

DRIVE NEWSLETTER



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Welcome to the third Newsletter of **DRIVE - Driving Rural Innovation through startup Villages across Europe** - is a Horizon Europe Coordination and Support Action dedicated to strengthening rural innovation ecosystems. It does so by connecting startups with accelerators, mentors, and funding bodies through dynamic roadshows, hackathons, and training events.

The Bohinj Roadshow

“Grown Here, Served Here”

We're thrilled to bring the first DRIVE Roadshow to the Julian Alps! From 21 to 23 October, innovators will gather in Bohinj to tackle our "Grown Here, Served Here" challenge, co-creating solutions for local food systems.

AGENDA

DAY 1

Afternoon

Arrival & Welcome

DAY 2 - Hackathon Kickoff & CO-creation

9-9.30

Registration and welcome

9.30-10.45

Opening Plenary: Local Address &
Introduction to the DRIVE Project

10.45-11

Team Allocation for Parallel Tracks

11-12.30

Parallel Sessions:

- Sustainability & SME Business Models
 - Social Innovation for SMEs
- Access to Finance & Circular Economy

12.30-14

Lunch & Networking with Experts

14-18

Hackathon Challenge begins local challenge co-creation, ideation & development

DAY 3 - Hackathon Finale

9-12.30

Project development, mentoring & prototype building

12.30-14

Lunch

14-15.45

Final Presentations/Pitches

16-17.30	Jury deliberation & winner announcement
18	Closing remarks & Farewell



The mentoring period for the winning teams will last from November 2025 to March 2026

CHALLENGE STATEMENT

The Biosphere Reserve Julian Alps (BO JA) was the first designated biosphere reserve in Slovenia. It strives to maintain a balance between people and nature, biodiversity and sustainable development, with a strong emphasis on cultural values. Although multiple sectoral strategies (tourism, agriculture, SMEs, transport, etc.) target this area, there remains a lack of systemic coordination to ensure sustainability in practice.

The key challenge is to strengthen the local agri-food supply chain by aligning the efforts of farmers, food processors, tourism and hospitality providers, and municipalities. This is crucial not only due to the low competitiveness of agriculture in mountainous areas but also due to the region's strong dependence on global supply systems, especially in tourism and hospitality sectors.

Design innovative digital or organizational solutions to:

- Improve the use of local food in the HORECA sector (hotels, restaurants, cafés) and public institutions;
- Support transparent and traceable systems for ordering and delivering local food;
- Enhance consumer awareness and trust in the origin and quality of local products;
- Optimize logistics and reduce food waste;
- Integrate planning, forecasting, and communication between producers and buyers

OUTCOMES

1. Streamlined planning of food production and demand;
 2. Integrated logistics with traceability from farm to fork;
 3. A greater share of local food in tourism and public meals;
 4. Strengthened perception and economic value of ecosystem services;
 5. Measurable reduction of food waste.
-

WHAT'S NEXT?

After Slovenia, we head to Serres (Greece, 10–12 Nov 2025) and Le Bourget-du-Lac (France, 3–5 Dec 2025).

Stay tuned for details!

Stay Connected

For more information visit the [DRIVE WEBSITE](#)

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