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**Partner search**

**Date (05-10-20)**

* **(\*) Indicate numbers of relevant topics for Green Deal call:**

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| **LC-GD-6-1-2020: Testing and demonstrating systemic innovations for sustainable food from farm to fork** |

* **Quick description of the project**

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| **GreenVillage** is an **IT startup** designing and developing an **IA-based** **SaaS platform** enabling **automation of stock management and purchase order management** in the **fruits and vegetables** (F&V) industry. Our objective is to connect and foster coordination across all actors of the F&V sector in order to **drastically reduce food waste at every step along the supply chain**.The final version of our software will include **business specific applications** for each of the distinct actors of the value chain: from the producer, wholesaler and group purchasing organization up until the final distributor, whether it is a small vendor or a major retailer.In order to implement our solution all along the supply chain, we plan to develop producer-specific functionalities in order to assist farmers by helping them **(1) secure the quality** and **environmental standards** of their products while producing **(2)** **the correct quantity** with **(3) the right timing.** Our software should be able to provide farmers with predictions regarding the demand for their products, helping them identify and secure alternate commercial opportunities to allocate their overproduction in a timely manner. |

* **(\*) Do you intend to apply as ? :**

**Participant: Yes**

**(\*) Either Description of the expertise requested (up to 1000 characters) - *specify which points of the "expected impact" of the call you are targeting***

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**Or Description of the expertise proposed (up to 1000 characters) - *specify which points of the "expected impact" of the call you are targeting***

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| We have identified the different causes of waste across the F&V supply chain, which are solved through the flow of standardized information between its main participants. Our software merges all the required functionalities (purchase order, billing and invoicing but also generates metrics and KPI charts) in a **unique web interface** which eases and formalizes the decision-making process, issuing **IA-based predictions** and **recommendations** as to the **correct quantities** that should be ordered.**Expected impacts:*** **Reduce waste** at **each level of the value chain** by a minimum of **30%**
* **Eliminate the need for plastic packaging** in the fruit and vegetables aisle of stores
* **Help farmers** **improve** the **resilience** and **sustainability** of their farm, both from an economic and environmental perspective by providing them with the **right monitoring tools** to **facilitate the decision-making process**

**+key words : food waste reduction, supply chain, artificial intelligence, logistics, collaborative application, fruits and vegetables, value chain optimization** |

**Organisation information**

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| **Organisation and country: DiaMS SAS (commercial name: GreenVillage) - France** |
| **Type of organisation:**☒ **Enterprise □ SME □ Academic □Research institute □ Public Body □ Other: Association** |
| **Former participation in FP European projects?****□ Yes** ☒ **No** |
| **Web address:** [**https://greenvillage.io/**](https://greenvillage.io/) |
| **Description of the organisation: GreenVillage is a tech start-up developing a SaaS, IA-based platform dedicated to the elimination of food waste across the supply chain for fruits and vegetables. Created in 2018, the company is part of the Rungis&Co incubator for agrifood startups since 2020.** |

**(\*) Contact details**

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| **Contact person name** | **Mejda NADDARI / Tavai Coudert** |
| **Telephone** | **06 73 87 48 45** |
| **E-mail** | **mejda.naddari@greenvillage.io****tavai.coudert@greenvillage.io** |
| **Country** | **France** |

**(\*) –Mandatory**