



Project co-financed by the European Regional Development Fund

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CAMARG

Clusters of Innovative Zero-km Agrofood Marketplaces for Growth



Countries:

Croatia, France, Italy, Spain

Target Groups:

Small food producers, consumers, SMEs, sectoral agencies, business support organisations, NGOs, education and research, local public authorities, regional public authorities

Theme:

Resource Efficiency and Green Economy

Keywords:

Clusters, e-commerce, zero-km agrifood, green and competitive economy, local food traditions, short supply chains, healthy and environmentally friendly food, replicable models, knowledge sharing and transfer, sustainable growth, skills & education for digitalisation

Starting and Ending Dates:

February 2017 - December 2019

CAMARG developed a replicable agrifood e-marketplace platform to support clusters of small local producers (farmers, food artisans, small retailers) in MED areas characterised by agrifood excellences. The platform allows their high-quality food products to be delivered at consumers' doorsteps all year round at an affordable cost. It increases their visibility and allows them to better compete with mass retailing.

CAMARG also designed a cluster establishment methodology that can be applied to similar MED areas, thus driving innovation in the "zero km" agrifood sector. Shortening the supply chain in the agrifood industry uses less resources for transport, packaging, storage and delivery. It establishes closer relationships between producers and consumers while promoting a healthy and environmentally-friendly food system model.

Bring your local community back to life, consume locally, think globally!

CAMARG Pilot Projects



Challenges

On the supply side, small food producers are exposed to a highly competitive market dominated by large retail chains. Key challenges are to ease their market entry, connect them with consumers and boost their competitiveness by strengthening their role in the food supply chain.

On the demand side, a further challenge consists in changing consumers' awareness and behaviour by encouraging them to support local producers, shop locally, consume high-quality healthy food, and participate in more resource-efficient and environmentally friendly supply chains.

Solutions

The CAMARG project:

- provided high-quality zero-km food products through 4 pilot e-platforms in 4 MED countries at the same price as lower quality goods distributed by mass retailing
- supported clusters of small local producers in organising self-sustaining short supply networks capable of delivering food to consumers daily
- increased knowledge about producers and the authenticity and places of origin of local food products
- to drive the dissemination of zero-km food clusters, CAMARG designed a joint methodology and four regional portability plans to exploit and transfer the project's results, best practices and outputs to other MED areas and a wider audience within the quadruple helix (civil society, industry & business, public authorities and academia).

Recommendations

- Farmers and consumers have a key role to play in the agrifood value chain to move towards a green economy. What is needed are new ways of producing and consuming, new technologies combined with increased public awareness and higher consumer demand for healthier food using sustainable agricultural methods.
- New opportunities from digitalisation can encourage the ecological transition and tackle climate change, reduce food waste and the environmental impacts of the food processing and retail sectors, notably in terms of transport, storage and packaging.
- CAMARG's experience supports the development of local agrifood regions and networks and promotes the dynamism and innovative value of the MED agrifood sector. The project's transnational value and successful knowledge transfer relied on how its results could be applied to the specificities of the MED territories involved. A SWOT Analysis helped to define the project's approach to the transfer phase.

Green Growth and the EU Green Deal

Agrifood is a key sector for transitioning to the circular economy, since 40% of the EU Common Agricultural Policy should contribute to climate action. CAMARG supports the EU Green Deal's Farm-to-Fork Strategy by fostering sustainable and inclusive growth and supporting healthy and environmentally-friendly food policies. The project explores new ways to overcome current unsustainable production patterns and foster the zero-km concept to boost green growth, promote efficient and sustainable food processing and reduce its environmental impacts.

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

Join the Green Growth Capitalisation Platform:

interregmedgreengrowth.eu

Further Information:

CAMARG Website:

camarg.interreg-med.eu

Contact:

Ms. Manuela Di Marzio
e: info@ibinnovation.eu

Pilot Online Stores

Croatia: eceker.hr

France: gourmical.fr

Italy: foodelizia.it

Spain: cinngnacamarg.es

Social Media Channels:





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Type of the result:

Methodology

Language(s) in which the result is developed:

English. Some communication materials have also been translated into local languages (Italian, Croatian, French and Spanish)

What is the most appropriate level for its use/ implementation?

Local, regional, national and international

DESCRIPTION OF THE RESULTS

[Transferring joint methodology](#)

CAMARG worked in four Mediterranean countries (Italy, France, Croatia, Spain) to test and validate innovative e-commerce models, supporting local producers to enter the competitive market, increase their visibility, strengthen their role in the agri-food supply chain, and create a the link between urban and rural areas. These e-commerce models support the local food/0 kilometre effort, offering consumers high-quality produce straight to their door, at reasonable prices.

This digital solution connects rural and urban communities and boosts the consumption of local food. Through its activities CAMARG discovered that these models required less investment, allowing producers to work together, and increase their innovation capacity. As well as this, by using these systems modern consumers - who are increasingly interested in the origin of their food - can trace the produce they receive.

CAMARG has designed four regional portability plans and a joint methodology for knowledge transferring, which can be adapted and implemented across the Mediterranean. The collaboration model shared among local clusters has contributed to implementing a basic software that can be adapted to reach region's specific technical features and needs. The opportunities offered by digitalisation allows CAMARG's farm-to-fork and environment-friendly philosophy to support the transition towards more sustainable food systems and explore new ways of producing and consuming (efficient and sustainable food processing, increased public awareness and demand for sustainably-produced products, and energy-saving transport solutions).



PROJECT IMPLEMENTATION AND EVALUATION BY END-USERS

To develop this tool, high-profiled pilots were carried out in the project's four countries (Italy, France, Croatia, Spain), which worked together to test a new web-based solution which could be released into the market after the project finished. The online store is provided by CAMARG in SaaS mode, meaning that if a territory requests to use the service, this can be activated by generating a new software application adapted to the users' region. Starting from a basic software solution, a common methodological framework and four regional customised versions have been defined. By testing a common methodology for specific issues in the four countries, partners defined common plans

to transfer to local stakeholders, disseminating recommendations, business models and governance roadmaps. This tool is ready for dissemination across the Mediterranean, and international capacity building activities are encouraged, as this would increase the tool's impact. A Memorandum of Understanding has been signed among the four CAMARG demonstrators to create transnational innovation clusters to promote 0-km agri-food marketplaces in the Mediterranean. The exchange and dissemination of relevant data, experience, and findings will be the best way to expand the CAMARG community, incorporating new clusters that are interested in CAMARG's philosophy.

WHAT IS THE TRANSFER POTENTIAL?

The new smart distribution model promoted by the project through the advanced technology used is replicable, and can be adapted to a variety of users. For this reason, the tool has the potential to become a reference IT platform for the 0-km food movement. Local producers and rural communities can now benefit from the advantages of digitalisation, which will support them to manage market competition, and create new ways of selling and delivering their products to end-buyers while preserving the high quality of their products and food traditions.

WHAT IS THE PROJECT REPLICABILITY?

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WHAT CHALLENGES MAY ARISE?

There are two major challenges: On the one hand, it may be difficult to manage the various platform customisation requests, and on the other hand, the maintenance and sizing of the infrastructure must be constantly aligned to the performance of specific e-commerce activities, and adapted to any increase in access requests by end-users.