

# Training of Trainers Workshop on Trade Facilitation and Paperless Systems for Agrifood Products

**Bangkok, Thailand, 15-17 December 2014**



A decorative bokeh light effect consisting of numerous out-of-focus circular light spots in shades of yellow, orange, and pink, arranged in a horizontal line across the upper half of the slide.

Practical Recommendations

# **IMPLEMENTATION STRATEGIES**

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# GOOD PRACTICES

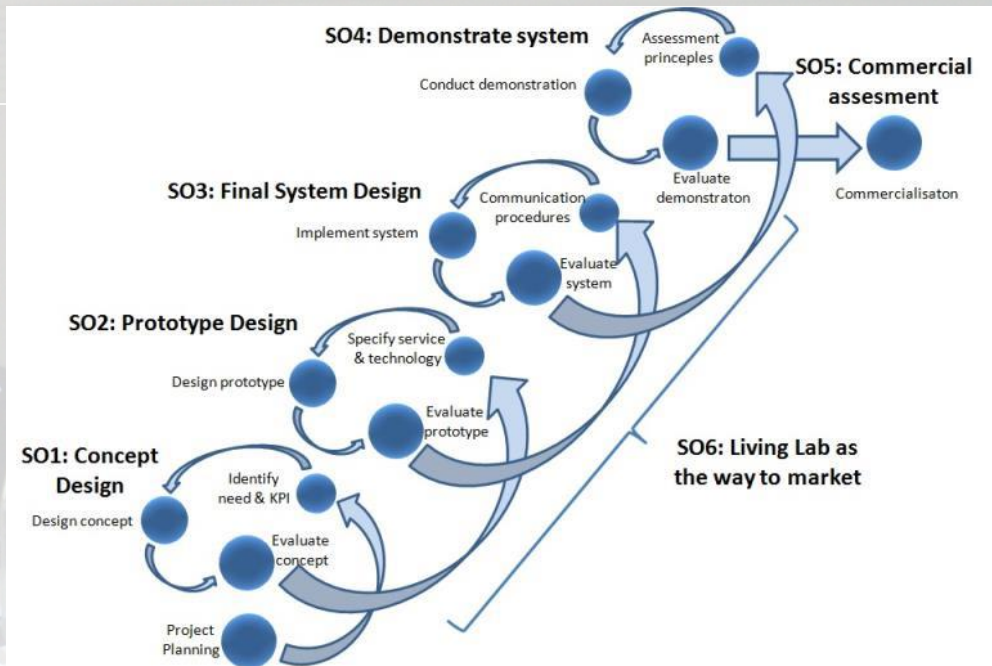


### Useful tool: LivingLabs

A LivingLab is a human centric involvement platform with the potential to develop new services and products by bringing different stakeholders together in a co-creative way; see [www.lltoolbox.eu](http://www.lltoolbox.eu).

### Benefits of LivingLabs

- Discover what users really need and want
- Efficient source for new ideas
- Discover unarticulated relevancies
- Test ideas, services, concepts, products
- Discover user priorities and motivation
- Enlist users as future sellers
- *Increased satisfaction, commitment and system acceptance*
- *Sense of ownership and decrease of implementation barrier*



- A key stakeholder in the adoption of any food information management system is the food industry
- Many government-sponsored projects have failed to incorporate the private industry properly
  - As a result: many pilots, few large scale implementations
- Chain food information management requires a change of attitude towards increased *transparency*
  - “Open-source food”, similar to open source software
  - Major paradigm change for the food industry



Src: [www.foodtraceability.eu](http://www.foodtraceability.eu)



### Database of food production locations

- Draws on existing farm and food premises registration schemes
- Integrated with existing geospatial information



### Product type database

- Based on UN Central Product Classification (CPC)
- Introduction of product classification in all relevant government processes

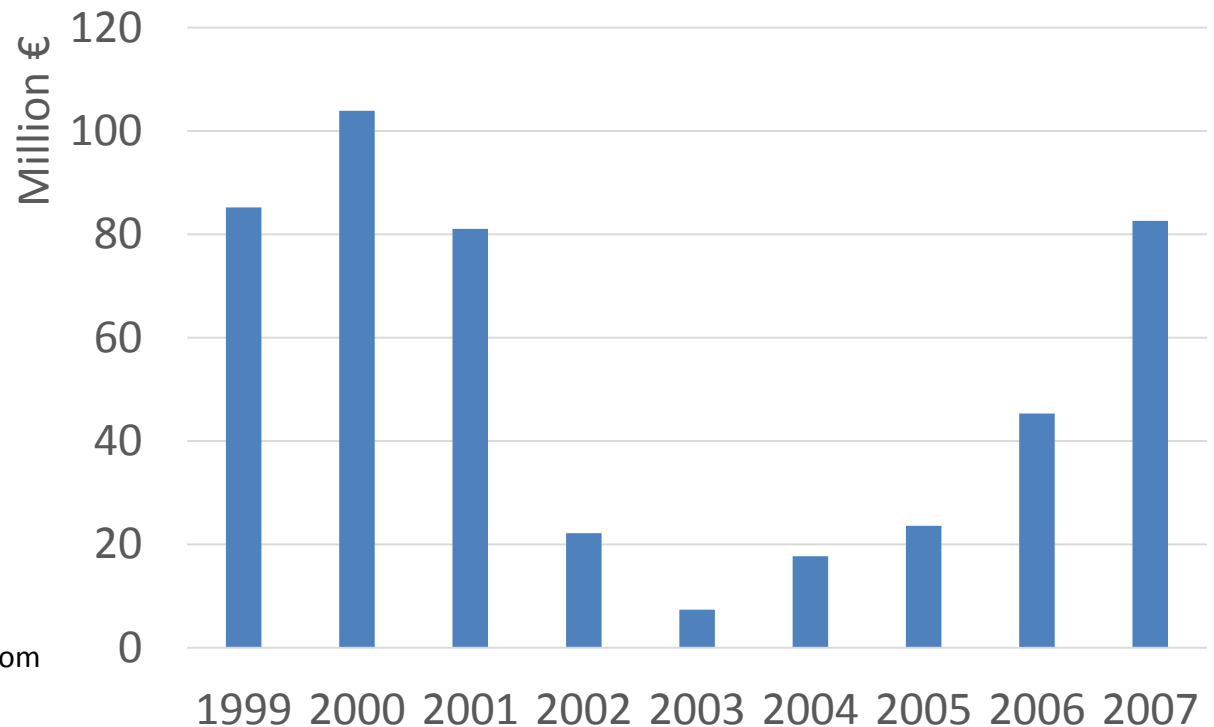


### Land use database

- The link between premises and product types, supporting geo-traceability
- Integrates with existing data sources

## Disease control is very important

- Understanding what is produced where helps
  - Manage disease outbreaks better
  - Improve base for SPS measures
  - Provide early alerts locally, regionally and globally
  - Increase international trust
  - Detect local production inefficiencies



Exports (in Mio €) of crustaceans from Thailand to EU27; Src. EUROSTAT



### **Data and system ownership is a key issue to resolve**

One of the main causes for failed adoption

Reservations on all levels of operation from small to global scale

### **An entity must be identified that enjoys trust by stakeholders**

Strict laws on data confidentiality can help to establish that trust

Deciding what precise data is required for each business case limits the risk. For some cases, aggregated data might be enough

Entity must be guaranteed to be independent and serving stakeholder interests only

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_4715](https://www.yunbaogao.cn/report/index/report?reportId=5_4715)

