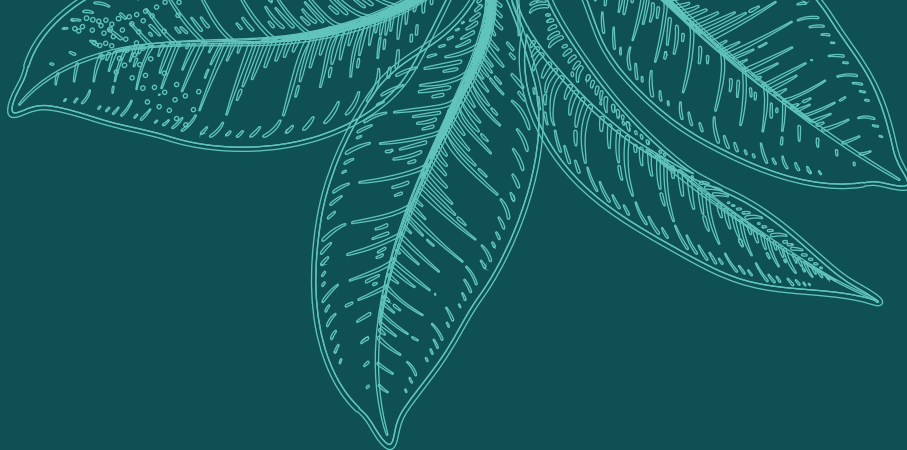




foodscaleshub.com

ANNUAL REPORT ANNUAL REPORT ANNUAL REPORT



A word from our board



Almost 4 years ago, Foodscale Hub was founded on the idea of supporting a fair, resilient, and sustainable agri-food sector in Europe. Now, at the end of 2022, with offices in Greece and Serbia, a diverse and highly-skilled team of over 30 people focused on a vision to create a better future, we are happy to bring these goals to life. Furthermore, we are proud to be a part of an amazing international like-minded collective.



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FSH at a panel "Supporting SMEs : Sharing best practices from MPowerBio project"



More than 150 meals were donated to the Red Cross, using our FoodSHare platform

Bioeconomy Ventures platform launch



The Platform that drives investments within the European Bioeconomy

FEBRUARY

JANUARY

Through FoodSHare platform more than 1700 kg of children and baby food was donated to the Red Cross!



MARCH

MPowerBio Capacity Building Program Launch



The Ploutos project- Open Farm Day, FSH participated in the Landscape restoration workshop , First field tests with Robotti robot within the Robs4Crops Project



The kick-off meeting of the Farmer Project was held in Novi Sad

APRIL

JUNE

MAY



How to create and deliver a compelling pitch deck



► Year in Highlights

► Year in Highlights

Successful launch of Horizon Europe projects: Valpro Path, Stelar, Data4Food2030, Titan, BioRural and Smart Droplets



390+ healthy meals donated to the Food Bank of Vojvodina. Bioeconomy Ventures support program launched

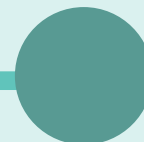
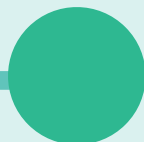


AUGUST



JULY

Successful launch of the QuantiFarm and the Icaerus projects. FSH at the TP Organics' Science Day



SEPTEMBER



FSH at Startup Hack Village hackathon supporting agri-food SMEs



OCTOBER

FSH at the AgrifoodData Forum 2022



Successful launch of the Eco-Ready project, Foodshare Platform milestone: 105 tones of surplus food distributed, 150+ active users, 60+ donations

DECEMBER

NOVEMBER



MPowerBio Final Event, Successful launch of the Horizon Europe Agri-DataSpace project



FSH at the European Big Data Value Forum



Introduction

2022 was a year filled with amazing projects and results, great adventures, and at the same time valuable learning experiences that we want to share and celebrate with you.

With reinforcing our offices in Serbia and Greece, we have strengthened our diverse and passionate team of innovators. Furthermore, Foodcale Hub along with partners has successfully launched new breakthrough projects tackling various challenges in different parts of the agri-food chain.

As we look back on 2022, we are happy to contribute to the major leap towards impact-driven solutions in the agrifood sector. Together, we will continue in the direction of our goal of re-designing the agrifood system.



Map of Europe showing the locations of Serbia and Greece. Two location pins are placed over the countries, connected by a dashed line. The word 'Serbia' is written below the pin in the Balkans, and 'Greece' is written below the pin in the southern part of Europe.

Serbia

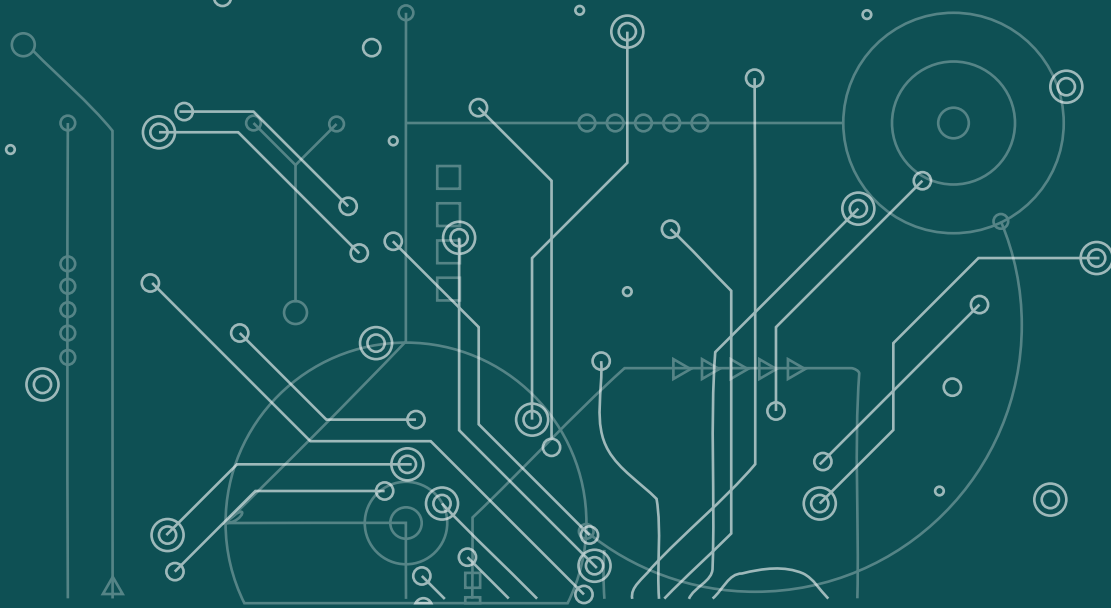
Greece

What we do?

At Foodscale Hub we believe that by choosing the food we eat today, we decide what our world will look like in the future. Our commitment to building and improving scalable solutions, as well as creating disruptive business models that reshape the agrifood sector and have a positive impact on society is the essence of who we are.

We are harnessing the power of technology and entrepreneurship to prepare a fair, resilient and sustainable future for Europe's agri-food sector while building a prosperous ecosystem of partners.

By participating in numerous research and innovation projects, we are shaping the future of food systems and supporting founders to gain access to funding, knowledge and a broad network in Europe and the USA.



Incubation & Acceleration Activities



Capacity Building, Skill Development



Access to Finance, Open Call Management





**Exploitation,
Business modelling, IP**



**Piloting,
End-user Engagement,
Collaborative Co-creation**



**Dissemination
Communication
Ecosystem Building**

Impact on society

We are the missing link between research, cutting-edge tech, innovative ventures and market needs. We contribute to a fair and environmentally friendly future for our food systems.

In order to have an extensive impact, we are bringing key players to the table, such as farmers, technology entrepreneurs, policy makers and consumers, to shape our common future. Through our business models, we effectively involve the most vulnerable actors (smallholder farmers, gig economy workers, marginalized groups) in the food value chain.

We believe that decarbonizing food production through technology is possible, so we support startups that can demonstrate significant environmental benefits as part of their value proposition.

Food systems are the key for social resilience and that's why joining ambitious initiatives to secure food sovereignty in Europe will always be one of our goals.



Funding for startup founders and innovators in numbers

12,410,664.97 EUR

Total sum to be disbursed over the course of five years

8

Projects in total with financial support to third parties (3 of them starting in 2023)

15

Open Calls to be conducted

300 +

Start-ups/SMEs/innovators to be funded all over Europe and beyond

Sectors

 FoodTech and AgriTech start-ups/SMEs  Drone manufacturers

 Reaserch & Development  Agri-food producers  AI and IoT companies

 Food systems  Environmental monitoring entities

 Small and medium-sized farms  Rural communities

Supporting services to maximize the impact of funding

Foodscale Hub provides support in forms of capacity building, business coaching, mentoring, assessing the investment readiness level of SMEs, financial management, upscaling, and networking with investors. Some of our most popular training topics include “How to deliver a compelling investor pitch deck”, “Start, build, grow: Community engagement”, “Business model development and Global growth of start-ups and SMEs: From Export Promotion to Internationalization”.

One of FSH success stories include Marine Coré Baillais, Founder of La Pâtisserie Numérique / The Digital Patisserie from France. After one coaching session, organized within our Bioeconomy Ventures project, she reached out to Darko Mandich, founder and president of FSH, and spoke about investor match-making opportunities.

Getting a foot in the door in a new environment is very challenging. That's why having a mentor and an experienced business coach is important to help and connect you to others in their network, allowing you to grow and learn. I was glad to introduce Marine to investors from Europe and US, share my knowledge and experience with her, showing that one person can have a positive domino effect in your professional endeavours. We are looking forward to keeping on with FSH training programs.



SECTORS



#foodtransparency
#drones #smartfarming

#robotics #foodtraceability

#sustainablefoodsystems 



#sustainablefoodsystems



#bioeconomy 

#circulareconomy #robotics

#foodtra

 #bioeconomy 

#dataeconomy

 #alternativeproteins

#smartvillages 

#resilientfoodsystems  #drones

 #dataeconomy 

ceability 

QuantiFarm



Assessing the impact of digital technology solutions in agriculture, in real-life conditions



3 Universities, 8 Research institutions & Innovation Studios, 7 Associations & Collective organisations and 14 companies & SMEs



20 new tools supporting farmers' decision-making, tested in 30 commercial farms

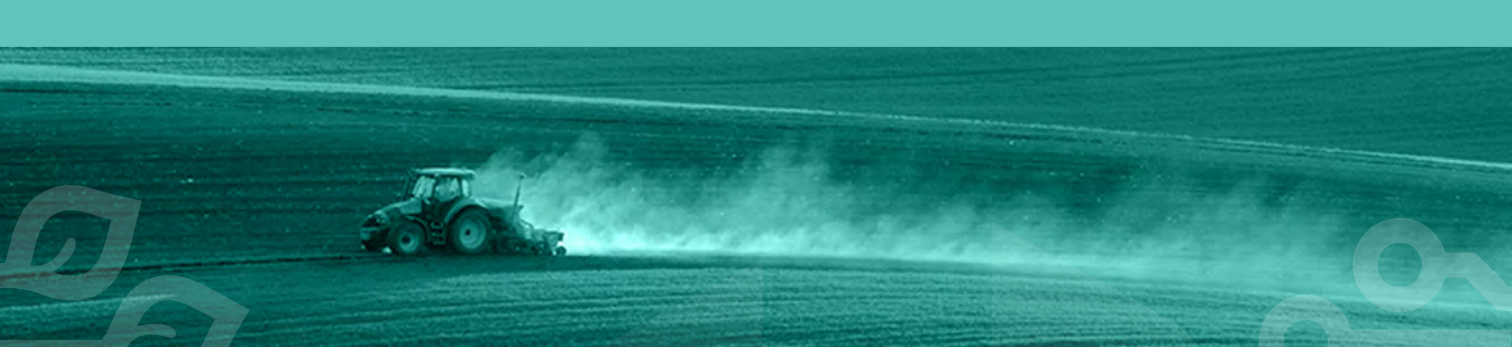


More than 5,000 direct beneficiaries: Farmers and Agri-Cooperatives, Extension & Advisory Services, Authorities & Policy Makers, Research & Innovation Networks/ Platforms and Industry Associations & Groups



We aim at improving the agricultural sector's sustainability performance and competitiveness, targeting our efforts directly to farmers and making them see the benefits of digital agricultural technologies on-the-spot, through test cases in real life conditions

Artemis Margaritidou



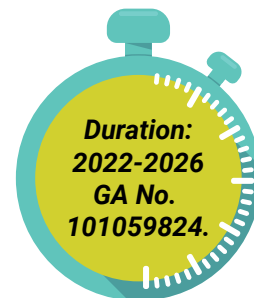
FSH Role

Foodscale Hub leads the Communication and Dissemination activities ensuring successful and targeted outreach of the project through social media, workshops and events. Farmers, researchers, businessmen and policy makers are QuantiFarm's direct beneficiaries, thus community building and liaisons with other relevant projects are essential for the promotion of the project's key results: QuantiFarm Toolkit, Policy Monitoring Tool, QuantiFarm Digital Innovation Academy. FSH also contributes to these with its expertise and guidance throughout the duration of the project implementation.

In addition, FSH offers its services for the successful exploitation and protection of the project's results in terms of commercial use/reuse of the services and tools developed within QuantiFarm, by defining an initial framework of rules and recommendations. It also provides a comprehensive IPR framework covering both the implementation and post-project stages by identifying and analysing the most relevant IPR issues in the context of DATs and other key methodologies and practices within QuantiFarm.

Coming next in 2023...

High-level events and campaigns, joint and individual press releases, videos, posts, articles and media speeches and interviews are the next steps in the project. FSH is more than ready to highlight and boost all the project and partners' activities. 2023's work plan will keep partners busy, with the Test Cases being in full implementation! FSH is well equipped with communication tools and expertise and is beyond happy to spread the word!



new VALue landscapes for plant PROtein Pathways



22 partners



5 Innovation Production Systems (pilots)



9 countries



5 European regions



10+ business models



Crop rotation planning models



Strong industrial presence



In order to create value for all food-chain actors and enhance plant protein production in Europe, VALPRO Path will launch five Innovation Production Systems (pilots) in Germany, Ireland, Italy, Portugal and Denmark. Covering 5 pedo-climatic areas and protein crops with the highest value potential like pea, lupin, chickpea, faba bean and lentils, VALPRO Path will ensure sustainable growth of protein crops through variety selection of nutritionally best plant-protein sources and their combinations.

Tamara Trninić



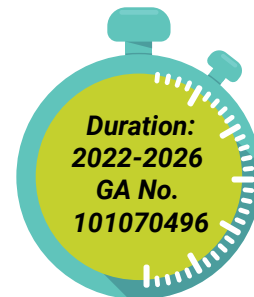
FSH Role

Foodscale hub will shape a strategic Dissemination, Exploitation and Communication (DEC) Plan, design a distinctive and effective visual identity to make the project recognizable in a world-wide community, bring together key players across the value chain and with different tools and channels ensure continuous stakeholder engagement and productive synergies. Furthermore, Foodscale Hub will unlock the exploitation potential and facilitate a smooth transition from innovation development to market share.

Coming next in 2023...

In 2023, Innovation Production Systems (pilots) will start, and all the activities regarding the IPSs will be carefully monitored and strategically promoted and covered by media outlets in order to enhance stakeholder engagement and accelerate the flow of ideas. By diversifying instruments and channels, the IPSs will be in the spotlight ensuring the participation of diverse audiences.





Accelerating the achievement of EU Green Deal Goals for pesticide and fertilizer reduction through AI, data and robotic technologies



Smart Droplets will develop physical robotic assets - a retrofit tractor and sprayer – that are integrated seamlessly with intelligent components - Digital Platform and Digital Twins - for collecting field data and allowing for real-time spraying task execution.



Two pilots will test the Smart Droplets solution, one on wheat fields in Lithuania and the other in apple orchards in Spain.



With enabling technologies like robotics, AI digital twins, data infrastructures and direct injection spraying that reduce pesticide and fertiliser use, Smart Droplets is helping accelerate the achievements of EU Green Deal Goals.

Stavros Tsitouras



FSH Role

Communication, dissemination, ecosystem creation, and exploitation efforts are performed by Foodscale Hub. As Dissemination, Exploitation and Communication (DEC) leaders, FSH is responsible for tasks such as (I) setting up a clear and strategic DEC plan (II) building a strong visual identity and communication strategy; (III) maximising synergies with relevant stakeholders; (IV) craft a roadmap for market uptake, sustainability, and scalability of Smart Droplets solution.

Coming next in 2023...

2023 is the year of Design & Plan for Smart Droplets. From the start of the project, the plan for both field demonstrators will be fully laid out, and the consortium will establish a plan to explicitly define the methodology and parameters of the experimental activities to be conducted, including: specific objectives, description of the site, equipment used, measurements, expected timeframe, planned outcomes, and linkages to broader environmental monitoring interests. During this time effective communication and dissemination activities will make sure the public and all relevant actors are up to date with the developments and progress of Smart Droplets.



ICAERUS



Innovations and Capacity building in Agricultural Environmental and Rural Uav Services



1.08 million EURO allocated as Financial Support for Third parties, amounting to up to 50k for each third party in PUSH Open Calls and up to 60k for each third party in PULL



20 projects will be funded - 8 from PUSH Open Calls and 12 from PULL Open Calls, attracting drone manufacturers, data and AI-based SMEs, as well as drone end users



Drones are no longer a thing of our imaginations; they are a vital tool for sustainable agricultural growth and rural development

Mackenzie Baert



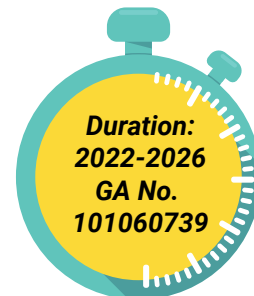
FSH Role

Foodscale Hub leads the work package dedicated to ecosystem building, open calls and governance models. This involves planning and coordinating all dissemination, communication and exploitation activities of the project to ensure that the results will reach targeted stakeholders and make an impact. So far, FSH has created the first draft of the Plan for Dissemination & Exploitation, including Communication Activities that will be used as a guide for all partners to define their responsibilities, including KPIs and targets, and reporting procedures over the course of the project.

FSH is also responsible for the two distinct types of Open Calls, each with two release dates. Planning has already begun and FSH's responsibilities will extend to their launching, evaluation, selection and technical monitoring as well as administrative and financial management. FSH will also lead the creation of inclusive business and governance models in close collaboration with the Use Cases work package and provide value added services for Open Call beneficiaries, such as guidance on implementing these models.

Coming next in 2023...

The first two rounds of Open Calls will be launched in 2023. The Push Open Call (April 2023) will aim to attract SMEs and stakeholders that can deliver and exploit drone-related data sets to assess technical and non-technical hypotheses or to develop ideas, concepts and prototypes that can be introduced to the market. The Pull Open Calls (September 2023) will be directed at stakeholders that can utilise drones and services to address individual commercial needs (e.g. crop production) or community related issues (e.g. disaster risk reduction).



Transparency Solutions for Transforming The Food System



27 partners from 14 European countries have joined their forces to enhance food transparency in order to transform the food system into a demand-driven economy that provides consumers with healthy and sustainable food



The project has included the provision of an extensive tender for an open call (**€1.25 milion**) for new partners to join TITAN and supply more innovations on transparency related solutions



Food safety is a shared responsibility. Governments, farmers, processors, distributors, retailers and consumers need to work together to save food. The TITAN innovations, all transparency related, will be co-created and supported by different stakeholders, facilitating improvements in sustainability, health, and consumer decision-making.

Tatjana Knežević



FSH Role

Foodscale Hub has a trifold role:

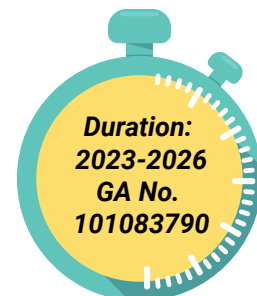
Open call management and provision of business support services to both internal and external pilots/SMEs,

Exploitation activities and business modelling for both internal and external pilots and their SMEs, as well as for the project as a whole,

Assisting the project coordinator with the overall legal, financial and administrative management activities.

Coming next in 2023...

Next year the focus will be on the kick off of the TITAN Pilots, which will develop innovative solutions for safe, sustainable and healthy food. In parallel with this, FSH will prepare a progress report on the pilots' follow up activities with respect to their performance in related market activities. In autumn 2023, an Open Call will be launched to engage high potential start-ups/SMEs from the AgriTech sector in the TITAN piloting and business support programme.



INtegrated and Circular Technologies for Sustainable city region FOOD systems in Africa Supporting innovation and development of rural regions



1,000,000 EUR will be distributed through 2 types of the Open Calls (Financial support to third parties) amounting 117,500 EUR per winner in Open Call for Local Innovation Hub (LIH) and based on the position of the Independent Innovator in the Open Call 3,500€ (1st place), 2,500€ (2nd place), or 1,500€ (3rd place)



Through the Open Calls, **8 external Local Innovation Hubs** (2-3 consortium members) and **24 Independent Innovators** from **6 countries** from **3 African regions** will receive financial support from the InCiTiS-FOOD project

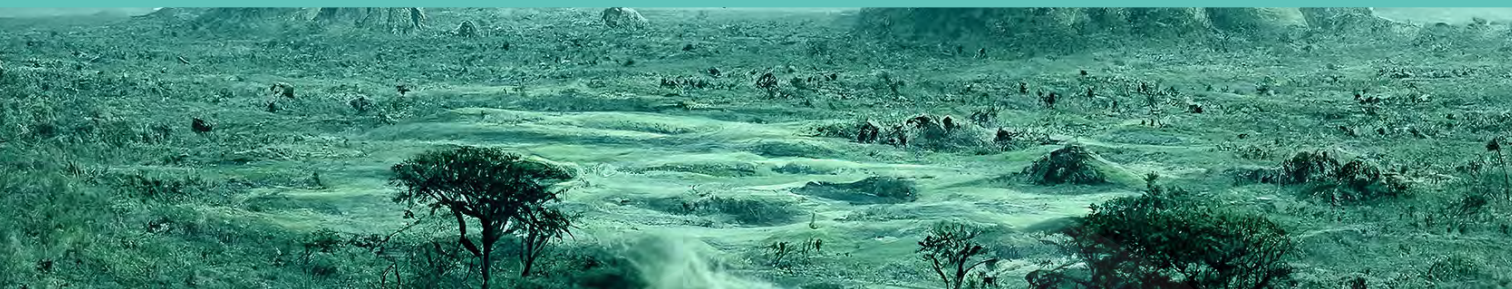


INCiTIS-FOOD dedicates **20,000€** in supporting participation of marginalised and **vulnerable groups** in focus group discussions (FGDs) and capacity building workshops



As a socially and environmentally responsible organisation, our mission is to support improving food and nutrition security (FNS) in African city regions and reduce the food-system-related environmental footprint while contributing to circularity.

Maja Radišić



FSH Role

Foodscale Hub role is twofold: leading task and activities dedicated to Open Call management, overseeing the financial management of third parties as the project's Treasurer on one hand, and planning and coordinating all dissemination, communication and exploitation activities of the project to ensure that the results will reach targeted stakeholders and make an impact on the other.

Coming next in 2023...

The project will start at the beginning of 2023. Therefore, the focus will be on designing the dissemination and communication plan for the InCiTiS-FOOD future activities, events and results. In addition, special attention will be given to the creation of InCiTiS-FOOD repository that will serve as the principal dissemination portal for knowledge diffusion.



Accelerating circular bio-based solutions integration in European rural areas



42 capacity building workshops



20 Rural Bioeconomy Success Stories



1 European Bioeconomy Challenge



1 European Rural Bioeconomy Network



5 Business model blueprints



By organizing training workshops and other impactful activities, BioRural will not only be an eye-opener for people engaging in rural activities, such as farmers, fishermen and foresters, but will also result in sustainable business model pathways, capable of accelerating the development of marketable products and services and improving the market penetration of bio-based solutions in Europe.

Despina Kabouridou



FSH Role

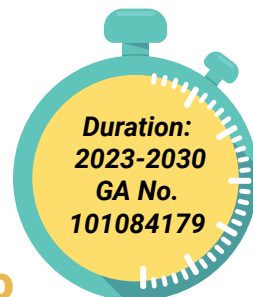
Foodscale Hub leads tasks dedicated to Communication, business modeling and sustainability of the project. The FSH team is in charge of developing the Dissemination, Exploitation and Communication Plan (DEC) which will be updated throughout the project implementation process as well as for the preparation of the standardized communication material and actions that will be undertaken for approaching the identified target groups of the project. In addition, five business model blueprints for the selected Bioeconomy themes (food and agriculture, forestry and natural habitats, aquatic systems, bioenergy and biomaterials) will be developed by FSH, relying upon the analytical framework for circular business model innovation. Finally, FSH will deliver a post-project sustainability plan, examining the trade-offs between financial sustainability and inclusiveness and affordability on behalf of actors of the rural economy in different regions across Europe.

Coming next in 2023...

During 2023 FSH team, apart from its communication and dissemination role, will contribute to the identification of the Bio-based solutions innovation processes framework, methodology and standards as well as to the delivery of an overview of the stakeholders' needs, innovative ideas, and interests about bio-based solutions for rural areas. FSH will also contribute to the preparation of the national, multi-actor innovation workshops that aim to identify bio-based solutions that can reach the rural community and get into local practice, generate innovative uses for the existing solutions and capture grassroots level innovations about bio-based solutions from related rural stakeholders in the EU.

ClimateSmartAdvisors

Connecting and mobilising the EU agricultural advisory community to support the transition to Climate Smart Farming



27 countries



73 partner organisations



12 thematic areas for climate adaptation and mitigation



100 public events



Network of 260 advisory Communities of Practice



New green business model



ClimateSmartAdvisors is a pan-European multi-actor network aiming to boost the EU agricultural advisory community, leading to an acceleration of the adoption of climate smart farming practices by the wider farming community within and across EU.

Mladen Radišić



FSH Role

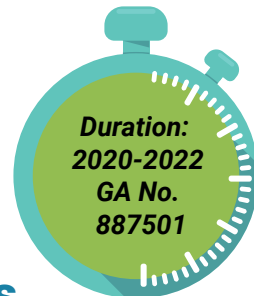
Foodscale hub as a participant in WP7 will contribute to building a network of related EU Projects, EU flagship initiatives and policy makers at a EU and national level, to ensure the project's visibility and cooperation, integrate research and knowledge from other projects, produce common policy and operational recommendations and prepare a sustainability strategy for the whole ClimateSmartAdvisors network. Foodscale hub together with other partners will be organising and participating in meetings and events, and the coproduction of dissemination materials produced within WP8, as well as activities developed with EU projects and flagship initiatives. Foodscale hub will increase impact and anchoring of the project outcomes in the agricultural/advisory community by actively linking to existing Projects, Initiatives and Policy-makers.

Coming next in 2023...

In 2023, Foodscale hub will contribute to the website preparation that will be available in every EU language, as the primary tool of communication on the project events, activities and results. Social Media toolbox covering the channels most used by advisors and farmers will be created and connected to partners social media for a bigger outreach. Foodscale Hub with other partners will write quarterly newsletters about the project, where the project's activities will be advertised and results shown.



MPowerBIO



MPowerBIO empowers Clusters to bring SMEs cross the financial valley of death



The MPowerBIO project engaged a total of 83 SME clusters across the bioeconomy in their activities and network. 20 were brought by FSH.



The Business Support Programme supported a total of 178 SMEs covering almost all of Europe. 30 SMEs were brought by FSH.



2 Immersive Programmes - Capacity Building and Business Support Programme



12 events were supported (9 regional and 2 pan-European) by the project to identify and select the most investor-ready projects that will have access to the annual final pitching events.



MPowerBIO showed that by supporting and providing the needed resources to European clusters to help small and medium-sized enterprises (SMEs) overcome the difficult task of finding sufficient investment is of vital importance to the growth of the European bioeconomy. SMEs need to get from idea to business, and with the help of MPowerBIO that is ever more possible.

Olivera Stojilović



FSH Role

Foodscale Hub established and implemented a Capacity Building Program for bio-based SME clusters along with integrated business support services for SMEs. The program offered practical help on how cluster managers and other innovation intermediaries can mobilize and enhance their skills, resources, and services to support SMEs in business development. Participants also gained insights to help access financing and SMEs learned ways to enhance their skills in order to scale-up their business and obtain investments. FSH, with the contribution of other partners, delivered the Business Support Programme in two iterations to a total of 178 SMEs across 33 countries in Europe covering a range of topics from customer needs to crowdfunding, and from PR to pitching.

Coming next in 2023...

MPowerBIO officially ended in November 2022, however, synergies developed with the sister coordination-action project Bioeconomy Ventures will allow MPowerBIO to transfer its impact and acquire adequate sustainability post-project.

Data 4 Food 2030



Pathways towards a fair, inclusive and innovative Data Economy for Sustainable Food Systems



24 partners



12 countries across Europe



9 Case studies



3 sustainability and supply chain goals:
food production, food supply chain and circularity



Data is a powerful tool at our disposal and can have huge impact on the digital transformation of food systems but we need to bring business and societal readiness levels up to speed with technical advancements.

Grigoris Chatzikostas



FSH Role

Foodscale Hub leads the Work Package dedicated to communication, outreach, and impact maximization. This includes the internal coordination of communication and dissemination activities through a comprehensive Dissemination, Communication and Exploitation plan (DEC plan). FSH will help build and expand the Data4Food2030 ecosystem by implementing the DEC plan and utilizing a set of integrated tools including a sound IPR management scheme, and a business model playbook. FSH also leads the task responsible for synergy building and developing an exploitation plan for sustaining the ecosystem developed in the project. In addition, FSH co-leads the Work Package dedicated to Case studies on the data economy for food systems and is responsible for the case study reporting. These 9 case studies represent distinct geographical regions, food systems sectors, supply chains and stages of development and make sure of different approaches for making data available, collaborating with stakeholders deploying technology and valorizing data.

Coming next in 2023...

FSH will continue the implementation of the DEC plan and the monitoring and evaluation of activities and increase emphasis on synergy building and event planning.





PLOUTOS



Data-driven sustainable agri-food value chains



Ploutos includes 33 partners, 23 of them being end-users, representing all relevant actors in the food system, ranging from farmers, food industry companies, scientists, advisors to ICT specialists and policymakers



Ploutos will deploy 11 innovative systemic Sustainable Innovation Pilots across 13 countries, covering arable, horticulture (both open fields and greenhouses), perennials and dairy production among others



Ploutos focuses on rebalancing agrifood value chains towards a more environmentally, socially and economically sustainable system. Through our Sustainable Innovation Pilot, Foodscale Hub is in a unique position to help recover safe and nutritious food that would otherwise be wasted.

Vukašin Orsić

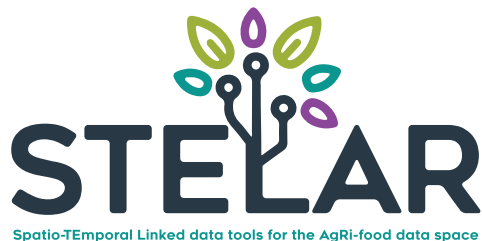


FSH Role

Foodscale Hub is the leader of the Sustainable Innovation Pilot (SIP) 9 - Facilitating the transfer of surplus food from farms to socially disadvantaged groups, by aligning logistics and processes. In the scope of Sustainable Innovation Pilot 9, FSH has fine-tuned the FoodSHare platform - a platform that allows daily monitoring of food availability and creates conditions for improving existing systems between user organisations and food donors. Since the platform became fully operational, more than 150 users have registered and more than 105,000 kg of food has been redistributed from donors to recipients.

Coming next in 2023...

As the project enters its final year FSH will focus on reaching all of our KPIs. We will make a special effort to surpass our goals of 160 registered users on the FoodSHare platform and 170,000 kg of food donated through the platform.



Spatio-TEmporal Linked data tools for the AgRI-food data space



3 pilots conducted, covering: (1) Risk prevention in food supply lines, (2) Early crop growth predictions, (3) Timely precision farming interventions



STELAR includes 9 partners from 5 European countries.



In order to support and facilitate a holistic approach to FAIR (Findable, Accessible, Interoperable, Reusable) and AI-ready (high-quality, reliably labelled) data, STELAR will design, develop, evaluate, and showcase an innovative Knowledge Lake Management System (KLMS). It will enable (semi-)automatic transformation of raw data lakes into knowledge lakes. The STELAR KLMS will be pilot tested in diverse, real-world use cases in the agrifood data space ensuring transferability and replicability of developed solutions.

Stavros Tsitouras



FSH Role

As Dissemination, Exploitation and Communication (DEC) leaders FSH will:

1. Set up a clear and strategic Dissemination, Exploitation and Communication (DEC) Plan
2. Build a strong visual identity and communication strategy for smooth stakeholder engagement
3. Build synergies with European industrial associations, DIHs, data exchange initiatives and movements to amplify our growth opportunities
4. Craft a roadmap for market uptake and sustainability of our results

Furthermore, FSH will document a set of diverse use cases and extract requirements that will be used to elaborate on the KPIs for evaluating the KLMS during the pilots. Additionally, FSH will conduct pilot specification and preparation activities.

Coming next in 2023...

In 2023, STELAR three pilots are expected to start, which means that the spotlight will be on the communication and dissemination activities of the piloting processes and their results activities will make sure the public and all relevant actors are up to date with the developments and progress of Smart Droplets.



Building pathways towards a European framework for the secure and trusted data space for agriculture



Explore and compare 20 design approaches



Identify and assess 15 governance mechanisms & 15 business models



Map at least 400 data sharing platforms and technically assess 10 Data Space platforms



Validate the analytical framework with more than 50 stakeholders



The agricultural sector is undergoing a period of rapid transformation. The European Agriculture Data Space is essential to revolutionise the sector and to optimise each step in the agricultural lifecycle towards more cost-effective and environmentally efficient performance.

Georgios Vouroutzis



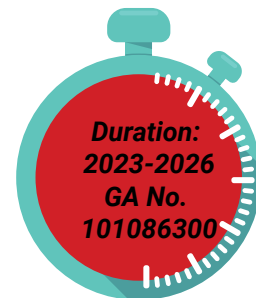
FSH Role

In an increasingly data-driven and data-enabled agri-food sector, the importance of establishing sustainable business models is beyond profound. FSH will define inclusive, disruptive and sustainable new business models, evaluated and validated in two rounds of stakeholder consultation, ameliorating economic and environmental performance, thus addressing policy objectives and societal challenges. In this way, FSH will contribute to enhancing Europe's competitive advantage in the global digital economy. FSH will maximise the project's impact and fuel stakeholders engagement, through the building of AgriDataSpace's vibrant ecosystem. Involving a high number of top-notch impact multipliers and developing strategic and immersive campaigns, we will expand the project's influence on a wider scale and secure post-project viability and sustainability of the network.

Coming next in 2023...

The European Agricultural Data Space is of great significance for the increased availability and interoperability of data, and 2023 will be a full year, as AgriDataSpace will prepare the implementation of this data space. Against this background, FSH will identify multi-stakeholder business models for agricultural data spaces towards increasing economic and environmental performance and addressing policy objectives and societal challenges. Another crucial step that will gain attention will be the development of a post-project sustainability plan by FSH, in the light of expanding and securing the viability of the AgriDataSpace ecosystem. Finally, further dissemination and communication activities will be deployed, aiming to maximise the project's visibility and impact towards all the defined target groups.

CRACK SENSE



CrackSense- Cracking the data to combat fruit cracking

High throughput real-time monitoring and prediction of fruit cracking by utilising and upscaling sensing and digital data technologies to:



Assess the critical need for efficient and real-time monitoring of the agri-environmental condition



Reduce half of the yield losses with the Integrated CrackSense Solution



Because agri-environmental factors have a significant impact on agricultural productivity, our aim at CrackSense is to address the urgent need for effective and real-time monitoring of these conditions. In order to reduce the negative effects of the cracking phenomena, we will use sensing technologies to deploy high throughput assessments of cracking incidence risk at fruit, tree, field at a regional scale, thus enabling farmers and growers to optimise their cost efficiency and generate pathways for more income.

Mladen Radišić



FSH Role

The project's results will be communicated, disseminated, and exploited under the direction of Foodscale Hub. The key priorities are: generating awareness, developing a solid and identifiable image for the CrackSense initiative, and ensuring an effective communication and dissemination strategy. FSH will create innovative and structured marketing strategies to achieve these goals. In addition, FSH will develop a business and exploitation plan that will assure the project's financial success after it is completed.

Coming next in 2023...

The project will start at the beginning of 2023. Therefore, the focus will be on designing the dissemination and communication plan for the CrackSense's future activities, events and results. Along with that, FSH will develop strategies for the construction of business plans and intellectual property rights.

dRural



The service marketplace for European rural areas Supporting innovation and development of rural regions



2,160,000€ equity free (in total) distributed as a financial support to third parties in four Regional Demonstrators and mirror regions

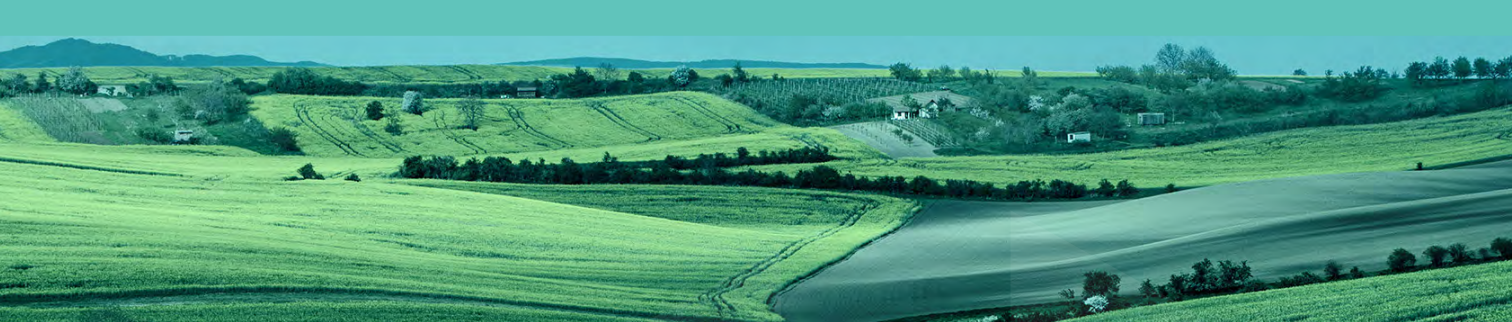


More than 100 innovative SMEs and independent professionals funded through dRural Open Calls



By stimulating the development and uptake of cross-cutting applications and services, we will boost economic growth and increase the overall quality of life in rural communities, helping them overcome the challenges that stem from the lack of infrastructural support.

Dušan Pevac



FSH Role

Foodscale Hub co-leads tasks dedicated to Open Call management, overseeing the financial management of third parties as the project's Treasurer, and supporting the regional demonstrators in the launch of the dRural Open Call for Simple Service Providers (SSP) and Complex Service Providers (CSP) in 4 dRural regions - Spain, Sweden, Croatia, and the Netherlands and 6 key strategic arenas. These Calls aim to attract innovative SMEs and independent professionals who will provide their services through the dRural platform. To ensure that the process runs smoothly, Foodscale Hub prepared the full set of documents and guidelines that applicants will have to follow during the application process. In addition, the Foodscale Hub team worked on the call for external evaluators, as well as guidelines for the selected evaluators who will perform the evaluation of the received applications.

Coming next in 2023...

Upon closure of the dRural Open Call for Simple Service Providers (SSP) and Complex Service Providers (CSP) in January 2023, the dRural consortium will ensure that the best applications are selected. FSH team will play a crucial role in this activity - by supervising the evaluation process together with the consortium partners. Once the best applicants are selected in Spring 2023, FSH will secure timely contracting with winners, as well as arrange funding payments and proper implementation monitoring of selected sub-projects.

WATSON



An anti-fraudulent framework and intelligence-based technologies towards transparent and sustainable EU food systems



1 Framework that can detect and prevent fraudulent activities throughout the whole food chain, validated from more than 20 public authorities



18 Use case scenarios that demonstrate the high impact of the proposed systemic innovations throughout the whole food chain



Increased prevention of fraudulent activities in the food chain >60%
Improved food products' traceability >90%



More than 10.000 of external stakeholders participating in the demo events and at least 10.000 participants in the Open Farm Days and Training activities



Safe food now for a healthy tomorrow" is no longer mission impossible. WATSON leverages its framework and intelligence-based innovations towards transparent and sustainable food systems, while eliminating food fraud impacts in the European agri-food value chains, food market and consumers' behaviors.

Dimitris Fotakidis



FSH Role

Both the complex nature of our globalised food supply chain and the economic motivation for more profit have contributed to the growing evidence of prevalence and attention on food fraud. Aiming to tackle the increasing number of food fraud cases, FSH, through the WATSON project, will lead the development of the pilot demonstration and validation campaigns, in 6 real word pilots towards the detection and mitigation of fraudulent practices. More precisely, FSH will design the comprehensive use case scenarios, develop a pilot plan of realistic goals, while making the appropriate preparations for the demonstrations. After the completion of the pilot assessment, the real-life studies facilitated by data transparency and traceability will be identified, in order for FSH to provide validation and evaluation of the WATSON platform. Finally, FSH's role will also lay with its contribution to the mapping of the best practices and replicable activities, showcasing the universal applicability of the overall framework and the effectiveness of its systemic innovations.

Coming next in 2023...

In the year of 2023, FSH will provide its contribution to a plethora of tasks. Among them will be a desktop and literature research combined with a set of interviews and workshops that will be held to map the expectations of the food chain stakeholders on traceability and authenticity of food products, as well as the development of a unified vulnerability assessment of EU food systems. Moreover, the upcoming year dissemination, communication and ecosystem building efforts will be executed to create broad visibility and raise awareness of the project, while also establishing a large community of stakeholders around the project through liaisons with related activity groups, projects, developers and policy makers. Against this background, FSH will plan and conduct preparatory actions for the maturation of its leading tasks, that will be implemented after the year 2023.

bioeconomy ventures



Raising Disruptive Bioeconomy Ventures, Startups and Spin-Offs to the Top

About 200 SMEs mentored and supported through tailor-made investment readiness services

4 Explore & Expand + Brokerage workshop events happening in 2023

20 bioeconomy clusters active as Ambassadors and 3 organisations as Allied Ambassadors

More than 30 deals closed by the end of the project



At BioeconomyVentures we create the platform for bioeconomy-based start-ups and spinoffs, driving their access to finance, and becoming the future lighthouse in the European bioeconomy ecosystem.

Olivera Stojilović



FSH Role

Foodscale Hub has been involved in the creation of a support platform and immersive investment readiness training programme for the Bioeconomy Venture stakeholders. FSH role in the BioeconomyVentures project is also in the domain of practical coaching and has provided sessions with real life examples, as well as mentorship to the selected programme innovators and additional services such as preparation for attendance at selected events. With other partners, FSH also maintains communication with interested stakeholders on the portfolio of innovators.

Coming next in 2023...

BioeconomyVentures is in the process of implementing its thematic open calls in order to interact with the wider pan-European bioeconomy ecosystem. In 2023 the BioeconomyVentures consortium will focus on implementing brokerage workshops, needed deal nurturing and exposition at events, with continuous platform maintenance and improvement. The next year for the project is centred around providing the best services for the BioeconomyVentures innovators and reaching the pre-defined and internal targets.



Robots For Protecting Crops



Second iteration of 4 large-scale pilots in real production environments



2000+ key stakeholders will be reached through dissemination and communication activities



Our goal at Robs4Crops is to automate tedious, time-consuming, and slow-moving farm operations so that farmers may concentrate more on raising output and protecting the environment. We are welcoming and implementing a collaborative RaaS model to bring our autonomous solution to life and boosting commercialization endeavours.

Tatjana Knežević



FSH Role

Communication, ecosystem creation, and exploitation efforts are performed by Foodscale Hub. FSH is developing innovative, audacious, and immersive marketing strategies that support the wide market adoption of the low-cost, high-quality autonomous robotic system. In addition, FSH is developing a collaborative Robot-as-a-Service business model that benefits both our partners and our target users more.

Coming next in 2023...

The second iteration of large-scale pilot activities will be held, starting in the spring of 2023. The focus in the coming half of the project will be on communicating and disseminating together with expert partners all the activities and results achieved in the second year of piloting. The exploitation plan and IPR concerns will be further expanded and improved as well.

ECO-READY



Creating a digital Observatory for the provision of real-time assessments for the food system supported by a network of 10 Living Labs covering all bioclimatic regions in Europe



4 million EUR will be devoted to grants to third parties for the formation of 10 Living Labs



50 model-based scenarios will address the gaps of food system resilience



By recruiting Living Labs across a wide geographical range engaged within the interrelated but distinct domains of biodiversity, food security, and climate change, ECO-READY will produce large volumes of higher quality data producing better informed policies and developing resilience strategies for the European food system.

Despoina Kampouridou



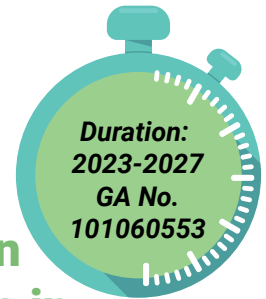
FSH Role

Foodscale Hub will lead the cascade funding and Living Labs (LLs) network that will be created within ECO READY, targeting the development of evidence-based solutions to tackle emerging challenges and improve climate change mitigation strategies. A number of assessment criteria will be developed to ensure spatial, temporal, and thematic inclusivity of selected LLs while a user-centered platform will be created for participants to interact and co-create knowledge about resilience, climate change, biodiversity, food security and stakeholder behavior. FSH team will employ a Community of Practice (CoP) approach to capture both explicit and tacit knowledge and monitor and evaluate the LLs performance and outcomes. The organization of workshops is also foreseen to motivate the LLs to connect, share research and present exploitive pathways of observatory affiliation to ensure networks are sustained after the project.

Coming next in 2023...

During 2023, FSH team will prepare one Open Call for the selection of the Living Labs, utilising the framework for the European food Social-Ecological System that will be identified earlier in the project. The launch of the Call will take place by month 6 in order to establish a network of 10 Living Labs. The call will aim to create a larger network of knowledge transfer, surrounding the interrelated themes of climate change, biodiversity and food system security in the context of resilience. FSH will publish the Call on the ECO-READY website and EU funding and tenders portal, promoted through various channels and networks.

RefreSCAR



Improved coordination of national and European bioeconomy research and innovation programmes in the ERA through strengthened SCAR Working Groups



18 Partners



14 Countries



4 RefreSCAR Hackathons



1 Network map of stakeholders



64 New Working Group members from member states associated countries



18 Workshops co-organised with the Working Groups



4 Workshops with EC representatives



RefreSCAR will strengthen the strategic functioning and capacities of the Working Groups (WG) within The Standing Committee on Agricultural Research (SCAR) in order to facilitate the improved coordination of national and European bioeconomy R&I programmes. That will further support topics of relevance for Horizon Europe, the Common Agricultural Policy, European Green Deal, Digital Europe and the Farm to Fork and Biodiversity Strategies.

Mladen Radišić



FSH Role

Foodscale Hub will be the leader of Work Package 3- SCAR Engage, which means that it will establish SCAR-Engage Programme, perform focus group assessment to better understand engagement in SCAR Working Groups, and organise the training webinar for new SCAR Working Group members. Furthermore, FSH will play a major role in enhancing the visibility of the project in the local, European, and global community, participating in dissemination and communication activities.

Coming next in 2023...

FSH will contribute to the preparation of Dissemination, Exploitation and Communication Plan, support visual communication, presence online and increase outreach and engagement of SCAR stakeholders through different events.



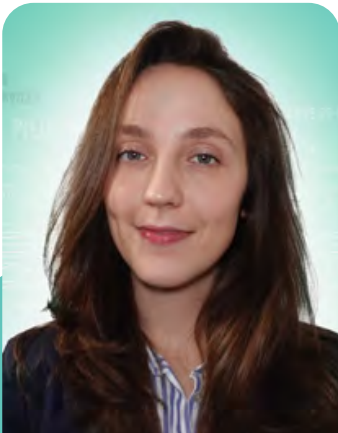
Cognitive Robotic System for Digitalized and Networked (Automated) Insect Farms



5 large-scale pilots are taking place in five European countries in diverse insect production environments



The goal is to provide secure automated solutions that are specific to the end users' needs



The focal point of the CoRoSect project is to integrate robotic solutions into all phases of the insect life cycle, so the insect farms can create a better working environment, and increase quality and production of insects. Furthermore, the aim is to enable a collaborative environment where humans and robots harmoniously share demanding tasks.

Aleksandra Tolmačev



FSH Role

Foodscale Hub is the leader of the tasks related to the communication, dissemination and exploitation of the project's results. The main focus is on creating a strong and recognizable image for the CoRoSect project, raising awareness, and ensuring proper communication and dissemination processes. For these purposes, FSH has developed innovative and strategic marketing approaches. Furthermore, another important role of FSH is to create a business model and exploitation strategies that will ensure the project's viability after its end.

Coming next in 2023...

In 2023, pilots will be at the central focus, therefore, the spotlight will be aimed at dissemination processes. In addition, data on exploitable assets, tested during piloting, will be gathered and utilised to adjust the business plan and intellectual property rights.



Carbonica



Carbon Initiative for Climate-resilient Agriculture



14 partners – 5 business support organisations, 3 private companies, 2 Ministries, 2 Research Institutes & 2 Universities – from 3 Balkan-Mediterranean countries (Greece, North Macedonia and Cyprus) collaborating for the above-mentioned goal



More than 200 stakeholders of the carbon- farming domain contributing to the development of the 3 multi-actor platforms



Capacity building and direct support services for business development to at least 30 start-ups and SMEs



More than 30 start-ups and SMEs participating in the 3 support services for business development



Testing and validation of carbon farming solutions in 15 experimental farms



2 Lab Prototypes for carbon farming solutions, accreditation and certification



By creating the CARBONICA Excellence Hub, we connect the innovation ecosystems of Greece, North Macedonia and Cyprus for Climate-resilient Agriculture. We aim at fostering communication and collaboration between the EU and regional or local policy makers

Giorgos Papapostolou



FSH Role

Foodscale Hub is the project coordinator, responsible for the overall administrative and financial management, facilitating the smooth implementation of all tasks and activities, as well as the collaboration among project partners. Foodscale Hub will also create the relationship between the partners and the project's stakeholders. FSH will also monitor all the project-related work and management activities towards Quality Assurance and Risk Management, while ensuring the continuous and systematic integration of ethical, cultural and gender equality principles to stay in line with societal values and needs.

In addition, FSH will lead the activities regarding the stakeholder engagement and involvement in the CARBONICA Hub, ensuring successful and targeted outreach of the project through social media, workshops, events and networking activities. FSH will lead and support the creation of a network of policy makers, aiming to tailor future policies on agriculture, environment, education and R&I at EU and national/regional level.

Coming next in 2023...

The CARBONICA kick-off meeting in Thessaloniki, Greece will officially mark the beginning of the project, initiating a period of collaboration among partners and stakeholders from Greece, North Macedonia and Cyprus, towards the improvement of policies to foster Climate-resilient Agriculture. FSH will, apart from handling the administrative part of CARBONICA, facilitate and support trainings, field- and cross-visits, staff exchanges, and roundtable meetings to strengthen this collaboration and to achieve multi-actor participation.



Farms Risk Management to Enhance Resilience

FaRMER will develop a FaRMER Resilience Framework -a rigorous and holistic Risk Management Methodology for assessing and managing agricultural risks that considers rural and remote areas and the specific context of EU countries.



Approximately 80 farmers will directly benefit from testing the implementation of the FaRMER Resilience Framework



An estimated 25 Agricultural Consultants will benefit from the project results



Farmers all across Europe deal with risks and make decisions every day that affect their farming operations. FaRMER will develop a FaRMER Resilience Framework – Risk Management Methodology for assessing and managing agricultural risks taking into consideration the special context of EU countries and especially in rural and remote areas. The methodology addresses the baseline theory and provides an implementation process for any Farmer to deploy risk management in their business.

Vukašin Orsić



FSH Role

Foodscale Hub will set up the FaRMER Sustainability and Transferability Plan to support the uptake of the FaRMER “My e-Farm” platform in the post-project period.

Coming next in 2023...

In 2023 the project results will be developed and tested by end users. All partners will perform targeted dissemination activities by organising national project multiplier events in their country and then the final conference in Greece will be held in order to promote our achievements.



Our results did the talking!

(Media highlights 2022)

We are so glad that different media outlets have recognized the importance of our work, reporting regularly about our achievements and projects and helping us get brilliant ideas across a wide range of audiences.

We'd like to say thanks!

We want to thank many partners, clusters and innovation intermediaries, research institutes and entrepreneurs who joined us on this ride. This is just the beginning of greater things to come!



10 +
TV appearances



2
Awards



20+
Online media
entries



2600
Social media
followers



Kontakti O nama Oglašavanje Pelak, 16. decembar 2022.

MOJ NOVISAD
COM

VESTI DEŠAVANJA MEGAFON FOTO INTERJU MOJGRAD POSAD

VESTI **DEŠAVANJE** 04.11.2022 U 19:03h
Izvori: mojnovisad.com / Fotografija: Foodscale Hub

150+ AKTIVNIH KORISNIKA
105+ TONA DONIRANE HRANE
60+ REALIZOVANIH DONACIJA

105 tona hrane donirano kroz FoodShare platformu

Nakon 18 meseci od lansiranja, FoodShare platforma okupila je više od 150 registrovanih korisnika - 91 u Srbiji i 61 u Severnoj Makedoniji, i omogućila distribuciju viškova hrane humanitarnim organizacijama i društvenim zajednicama na transparentan i pristupačan način.

Platformu je razvio Udruženje za inovacije i preduzetništvo Foodscale Hub sa idejom da poveže banke hrane, potencijalne donore i humanitarne organizacije kako bi zajedničkim snagama rešili problem bacanja hrane, podstakli na društvenu odgovornost i očuvanje životne sredine.

VORIA CR
H inovativna e-izdavačica

Foodscale Hub: 'Otan η αγροδιατροφή... μπλοκίζεται με την τεχνολογία

Το Venture Studio από τη Θεσσαλονίκη ανοίγει σε νεοεισευχηθείσες, ώστε να προετοιμαστούν για το ψηφιακό μέλλον

FOODSCALE HUB - ΕΚΠΑΙΔΕΥΣΗ - ΑΓΡΟΤΕΣ - ΕΠΙΧΕΙΡΗΣΕΙΣ - ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ

Η εταιρεία Foodscale Hub, που είναι οι επίμαχοι της Βλαχίας του παραδοσιακού κλάδου προς την τεχνολογία, βρίσκεται στα όρια ανάμεσα στα κλασικά και στα σύγχρονα στην αγορά του ανταρτίου σε νεοεισευχηθείσες, επιχειρήσεις που παλεύουν στην χρηματοδότηση του ίδιου ή εθελοντικά να πραγματοποιήσουν την ίδρυση, φέρουν γέμους. Μια ομάδα πλοιοπλοίων με την εμπειρία της τεχνολογίας στην επιχειρηματική πορεία τους, διοργανώνοντας μια βιολογική διαδρομή με το 2019 το Foodscale Hub, ένα μικρό τεχνολογικό, που ξεκίνησε το 2015, του οποίου το παρόν, να κεντράται στη Θεσσαλονίκη, στην διαδρομή της Βλαχίας για το 2020. Το κείμενο ασχολείται με κοινωνικές πρακτικές. Δεν είναι απλά η απλότητα, η εμπειρία του παραδοσιακού κλάδου, που στο κέντρο της βιολογίας της, αλλά η βιολογική και τεχνολογική. Δεν κεντράται μόνο να πραγματοποιήσει το ίδιο, αλλά να πραγματοποιήσει απλά.

Το Foodscale Hub βρίσκεται στην ίδια της κλίμακα, πρέπει να αλλάξει για τεχνολογία και έδρα στην περιφέρεια, ώστε να πραγματοποιήσει ένα βιομηχανικό μέλλον να είναι καλύτερο, να πραγματοποιήσει ένα πιο υγιεινό ανταρτίου. Στο πλαίσιο αυτής η διαδρομή τους πραγματοποιείται μέσα από τους ίδιους πρακτικούς, ομαδικά ή με προσωπική εργασία ή από το συνδυασμό με εργαζομένους. Διαβάζοντας το κείμενο βλέπουμε τα εργαλεία και τις εμπειρίες τους, από τη διαδικασία της ίδρυσης και των επιχειρήσεων, ως να το υλοποιήσουν οι επιχειρήσεις. Στην πορεία, μπορεί να κεντράται η διαδρομή από το παραδοσιακό κλάδο, στην κεντράται η βιολογική και τεχνολογική κλίμακα να πραγματοποιήσει κλίμακα.

Blic
NASLAVNA TV VESTI sportal. ZABAVA BIZNIS ZENA Beograd i...
KUCI - VESTI - HORIZONT

DAJMO HRANI JOŠ JEDNU ŠANSU
Umesto da je bačena, donirano 105 tona hrane vredne 200.000 EVRA

Nakon 18 meseci od lansiranja, FoodShare platforma okupila je više od 150 registrovanih korisnika - 91 u Srbiji i 61 u Severnoj Makedoniji, i omogućila distribuciju viškova hrane humanitarnim organizacijama i društvenim zajednicama na transparentan i pristupačan način.

Ovu platformu je razvio Udruženje za inovacije i preduzetništvo Foodscale Hub sa idejom da poveže banke hrane, potencijalne donore i humanitarne organizacije kako bi zajedničkim snagama rešili problem bacanja hrane,

- Priema istraživanju Ujedinjenih nacija, u Srbiji se godišnje bacilo oko 700.000 tona hrane čime dolazi do zagađenja životne sredine, a time na neki način bacamo i sve resurse koji su uloženi da se ta hrana napravi. Sa druge strane, ispod linije apsolutnog siromaštva u Srbiji živi oko 500.000 ljudi, među kojima je 100.000 dece. Sprečavanje bacanja hrane je od izuzetnog društvenog značaja, pogotovo kada se ta hrana dostavi onima kojima je stvarno potrebna. Zato je važno da damo hrani još jednu šansu i budemo aktivni deo rešenja - izjavio je Vuksašin Orsić, menadžer Foodshare platforme.

Pulim platforme je pomoglo dobilo više od 50 humanitarnih organizacija u Srbiji i Severnoj Makedoniji. Platforma je podržana od strane Crvenog krsta Vojvodine, Banke hrane Vojvodine, Banke hrane Crvenog Ansa i Vlade Divaca i mnogih drugih a vrednost donirane hrane koja je do sada distribuirana iznosi više od 200.000 evra.

Podsetimo, FoodShare platforma je nastala u okviru evropskog projekta Ploutos i jedan je od 11 pilota regiona širom Evrope koji imaju za cilj da reše brojne izazove u poljoprivredno-prehrambenom sektoru. Projekat je finansiran iz programa Evropske unije za istraživanje i inovacije - Horizon 2020.

Iz Udruženja za inovacije i preduzetništvo Foodscale Hub poručuju da, ukoliko kompanije, humanitarne organizacije i druga pravna lica žele da podrže ovu društveno odgovornu inicijativu, lokalnu zajednicu i učestvuju u očuvanju životne sredine i podrski ugroženima, se mogu registrovati na platformi, a korišćenje svih funkcionalnosti i potpunost je besplatno.

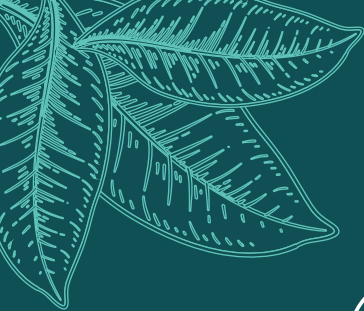
novi sad hrana donacija





Get in Touch





Get in touch with us via email:
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