



„The FoodNet project: a combination of food and logistic companies to tackle new market opportunities”

Objectives, working method/Agnieszka Kowalska, Maciej Urbaniak, Lodzistics – Project Coordinators



Project overview

Title: „Food in Eco Network – internationalization and global competitiveness of European SMEs in Food and Eco Logistics Sector”

Duration: 24 months (12.2017 – 12.2019)

Co-financing: European Union’s COSME Programme (2014-2020), COSME-2016-CLUSTER-1A - support the establishment of European Strategic Cluster Partnership – Going International (ESCP-4i)

Call: COS-CLUSINT-2016-03-01



Partners

LODZistics: Logistics Business Network of Central Poland (Poland)

Logistics in Wallonia (Belgium)

Latvian **Logistics** Association (Latvia)

AgroTransilvania Cluster (Romania)

Coexpthal - Association of Fruit and Vegetable Producer Organisations of Almeria (Spain)

LODZistics



Latvijas Loģistikas Asociācija
Latvian Logistics Association

COEXPHAL
unidos exportando futuro



AgroTransilvania®
Cluster

The main objective



Establish and sustain an EU wide meta-cluster as a long term European Strategic Cluster Partnership-Going International supporting clusters and business network organisations, their SMEs and other cluster members collaborating for **innovation, market-uptake, and marketing of competitive products**, services and technologies in the field of **food** and **eco-logistics** and support SMEs in **global competition**

Development and integration of meta-custer resources
Benefiting from the synergy effect to go international

Main pillars of the project (1/2)

- ▶ **Cooperation between SMEs in food market clusters** (enhance their capability to be more competitive on the market including developing countries markets).
- ▶ **Cooperation between clusters to improve business processes** and learn from new business models with an interdisciplinary approach. Food companies will gather the knowledge how to manage their supply-chain processes in a more effective way thanks to the cooperation with different clusters. The cooperation will results in building solid partnership and bring added value to all participants.

Main pillars of the project (2/2)

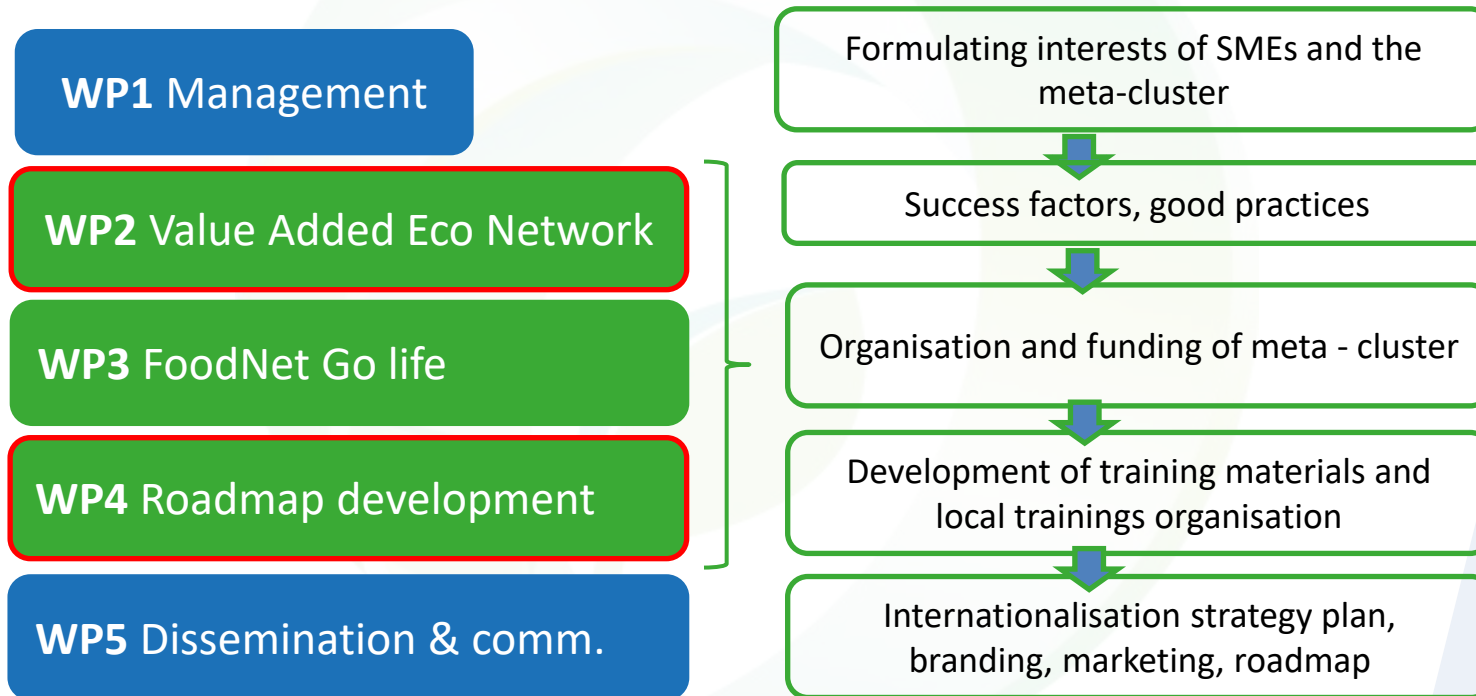
- ▶ **Eco-management.** Network will be also aimed at lowering negative impact on environment. It will be possible by knowledge sharing (soft-skills improvement) and technological potential of SMEs from clusters.
- ▶ **Going to the excellence by knowledge** – sharing with new market partners. Added value arises not only by getting the knowledge how to manage the processes and cooperate but also by know how transferred to the developing countries.

Target groups



- ▶ SMEs [in particular from the following sectors: the food sector (fresh, bio, eco), the logistics sector, the ICT sector, the energy sector; suppliers, distributors/buyers]
- ▶ Research institutions
- ▶ Sectoral organisations (producer groups, clusters, business environment institutions)
- ▶ Regional authorities

Project activities



Schedule

Number	Work Package / Task description	YEAR 1												YEAR 2											
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
WP 1	Management																								
T 1.1	Coordination and quality assurance																								
T 1.2	Evaluation of project progress																								
T 1.3	Communication and reporting to the European Commission																								
T 1.4	Ethics																								
WP 2	Value Added Eco Network																								
T 2.1	Initial analysis; Formulating and structuring interests of SMEs and the Cluster (FoodNet)																								
T 2.2	Elaboration of an Internationalization Strategy plan for Eco Network																								
T 2.3	Finalizing the strategy for FoodNet and new supply models to go life																								
T 2.4	Local trainings for clusters																								
WP 3	FoodNet Go life																								
T 3.1	Success factors for an EU meta-cluster																								
T 3.2	Organisation and funding of the FoodNet																								
T 3.3	1st FoodNet conference and Food in Eco Network set-up																								
WP 4	Road map implementation																								
T 4.1	Good practices and further analysis of FoodNet possibilities																								
T 4.2	Roadmap preparation																								
T 4.3	2 nd FoodNet conference																								
WP 5	Dissemination and Communication																								
T 5.1	Dissemination and Communication planning, evaluation and feedback																								
T 5.2	Implementation of Dissemination and Communication activities																								

WP1 Management

Coordination

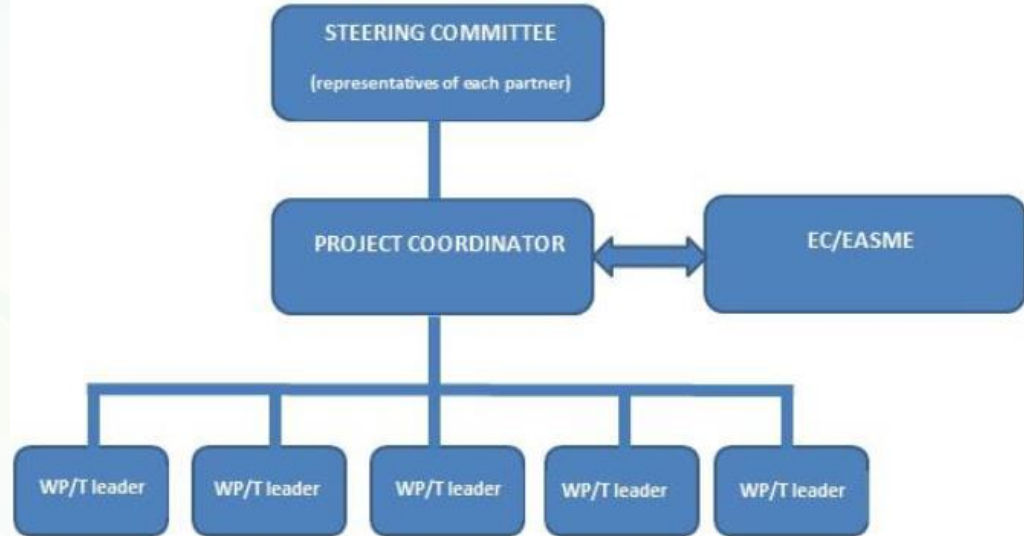
Quality assurance

Evaluation

Communication

Ethics guidelines

Organizational structure



WP5 Dissemination and communication

- ▶ Dissemination and Communication planning, evaluation and feedback
- ▶ Implementation of Dissemination and Communication activities
 - Graphical visualisation and templates
 - Website www.foodnet-project.eu
 - Leaflet, roll-up banner
 - Social media
 - Events



Food In Eco Network - Join the Partnership

Click Here



Obserwowani

FoodNet Project

@FoodNetProject · Obserwuje Cię

The project "Food in Eco Network – internationalization and global competitiveness of European SMEs in Food and Eco Logistics Sector"

[Tłumacz opis](#)

Dołączył/a marzec 2018

549 obserwowanych 126 obserwowujących

Obserwowany przez Katarzyna Kowalska, SMETHOD i 8 innych użytkowników, których obserwujesz

Tweety

Tweety i odpowiedzi

Multimedia

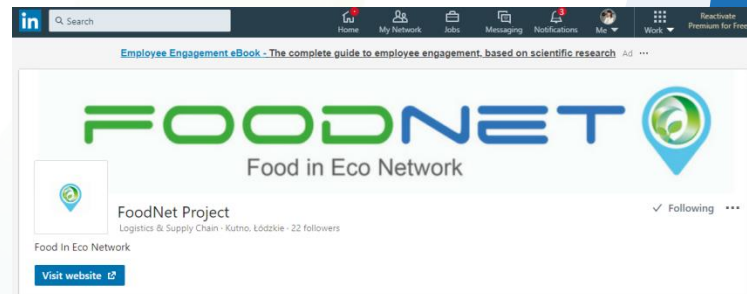
Połączenia



FoodNet Project @FoodNetProject · 17 godz.

In two days @FoodNetProject Final Conference in Liege. We are so excited to share the results! Who will join us?

[foodnet-project.eu/save-the-date...](#)
@Clusters_EU @EU_EASME #cluster #transport #Logistics #food #alliance



WP2 Value Added Eco Network

T 2.1 Initial analysis; Formulating and structuring interests of SMEs and the Cluster

- Gathering of SME interests / needs
- Formulating interests and potential of the Cluster
- Survey. Exploring demand/needs in non-EU countries and potential for creating high value food chains to & from non-COSME participating countries
- Identifying potential partners in EU and potential third countries partners

WP2 Value Added Eco Network

T 2.2 Elaboration of an Internationalization Strategy plan

- Setting priorities and priority target countries
- Mapping of existing and needed competencies, potential co-operation and expected synergies, elaborating an asset map within Eco Network for competence sharing.
- PEST analysis
- Product groups for potential export
- Elaboration of SWOT analysis according to set goals of the Cluster
- Elaborating joint Eco Network identity and branding.

WP2 Value Added Eco Network

T 2.2 Elaboration of an Internationalization Strategy plan

Essential competencies for exporters of foodstuffs:

- Technical skills related to food processing, food technology and other disciplines
- Practical skills and expertise. Food legal knowledge
- Capacity to check compliance with current legislation
- Promotion of innovation in working methods and optimisation of production
- Management and control of food safety
- Product quality, legislation and health

WP2 Value Added Eco Network

T 2.2 Elaboration of an Internationalization Strategy plan

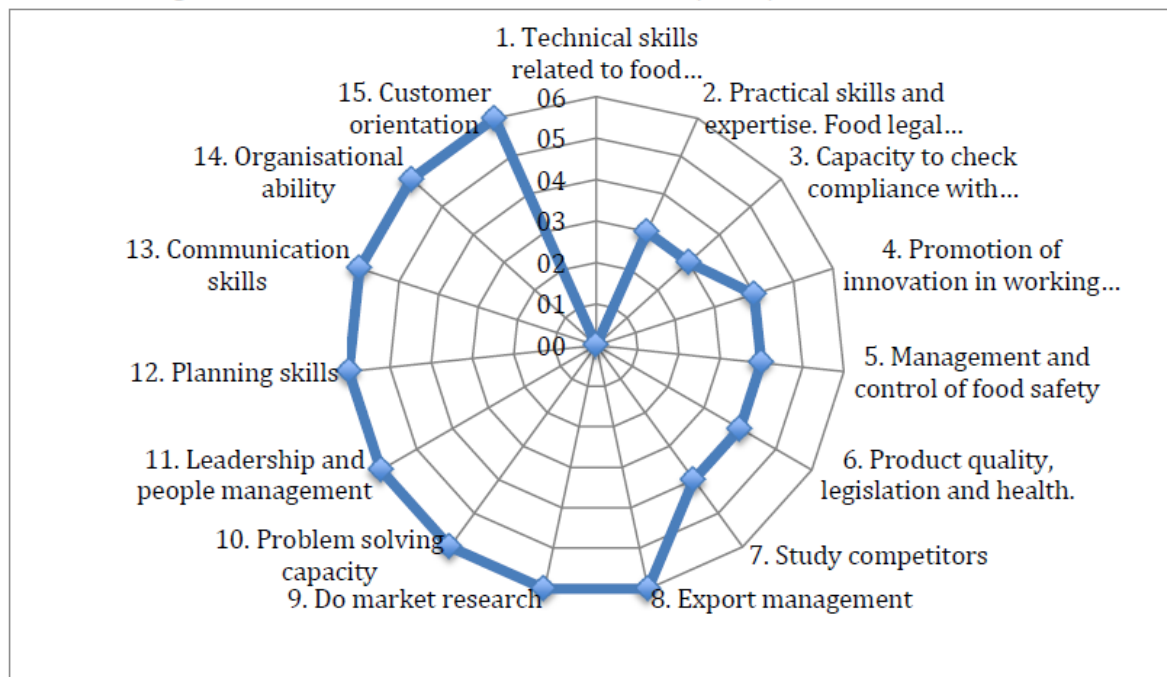
Self-assessment of competencies

- Study competitors
- Export management
- Do market research
- Problem solving capacity
- Leadership and people management
- Planning skills
- Communication skills
- Organisational ability
- Customer orientation

WP2 Value Added Eco Network

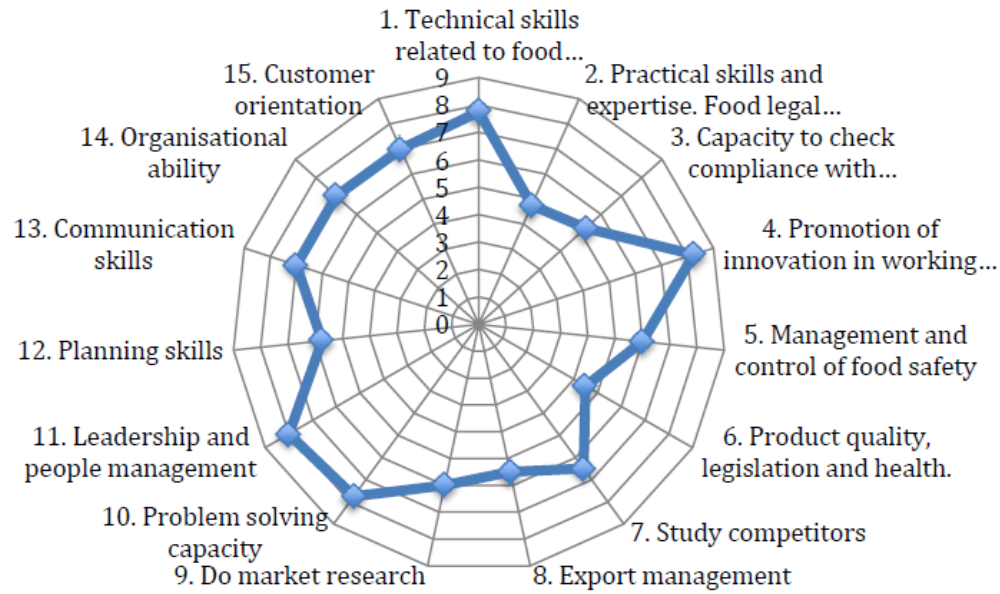
Self-assessment of competencies - LODZISTICS

LODZistics Logistics Business Network of Central Poland (LODZ)



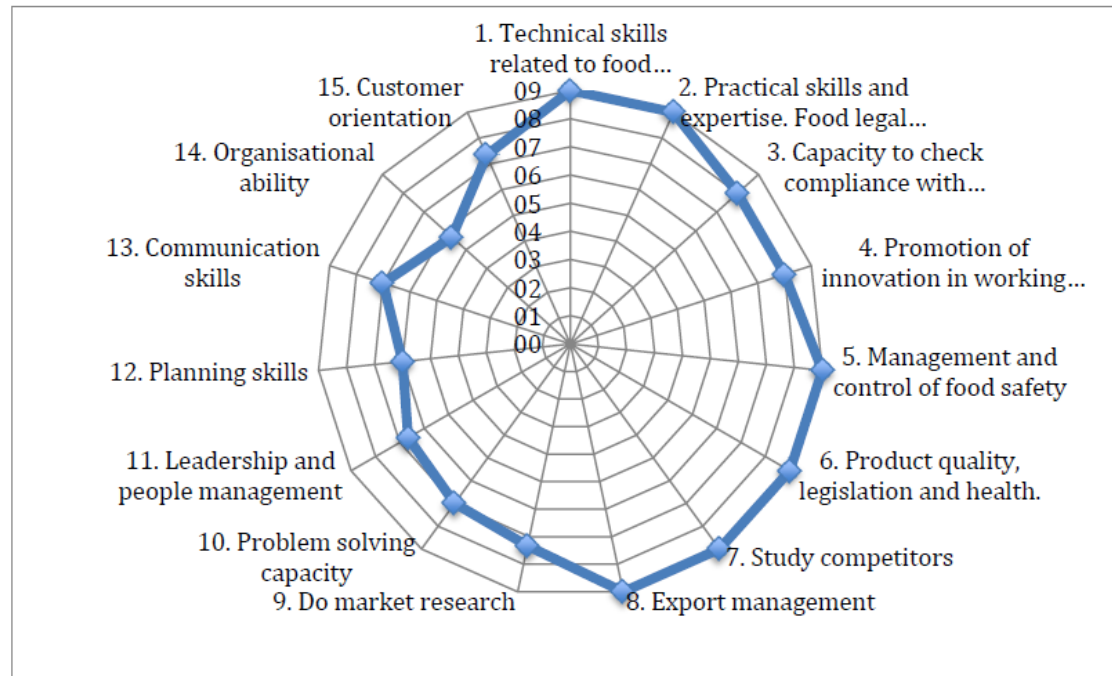
Self-assessment of competencies - ATC

AgroTransilvania cluster, Romania (ATC)



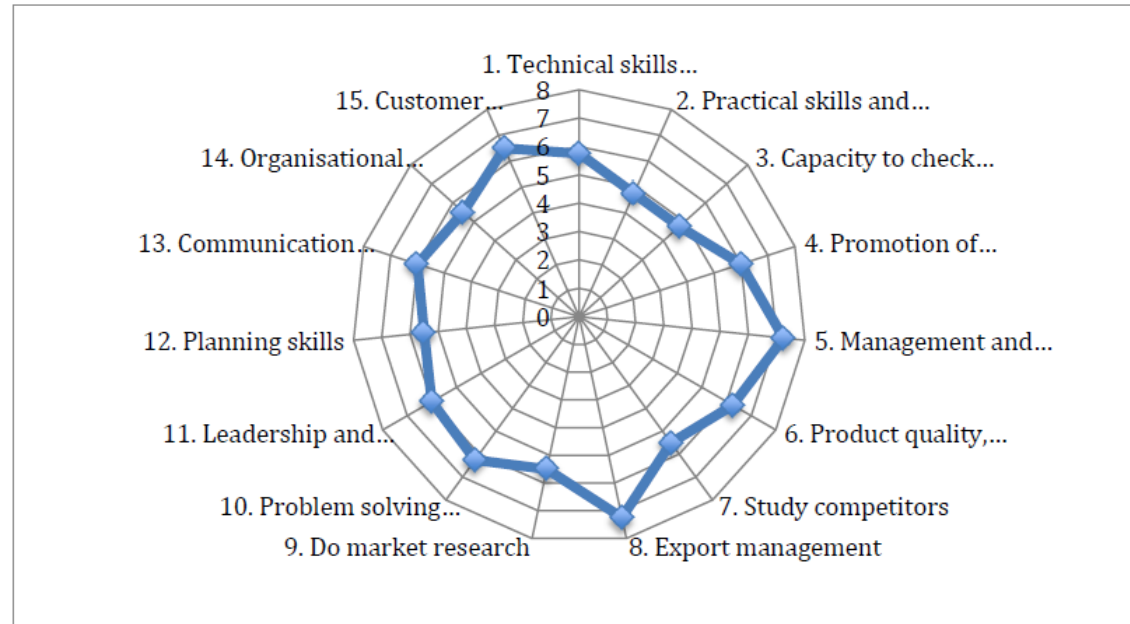
Self-assessment of competencies - COEX

Coexphal - Association of Fruit and Vegetable Producer Organisations of Almeria, Spain (COEX)



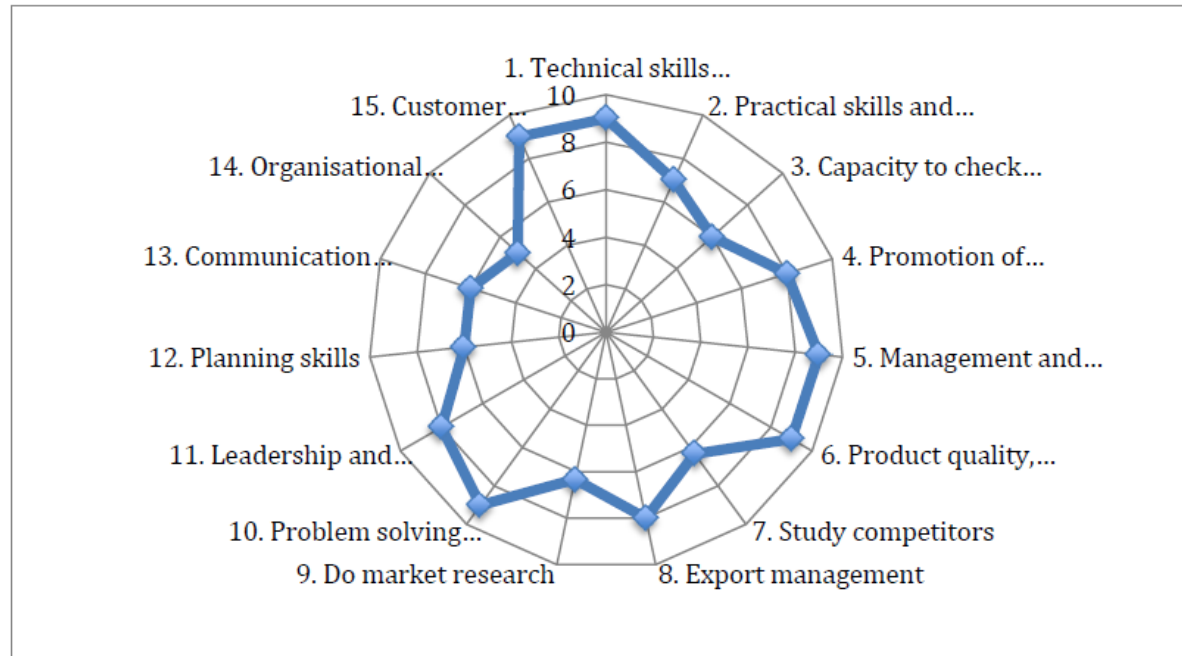
Self-assessment of competencies - LIW

Logistics in Wallonia (LIW)



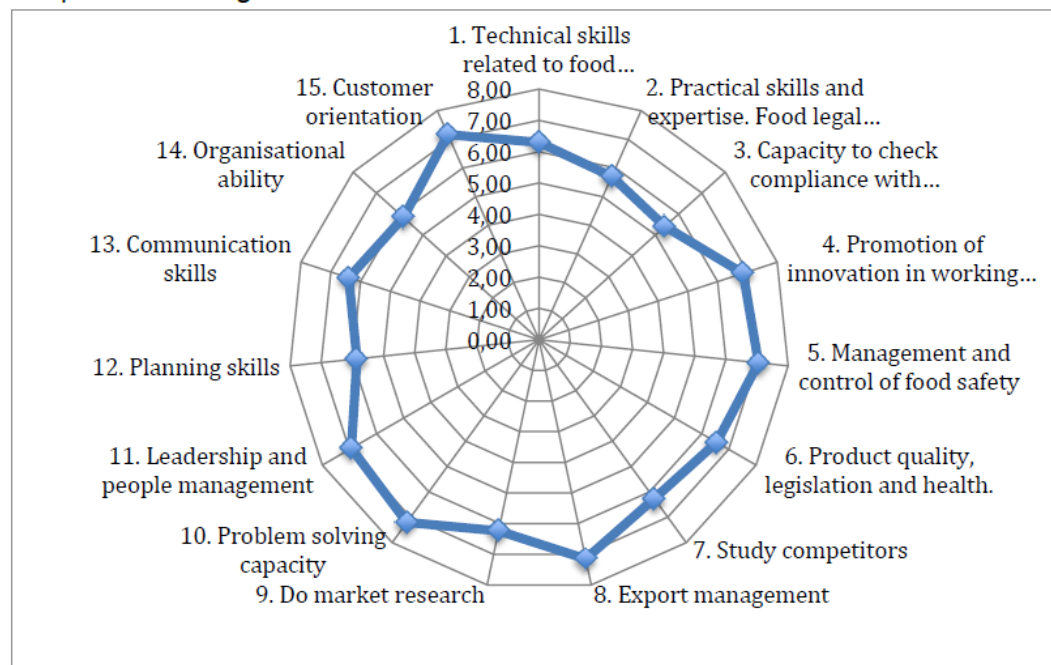
Self-assessment of competencies - LLA

Latvian Logistics Association, Latvia (LLA)



Self-assessment of competencies - ALL

Competencies **Average for FoodNet**



There is good potential for internal exchange of experiences and mutual learning within the Meta-cluster.

SWOT analysis matrix for FoodNet meta cluster

<p>Strengths</p> <ul style="list-style-type: none"> - Large number of involved stakeholders experienced in logistic services - Food sector companies' joint interests - Complementary knowledge and skills - Some of partners have experience in few of the selected markets - Some of partners have experience in value chains development - Involvement of RTD stakeholders, being able to develop value chain models, to provide knowledge 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Lack of knowledge and experience on the selected markets: legislation, social norms, phytosanitary requirements and procedures, etc. - Rather low number of involved food producers and processors - Lack of competences on value chain collaboration - Low SMEs competences on internationalization - Shortage of skills to identify business partners in target markets
<p>Opportunities</p> <ul style="list-style-type: none"> - Internationalization support services at national level and EU - EU location as quality mark - Unfulfilled selected markets 	<p>Threats</p> <ul style="list-style-type: none"> - Competition from non-EU clusters and producers - Cost of meeting regulations and standards - Unknown administrative and legal barriers - Political situation in target market countries

Product and target market identification

Target market	HS codes of products	Description
Canada	4	Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere specified or included
Canada	7	Edible vegetables and certain roots and tubers
Canada	8	Edible fruit and nuts; peel of citrus fruit or melons
USA	4	Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere specified or included
USA	7	Edible vegetables and certain roots and tubers
USA	8	Edible fruit and nuts; peel of citrus fruit or melons
Middle East	7	Edible vegetables and certain roots and tubers
Middle East	8	Edible fruit and nuts; peel of citrus fruit or melons
Middle East	10	Cereals
Middle East	14	Vegetable plaiting materials; vegetable products not elsewhere specified or included
China	4	Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere specified or included
China	7	Edible vegetables and certain roots and tubers
China	8	Edible fruit and nuts; peel of citrus fruit or melons
China	10	Cereals

WP2 Value Added Eco Network

T 2.4 Local trainings for clusters

The following trainings' topics were selected by Project partners to develop the training manuals:

- ▶ Globalization and supply chain management.
- ▶ Characteristics of target market countries: China, USA and Middle- East.
- ▶ Legal aspects of internalization in the area of selected markets.
- ▶ Sanitary and phytosanitary requirements for exporters in target market countries.
- ▶ Ensuring security by effective contracting.
- ▶ Transport requirements and options to reach the market.
- ▶ Negotiation: how to make good sales in an international deal.



WP3 Food Go life

Meta-cluster mission & vision

Mission

“To become an Integrator Pole of commercial, research, innovation, technological transfer and sustainable development of the European agri-food sector (supporting the sustainable competitiveness of the agro-industrial sector by internationalisation)”.

Vision

“To become the main active and viable partner for cluster and a good practice model for European associative work in field of Food in Eco Network”.

Meta-cluster objectives

General objective:

“To support the sustainable competitiveness of the agro-industrial sector by internationalisation”.

Specific objectives:

- Enhance internationalisation capacity in the field of agri-food ;
- Increasing the competitiveness of the European agri-food sector;
- Encourage the creation and / or development of associative structures;
- Integration of producers, logistic companies and associative structures into the value chain;
- Supporting the development of local and regional initiatives;
- Enhance RDI (Research, Development and Innovation) capacity in the field of Bio-economy.

Organisation and funding of the FoodNet

Membership. Being a meta-cluster, the FoodNet has to be an associative form of clusters.

- **Founding members**, the ones that will found the meta-cluster and will be the first to sign the Food in Eco Network Partnership Agreement;
- **FoodNet Meta-cluster partners (full members)** are clusters represented through cluster organizations, food, logistics and other industry clusters or similar business network organizations;
- **FoodNet Meta-cluster associated members** are other organisations and individuals such as R&D organisation, universities, public organisations, policy makers, experts, individual SMEs and large companies which are not members of particular cluster but clearly support the mission and objectives of FoodNet Meta-cluster.

Organisation and funding of the FoodNet

Bodies

The following organisation is foreseen for the initial stage of the FoodNet Meta-cluster up to 15th December 2019:

- General Assembly / GA President / GA vice-President
- FoodNet Meta-cluster Manager
- Promotion and internationalisation Manager
- Task Groups for particular target markets / Leaders of Task Groups
- FoodNet office

After 15th December additional body in the structure is foreseen:

- Board of Directors

Organisation and funding of the FoodNet

Membership fees. Small amount of membership fee has to be asked for the beginning.

Services fees. For specific services that can assure a competitive advantage on the market, the members can pay additional fees (for instance for training, for participating to fairs, economic mission, conferences organised by the FoodNet meta-cluster).

Partnership Agreement

In order to **ensure long-term partnership** and the sustainability of the FoodNet Meta-cluster as well as to achieve its vision the following activities and services are planned:

- Setting-up, management and sustaining the FoodNet Meta-cluster including development of a roadmap for implementation with a long-term cooperation agenda to foster the sustainability of the partnership.
- Systematic and continuous support for mapping of innovation and market opportunities in the field of agri-food and eco-logistics.
- Initiating and coordinating of inter cluster collaboration as well as collaboration between European clusters in food and logistics sector, and with clusters and SMEs in other industries (cross sectoral collaboration).

Partnership Agreement

- Facilitating co-financing of projects and actions by providing information on possible public and private funding.
- Mapping cooperation possibilities in third countries, and setting-up of communication and cooperation agreement with organizations supporting international cooperation in these countries and regions.
- Providing services as training, informing, lobbying, partnership building, events / trade missions / fairs / matchmaking events organisation and/or participation.
- Communication and promotion plan to support development of joint brand and international recognition of competitiveness of the FoodNet Meta cluster and their members.
- IPR support, technology transfer.

FoodNET meta-cluster set-up

FOOD in ECO NETWORK (FOODNET)

International Networking Day. 1st FoodNet Conference

15.11.2018 (Thursday)

11.45 - 17.00 CET



FoodNET meta-cluster members

Plus 18 letters of support signed

No.	Full name	Type of member	Country
1	Logistics Business Network of Central Poland	Funding members	Poland
2	Logistics in Wallonia	Funding members	Belgium
3	Latvian Logistics Association	Funding members	Latvia
4	AgroTransilvania Cluster	Funding members	Romania
5	Association of Fruit and Vegetable Producer Organisations of Almeria	Funding members	Spain
6	North-South Logistic and Transport Cluster	Full member	Poland
7	Competitiveness pole of Bizerte	Full member	Romania
8	AGRINOVA Cluster	Full member	Marocco
9	HORTIESPAÑA	Full member	Spain
10	AgroBioCluster	Full member	Poland
11	APROA – Association of Fruit and Vegetable Producers Organisations from Andalusia	Associated member	Spain
12	PerfectPlus	Associated member	Poland
13	Warsaw Chamber of Commerce	Associated member	Poland
14	Polish Economic Society	Associated member	Poland

Food in Eco Network – internationalization and global competitiveness
of European SMEs in Food and Eco Logistics Sector



FOODNET

PARTNERS

