



SWG SCAR AKIS 5 6th Meeting 2nd June 2021

H2020 MA projects – RUR06-2020 ‘Innovative agri-food value chains: boosting sustainability-oriented competitiveness’

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000852

CNTA 



co-fresh.eu

“CO-creating sustainable and competitive FRuits and vEgetableS’ value cHains in Europe”

Call under 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

Total Budget: 7,531,707.50 €

EU contribution: 6,992,304.00 €

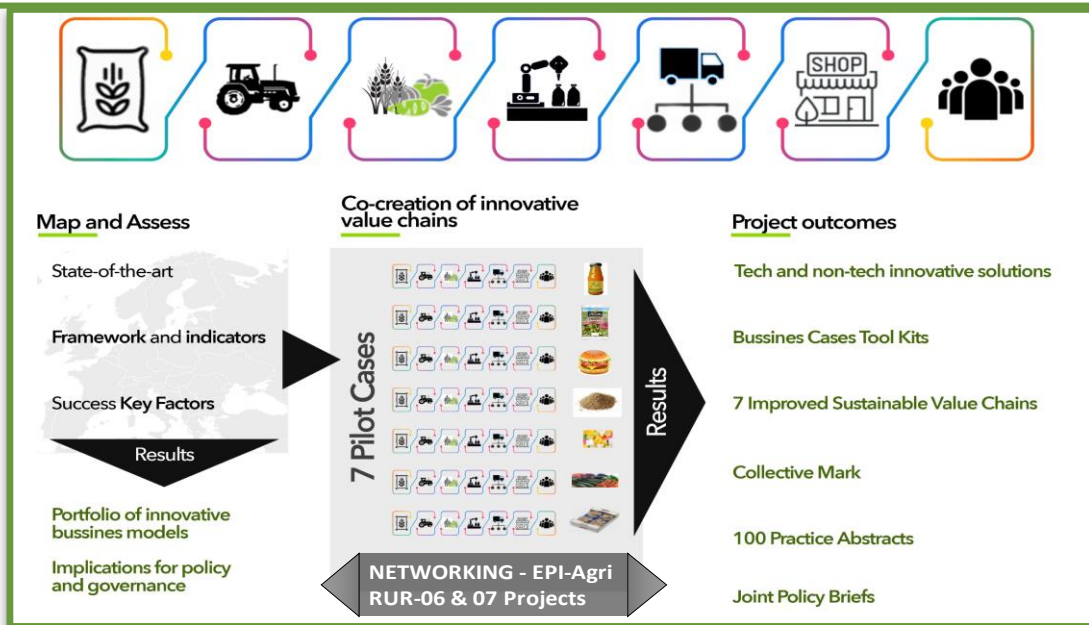
26 partners + 2 associates

10 EU MS

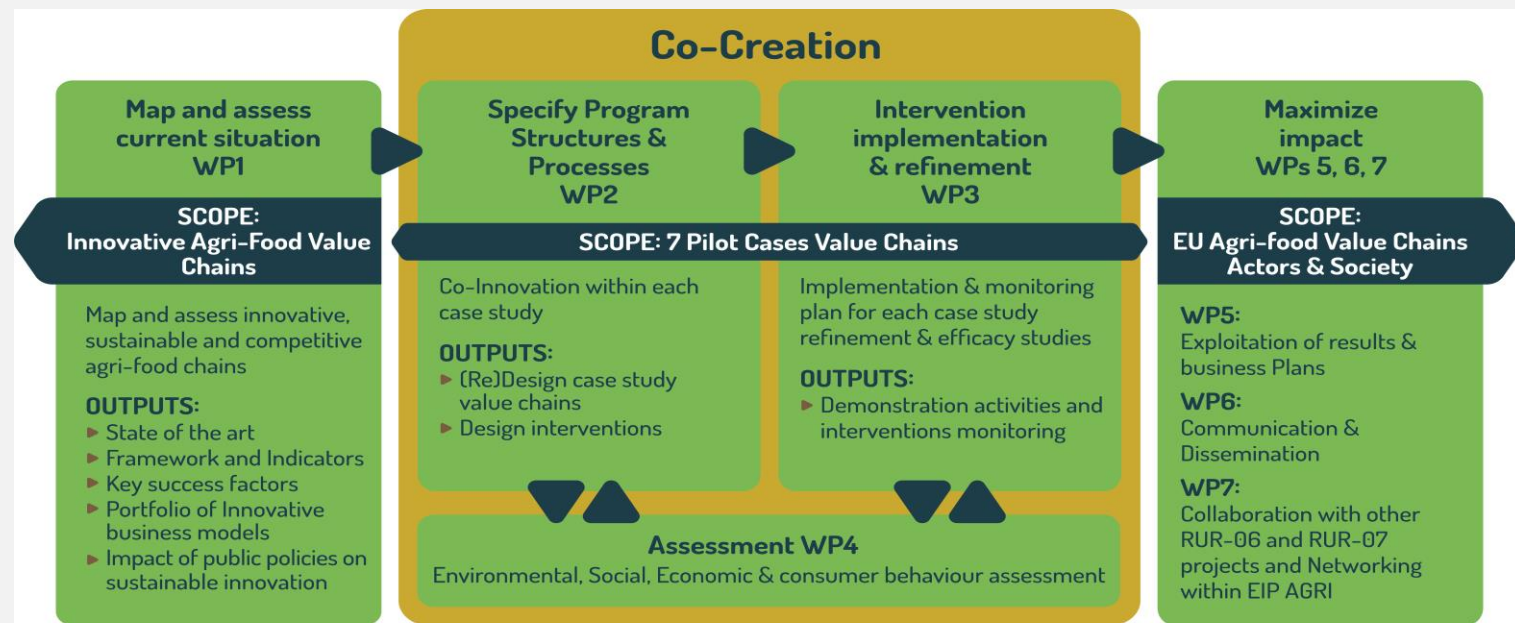
Duration: 42 months

1st October 2020 – 30th March 2023

The **main objective** of **CO-FRESH** is 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.



Intervention Research



CO-FRESH relies on **Intervention Research (IR)**. IR is an emergent collaborative process of inquiry that studies models of collective action within and across organization. Through IR, CO-FRESH aims at identifying models and practices of sustainable innovative value chains and implementing in **7 selected Pilot cases**.

Specific objectives & main KPIs

Map & Assess current situation

- Identification & Analysis of **100+ Innovative Value Chains** all over Europe
- **SOI Analysis Framework** & a **Set of indicators**
- Portfolio of **20+ sustainable business models**

Co-Creation Value Chains

- **7 F&V Pilot Cases**
 - **SWOT & Sustainability assessment** (Env. Econ. Social) & **Consumers** survey of **Current VCs**
 - **Collaborative re-design** of **7** innovative Value Chains

Demonstration & Monitoring

- **7 re-designed F&V Pilot Cases**
 - **Intervention study** in **7** Value chains
 - **Sustainability assessment** (Env. Econ. Social) & **Consumers** survey of **re-designed VCs**

Impact maximization

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> ▪ Replication Tools: <ul style="list-style-type: none"> • A business Tool kit • A Certification Mark | <ul style="list-style-type: none"> ▪ Com & Dissemination: <ul style="list-style-type: none"> • 3 Short videos • 100 EIP AGRI Practice Abstracts • 8 Innovation & training Workshops • 8 Scientific articles- 10 Conferences • Final event in Brussels | <ul style="list-style-type: none"> ▪ Networking & Sister Projects Coop: <ul style="list-style-type: none"> • A Joint Networking Plan • 2 Methodology Workshops • 7 Cross-exchange visits • A Joint Policy Brief |
|--|---|--|

Technology Partners



Agri-Food Expertises

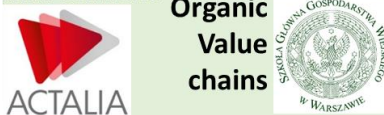


Consumers



Policy & Institutional

Environment



Cooperatives

Farmers' assoc

Producers' assoc
& Clusters

Env & Social NGO

Consumers' assoc

Public
Administration

7 Pilot - Value Chains Practitioners

- LE TERRE DI ZOE: Organic fresh Fruits & Preserves
- FLORETTE IBERICA: Minimally processed salads
- The Protein Cluster: Fava Plant-based meat analogues
- CRAPDL: Protein crops for feed
- EKOOWOC: Organic Fresh & Processed Fruits
- PILZE: Fresh Oyster Mushrooms; Dried & Creams
- COEXPHAL: Fresh & processed Vegetables



Impact

Business Development

Communication
& Dissemination

Agri-Networking

Impact & replication



Multiactor approach: Pilot Cases Methodology

In all 7 Pilot Cases:

Pilot Case Key
Partner +
Support partner

- 7 Pilot Cases working in parallel

A Group of 12+
Stakeholders
along each VC

- Representing the whole
Value Chain of each Pilot
Case

4 VC Working
Group
Meetings along
the Project

- 1 Current situation analysis
- 2 SWOT & CO-CREATION
 - → **Re-Designed VC**
- 3 Demonstration Implementation Plan
 - → **Intervention Study**
- 4 Evaluation of Monitoring results

First results

Deliverable 1.1: State of the art about the key success factors and their theoretical explanations for innovative, sustainable and competitive agrifood value chains

- **Definition of "sustainable and innovative agrifood chains"** in the CO-FRESH project, based on the Sustainability-Oriented Innovation concept (SOI)
- Exploration of the **collaboration modes and public policies** that relate to SOIs in agrifood chains
- Identification of **the success factors** of SOIs in agrifood chains

Public summary available in: www.co-fresh.eu

<https://co-fresh.eu/2021/06/01/co-fresh-public-summary-of-d1-1-drivers-and-constraints-of-sustainability-oriented-innovation-in-agri-food-value-chains-key-findings-from-co-fresh-task-1-1/>

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Networking & Cooperation

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