

PRESS RELEASE

Milan, 15th September 2022

Spindox Labs among the partners of HelpFood 4.0, the European consortium promoting local connections between small local producers and consumers

The international project meeting in Trento marks for Spindox Labs (research hub of the Spindox S.p.A. Group) the start of the collaboration with EIT Food, the European Institute of Technology in the food cycle

The international group of the HelpFood 4.0 project which involves Spain, Portugal, Sweden, Finland and Italy in the European EIT Food programme, dedicated to new ways of collaboration between small local producers, consumers, and institutions, will meet in Trento between 15 and 17 September. Spindox Labs (<https://spindoxlabs.com>), the research centre of the Spindox Group based in Trento, is among the project partners with the aim of providing the digital technologies needed to implement a distribution system to reach more conscious consumers, providing for proper remuneration for farms operating in the area.


Launched last May, the international project will run for 36 months and will be presented to the public for the first time with a series of initiatives aimed at encouraging the local area to build a distribution system for products from small and very small local farmers and breeders, who - thanks to the use of a digital platform - will be able to communicate directly with those who consume the food without intermediaries.

The benefits of a short food supply chain are measured both in terms of reduced speculation and in economic terms with fairer remuneration for the producer and less cost for the buyer. However, shortening distances on a local scale requires the use of physical and digital devices, such as the development of a digital platform that will help in managing orders, showing available products and their characteristics. It will also simplify the logistical management of agricultural goods spread across the territory in relation to the delivery system and distribution mechanisms. Finally, it will bring consumers closer to the production processes thanks to the creation of a real communication channel between farmers and local communities.

The project is coordinated by the Department of Civil, Environmental and Mechanical Engineering of the University of Trento, under the supervision of Professor Sara Favargiotti. Among the partners, together with Spindox Labs, are the Trentino Innovation Hub Foundation, Edmund Mach Foundation, Building Global Innovators, BioAzùl, University of Helsinki, City of Gothenburg.

Paolo Costa, Chief Marketing and Communications Officer of Spindox, says: "Supporting territories with digital infrastructure to make circular food sustainability viable is an ambitious goal. The participation of Spindox will give a great help thanks to its strong attitude in terms of research and development consolidated over time, starting from the smart retail sector. Once again, we will have the opportunity to experience new technological solutions in a context, such as Trentino, which has always been open to innovation.

With the aim of collecting useful requirements for the creation of technological solutions, Spindox Labs will be visiting

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these days, together with the other partners, some of the realities included in "Naturally in Trentino CSA". Among the scheduled appointments (<https://webmagazine.unitn.it/news/dicam/113041/helpfood-40-scalabilit-dellecosistema-alimentare>), it will be a project meeting on the activities carried out so far. Launched in May 2022, HelpFood 4.0 will last 36 months. This period will be used to implement the full digital and cultural potential of the Food Hubs, with a view to further sustainability development of local food systems.

About Spindox

Spindox operates in the ICT services and products market, positioning itself as a company that designs, develops and integrates innovation. It is one of the top 50 companies in the sector in our country by turnover (source: IDC / Data Manager, 2020 data) and one of those with the highest growth rate over the last four years (CAGR 2017-2021 of 21%). The group has more than 1,000 employees (as of 31 December 2021) spread across nine Italian offices: Milan, Rome, Maranello, Turin, Florence, Cagliari, Trento, Bari and Ivrea and four foreign offices in Spain, Switzerland, the UK and the USA. Spindox's mission is to support its customers' business innovation by offering consultancy, IT and network engineering services, integrating technology, research and artificial intelligence.

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