

Food4CE

Wprowadzenie do tematyki projektu Food4CE

Food4CE

Poznań | 24 kwietnia 2026

Spotkanie z Grupami Roboczymi
Inteligentnych Specjalizacji

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Łukasiewicz - Poznański Instytut Technologiczny

0 projekcie

Program: Interreg Central Europe

Priorytet: P1 - Cooperating for a smarter central Europe

Cel szczegółowy: SO1.1 - Strengthening innovation capacities in central Europe

Okres realizacji: 1.3.2023 - 28.2.2026 (36 miesięcy)



Cel projektu:

Wzmocnienie wymiany wiedzy logistycznej, o potrzebach oraz najlepszych praktykach pomiędzy Alternatywnymi Sieciami Żywnościowymi a ekspertami w logistyce dla współtworzenia innowacyjnych rozwiązań służących krótkim łańcuchom dostaw.

Food4CE - konsorcijum



University of Maribor

University of Maribor
(Lead partner)
Maribor - Slovenia (SI)
www.um.si



Regional
Development Agency
Podravje
Maribor - Slovenia (SI)
www.rra-podravje.si



HUNGARIAN UNIVERSITY OF
AGRICULTURE AND LIFE SCIENCES

Hungarian University of
Agriculture and Life
Sciences - Institute of
Food Science and
Technology
Gödöllő - Hungary (HU)
www.uni-mate.hu



Lukasiewicz
PIT

Lukasiewicz Research
Network - Institute of
Technology
Poznań - Poland (PL)
pit.lukasiewicz.gov.pl



ECONSULT
SEPARATE PLANES REALISATION

ECONSULT
Vienna - Austria (AT)
www.econsult.at



UAS BFI Vienna
Vienna - Austria (AT)
www.fh-vie.ac.at



Institute for Transport
and Logistics
Foundation
Bologna - Italy (IT)
www.fondazioneitl.org



POZNAŃ
UNIVERSITY
OF LIFE SCIENCES

Poznań University of
Life Sciences
Poznań - Poland (PL)
www.up.poznan.pl

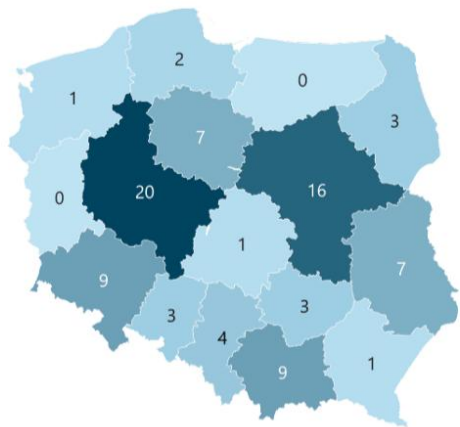


European Network of
Logistics Competence
Centres
Bruxelles - Belgium (BE)
www.openenlcc.net/



Fakty o Alternatywnych Sieciach Żywnościowych

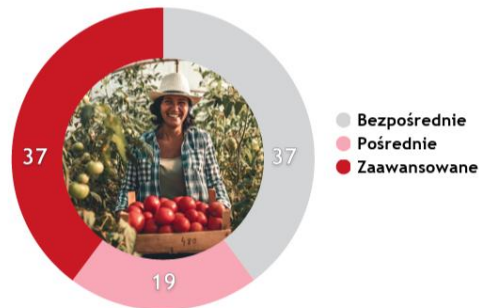
Lokalizacja geograficzna



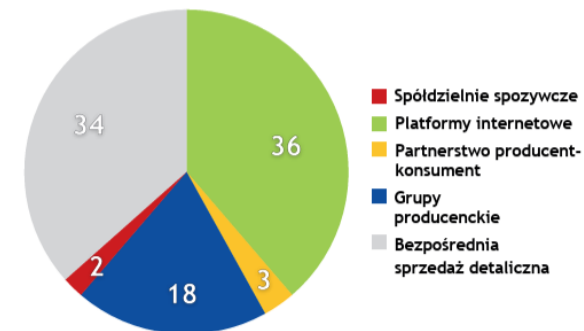
Pod względem geograficznym najwięcej AFN znajduje się w województwach: wielkopolskim (22%), mazowieckim (17%), małopolskim (10%) i śląskim (10%).

Poziom złożoności sieci AFN

W badaniu zidentyfikowano 93 potencjalne AFN w całej Polsce. Wśród nich 5 zidentyfikowano jako potencjalne najlepsze praktyki, co stanowi 5% ogółu. 37 sieci AFN zidentyfikowano jako bezpośrednie i zaawansowane, a 19 jako pośrednie.



Rodzaje zidentyfikowanych AFN



Transnational Innovation Hub

open
ENL
CC

5 Local Innovation Hubs



Best practices

Logistics solutions

Knowledge base Wiki



Business match

Business opportunities

Business events

Food4CE



KNOWLEDGE TRANSFER PLATFORM

1 BEST PRACTICES

2 KNOWLEDGE BASE

KNOWLEDGE TRANSFER PLATFORM

<https://www.openenlocc.net/food4ce/>



NAJLEPSZE PRAKTYKI

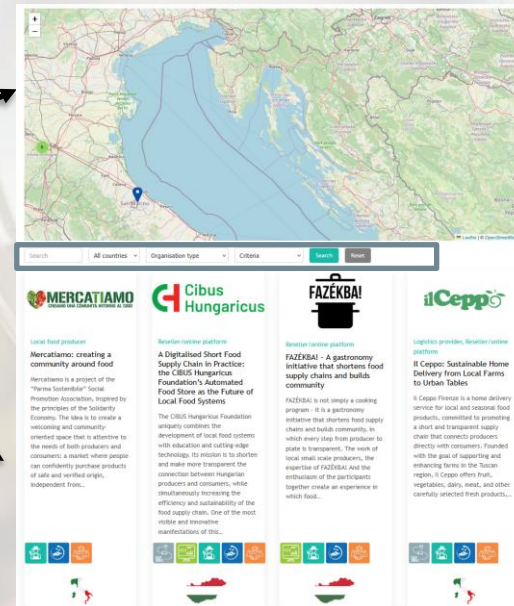
- ❑ 45 przykładów najlepszych praktyk
- ❑ 5 krajów: SI, AT, IT, HU, PL
- ❑ Interaktywna mapa

Kategorie:

❑ Typ organizacji

❑ Kryteria

❑ Kraje



Local food producer



Logistics provider



Reseller/online platform



Advanced Logistics



Digitalization



Local Focus



Sustainability



Transparency

PRZYKŁAD



From Farm to Zero-Waste Store: Where Local Products Meet Sustainable Packaging and an engaged Community



Full name: Družvo Pupilam, so.p. Zelena Japka - Zero waste trgovina
 Reseller/online platform
 Form: Reseller/online platform
 CE region: Slovenia
 Location: Dominikova ulica 5 2000 Maribor
 Website: <https://zelena-japka.si>
 Date of entry: May 31, 2024



Reseller/online platform



Local Focus



Sustainability

Years ago, a group of friends and families began to think about the impact of chemicals in food and detergents on human health as there were very few natural products on the market that could be reliably used in everyday life at the time. The amount of plastic packaging accumulating in nature was becoming increasingly worrying as single-use plastic could be found everywhere. After much thought on how to contribute to a healthier lifestyle and a cleaner environment, on May 9, 2019, the first zero-waste store, Zelena Japka, opened its doors in Styria.



The name of the store was chosen with special care. The green color symbolizes nature and natural products, while "Japka" is the Styrian word for apple, which has always represented a source of health and abundance. Zelena Japka therefore combines the meaning of naturalness, freshness, and health, which they wanted to convey through their products.

From day one, they were very selective in their choice of products. The common belief at Zelena Japka is that every product at its store must be completely natural, free from harmful chemicals, without plastic packaging, without palm oil, and without animal testing. Each product must meet strict quality standards to become part of their offerings.

They personally know each supplier, with whom they explore new ways of waste-free business practices and seek the shortest routes from production to shelves. With their personal approach, they establish strong and lasting relationships based on trust and shared values. Their suppliers are organic farmers, local producers, and processors who share their commitment to quality and ethical business practices. It is not just about meeting strict standards but also about establishing personal, friendly relationships. This allows them to work together to find the best solutions for waste reduction and quality preservation. Every product that arrives in the store carries with it a story of care and love for nature, and a commitment to a better world. Their principle of the shortest route from production to shelves means local sourcing. However, they understand that some foods, like rice, mango, and avocado, do not grow locally therefore, when sourcing these products, they always look for the closest and most responsible supplier.

"Zelena Japka is not just a store, but a movement towards a better world."



SUCCESS FACTORS

Product management: Zelena Japka excels in meticulously planning its product procurement, focusing on both return and reuse. Each jar undergoes thorough cleaning and disinfection before being reused, reducing waste and promoting a circular system. This approach reflects their commitment to minimizing environmental impact, offering customers an eco-friendly choice that aligns with their sustainable values.



Product diversity: Beyond their diverse product range, Zelena Japka provides additional value through in-house services like milling grains into fresh flour and flakes, as well as producing plant-based beverages. These offerings cater to health-conscious consumers looking for fresh, nutritious alternatives, enhancing the overall customer experience.

Sustainable packaging solutions: Zelena Japka excels in meticulously planning its product procurement, focusing on both return and reuse. Each jar undergoes thorough cleaning and disinfection before being reused, reducing waste and promoting a circular system. This approach reflects their commitment to minimizing environmental impact, offering customers an eco-friendly choice that aligns with their sustainable values.



Education and community involvement: Zelena Japka places a strong emphasis on education, organizing events and workshops focused on organic farming, sustainable living, and environmental awareness. By engaging with younger generations and participating in projects that promote sustainability, they raise public awareness and foster a culture of environmental stewardship.

Expansive reach and community engagement: Zelena Japka has expanded beyond its base in Maribor by implementing delivery services and joining the Zelenci Krog community, which connects organic farmers across Slovenia. This initiative enables them to reach customers in cities making their quality, organic products accessible to a broader audience and strengthening their presence in the Slovenian market.



Social entrepreneurship and inclusive employment: Committed to making a positive social impact, Zelena Japka supports the employment of long-term unemployed individuals through its social entrepreneurship initiatives. This approach not only benefits the community by providing job opportunities but also reinforces their role as a socially responsible business.

Zero-waste commitment: A significant aspect of Zelena Japka's success is its unwavering commitment to zero-waste practices. Their shipping methods are entirely plastic-free, utilizing environmentally friendly materials, which not only aligns with their sustainability goals but also resonates with customers who value environmental responsible business practices.



Support for local producers and healthy lifestyles: At the heart of Zelena Japka's mission is their dedication to supporting Slovenian farmers and small producers. By focusing on locally sourced, natural products, they contribute to the well-being of both their customers and the agricultural community. Shopping at Zelena Japka means also supporting local economies and sustainable practices.

Matchmaking platform

Knowledge base wiki

Learning courses

Video contents

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Dziękuję za uwagę

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