APRIL 19 - 20 2021

URBAN FARMING - INCLUSIVE GOVERNANCE DEALING WITH LAND SCARCITY IN CITIES

Impact Workshop | digital

Learn more on www.interregeurope.eu/cityzen
Living Labs as tools for capacity building in urban farming

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Reimagining and re-designing our agrifood systems

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ABOUT US

At Foodscale Hub we help mission-driven Agri-foodtech founders make an impact. From our headquarters in the heart of Belgrade and two offices in Greece and Serbia, we provide direct access to an international network of the most relevant mentors, partners, and growth opportunities.

We lead in capacity building and business support, internationalization and access to finance, communication, go-to-market strategies and business model innovation, and the design and development of international R+D projects, such as EU Horizon 2020 or industrial projects.
eM-POWERing SME Clusters to help SMEs overcome the valley of death

2020-2022 | €1.578.907 | BBI-2019-SO4-S4

MPowerBIO is building an online platform with digital tools for evaluating and training skills, enabling SME readiness for investment. It will hold 10 train-the-trainer sessions for 90 European bioeconomy clusters. The aim is to improve capacity to support SMEs in the high-quality preparation process of presenting their projects to investors.

FSH role: Design of services & content for capacity building and business support programmes.

Data-driven sustainable agri-food value chains

2020-2023 | €8.595.150,00 | RUR-06-2020

PLOUTOS is developing a Sustainable Innovation Framework that follows a systemic approach to the agrifood sector, building on three pillars: Behavioural Innovation, Sustainable Collaborative Business Model Innovation & Data-driven Technology Innovation.

FSH role: Sustainable Innovation Pilot (SIP9) - Facilitating the transfer of surplus food from farms to socially disadvantaged groups, by aligning logistics and processes in Serbia & North Macedonia.
ROBS4CROPS

Robots for protecting crops

2020-2024 | €7.928.092,50 | ICT-64-2020-IA

The vision of ROBS4CROPS is an agricultural sector where robots will replace humans in all heavy and unpleasant work.

FSH role: Dissemination, Communication, Exploitation

Cognitive Robotic System for Digitalized and Networked (Automated) Insect Farms

2021 - 2023 | €8.189.650,00 | ICT-64-2020-IA

CoRoSect addresses the dramatic need of coupling research on bionomics and life cycle of insects intended to be used as food and feed, with new robotic tools and protocols for mechanization and automation of insect farming.

FSH role: Dissemination, Communication, Ecosystem Building

D-RURAL

The service marketplace for European rural areas

2021-2024 | €15.305.665,00 | DT-ICT-09-2020

D-Rural overall goal it to co-develop and implement a digital solution that delivers multiple services to rural citizens while creating opportunities economic growth and quality of life improvements.

FSH role: Open Calls for Regional Demonstrators - Publication, Evaluation, Selection, Monitoring & Assessment
WHERE?  WHY?  WITH WHOM?  HOW?
WHERE?
Our story

The New Farm building was constructed in the late 1950s for electronics giant Philips, which sold the structure to the City of The Hague in the 1980s. In 2013, Urban Farmers set up business on the roof and top floor. Since then, the building has blossomed into an international hotspot for vertical urban farming and sustainable food production.
WHY?
HOW LIVING LABS WORK

People can be involved in all phases of the innovation process thanks to Living Lab methods. From idea generation to building prototypes, from design to commercialization.

ENoLL Living Labs are in regular contact with 1,650,000 citizens for experimentation and testing purposes.

ENoLL Living Labs reach out to around 50 million citizens with their activities and active presence in local communities.

KEY BENEFITS

- Increased knowledge about citizens
- Better business model design
- Business realism
- More desired products services
- Increased citizen satisfaction
Humans

Technologies

Business Models
Urban food value chains: Business models rely on people coming together
RESILIENT AND SUSTAINABLE FOOD SYSTEMS
WITH
WHOM?
“Delivery boys are the heroes of my hometown”

TZAMAL, Greek hip-hop artist
Startup = innovation pressure-cooker

If executed the right way, they can yield exponential returns including non-fiscal returns of investment like education and impact.
Unicorns

> $1 billion

Fast growth at all costs

“Move fast break things”
The WeWork fiasco of 2019, explained in 30 seconds

WeWork cofounder Adam Neumann. WeWork; Jackal Pan/Getty images; Samantha Lee/Business Insider

- **WeWork** has been in turmoil since it filed its public-offering paperwork in August.

From $47 billion to $10 billion in one month
The Zebra Manifesto
Jennifer Brandel
“Zebra companies are both black and white: they are profitable and improve society. They won’t sacrifice one for the other.”
sustainable profits at reasonable speed
HOW?
Decentralize it!
Vertical Farming, a sustainable innovation

September 10, 2019

Could new innovative light recipes in indoor farms hold the key to feeding the world’s growing population?
Grown in your neighborhood

We're
the INFARMERS
and your
NEIGHBOURHOOD
is our FARM
beeing
Your bees, your honey. Innovative tools and big data to protect bees and help urban and professional beekeepers.

buy on INDIEGOGO
URBAN FARM LAB

BIOFEED
Lannotelten tuotantoa
teollisuuden siluuviroista

BIOALGAE
Mikrokevän tuotantoa
CO2-hyödyntäminen
Biotekninen vedenpuhdistus

Metropolia  SITRA  urbanfarmlab
– WE ARE SUSTAINABLE URBAN FARMERS –
Supporting grass-roots initiatives
Rural – urban dependency

...works both ways
Reclaim a fair relationship
If people around the food value chain stop exchanging resources and knowledge at, the capacity of the system to produce safe and adequate food at affordable prices will be seriously undermined.
“What are you building? What are you building directly, or helping other people to build, or teaching other people to build, or taking care of people who are building?”

Marc Andreessen, co-founder and general partner of Andreessen Horowitz
Thank you for your attention!

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