




SISTERS



Discover and grow your online customer base for streamlined sales

SISTERS Project
Practice Abstracts

No. 19

Author:
Agence BM-Services (WP1 leader)

Country/region:
France

Keywords:
#agriculture
#primaryproducers
#shortchainplatform
#agrifood
#foodvaluechain

Contact information:
AITIIP Centro Tecnológico
(Spain - Project coordinator)
carolina.penalva@aitiip.com

Agence BM-Services
(France - WP1 leader)
pierre.tubiana@bm-services.com

The problem

Owning an e-commerce site is **crucial for boosting sales**, but merely having a website isn't sufficient. Coordinated efforts are necessary to enhance visibility and attract new customers.

The solution

SISTERS short-chain solution, Regioneo, **streamlines this process**, providing a platform that ensures an attractive, fast, secure, and mobile-friendly website. This allows for a quick start to selling.

Benefits



Showcase website

Your business's face is crucial; Regioneo ensures a clear, fast, secure, and mobile-friendly site.



Efficient ordering

Utilize order QR codes or flyers at live events to encourage online orders in advance, saving time and ensuring stress-free preparation.



Attractive offers

Boost customer engagement with price incentives, such as offering anti-waste baskets at appealing prices for imperfect but consumable fruits and vegetables.



Social media presence

Leverage social networks for effective communication, sharing your story, values, offers, and building an engaged community.



Co-funded by
the European Union

This project has received funding from the European Union's Horizon 2020 research and innovation programme under **Grant Agreement No. 101037796**



Discover and grow your online customer base for streamlined sales

PRACTICAL RECOMMENDATIONS



Recommendations for discovering and growing your online customer base with Regioneo:

- **Optimize your website:** utilize Regioneo's features for a visually appealing, fast, and secure website.
- **Promote online ordering:** use QR codes and flyers at events to encourage advance orders, saving time during live sales.
- **Incentivize purchases:** offer attractive deals, especially on imperfect produce, to attract cost-conscious customers.
- **Utilize social media:** engage with your audience, share your story, values, and offers to build a loyal community.



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.