

Project acronym: PEFMED

Lead Partner: ENEA- Italian National Agency for New Technologies, Energy and Sustainable Economic Development

Contact person: Caterina Rinaldi

Email: caterina.rinaldi@enea.it

Project countries: Italy, Spain, Slovenia, France, Portugal, Greece

Priority Axis/Objective (or sub theme): Priority axis-Investment Priority-Specific Objective 1-1-1; Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth PI 1.b; 1.1. To increase transnational activity of innovative clusters and networks of key sectors of the MED area - Green growth

Modules: M2 (01/11/2016 – 30/04/2019)

Description

1. Short description of the project (maximum 500 characters)

The project aims to test the applicability of the EU Environmental Footprint method over some regional agrofood systems and within specific testimonial product groups, tailoring it to the geographic context, thus going beyond the efficiency analysis so as to account for the different functions the food and the production systems provide. The final aim is to foster targeted systemic interventions to green the agrofood supply chain, promote the market uptake of eco-innovative patterns and maintain the competitiveness in the frame of the regional Smart Specialization Strategy.

2. Keywords: (maximum 3)

Product Environmental Footprint, Agrofood sector, Ecoinnovation

3. Key Deliverables expected (concrete final outputs - 4 maximum)

Output 3.1- Point zero of MED agrofood sector upon PEF benchmarks* product category set by EC. The point zero consists in sizing the readiness and the distance to target from PEF benchmarks (elaborated by the EC during the 2nd wave of pilots between 2012-2014) of 9 testimonial MED agrofood systems where the PEF compliance of different product groups is tested and evaluated. 9 operational instruments will be developed to foster innovations of SMEs.

Interreg MED Programme
Programme Interreg MED

Tel. +33 (0) 4 91 57 52 62 - Fax +33 (0) 4 91 57 53 13
Hôtel de Région - 27, Place Jules Guesde 13481 Marseille Cedex 20 - France
www.interreg-med.eu

Programme cofinanced by the European Regional Development Fund
Programme cofinancé par le Fonds Européen de Développement Régional



Output 3.2. Ecoinnovation and business strategies to anticipate EU market changes in environmental certification. Information of PEF-compliance posture of each agrofood productive systems (100 SMES estimated to receive non-financial support) help identifying “worst in class” and “best in class” products and introduce accordingly tailored actions to move companies towards eco-innovation and to develop territory-based PEF business plans.

Output 3.3. Interaction schemes among key-players to streamline basics for PEFMED uptake and transferability. 9 transnational innovation clusters will be supported to implement ecoinnovation upgrades and certify the environmental quality of productions.

Output 4.1. Transferability by PEFMED policy uptake and legitimization. 6 strategies will be developed to favour innovation of SMEs.