



# Cultivating Sustainability: Advancing Efficient Agri-Food Value Chains



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[co-fresh.eu](https://co-fresh.eu)

# CO-creating sustainable and competitive FRuits and vEgetableS' value cHains in Europe

Call under the programme SC 2 “Food security, sustainable agriculture and forestry, marine, maritime and inland water research and the bioeconomy”

H2020 RUR-06-2020: Innovative agri-food value chains: boosting sustainability-oriented competitiveness



## Innovation action



# 7

Agri-food **value chains** represented in the fields of:  
Fruits – Vegetables – Plant-based meat analogues – Feed

# IN FIGURES

## Innovation action

7,531,707.50 €

7

Agri-food  
value chains

8

Research  
centres

7

Associations  
& NGOs

1

BP

26

Partners

1

TECH

1

IPR

10

Different  
countries



## Data:

42

Months

42

Deliverables

23

Milestones

19

Innovations

# OBJECTIVE



To **(re)design** and pilot innovative systemic approaches to **agri-food value chains** to scale up this innovation at the **European level**. These innovative approaches will **improve** the **economic, social and environmental** performance/efficiency of these value chains, through **smart integration of technological, social, organisational, managerial and institutional innovations**; all of which serve to make them more sustainable.

# METHODOLOGICAL TOOLS AND INNOVATIONS STRATEGIES



**Interventional Research**, implies that implementation of changes are done simultaneously. IR follows a dedicated procedure of 5 steps, from design to scaling.



**Co-creation framework:** transdisciplinary workshops, interactive sessions among academics and practitioners, living labs, multiactor platforms, inclusive design meetings and joint evaluation schemes.

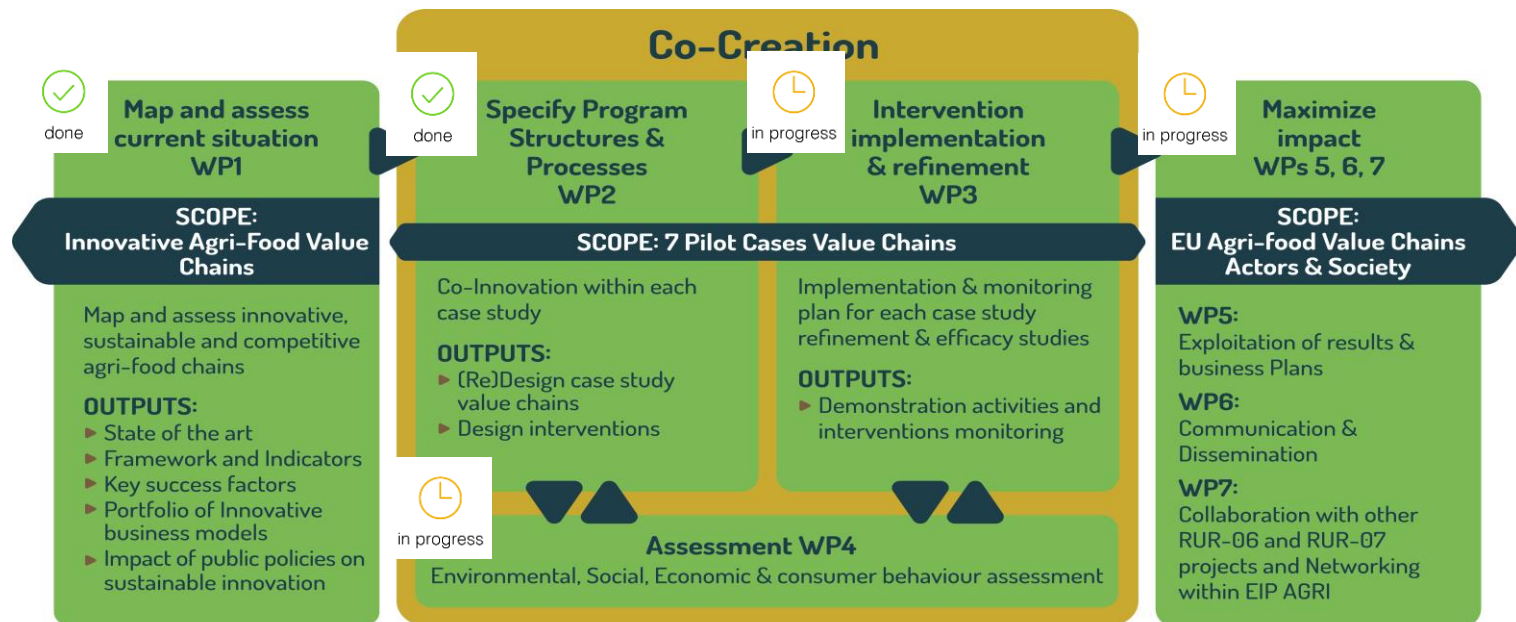


**Innovation strategies**, particularly those that combine and integrate technological and non-technological changes.

# PROJECT SITUATION



12 months to the end of the project



Through IR, CO-FRESH aims at identifying models and practices of sustainable innovative value chains and implementing in **7 selected Pilot cases**.

# PILOT CASES



FoodvalleyNL, **THE NETHERLANDS.**

Support partner: WU.



EKOOWOC, **POLAND.**

Support partner: WULS.



Chambre d'Agriculture du Pays de la Loire (CRPDL),

**FRANCE.** Support partner: ACTALIA.



Florette Iberica (FLORETTE),  
**SPAIN.** Support partner: CNTA.



Pilze-Nagy Ltd, **HUNGARY.**

Support partner: KISLEPTEK.



Coexphal, **SPAIN.**  
Support partner: UAL.



Le terre di Zoe (ZOE), **ITALY.**  
Support partner: TCA.

# Co-Creation of Innovative solutions

203

Innovations proposed in the 7 Pilot Cases

63

Innovations most voted (9 per Pilot Case) were ranked through a Delphi vote

19

Selected Innovations



9 Technological  
(4 New Food products)



4 Operational-Organizational



5 Market-focused



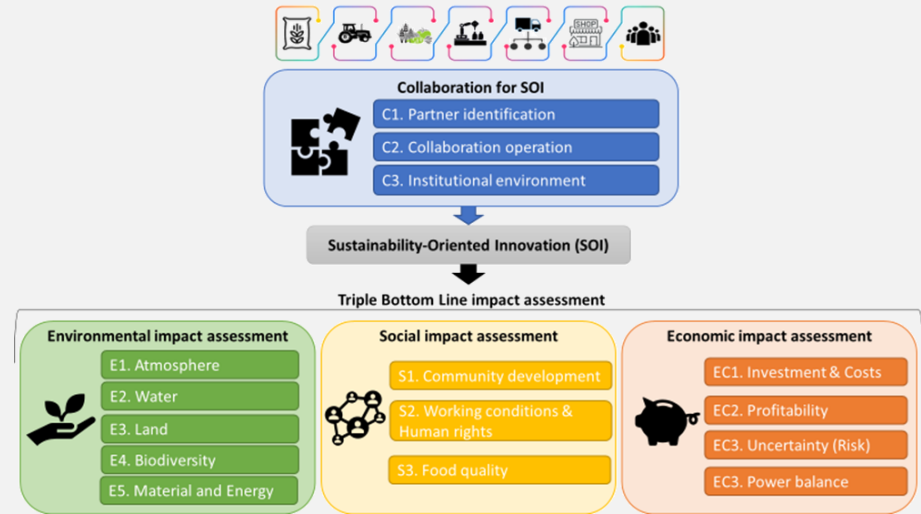
1 Nutritional



# PROJECT RESULTS

## The SICO framework

- **Reflective tool** for the organizations engaged in an innovation process toward sustainability in an agrifood chains.
- It is composed of four major components, articulated around the central concept of Sustainability-Oriented Innovation (SOI) .



SOI is defined as “a collaborative process of change, initiated by an organisation, directed at improving the three pillars of sustainability, relying on a bundle of innovations (technological, organisational and institutional), and whose benefits are fairly distributed across the value chain and external stakeholders”.

The SICO final toolkit focuses on the **Collaboration component**. The SICO toolkit enables to assess the collaborative dimension of SOI, with a set of sub-themes and a list of indicators. It does not intend to be normative but is meant as an action-oriented tool, that can be used at different stages of the SOI process.

# PROJECT RESULTS

## Business Models Portfolio

Portfolio of **20** innovative, sustainable, and competitive business models in agri-food value chains, considering the three pillars of successful companies' value creation and capture strategies:

- value proposition,
- collaboration dynamics and
- firms' dynamic capabilities.


These business models were selected, based on the inventory of value chains that have implemented sustainability-oriented innovations, and with a special attention to the models that strengthen farmers' position and that involve producer organizations, family businesses, and SMEs.



# PROJECT RESULTS

## Co-creation methodology for innovation in food value chains

In CO-FRESH, stakeholders are engaged since the very beginning, and they contribute along the whole project development. **Information flows are bi-directional.**

- The **Leader** of each **pilot case** is one **stakeholder**
- *Pilot case working group* (PCWG) represent the stakeholders and they take decision which **influence how the project is implemented.**
- 4 PCWG meetings along the project:
  - 1<sup>st</sup> workshop:** Constitution of the working group.
  - 2<sup>nd</sup> workshop:** Focus Group for SWOT & Co-creation 
  - 3<sup>rd</sup> workshop:** Demo & monitoring Planning of Interventions
  - 4<sup>th</sup> workshop:** Joint assessment of results

Guidelines to conduct co-creation focus groups



# PROJECT RESULTS (under development)

## Certification mark

- New voluntary certification scheme designed to mitigate the unintentional release of microplastics along the production, distribution and purchasing of food products
- Technical working table with UNI and experts from food industries, Large retailers and HORECA representatives has been activated
- The new standard could be adopted in different phases of the whole food chain. The new certification scheme intends to be an additional standard not competitive with existing food Q&S marks (e.g. BRC, IFS, Global Gap, etc..).

# PROJECT RESULTS



## Sustainable Food Systems Innovation Platform

The SFS Innovation Platform is an online environment for those interested in sustainable food who want to stay up-to-date, especially, it is interesting for these end users:

**Consumer**



**Farmer and cooperative**



**Industry & retail**



**Policy Maker**



**Technology provider**



# PROJECT RESULTS (under development)

## Networking activities & Joint Policy Brief

Sister project cooperation (topics RUR-06-2020 and RUR-07-2020)



8 Thematic workshops will be organized between Sept'23 – Feb'24).



The project is also interacting with Operational Groups within the **EIP-AGRI**, with **SCAR SWG AKIS and Food Systems**, whereby a joint policy brief on the challenges and solutions to sustainability aspects in the agri-food value chains will be jointly developed.

# WHAT NOW

19

Selected  
Innovations



9 Technological  
(4 New Food  
products)



5 Market-focused



4 Operational-  
Organizational



1 Nutritional

**4** Innovations under development  
presented today



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