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PEFMED

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



Countries:

France, Italy, Greece, Portugal, Slovenia, Spain

Target Groups:

Industrial product chains and clusters (dairy, cured meat, olive oil, wine, feed, bottled water), PEF experts, business analysts, Smart Specialization Strategies (S3) managers, agrifood sector experts and national agrifood associations

Theme:

Food Systems

Key Words:

Product Environmental Footprint, agrifood sector, eco-innovation, socio-economic impacts

Starting and Ending Dates:

November 2016 - July 2019

PEFMED involved over 200 companies from nine Mediterranean regions to reduce the environmental footprint of six consumer goods: olive oil and bottled water (France), wine (Italy), livestock feed (Portugal), cured meats (Spain) and cheese (in Slovenia, Italy and Greece). Focusing on SMEs, **PEFMED** developed methods, tools and solutions and over 60 good practices for these sectors. **PEFMED**'s overall aim is to support agrifood companies in transitioning to models based on the Product Environmental Footprint (PEF), a EU methodology for assessing the environmental footprint of products in their life cycle, and to promote sustainable and competitive production.

The PEF method was tested together with a set of socio-economic and key performance indicators: **PEFMED**'s SE-KPIs tool.

These indicators include human rights, working conditions, health and safety, cultural heritage, governance and socio-economic territorial impacts. After assessing the environmental and socio-economic performances of the products, the most effective technological and management solutions were identified by a team of researchers, entrepreneurs and experts to improve the environmental and socio-economic footprint of the selected agrifood sectors throughout their supply chains. Thanks to the support of the project's territorial clusters and Smart Specialization Strategies (S3) regional referents, solutions were analysed in relation to available economic policy tools. This led to the development of "sustainable business plans", including eco-innovation and marketing strategies for the companies involved.

Challenges

The main challenges addressed by **PEFMED** are:

- greening agrifood supply chains
- reducing their socio-economic impacts,

- promoting the uptake of eco-innovative practices in these supply chains
- enhancing the competitiveness of Mediterranean agrifood products

PEFMED Pilot Studies:



Zooming In

“Feta is the main representative of Greek cheeses all over the world. It is a traditional protected destination of origin (PDO) product with a long history. Made from sheep and goat milk, it is a prominent staple of the Greek diet. During the pilot phase of the **PEFMED** project, we tested the PEF methodology for dairy products in Feta cheese production and developed recommendations for its improvement. We proposed that more qualitative environmental factors be taken under consideration for the calculation of the PEF and integrated to the methodology such as:

- Support for social cohesion support in rural areas
- Biodiversity
- Indigenous breed conservation
- Extensive and semi-extensive livestock farming

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Ioannis Vastardis

DELTA FOODS S.A.
(Greek pilot company)

Recommendations

PEFMED transferred its outputs, method and tools to nine new industrial associations, clusters and companies through training activities and “PEFDAY” dissemination events and workshops in different MED locations. These processes yielded three main recommendations to encourage a wider application of the PEF method in the EU by:

- increasing the availability of final PEF Category Rules and of specific datasets for the Mediterranean region
- supporting measures for the application

of PEF: i.e. “consultancy vouchers”, training for consultants and companies involved in agrifood supply chains and local helpdesks

- developing simplified tools for applying PEF to SMEs

Moreover, the application of PEF could be expanded through a certification or labelling scheme (e.g. similar to the “Made Green in Italy” scheme), and if its use became mandatory or at least more regulated by EU member states.

Green Growth and the EU Green Deal

With the necessary support from agrifood federations and regional policymakers, **PEFMED**'s approach was able to lower its target sectors' environmental and socio-economic impacts, improve companies' capacity to respond to consumers' needs and expand the market for green products. **PEFMED** thus contributed to the [EU Green Deal](#) and its [Farm to Fork Strategy](#) in several ways. By helping agrifood

companies and national agrifood associations to take stock of their environmental footprint throughout their supply chains, **PEFMED** cleared the way for the introduction of more eco-innovative and sustainable practices within the target sectors. The inclusion of socio-economic criteria using **PEFMED**'s SE-KPI method allowed the project to develop a holistic approach to greening the agrifood system.

Partners:



The InterregMED Green Growth Community

Green Growth is a thematic community that promotes sustainable development in the Mediterranean within the framework of the Interreg Med Programme. It supports the sound management of natural resources by enhancing cross-sectoral innovation practices through an integrated, territorially-based cooperation approach.

The community supports its projects in communicating and capitalising on their results to increase their impact at the policy level and ensure their potential transfer into other territories.

Visit our website:
green-growth.interreg-med.eu

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