



SISTERS



How to launch your e-commerce site with Regioneo

SISTERS Project
Practice Abstracts

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The problem

Launching an e-commerce site for primary producers to sell their discarded produce can be daunting, requiring careful planning and execution.

The solution

SISTERS short-chain solution, Regioneo, **simplifies launching an e-commerce site to less than a day with these steps:** Prepare essential information including images, descriptions, and product listings. Integrate these elements onto the site using dedicated access. Verify and correct information, then share the site via QR codes and social networks to inform customers about ordering.

Benefits



Rapid establishment of an e-commerce presence.



Simplified site setup with guided steps.



Effective communication with customers through QR codes and social media.



Increased visibility and accessibility for potential buyers.

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PRACTICAL RECOMMENDATIONS



Recommendations for launching a successful site for selling your discarded produce with Regioneo:

- Ensure product information and collection details are **clear and concise**.
- Regularly **update and maintain** the e-commerce site for accuracy and relevance.
- Utilize **QR codes on physical materials** and share the site link across social media platforms for maximum reach and engagement.
- Regularly **monitor and update** your website to ensure all information, including product listings and collection area details, remains accurate and up-to-date.
- Utilize **analytics tools provided by Regioneo** to track website traffic, user engagement, and conversion rates.



About SISTERS and this Practice Abstract

This practice abstract was elaborated in the framework of the SISTERS project, based on the EIP AGRI practice abstract format. © 2023

Project dates: from November 2021 to April 2026.

Goal: to systemically reduce food loss and waste in the main stages of the food value chain in Europe through innovations targeted to each stage of the chain.