ALLIANCE

The project

ALLIANCE aims to provide a holistic framework that safeguards data integrity and veracity, enhances traceability and transparency and reinforces interoperability in quality labelled food supply chain through innovative technology solutions and validated approaches that fosters evidence-based decision making.

THE COST OF FOOD FRAUD
€ 37-47 billions a year

to the global economy and ulterior effects on individuals wellbeing.

The distrust in EU quality labels

"Geographical Indications" (GIs) represent a sales value of €74.76 billions but their integrity is threatened.

A complex industry

Complex, scattered industry with low levels of high-end technology adoption.

The European Union's lead

- Farm to Fork
- Common Agricultural Policy 2023-2027
- Green New Deal

Our objectives

HOLISTIC FRAMEWORK
Create an holistic data governance framework to enhance interoperability

TRUSTWORTHY TECHNOLOGY
Adopt distributed ledger technology to ensure data integrity and traceability

PROACTIVE GOVERNANCE
Early warning and decision support system and vulnerability risk assessment tools

USER CENTRIC
Portable tests and decentralised verification of authenticity