhub.hu	
MESZÁROS	ISTVÁN	Hildon	istvan.meszaros@hildon.com	
SZEGEDI FÉL AGÉNSZ	ÁGNES	CHAMBERLAIN	agnes@chamberlain.com	
ÜRSZÁGI	KILVA	campusca BBI	urszagyi@campusca.hu	
Opitkecskei Kislépték	EMILIA	Zala Tervező és Építési Vállalat	gmeresz@opitkecskei.com	
Bakai	PÉTER	Opitkecskei Városi Önkormányzat	bakai.peter@opitkecskei.hu	
Hajó	MÉLIA	KISLÉPTÉK	hajo.melia@kisleptek.hu	
INSZÓ	RENÁTA	KISLÉPTÉK	inszo@gmail.com	
SEBŐK	ANDRÁS	Campus BBI Mo	a.sebok@campusbbi.com	
KAJMER PÉTERNE SZAKADÓKAI	ANDREA	Kislépték E.	kisleptek@gmail.com	

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Család név/Name	Keresztnév/Surname	Szervezet/Organisation	Email	Aláírás/Signature
SZENTE	VIKTÓRIA		szentevik@gmail.com	
KUJÁNI	KATALIN	KISLÉPTÉK ZALASZENTLÁSZLÓI EGYESÜLET	kujani.katalin@gmail.com	
FATER	BALÁZS		info@netblaze.hu	

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Serbia



Nacionalna radionica-evidencija prisustva

Datum: 25.9.2020. Organizator: Poljoprivredni fakultet, Univerzitet u Beogradu Mesto: Beograd

IME	PREZIME	Organizacija	email	Potpis
SNEŽANA ČANE	PANEVIĆ	UDRUŽENJE KOM. PRED. VOĆA I PLOVA	PRERADIVACI@GMAIL.COM	Ula Hristalac
BOŠKO VILTOR	JEVANOVIĆ	POLO "DOO ČAČAK"	POLOCAH@ORC.GRADON.CK	
SONJEN ALEKSANDER	Jevanović	"Pelo" DOO ČAČAK	boskij1996@gmail.com	
MUSJEVIĆ	Nedović	Poljopr. fak. UB	vmedvic@agrif.bg.ac.rs	
	Munozic	Poljopr. fak. UB	munozic93@gmail.com	
	Krstić	Poljopr. fak. UB	akostic@agrif.bg.ac.rs	
	Munozic	Poljopr. fak. UB	munesic@agrif.bg.ac.rs	


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Annex V – Questionnaire 2.3

Report on the Multi-actor Workshop Questionnaire 2.3 - Autumn 2020

Author: Rosa Barraso, Innogestiona Ambiental (IA)

Date: 16th December 2020

Questionnaire 2.3 aimed at evaluating the quality of SMARTCHAIN internal multi-actor workshops held in autumn 2020. It consisted of 8 questions. In total, 48 answers were collected, and general results are as follows.

Q1. How would you evaluate the general quality of this workshop? From 0 (very bad) to 10 (excellent).

Average of 8.44

Q2 How would you evaluate the following propositions? From 0 (totally disagree) to 5 (totally agree). (result from each option reflects the average)

The structure and development of the session/contents have been appropriate	4.49
The presentations are clear	4.52
The contents have been attractive and relevant	4.27
The information I have received will help me to improve my day-to-day practice (efficiency, innovation, productivity, commercialization and marketing, decision-making, etc.)	3.53
This activity has been an interesting opportunity of networking, I met people I could possibly collaborate with	3.90

Q3 Which expectation(s)/need(s) have you solved through your participation to this activity? From 0 (not at all) to 5 (yes, totally) (result from each option reflects the average)

Improvement of the efficiency and sustainability of my activity	3.28
Improvement of my marketing strategy	2.95
Improvement of my business model robustness	2.95
Adapted logistical solutions	2.59
Increase of my sales	2.20
Improvement of my knowledge about SFSC success factors and bottlenecks	3.93
Improved understanding of legal framework	2.72
Networking and collaboration opportunities	4.00

Inspiration from best practices and success stories to improve your activity	3.70
Technological and non-technological solutions	3.41

Q4 How would you evaluate the knowledge you have regarding what's happening in each WP? From 0 (I have no idea about what's done in this WP) to 5 (I have a very clear idea about what's done in this WP) (result from each option reflects the average)

WP1: Conceptual and analytical framework	3.53
WP2: Technological and non-technological innovations	3.62
WP3: Social innovation	3.83
WP4: Food-related consumer behaviour	4.08
WP5: Integrative sustainability assessment	3.79
WP6: Innovation platform	3.79
WP7: Business and policy recommendations	3.54
WP8: Communication	3.91
WP9: Coordination	3.71

Q5 What are the main (uncovered or only partially covered) expectations you have regarding your participation in SMARTCHAIN project? (open answer)

- To get knowledge on innovative solutions and best practice examples
- For territories other than mine, the creation of a directory of direct sales solutions
- I do not believe that all the experts present on the project are sufficiently close to the practice to be able to concretely help the SFSC practitioners
- To give me a clear picture of the practices that can be applied with financial and other measurable quantities -not fully fulfilled
- Scenario to 2030
- Improve skills
- Innovative research, quality publications
- Have positive inputs to improve our logistics with a view to further reducing our environmental impact, have a broader overview of how some problems of the SFSC can improved and overcome
- Building relationships, good practices, more accurate legal environment
- Network experience
- Relationship building
- Learn and get to know well-functioning SFSC
- Network, optimize your own process and with input from SMARTCHAIN input process
- Being able to contribute to any adjustments to the legal frameworks with regard to SFSC, community building
- Get solutions to the problems posed by short chains. Improve communication with consumers

Q6 What do you expect from SMARTCHAIN project in terms of impact on SFSC sector? (open answer)

- The change of regulations, concrete recommendations for public authorities to develop short circuits
- Promote synergies, exchanges, and models of success
- I imagine that the project can make it possible to have a global vision of the SFSC
- Update. Optimization. Evolution. Collaboration. Networking
- Practical solutions that connect a productive consumer cooperative and offer tried and tested models that suit the Greek province
- Virtuous paths
- Efficiency improvements
- Dissemination of greater knowledge on all aspects that serve to improve the business model in its various aspects, for the SFSC a clearer information framework
- A better understanding of local bottlenecks to which transnational solutions can be found, taking other experiences as an example
- Getting to know good practices, making SFSC more popular, education materials
- Formulation of Hungarian SFSC solutions development and policy recommendations
- Widening of channels
- Change of attitude
- Improved sales, new markets, increasing sales opportunities, greater understanding, and support from decision makers, expanding SFSC opportunities at EU level
- Simplified operation
- Easier market access for producers.
- Understand and apply the importance of cooperation
- The operation of the case study should be more efficient
- By working on SMARTCHAIN, partners propagate results in their own networks and that is reflected in the entire short chain movement
- I do expect recommendations to be made that will take the SFSC in the EU a step further.
- Achieve improvement of SFSC
- With the knowledge of studying the different solutions, or measures, adopted by other cases

Q7 Has COVID19 crisis had an impact on your business?

Yes, positively	6 answers
Yes, negatively	9 answers
No	10 answers

Q8. Please, briefly explain how

Positive impacts

- There was a greater demand for organic products and fresh fruits and vegetables
- Local channel and more selling quantity
- We continued the distribution of food; we have had a greater interest from members and non-members with respect to our production model and agricultural activities and greater post lockdown participation in the life of the cooperative as a whole

- NBC, a knowledge partner - has been able to share a lot of knowledge with the fresh produce sector - and the fresh produce sector itself (bakers) have partially benefited
- Much less B2B turnover, but more turnover to B2C, which cancelled each other out, resulting in more margin at the bottom of the line

Negative impacts

- In the first lockdown, my production was destroyed (broccoli, cabbage, lettuce, cauliflower), because I could not sell it to my usual organic supplier Attica and the traders didn't want them
- Turnover of the year closes at 50%, while expenses were reduced by only 20% compared to 2019
- Total reorganization of the work with a lot more effort
- Reduction of the personal relationship with students and stakeholders of the agri-food chain
- We are an association of companies, the impacts are mainly due to the knock-on effect from the individual associated companies; this was of an economic nature, as well as in terms of time availability and investment opportunities on other fronts. The impacts mainly concern the logistics and organization of work and people (variations in processes, with related costs).