

PRIMA – SECTION 2

Topic 2.3.1 (RIA) New optimized models of Agri-food supply chain systems offering fair price for consumers and reasonable profit share for producers

Advised budget for proposals: not less than €1 Million

Submission deadline

Stage 1: 15th April 2020. 17:00h CET

Stage 2: 16th September 2020. 17:00h CET

01. Focus and profile of the projects

SRIA priority addressed:

3.3 Implementation of innovation in the Agri-food chain, promoting higher quality, sustainability and competitiveness, with particular reference to smallholders

Adoption of technological and organisational innovations for quality and sustainability among Mediterranean firms results to be very low especially with reference to Small and Medium Enterprises (SMEs), which are a significant economic and employment driver in the area.

Link to SRIA: http://prima-med.org/wp-content/uploads/2018/02/PRIMA-SRIA_Strategic-Research-and-Innovation-Agenda.pdf

Types of action: Innovation Action (RIA)

Funding level: Depending on National Regulations (check the 2019 while waiting for the 2020 ones: <http://prima-med.org/wp-content/uploads/2019/01/National-Regulations-2019-v5.pdf>)

Technology Readiness levels (TRL): TRL 3-5

Duration of the projects: from 36 months to 48 months

Submission and evaluation procedure: Two-stage application procedure. For the first stage, a short proposal (maximum 10 pages) must be submitted by the first deadline. Successful applicants in the first stage will be invited to the second stage to submit a full proposal (maximum 50 pages).

02. List of countries, Consortium conditions, Proposal template and Orientation paper

EU Countries: Croatia, Cyprus, France, Germany, Greece, Italy, Luxembourg, Malta, Portugal, Spain, Slovenia.

Non-EU Countries: Israel, Tunisia, Turkey, Algeria, Jordan, Egypt, Lebanon and Morocco.

Consortium must present at least three legal entities from three different countries, being at least one EU country and one non-EU country.

Stage 1 proposals templates (beware, 2019 templates. Check the web page for update):

- Administrative aspects: <http://prima-med.org/wp-content/uploads/2018/12/PRIMA-Pre-proposal-Template-PART-I-RIA-and-IA-2019.docx>

- Technical aspects: <http://prima-med.org/wp-content/uploads/2018/12/PRIMA-Pre-proposal-Template-PART-II-RIA-and-IA-2019.docx>

Orientation paper Calls 2020: Very similar to H2020 in terms of kind of actions, funding schemes, participant's eligibility, evaluation criteria, etc. <http://prima-med.org/wp-content/uploads/2020/01/Orientation-Paper-calls-2020.pdf>

Reference documents (pending updated 2020 call for proposal specific documents):
<http://prima-med.org/calls-for-proposals/reference-documents/>

03. Challenge

The Mediterranean Agri-food value chain represents a complex ecosystem with numerous local actors, including farmers, small-scale food manufacturers and local distributors, canteens and retailers local public authorities. However, its competitiveness is seriously challenged by increasing imported agriculture resources and food products, as processed food, or as ingredients of food productions.

Those products are produced in large volumes for global markets, at low prices, and in regions suffering less from climate and environmental constraints, compared to the Mediterranean area. In addition, the price small farmers get for their products is quite low, compared to the price that products are sold to the end customer. This is due to the presence of many powerful actors, other than smallholders, in the farm-to-fork supply chain who can position and negotiate powerfully. Hence, there is a need for innovative organisational approaches and tools (tools and machines, business models, green public procurement, software, applications, etc.) that can help overcoming this challenge. New optimization models for the local Agri-food supply chain are requested, which provide local and distinguished benefit, economically, environmentally and socially to smallholders.

04. Scope

Increasing the competitiveness of small-scale farmers, manufacturers, local distributors and all other intermediate actors in the food chain is of key importance in order to guarantee a fair profit share for them. Optimized business models should be investigated that allows a better positioning of smallholders in the local and international markets, including innovative green public procurement approaches for local public authorities. In addition, new supply chain arrangements may be considered, analysed and empowered (if already in place elsewhere), especially shorter supply chains and more transparent relations between actors.

The access to markets, through innovative tools, including but not restricted to multi-technologies and ICT tools (web, apps, mobile devices), should be reconsidered as well as levers to improve the direct contacts between market players (supermarkets, out-of-home and consumers, canteens) and the farmers/ manufacturers, respecting the local socio-cultural characteristics of the target groups, i.e. smallholders in rural and underserved regions. Finally, all organizational and technological innovations and underlying research approaches that help local clusters and cooperatives to be more competitive are highly appreciated; considering the characteristics of the local societies. Additionally, the actions shall empower, through a Responsible Research and Innovation Approach, the climate of creativity of the small famers/producers/SMEs in the local community (i.e. social and inclusive innovations).

It shall also promote the concept and implementation of circular economy and responsible production-consumption concepts, with meaningful usage of resources via cascading eco-industrial methods and technologies highly performed at small scale.

05. Expected impact

- New technology tools and business models for access to market, suited to local clusters and SMEs, and creation of a new generations of young entrepreneurs.
- New insights in the competitiveness of local clusters of farmers, small manufacturers and distributors, with integrated innovative planning and institutional solutions for sustainability and profitability.
- New options to increase the added value of products from local clusters.
- Transparencies in fair trade and shortening Agri-food chain beneficial for smallholders.
- Verified consumer feedback on quality and safety of products from small holders, locally produced or obtained in inter-Mediterranean country trade.

06. Key Performance Indicators

- Number of business models for quality and sustainability adapted to SME and smallholders.
- SDG#2 Indicator 2.3.1: Volume of production per labour unit by classes of farming/pastoral/forestry enterprise size