



# AGROBRIDGES

BUILDING BRIDGES BETWEEN PRODUCERS AND CONSUMERS

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SCAR SWG AKIS Meeting

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# TABLE OF CONTENTS

## agroBRIDGES At a Glance

What is agroBRIDGES all about?

*Context, Objectives, Concept, Actions, Facts & Figures*

What are we up to now?

Who is involved?

How can you get involved and why?



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# agroBRIDGES AT A GLANCE

## GOAL

agroBRIDGES aims to build bridges between producers and consumers, empowering farmers with practical knowledge and support to rebalance their market position through new business models based on Short Food Supply Chains (SFSC). It will establish regional multi-actor structures for demand-driven innovation, and deliver a combination of practical tools, all packed in the agroBRIDGES toolbox

## BUDGET

- Overall budget: € 2 998 926,25
- EU contribution: € 2 998 926,25

## DURATION

- Duration: 36 months
- Project start: January 2021

## CONSORTIUM

15 partners in 11 European Countries

## CALL & TOPIC

- H2020-RUR-2018-2020 (Rural Renaissance)
- RUR-05-2020 - Connecting consumers and producers in innovative agri-food supply chains





An aerial photograph of agricultural fields. The top-left field is bright green, while the top-right field is a darker green. The bottom half of the image shows fields with brown soil and rows of young green plants. A white rectangular box with a thin green border is centered in the image, containing the text.

# WHAT IS agroBRIDGES ABOUT?



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# CONTEXT AND RATIONALE

Short Food Supply Chains (SFSCs)  
hold promising potential for sustainable development in agriculture

## HOW?

✓ They introduce economic, social and environmental benefits

- Better connecting them with consumers and public or private procurers
- Rebalancing the market position of farmers and increasing their income
- Meeting the societal demand of providing safe and quality local food
- And all while also reducing the environmental impact of agriculture

**YET, MANY FARMERS ARE STILL NOT TAPPING INTO THEIR POTENTIAL ...**



# OBJECTIVES



Empower farmers with practical, knowledge and support to set up SFSCs, better linking producers with consumers and procurers.



Deliver decision support tools to facilitate the selection of the most sustainable business model to be adopted for animating SFSCs



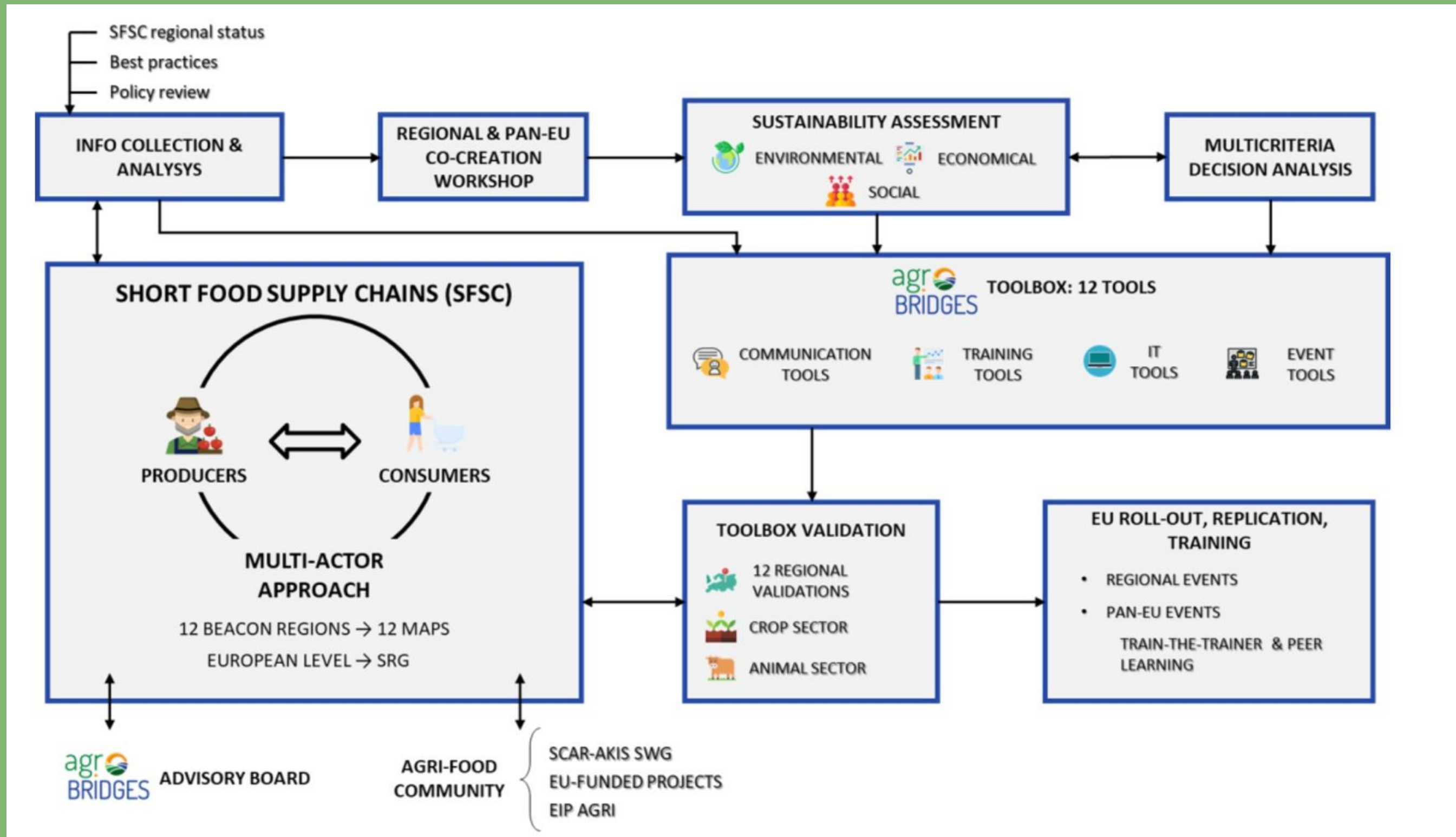
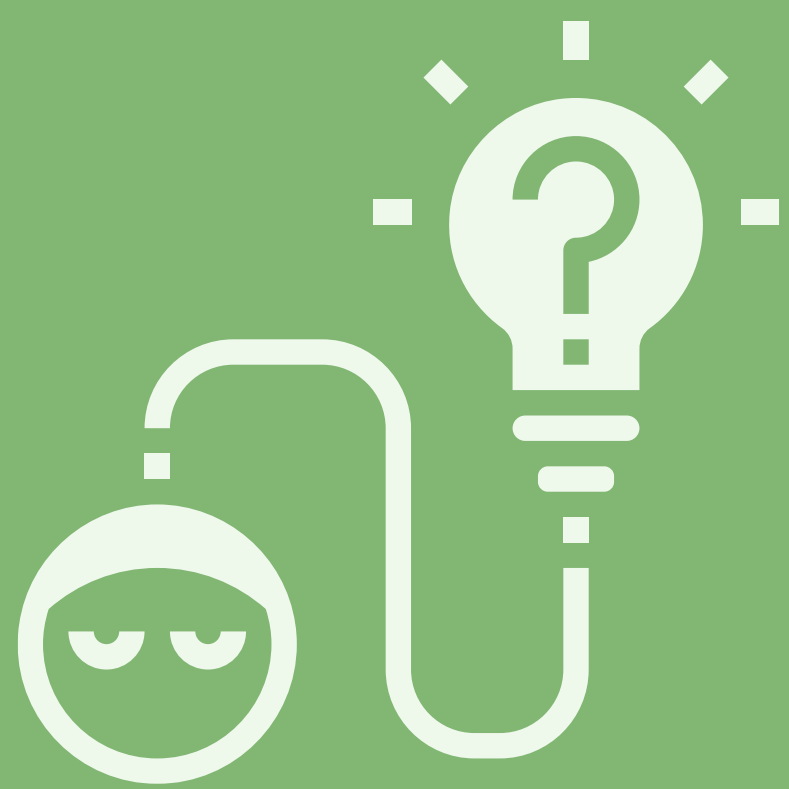
Offer a combination of communication materials, training programmes, event guides, and digital tools packed in the agroBRIDGES Toolbox



Establish regional and international multi-actor structures for stakeholder-driven development, testing, validation and roll out



# CONCEPT



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# ACTIONS

THE PROJECT IS STRUCTURED IN 7 MAIN WORK PACKAGES WHERE, WE:



ANALYZE THE CURRENT SITUATION, IDENTIFY BARRIERS AND CO-CREATE SOLUTIONS



DEVELOP TOOLS FOR SELECTING SUITABLE AND SUSTAINABLE BUSINESS MODELS FOR SFSCs



DELIVER TOOLS FOR CONNECTING AND BUILDING CAPACITY AMONG FARMERS AND CONSUMERS



ROLL-OUT, TEST AND VALIDATE THE AGROBRIDGES TOOLBOX IN BEACON REGIONS AND BEYOND





# FACTS & FIGURES



12

Beacon Regions  
Across Europe



24

Regional events  
for building SFSCs



36

EIP Practice  
Abstracts



12

Digital tools in the  
agroBRDIGES Toolbox

## OUTCOMES ?

### DIRECT SALES

Increased number of farms  
involved in direct sales to  
consumers

### COOPERATION

More than 400 agri-food  
stakeholders involved in the  
project

### TRAINNING

Nearly 150 farmers and  
stakeholders trained on  
topics related to SFSCs

### FARMERS INCOME

Enhanced farmers income  
by increasing their profit



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An aerial photograph of agricultural fields. The top-left field is bright green, while the top-right field is a darker green. The bottom half of the image shows fields with a mix of brown and green, indicating different stages of crop growth or soil conditions. A central white rectangular box contains the text.

**WHAT ARE  
WE UP TO NOW?**



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# Current status and next steps in 2021

- Designed and set up multi-actor framework with > 170 stakeholders engaged (ongoing)
- 35+ interviews to id needs and barriers for producers and consumers with survey on the works
- Scoping of best practices and success cases to inspire others with 36 practice abstracts
- 35+ interviews in Beacon Regions to identify and analyse sustainable business models
- Desk studies on policy incentives, labelling schemes and public procurement driving SFSCs
- Planning of 1 European and 12 regional workshops to discuss findings and inform development





A photograph of a person's hands holding a green apple in a market setting. The background shows wooden crates filled with various fruits, including peaches and raspberries. A white scale is visible in the background. The text "WHO IS INVOLVED?" is overlaid in the center in a bold, orange font.

**WHO IS  
INVOLVED?**



# CONSORTIUM

The agroBRIDGES consortium, led by Q-PLAN INTERNATIONAL (Greece), includes a total of 15 partners:

- Teagasc - Agriculture and Food Development Authority (Ireland)
- FruitVegetablesEUROPE - EUCOFEL (Belgium)
- VTT Technical Research Centre of Finland (Finland)
- Wageningen University (Netherlands)
- Council for Agricultural Research and Economics (Italy)
- Institute of Technology Tralee (Ireland)
- Q-PLAN INTERNATIONAL (Greece)
- Food & Bio Cluster Denmark (Denmark)
- Technological Corporation of Andalusia (Spain)
- Unimos Foundation (Poland)
- VEGEPOLYS VALLEY (France),
- Sabri Ulker Foundation (Turkey),
- Rezos Brands Agrifood Company (Greece),
- Sustainable Innovations Europe (Spain),
- Hub Madrid SL (Spain).



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An aerial photograph of a rural landscape featuring various agricultural fields. The top-left field is a vibrant yellow-green, likely a flowering crop. The top-right field is a deep, dark green. The bottom half of the image shows several fields with a brownish-tan hue, indicating they are either recently plowed or have a different crop type. A central white rectangular box with a thin green border contains the text. The text is in a bold, orange, serif font, centered within the box. Two horizontal green lines are positioned above and below the text within the box.

**HOW CAN YOU  
GET INVOLVED  
AND WHY?**



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# Interested in getting involved?

- Our **Multi-actor Platforms** and **Stakeholder Reference Group** are open for new members
  - 🍏 Meet up and work with us and other peers in your region or around Europe
  - 🍏 Get first access and co-shape our support tools to better meet your needs
- Tune in to our **newsletter** or catch up with us on **social media** for upcoming results & activities
  - 🍏 Multi-actor approach and framework, good practices, decision support tools, etc.
  - 🍏 Knowledge transfer days, peer-learning events, trainings on public procurement for SFSCs, etc.





# FOLLOW US!



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agroBRIDGES H2020 Project







# THANK YOU

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Q-PLAN INTERNATIONAL



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