

Uptake of the Product Environmental Footprint across the MED agrofood regional productive systems to enhance

## innovation and market value



**Product Environmental Footprint** (PEF) method takes into account the impacts of a product throughout its life cycle, from cultivation of raw materials, through processing, transport and use, to disposal and recycling.

The final aim is 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.

Project partners





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