



SKIN

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



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

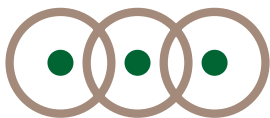


## OBJECTIVES

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

## IMPACT

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



## CHAIN

### BUILDING A NEW COMMUNITY OF RELATIONS

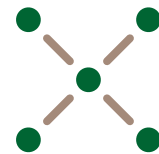
Short Food Supply Chains (SFSC) are characterized by maximum one intermediary between producer and consumer.



## EXCHANGE

### LEARNING, SHARING, INNOVATING

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



## NETWORK

### MANY LITTLE CLUMPS MAKE A BIG FIELD

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



## PROXIMITY

### FARMS, FOOD AND SOCIETY: TOGETHER, CLOSER

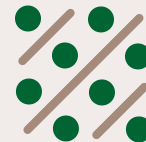
Proximity has a prominent role in SFSCs, both geographical and social. Ultimately, SFSCs are about the rebuilding of trustful relationships and common values.



## NATURE

### PROMOTING CIRCULARITY AMONG FARMERS, SOCIETY AND ENVIRONMENT

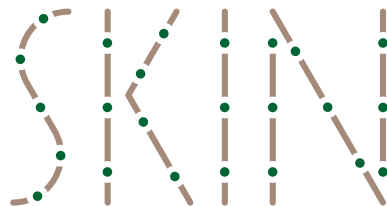
A multi-actor approach, involving key players beyond primary agrifood actors, will support the co-creation of an innovative pathway to care for nature, food and local environment.



## LAND USE

### MAKING A BETTER USE OF OUR LAND

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



SHORT SUPPLY CHAIN KNOWLEDGE  
AND INNOVATION NETWORK



AGRAR.PROJEKT.VEREIN



Collison  
& Associates Ltd



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 @shortfoodchain - #Agrifoodcommunity



This project has received funding from the European Union's Horizon 2020  
Research and Innovation programme under grant agreement N.728055