



Uptake of the Product Environmental Footprint
across the MED agrofood regional productive
systems to enhance innovation and market value

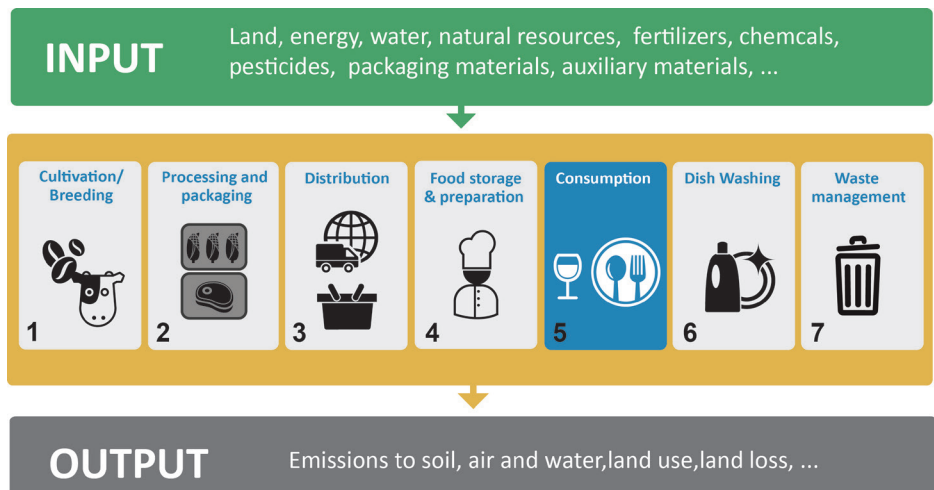
Objectives

The main objectives of the PEFMED project are the reduction of environmental footprints and the implementation of **green innovations** along the whole **agrofood supply chain**.

PEFMED foresees the development of the “PEFMED method” based on the application of the European “**Product Environmental Footprint** (PEF)”, combined with a set of socio- economic indicators in a specific territorial context.

The PEF method takes into account impacts of a product throughout its life cycle, from cultivation of raw materials, through processing, transport and use, to disposal and recycling.

Scheme of agrofood Life Cycle



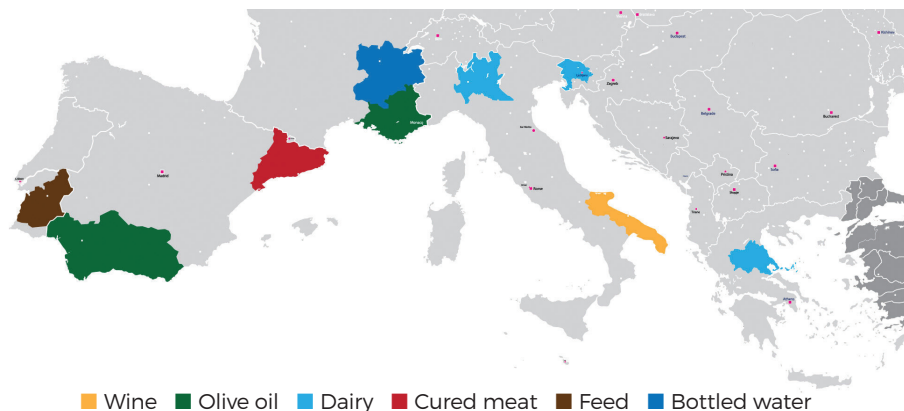
SOURCE: Paola Sposato (ENEA 2016)

Aim of the PEFMED method

- **Promote targeted systemic eco-innovation interventions** to green the agrofood sector
- **Increase the market value of PEF-compliant productions** and guide a mind change in the traditional agrofood productions model towards the PEF approach
- **Support the Smart Specialization Strategies** (RIS3) goals related to innovation in agrofood and industrial production

Testing phase

The PEF method and the socio-economic indicators will be tested in nine product chains and clusters located in different MED regions: dairy, cured meat, olive oil, wine, feed, bottled water.



The results of the testing will be compared with the already available EU benchmarks, and the “hotspots” analysis will allow the identification of possible solutions to lower life cycle environmental impacts, encouraging companies to innovate in key green production processes while ensuring full respect for local agrofood traditions. The socio-economic indicator analysis will allow defining an improvement plan tailored to the supply chain and the territory.

Results

- **Scenarios of intervention** (technological and managerial actions) to improve the nine supply chains and clusters environmental footprints and the key social aspects with a territory based approach
- **Marketing strategy implementation** to communicate the key environmental performance of the nine product chains through transparency, reliability and comparability
- **National roadmaps** to extend the environmental footprint approach to new MED agrofood supply chains and clusters and to favor SME innovation
- **Wiki web-platforms** to facilitate fast creation, sharing and transfer of collaborative knowledge content in a highly accessible and visible manner
- **Knowledge vouchering and new eco-innovation services** to be provided by agrofood associations

Lead Partner:

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



Project Partners:

-  FEDERALIMENTARE - Italian Federation of Food Industry



-  ANIA - French Association of Food and Drink Industry



-  FIAB - Spanish Food and Drink Industry Federation



-  FIPA - Portugal Food and Drink Federation



-  SEVT - Federation of Hellenic Food Industries



-  CCIS-CAFE - Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises



-  CRITT PACA - Agrofood Regional Innovation and Technology Transfer Center



-  DNV-GL BUSINESS ASSURANCE ESPAÑA



-  Italian Ministry for the Environment, Land and Sea (MATTM) - Associated Partner



2,4 M €

Project budget

2,1 M €

ERDF

30 Months

Project duration

Project duration 01/11/2016 – 30/04/2019

Funding Programme Interreg MED Transnational Cooperation Programme, www.interreg-med.eu

Contact person Caterina Rinaldi, ENEA, caterina.rinaldi@enea.it

Website pefmed.interreg-med.eu

Blog www.pefmed-blog.eu

Social Media  @PEFMEDproject,  PEFMED project,  interreg_pefmed_community

Project co-financed by the European Regional Development Fund