



D6.9 Functioning short food supply chain stakeholders community in the SMARTCHAIN platform

Work Package 6

AMP



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Executive Summary

This document presents the strategies and activities executed for the SFSC stakeholder community building based on the GAIN transition model and related gamification dynamics presented in Deliverable D6.8 "Design for the basic gamification model and community building". The objective of this paper is to present the achieved results of building this short food supply chain stakeholder community and interlinking this community to the SMARTCHAIN innovation platform.

Within the first phase the creation of a SMARTCHAIN community of SFSC actors across Europe was the focus point. Every GAIN level needs different community building strategies and tools to establish and orchestrate these communities. The results of the implementation of these community building strategies and gamification principles on each GAIN level within the Dutch Hub are presented in this report to showcase the usefulness and prospects of the model. Eventually working towards the establishment of a European SFSC stakeholder community, in which all members are actively involved in a community LinkedIn group page named the [Short Food Chain EU community](#). The growth and expansion of this SFSC stakeholder community was realised by conducting a Social Network Analysis followed by a community activation strategy including a content plan. Complementary to the establishment of a SFSC stakeholder community the formation of a student community based on various GAIN levels is elaborated upon.

The second phase focused on the integration of this community into the SMARTCHAIN innovation platform. To create an incentive for members to join the SMARTCHAIN innovation platform useful information is offered that can only be accessed through involvement and incentives based on the GAIN transition model. The information consists of an [animation video explaining the essence of the GAIN transition model](#). Followed by the ability to access a [GAIN model tab on the platform](#) with additional information on GAIN model: GAIN in practice, the theory, research and innovations.

Moreover, an e-learning course for SFSC stakeholders to implement innovations from the innovation inventory to their case is established in T6.3. This course is structured based on the GAIN levels. In order to align the course and the [innovation inventory](#) with GAIN, the inventory has been enriched with a GAIN level filter, enabling it to sort the SFSC innovations to the right level for implementation (local, regional, national, international). Throughout the course the participants are incentivized to join the SFSC EU community and share their experiences and successes within the community. In this way the innovation platform and SFSC stakeholder community are interconnected, all by following and implementing the GAIN transition model. The community is still very active on the [SFSC EU community LinkedIn page](#) and they, as well as the SMARTCHAIN innovation platform, will be kept in existence after the SMARTCHAIN project.

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1. Introduction

This document focuses on the facilitation of community building and sharing of information and knowledge between SFSC stakeholders based on the [GAIN transition model](#). Which is a novel framework based on gamification that seeks to provide a holistic and actionable framework for actors to coalesce and strategically collaborate towards a common vision. This conceptual framework emerged out of practical knowledge and experience in the journey of Local2Local (Dutch Hub case study) to grow the regional food system around Utrecht. This GAIN Transition Model continues to provide the overarching strategy for Local2Local and has been implemented within the H2020 SMARTCHAIN consortium to build a SFSC stakeholder community and provide structure to the innovation inventory and e-learning course.

The community building strategy for SFSC stakeholders within SMARTCHAIN consists of two strategic phases. The first phase focused on creating a SMARTCHAIN community with SFSC actors across Europe. In order to create this community a LinkedIn group page has been created named the [Short Food Chain EU community](#), accompanied with a communication and activation strategy for the community members to make the LinkedIn page attractive. The second phase focused on the integration of this community into the SMARTCHAIN innovation platform. In order to link these members of the community to the platform a certain incentive was needed for them to join the SMARTCHAIN innovation platform. This incentive is given by providing relevant information, that can only be accessed through involvement and incentives based on the GAIN transition model. This paper explains the community building strategies that have been implemented in the Dutch SMARTCHAIN hub throughout all the GAIN levels. Followed by strategies to connect the SFSC community and activate them to participate and use the SMARTCHAIN innovation platform.

1.1 Background information

Several frameworks have been proposed to better conceptualize change in food systems, the GAIN model has served Local2Local very well, enabling the organization to become one of the few SFSCs initiatives to be not only financially self-sufficient but profitable while at the same time grow a resilient and interconnected interregional food movement in the Netherlands.

The GAIN transition model presents 4 levels of engagement and collaboration for the SFSC-actors and -stakeholders. The model offers great opportunities to increase the competitiveness and sustainability of short chains with practical and strategic solutions. The various level playing fields are divided in 4 levels: LEVEL 1 (local), LEVEL 2 (regional), LEVEL 3 (interregional / national) and LEVEL 4 (international).

To put these levels in perspective the example of [Local2Local](#) (L2L) is given. At this moment, L2L is the leading SFSC-company in the province of Utrecht (LEVEL I), and has brought SFSC-actors and -stakeholders together in the regional alliance [Utrecht Food Freedom](#) (LEVEL 2). L2L is one of the founding members of the national [Task Force Short Chain](#) (LEVEL III) and it is also the Dutch case study for the European Commission's SMARTCHAIN H2020 Consortium (LEVEL IV). Moreover, the Dutch minister of Agriculture, Nature and Food Quality (LNV) and SMARTCHAIN H2020 have adopted and mandated the GAIN transition model. In this way all 4 levels are vertically connected. The following section will elaborate the strategies and mechanisms implemented to build and expand these SFSC stakeholder communities within the various GAIN levels.

2. Community building strategies based on GAIN

Community building starts with the creation of chains of trust, which have been formed by Local2Local on various levels using the GAIN transition model. Within the following sections it is explained how community building is achieved. Particularly in level 4 the community building strategies within SMARTCHAIN for the establishment of the Short Food Chain EU Community and linkage of this community to the SMARTCHAIN innovation platform are elaborated upon.

2.1 Level 1 community building strategies

The community building strategies on level one mainly consists of practical collaboration between local farmers and stakeholders. Ultimately aiming to build a connection between the farmers and consumers, which can be achieved by community building events, storytelling, branding, product development or weekly markets and vegetables subscriptions. Through these collaborations, the communities of SFSC stakeholders can evolve in regional collaborations to exploit collaborative services and strategies, the formation of these regional alliances refer to GAIN level 2 and are elaborated upon in the following section.

2.2 Level 2 community building strategies

The practical collaborations among regional SFSC actors within level 1 are the fundament for the establishment of regional alliances in level 2. In the case of Local2Local this practical collaboration evolved with universities, healthcare institutions and social day care centers enabling disabled people to discover and develop through work. These practical collaborations evolved in the creation of a regional alliance by organizing stakeholder events among these regional SFSC actors. The aim of these events was to align their vision and aims to support the establishment of a regional food system. This alignment among regional actors resulted in strategic collaborations to create visibility and setting an official consortium of regional actors supporting the development of SFSCs in the region of Utrecht through a shared vision and signed consortium agreement.

Other regional alliances have been established in the Netherlands, besides Utrecht Food Freedom there are successful alliances in every province of the Netherlands. The first strategic collaboration between regional alliances have been formed between Local2Local and FlevoFood to supply the Metropolitan region of Amsterdam with local food¹. This has led to an integrative collaboration between the provinces of Flevoland, Utrecht and Noord-Holland. The regional alliances have developed a robust online platform, set up the logistics and forged cooperation with key parties. These results are a perfect example of the reward mechanism included in the GAIN model. In level 3 of GAIN the facilitation of a co-creative process between these regional alliances led to a national community of leading SFSC initiatives in the Netherlands.

2.3 Level 3 community building strategies and tools

This level aims to facilitate the co-creation between regional alliances facing overarching challenges for collectively building a stronger SFSC system. In this level challenge rooms are organized to overcome shared challenges, on occasion combining the innovation inventories of regional alliances consisting of data, tools, money, range, authority, and expertise.

In order to induce SFSC actors to collaborate in a competitive environment, an understandable model needed to be established. Therefore, the GAIN model was presented to various food transition consortia, communities and related ministries. As a result the Taksforce Short Chain (TKK) was established, represented by 6 SFSC leaders creating a program, an advisory board and a vision document which has been mandated by the Ministry of Agriculture ([‘On our way with a new perspective’](#), page 64). Moreover, an [online LinkedIn community](#) has been established with almost 600 SFSC stakeholders actively sharing interesting developments and projects related to SFSCs in the Netherlands.

The Taskforce creates unique collaborations which aim to strengthen and support the regional SFSC alliances through facilitating the sharing of knowledge, facilitating development, and making the best possible use of the momentum. The coordination of this collaborative process among regional alliances was organized by the

¹ <https://local2local.nl/blog/stakeholdersbijeenkomst-van-flevofood-een-succes/>

TKK². With the input from various short food chain initiatives from different regions three program lines have been drawn up by the TKK for: multichannel approach, logistics and data. Short chain parties could then register to participate in these program lines and a national challenge room was organized based on these shared challenges per program line³. The TKK just initiates, co-creates, and manages this process by facilitating the co-creative process within these challenge rooms, through combining the available inventory of different actors a strong ability to develop targeted solutions is established.

After these challenge rooms, the mandate from the Ministry of Agriculture (LNV) for the TKK, being the leading party in the short chain movement, was consolidated into the national trade mission of LNV.⁴ Other simultaneous developments on a national scale were the Support Your Locals campaign and the Red Cross project, supporting the SFSCs during the COVID crisis⁵. Subsequently, the TKK started a process in which various officials from LNV, representatives from all provinces and short chain entrepreneurs participated in working sessions, interviews, surveys or contributed in another way. Resulting in a National Roadmap for establishing collaboration among SFSCs in the Netherlands, including:

1. Insight into the way in which the instruments of all parties (attention, communication, network, policy, legislation & regulations and finances) can be deployed effectively and in a coordinated manner;
2. Insight into how the supra-regional coordination can add to, relate to, and function alongside what provinces and the national government are already doing;
3. An idea of how this envisaged cooperation can relate to other platforms and structures such as the Interprovincial Consultation;
4. An elaborated ambition level on the size of the short chain in the Netherlands (in both production and consumption) based on actual data and a supported definition of the short chain (EU 1305/2013).
5. A proposal to "ensure tailor-made advice to small-scale producers of local, regional products on food safety".
6. A supported proposal for sustainable financing of the cooperation with a shared basis, correct governance in order to continuously strengthen the short chains permanently.

The above insights have, together with the provinces and the Ministry of Agriculture, Nature and Food Quality (LNV), been worked out into a step-by-step plan and relevant instruments have been determined, suitable to an ambition level for the next three years. The report has not yet been published officially, estimated moment is in September 2021. This national governance structure makes it possible for the National SFSCs to collaborate and align with level IV GAIN programs and consortia, working with similar themes and work packages as European research programs.

2.4 Level 4 community building strategies and tools

The GAIN transition model is introduced on a European level within the SMARTCHAIN project to support the collaboration among SFSC actors and guide the SFSC stakeholder community building. The dissemination of the GAIN model through projects and various networks has led to positive resonance towards the model on an international scale. In addition, to the dissemination of the model via the SMARTCHAIN and other platforms several delegations have been welcomed in the Netherland. On August 26th, 2019 the Swiss delegation from

² <https://taskforcekorteketen.nl/van-drachten-tot-strijen-het-land-door-met-de-taskforce-korte-keten/>

³ <https://taskforcekorteketen.nl/korte-keten-challenge-room-2020/>

⁴ <https://taskforcekorteketen.nl/nationale-samenwerking-korte-keten/>).

⁵ <https://taskforcekorteketen.nl/support-your-locals-doe-mee/>, <https://taskforcekorteketen.nl/rode-kruis-start-met-uitdelen-voedselboxen-voor-getroffenen-coronacrisis/>

the Department of Landscape and Nature consisting of administrators, agricultural, environmental and structural engineers and students from the Canton of Zurich visited the Dutch Hub of SMARTCHAIN for knowledge exchange about agricultural and food chain innovation in the Netherlands and opportunities for cooperation between Switzerland and the Netherlands. In May of 2020 the Scottish Rural Youth Project's innovation safari in the Netherlands included a visit to the Dutch Hub from Amped. Here the GAIN transition model was instrumental in quickly identifying shared challenges, opportunities and sustainable ambitions. The participating delegation of the [Scottish Agricultural Organisation Society Ltd](#) (SAOS) followed up for consultation sessions at Amped in July. SAOS and partners embraced the stepping stones and committed to applying GAIN. The Scottish partners are keen to move forward and roll out the Scottish-Dutch collaboration. Although the GAIN model was positively received within various consortia, the SMARTCHAIN consortia was the leading case and therefore our efforts focused on this network. The following strategies and tools have been implemented to establish the EU SFSC stakeholder community.

Community Building strategies and tools within SMARTCHAIN

The Short Food Chain EU Community has set the goal of removing the main obstacles for short food supply chains in the coming years. By connecting initiatives, organizations, knowledge institutions and entrepreneurs, the community generates knowledge, inspiration, tools, and data that can be used in a circular fashion. Which enables entrepreneurs and initiatives to scale up, realize profitable revenue models, create new collaborations, and jointly achieve more impact. All members are encouraged to contribute and share.

To let this SFSC EU community flourish various strategies and activities have been executed. First a LinkedIn group page, the [Short Food Chain EU community](#) was created next to the existing formal project page, as an accessible, intuitive, and interactive platform. Within this group page members can share content and invite relevant contacts within their network to join the SFCC community page, enabling the community to expand greatly. To improve the level of interactions and the expansion of the community the SMARTCHAIN consortium jointly introduced several efforts:

a. Shared content calendar

In order to start the flow of content on this page we created a content calendar for our SMARTCHAIN consortium partners which increased the attractiveness of the page by featuring more content and interaction. By leading as an example, we supported the new community members to start sharing by using repeating agenda invitations and reminders to motivate them to post. Within this community page every week many members of the community post interesting events, publications, webinars to attend or practical tips and developments related to short food supply chains, in their country or internationally

b. Strategic analysed invitation rounds to expand the community

The community started with 40 members and quickly grew to 120 members. After this phase a Social Network Analysis (see Annex IV) was conducted to select relevant contacts within the networks of the community members to be invited. The selection process of this trusted network of actors can be visualised by using LinkedIn connection databases, showing their mutual connections.

The goal of such an analysis is to find out which hidden connections there are within the combined networks of LinkedIn users. Moreover, resulting from this analysis the community members invited their mutual connections, and the community exponentially grew to almost 300 members, and still 500 new relevant contacts are pending to accept their invitation to join the community. Currently, the community has more than 330 members.

Additionally, from an innovation ecosystem perspective the Strength2Food and SMARTCHAIN community joined forces and now collectively engage within the community page, the following steps were taken to connect and combine the communities:

1. Tailoring the SMARTCHAIN consortium content calendar to make it more SFSC generic: We removed the WP leader posts since this is focused too much on SMARTCHAIN content. And we remind our partners (hub managers, case studies, knowledge partners) to post content through an agenda invite. The instructions are focussing on posting SFSC related content instead of the SMARTCHAIN deliverables.
2. Communicate the fusion with the Strength2Food consortium of the SMARTCHAIN members: Announcing the new community building strategy by combining multiple SFSC consortia/networks towards the SMARTCHAIN partners. Accordingly, the community page name was changed from SMARTCHAIN community to Short Food Chain EU Community.
3. Expand the SFSC EU community through a Social Network analysis approach to determine relevant contacts to invite, as described above.
4. Instruct the Strength2Food consortium partners to join the community and instruct them to post on this page, the S2F consortium coordinators were given admin access to activate and instruct their consortium members.
5. Collectively creating a shared SFSC consortia and community database to connect and invite their members to join the SFSC EU LinkedIn community (see Appendix IV for the overview)

c. **In-depth innovation ecosystem analysis**

The foundation for strong innovation ecosystems is trust, knowing each other and sharing the same values and vision. The previously explained Social Network Analysis forms a perfect base for the selection process of this trusted network of actors. The analysis of the datasets and dividing the represented people, organisations and institutions into various innovation ecosystem actor types provides relevant insights on an individual as well as an organizational level. As an example [the Dutch short food supply chain ecosystem map](#) can be accessed. For an example of in-depth research on the Dutch SFSC Innovation Ecosystem, you can read this research: [Sustainable Food Transition Through Collaborative Short Food Supply Chains](#).

The creation of an innovation ecosystem map provides strategic insights about the different types of actors that need to be represented to enable a systemic transition. This shows who do we all know and who do we know together. By obtaining these insights the SMARTCHAIN consortium can:

- I.** Show other consortia which force fields they are dealing with and can collaborate with.
- II.** Act as a strong consortium towards organisations and institutions.
- III.** Give input for the selection of actors to collaborate with based on the missing actor types within the ecosystem.
- IV.** Funnel and prioritise communication activities and strategies.

3. **Building a student community**

From the inception of Local2Local we opened our doors for internships, research, and work on sustainability projects in the SFSC. It is part of Local2Local's mission to connect young, talented students and young professionals to projects and initiatives that contribute to a transition towards a more sustainable food system. By enabling these young people with work in the food transition, a workforce and network with transitional potential is growing, because motivated young people ignite others. Therefore, we established a community of Talents throughout various student networks and educational institutions, launching [Local2Local Talents](#). This way the future generations contribute to innovative sustainable services and products through the connection of knowledge and labour and receive access to the network and innovation of the current SFSCs.

L2L Talents offers the on- and offline platform to match young professionals and knowledge with farmers and other actors, on soil use, production, and the transition to sustainable food production. Local2Local Talents offers job and career opportunities for students, graduates and young professionals as volunteers, interns, temporary/seasonal workers and sustainability consultants. In addition, it offers workshops around SFSC topics and opportunities for networking.

L2L Talents relates to many running and upcoming projects and collaborations through the partner network of Local2Local. The strategy for success of putting talents to work in the food transition is based on the GAIN transition model:

- LEVEL I (local): students work on local food projects;
- LEVEL II (regional): students work on regional food projects, such as Utrecht Food Freedom;
- LEVEL III (national): on the national level students can be matched with the activities of Taskforce Korte Keten. This coincides with implementing the same approach within other knowledge institutes and regions;
- LEVEL IV (international): we aim to apply this student community strategy also on a European level. Students will work internationally in rotation and exchange between countries.

Local2Local Talents starts primarily on LEVEL I, but the move to LEVEL II can be made relatively quickly and there's a direct connection with LEVEL IV from the start. On all levels the SDG-guidelines and -instruments are prerequisites. [Watch the video of the interview with one of the talents, Cristina Arribas.](#)



Practical activities to date:

- [Work for Local2Local](#)
- [Working for the farmer](#)
- [Market new food products based on residual flows](#)
- [Internships and research in the short food supply chain](#)
- [Supporting sustainable events](#)
- [Deployment of volunteers](#)
- [Food transition projects](#)

4. Linking the SFSC community and the SMARTCHAIN innovation platform

The second phase focuses on integrating the SFSC community within the SMARTCHAIN innovation platform. To link these members of the community to the platform a certain incentive is needed for them to join the SMARTCHAIN innovation platform. This incentive is given by getting access to information when registering on the innovation platform, the sources of information accessible on the platform are described in the following sections.

4.1 Homepage GAIN transition model

The [GAIN transition model home page](#) has been formed and integrated in the SMARTCHAIN Innovation platform. In order to briefly describe what the GAIN model entails, complemented with the creation of a clear [animation video explaining the GAIN transition model](#) and an invitation to the [Short Food Chain EU community](#) to link the community to the innovation platform. The visitors are incentivized to register to the platform, in order to generate a database of the platform users' profiles certain fields need to be filled in: motivation to use the platform, name, LinkedIn, organizations name, country, website, stakeholder type and the innovation hub they are interested in.

As a reward for conducting the registration process, the platform members get access to more information about the GAIN transition model (see Annex V for the full information), in short:

Tab 1: GAIN model in practise

GAIN model resonates within other countries and consortia

Tab 2: GAIN Theory

GAIN model elaborated + clarifying animation video

Tab 3: GAIN based research

Ecosystem research

Ecosystem map

Upcoming: Scientific publication article

Tab 4: GAIN based innovations

Smartshortchain (SFSC Blockchain innovation)

PlayLocal2Local (SFSC gamification innovation)

4.2 Innovation inventory based on GAIN levels (sorted innovations)

The innovation inventory within the SMARTCHAIN innovation platform is extended by adding an extra filter option to the inventory based on the GAIN levels, sorting the innovations on the relevant applicable level for implementation (local, regional, interregional, or international). As shown below some examples of innovations based on GAIN levels are displayed.

Mobile poultry coops



Landwirtschaftskammer Niedersachsen (Chamber of Agriculture Lower-Saxony) supports the mobile poultry farming (organic and conve...

GAIN I

[more >](#)

Hermeneus marketplace



Hermeneus is a free and responsible consumption community, in which sellers and buyers contact directly to buy and sell products...

GAIN II

[more >](#)

Smartshortchain



Amped and FoodInsights are commissioned by the Ministry of Agriculture, Nature and Food quality to develop a blockchain technolo...

GAIN III

[more >](#)

Regulation of the SFSCs



The compliance of the existing regulations, and/or the lack of regulations in the SFSCs. Good practices for the implementation o...

GAIN I

GAIN II

GAIN III

GAIN IV

[pdf >](#)

The sorting of these innovations has been realized by auditing the technological feasibility, financial feasibility and organizational aspects needed to implement these innovations. Based on these indicators the innovation would be feasible to be implemented by a local practitioner, regional alliance, national coalition or by an international cooperation/ institution:

Level	1 Local	Works for individual farmers, producer, companies.
Level	2 Regional	For small-scaled farmers it can be a collective tool. Shared service can be the core of a regional alliance
Level	3 National/ interregional	Shared on national scale among alliances
Level	4 International	Institutionalization on an international scale EU certification scheme/ policy recommendations

4.3 E-learning course based on GAIN levels

The e-learning course “Best Practices in Short Food Supply Chain Innovations” developed within T6.3.2 aims to understand how practitioners can apply SFSC innovations in their own work from the perspective of technological, social, environmental, and other advances. To understand what SFSC innovations are and the differences between innovations that apply at the local, the regional and the national/international levels the course is structured based on the four GAIN transition model levels. Additionally, practitioners learn to understand, implement, and benefit from different levels of collaboration in SFSC interactions by applying the GAIN model. Moreover, during the course the participants are invited to join and engage within the Short Food Chain EU community.

For the course-attendees to receive a certificate from SMARTCHAIN attesting their completion of the course, they must complete all activities within 6 weeks of starting the course and must have a grade of 80% or above on the final quiz. The structure including the GAIN transition model principles and dynamics resulted in the inclusion of the following GAIN elements:

Week 1, Introduction:

- The history and origin of the GAIN transition model.
- The GAIN transition model and gamification concepts.
- Additional information: Special Issue manuscript, GAIN page on the SMARTCHAIN Platform.
- Invitation to join the Short food chain EU community and introduce yourself and your organisation.

Week 2, Local level:

- Explanation of the Innovation & Initiative Inventory.
- Types of LOCAL innovations (Level I), relevant to better understand the local perspective.
- Two examples of local innovations implemented ([Biofruit/Fruit Press](#) + [Vending machines](#)).

Week 3, Regional level:

- Types of Regional innovations (Level II), relevant to better understand the regional perspective.
- Two examples of regional innovations implemented ([Hermeneus Platform](#) + [Community Supported Agriculture, SoLaWi](#)).

Week 4, National/ International level:

- Introduction to national/ international SFSC collaboration (Strength2Food and SMARTCHAIN connection).
- Two examples of national/ international implemented innovations ([Participatory Guarantee Systems](#) + [SMARTSHORTCHAIN](#)).

Week 5, Further steps for SFSC Community Building

- Best Practice Guide for the implementation of innovative solutions (Eduardo Puertolas).
- Further steps/ Reflection on Smart Specialization (Camille Aouinait, Agroscope).
- Further steps/ Reflection on Consumers and consumer insights (Betty Chang, EUFIC).
- Further steps/ Reflection on GAIN model (Mark Frederiks & Bob Massar, Amped; Remco Veltkamp, University of Utrecht).
- Examples of level IV consortia.
- Invitation to share relevant research, implementation of innovations within the SFSC EU Community

5. Conclusion

The SFSC stakeholder community has grown by implementing various activation strategies guided by the GAIN transition model based on gamification principles. The results of the implementation of these strategies and principles on each GAIN level within the Dutch Hub are presented in this report to showcase the usefulness and prospects of the model.

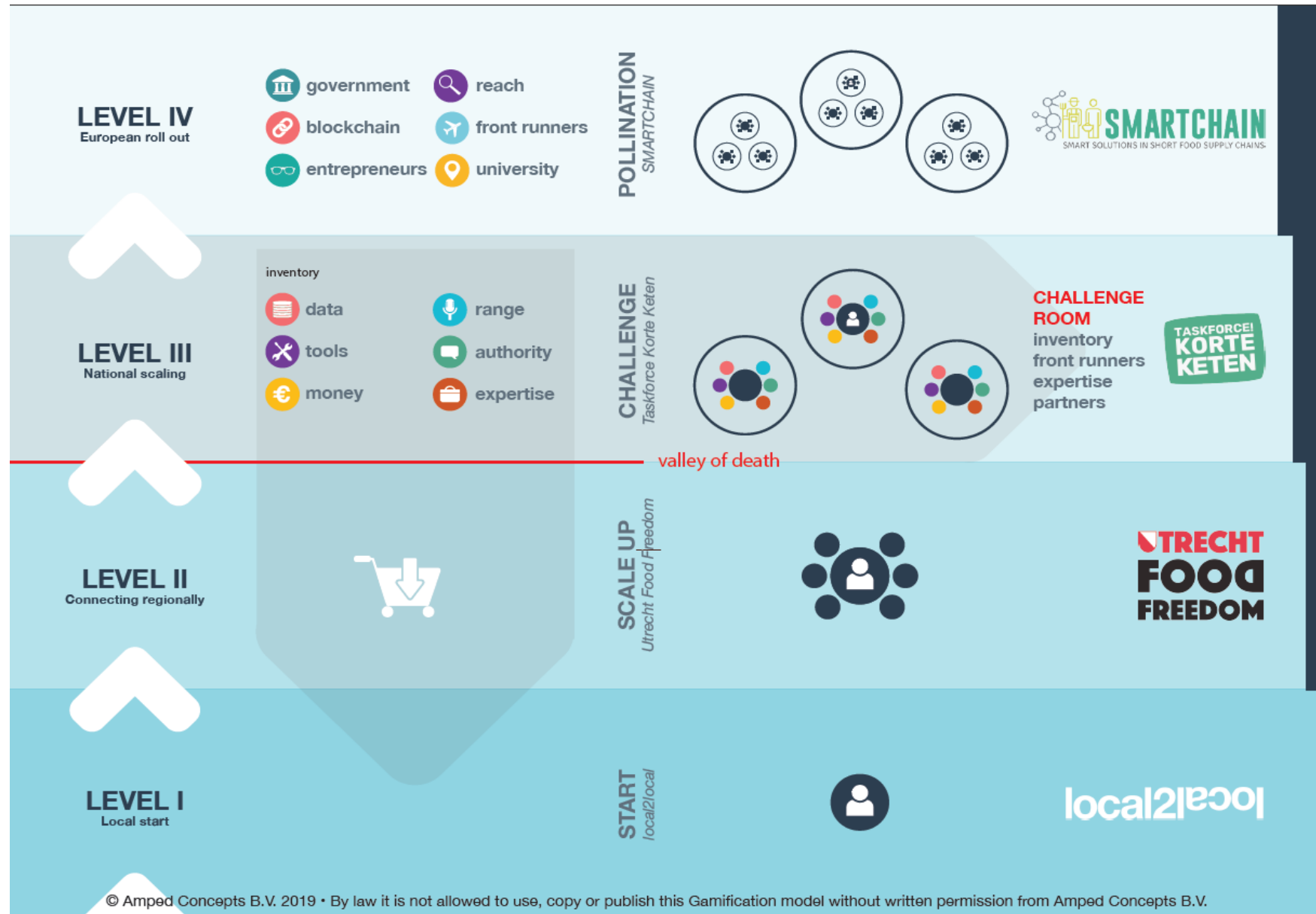
Every GAIN level needs different community building strategies and tools to establish and orchestrate these communities. At level 1, where the individual participant experiences autonomy in the SFSC, practical collaboration with other autonomous individuals helps develop the necessary chains of trust. At level 2, where continued social interaction and practical collaboration has built trust and loyalty it is important to start forming regional alliances for knowledge exchange. At level 3 regional alliances are solid and the ecosystem is ready to address the structural changes necessary to transition to a sustainable food system. Here the inventory of each participant is activated on a collective level. At level 4 an international community of SFSC initiatives, strengthened by their respective ecosystems and knowledge, are a powerful enough force to start seeing the potential to really pose a challenge to the status quo.

Various tools have been explained to support the SFSC community building: Social Network Analysis based on LinkedIn datasets for selection of relevant contacts to invite, shared content calendar to generate engagement by setting an example within the LinkedIn community and the combining of SFSC consortia on an EU level. Complementary to the establishment of a SFSC stakeholder community the formation of a student community based on various GAIN levels is elaborated upon. These student communities offer a tool to capture the value of the current knowledge and networks for the future. In this way young professionals can contribute to the transition, gain knowledge and working experience and are empowered to continue in this sector. Furthermore, they contribute with their know-how, their creativity and motivation to help SFSC actors with diverse problems. The community building consists of connecting students and young professionals via educational institutions and student organizations and offering them workshops, job skills, a platform for job matching and access to an interactive network.

In sequence the established SFSC communities were linked to the SMARTCHAIN Innovation platform, guided by the GAIN transition model. To make this link various tools and materials have been created, starting with an [animation video explaining the essence of the GAIN transition model](#). Followed by the creation of a [GAIN model tab on the platform](#) with additional information on GAIN model in practice, the theory, research and innovations. This information can be accessed by registration to the Innovation platform, providing incentive for SFSC stakeholders to connect with the Innovation Platform.

Moreover, the e-learning guiding SFSC stakeholders to implement innovations from the innovation inventory to their case is structured by using the GAIN model levels. In this way SFSC stakeholders engage and implement the GAIN model in an interactive and hands-on way. Therefore, the [innovation inventory](#) has been enriched with a GAIN level filter, enabling it to sort the SFSC innovations to the right level for implementation (local, regional, national, international). Throughout the course the participants are incentivized to join the SFSC EU community and share their experiences and successes within the community, already 243 stakeholders registered and 83 conducted the e-learning course. In this way the innovation platform and community are interconnected, all by following and implementing the GAIN transition model. The community is still very active on the [SFSC EU community LinkedIn page](#) and will be keep in existence after the SMARTCHAIN project.

Annex I GAIN transition model

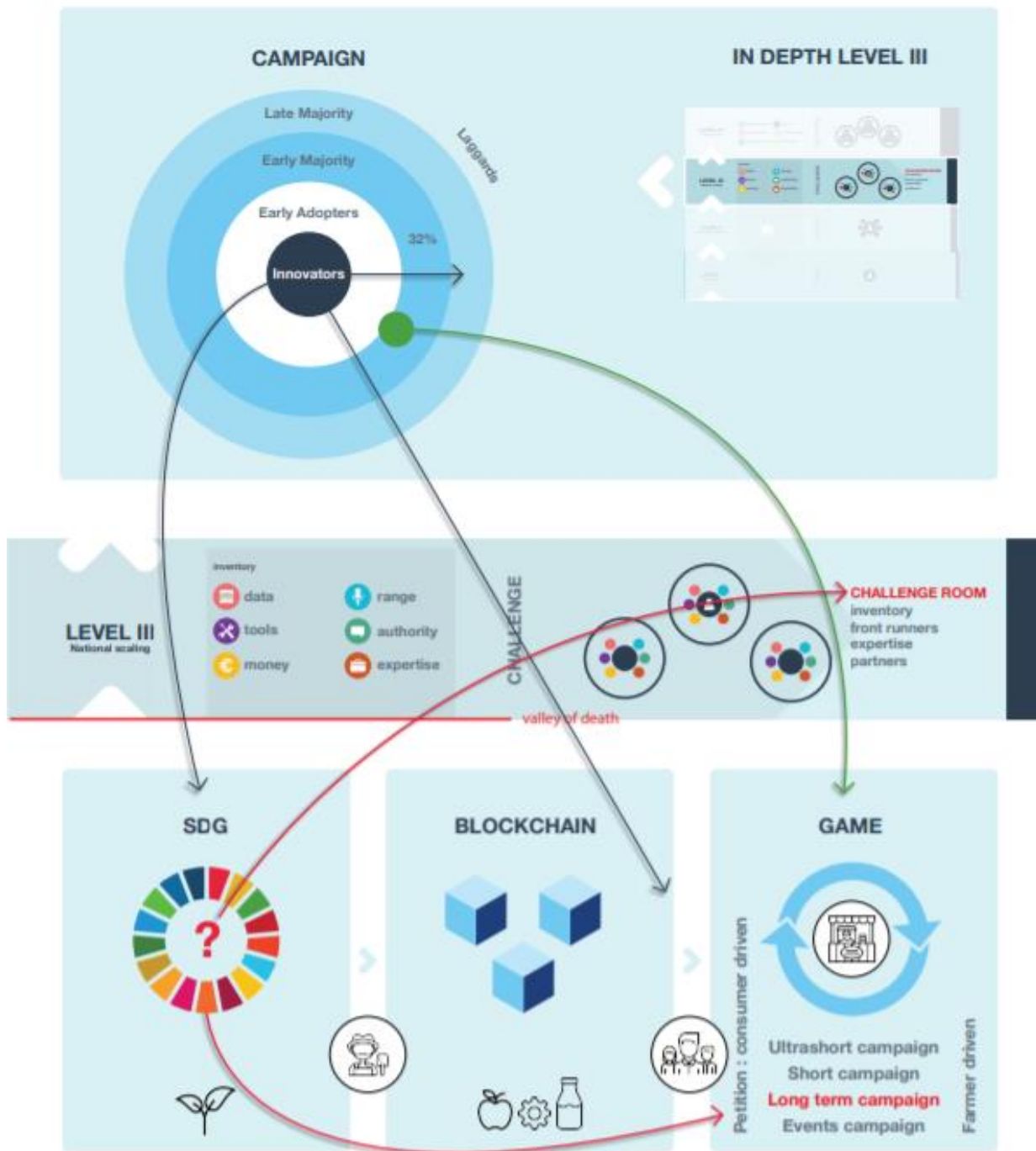


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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 773785

Annex II GAIN transition model - marketing strategy



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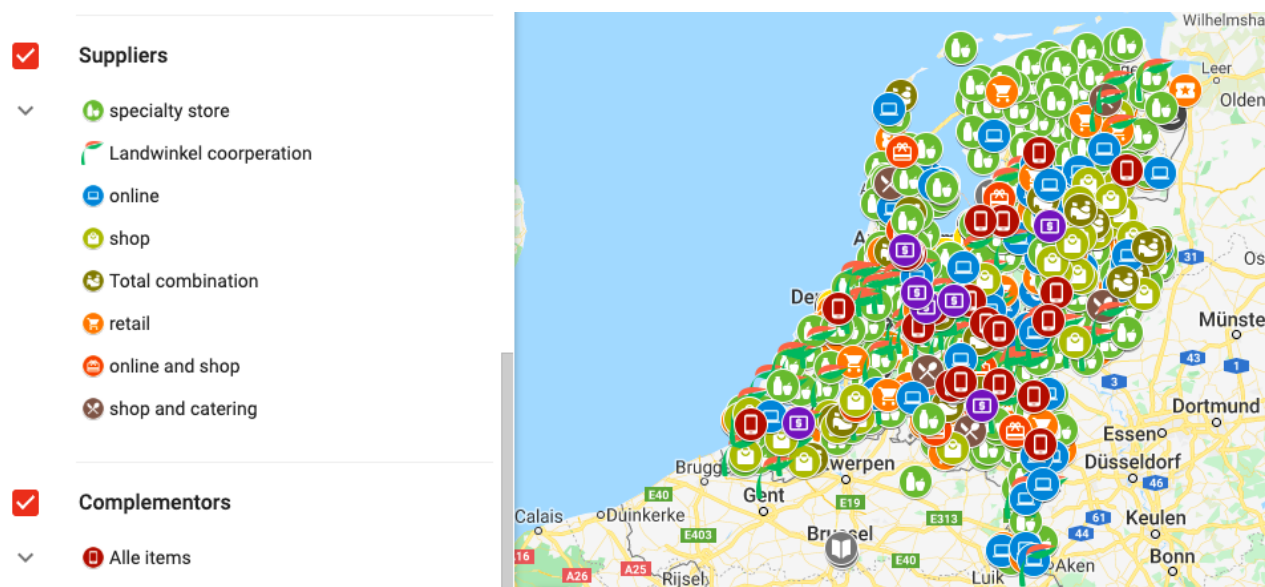
Annex III Social Network Analysis process and instructions

The chains of trust forming the basis of the ecosystem analysis

The foundation for strong innovation ecosystems is trust, knowing each other and sharing the same values and vision. The selection process of this trusted network of actors can be complemented with a social network analysis by using LinkedIn connection databases. By retrieving the LinkedIn connections databases of SFSC frontrunners and experts, their mutual connections can be visualised. These insights are both relevant on an individual level as well as an organizational. The goal is to find out which hidden connections there are within your networks.

The combined network databases can be visualized through a software tool based on mutual connections. Nodes (people) can be filtered on the amount of mutual connections, showing the connectivity within the actor networks. The lists of mutual connections per degree of connectivity can be valuable as it shows which people in the collective network are well known and are likely to collaborate or contribute to the collective action and goals.

This social network analysis will form the basis for the creation of the in-depth innovation ecosystem analysis, as an example the Dutch short food supply chain ecosystem map is shown below. The creation of an ecosystem map requires a more detailed analysis of the social network analysis databases.



Overall, the first step is to gain insights in the connectivity of your network, who do you all know and who do you know together. Followed by indicating the hidden mutual connections which might develop in collaborations and synergies within our networks. By obtaining these insights you can:

- Show other consortia which force fields they are dealing and can collaborate with.
- Acting as a strong consortium towards organisations and institutions.
- Giving input for the selection of actors to collaborate with based on the missing actor types within your ecosystem.
- Funnel and prioritise your communication activities and strategies.

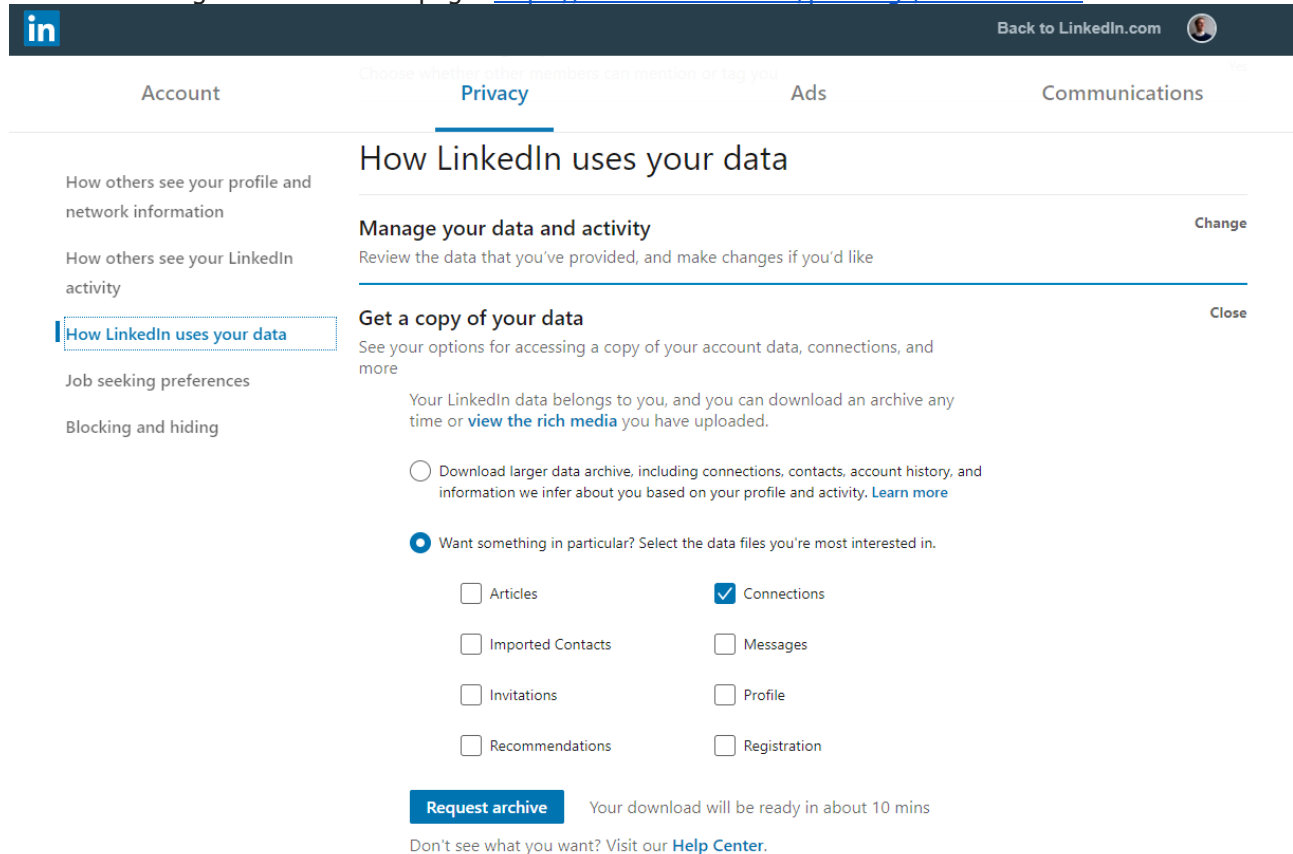


The procedure

Step 1

Download your LinkedIn connections database, select the connections tick box (as shown below) and click on request archive.

Use this link to get directed to the page: <https://www.linkedin.com/psettings/member-data>



The screenshot shows the LinkedIn Privacy settings page. The 'Privacy' tab is selected. The main heading is 'How LinkedIn uses your data'. Under 'Manage your data and activity', there is a 'Get a copy of your data' section. Two options are available: 'Download larger data archive' (unselected) and 'Want something in particular? Select the data files you're most interested in.' (selected). Under the second option, a grid of checkboxes is shown: Articles, Imported Contacts, Invitations, Recommendations, Connections (checked), Messages, Profile, and Registration. A 'Request archive' button is visible, along with a note that the download will be ready in about 10 minutes.

Remove the e-mail addresses column from the dataset (according to AVG guidelines)
Send the CSV/ Excel file to:

Step 2

Combine the lists and conduct the Social Network Analysis, by selecting and visualising the relationships with 5 or more cross-connections and then enrich them with different characteristics.

Annex IV. SFSC consortia and community database

Name	Organisation/People	Website	LinkedIn profile (if any)	Twitter profile (if any)
AgriFood Community	EU-project	http://www.shortfoodchain.eu/	https://www.linkedin.com/company/short-food-supply-chain-community/	https://twitter.com/shortfoodchain
Food in a box	EU-project	https://www.fox-foodprocessinginabox.eu/	https://www.linkedin.com/groups/13794216/	
Foodchains4Europe	EU-project	https://www.interregeurope.eu/foodchains4eu/		
SKIN	EU-project	http://www.shortfoodchain.eu/	https://www.linkedin.com/company/short-food-supply-chain-community/?viewAsMember=true	https://twitter.com/shortfoodchain
Taskforce short food supply chain	Network	https://taskforcekorteketen.nl/		
LTO Netherlands	Dutch farmer organisation	https://www.ltonoord.nl/		
Transition coalition Food Netherlands	Network	https://transitiecoalitievoedsel.nl/		
Climate KIC consortium Metropole region Amsterdam	cross kic deep demonstration	https://www.climate-kic.org/		
EIT mobility KIC community	cross kic deep demonstration	https://www.eiturbanmobility.eu/		
EIT Food	Istanbul network for short food chains	https://www.eitfood.eu/		
IMPACTHUB NL, Turkey, Austria	Network	https://impacthub.net/		
Floriade Netherlands	Network	https://floriade.com/nl/		
SAOS Scotisch food & Drink org	Network	https://saos.coop/		
Netwerk platteland Netherlands	Network	https://netwerkplatteland.nl/		
Smartchain project	EU-project	https://www.linkedin.com/company/smartchain-h2020-project/about/		
Nature Friendly Farming Network	Network	https://www.linkedin.com/company/nature-friendly-farming-network/		
CO-FRESH	EU-project			https://twitter.com/COFRESH_H2020
PAGE - Pisa Agricultural Economics	Research group of University of Pisa working on #food and #rural studies for #sustainability	page.agr.unipi.it		https://twitter.com/PagePisa
Agricology	A hub for exchanging practical information on agroecology to support a transition to more sustainable agriculture, regardless of labels!	agricology.co.uk		https://twitter.com/agricology
FoodChain SpA	blockchain tech providers for food supply chain	food-chain.it		https://twitter.com/FoodChainIT
MilkQuaProject	PRIMA-EU funded project - Milk Quality along the Dairy Chain for a Safe and Sustainable Milk			https://twitter.com/MilkQuaProject
Agrolink Flanders		agrolink-vlaanderen.be		https://twitter.com/AgroFlanders
Open Food Network UK	Community Supported Software connecting producers, food hubs and customers online	openfoodnetwork.org.uk		https://twitter.com/OpenFoodNetUK
Ciheim FTN Community	Network of Ciheim Alumni of Mediterranean Agronomic Institute of Bari (Ciheim Bari)			https://twitter.com/MAIBFTNCommunity
Food Hub	Netherlands, food and agriculture education, involved in task force Korte Keten	https://thefoodhub.org/		https://twitter.com/Food_Hub
Joris Lohman	co-founder of Food Hub			https://twitter.com/JorisLohman
FARMINFIN	Erasmus+ project aiming to train farmers with knowledge, skills and competences to implement innovative financing means.			https://twitter.com/farminfin
INTIA	Transfer and innovation in the agri-food sector that helps improve both its viability and its sustainability. They have created an app to link customers with small producers (https://sardetiksardeskara.com/)	intiasa.es		https://twitter.com/IntiaSa
Agri Marketplace	B2B digital marketplace where fair trade becomes easy, fast and transparent! We want to connect farmers with agribusiness, so that they can make their transactions and contact the industry interested in buying on our platform.	agrimg.com		https://twitter.com/AgriMarketplace
Animal Task Force	European public-private partnership of key stakeholders from industry, farmers & research, promoting R&I for a sustainable animal production sector in Europe.	animaltaskforce.eu		https://twitter.com/AnimalTaskFrc
i2connect-h2020	H2020 project that aims to fuel the competencies of advisors who will support and facilitate interactive innovation in EU agriculture and forestry.	i2connect-h2020.eu		https://twitter.com/i2connect_EU
world farmers' organisation		www.wfo-oma.org	https://www.linkedin.com/company/world-farmer's-organisation?trk=NUS_CMPY_FOL-pdctd	https://twitter.com/worldfarmersorg

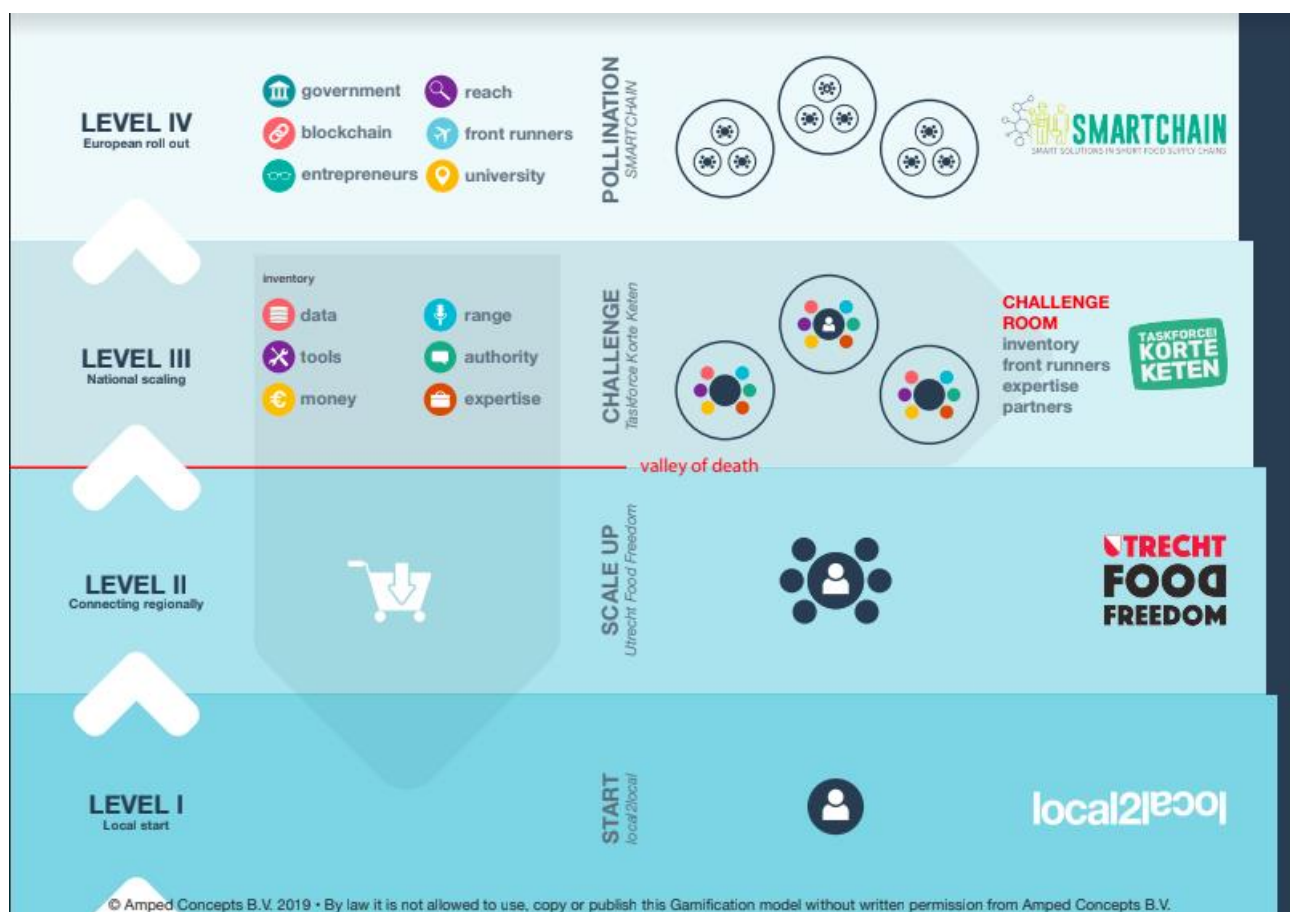
SAOS Supply Chain	SAOS Supply Chain Team supporting Scottish agri-food sector in innovation & supply chain excellence.	saos.coop		https://twitter.com/SaosSupply
Marieke Laméris		http://www.proeflabwageningen.nl/		https://twitter.com/mariekelameris
Jens Rommel	agricultural economist	https://www.slu.se/en/cv/jens-rommel/		https://twitter.com/rommel_jens
EUREKA	funded project that is exploring the feasibility of building an EU-level Agricultural Knowledge Reservoir for a stronger #AKIS	h2020eureka.eu		https://twitter.com/H2020Eureka
SmartAgriHubs	EU-funded	smartagrihubs.eu		https://twitter.com/SmartAgriHubs
SHERPA - Rural Science Society Policy Interfaces	EU-funded	https://rural-interfaces.eu/		https://twitter.com/ruralinterfaces
PoliRural	EU-funded, how rural areas can attract more people for living, work & investment			https://twitter.com/PoliRural_H2020
SALSA	EU-funded - contribution of small farms and food businesses to sustainable food and nutrition security.	http://www.salsa.uevora.pt/		https://twitter.com/SalsaH2020
LIVERUR	EU-funded	liverur.eu		https://twitter.com/liverur
Netwerk Platteland	Dutch rural network	https://netwerkplatteland.nl/		https://twitter.com/nwplatteland
Harppammo	Think Thank on sustainable food chains	http://harppaamo.org/		https://twitter.com/harppaamo
UNISECO	EU-funded - sustainability of agro-ecological farming systems	https://uniseco-project.eu/		https://twitter.com/ProjectUniseco
GATES	EU-funded (ended) game-based training platform to train agrifood professionals on the use of Smart Farming Technology,	https://www.gates-game.eu/		https://twitter.com/GATES_project
AgriShort	Project AgriShort aims to strengthen the capacity of institutions and encourage them to actively participate in the development of the agricultural sector by introducing models of short food supply chains in cross border area of Hungary and Croatia.	http://agrishort.eu/		
The European Network for Rural Development (ENRD)	Hub for exchange of information on Rural Development policy	https://enrd.ec.europa.eu/	https://www.linkedin.com/company/enrd-contact-point/	
FASFC	The Belgian Federal Agency for the Safety of the Food Chain	https://www.fasfc.be/		
Reseau Rural Francais	French	https://www.reseaurural.fr/	https://www.linkedin.com/company/reseaururalfrancais	https://twitter.com/reseaururalfr
INRAE	L'INSTITUT NATIONAL DE RECHERCHE POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT	https://www.inrae.fr/	https://www.linkedin.com/company/test-science	https://twitter.com/INRAE_France
FOX (Food processing in a box)	FOX food processing in a box	https://www.fox-foodprocessing.inabox.eu/		
Eurocoop	NGO	https://www.eurocoop.coop/	https://www.linkedin.com/company/eurocoop--aisbl	https://twitter.com/eurocoopteam
ARC2020	non-profit NGO focused on better farming, food, rural and environmental policy and practice in Europe	https://www.arc2020.eu/		
CELCAA	the European Liaison Committee for Agricultural and Agri-Food Trade	https://celcaa.eu/		
Clitravi	The Liaison Centre for the Meat Processing Industry in the European Union (CLITRAVI)	http://www.clitravi.com/		
EFFAT	European Federation of Trade Unions in the Food, Agriculture and Tourism	https://effat.org/		
FoodDrinkEurope	FoodDrinkEurope represents Europe's food and drink industry, the largest manufacturing sector in the EU	https://www.fooddrinkeurope.eu/	https://www.linkedin.com/company/fooddrinkeurope	https://twitter.com/fooddrinkeu
Friends of the Earth Europe		https://www.foeeurope.org/		https://twitter.com/foeeurope
Francesco Torregiani	PhD Research on logistics for SFSC		https://www.linkedin.com/in/francesco-torregiani-904a5794/	
Claudia Panciarotti	Research on SFSC		https://www.linkedin.com/in/claudia-panciarotti-80675b88/	
EIP-AGRI Service Point	The European Innovation Partnership on Agricultural Productivity & Sustainability		https://www.linkedin.com/in/eipagriservicepoint/	
Anniek Canjels	Senior Adviser EU Public Affairs Agrifood & Internationalization		https://www.linkedin.com/in/anniemekcanjels/	
Annette Toft	Director at Danish Agriculture and Food Council in Brussels		https://www.linkedin.com/in/annette-toft-7b7b5138/	
ARCA - Associació d'Iniciatives Rurals de Catalunya	Network	http://desenvolupamentrural.cat/es/associacio-d-iniciatives-rurals-de-catalunya-arca	https://www.linkedin.com/company/arca-associaci-d-inicivies-rurals-de-catalunya/	
ELARD - European Leader Association for Rural Development	International non-profit making association	http://elard.eu/	https://www.linkedin.com/company/european-leader-association-for-rural-development--elard/about/	
Food Supply Chain Coalition	Coalition of universities and experts in SFSC		https://www.linkedin.com/company/food-supply-chain-coalition/	
Fabien Santini	Deputy Head of Unit - Governance of agri-food markets en DG AGRI		https://www.linkedin.com/in/fabien-santini-a9b70234/	

Annex V. GAIN transition model tabs on Innovation platform

Homepage GAIN

[:https://www.SMARTCHAIN-platform.eu/en/gain-model](https://www.SMARTCHAIN-platform.eu/en/gain-model)

The GAIN transition model presents 4 levels of engagement and collaboration for the SFSC-actors and -stakeholders. The model offers great opportunities to increase the competitiveness and sustainability of short chains with practical and strategic solutions, to accelerate a sustainable food transition through facilitating collaboration among short food supply chain actors. The various level playing fields are divided in 4 levels: LEVEL 1 (local), LEVEL (regional), LEVEL 3 (interregional / national) and LEVEL 4 (international). To put this theoretical model in perspective, see the results on the implementation of this model by visiting the tab GAIN model in practise here.



The primary benefits of the GAIN model

- Enabling collaboration between actors and stakeholders on the local, regional, national and EU levels;
- A network of hundreds of e-commerce platforms for local products, stakeholders that work together on added value models, by way of Data, Money, Authority, Tools, Expertise and Reach;
- Boost of social engagement and empowerment of networks to re-establish the connection between consumers and farmers;
- Application of blockchain technology for value-based business models guided by SDGs (water collection, carbon capture, food as medicine, etc.);

- Community empowered campaign strategy to transition from 'early adopter' to 'early majority' by creating demand driven markets.

You're able to participate and benefit from this GAIN model integration within the SMARTCHAIN innovation platform. By registering to the innovation platform you will start as a level 1 player and get access to i) our SFSC innovation inventory, ii) searching our database of SFSC publications or weblinks iii) overview of the SMARTCHAIN network. In order to access higher detailed and strategic levels of information and tools we ask you to contribute to our inventory of SFSC initiatives and participate in our GAIN model collaboration game by sharing and connecting your network and innovation tools. If you are interested, then [register on the SMARTCHAIN Platform](http://www.SMARTCHAIN-platform.eu). (www.SMARTCHAIN-platform.eu)

Do you want to get in contact and interact with members of this SMARTCHAIN community? Then we welcome you to join [our community page!](#) Within this community all members share and gain knowledge, expertise and practical solutions related to short food supply chains! With the overall aim to create a strong ecosystem of SFSC actors that will strategically collaborate and exploit synergies within these networks of actors, in order to accelerate the shift towards collaborative SFSC.

Feel free to share information and invite relevant contacts within your network to [join the EU SFSC community!](#)

Tab 1: GAIN model in practise

To put these levels in perspective the example of [Local2Local](#) (L2L) is given. At this moment, L2L is the leading SFSC-company in the province of Utrecht (LEVEL I), and has brought SFSC-actors and -stakeholders together in the regional alliance [Utrecht Food Freedom](#) (LEVEL 2). L2L is one of the founding members of the national [Task Force Short Chain](#) (LEVEL III) and it is also the Dutch case study for the European Commission's SMARTCHAIN H2020 Consortium (LEVEL IV). Moreover, the Dutch minister of Agriculture, Nature and Food Quality (LNV) and SMARTCHAIN H2020 have adopted and mandated the GAIN transition model. In this way all 4 levels are vertically connected. For more information about the GAIN model theory click here.

The GAIN model resonates

Various national and international consortia, ministries and operational groups have visited or approached the Dutch SMARTCHAIN hub to learn about the GAIN transition model.



Swiss delegation visits SMARTCHAIN Dutch Hub at Fort bij 't Hemeltje

On August 26th 2019 the Swiss delegation from the Department of Landscape and Nature consisting of administrators, agricultural, environmental and structural engineers and students from the Canton of Zurich visited the Dutch Hub of SMARTCHAIN H2020 at Amped for knowledge exchange about agricultural and food chain innovation in the Netherlands and opportunities for cooperation between Switzerland and the Netherlands. [Read more...](#)

Ministry board directors of Economic Affairs (EZK) & Agriculture, Nature and Food Quality (LNV) visit Taskforce Short Chain and Dutch Hub SMARTCHAIN for inspiration



In the Realization Plan Vision LNV '[On our way with a new perspective](#)' minister Carola Schouten describes how the movement towards circular agriculture has truly started and is irreversible. In this plan, the minister has mandated the [Task Force Short Chain](#) (TKK) as the guiding organization regarding the role that short food supply chains play in this transition to circular agriculture (see [Realization Plan, page 64](#)).

As a result of the minister's mandate, the directors of the ministry of Agriculture (LNV) and the ministry of Economic Affairs (EZK) visited the TKK and the Dutch Hub SMARTCHAIN at Fort bij 't Hemeltje in Houten on September 12th 2019 for an inspiration session for the implementation of the vision. [Read more...](#)

International WCDI-participants visit Dutch HUB SMARTCHAIN

On September 13th 2019, thirty international course participants visited Amped, the Dutch HUB-manager for SMARTCHAIN H2020, at Fort bij 't Hemeltje in Houten. This visit was part of a tour for the Short Course '[Food and Nutrition Security in Urbanizing Societies](#)', facilitated by the [Wageningen Centre for Development Innovation](#) (WCDI, WUR). [Read more...](#)



SMARTCHAIN GAIN model presented to Copa Cogeca Taskforce on agricultural technologies in Brussels



On December 6th 2019 Mark Frederiks of Amped (Dutch Hub Manager SMARTCHAIN) presented the GAIN transition model to the Copa Cogeca Task Force on agricultural technologies. The GAIN model is [instrumental in the EU SMARTCHAIN project](#).

Mark Frederiks asked the Task Force to help with implementation of the GAIN model in the EU, looking to connect with new and existing calls and projects.

GAIN model resonates in Scotland

In May of 2020 the Scottish Rural Youth Project's innovation safari in the Netherlands included a visit to Dutch Hub Amped. Amped's [GAIN transition model](#) (developed within the SMARTCHAIN-project) was instrumental in quickly identifying shared challenges, opportunities and sustainable ambitions.

The participating delegation of [Scottish Agricultural Organisation Society Ltd](#) (SAOS) followed up for consultation sessions at Amped in July. SAOS and partners embraced the stepping stones and committed to applying GAIN. In early February 2020 Amped traveled to Edinburgh to meet and engage with the SAOS team, explore GAIN and Local2Local, and have an exploratory strategy session with Scottish Government and food industry leaders.

The Scottish partners are keen to move forward and roll out the Scottish-Dutch collaboration.

Amped contact information

Mark Frederiks - Managing Director

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Tab 2: GAIN Theory

A systemic problem requires a systemic solution

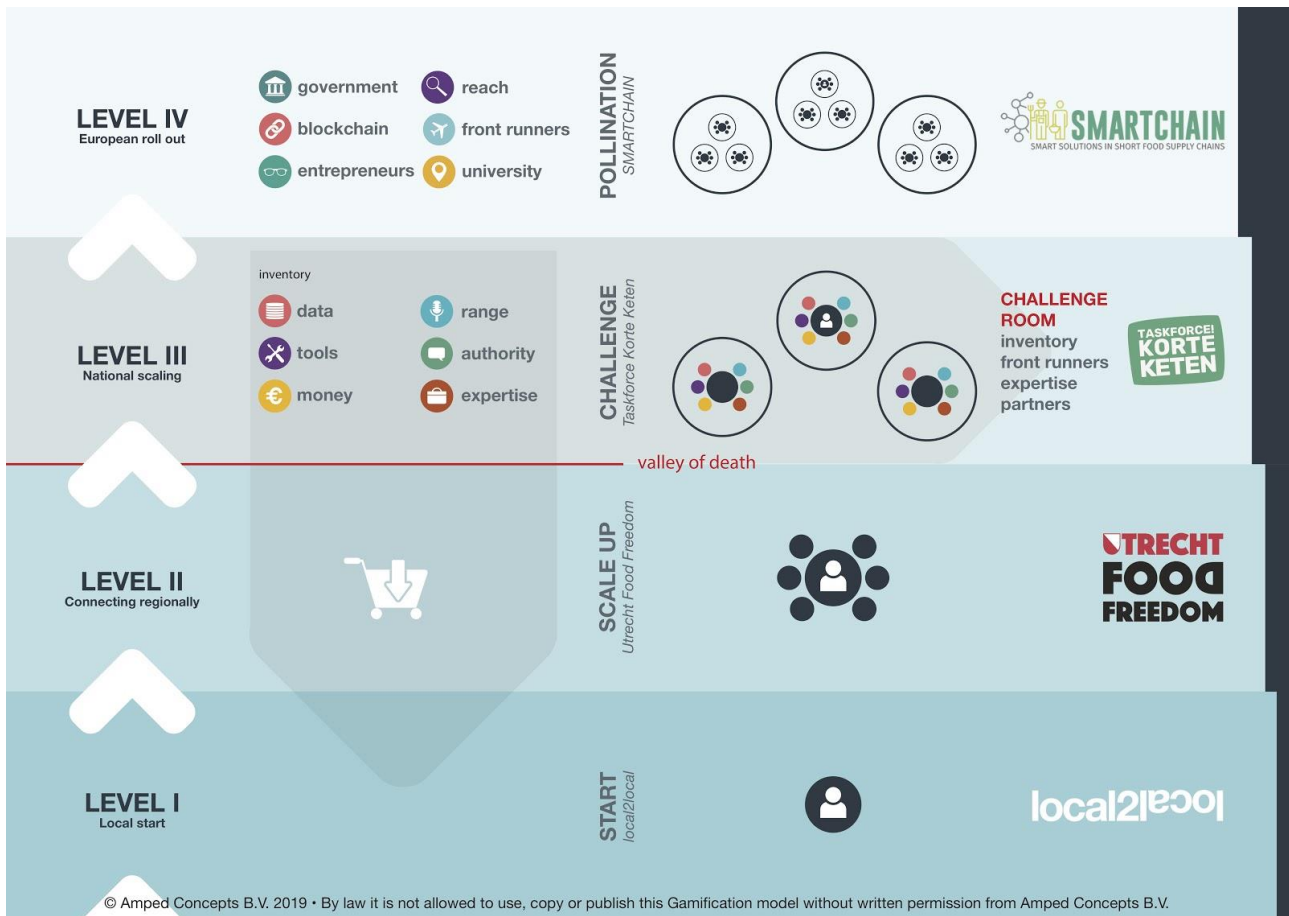
Local2Local was established in 2014 as a local short food supply chain company in the Utrecht region, in cooperation with 20 farmers. Upon growing this partnership with producers and cooperation with other SFSC-actors, initiatives and regional alliances, Amped developed its own transition model (inspired by Lucas Simons' Market Transformation Model and Marko Hekkert' Innovation system transition theories) to aim for systemic impact: GAIN.



Watch this tutorial video: [transitional model GAIN](#) (integrate as lightbox video on website)

GAIN transition model

For that, Amped developed the GAIN transition model, based on game mechanics. It is a gamification of the way we'd like to strengthen and accelerate the transition by way of short food chain cooperation and circular investment mechanics.



LEVEL I

Gaming works in levels, this also applies to GAIN. LEVEL I represents your own world, as a single local player in the short supply chain. A strong, centered individual who determines what happens in that world, how the house, garden and other things in close proximity look.

LEVEL II

Next, you move to LEVEL II. You've been working really hard and you're doing well. You're a short chain entrepreneur and you've established a substantial group of friends. For instance, you work with and supply a local hospital, a municipality and the provincial council. The funny thing is, this is still all about a product from the current food system to which you attach all kinds of properties and values. The product is supposedly more wholesome, healthier and sustainable. In some cases that's true, but in most cases it's not. The supermarkets sell apples that are just as good as the ones you sell in your webshop. That sounds silly, but it's true. The only difference: the farmer gets a better price from you and your business model is way more complicated than the supermarket's.

LEVEL III

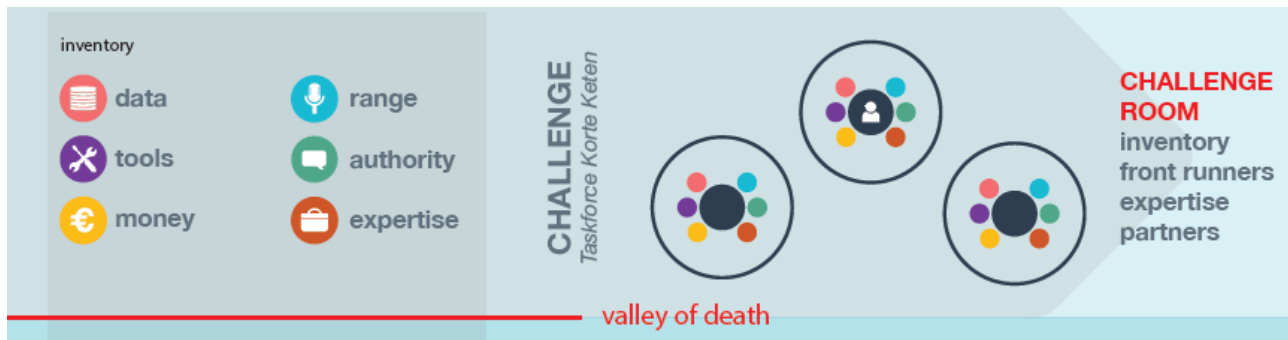
Most short supply chain entrepreneurs find themselves at LEVEL II, but the question of how to really have systemic impact won't get answered at LEVEL II. When you get to LEVEL III and really understand what's needed to change the food system, you realize you're not able to and you don't generate enough revenue to pick up that challenge by yourself in the first place.

Taskforce

In the Netherlands, Local2Local and 6 other food chain initiatives realized the power and potential of LEVEL II cooperation for impact and founded the Task Force Short Chain (TKK) to help empower the existing regional SFSC-dynamics. One year later the Task Force Short Chain's vision was adopted in the Ministry of Agriculture's action plan on food transition, and the minister mandated the TKK to provide leadership and guidance.

LEVEL III - Challenge Room

For this, GAIN provides a Challenge Room. The Challenge Room is a separate section within the level, a place where you and your collaborators (stakeholders) put your ideas, tools and resources on the table to solve a shared problem. Once resolved, you continue on your own path, but you make good use of the instruments and strategy that you developed together.



For example: in World of Warcraft there's a huge monster and to defeat this monster you need, among other items, three things; 1) a little jar of poisoned powder, which Player 1 throws at the monster's eyes to subdue it, 2) player 2 follows up on player 1 and hits the monster on the head with a big hammer, 3) the monster falls to the ground, his neck is exposed and player 3 eliminates the monster with a precise and effective cut from a small knife.

LEVEL III – Inventory

These weapons originate from the so-called Inventory. You can not defeat the monster by yourself, you HAVE to work together. The inventory we can rely on in the short supply chain contains:

- Data: all players combined we have a very clear view on market dynamics, of our target audiences, how we can steer things in a certain direction. For example, by utilizing new ways of participation, investments in farms, shifting pension funds, etc.
- Reach: our combined on- and offline reach allows us to run very valuable campaigns. At the moment this is very fragmented and limited. The potential: we could reach 2 to 3 million consumers on the premise of sustainability.

LEVEL III – Dynamics

So, how does this all look in relation to the many startups which are being activated with national, regional and other funding? Suppose I start a regionally sourced restaurant in Amsterdam's metropolitan area and I'm in need of quite a few things: products, imagery, logistical insights, marketing/reach, etc. We say: buy it from us, with your startup funds. We'll give you a substantial discount, as we've already built what you need. We learned a lot of lessons, so benefit, come and get it. Don't reinvent the wheel. This way we're able to grow an ecosystem that can be used to further advance best practices and sales with clients, with real data.

For example: each of the Task Force's front-runners works with one or more hospitals, separately in their own region. It would be fantastic if these front-runners would work together and create a powerful proposition for a food model, based on comprehensive data sets and use the best assets and revenue models, which would benefit all stakeholders and not in the least; the health of the hospital's patients.

LEVEL I, II, and III

Task Force Short Chain represents these three levels. Empowering circular, short food supply chains. We ask everyone to stop doing or funding 'fun new things' (reinventing the wheel) and consider all the expertise, reach and data we have at our fingertips, which we can mobilise in close cooperation. Because that's the key to reaching a level playing field and leverage with supermarkets and other market players, in order to make

the transition possible.

The GAIN model's foundation is trust, knowing each other. The short supply chain is about real connections between real people who are open to inclusive growth and are willing to share. We need to pursue transparency and determine the nature of relationships, what belongs to whom? When the participants (like short chain partners, producers, universities, etc) come together in the Challenge Room (in changing compositions), realise that the room is 'temporary'. All participants bring their inventory and put it on the table. The challenge, problem or question is dealt with in a closed environment.



The Challenge Room will have clearly defined rules. Everything comes together and upon conclusion everything is taken out again. The participant, i.e. the player retains ownership of expertise, data and tools.

In short, the Challenge Room has become the birthplace of answers to many questions.

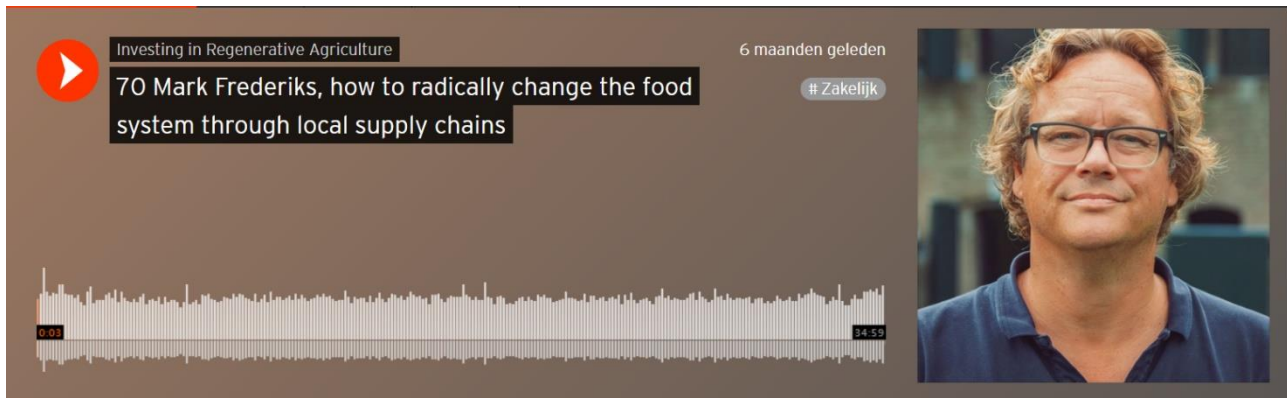
LEVEL IV

When you look at this entire model, then LEVEL I is about 'Me, myself and I build my own enterprise and world'. At LEVEL II you're expanding your activities and you have friends. LEVEL III allows you to find peers (alliances) to meet great challenges. So how do we make sure to collect enough money and resources together to achieve a level playing field with, for instance, the supermarket chains? They are very aware of what's going on in the short supply chain. For this LEVEL IV compliments the dynamics and momentum with circular learning and funding mechanics.

The primair benefits of GAIN

- Enabling collaboration between actors and stakeholders on the local, regional, national and EU levels;
- A network of hundreds of e-commerce platforms for local products, stakeholders that work together on added value models, by way of Data, Money, Authority, Tools, Expertise and Reach;

- Boost of social engagement and empowerment of networks to re-establish the connection between consumers and farmers;
- Application of blockchain technology for value-based business models guided by SDGs (water collection, carbon capture, food as medicine, etc.);
- Community empowered campaign strategy to transition from 'early adopter' to 'early majority' by creating demand driven markets.



An interview with Mark Frederiks, entrepreneur and Dutch Hub Manager SMARTCHAIN, on short food webs. How to reconnect the consumer with the farmer to radically change the food system. Interviewed by Koen van Sijen, Senior Manager at Toniic, host of the Podcast: *Investing in Regenerative Agriculture and Food*.

Tab 3: GAIN based research

Sustainable food transition through collaborative short food supply chains

Amped commissioned academic research into the SFSC-ecosystem of the Netherlands and the viability of the GAIN transition model, on behalf of the Task Force Short Chain. The purpose of this research was to provide comprehensive insights regarding the SFSC innovation ecosystem and solidify the foundation of a strategic collective system building approach for strengthening the innovation ecosystem of short food supply chains in the Netherlands.

This research report was authored by Bob Massar, who interned at Amped as part of the Sustainable Business and Innovation Internship of the faculty of Geosciences at Utrecht University (Amped SMARTCHAIN-partner). Bob Massar is currently employed by Amped as Medior Project Manager and coordinator for SMARTCHAIN H2020. For the research report [click here](#).



amped

**TASKFORCE
KORTE
KETEN**

SUSTAINABLE FOOD TRANSITION THROUGH COLLABORATIVE SHORT FOOD SUPPLY CHAINS



**A STRATEGIC COLLECTIVE
SYSTEM BUILDING APPROACH
FOR STRENGTHENING THE
INNOVATION ECOSYSTEM OF
SHORT FOOD SUPPLY CHAINS
IN THE NETHERLANDS**

Author: Bob Massar | bobmassar94@gmail.com

Institute: Utrecht University, Faculty of
Geosciences

Programme: Sustainable Business and Innovation
Internship

Supervisor: Marc van Woudenberg and Mark
Frederiks

Date: 22-7-2019

This research is supported by **Amped** (research
internship), and the **Taskforce Korte keten** (network
support), and **Utrecht University** (research support).

Another results of this research regarding the SFSC innovation ecosystem is the creation of a map which visualises the Dutch SFSC ecosystems, as part of the SMARTCHAIN H2020-project.



Map: [Short food supply chain ecosystem of the Netherlands](#)

TAB 4: GAIN based innovations

Radical transparency and demand-driven food chains via blockchain

[Amped](#) and [FoodInsights](#) started a project, commissioned by the Ministry of Agriculture, Nature and Food Quality, which entails applying blockchain technology to set up a demand-driven and transparent (short) food chain. This assignment was set out at the request of the Task Force Short Chain (TKK). The aim of this project is to gain insights about added values of agricultural products and to collect the evidence that can lead to a paradigm shift in the food chain.



URL: https://www.youtube.com/watch?time_continue=12&v=u4ZHXRyX1Qo&feature=emb_logo

The Short Chain Task Force can accelerate this development within its network and will use the technology to strengthen the chains of trust between citizens and farmers. [Read more...](#)

PlayLocal2Local

PlayLocal2Local is a pervasive game that is played on a digital device, but that leads to actions and transactions in the real world. The aim of the game is to connect consumers and farmers, through simulating a digital form of community steered agriculture (CSA) based on gamification principles. Similar to the CSA model, a citizen can commit to a provider's offer for a season. The most common way for this is to buy a 'harvest part'. This can be either part of the harvest of several crops and / or animals or part of the harvest of one crop or animal. The consumer can track the status of their 'harvest part', when this is ready for consumption the consumer needs to pick up their harvest at a local farm. In this way the social connection between consumer and producers is established.

