



innovative microlearning for farmers

ISSUE 1

06.04.25

[www.smartforfood.eu](http://www.smartforfood.eu)

# smart4food

## MAGAZINE



Co-funded by  
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Financed with the funds of the European Union. The expressed opinions and positions reflect solely the position of the author and do not necessarily coincide with the positions of the European Union or the Agency for Mobility and Programs of the European Union. Neither the European Union nor the granting body can be held responsible for them.



# WELCOME.

*We're thrilled to welcome you to the **inaugural edition of our e-zine!** Thanks to the **generous support of EU funding**, we now have the opportunity to contribute to the education of **smallholder communities across the EU**.*

*In this issue, we'll introduce our project, our partnership, and the target groups that will benefit from our work. Additionally, we'll share the story behind our branding journey.*

*We hope you enjoy reading, and kindly share this issue with your friends and colleagues. Don't forget to invite them to subscribe to our mailing list!*

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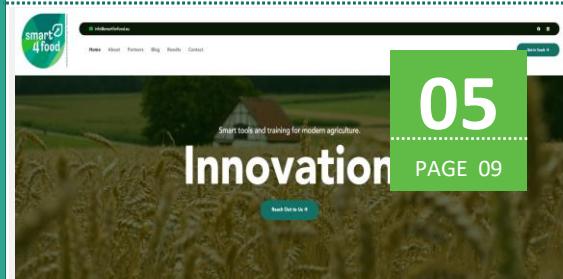
By Denise Callan, Momentum Educate and Innovate

## Smart4Food Project Kicks Off Meeting

The Kick-Off Meeting for the Smart4Food project took place at Šibenik University of Applied Sciences from December 10 to 11, 2024, bringing together project partners to lay the groundwork for this innovative initiative.

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## Smart4Food Website Launched

Our project website, developed by project Partner MAGNETAR, is now live. All project results and updates will be published here and it will also host the SMART4FOOD hub.

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# INTRODUCING THE SMART4FOOD PROJECT

*We are delighted to introduce **Smart4Food**, an Erasmus+ project which will develop the “**Smart4Food Small Farm Innovation Training Programme**”*

It will address the education and training needs of smallholders and family farms to support their modernisation, future sustainability, and positive impact on their communities. The project is a team effort with members from Croatia, Slovakia, Ireland, Italy, Turkey, and Cyprus.

The Smart4Food project is focused on supporting smallholders and family farms across Europe. It was launched after a recent Needs Analysis showed what smallholders and family farmers need to better meet food demand and make the most of new technologies. This project is set to impact sustainable countryside development, fight climate change, and tackle the unique challenges faced by Europe's agricultural workforce.



It will launch the Smart4Food Hub on the project website. This hub will bring together top organisations from rural communities across Europe, host events and webinars, and share the Smart4Food multimedia educational resources.

These resources are part of the Smart4Food Innovation Training Programme, designed specifically for smallholders. Each resource is a quick, five-minute read or watch, focusing on one specific skill or knowledge gap.

Smart4Food also has a solid communications strategy to keep all relevant stakeholders informed. Sustainability, farming, and community education bodies, as well as farming and regional development agencies, will get regular updates about the project, its benefits, and how it can support their work.

We will soon be launching our website hope you will follow our social media channels and be the first to learn of our progress, latest updates and newest resources.





## WHO WILL BENEFIT FROM SMART4FOOD?

An *international rural forum* organised by **Partners VuS, Meridaunia and New Edu** in 2023 found that villages in Central and Eastern Europe are losing their rural character.

It was stated at this event that “people had stopped growing vegetables, fruits, and livestock, and there were thousands of hectares of unused land, thousands of unemployed and young people are not interested in working at home, preferring to go abroad.” The Smart4food project was established to address this situation and to develop tools and training to encourage and support rural regeneration and sustainability.

Based on further research carried out by the consortium Partners three specific groups were identified as those who would benefit most from the innovation and intervention to address the challenges of sustainable agri-production, rural population decline and the challenges posed by climate change.

The project aims to deliver  
the greatest benefits to:



01

### Small And Family Farms and Smallholders:

These are the backbone of EU agriculture, and have come under increasing threat in recent years. Lower levels of education and a lack of technological skills pose a serious obstacle to the effectiveness and sustainability of their small businesses.

02

### Sustainability, Farming, and Community Education Bodies:

While these bodies offer training and supports to the farming sector, they can lack the knowledge/pedagogical strategies to provide niche outreach support, training, and guidance to promote innovation and new trends in farming.

03

### Farming and Regional Development Agencies:

As thought Leaders in their local areas and regions, these Agencies will be a valuable resource to develop trust in the Smart4Food project, in turn, we will be offering valuable training tools and resources strategically developed to meet the needs of their clients.

The Smart4Food project is a great example of how **collaboration across different sectors and the transfer of knowledge and skills** can lead to synergies that **benefit education, agriculture, and entrepreneurship**.

This multidisciplinary approach and the cooperation between the Partners from various locations across Europe brings strategic insights into who is most in need of the tools and supports the project is developing and in turn, most likely to benefit from the work of the project.

# CREATING THE SMART4FOOD BRAND



Denise  
Callan

*When it comes to launching a new project, first impressions count. One of the first tasks of a project consortium is to establish a clear visual identity, one that represents the objectives of the project and can also create impact, particularly with our target audiences.*

With an in-house design team and over 20 years of brand development, marketing and communications experience in the rural development and education sectors, Momentum is the co-lead of dissemination in smart4food. We are responsible for creating the branding, including the logo and branded templates for presentations and publications. We also led the sourcing of images that represented the project, its activities, and ambitions, and set the tone of voice of the brand.

## CREATING A LOGO

A **well-designed logo** with strong imagery can make a **brand more memorable and recognisable to its audience**. Importantly, it also helps to convey the brand's personality and identify the project's aim with our target groups.

The process began with a Momentum team brainstorming session with lead graphic designer Gillian and with the wider project team Denise, and Orla. Several concepts were explored, and finally, a short list of brand ideas was developed and presented to all the partners. The options were put to the Partners in an online vote, and the final logo was selected. Refining our tagline was a very important step also – how to distil a project into a handful of words. This is always an interesting phase of the project and helps partners understand their motivations - we speak about project values and what our target groups need and will resonate with.

The logo for smart4food was developed with the core principles and objectives of the project in mind. The project strategically addresses the needs of family farms and smallholders. These are

represented by using Green in the brand identity. The selection of various shades of Green, presented in different shapes reflects the diversity within this community, each small holding telling its own story.

Overlaying the project title in white is a strong highly visual statement and the leaf-like icon confirms our commitment to sustainability. Finally, the tagline clearly states our project purpose and target audience.

The brand has been used to develop a series of branded templates for use in PowerPoint presentations and in project publications. The brand will also anchor our website, social media and Newsletter communications, creating awareness, recognition and trust for the project with its target audiences.





## PROJECT KICK OFF MEETING

*The Kick-Off Meeting for the Smart4Food project took place at Šibenik University of Applied Sciences from December 10 to 11, 2024, bringing together project partners to lay the groundwork for this innovative initiative.*

Smart4Food is designed to promote digital innovation and sustainability in the agri-food sector, integrating smart technologies to improve food production, reduce waste, and enhance efficiency. During the meeting, participants reviewed the core objectives, discussed the expected project outcomes, and set the strategic direction for implementation.

Over the two-day event, partners held discussions that highlighted the need for knowledge transfer, capacity building, and collaboration between academia, industry, and policymakers to ensure a sustainable and resilient food supply chain.

The consortium also outlined the key project deliverables with a strong commitment to coordinating activities, fostering research, and ensuring the project's long-term impact on the agri-food industry.

The meeting concluded with a roadmap for the next phases of the project, ensuring a collaborative approach to achieving the Smart4Food vision - enhancing food production through digital transformation while promoting environmental sustainability.

For more updates on Smart4Food, stay tuned to our **social media channels** and **website**.

# SMART4FOOD

## WEBSITE LAUNCHED

*Project Partner Magnetar has built the **Smart4Food website**, which was launched recently.*

*The website currently gives a wonderful overview of the issues the project aims to address, and how they will be addressed. It also introduces all the project partners.*



As the work on the project progresses, research results, and the teaching and training tools that will be developed will be available through **Smart4Food Hub** which will be hosted on the website.

To keep up to date with the latest project news visit the Blog section of the website and follow the **project social media channels**.





## MEET OUR LEAD PARTNER VuS

**Veleučilište u Šibeniku (Šibenik University of Applied Sciences)** is a prominent higher education institution located in Šibenik, Croatia. Established in 2006, it has since grown into a key academic and professional hub for Šibenik-Knin County, serving as the only higher education institution in the region.

The University offers professional undergraduate and graduate study programs in diverse fields, including tourism, management, administrative law, nursing, traffic and transportation studies, and business informatics. Its professional undergraduate programs span six semesters (180 ECTS), while its specialist graduate programs consist of four semesters (120 ECTS), equipping students with practical and theoretical knowledge necessary for their chosen careers.

With a student population of 1,000 and a dedicated team of 50 staff members, the University is committed to delivering high-quality education. The institution places a strong emphasis on aligning its programs with internationally recognized standards, such as ISO 9001:2008 and ESG, to ensure academic excellence and enhance student employability in local, national, and international markets.

Sustainability, green transition and environmental protection are central to the institution's mission. It actively raises awareness about climate change and integrates sustainability-focused courses into its curricula. It also leads initiatives such as the "ŠI

plastic frEE" project, aimed at reducing plastic waste, and the annual "EKO-EKO" campaign, which involves students in tree-planting and other green activities to lower carbon emissions. Furthermore, the institution promotes waste separation and eco-friendly practices on campus. We have been participating in several EU projects related to green technologies and circular economy.

University pays special attention to tackling various issues. For example, the emergence of distance teaching and learning, also due to the recent COVID-19 pandemic, calls for a transformation in how we think about learning. To participate and thrive in a distance learning framework, it is widely believed that students must be right at the centre of the learning process and become power learners. This entails developing multifaceted skills that enable them to properly cope with complexity and embrace dynamicity, thus becoming real learners. For this purpose, we have been participating in numerous Erasmus+ projects that promote new technologies in learning processes such as distance machine learning or artificial intelligence.

## *In addition to its academic offerings, Šibenik University of Applied Sciences fosters innovation and entrepreneurship through collaborations with local businesses, government bodies, and cultural institutions.*

It has been an active participant in various EU-funded programs, including Erasmus+ and Interreg, focusing on areas such as student and staff mobility, tourism innovation, and cultural heritage preservation. The university also maintains partnerships within the CEEPUS network, connecting with central European universities to promote academic exchange and collaboration.

As a forward-thinking institution, it is expanding its program portfolio to include new fields such as information technology and engineering, ensuring its relevance in a rapidly changing job market. Its vision is to prepare responsible young professionals who can contribute to the development of their local communities while also thriving in the global workforce.

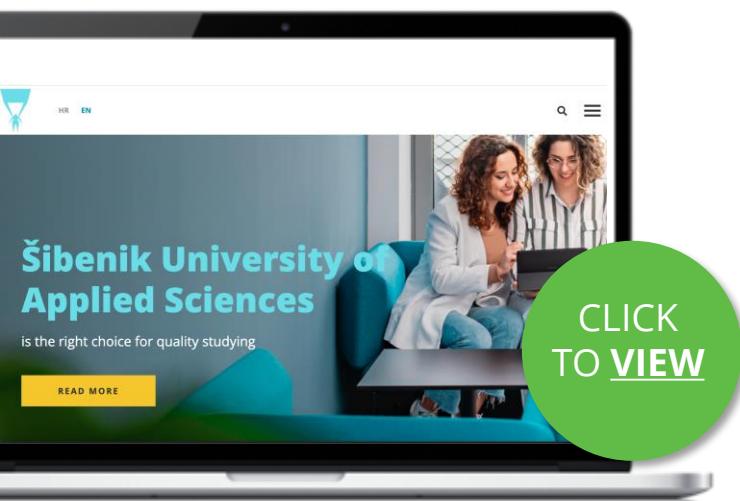
Through its academic programs, international partnerships, and commitment to sustainability, it has positioned itself as a dynamic and impactful institution, dedicated to fostering knowledge, innovation, and environmental stewardship in Croatia and beyond.

At the Šibenik University of Applied Sciences, we have a dedicated team working hard to achieve the goals of the Smart4food project. Leading the team is Ivana Kardum Goleš, our Vice Dean for Scientific and Professional Work and International Cooperation, as well as a college professor. In addition to her teaching, Ivana also manages various EU programs like Comenius, Leonardo da Vinci, Youth in Action, Erasmus+, CEEPUS, and many EU projects.

Jelena Šišara has been with the University since 2004, starting as a trainee in accounting and working her way up to her current role as a senior lecturer. Her main interests include digital marketing, tourism, and entrepreneurship. She has written numerous academic and professional papers and often speaks at events on digital marketing. Jelena is also passionate about professional development and regularly participates in workshops, conferences, and training programs. She will be involved in project rollout and dissemination.

Nikolina Gaćina is a senior lecturer at the Šibenik University of Applied Sciences with a PhD in Nutrition. She has extensive experience in higher education, nutrition, and food technology, contributing to international projects like Sustainability in TCLF and HEPSC – Healthy Eating for Preschool Children. With over 30 published papers and two textbooks, her research focuses on functional food and healthy dietary practices. She actively participates in professional societies and presents her work at international conferences. In this project, she'll be involved in networking activities and will contribute to national data analysis.

Our project assistant, Bojana Grubišin, is a newer member of the team at Šibenik University of Applied Sciences. With over ten years of experience working with EU programs and projects, Bojana will be managing day-to-day activities and tracking project progress.



**Šibenik University of Applied Sciences**  
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**VELEUČILIŠTE  
U ŠIBENIKU**



## MEET OUR PARTNER NEW EDU

**New Edu, n.o. is a Slovak-based, nonprofit research and training organisation dedicated to advancing education and innovation in the agriculture and food sectors.**

Based in Nitra, Slovakia, it specialises in enterprise-focused programmes that combine cutting-edge learning platforms with practical mentoring and hands-on training. With a team of highly experienced professionals, it is committed to fostering entrepreneurship, sustainability, and rural development across Europe.

### Specialist Expertise - New Edu leverages

over 15 years of experience in:

01

#### Agriculture and Food Innovation:

Designing programs that integrate circular economy principles, sustainable practices, and digital tools.

02

#### Entrepreneurship Support:

Developing business models for local governments, private enterprises, joint ventures, and community-led initiatives.

03

#### Progressive Learning:

Offering vocational training solutions enhanced by eLearning, blended learning, and webinars tailored to the needs of diverse learners.

04

#### Rural Development:

Collaborating with universities, local governments, and policymakers to create impactful programs that revitalise rural regions.

## The Core Team



**Zuzana  
Palková**

A renowned expert in sustainable rural development and agricultural technologies, with over 250 research publications and extensive project leadership experience.



**Viktor  
Palko**

Multimedia specialist and director, contributing to international projects with expertise in content creation and visual communication.



**Miriam  
Žitňáková**

Nutrition advisor and social media strategist, actively involved in promoting healthy eating and sustainable food practices through Erasmus+ projects.

## What New Edu offers

**01**

### Tailored Solutions:

We provide customised educational programs that address the specific needs of rural communities, SMEs, and VET organisations.

**02**

### Innovative Approaches:

Our integration of digital tools and microlearning principles ensures accessible and impactful training.

**03**

### Strong Partnerships:

Collaboration with academic institutions, policymakers, and local action groups ensures long-term, sustainable outcomes.

**04**

### Proven Impact:

Our projects have transformed rural regions, supported smallholders, and enhanced entrepreneurial capabilities.

### Vision for the Future

New Edu aims to bridge the gap between innovative education and real-world application, empowering rural communities and smallholders to thrive in an ever-evolving landscape.

The organisation looks forward to continuing its journey of fostering sustainable practices and driving meaningful change in the agriculture and food sectors.





## MEET OUR PARTNER MAGNETAR

***Magnetar is an International and National Project Development and Implementation Organisation based in Limassol, Cyprus.***

The company's activities include national and EU co-funded projects, offering services for covering the needs of society and the entrepreneurial environment and also addressing the priorities of the European Commission and the Member States of the EU. Magnetar tackles societal challenges regarding employability, youth support, entrepreneurship, environmental impact and more. Magnetar's staff has many years experience of working on co-funded projects and all with all the related services.

Magnetar has a Global and Wide Network of collaborators such as Universities, Public Organisations, Ministries, Municipalities, Technology and Science Parks, Research Institutions, Chambers of Commerce, Incubators and Accelerators, Youth Organizations, VET Providers, R&D Companies, Social / Solidarity / Employability Support Organizations and many more.

### Research and Project Activities:

The company's main **research and project activities** revolve around project development and implementation in:

- Inclusion.
- Supporting/encouraging/promoting Entrepreneurship and Employability.
- Training and Capacity Building in various sectors (soft skills and upskilling).
- Innovation, Start-Ups & New Technologies.
- Sustainable Development and Environment.
- Digital Transformation and IoT.
- Social Entrepreneurship and Innovation.
- Tourism and coastal development.
- Renewable Energy and Energy Saving technologies and techniques for all sectors (Public, Municipalities, Industry and Enterprises).
- Blue Growth - Maritime and Marine.
- Sport & Health.
- Sustainable Green Mobility.
- Smart Cities and Technologies.
- And more. The above is a non-exhaustive list.



## MEET OUR PARTNER MAGNETAR

### Consulting, Research and Development Activities:

- Funding Opportunities.
- International Networking.
- Dissemination and Exploitation.
- Action Plans and Studies.
- Sustainable Development Strategies.
- Monitoring, Evaluation and Quality Assurance.
- Data Analysis.
- Capacity Building and Training.

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# Our Partners

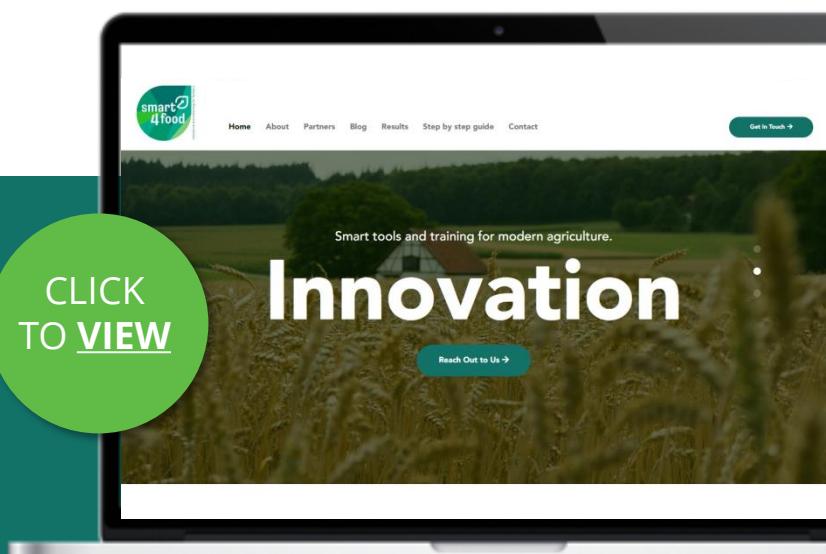


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