



SKIN

FOOD: A PLACE OF TRUST
WHERE PRODUCERS AND SOCIETY MUST MEET



SKIN is an ambitious initiative in the Short Food Supply Chain (SFSC) domain, building a new community of relations where food is the intermediary between farmers and society

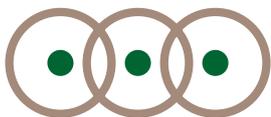


OBJECTIVES

- Overcoming knowledge **fragmentation**
- Re-connecting the two extremities of the food supply chain
- **Reconciling** producers with citizens
- Stimulating mutual **trust**
- Establishing a short chain based on common **values** on food, its origin and production method
- Promoting **innovation** from the ground, bottom-up and demand-driven

IMPACT

- Promoting bottom-up and demand-driven innovation in SFSC: identification of **100 good practices**
- Organisation of **6 thematic Innovation workshops** to generate at least **30 ideas for innovation**
- Organise **coaching** activities to support the development of **10** demand-driven **innovation projects**
- Raise **awareness** through innovative dissemination and communication formats
- Fostering stakeholders **engagement**, acceptance and uptake
- Establish of a **permanent association** of stakeholders, working on the improvement of SFSC's efficiency



CHAIN

BUILDING A NEW COMMUNITY OF RELATIONS

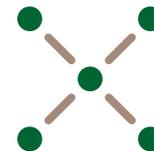
Short Food Supply Chains (SFSC) are characterized by maximum one intermediary between producer and consumer.



EXCHANGE

LEARNING, SHARING, INNOVATING

The food journeys from farms to citizens' forks have multiplied across Europe and no common path was followed. It's time for them to meet!



NETWORK

MANY LITTLE CLUMPS MAKE A BIG FIELD

Creating a European network of 100 good practices connected through 25 Regional Nodes, overcoming knowledge divide and supporting bottom-up innovation initiatives.



PROXIMITY

FARMS, FOOD AND SOCIETY: TOGETHER, CLOSER

Proximity has a prominent role in SFSCs, both geographical and social. Ultimately, SFSCs are about the rebuilding of trustful relationships and common values.



NATURE

PROMOTING CIRCULARITY AMONG FARMERS, SOCIETY AND ENVIRONMENT

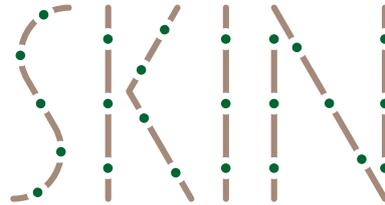
A multi-actor approach, involving key players beyond primary agrifood actors, will support the co-creation of an innovative pathway to care for nature, food and local environment.



LAND USE

MAKING A BETTER USE OF OUR LAND

SFSCs have a positive impact on the environment and on many aspects including human health and wellbeing, economic and food supply resilience.



SHORT SUPPLY CHAIN KNOWLEDGE
AND INNOVATION NETWORK



WWW.SHORTFOODCHAIN.EU

 @shortfoodchain - #Agrifoodcommunity



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