



Project co-financed by the European Regional Development Fund

A project labelled by the UfM



# EMBRACE

European Med-clusters Boosting Remunerative Agro-Wine Circular Economy



## Countries:

Italy, Bosnia and Herzegovina, Spain, Portugal, France, Slovenia, Greece

## Target Groups:

Agrofood and wine sector SMEs, Policy makers, sectoral agencies and BSOs, RTDs, intermediaries and experts

## Theme:

Food Systems

## Keywords:

Circular Economy, agrofood, wine sector, eco-innovation, eco-canvas

## Starting and Ending Dates:

February 2018 - December 2020

The **EMBRACE** project aims at developing a model and implement one toolkit for the establishment of 2 transnational meta-clusters circular economy oriented in two leading sectors of the Med Economy: Wine and Agro-food. To strengthen the impact of

the model and in general, promote circular economy, business models for SMEs in the field of eco-innovation and related financing schemes have been developed and tested during the piloting phase and then disseminated during the transferring phase.

## Objectives

The **Embrace** project was put forward with the following objectives:

- Promote resource efficiency and eco-innovation for smart and sustainable growth, and support clusterisation of the EU economy.
- Foster the transition to a green and competitive circular economy.

---

What the eyes see, the mind believes.

---

## EMBRACE Pilot Projects



## Challenges

The main challenge that the **EMBRACE** project faces is to make visible the intangible value of economic activities, by using the concept of circular economy and persuading stakeholders to take action in favour of what they cannot (yet) see. Recognising the fact that applying the circular

economy model is both a challenge and an opportunity for the agrofood sector in the Med area, **EMBRACE** increases the capital and leverages the capacity of regional players to implement new practices (at all levels), facilitating the transition from a linear approach towards the circular economy.

## 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](http://green-growth.interreg-med.eu)

Join the Green Growth Capitalisation Platform: [interregmedgreengrowth.eu](http://interregmedgreengrowth.eu)

## Solutions

The **EMBRACE** project addresses common territorial solutions by:

- Establishing an innovative assessment and management tool to re-design business models and value chains in the wine and agrofood sectors.
- Providing services based on the empowerment of intermediary organisations working towards innovative solutions, and public actors to strengthen their knowledge on the circular economy and encourage them to implement eco-innovation policies.
- Proposing viable financial schemes to be adopted within the OP ERDF 2014-20, 2020+, and investment plans for eco-innovation projects, related services and business models for selected SMEs.

## Lessons learnt and recommendations

By capitalising on the expertise of Embrace partners, the project introduces and integrates the principles and practices of the circular economy in two leading sectors of the Mediterranean economy: agrofood and wine. Through the support of the innovation process and the introduction of a hybridisation between eco-design, resource efficiency and new spaces of value creation, **EMBRACE** aspires to provide advantages by shutting the exit points of value from regional value chains.

Engaging all players in the value chain is crucial. In order to increase the project's impact, **EMBRACE** adopts a multidimensional approach (from training stakeholders to introducing financial instruments and testing new business models), carried out by regional nodes and transnational clusters. This will accelerate the integration of the circular economy concept in the Med area, allowing the region's agrofood systems to increase their competitiveness.

## Further Information:

EMBRACE Website:

[embrace.interreg-med.eu](http://embrace.interreg-med.eu)

Social Media Channels:



## Partners:





Project co-financed by the European Regional Development Fund

A project labelled by the UfM



Union for the Mediterranean  
Union pour la Méditerranée  
الإتحاد من أجل المتوسط



# EMBRACE

## Type of the result:

Online tool

## Language(s) in which the result is developed:

English

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

Other

## DESCRIPTION OF THE RESULTS

### [Circular Business Model Toolkit](#)

The Toolkit is an innovative, user-friendly instrument addressed to SMEs, intermediary organisations (IOs), clusters, and policymakers in the agricultural sectors and wine production, that are interested in transforming their businesses or 'ecosystem' work streams towards a circular economy approach.

The Toolkit is based on existing experiences, tools and models, but represents a new methodology and product fine-tuned and ready for use. The toolkit is composed of 18 tools that define an ecological business model. Each tool could help a business to:

- Review their purpose and the value
- Find inspiration for new solutions
- Analyse the current system to identify opportunities
- Turn plans into action.

The toolkit is available in a Moodle platform. Each tool has its corresponding PDF documents and video. The Toolkit includes a guide for facilitators, a template to be printed for on-site sessions, an editable online template, video tutorials, and more. The Toolkit is available for facilitators, consultants, trainers, and any other interested parties.



## PROJECT IMPLEMENTATION AND EVALUATION BY END-USERS

---

During the project, over 90 companies tested the tool. Overall, until now over 50 tools have been tested.

## WHAT IS THE TRANSFER POTENTIAL?

The result is ready to be implemented. The Toolkit has been developed based on existing experiences, tools and models, and their suitability for adoption has been evaluated and approved. Selected methodologies and tools have been fine-tuned and adapted, and new tools have been developed.

## WHAT IS THE PROJECT REPLICABILITY?

The Toolkit could use by a variety of stakeholders; there is no territorial limitation.

## WHAT CHALLENGES MAY ARISE?

In order to facilitate use of the Toolkit, it could be helpful to translate the toolkit into other languages.