

Case Study.
FAIRCHAIN.
Europe.
Food & Beverage.

Empowering SMEs with circular food models



Context

FAIRCHAIN, a European Commission-funded initiative, aimed to bridge gaps between short and long food value chains by piloting intermediate models. dss+ contributed to regional innovations in Switzerland, France, Greece, Austria, Sweden and Belgium, focusing on circular economy, stakeholder engagement, and sustainable business models.

Challenge

Traditional food systems often underutilise co-products, lack traceability, and struggle to scale sustainable practices. FAIRCHAIN needed to demonstrate viable, regionally adapted business models that could add value to agri-food co-products, engage stakeholders, and ensure long-term sustainability across diverse European contexts.

Solution & methodology

The co-created solutions included six innovations, among them:

- In Switzerland, a pyrolysis-based model to valorise fruit co-products.
- In France, a new whey-based drinks using acid whey from cheese-making.
- In Greece, a blockchain-based traceability system for PDO feta cheese.

Each solution was co-developed with local stakeholders through tailored Business Model Generation workshops, ensuring relevance, feasibility, and long-term impact. consistently in sourcing, due diligence, and engagement.



This project has received funding from the European Union's funding programme H2020 research and innovation programme under grant agreement 101000723.

dss+

Protect. Transform. Sustain.



Assignment

- Design, prepare and facilitate regional Business Model Generation workshops.
- Lead raw material assessments and stakeholder engagement.
- Develop circular business concepts tailored to local contexts.
- Support market validation and product development.



Offering

- Maximise Sustainability and ESG Impact
- Enhance Operations Performance



Impact

- New revenue streams created from food co-products.
- Reduced waste and improved resource efficiency.
- Boosted consumer trust through traceability and transparency.
- Strengthened SME collaboration and regional innovation.

"Building on a step-by-step strategic approach and an integrated vision, dss+ played a pivotal role in the development of new, customised business models with a strong sustainability orientation."

Geneviève Gesan-Guiziou, Coordinator of the European FAIRCHAIN project

[linkedin.com/company/consultdss](https://www.linkedin.com/company/consultdss)

twitter.com/consultdss

[youtube.com/consultdss](https://www.youtube.com/consultdss)

[instagram.com/consultdss](https://www.instagram.com/consultdss)

www.consultdss.com

