

In this second newsletter of **OFELIA – Open Innovation for Functional Foods and Medicinal Aromatic Plants (FFMAPs)**:

OFELIA aims to strengthen the resilience, competitiveness and sustainability of FFMAPs value chains across Europe, with a strong focus on less developed regions, by fostering interregional collaboration and digital transformation. The project brings together **11 partners from 5 countries** and works through **4 BICs** to help bridge research, market needs and sustainable production.

The Greek ecosystem of the OFELIA project

Our Greek partners play a vital role in the project's success, combining academic excellence, entrepreneurial experience and innovation to advance the FFMAPs value chain. Together, they contribute knowledge, resources and real-world perspectives that strengthen the impact and relevance of OFELIA in Greece and beyond.



Democritus University of Thrace (DUTH)
Project Coordinator

DUTH that is the **project coordinator, ensures the overall strategic direction, scientific integrity and smooth implementation of OFELIA**. DUTH aligns partners across Work Packages (WP), and ensures that deliverables and milestones are met according to the Grant Agreement. In addition, it plays a key role in connecting research excellence with real-world applications in the FFMAPs sector, **drawing on its extensive experience in coordinating EU-funded projects and its strong research expertise in the field.**



Reframe Food (RFF)
Innovation & Ecosystem Transformation

Reframe Food (RFF) contributes to innovation design and ecosystem transformation within the agri-food sector, supporting new business models and stakeholder collaboration. **It brings strong expertise in 13 open calls, support of SMEs, innovation ecosystems and digital transformation.**



New Agriculture New Generation (NANG)
Capacity Building & Entrepreneurship

New Agriculture New Generation (NANG) focuses on capacity building and entrepreneurship development in the agri-food ecosystem, supporting farmers, startups and SMEs. **It brings proven expertise in scaling SMEs and fostering innovation-driven growth.**



EXEO
Communication & Digital Ecosystem

EXEO is responsible for communication, dissemination and digital ecosystem development, ensuring effective outreach and visibility of project results. **It brings strong expertise in digital tools development and stakeholder engagement.**

Business Investment Cases (BICs)

The BICs are implemented in Croatia, Lithuania, Slovenia and Greece, reflecting the project's interregional approach.

Four BICs have been developed to explore innovative opportunities across the FFMAPs value chain – from primary production to retail. These cases will help assess feasibility, attract investment and support new business models that are sustainable, scalable, and impactful.



BIC 1

Digitalization in the primary production – Medicinal plants (cannabinoids and food-grade algae)



Croatia

Explores digital tools and smart farming practices to enhance cultivation, quality and traceability of high-value medicinal plants and algae.



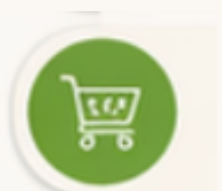
BIC 2

Digitalization in processing – Herbal teas and food supplements



Lithuania

Focuses on digital solutions for efficient processing, quality control and product development of herbal teas and food supplements.



BIC 3

Digitalization in the retail sector – Short supply chain



Slovenia

Examines innovative retail models and short supply chains powered by digital tools to connect producers and consumers more directly.



BIC 4

OFELIA Impact Dashboard – FFMAP



Greece

Develops an impact monitoring dashboard to measure, visualize and communicate the environmental, social and economic impact of the project.

Interested in BICs? More details will follow in next newsletters. Stay connected

Stay connected

To follow the project's progress, stakeholders can visit ofeliahub.eu, explore the project resources and newsroom, and subscribe to receive future newsletters and updates. The OFELIA LinkedIn page is also now active, with regular posts on project milestones, collaborations, events and opportunities

Follow us on social media



Thank you for being part of the OFELIA journey. More updates, opportunities and project results will be shared soon