

## About the project

Food4CE is a European project aimed at **supporting Alternative Food Networks (AFNs)** in their efforts to create a **sustainable and resilient food supply system**.

AFNs are essential for promoting short food supply chains and reducing the carbon footprint of food distribution. The Food4CE project established local and transnational hubs for the food and logistics sectors, in which stakeholders can exchange good practices and take up innovative technologies.

## About the MP

The Matchmaking Platform (MP) is a new digital tool designed to support the development of business solutions and logistics services for AFNs.

This online space serves as a connection hub for producers, consumers, transport operators, and marketplaces, fostering strategic partnerships and improving the efficiency of sustainable food logistics.



## Our partners

Food4CE consortium includes universities, research institutes, network organisations and logistics companies from six different countries (Slovenia, Italy, Hungary, Poland, Austria and Belgium), aiming to support Alternative Food Networks through the exchange of logistics knowledge and expertise. The project is coordinated by the University of Maribor.



Interreg  
CENTRAL EUROPE



Co-funded by  
the European Union

Food4CE

# Matchmaking Platform



## For more information

Visit our website and follow us on social media:

 [interreg-central.eu/projects/food4ce](https://interreg-central.eu/projects/food4ce)

 @Food4CE

 @Food4Ce

The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the European Commission nor the granting authority are responsible for any use that may be made of the information contained therein.



## Who is it for?

- **Producers and cooperatives** searching for reliable distribution solutions or new sales channels.
- **Logistics operators** looking to collaborate with AFNs or offer greener transport options.
- **Marketplaces and online platforms** aiming to expand their network of suppliers and services.
- **Consumers and community food groups** seeking direct access to local producers.

## How does it work?

The MP is not just a directory: it's a practical tool for collaboration. It helps users find new partners, coordinate transport, and develop shared services that make food supply chains more sustainable, flexible, and cost-effective.

Whether it's a farmer looking for a transport provider, a logistics company offering eco-friendly delivery, or a digital platform expanding its network, the MP brings the right people together.



The platform serves as a dynamic hub, constantly updated to provide relevant and innovative information, that connects, supports, and empowers key players in the alternative food market. By facilitating direct connections, optimizing logistics, and leveraging online marketplaces, the platform fosters a thriving ecosystem.

The tool is jointly developed based on identified needs of stakeholders and expert knowledge of project partners.

By achieving these goals, the Matchmaking Platform will play an important role in transforming the alternative food sector, making it more efficient, sustainable, and equitable.

## MP features



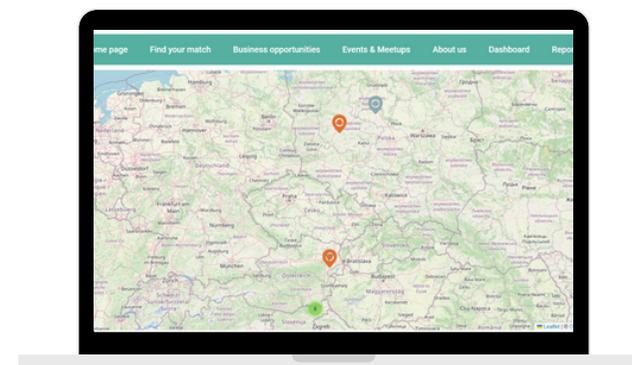
**Meet your match** provides options to connect with potential stakeholders across the alternative food sector, aiming to foster innovative partnerships and build a strong network.



**Bulletin board** provides access to new business opportunities within the alternative food industry either being investment opportunities, potential collaborations, or helping businesses grow and innovate.



**Meeting and event space** provides details on networking opportunities, conferences, and seminars, enabling users to stay engaged, share knowledge, and drive the sector forward.



## KEY BENEFITS

-  **Enhanced collaboration:** The MP promotes innovative partnerships, enabling the involved stakeholders to collaborate effectively and share expertise.
-  **Optimisation of operations:** Tailored logistics solutions and streamlined processes, helping users optimize their operations and improve overall efficiency.
-  **Sustainable practices:** The platform promotes the adoption of sustainable and inclusive business models, supporting the development of ecological and socially responsible food systems.
-  **Business practice exchange:** Acting as a hub for sharing experience and expertise, stakeholders can learn from each other through events, meetings and collaborative projects.
-  **Increased visibility:** Businesses and individuals can gain greater visibility within the AFN, attracting potential partners and customers, and expanding their reach.
-  **Community building:** By encouraging collaboration and joint projects, it strengthens the network of alternative food operators, fostering a sense of common purpose and mutual support.