ALLIANCE

ALLIANCE
MARKETPLACE

HIGH LEVEL POLICY MATERIALS SERIES

PROJECT INFORMATION

The ALLIANCE project, a three-year initiative funded by the European Union's Horizon Europe program, aims to establish a comprehensive framework for ensuring data integrity, veracity, enhanced traceability, and transparency within quality-labelled food supply chains.
This framework is designed to foster evidence-based decision making for proactive interventions and actionable planning, ultimately strengthening the resilience and trustworthiness of the food sector.

ALLIANCE is developing systemic solutions that transcend current industry practices to improve traceability, guarantee authenticity, preserve quality, and eliminate fraud in food products.
This involves deploying innovative methods and tools for on the spot adulteration detection and increasing transparency in quality-labelled supply chains—specifically for organic, Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), and Geographical Indication (GI) foods—through advanced track-and-trace mechanisms.
The project's ultimate goal is to provide food actors, farmers, public authorities, and policymakers with meaningful insights, demonstrated through seven diverse use cases.

MULTI-STAKEHOLDER COLLABORATION

FOOD SUPPLY CHAINS

INDUSTRY-SPECIFIC TECHNOLOGICAL DEVELOPMENT

PUBLIC POLICY

INNOVATION MANAGEMENT

ACADEMIA

PUBLIC ADMINISTRATIONS

HOLISTIC APPROACH TO ADDRESS FOOD FRAUD, SUPPLY CHAIN INTEGRITY

APP OVERVIEW

The ALLIANCE Marketplace is a trusted, multi-stakeholder digital platform for sharing and accessing industrial datasets, analytical tools and innovation frameworks aimed at improving traceability, preventing food fraud particularly amongst PGO and PDO high value products, and a ccelerating sustainable innovations in other food supply chains. Proprietary elements include the key industrial datasets data ingestion and quality assurance workflows, analytical modules (including AI/ML algorithms) and systemic innovation frameworks curated during the project. Ownership with the respective organisations contributing these components, and rights, access c onditions and licensing terms are governed by the final IPR agreements established within the ALLIANCE project.

The ALLIANCE Marketplace has been designed as a neutral, evidence-based environment which serves food industry stakeholders, regulators, technology providers and researchers. It provides structured access to datasets, models, tools and documentation and robust technical support and training resources essentially ensuring food authenticity, safety and sustainability.
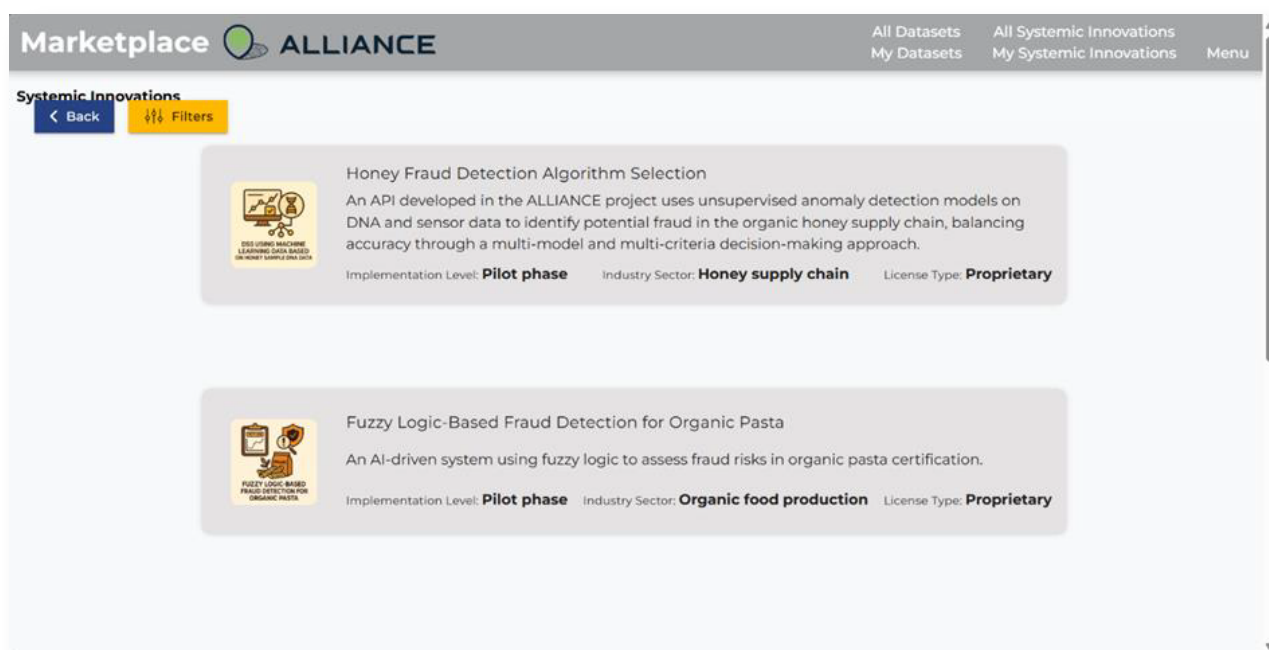
Users will find a variety of core functionalities, including a search mechanism prominently displayed at the centre of the screen for rapid access to key resources.
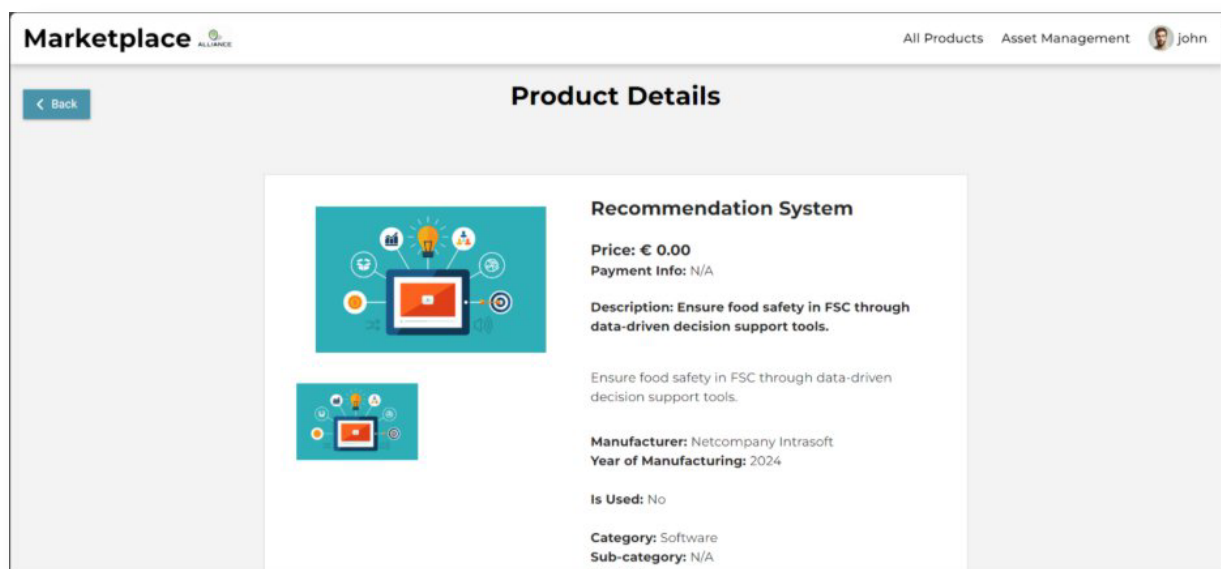
The Marketplace offers a modern digital interface enabling access to key industrial data, detailed metadata, user manuals and training materials. A central search mechanism allows users to efficiently locate datasets, systemic innovations and tools. Once logged in, users can browse existing resources in the sections "**All datasets**" and "**All systemic innovations**".

These sections are view-only, and provide access to resources uploaded on the Marketplace by any user. Users have the flexibility to **sort** the list based on their preferences, with options to arrange products by price in ascending or descending order, or to revert to a default view. Additionally, users can **apply filters** to refine their search results, focusing primarily on price, user, and category.
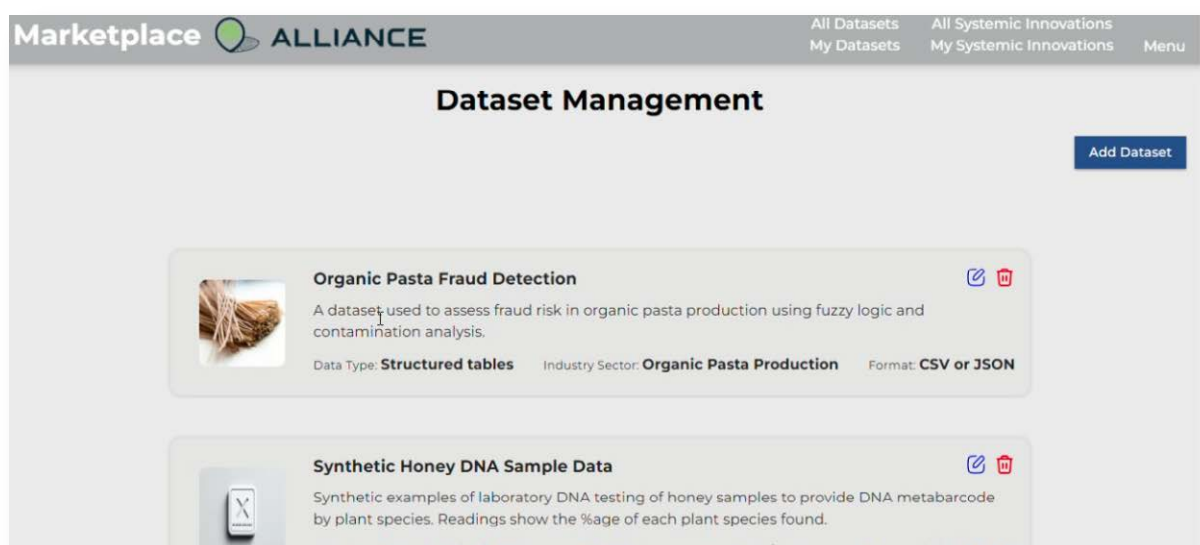
To further enhance their browsing experience, users also have the option to limit the number of products displayed per page. This feature allows users to tailor their browsing experience, making it easier to locate products that suit their needs while controlling the amount of information displayed at any moment.
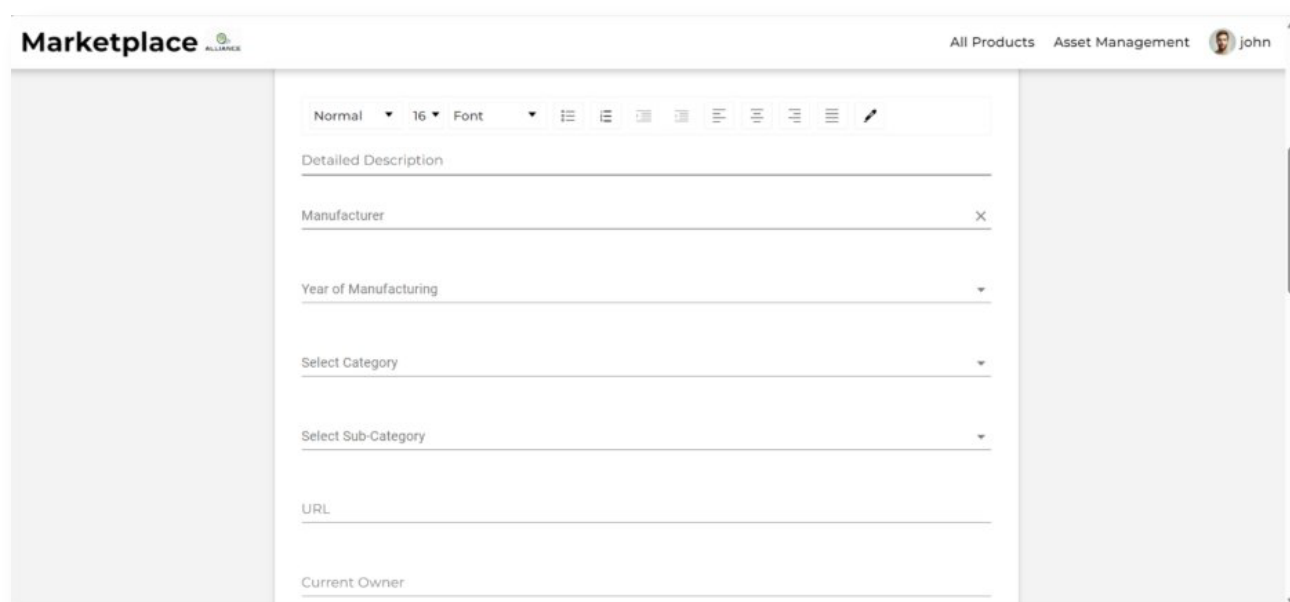
Each product entry features essential information such as a figure, a title and a short description along with extended metadata where available, **Access levels vary based on IPR settings**, meaning some items may require a licence request, restricted access, or payment, consistent with the rights defined by the resource owner.

The sections "**My datasets**" and "**My systemic innovations**" allow users to list (and, if necessary, edit or delete) their own products, making them searchable by other users.

en adding a new entry, contributors may specify whether the item is **available upon request, for sale**, or associated with a **listed price**, reflecting the licensing options established in the ALLIANCE IPR framework. To facilitate product management, an edit button

is also available, allowing users to modify the information of each product as needed. Essential product details are the product name, short description, and detailed description, necessary to give potential buyers a thorough understanding of the item . Additional information fields may include the manufacturer, year of manufacturing, category, sub-category, URL, current owner, and serial number, and contact information.

Relevance of the app beyond ALLIANCE

The ALLIANCE Marketplace will continue to be updated, ensuring it remains a relevant resource, which is well positioned to become a European reference platform for authenticity and sustainability datasets. It is in fact a secure environment to share and access high-value datasets, supported by advanced fraud detection and traceability analytics, in line with the EU's goal of building shared, **trusted data ecosystems** to drive evidence-based policy and innovation.

As a modular and interoperable platform, the Marketplace can serve as **common digital infrastructure** for future Horizon Europe projects, Living Labs, Digital Innovation Hubs, and national digitalisation initiatives.Authorized stakeholders will have API-based access, enabling seamless testing, integration and interaction with both datasets and systemic innovations, which actively promotes collaboration, transparency, and prompt adoption of innovative solutions.

To ensure **full compatibility with regulatory frameworks**, datasets and metadata adhere to the formats and reporting structures used by national authorities and European bodies in official control systems. This alignment strengthens the Marketplace's suitability for future use by competent authorities and certification bodies and contributes to harmonised European approaches to fraud detection, authenticity verification, and sustainability reporting. Ensuring **secure, confidential data exchange and protection against misuse remains** a central design requirement and will guide all future platform developments.

The ALLIANCE Marketplace will also facilitate onboarding, legal due diligence, and user support for laboratories,certifiers, and technology providers by serving as a central hub for training materials, standard operating procedures, user manuals and technical documentation, as well as standard legal templates such as non-disclosure agreements and sub-licensing contracts.

Food industry players, certification bodies, and regulatory authorities will be able to access the ALLIANCE Marketplace via modular licensing packages by sector or by region, with the option to subscribe to premium modules for advanced analytics or developed for specific certification needs. Additionally, sectoral and national initiatives for food authenticity will have the possibility to develop co-branded instances of the Marketplace.

By facilitating cross-sector analytics, potential data monetisation, and partner matchmaking, the ALLIANCE Marketplace could also create new economic opportunities for technology providers, researchers, and inspection bodies.

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https://alliance-heu-project.eu/high-level-policy-materials