



LIFE16 ENV/ES/000173



Project co-financed by the European
Regional Development Fund

PEFMED & PEFMED PLUS projects

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Federalimentare Servizi srl

LIFE RENDER FINAL WORKSHOP
13 October 2021



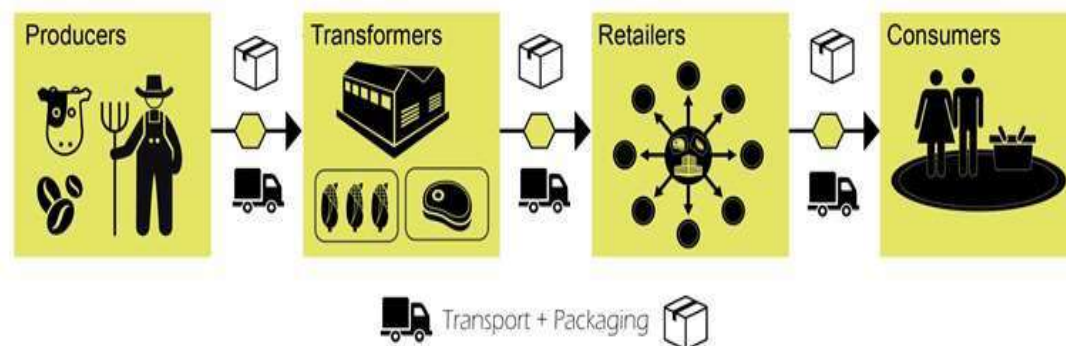


there is a proliferation of environmental labels which represents a potential threat to EU Single Market and food industry expressed the need for information that is reproducible, comparable, and verifiable between food products;

SO POLICY MAKERS AIM AT:

- introducing environmental data collection and monitoring methods to deal with environmental labelling;
 - diffusing and communicate existing certification schemes at EU level;
- making entrepreneurs aware of how PEF could be an opportunity to deal with environmental goals, to improve their environmental performance and a tool to increase their competitiveness

Many different stakeholders
along and around the agrofood chains



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

Time frame from 1/11/2016 to 31/7/2019

Duration: 33 months

Total budget 2.438.000 Euro

Partners 9

Countries 6

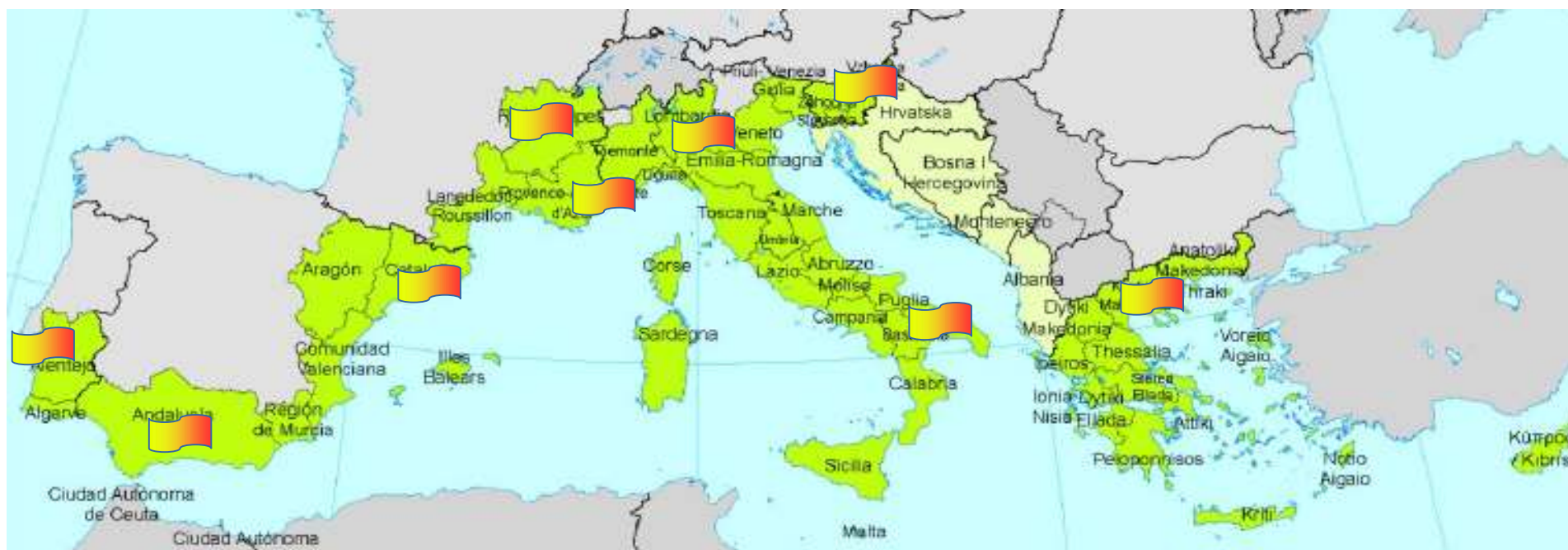
Test Region 9



INVOLVED REGIONS

The 9 target MED regions are

- | | | | |
|--------------|----------------------|--------------|-----------|
| ► IT | Apulia & Lombardy | ► POR | Alentejo |
| ► FR | Rhône Alpes & PACA | ► GR | Thessalia |
| ► ESP | Cataluña & Andalucía | ► SI | Zahodna |



PROJECT OBJECTIVES (1)

Following the results of the pilots conducted by EC in 2014-2015, the overall objective of PEFMED project is **to test the applicability of the new EU Product Environmental Footprint method (PEF)** for some specific product groups in **9 MED agrofood regional systems (clusters & supply chains)**, with the final aim to:

- promote targeted systemic eco-innovation interventions* to green the agrofood sector;
- increase the market value* of PEF-compliant productions;
- support the Smart Specialization Strategies (RIS3)* goals related to innovation in agrofood & industrial production.



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PROJECT OBJECTIVES (2)

- ▶ PEFMED represents the 1st verification in Europe of the PEF standards **within given territorial domains.**
- ▶ It **strengths** connection & cooperation between LCA research & ecoinnovation experts and agrofood business organization in MED Countries **by providing a set of technology, organizative & market intelligence drivers.**
- ▶ to **guide** a mind-change in traditional agrofood productions model towards PEF-compliant measures



PRODUCTS CHAIN & Test

- ▶ **Sectors are:** *Olive oil, Packed water, Meat, Wine, Dairy, Feed for food-producing animals*. These products have been tested by the EC between 2014-2015 and environmental life-cycle results are available.
- ▶ **100 agrofood** companies (estimated value) within these 9 MED systems will be directly involved in the PEFMED method application



RESULTS ACHIEVED (1)

- Definition of a **PEFMED mixed method** (PEF requirements+ environmental /socio economic territory based indicators)
- **9 LCA studies** performed according the PEFMED method **in specific regional agrofood clusters / supply chains**, to measure distance-to-target from EC environmental standards (*benchmarks* already identified at EC level)
- **LCA- based stress tests reports** delivered for the pilot agrofood productive systems.
- Development of **territory-based PEF self-assessment diagnosis tools** (in all partners languages + EN)

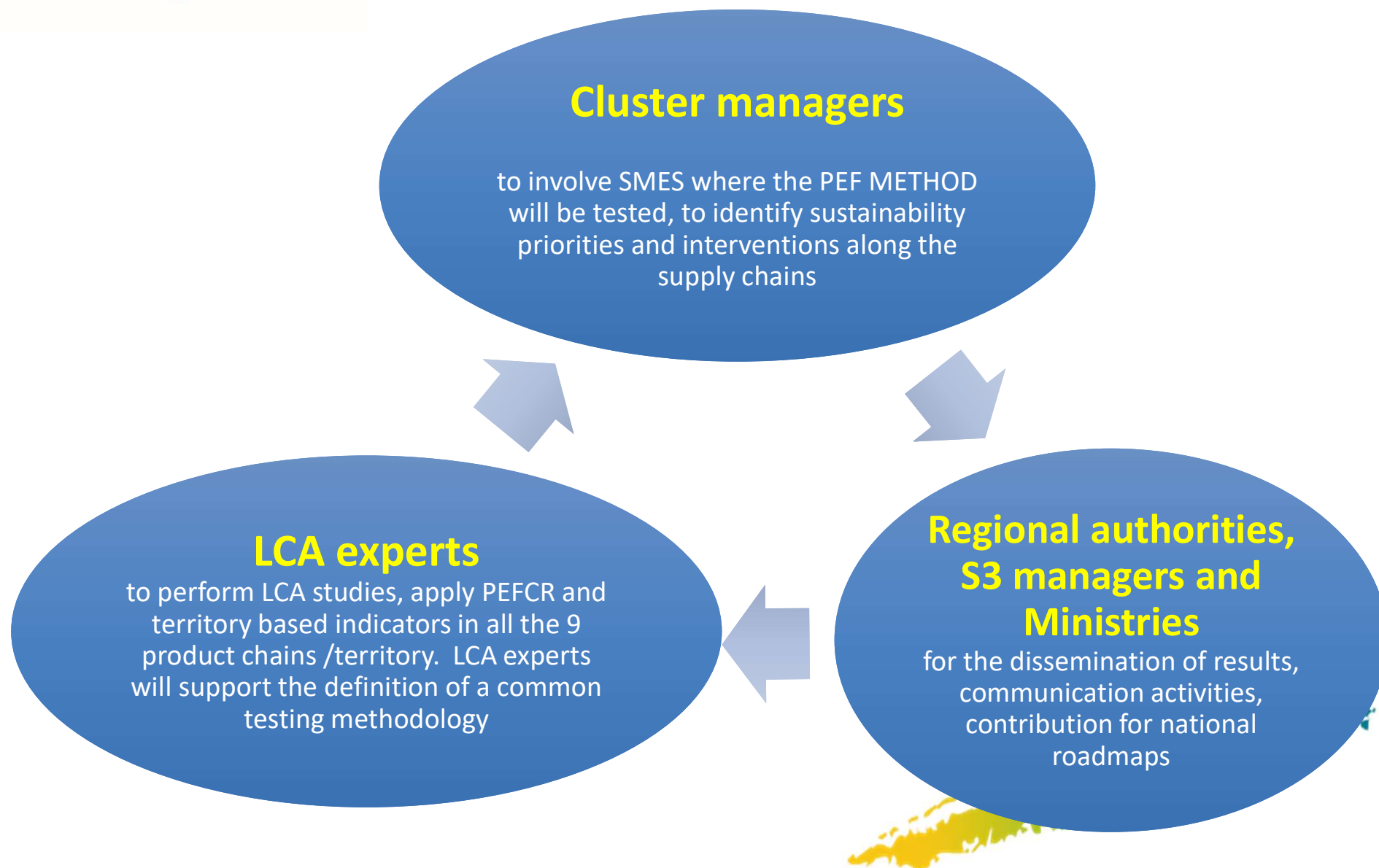


RESULTS ACHIEVED (2)

- **Territory-basis scenarios of eco-innovative interventions**, for greening the supply chains and to reduce environmental costs in food processing
- **Marketing strategies** for mainstreaming economic, social and environmental sustainability into the Organisation Governance and Management Systems (for “*best in class products*”)
- **Transnational methodology** to extend the PEFMED use **outside** the tested regions.
- **National roadmaps** for environmental footprint sustainability in MED productions



KEY STAKEHOLDERS





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PEFMED Plus

*“Sharing and transferring **Product Environmental Footprint** experiences and methods to neighboring countries of the Adriatic agri-food sector”*

THE MED
GREEN GROWTH
COMMUNITY

26/07/2021





- ✓ **ENEA - Italian National Agency for new Technologies , Energy and sustainable economic development - (IT) – Lead partner**
- ✓ **FEDSERV –Federalimentare Services (IT)**
- ✓ **SDC - County of Split-Dalmatia (HR)**
- ✓ **SEVT – Federation of Hellenic Food Industries (GR)**
- ✓ **UBHVFP–Administration for food safety, veterinary & phytosanitary affairs (MNE)**
- ✓ **SUM APTF - University of Mostar, Faculty of Agriculture and Food Technology (BA)**
- ✓ **CRITT PACA - Centre Régional d'Innovation et de Transfert de Technologies Agroalimentaires (FR)**

- ✓ **GAL Terra Barocca, Sicily (IT)**
- ✓ **Crnogorski pršut, Central region of Montenegro (MNE)**
- ✓ **Environmental Protection Fund of Herzegovina-Neretva Canton (BA)**

✓ **START DATE: 1.6.2021**

✓ **END DATE: 30.6.2022**

3 EU “donors” countries

3 Adriatic “target”

GIVERS

- ▶ **IT** Latium
- ▶ **FR** PACA
- ▶ **GR** Attiki



RECEIVERS

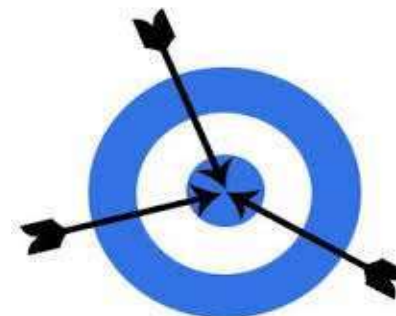
- ▶ **ME** Montenegro
- ▶ **HR** Croatia
- ▶ **BA** Bosnia Herzegovina





Specific objectives and main activities (1)

- ✓ PEFMED PLUS proposal will share and tailor the knowledge, already generated in PEFMED, for the agrifood supply chain stakeholders of the Adriatic basin;
- ✓ Specific **Transferring and Exchange information activities** according to the strategy and the main outputs achieved in the former PEFMED project;
- ✓ This will allow Receivers partners **to become fully aware of the PEF approach and of the need to reduce environmental impact through concrete improvement actions.**





Specific objectives and main activities (2)


- ✓ Increase awareness about the environmental impact of traditional food productions
- ✓ Deliver a "Training the trainers" programme on PEFMED former outputs
- ✓ Knowledge transfer to agrifood producers and clusters, public institution and regional authorities
- ✓ Ratify Protocols and MoU with target groups in order to ensure an "after-life" plan beyond the end of the PEFMED PLUS

THE "PRODUCT ENVIRONMENTAL FOOTPRINT" METHODOLOGY






More informations.....






Website pefmed.interreg-med.eu



www.pefmed-blog.eu

<https://www.pefmed-wiki.eu/>

Social Media |  @ PEFMEDproject,  PEFMED project,  Interreg_pefmed_community





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Thanks for your attention



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