

Sustainable Local Food Systems in Europe: Comparing Business Models of Alternative Food Networks Across Five Countries

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Outline

- The Interreg Project: Food for Central Europe
- Why Short Food Supply Chains?
- What are Alternative Food Networks?
- Results
 - Material and Methods
 - Desk Research
 - Similarities and Differences
- Innovation Hub “Austrian Future Food Connective”

The Interreg Project: Food for Central Europe

Programme: Interreg Central Europe

Duration: 1.3.2023 – 28.2.2026 (36 months)

Project objective:

To strengthen exchange of logistic knowledge, needs, best practices between AFNs and logistics experts to co-create innovative short supply chain solutions for AFNS.

5 Local Innovation Hubs



Transnational Innovation Hub



Knowledge Transfer Platform

sharing logistics best practices and solutions

Matchmaking Platform

creating new B2B and B2C logistics services



SYSTEMATIC
POLICY
SUPPORT

Food4CE partnership

9 partners

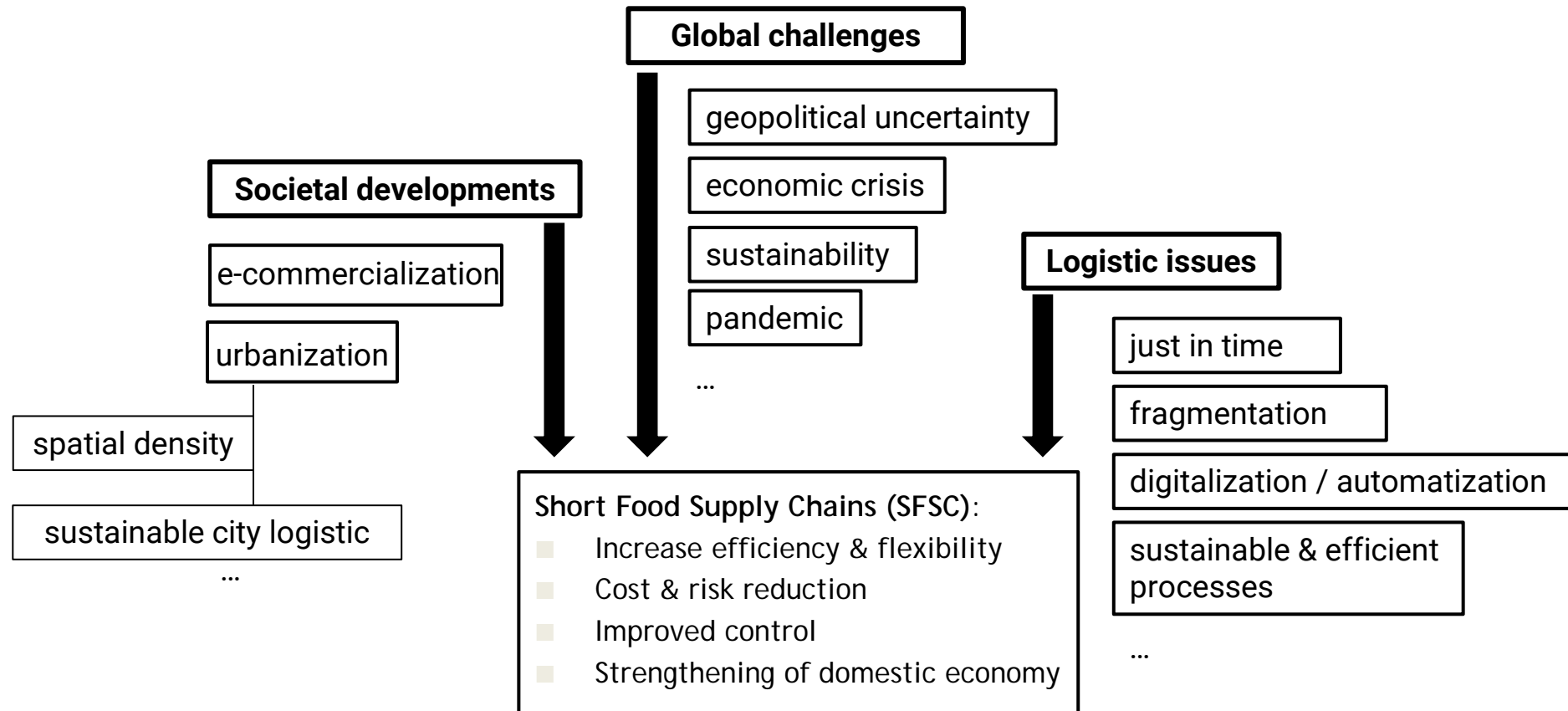
	UM		PULS
	RRAPM		ECON
	ITL		UAS-BFI
	MATE		OpenENLOCC
	Lukasiewicz-PIT		

8 associated partners

Name of associated partner	Associated to project partner
Bundesministerium für Klimaschutz, Umwelt, Energie, Mobilität, Innovation and Technologie	ECON
Wirtschaftskammer Wien	ECON
Wielkopolski Ośrodek Doradztwa Rolniczego	PULS
Ministrstvo za kmetijstvo, gozdarstvo in prehrano	RRAPM
Regione Emilia Romagna – Direzione Generale Cura del Territorio e dell'Ambiente	ITL
APOFRUIT Italia Soc. coop. Agricola	ITL
Ministrstvo za gospodarski razvoj in tehnologijo	RRAPM
Agrárminisztérium	MATE



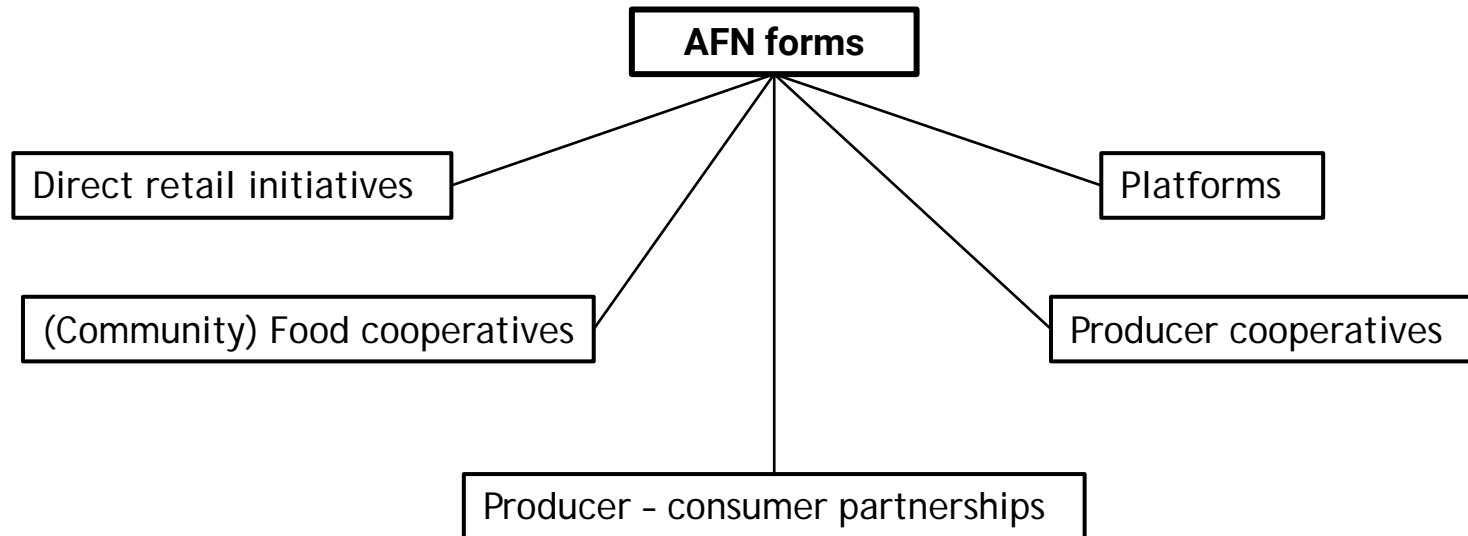
Why Short Food Supply Chains?



What are Alternative Food Networks?

Definition “alternative food networks” (AFNs):

Network that brings producers and consumers closer together in a spatial-social context.



Results – Material and Methods

- Regional focus: Italy, Slovenia, Hungary, Poland, and Austria.
- Theoretical Framework: Business Model Canvas.

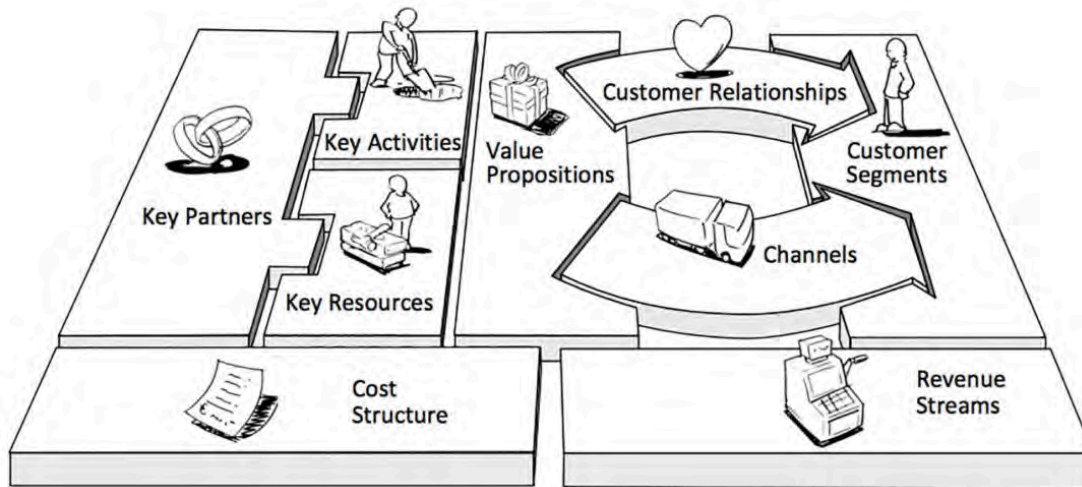
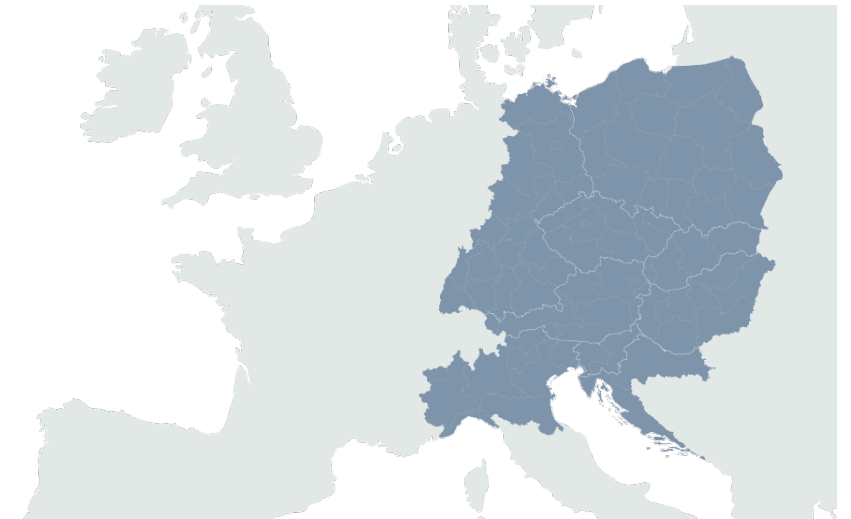


Figure 1: The Business Model Canvas
Source: Monaco, 2019.



- Research method:

1. Desk research (n=391) and three-level AFN categorization.
2. Dual surveys on business models (n=75) and logistics competencies.

Results – Desk Research

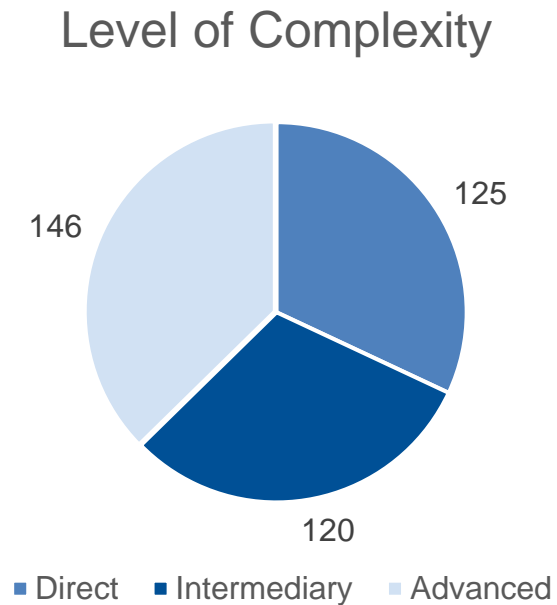


Figure 2: Level of Complexity (n=391)

Country	Advanced	Intermediary	Direct
Austria	23	28	24
Hungary	26	34	34
Italy	27	21	14
Poland	37	19	37
Slovenia	33	18	16

Table 1: Level of Complexity per Country (n=391)

Results – Similarities and Differences

- Similarities in the categories:
customer segment, value proposition and revenue streams
 - a) integral to the formation of AFNs
 - b) present themselves as common challenges
- Differences in the categories:
channels, key resources, cost structure, key activities, key partners and customer relationship
 - a) specific organization of AFNs varies
 - b) strongly influenced by regional frameworks and regulations
 - c) fragmentation levels and local stakeholder dynamics

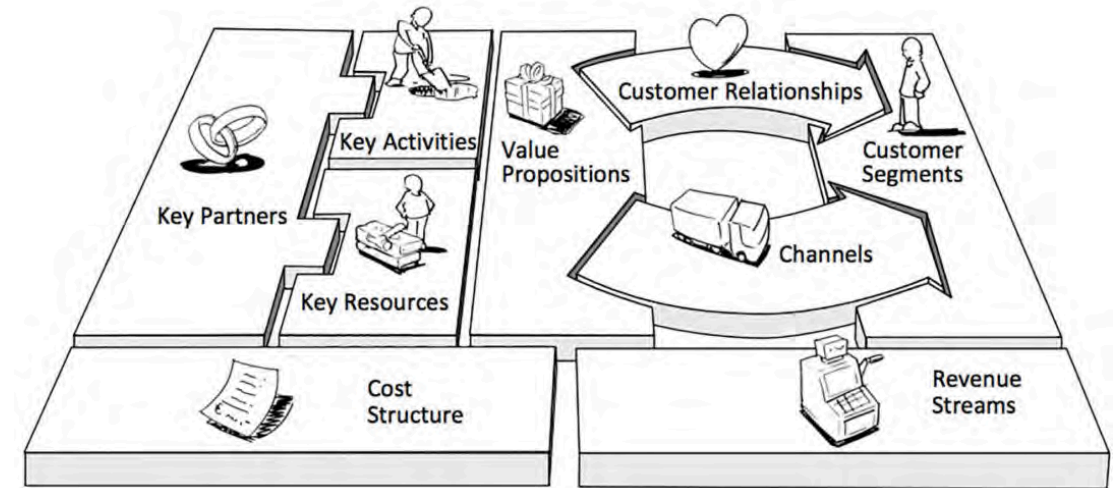
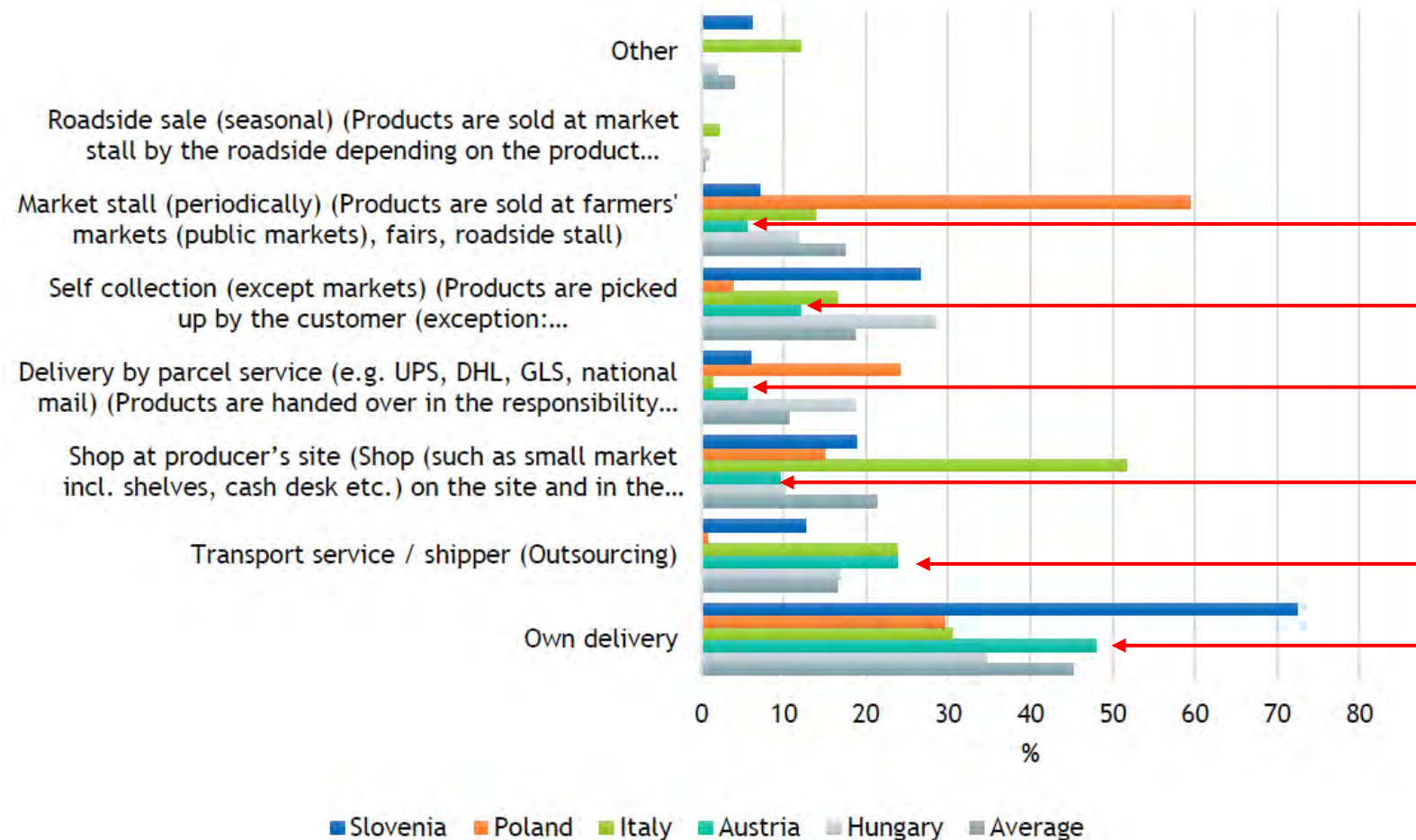


Figure 1: The Business Model Canvas
Source: Monaco, 2019.

Results – Differences

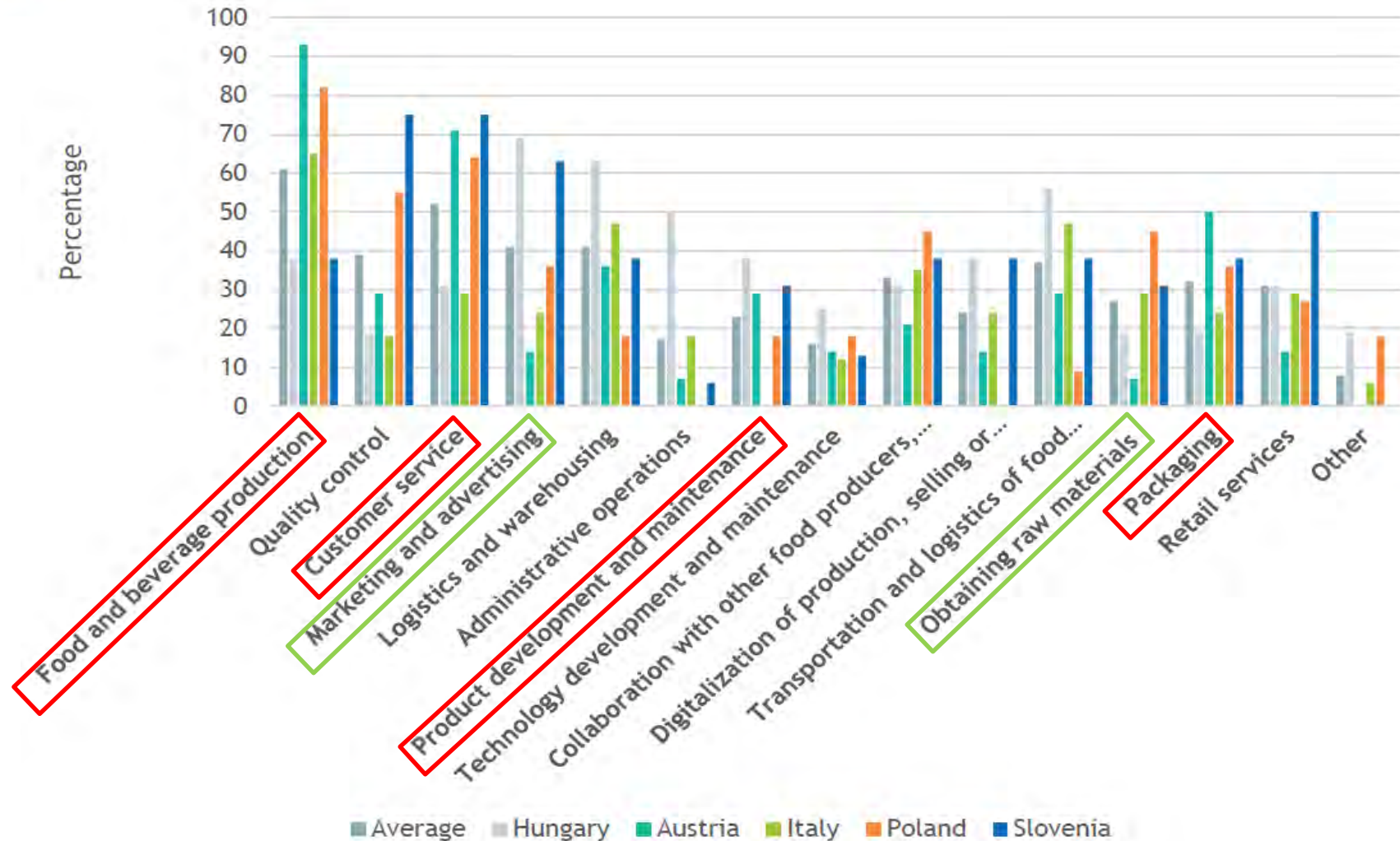
- Differences in the category “channels”



Graph 1: AFNs distribution channels in the different regions (in %)

Results – Differences

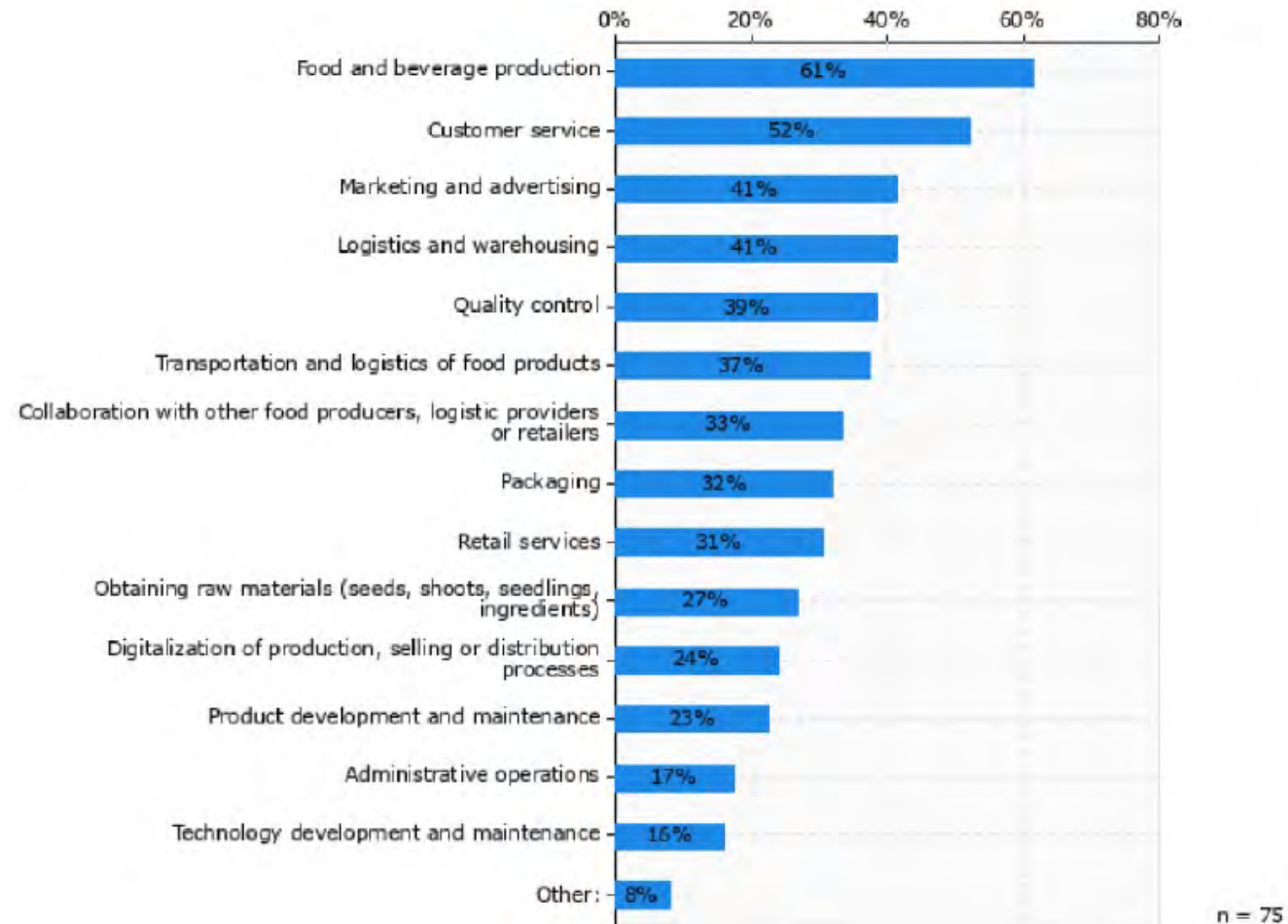
- Differences in the category “key activities”



Graph 2: AFNs' key activities in the different regions (in %)

Results – Differences

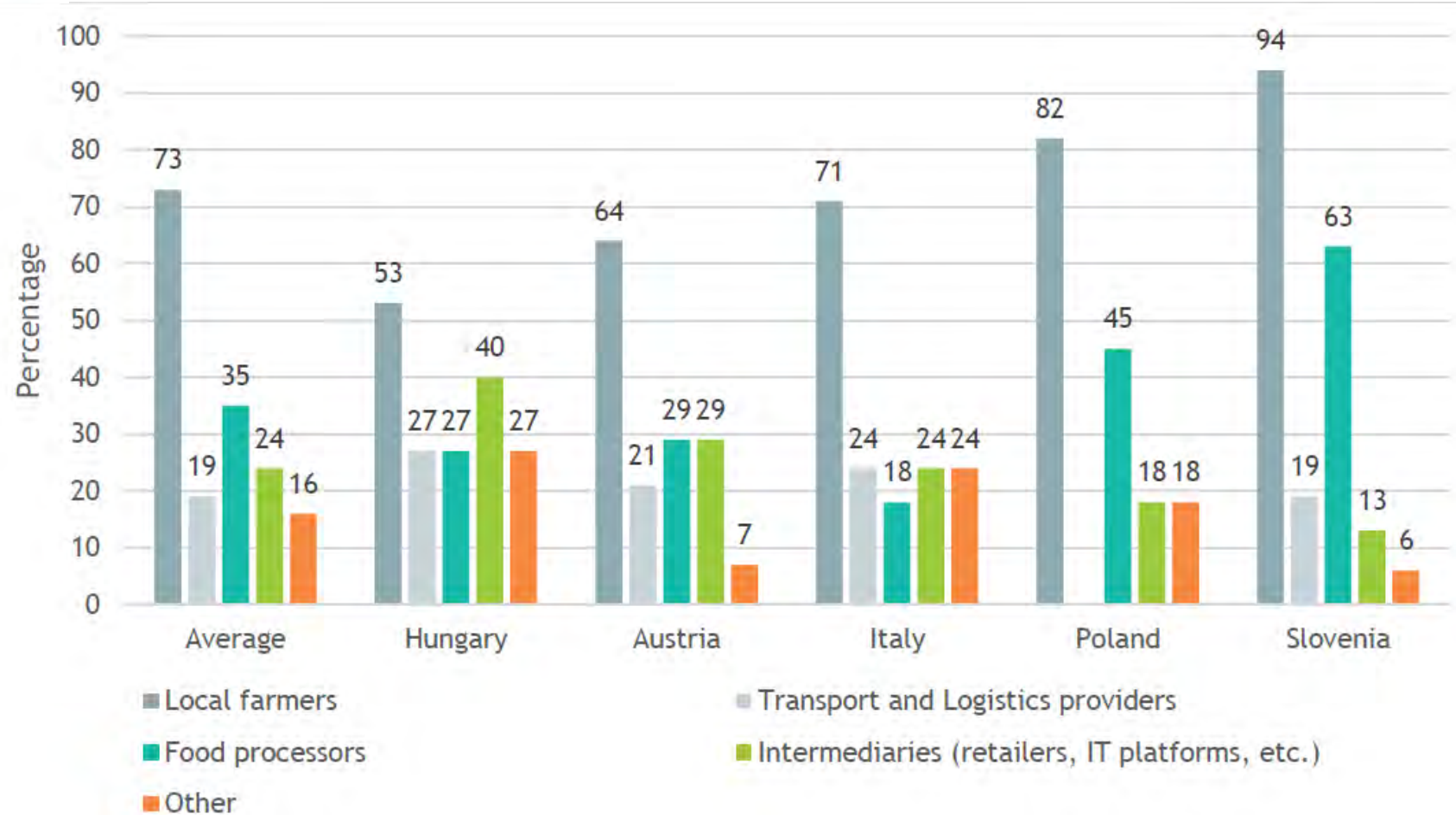
- Differences in the category “key activities”



Graph 3: Identified key activities all five regions (in %)

Results – Differences

- Differences in the category “key partners”

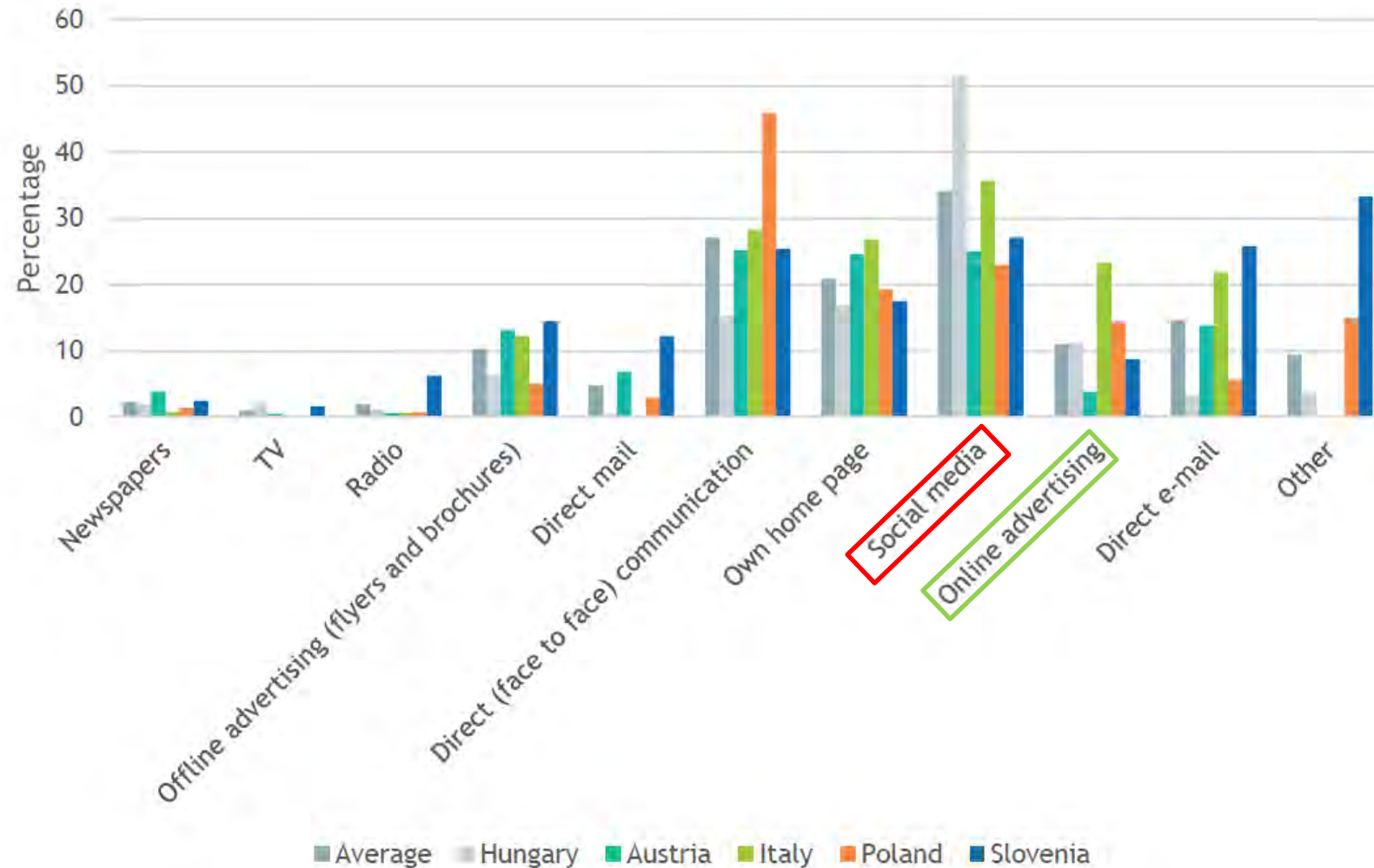


Graph 2: AFNs' key strategic partners in the different regions (in %)

Results – Differences

- Differences in the category “customer relationship

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Graph 2: AFNs advertisement channels in the different regions (in %)

Results – Similarities and Differences

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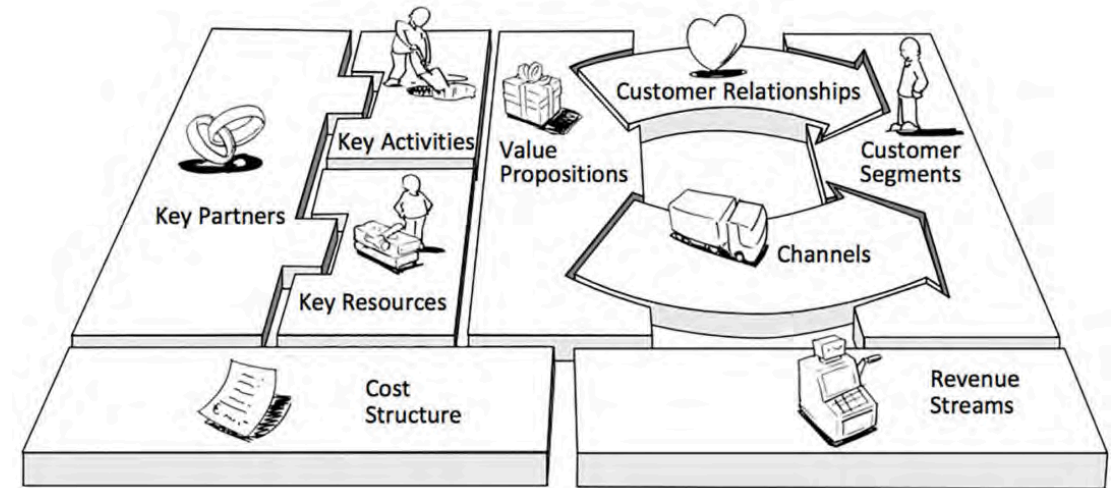


Figure 1: The Business Model Canvas
Source: Monaco, 2019.

Innovation Hub “Austrian Future Food Connective”

- Objective: to connect various stakeholders in a collaborative environment in order to promote innovation in the field of AFNs and SFSC.
- Through providing:
 - a. networking opportunities
 - b. exchange of knowledge and the support
 - c. offering resources, expertise and a supportive ecosystem

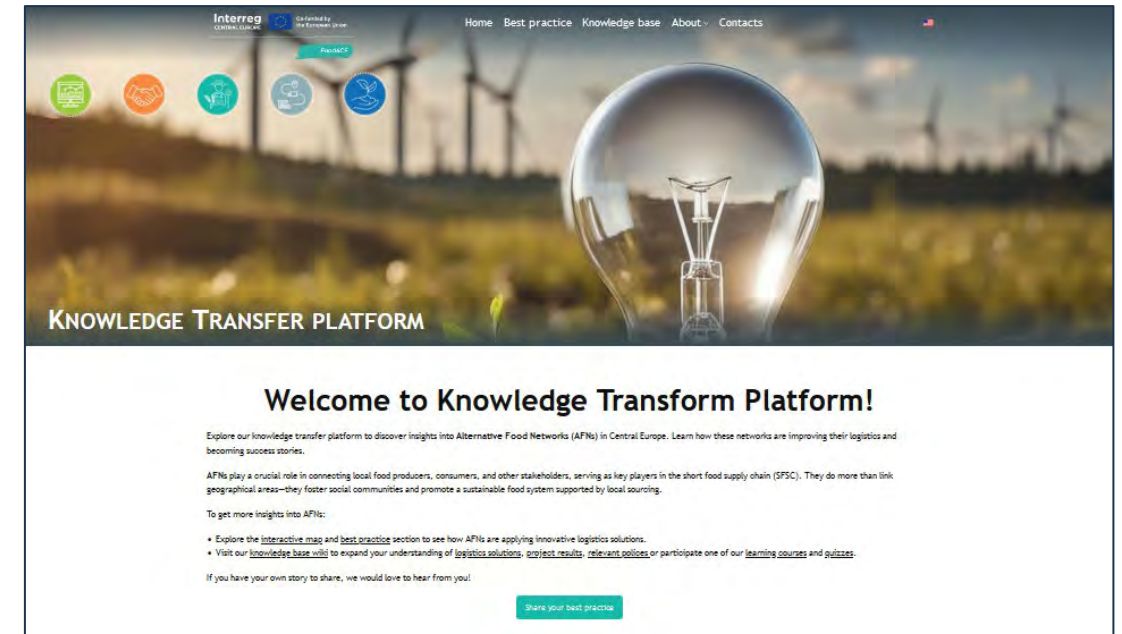


Figure 3: Knowledge Transfer Platform
<https://www.openenlocc.net/food4ce/>

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 Strengthening Innovation Capacities Among Central European Alternative Food Networks

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www.interreg-central.eu/projects/food4ce

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	1.682.944	ERDF funding in EUR
	03.2023 - 02.2026	Project duration



Vielen Dank für Ihre
 Aufmerksamkeit!

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