



TECHONEY

Development of a **blockchain-based ecosystem** that allows an **improved positioning of small producers of honey** on local and international markets

DELIVERABLE D7.2 Website

DUE DATE OF DELIVERABLE	31.October.2022 (M6)
START DATE OF PROJECT	01.May.2022
DURATION	36 months
LEAD PARTNER FOR DELIVERABLE	LIST
DISSEMINATION LEVEL	PU (Public)

The TECHONEY project is part of the **PRIMA** programme (Project ID: 1711, Call: 2021, Topic ID: 2.3.1) with support from the European Union's Horizon 2020 research and innovation programme and the national research and innovation funding agencies of Spain (AEI, *PCI2022-132917*), France (ANR), Algeria (DGRSDT), Luxembourg (FNR, *16735444*), Tunisia (MESRS), Morocco (MHESRI-M), Italy (MUR), and Türkiye (TÜBİTAK).



DOCUMENT CHARTER

TITLE BLOCK

PROJECT	PROJECT FULL TITLE	DEVELOPMENT OF A BLOCKCHAIN-BASED ECOSYSTEM THAT ALLOWS AN IMPROVED POSITIONING OF SMALL PRODUCERS OF HONEY ON LOCAL AND INTERNATIONAL MARKETS		 TECHONEY	
	PROJECT ACRONYM	TECHONEY			
	EC PROGRAMME	PRIMA	GRANT AGREEMENT NO	+++.	
		PROGRAMME	Partnership on Research and Innovation in the Mediterranean Area		
		SECTION 2	Multitopic 2021		
		THEMATIC AREA 3	Agrofood chain		
		TOPIC 2.3.1	Increasing the resilience of small-scale farms to global challenges and COVID-like crisis by using adapted technologies, smart agri-food supply chain and crisis management tools		
		FUNDING SCHEME	"Collaborative Project"		
		TYPE OF ACTION	"Research and Innovation Actions (RIA)"		
	COORDINATOR	Tiziana de Magistris · Principal Investigator Centro de Investigación y Tecnología Agroalimentaria de Aragón (CITA) · (Spain)			
START DATE	01.May.2022	DURATION	36 months		
PROJECT URL	TECHONEY.org	E-MAIL	info@techoney.org		
DELIVERABLE	DELIVERABLE	D7.2 Website			
	WORK PACKAGE	WP7: Communication and Dissemination			
	DATE OF DELIVERY	M6 (October 2022)			
	NATURE	R (Report)	DISSEMINATION LEVEL	PU (Public)	
	LEAD BENEFICIARY	LIST			
	AUTHOR	Dr. Christoph Stahl (LIST)			
	REVIEWER				
	APPROVER	Dra. Tiziana de Magistris (CITA)			
	FILENAME	TECHONEY-D72-Website			
	ABSTRACT OF THE DELIVERABLE	One of the goals of TECHONEY is to raise awareness and establish a vibrant community of interest in the project, as well as to sustain exploitable results after the end of the project. Effective dissemination is seen as the basis for the creation of a critical mass that will assure the engagement of a sufficient number of stakeholders serving as champions and early adopters of TECHONEY service concepts. TECHONEY will engage in the presentation of the project and its results as they become available at thematic agri-food events, workshops, journals and conferences in honey and food domain and relevant fields, by setting up and maintaining project's web portal. The portal will operate as a one-stop shop for community of interest and provide access to internal and external resources. The communication approach will be incrementally built in 3 phases: [1] moderate actions targeting project awareness (web site, social media, brochures, press releases); [2] create user groups and trigger the honey domain community; [3] ensure that the project results are widely known to all stakeholders including public authorities. Within the first 6 months of the project, the Communication and Dissemination (C&D) Plan will be created to ensure an efficient use of the resources allocated, including all aspects such us: objectives, KPIs, target public, message.			

VERSION TRACKER

VERSION	REVIEWER	PARTNER	ISSUE DATE	CHANGES
1	Christoph Stahl	LIST	24.October.2022	Final version

STATEMENTS

ORIGINALITY

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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REQUEST TO PARTNERS

This document fulfills **Project milestone #5** of **TECHONEY** PRIMA Proposal:¹

- What: “Dissemination and communication plan shared with partners”.
- When: M6 (month 6 - October 2022).
- How: Document uploaded in the private area of the project website

All partners are kindly asked to

- Read and understand this Deliverable.
- Use it for regular checking of actual performance vs project objectives.
- Report to project coordinator potential deviations of the project.

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¹ Depicted at “Project Milestones”. Section 3.2 (“Management structure, milestones and procedures”) of the PRIMA Full Proposal - Technical Annex (Part II)

TABLE OF CONTENTS

DOCUMENT CHARTER	2
STATEMENTS	3
PROJECT ABSTRACT.....	5
EXECUTIVE SUMMARY OF THE DELIVERABLE.....	7
DOCUMENT STRUCTURE	7

PROJECT ABSTRACT

TECHONEY project's main objective is to identify strategies and establish lines of resilience to the new challenges determined by the COVID-19 pandemic for beekeepers in the Mediterranean (Med) agricultural systems through the implementation, definition, enhancement and transfer of competitive, profitable, efficient and trustful honey supply-chain alternatives that address beekeepers' capacities and attractiveness to fulfil consumer needs on unexpected food market changes.

TECHONEY project proposes the development of a **traceability system to guarantee the quality and safety of honey within the supply chain** for more effective communication to consumers and to strengthen access to different markets (e-commerce, direct sales, etc.). This approach will be unfolded by the joint creation of two levels of interaction: **[1] physical**: characterization of honey; **[2] "living laboratory"**: creation of a *Honey Community Living Lab (HCLL)* and a *Honey Innovation and Learning Ecosystem (HILE)* that will be the arena to collect information from beekeepers, stakeholders, and consumers to transfer and apply the new optimized models.

TECHONEY is structured in 4 main technological pillars: **[1] creation of a consortium IoT (Internet of Things) Blockchain platform** that involves various actors in the honey supply chain to ensure transparency and traceability, in addition to reducing costs and ensure the traceability in the honey supply chain; **[2] creation of a transformative learning community** to ensure a smart-short-resilient shared supply chain; **[3] characterization of the quality of honey** to guarantee its traceability within the Blockchain directly by consumers; **[4] ICT tools** for honey supply chain participants and consumers.

TECHONEY will be committed not only to promote the continuation of the direct sales of honey from producers to consumers even after the COVID crisis but also **develop a common methodology and clear new optimized resilience protocol** to be used by small-scale farmers, beekeepers, smallholders as a new business model with a more efficient added-value chain, sustainable with fair profit, accepted by final consumers, which will be replicable to other food products and supply chains.

TECHONEY will **help beekeepers to**: **[1] generate a traceability mechanism** for honey produced in the Med. Area; **[2] diversify markets and distribution channels** offers business flexibility and freedom from dependence on a single market, which will reduce risk in the event of a crisis; **[3] cooperate and pool resources** among themselves (pooling of the workforce, etc.) for logistical flexibility and solidarity in the supply chain, which will also reduce the risks in the event of a crisis.

TECHONEY proposes to design and develop a **multidimensional framework** to analyse 6 full honey supply chains (farm to table) that will integrate economic, social and environmental indicators and a traceability system, with a *bottom-up* approach considering the stakeholders' perspectives. A consortium Blockchain, coupled with IoT (*Internet of Things*), system will be created to offer real-time tracking and complete traceability of honey along the supply chain from the characterization of honey in a certified laboratory, the retailer, until the end consumer.

The characterization of the quality and safety aspects of local honey through **local certified laboratories jointly with the use of e-commerce and quality labelling schemes** will increase the opportunity for beekeepers to be identified locally, and allow them to gain access to new markets (foreign markets). The implementation of e-commerce with the mobile application will enable local honey to be **better traced by consumers who attach more value to local food and local beekeepers**.

TECHONEY contributes to increasing farm profitability and increasing flexibility and risk mitigation capabilities. A shared, short and circular supply chain will allow actors in the honey supply chain to **access markets** and have **higher incomes, share resources and skills** and **save money** by reducing costs (economies of scale) and increase the efficiency, sustainability and flexibility of processes to

strengthen resilience and flexibility to face crises and lower risks. The learning community lab and the use of the Blockchain network will secure the storing of records, will **strengthen intellectual property rights**, as well as **bring transparency throughout the supply chain**; it will **reduce frauds, enhance food safety** and **improve the communication** between retailers and beekeepers. The traceability system offered will also allow consumers to give direct feedback to beekeepers.

To reach the overall objective, several **specific objectives** (SO) are set out as intermediate goals:

- **SO1:** Map the current added-value chains and complexity level for honey products in six case studies (Spain, Algeria, Tunisia, Turkey, Luxembourg and Morocco).
- **SO2:** Increase the competitiveness and power of the beekeeping supply chain by understanding consumers' and retailers' opinions and acceptance through non-hypothetical methods.
- **SO3:** To promote the traceability to differentiate local honey and guarantee food safety of honey produced in the Med. area by characterizing it in a reliable, certifiable, and documentable manner.
- **SO4:** Design and explore the feasibility of a new traceability ecosystems and effective business models across different stakeholders.
- **SO5:** Development of a new "Multichannel distribution" e-commerce platform implementing new business model as well as integrating and scaling up the outcomes from WPs 1, 2, 3 and 4.
- **SO6:** Maximize outreach and beneficial influence of the project results and reach the target users (beekeepers, small-scale food manufacturers and local distributors, canteens and retailers, local public authorities) through an effectively established communication and dissemination plan, including innovative training capsules.

Moreover, a **TECHONEY** web ICT tool consumer/farmer-centred will be developed, by testing and evaluating several machine and deep learning algorithms, providing small-scale beekeepers with key information on new markets and opportunities, contributing to a better decision making and to ensure the traceability of their product. Consumers will have exhaustive knowledge of the different honeys of the Med. area, knowing their traceability from the initial producer, guaranteeing the quality and safety of each product.

TECHONEY is a project coordinated by CITA (Spain) and funded through the PRIMA Section 2 Multitopic 2021 - Thematic Area 3-Agrofood chain - Topic 2.3.1 Increasing the resilience of small-scale farms to global challenges and COVID-like crisis by using adapted technologies, smart agri-food supply chain and crisis management tools. (RIA*[5])" under the funding scheme of "Collaborative Project" and type of Action "Research and Innovation Actions (RIA)."

EXECUTIVE SUMMARY OF THE DELIVERABLE

This Deliverable D7.2 provides a PDF snapshot of the **Website** for the **TECHONEY** project, as published on 27 October 2022 by LIST on behalf of the consortium, accessible under the URL <https://www.techoney.org>. The project website aims at communicating information about the project objectives, funding received from PRIMA, partners of the consortium, publications and deliverables, and news. It implements the communication and dissemination strategy defined in Deliverable 7.1 Communication and Dissemination Plan. The website has been localized in four languages (English, Spanish, French and German) to communicate the purpose of the project to stakeholders in their native language. The website design follows the visual identity (logo, colors) of the project, as specified in D7.1.

TECHONEY identifies strategies and establish lines of resilience to the new challenges determined by the COVID-19 pandemic for beekeepers in the Mediterranean (Med) agricultural systems through the implementation, definition, enhancement and transfer of competitive, **profitable, efficient and trustful** honey supply-chain alternatives that address beekeepers' capacities and attractiveness to fulfil consumer needs on unexpected food market changes. To fulfil the main objective, the project proposes the development of a **traceability system to guarantee the quality and safety of honey** within the supply chain for more effective **communication to consumers and to strengthen access to different markets** (e-commerce, direct sales, etc.).

DOCUMENT STRUCTURE

This D7.2 document consists of a PDF export of the Website (English version):

- **HOME:** the start page, with a brief summary about the mission, blockchain technology, user integration, characterisation of honey, and a timeline of events (currently only the kickoff meeting).
- **FUNDING AND PARTNER:** Details about the call, funding schema, coordinator and project partners.
- **RESEARCH:** Details about the work plan, objectives, and work packages of the project.
- **RESULTS:** Publications and Deliverables.
- **NEWS:** This page includes news about the project published by the partners.
- **CONTACT:** This page provides a form to send emails to info@techoney.org

Development of a blockchain-based ecosystem that allows an improved positioning of small producers of honey on local and international markets



Our mission

Food fraud with adulterated honey of low quality is a serious problem for beekeepers, since they have to sell their authentic products for lower prices. The economic damage is estimated at \$1 billion. For consumers it is difficult to recognize fraud.

TECHONEY is a EU research project that develops innovative IT solutions to **certify authentic honey products along the supply chain** and protect quality labels in local and international markets.

Stakeholders participate in our TECHONEY Living Labs to help us create solutions that meet their needs.



Stakeholder Integration

HONEY INNOVATION AND LEARNING COMMUNITY LAB (HILE) involves interested Stakeholders in a participatory design approach.

The **STAKEHOLDERS**, representing the honey supply chains will be selected and invited for setting up the platform. Once per year the stakeholders will be invited to a session. These annual sessions will include some **PARTICIPATORY DYNAMICS** and keynote speakers to address some of the hot topics in the supply chain organization. A **TOOLKIT OF METHODS**, resources, and **GOOD PRACTICES** for stakeholder interaction will promote a successful multi-stakeholder approach during the project lifetime.



Blockchain Technology

In recent years, multiple blockchain based food production system have been proposed to offer high level of transparency, traceability, trust and lower level of fraud.

Deploying a blockchain system in the food industry is still at an early stage and facing two main challenges:

- Data privacy of stakeholders in the supply chain
- Scalability due to the increasing number of peers, transactions and channels in blockchain

TECHONEY will investigate **how to increase trust among honey supply chain parties** to guarantee the honey quality, safety and sustainability.



Characterization of quality of honey

TECHONEY performs a full physical, chemical and sensory characterization of honey sampled from five participating countries in terms of contaminants and microbiological quality.

This analysis supports authentication and traceability and can also detect adulteration with sugar.



TECHONEY project partners at CITA

MAY 5, 2022 - 09:00

Kick-Off Event in Zaragossa

The project partners have met in Zaragossa for the two-day kick-off event at CITA, presenting the work packages and nominating members for the coordination board.



Funding

The TECHONEY project is part of the PRIMA programme (Project ID: 1711, Call: 2021, Topic ID: 2.3.1) with **support** from the European Union's Horizon 2020 research and innovation programme and the national research and innovation funding agencies of Spain (AEI, *PCI2022-132917*), France (ANR), Algeria (DGRSDT), Luxembourg (FNR, *16735444*), Tunisia (MESRS), Morocco (MHESRI-M), Italy (MUR), and Türkiye (TÜBİTAK). TECHONEY has started in May 2022 and has a duration of 36 months.



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Funding

TECHONEY is a Mediterranean research project that is part of the **PRIMA Programme**, Project ID: 1711, Topic ID: Section 2 "Multitopic 2021" – Thematic Area 3 "Agrofood chain" – Topic 2.3.1 "Increasing the resilience of small-scale farms to global challenges and COVID-like crisis by using adapted technologies, smart agri-food supply chain and crisis management tools" under the funding scheme of "Collaborative Project" and type of action "Research and Innovation Actions (RIA)."

TECHONEY is supported by the European Union's Horizon 2020 research and innovation program and the national research and innovation funding agencies of the partner countries

- Agencia Estatal de Investigación (AEI, PCI2022-132917), Spain
- Agence Nationale de la Recherche (ANR), France
- Directorate-General for Scientific Research and Technological Development (DGRSDT), Algeria
- Fonds Nationale de la Recherche (FNR, Nr. 16735444), Luxembourg
- Ministry of Higher Education and Scientific Research (MESRS), Tunisia
- Ministry of Higher Education, Scientific Research and Innovation (MHESRI-M), Morocco
- Ministry of Universities and Research (MUR), Italy
- The Scientific and Technological Research Council (TÜBİTAK), Türkiye

TECHONEY has started in May 2022 with the development of a blockchain-based ecosystem that allows an improved positioning of small producers of honey on local and international markets.



PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION
IN THE MEDITERRANEAN AREA



Coordination

The project TECHONEY is coordinated by Dra. Tiziana de Magistris at [CITA](#) in Aragon, Spain.



Consortium

Thirteen partners from the EU and Mediterranean countries collaborate in the research project **TECHONEY**:

- Agro-Food Research and Technology Centre of Aragon (CITA, Spain) - Coordinator
- Centre for Agro-Food Economics and Development (CREDA, Spain)
- Laboratoire d'informatique Gaspard-Monge (LIGM, France) University Gustave Eiffel
- JASSP SAS (France)
- Mouloud Mammeri University of Tizi Ouzou (UMMTO, Algeria)
- National Institute of Agronomy of Tunisia (INAT, Tunisia) – University of Carthage
- Université de Tunis El Manar - Faculty of Sciences of Tunis (UTM, Tunisia)
- National School of Agriculture in Meknès (ENAM, Morocco)
- University Sultan Moulay Slimane, Beni-Mellal of Morocco (USMS, Morocco)
- Ordu University (UNOR, Türkiye)
- University of Naples Federico II (UNINA, Italy)
- Sapienza – University of Rome (SAPIENZA, Italy)
- Luxembourg Institute of Science and Technology (LIST, Luxembourg)



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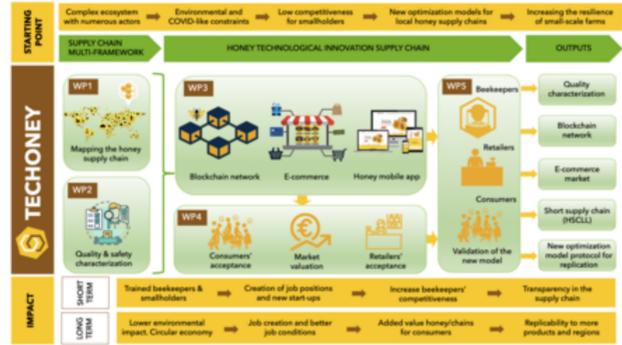
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Work Plan

TECHONEY presents a **multidisciplinary** and **multi-actor** approach by combining novel and more realistic methodologies towards the commercialization and traceability of local quality honey across the Med. countries.

The methodological approach is planned for **36 months** and divided into **8 different Work Packages**.



Objectives

TECHONEY's main objective is to identify strategies and establish lines of resilience to the new challenges determined by the COVID-19 pandemic for beekeepers in the Mediterranean (Med) agricultural systems through the implementation, definition, enhancement and transfer of competitive, profitable, efficient and trustful honey supply-chain alternatives that address beekeepers' capacities and attractiveness to fulfil consumer needs on unexpected food market changes.

The project develops a traceability system to guarantee the quality and safety of honey within the supply chain for more effective communication to consumers and to strengthen access to different markets (e-commerce, direct sales, etc.).

TECHONEY is structured in four main technological pillars:

- 1) creation of a consortium IoT blockchain platform that involves various actors in the honey supply chain to ensure transparency and traceability, in addition to reducing costs and ensure the traceability in the honey supply chain;
- 2) creation of a transformative learning community to ensure a smart-short-resilient shared supply chain;
- 3) characterization of the quality of honey to guarantee its traceability within the blockchain directly by consumers;
- 4) develop ICT tools for honey supply chain participants and consumers.

The project designs and develops a multidimensional framework to analyse six full honey supply chains (farm to table) that integrates economic, social and environmental indicators, and a traceability system, with a bottom-up approach considering the stakeholders' perspectives.

The participatory approach of the project is based on the creation of a Honey Innovation and Learning Ecosystem (HILE) living-lab (LL) that will be the arena to collect information from the honey sector and consumers and to transfer and apply the new optimized models.

Work Packages

WP1. HONEY INNOVATION AND LEARNING COMMUNITY LAB (HILE)	^
<p>Leader: CREDA, co-leader: INAT, participants: CITA, UNOR, ENAM, UMMTO, LIST.</p> <p>The WP1 creates stakeholders mapping of the decision-makers and potential end-users to determine the course of action and the adoption of innovation/solution. It also identifies possible control nodes, which will be under the responsibility of an accredited authority in the blockchain systems in WP3. Likewise, we identify all the current honey supply chains in each country, map all the stakeholders involved, analyse the price strategy (price formation, transmission, volatility and capacity to adapt) and benchmark the added-value alternatives and business potential opportunities (using quantitative and qualitative approaches). The HILE is consulted through participatory focus groups using the World Café Technique in each country to identify problems, barriers, opportunities and solutions related to each product value chain. TECHONEY will use a co-creation strategy, which consists of combining qualitative and quantitative research that involves all possible actors of the honey value chain, as well as interactions with scientific and societies' organizations.</p>	
WP2. CHARACTERIZATION OF QUALITY OF HONEY	v
WP3. CONSUMER BEHAVIOUR, WILLINGNESS TO ACCEPT/PAY, STAKEHOLDERS ACCEPTANCE	v
WP4. IMPLEMENTATION OF A CONSORTIUM IOT BLOCKCHAIN PLATFORM	v
WP5. NEW OPTIMIZED BUSINESS MODELS	v
WP6. EXPLOITATION	v
WP7. COMMUNICATION AND DISSEMINATION	v
WP8. PROJECT MANAGEMENT	v

Funding

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Results

This section includes all the publications, selected presentations and reference documents associated with the work conducted in the **TECHONEY** project.

Only public deliverables are available for download. Partners can request deliverables classified as restricted/confidential from the coordinator.

Deliverables

D8.1 Data Management Plan

This document is the deliverable “D1.1 – Project Management Plan” of the PRIMA project “Development of a blockchain-based ecosystem that allows an improved positioning of small producers of honey on local and international markets” (hereinafter also referred to as “TECHONEY”). The TECHONEY Project Management Plan is the central document describing major aspects of the project management process. It is intended to provide guidance and direction for specific management, planning, and control activities, such as schedule, reporting, communication, quality. The focus of this document is to describe the approaches being taken in the project to manage the various work packages, share and store documents, communicate among consortium members, control the quality of project deliverables, and provide links to other important procedures i.e. related to governance, described in Consortium Agreement.

(confidential - partners can request this deliverable from coordinator)

Publications

Funding

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TECHONEY meets BeeFirst project at LIST

10/14/2022

Christoph Stahl has met the PI of BeeFirst, Marco Beyer, to introduce the TECHONEY project to him and the collaborating beekeeper associations.

[Read more](#)

Funding

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