



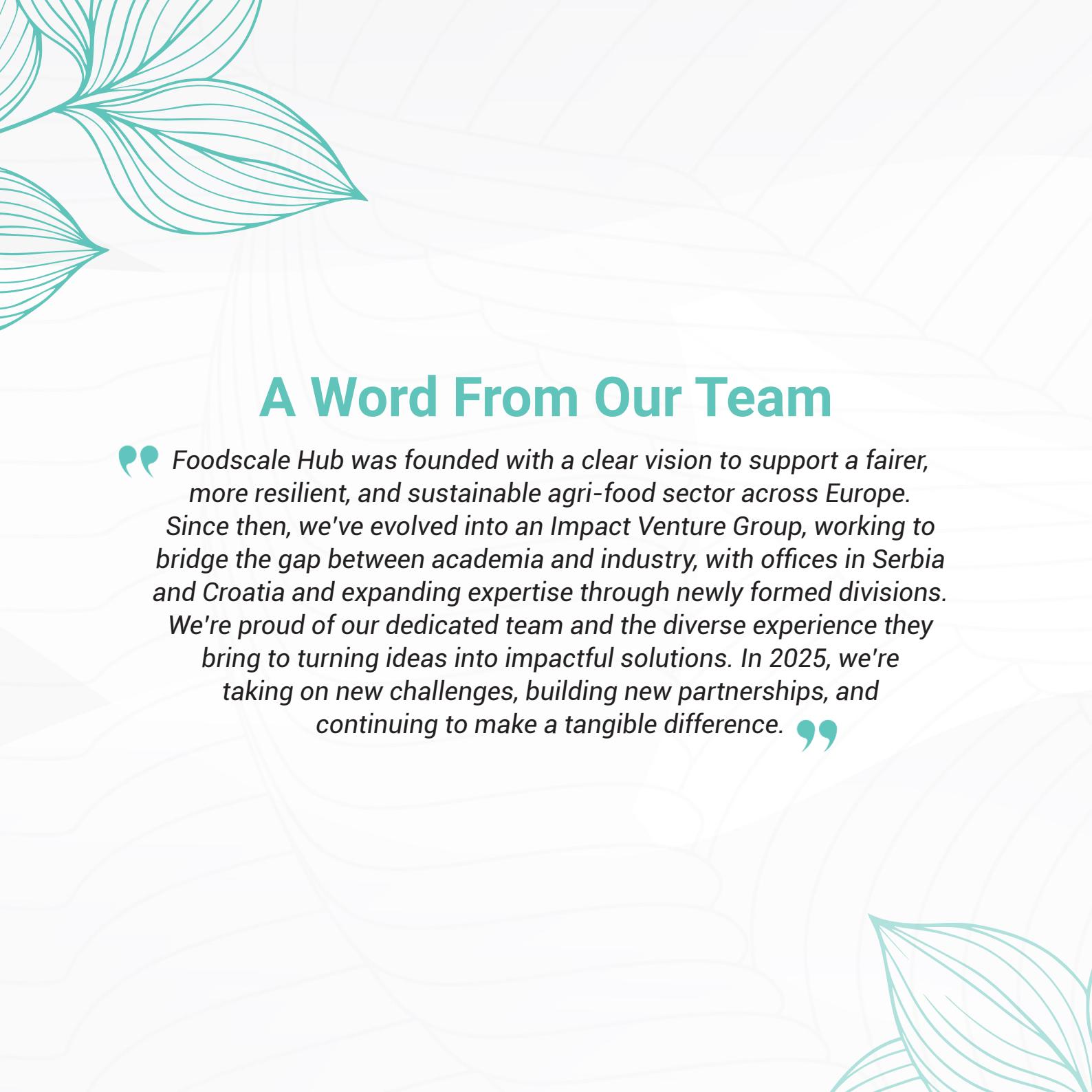
FOODSCALE HUB

An Impact Venture Group for innovation, collaboration, sustainability and excellence

ANNUAL REPORT

2024





A Word From Our Team

“ Foodscale Hub was founded with a clear vision to support a fairer, more resilient, and sustainable agri-food sector across Europe. Since then, we've evolved into an Impact Venture Group, working to bridge the gap between academia and industry, with offices in Serbia and Croatia and expanding expertise through newly formed divisions. We're proud of our dedicated team and the diverse experience they bring to turning ideas into impactful solutions. In 2025, we're taking on new challenges, building new partnerships, and continuing to make a tangible difference. ”





FOODSCALE HUB

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WHO WE ARE

As a forward-thinking organisation, Foodscale Hub blends excellence in **research and innovation** with a hands-on approach to empowering ecosystems, driving progress, and fostering inclusivity. From bridging academia and industry to supporting startups and scaling ventures, our mission is to create lasting value for communities, economies, and the planet.

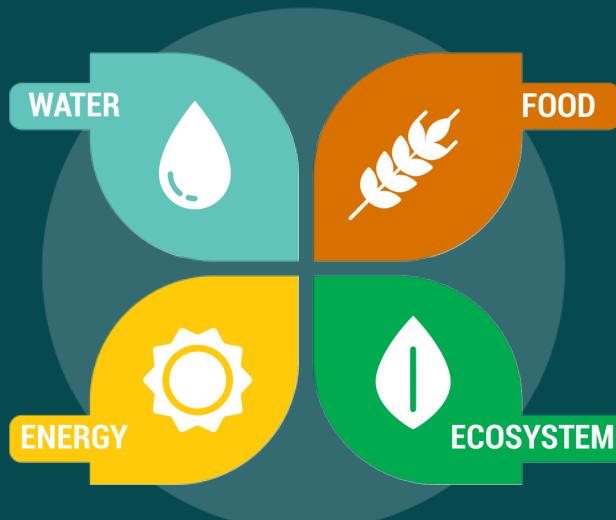
At the heart of the Water, Energy, Food, and Ecosystem (WEFE) Nexus, we use our expertise to advance the agricultural sector, food sustainability, climate neutrality, circular economy, bio-based value chains, energy efficiency, rural development and sustainable land use.

We are committed to designing scalable solutions and pioneering transformative business models that not only redefine the agrifood sector but also contribute to the broader WEFE Nexus and the data-driven future.

Foodscale Hub is headquartered in Novi Sad, Serbia, with a second office in Osijek, Croatia, and a presence across Europe and beyond through our wide-ranging activities. This is additionally underlined with the location of our two offices – nested in the fertile Pannonian Basin in Europe, our offices are within two Universities. This brings us closer to science.

We actively support top-notch research facilities in the multi-actor implementation of research and innovation projects. With our management team members actively involved in EU R&I funding programs since 2007, we bring a wealth of experience in delivering clear value through strategic implementation and practical results. Each role is designed to foster collaboration, accelerate solutions, and drive sustainable growth.

WEFE nexus



Networking for Impact

Foodscale Hub is proud to be part of influential networks that amplify our impact and extend our reach. Through our memberships in renowned organizations like: Smart Sensors 4 Agri-food, Bio4Circularity and Bio-Based Industries Consortium, we gain access to cutting-edge knowledge, resources, and global partnerships.



2024 HIGHLIGHTS

Driving Transformation

The year 2024 was transformative for Foodscale Hub, as we evolved from an Impact Venture Studio into an **Impact Venture Group**, unlocking new opportunities for growth and innovation.

Expanding Locations

Building a strong foundation in the fertile Pannonian Basin – an area renowned for its rich agricultural heritage, food production, and thriving bioeconomy – we expanded our presence with a new location in Osijek, Croatia, alongside our headquarters in Novi Sad, Serbia.

Strengthening Academic Partnerships

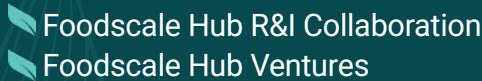
In our quest to merge the gap between industry and academia, we relocated to the Faculty of Agriculture at the University of Novi Sad and the Josip Juraj Strossmayer University in Osijek. This strategic move brings us closer to international research, innovation and cross-sector collaboration.

Enhancing EU Engagement

Now, with a stronger presence in the EU, we have enhanced our ability to collaborate on European research and innovation projects, engage with key stakeholders, and navigate the evolving policy landscape.

Establishing Strategic Divisions

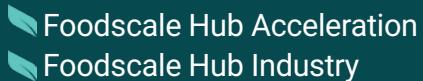
With our evolution from a Studio into an Impact Venture Group, we established four distinct, yet connected, divisions. These are:



Foodscale Hub R&I Collaboration



Foodscale Hub Ventures



Foodscale Hub Acceleration



Foodscale Hub Industry

Each division was created with the intention of driving progress, fostering sustainable solutions, and generating lasting impact.

Launching Key Projects

We launched several new projects in 2024, including **STEP UP**, **Digi4Live**, **InPlasTwin**, **TALLHEDA**, **IPMorama**, **OpenAgri**, and **ENAG**, each designed to drive progress in areas such as sustainability, digitalisation, and agricultural transformation.

Recognised for Innovation

Foodscale Hub reached a milestone as two of our Horizon 2020 projects, Ploutos and CoRoSect, were recognised by the European Commission's Innovation Radar. The FoodSHare platform, part of the Ploutos project, delivered solutions for food waste, community support, and food security. One of CoRoSect's featured solutions, the Cognitive Robotic System for Digitalized and Networked Automated Insect Farms, automates labor-intensive tasks, boosting efficiency, scalability, and sustainability.

Showcasing Innovation Across Europe

All the while, we continue to strengthen our role as a hub for innovation by building relationships across sectors and engaging with industry leaders, researchers, and the wider community. We took part in Synergy Days 2024 in Barcelona, the International Agricultural Fair 2024 in Novi Sad and other events across Europe, further expanding our network within the agricultural innovation ecosystem.



OUR ROLES AND EXPERTISE

At Foodscale Hub, we help turn ideas into impactful solutions, fostering collaboration, innovation, and sustainability through each of our roles.



D&C and Ecosystem Building



Exploitation, IP management and Business Modeling



FSTP - Cascade Funding



Piloting and End-User Trials



Training and Business Support Programmes



LCA and Sustainability Assessment

■ **D&C and Ecosystem Building**

Our expertise lies in designing and implementing targeted dissemination and communication (D&C) strategies to amplify project visibility and ensure results reach the right audiences. By building dynamic innovation ecosystems and fostering stakeholder collaboration, we maximise impact and ensure long-term sustainability.

■ **Exploitation, IP management and Business Modeling**

We enable innovations to thrive through effective exploitation strategies, robust IP management, and business modelling. By creating clear commercialisation pathways and scalable frameworks, we help transform project outcomes into tangible market success.

■ **FSTP - Cascade Funding**

We are leaders in cascading funding mechanisms, also known as Financial Support for Third Parties (FSTP), managing the full lifecycle of open calls. From defining frameworks and evaluating proposals to providing hands-on support for funded entities, we ensure transparency, efficiency, and maximum impact for EU-funded projects.

■ **Piloting and End-User Trials**

We coordinate and implement pilot programmes and end-user trials to validate solutions in real-world settings. By fostering collaborative development with key stakeholders and engaging directly with end-users, we co-create and refine innovations to ensure they meet practical needs. This hands-on approach bridges the gap between technology and adoption, delivering solutions that address real challenges.

■ **Training and Business Support Programmes**

Our customized training programmes and business support initiatives equip stakeholders with the tools to innovate, scale, and succeed. By combining capacity-building, mentorship, and business model development, we create a foundation for sustainable growth and market entry.

■ **LCA and Sustainability Assessment**

From 2025, we will introduce Life Cycle Assessment (LCA) and sustainability assessment services to measure environmental, economic, and social impacts. These insights will help partners optimise processes, enhance resource efficiency, and align with climate-neutral goals.

FINANCIAL SUPPORT FOR THIRD PARTIES IN NUMBERS

In 2024, FSH launched 2 Open Calls and is to launch 3 more in 2025, bringing the total number of **Open Calls conducted in the last 5 years to 7**. In total, **five projects** have delivered financial support, with **almost €6,000,000** distributed in equity-free funding to **close-to 200 beneficiaries** coming from numerous countries across Europe, Africa and beyond, and operating in various sectors, including FoodTech and AgriTech start-ups/SMEs, Research & Development centers, Agrifood producers, AI and IoT companies, food systems, environmental monitoring entities, small- and medium-sized farms and rural communities, etc.

GREAT IDEAS NEED SUPPORT - FSH OPEN CALL HUB MAKES IT EASY

To facilitate financial support to third parties (FSTP) and accelerator programs, FSH has established Open Call Hub (OCH) - a streamlined platform connecting innovative ideas with funding opportunities. The platform is designed to make funding opportunities inclusive, efficient, and easy to access, while ensuring fairness and practicality in the evaluation process.

Active calls for proposals are announced on OCH, clearly outlining the funding support, eligibility, and evaluation criteria. Participants submit their applications, which are then rigorously assessed by evaluators for transparency and alignment with predefined standards. Top-ranked projects are selected for funding, paving the way for successful implementation.



OPEN CALL HUB

SUPPORTING SERVICES TO MAXIMISE THE IMPACT OF FUNDING

Foodscale Hub supports SMEs through cascade funding management, capacity building, business coaching, mentoring, assessing the investment readiness level, financial management, upscaling, and investor networking.

We equip innovation teams with targeted support across key business areas. Within these domains, we design and deliver tailored training sessions based on the specific needs of research and innovation projects or teams, including a broad range of topics, among others:



Access to Capital: Navigating funding opportunities through investors, grants, and crowdfunding; break-even analysis and financial planning; managing revenue vs. cash flow.



Marketing & Promotion: Training on growth hacking, visibility strategies, compelling investor pitch decks, and MVP development from idea to product.



International Collaboration & Brand: Supporting global expansion through networking, internationalisation strategies, and building investor-attractive brands - especially in the food-tech sector.



Intellectual Property Management: Educating SMEs on IP value, conducting IP assessments, and offering specialized guidance on IPR protection for AI-driven innovations.

Through this targeted and practical approach, Foodscale Hub helps innovation teams strengthen their market readiness, strategic positioning, and long-term sustainability.

FOODSCALE HUB DIVISIONS

As we continue to grow, our progress is unfolding through the development of four new divisions, reflecting the evolution of our organisational structure.



FOODSCALE
R&I COLLABORATION

What we do:

- Proposal Preparation
- Dissemination and Communication
- Exploitation
- Intellectual Property (IP) Management

R&I Collaboration (International Research & Innovation)

From skill development to end-user engagement and financial access, we support every step of innovation. Our team fosters vibrant ecosystems through communication and networking, helping innovative solutions find real-world applications. By focusing on strategic exploitation and business modelling, we ensure impactful ideas become sustainable ventures.

- Ecosystem Building
- Cascading Funding Support
- Piloting and End-User Trials in the broad agrifood domain and beyond
- Life-cycle assessment (LCA)



FOODSCALE
VENTURES

What we do:

- Venture Investment
- Supporting Emerging Ventures
- Driving Sustainability and Impact

Ventures

The Ventures Division represents our forward-looking commitment to risk capital and pioneering investments. By supporting emerging ventures and pioneering ideas that align with our vision of a sustainable and resilient agrifood ecosystem, we drive meaningful change in agriculture and food production.



Acceleration

The Acceleration Division is dedicated to supporting SMEs, startups, spin-offs, and scale-ups, especially within academic and research environments. By providing platforms, programs, and coaching, we help professors, researchers, and innovators bring ideas to life and successfully scale their solutions.

What we do:

- Open Calls and Funding
- Targeted Coaching and Mentorship
- Growth-Focused Programs



Industry

The Industry Division serves as a critical link between the agri-food sector and scientific communities, enabling the transfer of knowledge and technologies that turn research into applicable, real-world solutions. With years of experience in Research & Innovation, we help agrifood enterprises adopt practices that enhance productivity, efficiency, and sustainability.

What we do:

- Knowledge and Technology Transfer
- Supporting Emerging Ventures
- Driving Sustainability and Impact
- Consulting and Business Modeling

PROJECTS





ROBS4CROPS

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

Funding Program: Horizon 2020 **Call:** ICT-46-2020-IA **GA No.:** 101016807

Duration: 2020-2024 **EC Funding:** € 7.928.092,50

ROBS4CROPS by numbers:

- 16 partners
- 7 countries
- 4 pilots
- 2000 stakeholders reached through pilots
- 75,000 participants reached through demo event and pilots

Cultivating Robotics and AI for Sustainable Farming

Farmers are **grappling with many challenges**, including labour shortages, soaring costs of essential resources like fertiliser, seeds, fuel, and farming equipment, and the disruptive impacts of climate change. These challenges are making it **tough for farmers to adapt and succeed in the changing agricultural landscape**. They need to be resilient and resourceful to overcome these obstacles.

The EU-funded project ROBS4CROPS aimed to deliver a **labour-saving, autonomous robotic system for spraying and mechanical weeding**, along with a supporting ecosystem, ready for wide-scale adoption. Featuring smart implements, autonomous vehicles, and high-level software for planning and scheduling, this innovative system helped farmers reduce labour requirements and cut costs.

Our role in the project

As part of the ROBS4CROPS project, Foodscale Hub:

1. Leads the **communication, dissemination, and exploitation** efforts, developing innovative marketing strategies to support the wide-market adoption of the low-cost, high-quality autonomous robotic system.
2. Developed a collaborative **Robot-as-a-Service business model** that benefits both partners and target users.
3. Ensures that the technical outcomes of the project are translated into business opportunities for SMEs and other consortium partners.
4. Provides the project with business and exploitation plans to facilitate the ecosystem's adaptation to autonomous robotics solutions.





CoRoSect

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

Funding Program: Horizon 2020 **Call:** ICT-46-2020-IA

GA No.: 101016953 **Duration:** 2021-2024 **Total Budget:** € 8,189,650.00

CoRoSect by numbers:

- **19** partners, **12** countries
- **5** insect farms
- **5** large scale pilots
- **3** insect species – black soldier fly, mealworm & cricket
- Cooperation/liaison with at least **5** projects already from the 1st year of the project
- < **40** stakeholder organizations to be included
- Nearly **600,000** followers were effectively reached by CoRoSect, amplifying its impact

Swarming Towards the Future with Robotics

With the global population expected to reach 9 billion by 2030, a gap between food demand and supply could emerge, leading to food insecurity by making food **unavailable, too expensive, unevenly distributed, or unsafe to eat**. In this context, food security becomes one of the biggest challenges of the 21st century, and insect farming could offer a promising, sustainable solution.

Edible insects have been approved as novel food in the EU and recognised as valuable food sources for farm animals. However, to scale production and reduce costs, further advancements in research, farming protocols, and robotic automation for insect farms are needed.

CoRoSect addressed this need by combining research on insect biology and life cycles with new robotic tools for automating insect farming. This initiative aimed to replace labour-intensive tasks with automated processes, improving efficiency while optimising the biological, technical, and economic aspects of insect rearing.

Our role in the project

As leaders in Dissemination, Exploitation, and Communication (DEC), Foodscale Hub:

1. Focused on creating a strong and recognisable image for the CoRoSect project, raising awareness, and facilitating effective outreach.
2. Developed innovative and strategic marketing approaches for these purposes.
3. Created a business plan for the CoRoSect system and exploitation strategies for the stand-alone components and other project's results to ensure CoRoSect's viability after its completion.

ENAG

Enhancing the quality of education for agripreneurs in the Hungarian-Serbian border area

Funding Program: IPA CBC **Call:** Interreg VI-A IPA Hungary – Serbia Project **ID:** HUSRB/23S/21/050

Duration: 2024–2025 **Total Budget:** €199,458.00

ENAG by numbers:

- **10+** institutional partners from education, business, and agribusiness sectors
- **1** interactive learning hub with training materials, mentorship, and business resources
- **2** innovation boot camps & **4** study visits for practical knowledge transfer
- **10+** specialised courses in agribusiness & entrepreneurship

Enhancing the Human and Cultural Values

Rural areas in the cross-border region of Hungary and Serbia are facing significant economic and social challenges, including **depopulation, high unemployment rates among women, and limited access to entrepreneurial opportunities**. Women in these areas, particularly those aged **15-29** in the **NEET category (Not in Education, Employment, or Training)**, often struggle to find employment due to a lack of practical skills, digital literacy, and access to support networks.

Although agriculture presents an opportunity for economic empowerment, women remain under-represented in the sector due to traditional gender roles, limited technical education, and a lack of entrepreneurial training. Small and medium-sized agricultural enterprises also face difficulties in adopting digital and sustainable business models, further hindering growth and competitiveness.

How ENAG will solve this

ENAG aims to bridge these gaps by creating a cross-border digital ecosystem that provides women with skills, knowledge, and resources to succeed in agribusiness. Through a comprehensive training and mentorship program, ENAG will:

1. Develop a digital learning platform that offers training resources, industry insights, and mentorship opportunities.
2. Organise innovation boot camps and study visits to provide hands-on experience in agriculture and entrepreneurship.
3. Support women-owned agribusinesses in scaling their operations and increasing market competitiveness.
4. Provide VET trainers, career counselors, and agronomists with updated methodologies to support female employment in agriculture.
5. Foster cross-border collaboration to enhance knowledge exchange and create sustainable business networks.





Digi4Live

Supporting the potentials of digital, data-driven solutions for livestock tracking

Funding Program: Horizon Europe **Call:** HORIZON-CL6-2023-GOVERNANCE-01

GA No.: 101134866 **Duration:** 2024-2028 **Total Budget:** € 4,995,979.20

Digi4Live by numbers:

- **1000+** farmers reached
- **300** experts and stakeholders engage
- **4** types of animals - cows, poultry, sheep and pigs
- **20+** best practice & policy recommendations provided
- **5+** LCA (life cycle approach) models developed
- **30+** best practice & policy recommendations provided
- **50+** data-driven and digital solutions generated
- **500+** relevant stakeholders benefiting from DDT

Driving Progress: Charting Digital and Data Routes for European Livestock Tracking

The livestock industry in Europe has a lot to gain from using digital tools and data, but progress is often held back by a lack of teamwork, unclear rules, and inconsistent systems. Digi4Live is working to solve these issues by bringing together farmers, tech providers, researchers, and authorities to **create better ways to track and manage livestock**.

The Digi4Live project is a 4 and half year Horizon Europe project, focusing on setting clear standards, improving regulations, and showing how digital solutions can benefit the economy, society, and the environment. Digi4Live's goal is to **make livestock management easier, improve how policies are**

monitored, and deliver benefits for businesses, consumers, and the entire industry.

Our role in the project

Foodscale Hub (FSH) will lead the facilitation of continued **Multi-Actor Engagement (MAE) and Dissemination, Communication, and Exploitation (DEC) activities**, as well as final DEC activities to ensure the legacy and uptake of accepted approaches. To achieve this, FSH will:

1. Plan, coordinate, and manage day-to-day DEC activities, ensuring effective sharing of project findings with the target audience, following Foodscale Hub's guidance and best practices to maximise awareness and engagement.
2. Build and strengthen synergies with Horizon Europe projects and other research and innovation projects at international, national, and local levels.
3. Collaborate with thematic networks, platforms, and Agricultural Knowledge and Innovation Systems (AKIS) actors to strengthen the project's impact and sustainability.





dRural

The service marketplace for European rural areas

Funding Program: Horizon 2020 **Call:** DT-ICT-09-2020 **GA No.:** 101017304

Duration: 2021–2024 **Total Budget:** €15,260,702.50

dRural by numbers:

- **37** partners
- **10** European countries
- **3** regional platforms developed and populated using the dRural Core Metaplatform
- Open Call deployed in three regions: Extremadura (Spain), Dubovnik-Neretva County (Croatia) and Region Gelderland Midden (Netherlands);
- **8** Mirror Regions selected through two open calls
- **88** beneficiaries supported and funded through dRural Open Calls
- **1,855,000€** equity free (in total) distributed as a financial support to third parties who provided their services in three Regional Demonstrators and eight Mirror Regions
- **250+** businesses engaged in dRural ecosystems

Connecting you to the services you need

Predominantly, **rural areas** make up half of Europe and represent around 20% of the population. However, most of them are also among the **least favoured regions** in the EU, with a **GDP per capita significantly below the European average**. Lower incomes and fewer opportunities, a shrinking and ageing population, and poor access to healthcare and education paint a stereotypical picture of European rural areas.

In this context, dRural presented **new opportunities for the development of European rural areas and communities**. The project co-developed and launched a digital marketplace of services for people living in

these areas, while creating jobs and fostering economic growth and quality of life improvements.

These include the digitalisation of services marketplaces in 11 regions – three demonstrators from the dRural consortium and eight replicators across Europe, selected through two Open Calls, supporting local businesses and economies, encouraging inhabitants to stay in their towns, and improving the elderly quality of life.

Our role in the project

As part of the project, Foodscale Hub mainly:

1. Co-led tasks related to **Open Call management** and overseeing the financial management of third parties as the project's Treasurer.
2. Supported the regional demonstrators in launching the dRural Open Call, which attracted innovative SMEs and independent entrepreneurs to provide services through the dRural platform.
3. Prepared a full set of documents and guidelines to ensure a smooth application process for applicants.
4. Launched and managed the call for external evaluators and prepared guidelines and materials for evaluators who assessed the received applications.





CrackSense:

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

Funding Program: Horizon Europe **Call:** HORIZON-CL6-2022-GOVERNANCE-01
GA No.: 101086300 **Duration:** 2023-2026 **Total Budget:** € 7,499,292.50

CrackSense by numbers:

- 4 types of fruits: citrus, table grapes, sweet cherries, and pomegranate
- 2 continents
- 5 pedoclimatic regions
- 10+ most sophisticated data and real-time sensor technologies utilised
- 1 platform to help farmers mitigate the risk of fruit cracking

Cracking the Data to Mitigate Fruit Cracking

Fruit cracking is a costly and persistent challenge for farmers, leading to **reduced fruit appearance, water loss**, pathogen invasion, and significant yield loss worldwide. This issue is exacerbated by the rising demand for increased food production, consumer preferences for larger, sweeter fruits, and climate instability.

CrackSense aims to tackle this problem in citrus, pomegranate, table grapes, and sweet cherries by developing and upscaling **sensing technologies** that provide real-time sensor data. Through **experimental and piloting activities**, CrackSense will improve agricultural practices for these crops and create a model that can be applied to other agricultural sectors.

Our role in the project

As leaders in **Dissemination, Exploitation, and Communication (DEC)**, Foodscale Hub is:

1. Communicating, disseminating, and exploiting the project's results effectively.
2. Generating awareness and developing a solid and identifiable image for the CrackSense initiative.
3. Creating an effective and innovative communication, dissemination, and marketing strategy to engage stakeholders across the value chain and support the project's goals.
4. Developing a business and exploitation plan to ensure the project's financial success and solution adoption by farmers after the project ends.





FARMTOPIA

Democratizing digital farming through smart solutions for small farms

Funding Program: Horizon Europe **Call:** HORIZON-CL6-2022-FARM2FORK-02-two-stage

GA No.: 101083541 **Duration:** 2023-2026 **Total Budget:** € 5,674,663.75

FARMTOPIA by numbers:

- **64,000+** small farms provided with validated ADSs
- **15+** countries influenced by the developed ADSs
- **18** Sustainable Innovation Pilots (SIPs)
- **9** SIPs have been pre-selected
- **9** SIPs will be awarded through an Open Call

Farmtopia's Path to Empower Small Farms with Digital Technologies

Despite the agricultural industry's increasing interest in **Agricultural Digital Solutions (ADSs)**, their adoption among European farmers, particularly small-scale ones, has remained limited. For smaller farms, the challenge lies in **accessing cost-effective digital agriculture technologies** that bridge the digital divide and effectively boost their environmental and economic outcomes.

Farmtopia envisions a future where **ADSs cater to the needs of small farms more readily**, encompassing their creation, deployment, and affordability. By developing reusable software modules, business and governance models, and scalable infrastructure for ADSs, Farmtopia aims to **reduce costs for both farmers and ADS providers**. The project also facilitates the co-creation, deployment, and piloting of innovative ADSs while concurrently designing and validating supporting business and governance models.

Our role in the project

As leaders in **Ecosystem Building and Expansion**, Foodscale Hub plays a pivotal role in shaping Farmtopia's success by:

1. Developing and implementing a comprehensive Dissemination, Exploitation, and Communication (DEC) plan to maximise outreach and impact.
2. Leading the Open Call procedure and ensuring widespread awareness through targeted dissemination on all channels.
3. Monitoring project results to foster maximum engagement.
4. Building synergies with complementary projects and initiatives to strengthen the network and exchange best practices.
5. Designing a roadmap for scalable exploitation, sustainability, and intellectual property (IPR) management strategies to support the long-term adoption of project outcomes.





FUELPHORIA

**Accelerating the sustainable production of advanced biofuels and
RFNBOs - from feedstock to end-use**

Funding Program: Horizon Europe **Call:** HORIZON-CL5-2022-D3-02-08 **GA No.:** 101118286

Duration: 2023-2027 **Total Budget:** € 11,288,027.50

FUELPHORIA by numbers:

- 23 partners and 3 associated partners from 10 countries
- 10 countries
- Portfolio of 9 complete value chains for advanced biofuels and RFNBOs
- Validation of value chains in 4 DEMOs in 3 countries
- 5 new fuels as end-products (CH4, biodiesel, hydrocarbons, MetOH, EtOH)

Advanced Biofuels and Renewable Fuels from a Sustainable Value Chain

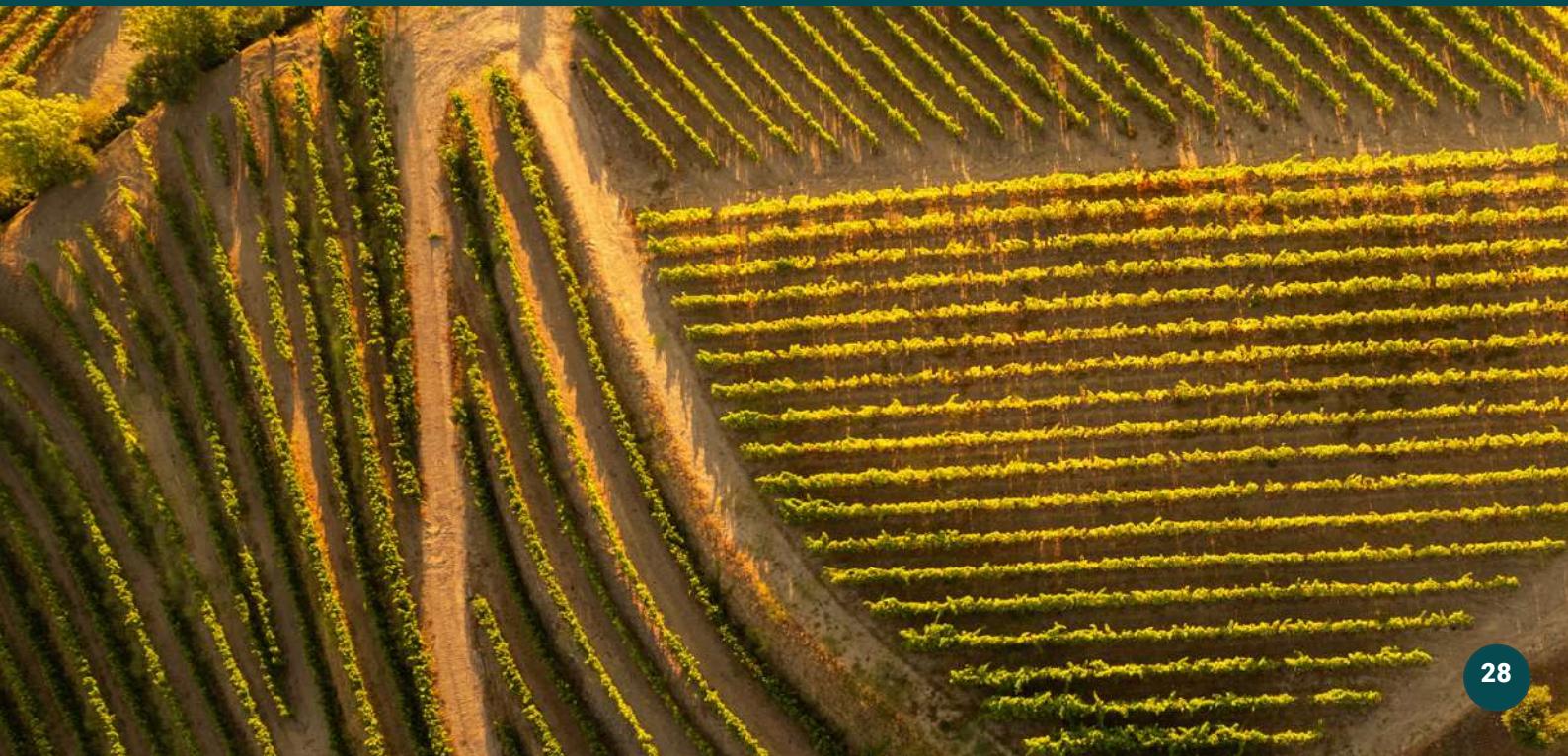
Advanced biofuels and **renewable fuels of non-biological origin (RFNBO)** have important societal benefits in terms of GHG reduction (the process of decreasing the emission of greenhouse gases), and fossil fuel replacement. However, concerns are present about the **costs and insecurity related to value chains**.

The FUELPHORIA project addresses these issues by demonstrating sustainable value chains for advanced biofuels and RFNBOs to be **tested in the real environment** with active participation of feedstock suppliers and technology providers. A range of chemical, electrochemical, biological, thermochemical, and photobiological processes will be used to **convert different feedstocks into an array of renewable fuels**. The fuels will be developed to meet quality specifications defined by end-users in the **transport sector** (aviation, maritime and road) and in the **power production sector** (gas or oil-fired thermal plants).

Our role in the project

Foodscale Hub (FSH) is a task leader responsible for **co-designing and developing sustainable business models** for technologies and products developed within the FUELPHORIA project. As part of this, FSH is:

1. Drafting marketing plans for value chain products using a participatory process.
2. Co-creating business models for DEMO value chains across Europe.
3. Developing a technology business plan that incorporates the viewpoints of technology providers in the project.
4. Actively contributing to various tasks, with a focus on value chain exploitation, policy implications, and supporting project coordination, management, and communication and dissemination efforts.





INCiTIS-FOOD

INtegrated and Circular Technologies for Sustainable city region FOOD systems in Africa

Funding Program: Horizon Europe **Call:** HORIZON-CL6-2022-FARM2FORK-01-14

GA No.: 101083790 **Duration:** 2023-2026 **Total Budget:** € 6,200,495.00

INCiTIS-FOOD by numbers:

- **23** partners from **2** continents
- **8** Living Labs (LLs) in **6** countries from **3** African regions (East: Kenya; West: Ghana, Nigeria, Sierra Leone; Central: Cameroon, Gabon)
- **1,000,000** EUR distributed through **2** Open Calls (Financial support to third parties)
- **8** external Local Innovation Hubs and **24** Independent Innovators from **6** countries from **3** African regions will receive financial support from the INCiTIS-FOOD project through the Open Calls
- **20,000€** dedicated to supporting the participation of marginalised and vulnerable groups in focus group discussions (FGDs) and capacity-building workshops

African Food Innovations: Partnering For A Sustainable Future

INCiTIS-FOOD is a four-year initiative dedicated to **enhancing food and nutrition security** (FNS) in **African city regions** while reducing the environmental footprint of food systems. By advancing circularity, the project co-develops innovative agri-food technologies, sustainable practices, and inclusive business models to build **resilient urban food systems**. Through EU-AU partnerships, INCiTIS-FOOD integrates **hydroponics**, **aquaponics**, and **insect farming** to foster collaboration among diverse stakeholders.

The project empowers communities by opening up opportunities for them in agri-food supply and value chains, and by achieving environmental justice through transformative food policies

achieved through interdisciplinary research, integrated best-fit technologies, stakeholder-led action, capacity-building, research-practitioner-policy collaborative engagement, and Europe-Africa partnership.

Our role in the project

As a partner with a **twofold role** in a project, Foodscale Hub leads tasks related to Open Call management and coordinates all dissemination, communication, and exploitation activities.

1. Open Call Management:

- a. Leading the task
- b. Overseeing the financial management of the third parties

2. Dissemination, Exploitation, and Communication (DEC):

- a. Planning and coordinating all dissemination, communication, and exploitation activities
- b. Ensuring project results reach targeted stakeholders
- c. Designing innovative strategies to communicate and disseminate project results, while fostering stakeholder engagement across the value chain
- d. Building awareness and establishing a strong, recognisable identity for the INCiTIS-FOOD project porting project coordination, management, and communication and dissemination efforts.





InPlasTwin

INtegrated and Circular Technologies for Sustainable city region FOOD systems in Africa

Funding Program: Horizon Europe Call: HORIZON-WIDERA-2023-ACCESS-02 GA No.: 101160289

Duration: 2024-2027 Total Budget: € 1,499,992.50

InPlasTwin by numbers:

- 6 partners
- 6 countries
- 6+ workshops to foster ethics and gender balance in research
- 20+ staff from JSI, AUA, and FSH to adopt practices in diversity inclusion and ethics gained in the project
- 10+ conference contributions and 5+ scientific publications
- 12+ researchers from JSI and AUA trained on analytical techniques for the detection of MNPs in the environment and food

Twinned for Knowledge Sharing on Plastic Pollution in Agriculture

Plastics have become ubiquitous in the food system, from agricultural production to food packaging and waste disposal. While they offer certain advantages, their **negative consequences are far-reaching**. They are proven to harm marine life and ecosystems, contribute to deforestation and climate change, and can be harmful to food systems and human health.

The main goal of the InPlasTwin project is to **strengthen the research and innovation capacity in the field of micro- and nanoplastics (MNPs) analysis** in Slovenia and Greece. This will be achieved through **networking, knowledge sharing, and research collaboration** with leading European institutions, renowned for their expertise in MNPs analysis.

A particular emphasis will be placed on **strawberry cultivation**, where researchers will simulate real farming conditions to analyse how MNPs, released from mulching films, are absorbed by crops and how they affect yield, fruit quality and safety.

Our role in the project

Foodscale Hub (FSH) is leading the establishment and implementation of a strong **Dissemination, Exploitation, and Communication (DEC) Plan**. As part of this, FSH is:

1. Facilitating the transfer of knowledge to raise research profiles of research institutions.
2. Enlarging the impact of InPlasTwin results and research through strategic dissemination, communication, exploitation, and sustainability strategies.
3. Ensuring visibility and reach for the project and its outputs by being interconnected with all remaining InPlasTwin activities.





FaRMeR

Farms Risk Management to Enhance Resilience

Funding Instrument: Erasmus+ Duration: 2022-2024 Total Budget: € 228,400.00

FaRMeR by numbers:

- Approximately **80** farmers will directly benefit from testing the implementation of the FaRMeR Resilience Framework
- Three Farms will apply on business the Framework during the Pilot Study
- The transnational nature of the project will ensure that the FaRMeR project is promoted and adapted in **4** European countries
- The FaRMER project will be supported by ten Associated Partners
- An estimated **25** Agricultural Consultants will benefit from the project results

Business Resilience and Risk Management for Farmers

The agricultural sector is one of the largest in Europe, employing 12 million farmers and covering nearly half of the EU's land. However, **farmers face constant risks and uncertainties** that can impact their decisions and operations. Many struggle to fully understand and manage these challenges effectively.

- The FaRMER project developed a **Resilience Framework – Risk Management Methodology** to help farmers assess and manage agricultural risks. This approach takes into account the unique challenges faced by farmers in rural and remote areas of the EU. The framework provides a clear, step-by-step process for implementing risk management strategies tailored to their needs.

As part of the project, a **FaRMER Course** was created, offering a training curriculum covering key topics like identifying threats, developing risk management strategies, and creating policies. To ensure accessibility, project results and training materials were integrated into the **FaRMER Online Platform**, making it easy for farmers and stakeholders to access resources anytime.

Our role in the project

Foodscale Hub developed the **FaRMER Sustainability and Transferability Plan** to ensure the platform remains accessible and useful after the project's end.





IPMorama

Integrating breeding for IPM into the deployment landscape for wheat, potatoes and grain legumes

Funding Program: Horizon Europe **Call:** HORIZON-CL6-2023-BIODIV-01 **GA No.:** 101135348

Duration: 2024-2028 **Total Budget:** € 4,999,797.50

IPMorama by numbers:

- 17 partners collaborating across Europe
- 5 crops: wheat, potatoes, soybean, pea, and white lupin
- 4 pathogens: targeting rust, blight, anthracnose, and broomrape

Integrating Breeding for IPM to Combat Crop Diseases

Crop diseases pose a significant **challenge to global food security**, affecting wheat, potatoes, soybean, pea, and white lupin. Pathogens such as rust, blight, and anthracnose lead to reduced yields, economic losses, and environmental strain due to increased reliance on chemical controls. These challenges are compounded by climate variability and the demand for more sustainable agricultural practices.

IPMorama addresses this pressing issue by advancing **Integrated Pest Management (IPM) solutions**. By leveraging cutting-edge genomics, phenotyping, and disease surveillance tools, IPMorama aims to **mitigate disease vulnerability and enhance crop resilience** through sustainable and variety-centric approaches.

Our role in the project

As leaders in **Dissemination, Exploitation, and Communication (DEC)**, Foodscale Hub ensures that IPMorama delivers high-impact, sustainable outcomes by:

1. Designing and executing innovative dissemination strategies to promote project results.
2. Highlighting the benefits of IPM solutions to stakeholders across the agricultural sector.
3. Collaborating with farmers, researchers, and policymakers to co-develop scalable solutions.
4. Hosting events, training sessions, and workshops to foster knowledge exchange.
5. Developing a comprehensive exploitation plan for IPMorama's tools and solutions.
6. Supporting the adoption of IPM practices through clear, actionable pathways.





OpenAgri

IDemocratising digital farming through tailored open source and open hardware solutions

Funding Program: Horizon Europe **Call:** HORIZON-CL6-2023-GOVERNANCE-01 **GA No.:** 101134083

Duration: 2024-2026 **Total Budget:** € 4,999,987.50

OpenAgri by numbers:

- **18** consortium partners collaborating to democratise digital farming
- **10+** European countries involved in piloting and co-creation activities
- **14** Sustainable Innovation Pilots (SIPs): 5 pre-selected and 9 to be awarded through an Open Call, covering various sectors and countries

Unified Vision: Open Source, Open Hardware, Inclusive Community

Agricultural Digital Solutions (ADSs) have immense **potential to transform farming**, yet their adoption often remains out of reach for small farmers. High costs, limited access to energy-efficient technologies, concerns about data security, and connectivity issues in remote areas create barriers that hinder the wider implementation of ADSs.

OpenAgri is changing this narrative by co-creating **open-source software and hardware-based ADSs** that are **cost-effective, energy-efficient, and accessible even in the most remote areas**. Through participatory practices and interoperability by design, OpenAgri enables farmers and stakeholders to adopt innovative solutions that drive productivity, sustainability, and resilience in agriculture.

Our role in the project

As key contributors to OpenAgri, Foodscale Hub is:

1. Coordinating community engagement to ensure that farmers, local innovators, and other stakeholders actively participate in the design and deployment of ADSs.
2. **Communicating, disseminating**, and amplifying project results to showcase how OpenAgri fosters sustainable farming practices.
3. Fostering **exploitation** strategies, ensuring that the solutions and outcomes generated by OpenAgri are effectively leveraged, scalable, and impactful beyond the project's duration.
4. Managing the **Open Call process**, facilitating the selection of innovative projects and solutions to accelerate the adoption of ADSs in diverse farming contexts.





RefreSCAR

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

Funding Program: Horizon Europe **Call:** HORIZON-CL6-2021-GOVERNANCE-01 **GA No.:** 101060553

Duration: 2023-2027 **Total Budget:** € 3,999,952.50

RefreSCAR by numbers:

- **18** partners
- **16** countries supported with networking, training webinars and financial support for attendance to the physical WG meetings
- **2** RefreSCAR Hackathons organised inviting innovative thinkers to propose novel solutions to challenges identified by SCAR WGs
- **12** webinars supporting the bridge between research and policy
- **18** workshops co-organised with the WGs
- **9** WG Videos and **28** Infographics produced to make SCAR WG outputs more accessible
- **16** SCAR Insights webinars held to increase visibility of SCAR WGs and their activities
- **1** Report on lessons learned from past Foresight Exercises
- **4** Workshops with EC representatives held to prioritise R&I for policy impact

Enabling MS/AC and the EC to Work in Partnership for a Reinforced EU Bioeconomy R&I System

The Standing Committee on Agricultural Research (SCAR), composed of EU Member States and Associated Countries and led by the European Commission, is a trusted **source of advice on European agricultural and bioeconomy research**. It plays a key role in coordinating national research and innovation (R&I) programmes.

The RefreSCAR project aims to strengthen SCAR's Working Groups (WGs) and improve coordination of national and European bioeconomy R&I programmes. Key activities include providing scientific support,

offering administrative assistance for Horizon Europe and EU strategies, and developing the SCAR-Engage Programme to enhance participation from under-represented countries.

The project will also facilitate communication, foster connections between WGs, EU policy actors, and international initiatives, and empower WGs with better resources, enhancing SCAR's role in the European Research Area. These efforts will promote effective **research-policy-practice interactions** and broader **stakeholder engagement**.

Our role in the project

Foodscale Hub **supports SCAR Working Groups** (WGs) in transforming their outputs into visually engaging and shareable content, including:

1. Formatted reports, infographics, and videos for social media and presentations.
2. Leading the SCAR-Engage Programme to boost participation, enhance visibility, and provide networking, peer-to-peer, and financial support for under-represented MS/AC countries and new SCAR WG members.
3. Bridging the gap between research and policy by facilitating interactive webinars and innovation hackathons, bringing together SCAR WG members, R&I actors, policy makers, and practitioners for collaborative discussions.





STELAR

ISpatio-TEmporal Linked data tools for the AgRi-food data space

Funding Program: Horizon Europe **Call:** HORIZON-CL4-2021-DATA-01-03
GA No.: 101070122 **Duration:** 2022-2025 **Total Budget:** € 5,678,325.00

STELAR by numbers:

- 9 partners from
- 5 European countries
- 3 pilots conducted, covering: (1) Risk prevention in food supply lines, (2) Early crop growth predictions, (3) Timely precision farming interventions
- 10+ Data Management Tools offering novel functionalities for: (a) data discovery and quality management; (b) data linking and alignment; (c) data annotation and synthetic data generation
- 20+ partnerships with European industrial associations, DIHs, and data exchange initiatives

A Knowledge Lake Management System For The Agrifood Data Space

The agrifood sector is filled with vast amounts of data, but its true value is often unused. The challenge lies in the **difficulty of accessing and using this data**, as it is spread across different formats and locations. The **lack of efficient search tools** limits the potential of AI and machine learning to drive real innovation and improve agricultural practices.

STELAR, a 3-year Horizon Europe project, addresses these challenges by developing a **Knowledge Lake Management System (KLMS)** that empowers users with easy-to-find, accessible, reusable, interoperable, high-quality, and reliably labelled data to meet the sector's needs.

The platform will also enable the **publication and discovery of metadata** about agrifood datasets,

linking them with data processing workflows for AI and machine learning applications. Additionally, STELAR is **advancing tools for extracting structured information** from food safety reports and integrating satellite and field sensor data to improve crop classification, yield prediction, and suitability mapping.

Our role in the project

As **Dissemination, Exploitation, and Communication (DEC)** leaders, Foodscale Hub is responsible for:

1. Setting up a clear and strategic Dissemination, Exploitation, and Communication (DEC) Plan.
2. Building a strong visual identity and communication strategy for smooth stakeholder engagement.
3. Documenting a set of diverse use cases and extract requirements to elaborate on the KPIs for evaluating the KLMS during the pilots.
4. Conducting pilot specification and preparation activities.
5. Building synergies with European industrial associations, DIHs, data exchange initiatives, and movements to amplify growth opportunities.
6. Crafting a roadmap for market uptake and sustainability of our results.





STEP UP

Sustainable Livestock Systems Transition and Evidence Platform for Upgrading Policies

Funding Program: Horizon Europe **Call:** HORIZON-CL6-2023-FARM2FORK-01-6
GA No.: 101136785 **Duration:** 2024-2028 **Total Budget:** € 4,311,559.00

STEP UP by numbers:

- 1 data repository with quantified impacts/externalities per 20+ pan-European Livestock Production Systems (ELPS)
- 1 analysis report of current national/regional visions and strategies
- 3+ archetypes of future livestock scenarios
- 15+ Innovative Livestock Production Systems (ILPS), using improved methodologies
- 10+ new indicators for the measurement of negative, positive impacts and externalities of different types of ELPS
- 3+ livestock species analysed
- 7+ ILPS assessed
- 5+ methods for capturing environmental and social aspects of livestock systems
- 2+ models enhanced (AGMEMOD, MAFSEU)
- 1 Safe and Just Operating Space defined (SJOS)
- 1 Report on the improvement/enhancement of indicators (20+ indicators reported)

A Transformative Approach in Sustainable Livestock Systems

There is a lack of comprehensive and quantifiable information regarding the sustainability and resilience of **environmentally friendly European Livestock Production Systems (ELPS)**. Traditional livestock production faces challenges including climate impact, resource use, ethical concerns about animal welfare, and interconnected animal-human health risks.

STEP UP is tackling issues in European livestock farming by giving policymakers clear information on the effects (both positive and negative) of raising animals. This will help **establish better farming methods** throughout Europe that are sustainable, reuse resources, and are open about their practices.

By accessing and analysing **Innovative Livestock Production Systems (ILPS)**, which leverage technology to enhance efficiency, reduce environmental impact, and improve animal welfare, STEP UP identifies data gaps and integrates these insights to upgrade traditional ELPS. This approach supports a more sustainable and informed future for European livestock farming.

Our role in the project

As leaders in Crafting and Implementing Strategic Frameworks within STEP UP, Foodscale Hub is:

1. Shaping and executing plans to ensure the effective dissemination, exploitation, and communication of the project's outcomes to stakeholders at European, regional, and local levels.
2. Mapping key stakeholders and devising offline and online engagement strategies through a participatory approach to create impactful narratives.
3. Developing visual identities, establishing interactive online platforms, and curating engaging content to foster community building and information sharing.
4. Cultivating collaborations with relevant projects and networks to share insights and findings in meaningful and impactful ways.





VALPRO Path

new VALue landscapes for plant PROtein Pathways

Funding Program: Horizon Europe **Call:** HORIZON-CL6-2021-FARM2FORK-01
GA No.: 101059824 **Duration:** 2022-2026 **Total Budget:** € 9,647,489.25

VALPRO Path by numbers:

- 22 partners from 9 European countries
- 5 climate-resilient protein crop varieties
- 5 European pedo-climatic regions
- 5 'living lab' Innovation Production Systems (IPSSs)
- 10+ circular value-chain business model

Forging the Path to Protein Sufficiency

The current **European plant-protein landscape** is flawed. Heightened societal awareness of the environmental impact of consuming animal-based protein is driving the public's awareness of alternative, sustainable sources of dietary protein. Yet, production systems are focused heavily on the production offered stock for direct transfer into animal sectors in an attempt to counter the European over-dependency on imported feed. In essence, there is an **absence of premium supply chains**.

VALPRO Path is focused on changing this, with an ambition to co-design novel value propositions that support farming systems to meet Farm-to-Fork strategic objectives. From harnessing on-farm processes to creating business models, VALPRO Path aims to **turn food-chain actors towards sustainable plant protein production**.

Its mission is to pioneer fresh possibilities, validating and showcasing ways to **enhance plant**

protein production for food and feed in the EU. With dynamic Innovation Production Systems (IPSSs) strategically placed in Germany, Ireland, Italy, Portugal, and Denmark, and a specific focus on high-value protein crops like **pea, lupin, chickpea, faba bean, soybean, and lentils**, the project is pioneering innovative production and processing systems.

Our role in the project

As **Dissemination, Exploitation, and Communication (DEC)** leaders, Foodscale Hub will:

1. Shape effective dissemination, communication, and exploitation plan;
2. Promote VALPRO Path to targeted stakeholders and communities;
3. Bring together key players across the value chain & ensure continuous stakeholder engagement and collaboration throughout the project;
4. Strategically approach IP management; map the competitive landscape and identify market opportunities;
5. Shape and design a go-to-market strategy and tailored-made business models for VALPRO Path's exploitable assets.





TALLHEDA

TALLHEDA

TRANSFORMING ACCESS TO EXCELLENCE WITH SUCCESSFUL ALLIANCES OF HIGHER EDUCATION IN DIGITAL AGRICULTURE

Funding Program: Horizon Europe **Call:** HORIZON-WIDERA-2023-ACCESS-03-01

GA No.: 101136578 **Duration:** 2024-2027 **Total Budget:** € 3,097,341.00

TITAN by numbers:

- 15 Partners and 2 Associated Partners
- 7 Countries
- 5 Comprehensive Value Chains development
- Focus on 4 Key End-Products
- Demonstration in 3 Countries with 4 Testing Platforms

Transforming Agriculture Through Long-Term Alliances in Higher Education

Widening countries, such as Greece and Serbia, continue to lag behind the European average in terms of **Research & Innovation**

(**R&I**) investment and scientific excellence, with the domain of **Digital Agriculture (DA)** being a notable example. Higher Education Institutions (HEIs) in these regions have the potential to play a pivotal role in bridging this gap, but they **require targeted support** to excel in both research and education in the DA field.

This is where the TALLHEDA initiative comes into play. It represents a transformative effort to elevate agricultural HEIs in widening countries by **addressing key societal challenges** and making one step closer to **reforming their institutions** in terms of content and quality of educational courses, pedagogical and management practices, and research and innovation capacity, raising the critical mass of highly skilled scientists needed for digital transition in agriculture across Europe.

Our role in the project

As part of the project, Foodscale Hub:

1. Supports the work of several areas within TALLHEDA, joining other partners in giving **lectures and supporting academic visits and exchanges**, as well as in designing and delivering specific training seminars
2. Aids the dissemination, communication, and networking activities, as well as multi-actor engagement and result exploitation activities of the project
3. Supports TALLHEDA through active participation in various project management and coordination activities.





TITAN

Transparency solutions for transforming the food system

Funding Program: Horizon Europe **Call:** HORIZON-CL6-2021-FARM2FORK-01-17

GA No.: 101060739 **Duration:** 2022-2026 **Total Budget:** € 12,291,733.75

TITAN by numbers:

- **29** partners
- **14** countries
- **5** knowledge exchange workshops
- **8** external pilots to be supported by the TITAN Open Call
Business support programme delivered in three phases capturing four topics (Financial management, Marketing & Promotion, International collaboration & Brand image and Intellectual Property)
- **1.250.000€** in equity-free, deliverable based funding to be distributed to the most innovative SMEs in TITAN pilot groups (Food Safety, Sustainability and Health)

Innovative Solutions for Transparency

In today's complex food systems, providing consumers with the knowledge to make informed choices is essential for building trust, promoting sustainability, and encouraging healthier lifestyles. Transparency plays a key role in empowering consumers, but how can it be effectively leveraged to ensure they have access to accurate, actionable information? How can the latest technological advancements enhance transparency, and how can these solutions be made accessible and affordable for small businesses?

There is a need to address these questions, to showcase best practices, latest business innovations and technologies, and provide policy recommendations within a demand-driven business

environment. The aim of the TITAN project is to restore the consumers' broken trust in the food systems by increasing the transparency within the food value chain and provide the consumers with healthy and sustainable food choices.

Our role in the project

As the Open Call Manager, Business Support Programme and Exploitation Leader, Foodscale Hub (FSH):

1. Leads the TITAN Open Call activities.
2. Is responsible for overseeing the selection and funding of 8 external pilots (involving 9 SMEs) that will deliver innovative solutions in food safety, sustainability, and health, enhancing the project's impact beyond the consortium.
3. Is responsible for delivering a Business Support Programme through three Cycles, offering business coaching sessions to both TITAN partners and pilots selected through the Open Call.



OUR RESULTS DID THE TALKING

Media Highlights 2024

We are grateful that different media outlets have recognized the work we do, reporting about our achievements and projects.

We want to thank our vast network of 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!



The image is a screenshot of the ODRŽI ME website. At the top, there is a navigation bar with links: Početna, Novo, Održivi razvoj, E-Mobilnost, Energija za sve, Partnerstvo, Primjeri dobre prakse, and Vesti. Below the navigation bar, there is a banner with the text "Projekti OpenAgri i Farmtopia nude po 900.000 evra finansijske podrške za digitalna rešenja u poljoprivredi". The main content area features a large blue box with the text "Otvoreni pozivi za bespovratna finansijska sredstva: 1.800.000 evra za poljoprivredu". Below this box, there are logos for Farmtopia and OpenAgri, along with some smaller text and icons. On the right side of the page, there are two boxes: one for "NEVRI" (with the text "Rodeno i hranoš u Srbiji: Nacionalna crnacka za domaće proizvode") and one for "NEVRI" (with the text "IKEA uvodi važnu promenu kada smanjuje upotrebu plastike u pakovanjima").

AgroFin
Agrofin je finansijski kanal

VESTI MAGAZIN V SUBVENCIJE V KREDITI V IPARD V PRECIZNA POLJOPRIVREDNA BERZE VODIČ ZA KUPOVINU FIRME B

Naslovna < VESTI < Projekat EU "Farmtopia" donosi 900.000 evra bespovratnih sredstava za poljoprivrednike

Projekat EU "Farmtopia" donosi 900.000 evra bespovratnih sredstava za poljoprivrednike

28. novembar 2024.





The screenshot shows a news article titled "Podrška za digitalna rešenja u poljoprivredi kroz dva projekta - dodeljuje se 1,8 miliona evra" (Support for digital solutions in agriculture through two projects - 1.8 million euros are being awarded). The article discusses two projects: "POLJOPRIVREDNI POSTAV" and "POLJOPRIVREDNI POSTAV" (continued). It includes a photo of a tractor and a farmer using a tablet, and a sidebar with various links and a sidebar menu.

A screenshot of the Farmtopia website. At the top, there are navigation links for 'Vesti', 'Poljoprivreda', 'Sustavljajte', 'Terzije', 'E-vestanje', 'RSI preporuka', and 'Kontakt'. Below this is a sub-navigation bar with 'Vesti' and 'Subvencije'. The main headline reads 'Farmtopia raspisala konkurs: 900.000 evra bespovratnih sredstava za poljoprivrednike'. Below the headline is a timestamp '14. 10. 2014 | 11:32 | 09'. A subtext 'Autor: Poljoprivredni zemun' follows. The main content discusses an OpenAgri project competition for farmers, offering 900,000 euros in grants. At the bottom, there are social media sharing icons for Facebook, LinkedIn, and Twitter, and a large 'FARMTOPIA' logo with a stylized tree graphic. A sidebar on the right shows a thumbnail for another news article about a project for small farmers.

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