





Facilitating the transfer of surplus food by aligning logistics & processes

Reducing food waste via a platform – Serbia & North Macedonia

Sustainable Innovation Pilot 9 (SIP9) aims at minimizing food waste in Serbia and North Macedonia by monitoring surplus food availability and connecting food donors, food recipients and volunteers. SIP9 streamlines surplus food donations from farms and other food producers, distributors and retailers and distributes food to socially disadvantaged groups, by collaborating with a vast network of partners (such as food banks, etc.).

-  **Outcomes:** More than 180 users have been registered and 198,484 kg of food have been donated through the platform through 104 realized donations.
-  **Practical Recommendations:** SIP9 has established and nurtured collaboration with all the relevant stakeholders. To ensure that our efforts are well known, a strong dissemination and communication activities have been conducted throughout the project lifetime. This was achieved through more than 40 appearances in various media outlets - podcasts, national and local television, radio, newspapers, portals, etc.
-  **Problems:** One problem reported is the lack of trust, time and willingness to use digital solutions, e.g. FoodSHare platform. This problem was solved by organising one-on-one meetings with each platform user and providing them help and guidance when it comes to using the platform.
-  **Outlook:** FoodSHare aims to reach first buying customers in the years 2024-2025 - in the second phase of the implementation roadmap. In this phase, FoodSHare platform will focus on the further development and increase of the user base, aiming to achieve 300 users in total by the end of 2025. In this phase, the venture is expected to achieve its first paying customers, namely local self-governments and large food retailers, and the first revenue.

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Description of project activities

The Ploutos project will develop a Sustainable Innovation Framework that follows a systemic approach to the agri-food sector, building on three pillars: Behavioural Innovation, Sustainable Collaborative Business Model Innovation and Data-Driven Technology Innovation. The project will deploy 11 Sustainable Innovation Pilots, where using a Multi-Actor Approach, new innovative solutions and methodologies will be implemented, tested, assessed and derive practical lessons learned. A Ploutos Innovation Academy will be established as a vehicle for integrating the know-how, best practices and assessments developed across the project and derived from the Sustainable Innovation Pilots.

Objective of the project

The main objective of Ploutos project is to help rebalance the agri-food value chain and enhance its sustainability (economic, environmental and social) by establishing a Sustainable Innovation Framework that is powered by an innovative combination of behavioral change, collaborative business model innovation and data-driven technological services.

PLOUTOS CONSORTIUM



-  33 Partners
-  11 Pilots
-  10 Countries
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