

FIRST C2C MEETING WITHIN THE FRAMEWORK OF THE EUROPEAN SAFE SMART FOOD PROJECT, WHERE FUTURE TRENDS IN THE AGRIFOOD SECTOR HAVE BEEN SHARED



C2C meeting to share experiences and good practices in the generation of European innovation projects, within the framework of the SAFE SMART FOOD project.

On Tuesday, 8th of September, the European consortium, coordinated by Packaging Cluster, within the COSME European Cluster Excellence Programme, Safe Smart Food project, brought together different professional experts in project management for the transfer of knowledge between the entities involved. Experiences, opportunities, tips, and good practices for the achievement of excellence were shared during the conference.

The implementation of joint activities to strengthen cluster collaboration amongst partners is one of the actions included in the project's framework with the purposes of:

- Coaching and raising cluster coordinators and its partners;
- Promoting cross-cluster learning and exchange of knowledge;
- Facilitating cluster-to-cluster collaboration actions for helping clusters organizations;
- Organising study-visit to share experiences and good practices;
- And strengthen closer cooperation to build trust and relationships aimed to improving the business environment for

SMEs. [#collaboration](#) [#innovation](#) [#learning](#) [#food](#) [#business](#) [#opportunities](#) [#share](#) [#environment](#) [#project](#) [#packaging](#) [#sustainability](#)



SECOND C2C MEETING WITHIN THE FRAMEWORK OF THE EUROPEAN SAFE SMART FOOD PROJECT, WHERE FUTURE TRENDS IN THE AGRI-FOOD SECTOR HAVE BEEN SHARED

The consortium of the European [Safe Smart Food](#) project held its second C2C meeting in which future trends in the agri-food sector and related sectors have been shared, with the aim of promoting the transfer of knowledge between the participating entities.

The agenda of the session started with [Sandra Muizniece-Brasava](#), *Head of Technology and Knowledge Transfer Centre at Latvia University of Life Science and Technologies*, who explained how packaging is an essential element to add value to food products.

As an expert in the field of research, she has observed how in recent years **the design of the packaging, the materials and the technologies used are key to respond to the needs of consumers** who visit any supermarket or shop.

The challenge is to take into account all the elements that intervene from when the product is packaged until it is consumed: first, **food safety**, ensuring that an adequate atmosphere is maintained in order to not damage the properties of the product; the amount of packaging produced and how it can be managed to ensure its **recyclability**; and the **technology**, or equipment and resources available that allow including all the essential information of the product -*smart technology*- Next, [Pablo Valderrama](#) presented the **3D Factory** incubator, which promotes the execution of projects with 3D printing technology for its implementation in the current market with all the advantages that this entails.

With 3D printing, a specific product can be produced, with the unique materials necessary, since it is known exactly what is needed, so we **avoid unnecessary expenses and surplus**. It also optimizes the mechanical properties of what is printed as it is **adapted to the needs of the industry**, so it is possible to produce a specific product just by making the previous design - *full creativity* - and with no **added cost**, as you do not need specific moulds.

Continuing with the same theme, [Emilio Sepulveda](#), showed the [Foodini](#) machine, by **Natural Machines**, which allows to customize your food with 3D technology. The concept is transferred to restaurants, hospitals, or homes, so that they can easily and simply **produce their own food**, with the food properties that are needed for each special case.

The ingredients would be provided in the supermarket, where you could improve your options and customize the dishes you are going to cook.

Then, [Pablo Molina](#) was in charge of presenting the **SUMBOX** case, the first corrugated cardboard box that is waterproof, recyclable, robust for transport and with insulating properties, to maintain the temperature of food. This box is now produced by [Hinojosa Packaging Solutions](#), *a member company of the Packaging Cluster*.

Thanks to its design, which is smaller than the usual ones, it allows **25% more boxes to be stored on the same pallet**, which benefits fish and seafood distributors especially, SUMBOX's target audience.

The experts [Marta Vallbé](#) and [Joanna Lambert](#), *from the Loop New Business Models consulting*, closed the seminar with the main mega trends of the sector, such as: *the differentiation of companies based on their philosophy, food safety, sustainability as a business value, the new relationships between brands and consumers, or packaging as a strategic value*.

Finally, with the open discussion the rest of the active participants talked about future trends in the agri-food sector.



SAFE SMART FOOD WAS ONE OF THE SPONSORS AND ORGANISERS OF 6 WEEKS INTERNATIONAL HACKATHON SOLVING AGRIFOOD CHALLENGED IN COVID19 CIRCUMSTANCES WHERE:

11 main challenges from 11 countries were solving number of teams. 32 mentors, experts and jury members were helping the teams during the event.

WINNERS AND THE PRIZES

| AgriHack 2020 | | |
|------------------------|-------------------------|-----------------------|
| 1 SHANDI 5 000 € | 2 NovFeed 3 000 € | 3 Buddy 2 000 € |

| AgriHack 2020 | | |
|------------------------------|---|--------------------------|
| 1 Smart Tomato 2 000 € | 2 BerryBot 1 000 € Special prize by 500 € | 3 AllProtein 500 € |

AgriHack 2020

CLUSTERxCHANGE PROGRAM STARTS VIRTUALLY!

The ClusterXchange program is a new pilot program to support short-term exchanges to better connect Europe's industrial ecosystems. It aims to facilitate transnational cooperation, peer learning, networking and innovation uptake between actors of different industrial clusters.

An exchange constitutes a stay abroad performed by a visiting organisation from an eligible country at a host organisation in another eligible country. Due to the COVID-19 crisis, virtual exchanges are possible.

SafeSmartFood invites all interested cluster organizations, SMEs and Scaling-up support organizations to participate in the program.

Eligible participants interested in taking part in ClusterXchange, either as visiting or host organization, should apply via the ClusterXchange IT tool. This IT tool is used to manage all of the steps of participating in an exchange:

<https://lnkd.in/enQKc3R>

SafeSmartFood will provide support to the participants during the whole process. For further information about ClusterXchange program, return to: kristina.eder@biz-up.at

