



**Priority 1:** Thinking Growth: Supporting growth in North Sea Region economies

## REFRAME REFRAME - Towards a Regional Food Frame

It is predicted that 5 million rural jobs will have disappeared before 2016. These changes do not only concern farmers. In their decline all food chain related SMEs will be affected severely. New business opportunities can be found in short food supply chains. However, they can only succeed if handled professionally and on a proper scale. This presents opportunities on 4 interconnected strands:

- Collect market relevant regional data
- Develop innovative specialisation strategies for SMEs
- Forge new forms of regional cooperation and partnership based on common benefits and shared values.
- Acquire specific skills

REFRAME takes up these challenges. In a living lab of 5 regional pilots, partners will demonstrate the Regional Food Frame (RFF) as an effective set of measures to scale up and accommodate urban food demands and regional supplies. New data will reveal the regions' own strengths and resources to match food demand and supply. REFRAME provides a support infrastructure for food related SMEs to develop and implement their smart specialization strategies in food chains on the urban-rural axis. On their way towards a RFF, all pilots will use a 5-step road map. A transnational learning lab will be set up in support of skill development and training of all stakeholders. REFRAME pools the know-how needed to set up these Regional Food Frames in a transnational network of experts, each closely linked and footed in its own pilot region.

Total budget 5.190.008 €

ERDF contribution 2.595.004 €

[www.northsearegion.eu/reframe](http://www.northsearegion.eu/reframe)