



DEDEP EXPERT

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Specific Objectives

- **Develop digital skills** for **SMEs** through affordable **blockchain training** in the **Food Supply Chain**.
- **Engage business associations** and **digital hubs** for long-term, cross-border training.
- **Upskill the workforce and jobseekers**, expanding opportunities in the **blockchain-driven food value chain**.

Additional information

E-learning platform:

<https://trust-food.ubitech.eu/>

Social media:

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [X](#)
- [Youtube](#)

Join our HUB:

<https://trustfoodproject.eu/trust-food-innovation-hub>

Check our Deliverables:

<https://trustfoodproject.eu/deliverables/>

Project Overview

TRUST-FOOD is a **Digital Europe Programme** project promoting **Blockchain Technology** adoption in the **agri-food sector** through targeted training for **SMEs** and **jobseekers**. It offers 20 short courses in 7 languages, available via the **TRUST-FOOD Web Application**, designed to reskill and upskill the workforce across the **Food Supply Chain**. At its heart is the **TRUST-FOOD Learning Ecosystem**, an interactive environment combining theory with videos and quizzes. The courses introduce practical applications of blockchain, including traceability and smart contracts, helping learners understand and apply innovative technologies in real scenarios. The training reflects current industry needs and supports professionals in developing essential digital skills. Running from 2023 to 2025, the project is **coordinated by Rezoz Brands**, with **Smart Agro Hub** leading communication.

D&E Challenges

Dissemination challenges: Particularly in engaging **SMEs** unfamiliar with **EU projects** and hesitant about **blockchain technology**. Encouraging them to complete all **20 training courses** was difficult due to time constraints and perceived complexity. To overcome this, the team used **targeted outreach**, **simplified content**, and **real-world success stories**. Another challenge was **inconsistent partner engagement**, which required improved coordination, clear task distribution, and **KPI tracking**. Additionally, maintaining an engaging online presence and translating technical content into **user-friendly formats** demanded ongoing creativity and communication refinement.

Exploitation challenges: Early steps include outlining strategies for **market analysis**, **sustainability**, and **network expansion**. Challenges identified include ensuring the **technological and financial sustainability** of the platform beyond the project's end, securing **ongoing funding**, and maintaining relevance through **updates and stakeholder alignment**. There are also concerns around **market positioning**, such as defining a clear value proposition, balancing **open access with monetisation**, and encouraging long-term adoption of **blockchain in the agri-food sector**.



Results

The dissemination efforts of **TRUST-FOOD** have led to significant achievements in expanding the project's reach and impact. Our **social media presence** has grown steadily, increasing engagement and strengthening our network of stakeholders. We successfully reached end users, encouraging **SMEs, managers, and employees** in the agri-food sector to attend our courses. Through targeted communication, we raised awareness about the value of **Blockchain** in the food supply chain, highlighting its potential benefits. Additionally, we established synergies with key stakeholders, including **SMEs, commercial chambers, and industry associations**, fostering collaborations that enhance the project's long-term impact.

Impact

The **TRUST-FOOD** project has generated significant impact across **policy, industry, and community** levels. It raised awareness among **policymakers** about the role of **blockchain** in enhancing transparency and traceability within the **agri-food supply chain**. For **SMEs** and stakeholders such as chambers of commerce and industry associations, the project provided practical training and tools to support **digital transformation**, fostering greater trust and efficiency. **TRUST-FOOD** also built strong connections with other **EU-funded initiatives**, promoting collaboration and knowledge sharing. At the **community level**, it helped bridge the **digital divide** by making advanced technologies like blockchain more accessible and demonstrating their real-life value. By equipping the workforce with relevant skills and engaging key players in the **food sector**, TRUST-FOOD has contributed to building a more transparent, resilient, and digitally empowered **agri-food ecosystem**—benefiting both **producers and consumers**.

Lessons learnt

The **TRUST-FOOD** project highlighted several key lessons for effective dissemination and exploitation. Clearly defining each partner's roles and deadlines early on ensures accountability and consistency. Regular check-ins and structured monitoring help maintain momentum and address challenges proactively. Although not used in the project, **paid advertisements** emerged as a missed opportunity to boost visibility and engagement, especially on **social media**. Crafting a compelling narrative proved essential to make complex topics like **Blockchain** more relatable to **SMEs** and stakeholders. Finally, adopting a **multichannel approach**—combining **social media, email campaigns, events, and partnerships**—was critical to reaching diverse audiences and maximising project impact. These insights can support future projects in achieving stronger outreach and long-term sustainability.

"TRUST-FOOD taught us that effective dissemination means more than sharing results—it's about building trust, connecting people, and making digital tools accessible. By equipping agri-food SMEs with digital skills, we're fostering a more transparent and resilient food supply chain."

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