



Sofia

Situated Learning Opportunities Fostered by ICT applications in Alternative Agro-Food Networks

About Sofia

The SOFIA project is financed by the EU Horizon 2020 program, under the Marie Skłodowska-Curie actions.

The aim of the project is to conceive of, and develop mobile apps, for helping people to access local food, and to facilitate the exchange of knowledge between farmers and consumers who are engaged in Alternative Agro-Food Networks (AAFNs).

AAFNs include:

- Direct on-farm sales
- Pick-your-own
- Farmers' markets
- Box schemes

- Community supported agriculture
- Collective farm shops
- Buying groups/clubs

AAFNs provide a space where a variety of knowledge related to agriculture, the local rural economy, traditions, the environment, healthy eating, and consumer values, may be exchanged, thus offering learning opportunities to both consumers and producers.

Nowadays, such information/knowledge exchange may be supported and extended by mobile apps and services that can provide further background information for

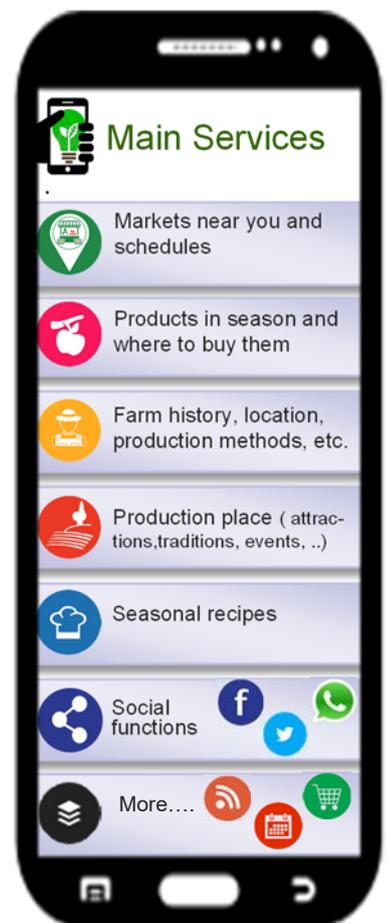
consumers on the products they are buying, in addition to the face-to-face interaction that is enabled in AAFNs.

The expected impact of the research is the improvement of local food networks by:

- ✓ fostering the sustainable development of local food systems;
- ✓ enabling consumers engaged in AAFNs to be more conscious eaters, as well as increasing their learning opportunities.



Sofia helps people access local food



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Why should I take part in Sofia?

Our goal is to pull together producers and consumers to help relocalize the food system. The Sofia app will be a new tool for helping consumers answer the question "Where can I find local food?" and producers to get the word out about their products.

By taking part in the project and filling-in our questionnaire, you can help us to conceive of, design and

develop app services that better address your needs.

You can then become an early adopter of the services that will be provided through the app developed as part of the Sofia project.

Help us to help you embrace a community built around fresh local produce!

