



The overall objective

REFRAME will demonstrate the Regional Food Frame (RFF) as a comprehensive set of measures to effectively support sustainable and long term innovation potential for food related SMEs in rural areas of NSR.

The detailed objectives

1	Create data and understanding of current supply and demand	Regional stakeholders gain insight in current volumes and quality of regional food supply and urban demand and understand the (mis)matches between both.
2	Business innovation through smart specialisation	Food related SMEs find and develop smart specialisation options as part of a Regional Supply Proposition.
3	Policy decision taking on urban food policies and intentions	Large scale urban consumers (public & corporate) prepare and formalise decision making on urban food policies and express intentions for regional sourcing as a basis to cooperate with regional suppliers.
4	Regional organisation in a cooperative structure	Regional cooperative arrangements between regional suppliers and large scale consumers to provide for a sizable regional B2B food market. Every pilot has a try-out Regional Food Deal to demonstrate the added value of the RFF.
5	New skills for food related SMEs and other stakeholders within a RFF	A durable transnational training and learning network to train and coach SMEs and other stakeholders within a RFF. Prepare online resource centre to plough back resources in educational curricula of the participating schools.
