

“ In this fifth newsletter, OFELIA focuses on the Slovenian Business Innovation Case, where digital tools are being applied to strengthen short food supply chains, improve traceability and support circular retail models. The Slovenian BIC brings together Green Point and ITC to connect producers, processors, institutional buyers and consumers through a digital marketplace and operational platform.

BIC 3: Slovenia

Digital tools for circular retail, short supply chains and traceability

BIC PARTICIPANTS



Green Point (GP)

Local marketplace, short supply chain operations, surplus food redistribution and stakeholder network.



Innovation Technology Cluster (ITC)

Digital platform development, ERP functionality, blockchain-based traceability and integration of digital tools.

The challenge addressed

Small herb and food producers often face rapid spoilage of seasonal harvests, fragmented sales channels, and limited access to digital tools. At the same time, food surplus is not always efficiently redirected within local value chains. The Slovenian BIC responds to these challenges by testing a digital, circular retail model that improves coordination, transparency and market access.

WHAT THE SLOVENIAN BIC DOES

Short supply chain model

Supports local producers by reducing the distance between production, processing, retail and consumption.

Blockchain-based traceability

Creates transparent transaction records and strengthens trust across the value chain.

ERP functionality

Helps small producers manage orders, stock, logistics and sales more efficiently.

Functional Food Processing (Kitchenette)

Tests the upcycling of surplus aromatic and medicinal herbs into high-value functional products (e.g., salad dressings), helping to reduce post-harvest waste.



EXPECTED IMPACT

For producers

Better access to markets, reduced administrative burden, and improved order and stock management.

For buyers and consumers

Greater transparency, improved trust, and easier access to local products.

For the region

Reduced food waste, stronger circular economy practices, and improved coordination across the distribution network.

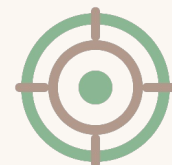
For OFELIA

Evidence on whether the Slovenian model can be transferred to other regions and FFMAP value chains.



WHY IT MATTERS

The Slovenian BIC shows how digitalisation can support not only product traceability, but also more circular and resilient local food systems. By combining marketplace functionality, ERP tools, blockchain-backed records and surplus redistribution, the pilot will generate evidence on how small producers and regional ecosystems can benefit from practical digital transformation.



WHAT HAPPENS NEXT

During the pilot phase, the Slovenian BIC will collect baseline data, test the integrated platform, monitor operational improvements and assess the business model. The results will contribute to OFELIA's wider evidence base and support the transfer of validated digital solutions to other less developed European regions.



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