



Video tutorial on the use of the SMARTCHAIN platform

Work Package No. 6

IFA



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Executive Summary

The video tutorial was conceived as a tool to guide visitors in the use of the SMARTCHAIN Innovation Platform, its title is the “Innovation Platform Tutorial”. The video shows the contents and features of the Platform in an accessible form as it navigates along the tab menu bar. Each Platform feature is presented and explained by the project partner responsible for the development of contents and the selection of the included materials. It is pointed out throughout the video tutorial that the SMARTCHAIN Innovation Platform will continue to grow and develop after the SMARTCHAIN project as two recently funded projects, CO-FRESH and FAIRCHAIN, take over Platform management. In this way, the video should stay relevant even after the end of SMARTCHAIN.

The video tutorial is stored on the SMARTCHAIN YouTube channel (<https://www.youtube.com/channel/UCrj7LQSaDADOPThvOeohaYQ>). It is 5 min long and includes markers by section allowing access to each part of the video. Considered as part of the training materials, the video tutorial will be found under that Training tab of the Platform. In order to increase its visibility, a link to the video will also be clearly visible on the Platform homepage. The video will be disseminated on the SMARTCHAIN website and partner social media channels increasing its visibility, as well as the visibility of the project activities and outcomes, and also as a new publicity for SFSC networking.

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1. Video tutorial objectives

The video tutorial aims to introduce the main features of the SMARTCHAIN Innovation Platform by providing a short, easily understandable overview of the Platform homepage and menu bar. The link to the tutorial is clearly visible on the homepage so a first-time visitor will find it immediately.

The tutorial is short enough (5 minutes) to be viewed in a single setting but also clearly separated into sections based on the tabs of the menu bar, which facilitate review of a particular part of the Platform. The entire video is recorded in simple language geared towards the first-time user of the Platform.

The tutorial is friendly, recorded in the voices of the SMARTCHAIN Innovation Platform team showcasing the various accents and highlighting the objective of making the Platform welcoming for all users.

2. Video tutorial structure

The video tutorial was recorded live, that is the narrators are speaking while sharing their screens - the movement of their cursor and the links they follow are visible to the audience. The tutorial is divided into the following sections:

Section	Presenter	Duration
Opening and Platform goal	Katherine Flynn (ISEKI-Food Association - IFA)	47 seconds
Innovation Hubs	Foteini Chrysanthopoulou (ISEKI-Food Association - IFA)	30 seconds
Inventories	Dusan Vudragovic (Institute of Physics - IPB)	64 seconds
Resources	Ana Ramalho (ISEKI-Food Association - IFA)	52 seconds
Training	Marieke Lameris (Nederlands Bakkerij Centrum - NBC)	40 seconds
GAIN model	Bob Massar (AMPED Concepts BV - AMP)	56 seconds

The video opens with a placard announcing the video title, "Innovation Platform Tutorial". Then the narrator tells the Platform goal, as described on the Platform homepage, and shows the Platform menu bar (Fig. 1). Of course the Platform is presented as the SMARTCHAIN Innovation Platform, but straight away the narrator states that the Platform will continue after SMARTCHAIN as the CO-FRESH and FAIRCHAIN projects take over its management.

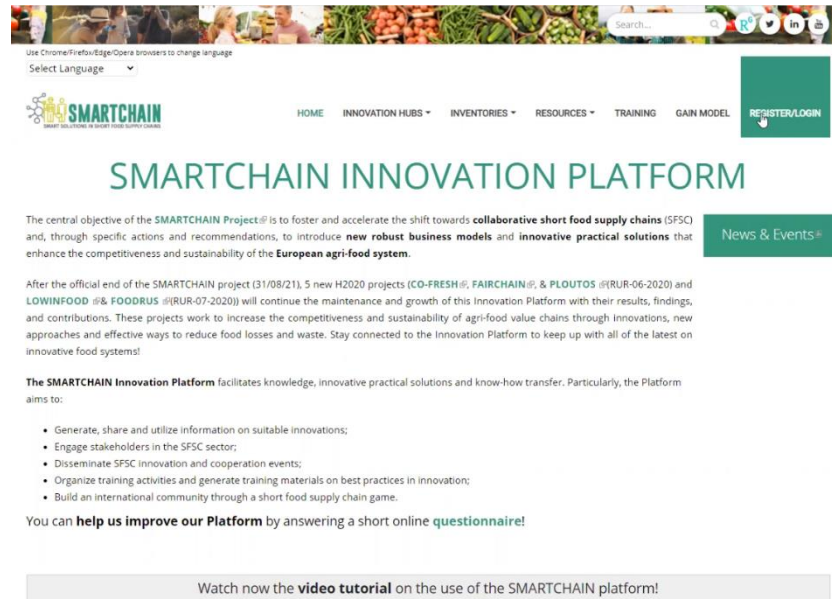


Figure 1. The narrator's mouse hovers over the Registration/Login tab of the menu bar of the Platform homepage during the first section of the video tutorial.

The Innovation Hubs and Case Studies are presented noting that, as they are specific to the SMARTCHAIN project, they will be moved to the Resources tab after 31/08/2021 under a new sub-tab called, SMARTCHAIN Project (Fig. 2).

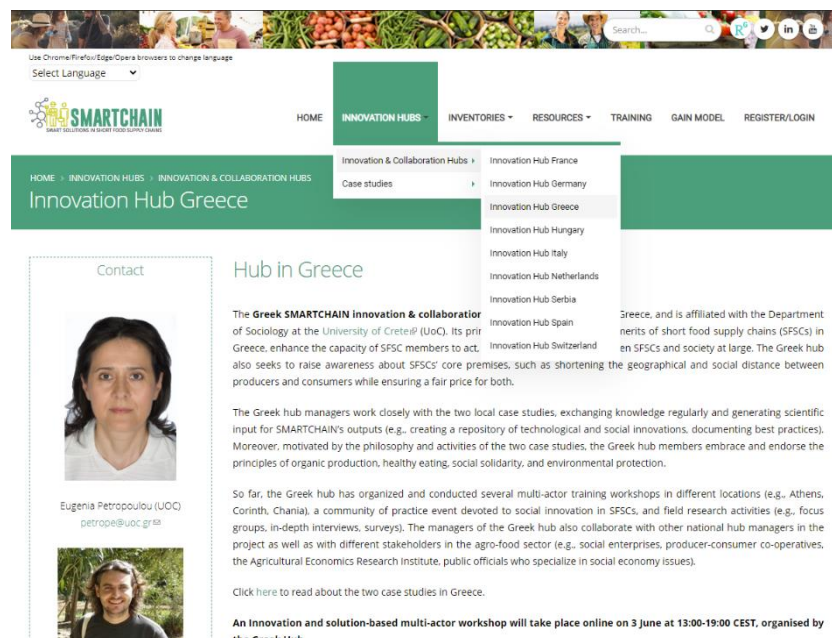


Figure 2. The narrator explains that the Innovation Hubs tab will be moved to a new sub-tab called SMARTCHAIN Project.

The Innovation and Initiative Inventories are presented pointing out that all types of SFSC-related innovations and SFSC initiatives around Europe are included and described in these databases,

respectively. Here the video follows the narrator off of the homepage and into the inventory (Fig. 3).

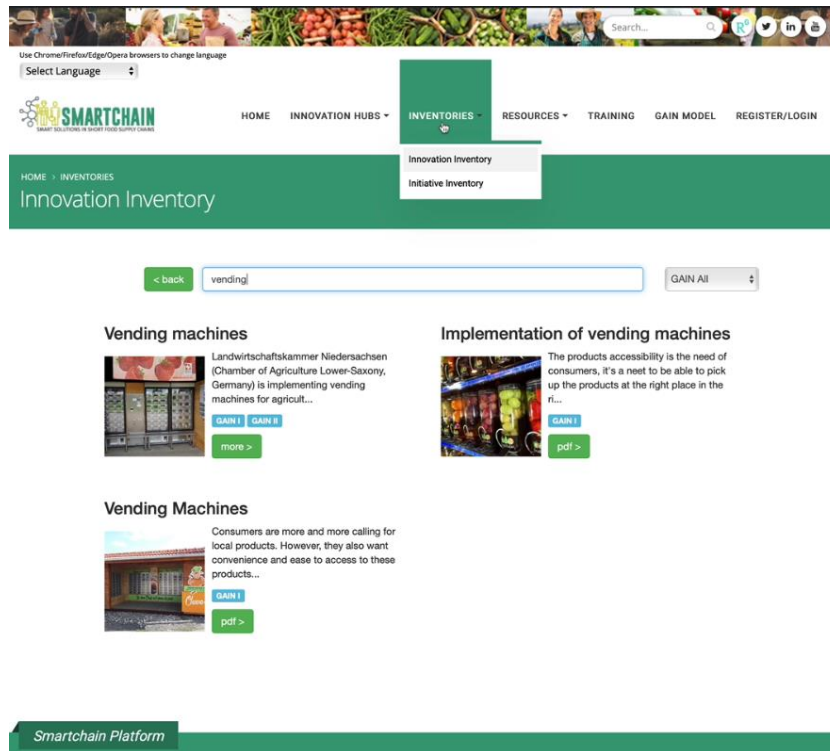


Figure 3. The narrator shows the homepage of the Innovation Inventory while describing its features.

The Resources are presented (Fig. 4) noting that weblinks will be called "networking" when the Platform moves to CO-FRESH and FAIRCHAIN management and that a 3rd sub-tab, SMARTCHAIN project, will be added to this tab.

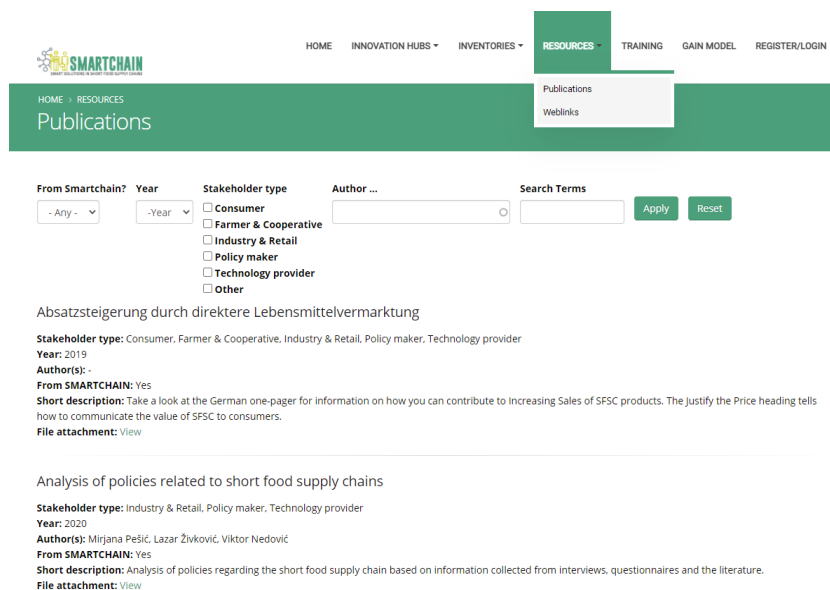


Figure 4. The narrator shows the Resources section and the two tabs that it currently includes.

The "Training" tab and its link to e-learning on the IFA Moodle are presented (Fig. 5). Here, one finds the SMARTCHAIN Workshops, the Video Tutorial and the 'Best Practices' e-learning course. It is noted that new courses will be added here in the coming four years from the FAIRCHAIN project and perhaps from other related projects and that the 'Best Practices' course will likely continue to be offered twice per year, managed by FAIRCHAIN.

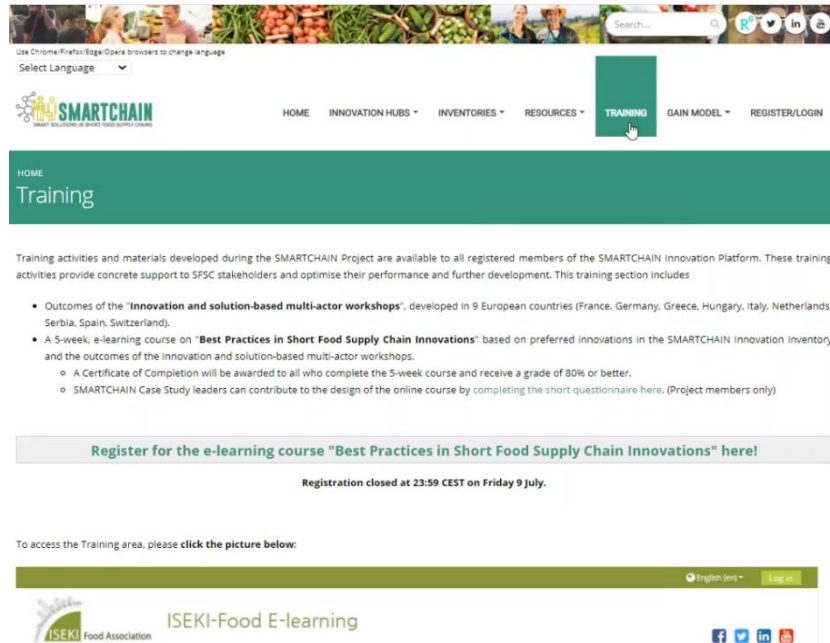


Figure 5. The narrator shows the Training area and describes how people can access the training materials.

The GAIN model is presented, explaining the theory behind it and noting that this tab will move to the "SMARTCHAIN Project" sub-tab, under Resources (Fig. 6).

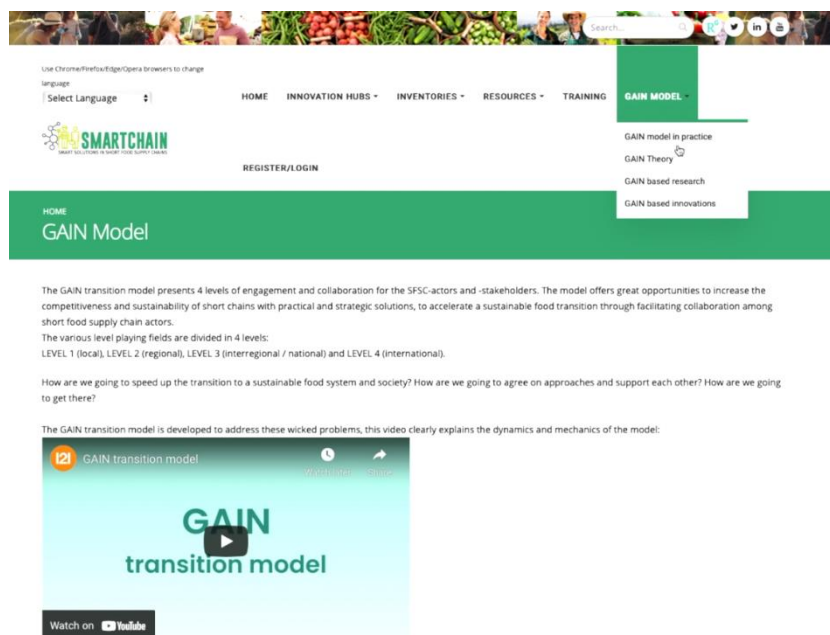


Figure 6. The narrator shows the GAIN Model tab and explains its theory.

The Closure placard includes the names and affiliations of the contributors to the video tutorial as well as the statement that the project was funded by the European Commission and the disclaimer that the video contents are not endorsed by the European Commission (Fig. 7).



Figure 7. The last placard of the video tutorial showing the names and affiliations of the contributors.

All sections are separated by placards for easy location of particular information (Fig. 8).



Figure 8. The placards which separate each section of the video tutorial.

3. Video tutorial publicity and outcome

The video tutorial will be disseminated on the project's social media channels (LinkedIn, Twitter, YouTube) aiming to increase Platform visibility and stakeholder interest in project activities and outcomes. Project partners e.g., IFA will also use their own Social Media channels to publicize the video tutorial and the LinkedIn group, Short Food Chain EU Community, will do so as well.

Dissemination of the video tutorial will also bring attention to the SMARTCHAIN Platform, increasing the number of stakeholders who know about the platform and ultimately creating a broader and wider SFSC community.

The video tutorial makes repeated mention of the future of the Platform, and lays the groundwork for the changes anticipated in the near term. In this way, the video tutorial will stay relevant as the Platform continues after SMARTCHAIN is over, and the recently funded projects CO-FRESH and FAIRCHAIN projects take over further development and day-to-day management of the Platform. Part of this management is to include related projects in the Platform (PLOUTOS, LOWINFOOD, and FOODRUS), thus guaranteeing continued impact of the SMARTCHAIN project and incorporation of it into future projects on innovative food supply chains.