



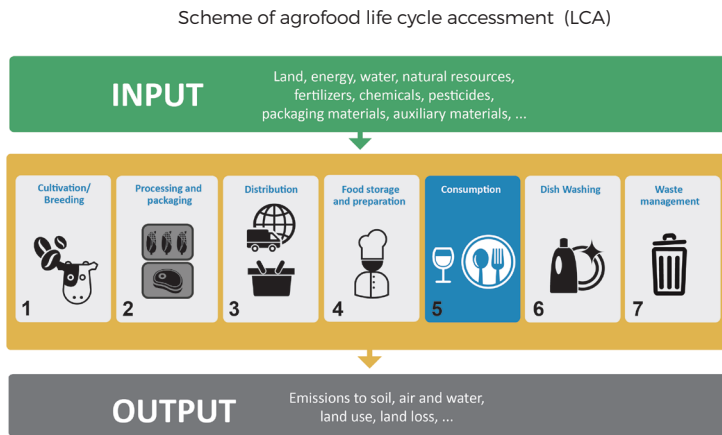
Uptake of the Product Environmental Footprint
across the MED agrofood regional productive
systems to enhance innovation and market value

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**.

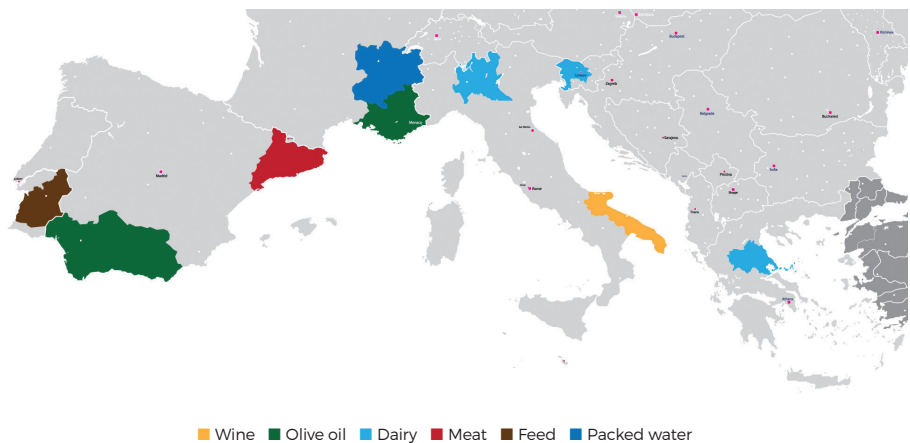
PEFMED foresees the development of the "PEFMED method" based on the application of the European **"Product Environmental Footprint"** (PEF), combined with a set of socio-economic indicators in a specific territorial context.

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



SOURCE: Paola Sposato (ENEA 2016)

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

Aim of the PEF method test

- 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

Results

- **Scenarios of intervention** (technological and managerial actions) to improve the nine supply chain and cluster 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 provide 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 - Association Nationale des Industries Alimentaires
-  FIAB - Federación Española de Industrias de la Alimentación y Bebidas
-  FIPA - Federação das Indústrias Portuguesas Agro-Alimentares
-  SEVT - Federation of Hellenic Food Industries
-  CCIS-CAFE - Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises
-  CRITT PACA - Centre Régional d'Innovation et de Transfert de Technologies Agroalimentaires
-  DNV-GL BUSINESS ASSURANCE Barcelona
-  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 – 31/04/2019

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

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