



The Interreg 5B North Sea Region Programme



Challenges 2014 – 2020:

- 1. Smart growth (SME)
- 2. Green economy
- 3. Climate change
- 4. Sustainable transport

Enhance regional innovation support capacity to increase long-term innovation levels and support smart specialization strategies (Objective 1.2)

Envisaged result: greater capacity of authorities / practitioners to increase the scope and quality of innovation in enterprises

Smart Growth



Result



Improved capacity of authorities and practitioners to support SSS,
• in the region
• and in particular of SMEs, **do not focus on farmers**



- Many food companies produce for global markets.
- Large and small scale consumers are supplied from producers far away.

- Many SMEs cannot compete for global markets, they are doomed to disappear

- But they do have potential to survive when producing for their own regions (SSC)

- Many attempts in the EU to realise SSC
 - = Small scaled: individual producers to individual consumers
 - = No or insufficient market and delivery security

- This needs an innovative support measure: Data + SSS + a Regional Food Cooperative + urban food policy change + training (= REFRAME)

- Scaling up to a regional level:
 - > Demand volumes and product diversity reach substantially higher levels
 - > provide better and more stable basis for suppliers and consumers.



Scaling up:
from local to regional

Connecting:
working together in regional cooperative partnerships



Demonstrate REFRAME as an effective measure to support the sustainable and long term innovation potential for food related SMEs in rural areas in the NSR.

Detailed objectives



1. Facts & figures: provide insight and knowledge on current volumes of regional food supply and urban demand and the mis(matches) between both
2. Business innovation: deliver strategies for supporting regional food related SMEs in finding smart specialisations within the regional food chain
3. Regional organisation: set up a formalised cooperation structure and reliable agreements between regional suppliers and large scale consumers
4. Policy: realise existing and set up new urban food policies and intentions to cooperate on regional level
5. Skills: provide a durable transnational training and learning network online as well in educational curricula.



Results



- **Actual data on regional resources and potential related to REFRAME** → Target: 1 comprehensive database per region (regional food supply, urban demand, current (mis)matches)
- **Smart specialisation strategies by food SMEs** → Target: at least 50 SMEs with new business activities and arrangements in urban food supply
- **A Regional Food Cooperative structure to link urban demand and regional supply** → Target: 6 regional food contracts (RFCs) and 6 managing and coordinating regional food agencies (RFAs)
- **Urban Food Policies and contracts** → Target 6 public and 6 corporate policy declarations in favour of regional SSCs and food related SMEs
- **Adequately trained stakeholders** → Target: 1 general and at least 13 in-depth training and support modules for every step in the REFRAME Roadmap + on-line transnational knowledge centre

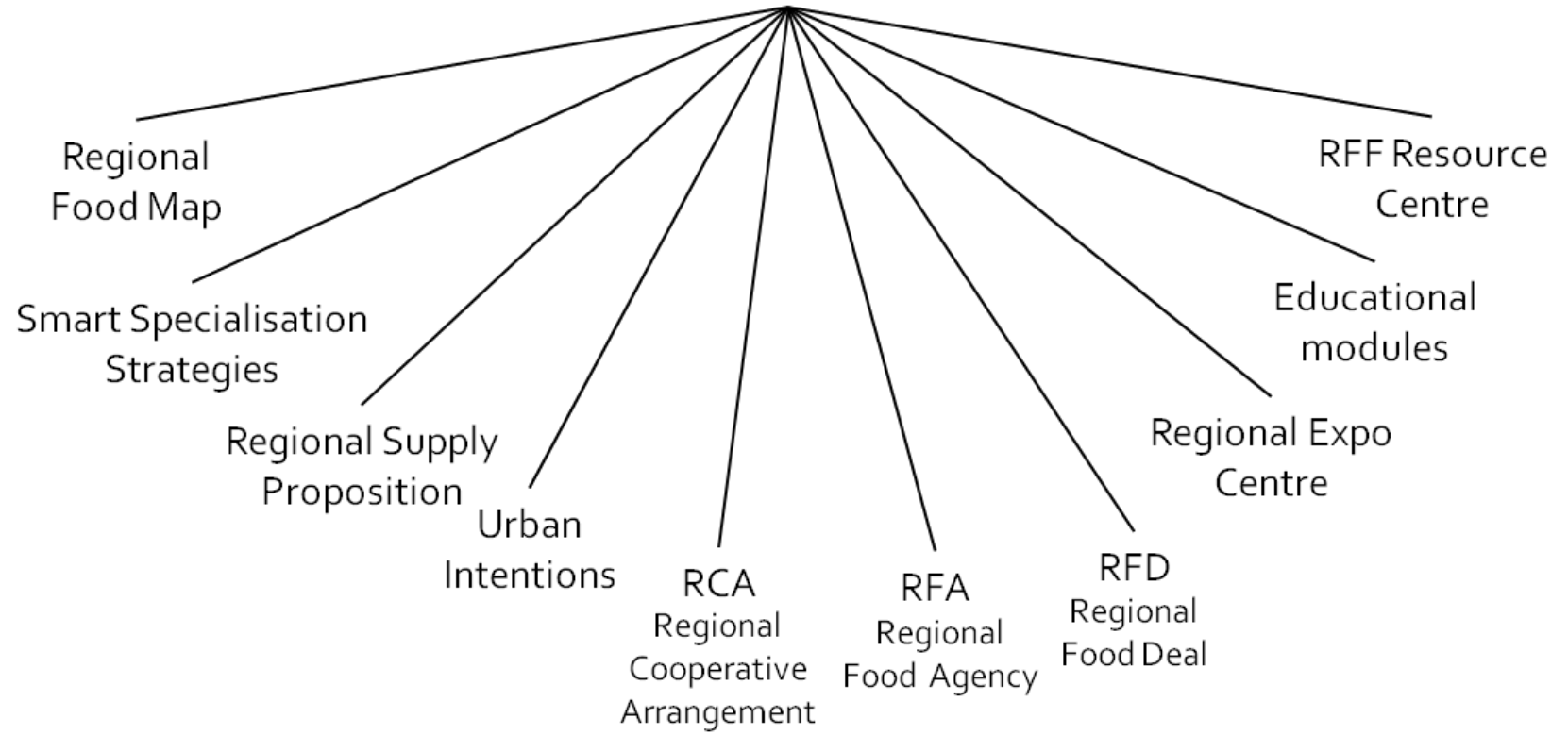


Outputs

Regional Food Frame

RFF

A set of measures to enhance support capacity for innovation in food related SMEs





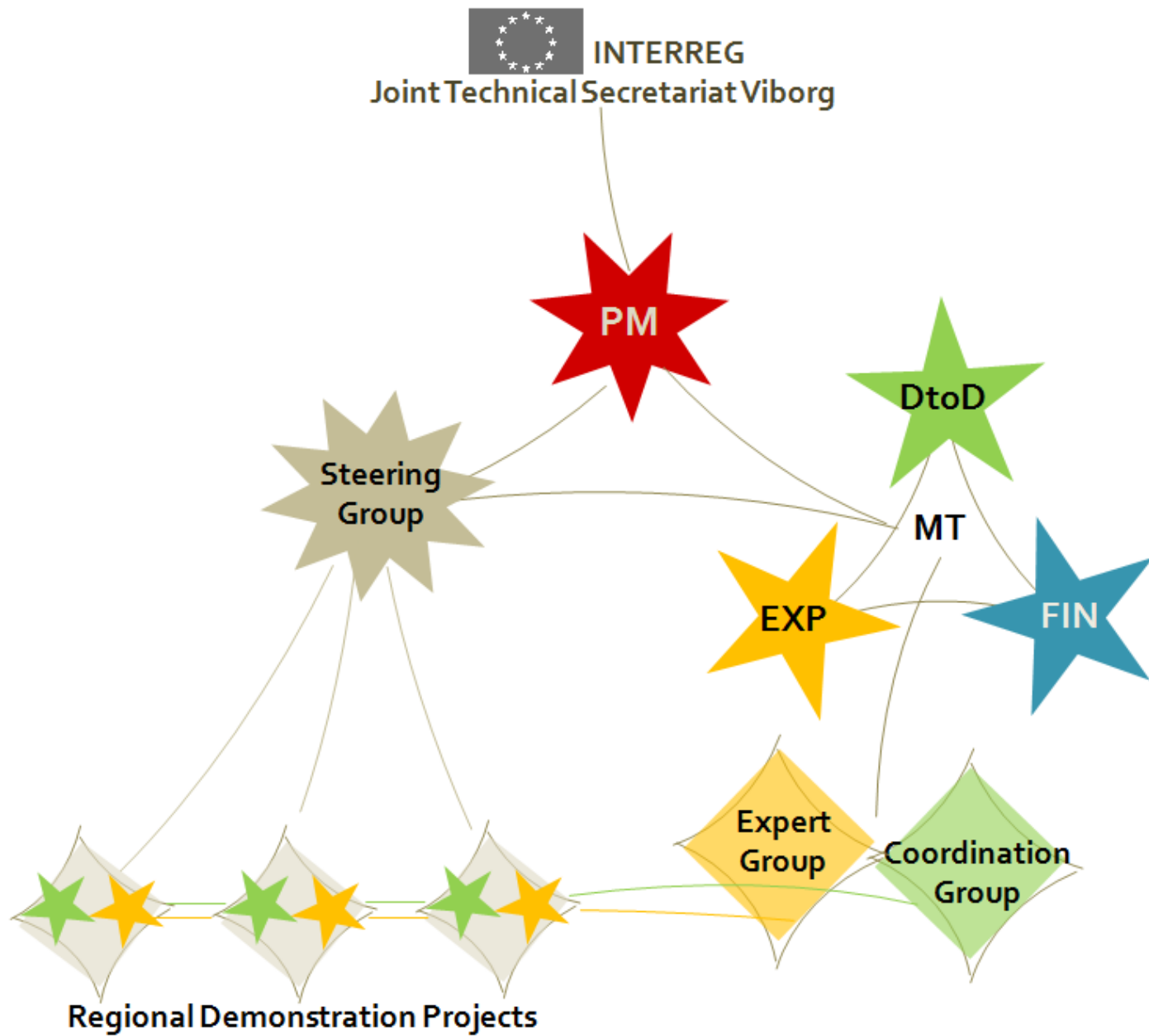
4 WPs:

1. Management (mandatory)
2. Communication (mandatory)
3. Living Lab (running 6 pilots in 5 essential steps)
4. Learning Lab (training & education + knowledge creation and sharing)



Who does what &
what is to happen?

WP	Lead	Involved	Actions
Management	Groningen	WP leaders	<ul style="list-style-type: none">• Start public procurement procedures• Set transnational meeting schedule• Day-to-day coordination & finance management• Prepare halfyearly and final reports• Prepare and chair transnational meetings





Who does what & what is to happen?

WP	Lead	Involved	Actions
Communication	DE	NL	<ul style="list-style-type: none"> • Create project identity (logo, branding etc) • Detailed communication plan • Detailed dissemination plan • Set up and host REFRAME Website • Prepare transnational conferences • Prepare & publish transnational issues, press releases, interviews, free publicity



Who does what & what is to happen?

WP	Lead	Involved	Actions
Living Lab	Groningen	All	<ul style="list-style-type: none">• Map regional food demand and supply potential matches and mismatches• SSS and proposition to consumers• Urban Intent: consumers' food strategies and intentions for cooperation• Regional arrangements for delivery and purchase• RFA• Delivery test run and improvements• Agreements on continuation



Who does what & what is to happen?

WP	Lead	Involved	Actions
Learning Lab	Sweden	All	<ul style="list-style-type: none">• Develop & provide a general introduction program on Short Food Chains ('tour d'horizon' + zoom in)• Special modules on complex issues• Support to develop tailored solutions and arrangements along the steps in Living Lab• Support SMEs in Living Lab to develop and implement their SSS• Create accommodation for learning, training testing, cooperating and sharing



- NL • Lead Beneficiary – Gemeente Groningen / Municipality of Groningen
- Gebiedscoöperatie (Regional Cooperative) Westerkwartier (RC)
- BE • Economische Raad voor Oost-Vlaanderen / Economic Council of East Flanders (EROV)
- Katholieke Hogeschool Vives Zuid / Vives University College (Vives)
- Provinciaal Proefcentrum voor de Groenteteelt Oost-Vlaanderen / Vegetable Research Centre (PCG)
- Centrum voor onderzoek en advies in de land- en tuinbouw in West-Vlaanderen / Centre for research and advice in agriculture and horticulture in West Flanders (Inagro)
- DE • Diakonisches Werk der Ev.-Luth. Kirche Oldenburg e.V. / Diaconate Charity of Ev.-Luth. Church of Oldenburg (DWO)
- Genossenschaft Berne 2020 / Berne 2020 Cooperative (B2020)
- Berufsbildende Schulen für den Landkreis Wesermarsch / Vocational Schools for the district of Wesermarsch (BBS)
- Grünlandzentrum Niedersachsen/Bremen / (Grassland Centre Lower Saxony/Bremen (GLZ)
- DK • Smagen af Danmark / Taste of Denmark (ToD)
- Småøernes Fødevarenetværk / Small Islands Food Network (SIFN)
- SE • Agroväst Livsmedel AB / Agrowest Food (Agroväst)
- Lokalproducerat i Väst AB / Locally produced in West (LPIV)
- Naturbruksförvaltningen Västra Götalandsregionen / Natural resource management (VGR)