Greenpoint
LIVING LAB

From Field to Plate:

Blockchain technology in a short food supply chain in the Pomurje and Podravje Region (SLO)

Marina Balaic, Green Point Living Lab Manager

How we started?

Greenpoint LIVING LAB

- In **2017** we were invited by the **University of Maribor** to become a pilot area in the **Smart Villages project**
- In the same year **DIH AGRIFOOD** was established, which supported us in our digital journey
- Together with the University of Maribor we started with the development of a **blockchain system** for food traceability
- In **2022** we were invited by **Innovation Technology Cluster** to become a pilot area in the **SmartCommUnity project**
- In 5 years we‘ve established a fully operational **Living Lab** – a community where we co-create the transformation of food systems
- In **2023** I‘ve become a LL Manager
- In the same year we become full members of **ENoLL**
- In **2023 first 5 farmers** were enrolled into the blockchain system, while in **2024** we have **15 farmers** fully onboarded
- In **2024** we are expanding to the **Podravje region** – mainly to the **HORECA** sector

AGRA 2024

Interreg Alpine Space
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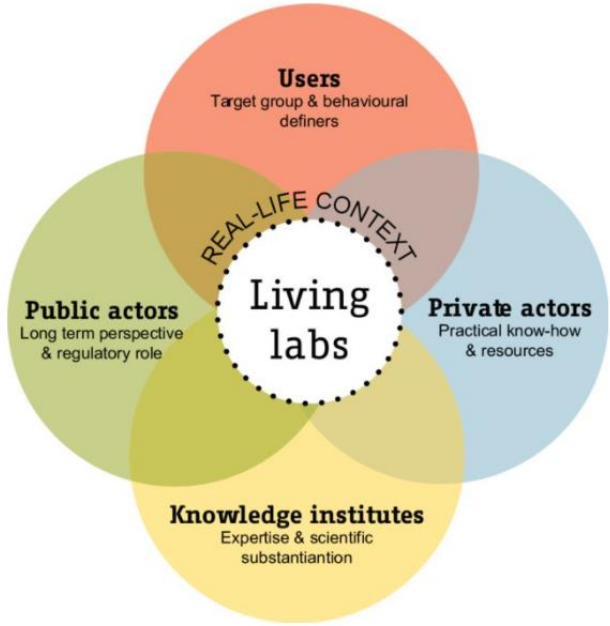
Green point short food supply chain

- Founded by **farmers**
- Delivering to **public institutions** (kindergartens, schools, hospitals, elderly homes), **HORECA** and **citizens** (online, store, delivery)
- Strong engagement of local actors



Area: 1.337 km2
Location: bordering Austria, Hungary & Croatia
Inhabitants: 117.000 inhabitants

- Over **100 local producers** of different seasonal fruit, vegetable and local produce
- Over **500** different types of **local products**
- Higher quality, environmentally friendly and eco products, geographical origin

Green Point Slovenian Living Lab

Green Point is the biggest and most advanced SFSC in Pomurje region!

Aiming at: Achieving economically sustainable, socially responsible and environmentally friendly business for the benefit of all involved stakeholders and wider community

- Online system (marketplace) for ordering local food and produce
- Blockchain-based traceability
- Data collection platform (IoT, EO, in-situ data, value chain actors)
- Circular economy models
- Zero Food Waste and Loss models
- Zero GHG logistics and Delivery system

Living Labs (LLs) are defined as user-centred, open innovation ecosystems based on systematic user co-creation approach, integrating research and innovation processes in real life communities and settings

Our role in SmartCommUnity

Overview

- Aim of LTA: Transform smart rural areas through digitalization and sustainability
- Origin: Addresses food production and distribution challenges in the Pomurje region due to its unique natural and economic conditions

Methodology:

- Employing a Living Lab approach through LTA Green Point
- Involving stakeholders and consumers in co-creating and testing new technologies and services

Key Features:

- Enhancing food system traceability, safety, and resilience
- Promoting circularity and reducing food waste
- Greening the delivery routes
- Encouraging sharing of best practices
- Contributing to systemic food system changes at the EU level

Activities:

- Conducting workshops
- Supporting the alternative food networks in FTA – Podravje region
- Facilitating collaborations between involved regions

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Resources and stakeholders

Resources Needed:

- Support from ITC and DIH AGRIFOOD
- Combination of EU funding, local partnerships, and human resources
- Involvement of stakeholders from rural areas, tech experts, and community leaders

Stakeholders involved:

- ***Local authorities and policymakers***: municipalities, key ministries, chambers and development agencies
- ***Academia and Business support organizations***: universities, clusters, innovation hubs, development-oriented companies
- ***Key actors in the field of food production and consumption:*** farmers and companies for the production of food products, public institutions, the HORECA sector, utility companies for waste processing, etc.
- ***Civil society and non-governmental organizations***: residents (providers or customers), Murska Sobota Health and Development Center, food banks (food donors)

ITC
INOVACIJSKO TEHNOLOŠKI GROZD
INNOVATION TECHNOLOGY CLUSTER

AGRIFOOD
DIGITAL INNOVATION HUB

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Policy and strategic support

- **City of Murska Sobota** (public awareness, rural development support)
- **Slovenian Ministry of Agriculture, Forestry and Food** (direct support and strategic orientation)
- **Chamber for agriculture and forestry** (advisory service)
- **Development center Murska Sobota** (development projects)

Academia and Business environment

- **University of Maribor** (technology deployment)
- **SMEs – solution providers** (delivering innovative products and services)
- **DIH AGRIFOOD** (tech transfer, European projects)
- **ITC – Innovation Technology Cluster** (technology transfer office)

Food supply actors and consumers

- **Farmers & local food suppliers**
- **Consumers – citizens**
- **Public institutions** (**kindergartens, Schools, Hospitals, Nursery homes**...),
- **HORECA sector**(**hotels, restaurants, spa resorts, and canteens**)
- Other **food supply chains** and **waste processing actors**

Civil society and NGOs

- **Citizens** (**Living lab involvement**)
- **Centre for Health and Development Murska Sobota** (health and local food promotor)
- **Food bank SIBAHE** (**Food donation**)

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THANK YOU!

Marina Balaic

Marina-balaic@zelena-tocka.si

+38631795297

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