

CENTRAL EUROPE 2020: Offline Project Idea Form

Project idea name	ISPA - Innovative Services and Products for Agri–food Business
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Which of the priorities and the specific objectives fits your project idea best? (for more information please see www.central2020.eu section CENTRAL DOCUMENTS)	<p>Priority axis 1: Innovation and knowledge development</p> <ul style="list-style-type: none"> • Specific objective 1.1: To improve sustainable linkages among actors of the innovation systems for strengthening regional innovation capacity in central Europe
What is the aim of the project idea? (What are the issues, problems, opportunities you want to address?)	<p>Agri-food business needs to strengthen its innovation capacity in order to become competitive on global markets. Innovative services must be developed and networks created that support innovation in agri-food companies - particularly, in SMEs.</p> <p>The project aims to accelerate innovation in agri-food business, by creating and networking innovative services that can give impulse to the creation of new products and strengthen the competitiveness of agri-food business in the programme area.</p> <p>To define the contents of services and products, the partnership will adopt a bottom-up approach based on collective awareness platforms that will get different communities together in order to assess their needs in terms of services and products needed with a peculiar focus on the following fields:</p> <ul style="list-style-type: none"> • Access to financing; • Income insurance mechanisms; • Knowledge of markets and price volatility; • Logistics. <p>Further project objectives are:</p> <ul style="list-style-type: none"> • To strengthen the innovation capacity of the sector, by facilitating the networking with research and innovation centres, public administrations, financing institutions; • To create communities including stakeholders and beneficiaries in order to assess their needs in terms of innovative services and products and develop suitable contents, according to a participatory approach; • To use collective awareness platforms to support capacity building, facilitate exchange of best practices and experience, as well as to create contents service and product contents. <p>Services/products will also be developed to be used via smartphone.</p>
What are the planned activities and expected results?	<p>Activities:</p> <ul style="list-style-type: none"> • Find best practices for all areas covered by the project • Implement a platform to support collective awareness, knowledge sharing and capacity building as well as to support the definition of contents • Create communities in all project area involving beneficiaries (agri-food SMEs) and stakeholders • Design contents for innovative services and products • Test and adjust services/products • Transfer results to policy-makers and provide suggestions. <p>Results:</p> <ul style="list-style-type: none"> • A BP portfolio of innovative services & products for agri-food sector • At least 1 new service or product per project area

	<ul style="list-style-type: none"> • A platform • Incorporation of project results into administrative and/or policy measures for the agri-food sector.
Partners involved at this stage	<p>Partners already confirmed: Politecnico di Milano - METID (IT); Slovak University of Agriculture in Nitra (SL) Czestochowa University of technology (CUT) (PL) Główny Instytut Górnictwa (Katowice) (PL) Regional Development Agency Medemumurje (HR) SRC Bistra Ptuj (SLO) Maribor University (SLO)</p> <p>We would like partners from Germany, Austria</p>
Type of partner I am looking for (country, governance level, activity sector, expertise etc.)	<p>Organisations that can provide innovation services; Organisations that provide financing services; Organisations that represent agri-food business; Public administrations that deal with agri-food business; Development Agencies; Research centres.</p>
Is your project a follow-up project? If so, of which and describe the link between the projects.	<p>The present project idea starts from the successful results achieved in a previous project, APP4INNO, which was financed with the SEE programme and closed very recently, on 30th October. Particularly, the APP4INNO project developed some services to support the development of 26 innovative ideas in all project area. A platform promoted the services and was used as a means to convey information on innovation.</p>

Please send the completed form to info@central2020.eu.

You can also post your project idea directly on the www.central2020.eu website, from the user profile. To register as a user please follow this link <http://www.central2013.eu/index.php?id=885>