

## LOCAL.FRESH.GOOD.

### Problem encountered and objective

The deciding factor behind the collaboration of the initiative was the need for fair prices for farmers/producers/consumers, the need to introduce logistical innovation, to improve the visibility of local products and to find marketing opportunities for producers to sell (fresh) agricultural products. Zelena točka is fully operational, the largest and most advanced regional short food supply chain founded by farmers with the aim of raising consumer awareness of the importance of local food.

### Main results / outcomes

By taking care of branding, promotion and sales, Zelena točka takes the burden of marketing off farmers, enabling them to bring their products to market and achieve higher prices. The establishment of a traceability system based on blockchain technology has taken the relationship between producers and consumers a step further. This raises awareness of producers, production methods and, above all, consumer confidence, which ultimately leads not only to the social recognition of producers but also to economic impact.

### Practical recommendations

With increasing scandals in global food supply systems with fraudulent origins and ingredients, consumer awareness and demands are rising. They want to know where their food comes from, and they want to trust suppliers. The Zelena točka model can be replicated in any environment where there is an opportunity for different actors in the supply chain to work together and build a system based on fair relationships and reciprocity, and the understanding that everyone benefits from working together. The participation of Zelena točka as a Living Lab in the European Network of Living Labs (EnoLL) adds value and allows to test new technologies and new business models and to further validate and implement them in a multi-partner approach.



Fig 1: Distribution centre Zelena točka

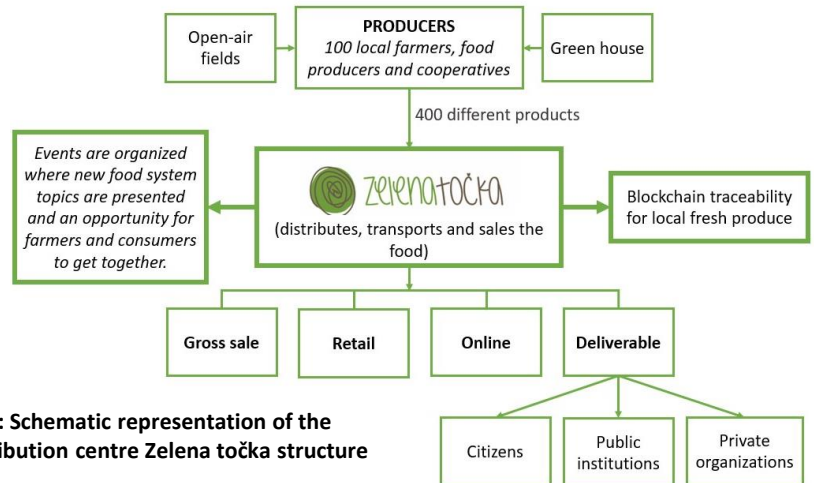


Fig 2: Schematic representation of the distribution centre Zelena točka structure

### Further information

<https://zelena-tocka.si/> <https://www.facebook.com/zelenatocka.trgovina/> <https://itc-cluster.com/green-point/>

### About this abstract

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**Date:** August 2022

**COCOREADO** is a Horizon 2020 funded project designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains, and as a supplier for public procurement. Based on the multi-actor approach and a deep understanding of Agricultural Knowledge and Innovation Systems (AKIS), the project applies a three-fold approach to maximise impact, relying on ambassadorship, good practices, and a focus on youth. The project is running from January 2021 to June 2024.

**Website:** [www.cocoreado.eu](http://www.cocoreado.eu)



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO 101000573

## LOKALNO.SVEŽE.DOBRO.

### Obstoječi problem in cilj

Odločilni dejavniki za sodelovanje in ustanovitev Zelene točke so bili potreba po pravičnejših cenah za kmete/proizvajalce/potrošnike, potreba po uvedbi logističnih inovacij, izboljšanje prepoznavnosti lokalnih proizvodov in iskanje tržnih priložnosti za proizvajalce za prodajo (svežih) kmetijskih proizvodov. Zelena točka je tako ena največjih in najnaprednejših regionalnih kratkih verig preskrbe s hrano, ki so jo ustanovili kmetje, s ciljem ozaveščati potrošnike o pomenu lokalne hrane.

### Glavni rezultati / izidi

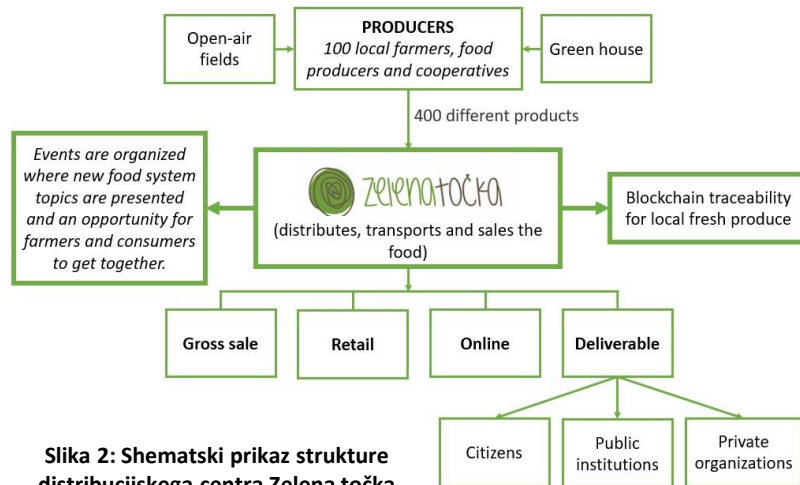
Zelena točka skrbi za blagovno znamko, promocijo in prodajo, zato kmetom odvzame breme trženja, ter jim omogoči, da svoje izdelke spravijo na trg in dosežejo višjo ceno. Z vzpostavitvijo sistema sledljivosti, ki temelji na tehnologiji veriženja blokov, se odnos med proizvajalci in potrošniki še dodatno podkrepí. Omogočanje sledljivosti povečuje ozaveščenost o proizvajalcih, proizvodnih metodah in predvsem zaupanje potrošnikov, kar na koncu ne vodi le do družbenega priznanja proizvajalcev, temveč tudi do gospodarskega učinka.

### Praktična priporočila

Zaradi vse pogostejših škandalov v svetovnih sistemih preskrbe s hrano ter goljufivega izvora sestavin se ozaveščenost in zahteve potrošnikov povečujejo. Potrošniki želijo informacijo, od kod prihaja hrana, predvsem pa želijo zaupati dobaviteljem. Model Zelena točka se lahko replicira v vsakem okolju, kjer obstaja priložnost, da različni udeleženci v dobavni verigi sodelujejo in zgradijo sistem, ki temelji na poštenih odnosih in vzajemnosti ter razumevanju, da ima lahko vsakdo koristi od skupnega dela. Vključenost Zelene točke kot „LivingLab“ v Evropski mreži LivingLab (EnoLL), je dodana vrednost, ki omogoča preizkušanje novih tehnologij in novih poslovnih modelov ter nadaljnje potrjevanje in izvajanje le teh v sodelovanju z več partnerji.



Slika 1: Distribucijski center Zelena točka



Slika 2: Shematski prikaz strukture distribucijskega centra Zelena točka

### Dodatne informacije

<https://zelena-tocka.si/> <https://www.facebook.com/zelenatocka.trgovina/> <https://itc-cluster.com/green-point/>

### Informacije o povzetku

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**Datum:** Avgust 2022

**COCOREADO** projekt financira program Obzorje 2020 in je namenjen uravnoteženju položaja kmeta kot individualnega akterja, ključnega akterja v inovativnih verigah preskrbe s hrano in dobavitelja za javna naročila. Projekt temelji na večdeležniški metodi in poglobljenem razumevanju sistemov znanja in inovacij v kmetijstvu (AKIS), ter uporablja trojni pristop za povečanje učinka, ki temelji na ambasadorstvu, dobrih praksah in osredotočanju na mladih. Projekt poteka od januarja 2021 do junija 2024.

Spletna stran: [www.cocoreado.eu](http://www.cocoreado.eu)



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