

Relio Digitális Piactér (Hungary)

Organisation: SmartMBSE Kft.

Geographical scope: Hungary

Target users: Farmers, consumers, community groups and market organisers.

Overview

Relio Digitális Piactér is a sustainability-oriented digital marketplace designed to strengthen direct-to-consumer sales through short food supply chains. Operating as a Software-as-a-Service (SaaS) solution, it enables different organisations to establish and manage their own online marketplaces while fostering community engagement around sustainable food systems.

Main functionalities

- Multi-marketplace management;
- Direct-to-consumer online marketplace;
- Producer and consumer network management;
- Marketplace administration for different organisers;
- Community-building features;
- FAQ and online user support.

Contribution to biodiversity-based food marketing

The platform supports more resilient and decentralised food systems by facilitating direct sales and strengthening links between producers and sustainability-conscious consumers. Its flexible architecture also enables the creation of thematic marketplaces dedicated to biodiversity-based products.

Strengths

- Multi-marketplace architecture;
- Community-oriented approach;
- Flexible SaaS solution;
- Strong focus on sustainability.

Limitations

The platform is relatively recent and currently has a limited user base compared with more established European marketplace solutions.

Website

<https://relio.hu/#/piacterek>

Userguide

No userguide available