

Project acronym: CAMARG (Clusters of innovative zero-km Agrofood MARKETplaces for Growth)

Lead Partner: Consorzio IB Innovation

Contact person: Chiara Lepori

Email: lepori@ibinnovation.eu

Project countries: Italy, Spain, Croatia, France

Priority Axis/Objective (or sub theme): Priority axis 1 “Promoting Mediterranean innovation capacities to develop smart and sustainable growth / Programme specific objective 1.1 “To increase transnational activity of innovative clusters and networks of key sectors of the MED area”

Description

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

High-quality zero-km agrofood products directly on your table at the same price of standard-quality mass retail stuff. This is the CAMARG aim, pursued by the testing and validation of an advanced eCommerce solution suited to support small producers in any MED territory characterized by agrofood excellences. The web-based service will support clusters of small local producers in organizing self-sustaining supply networks able to deliver daily the selected food to the consumer locations.

2. Keywords: (maximum 3)

Zero-km agrofood ; small producers and clusters ; eCommerce

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

1. Agrofood electronic Marketplace software platform made accessible in SaaS mode as leverage for cluster innovation. CAMARG tests and validates an advanced eCommerce solution suited to any MED territory characterized by the production of agro-food excellences. The devised approach is based on the regional customisation & testing of an easy and smart eCommerce service for delivering daily the ordered products to the end consumers at their sites (homes, offices, hotels).
2. Km-zero agrofood electronic Market new business and governance model. The CAMARG solution is specifically conceived to support those producers that are dramatically suffering the market competition, especially from the emerging mass retail business model, while they are normally small in size, many in number and each able to supply limited quantities of very high-quality selected products. On the other hand, the local agro-food market often presents niche retails specialised in the offer of quality products, but suffering themselves the competition from the mass retail in terms of variety and price of the supply.
3. Clustering enlarged programme for innovation in km-zero agrofood sector. After the test phase, CAMARG prepares a set of portability guidelines including methodology for setting the eMarket place and stakeholder involvement, how to evaluate the pilot experiments and define hints to plan the future enlarged programme innovation wanting to enlarge the users, the innovation services and the business & governance sustainability model.