

AGRO-FOOD CALLS

NEXUS CALLS

7 February 2022

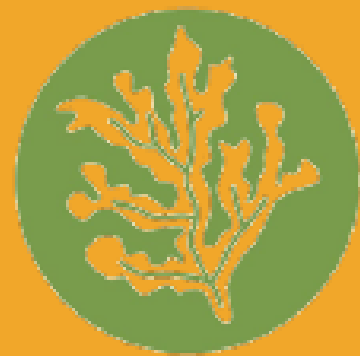


The PRIMA programme is an Art.185 initiative supported and funded under Horizon 2020, the European Union's Framework Programme for Research and Innovation.



Agri-food value chain topics

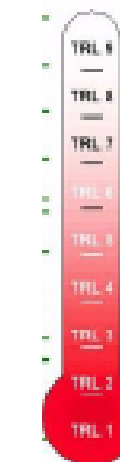
Topic 1.3.1 IA **S1**



Alternative protein sources for the Mediterranean agro-food value chain. From production, extraction, processing and marketing, to societal acceptance.



8.25 M€



**TRL
6-7**

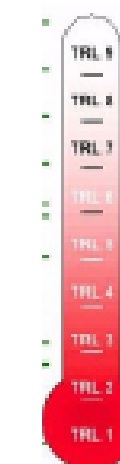


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Topic 2.3.1 RIA **S2**



Enabling the transition to healthy and sustainable dietary behaviour



**TRL
3-7**



>1.5 M€

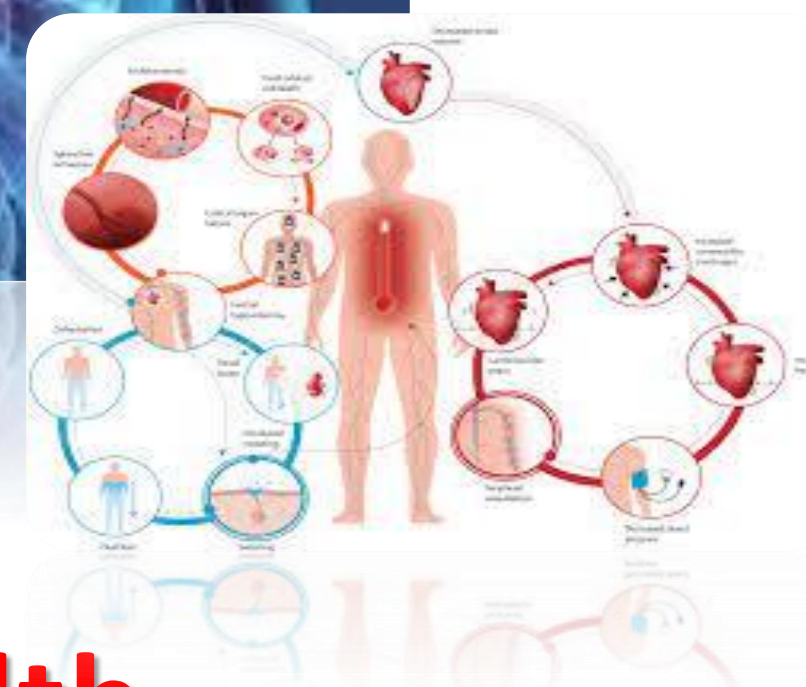


Topic 1.3.1 (IA) Alternative Protein Sources

Challenges



Environment

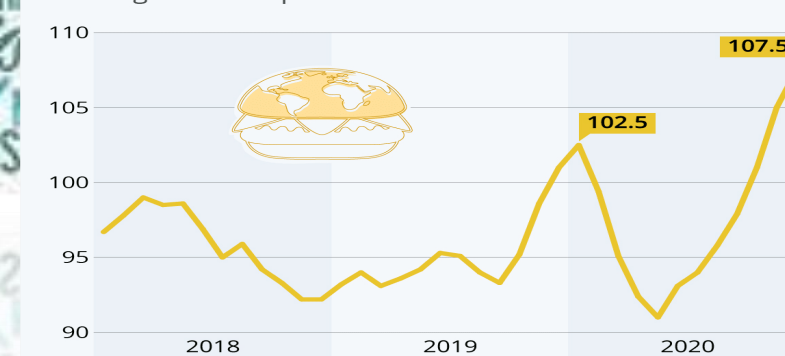


Health



Global Food Prices on the Uptick

FAO global food price index 2018-2020*



* 100 = 2014-2016 average price level

Source: FAO

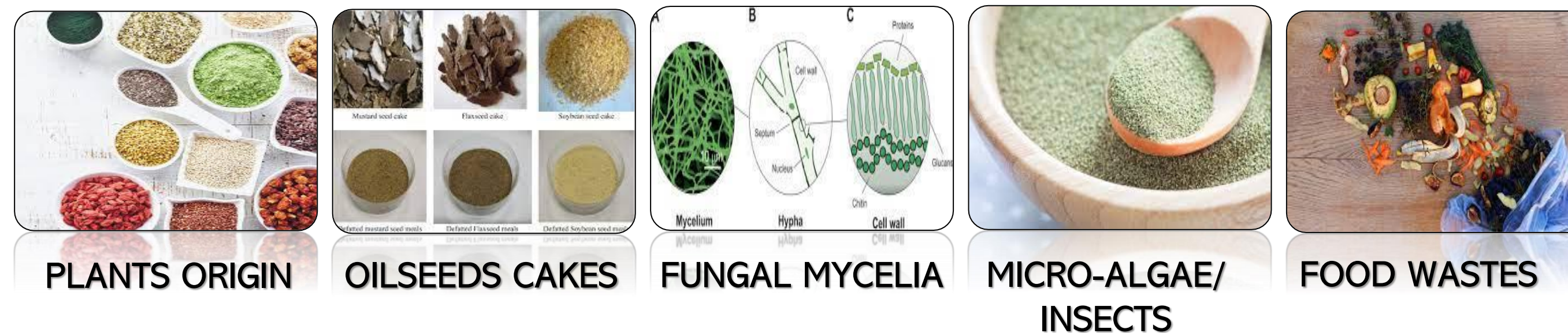
statista

Socio-Economic



Topic 1.3.1 (IA) Alternative Protein Sources

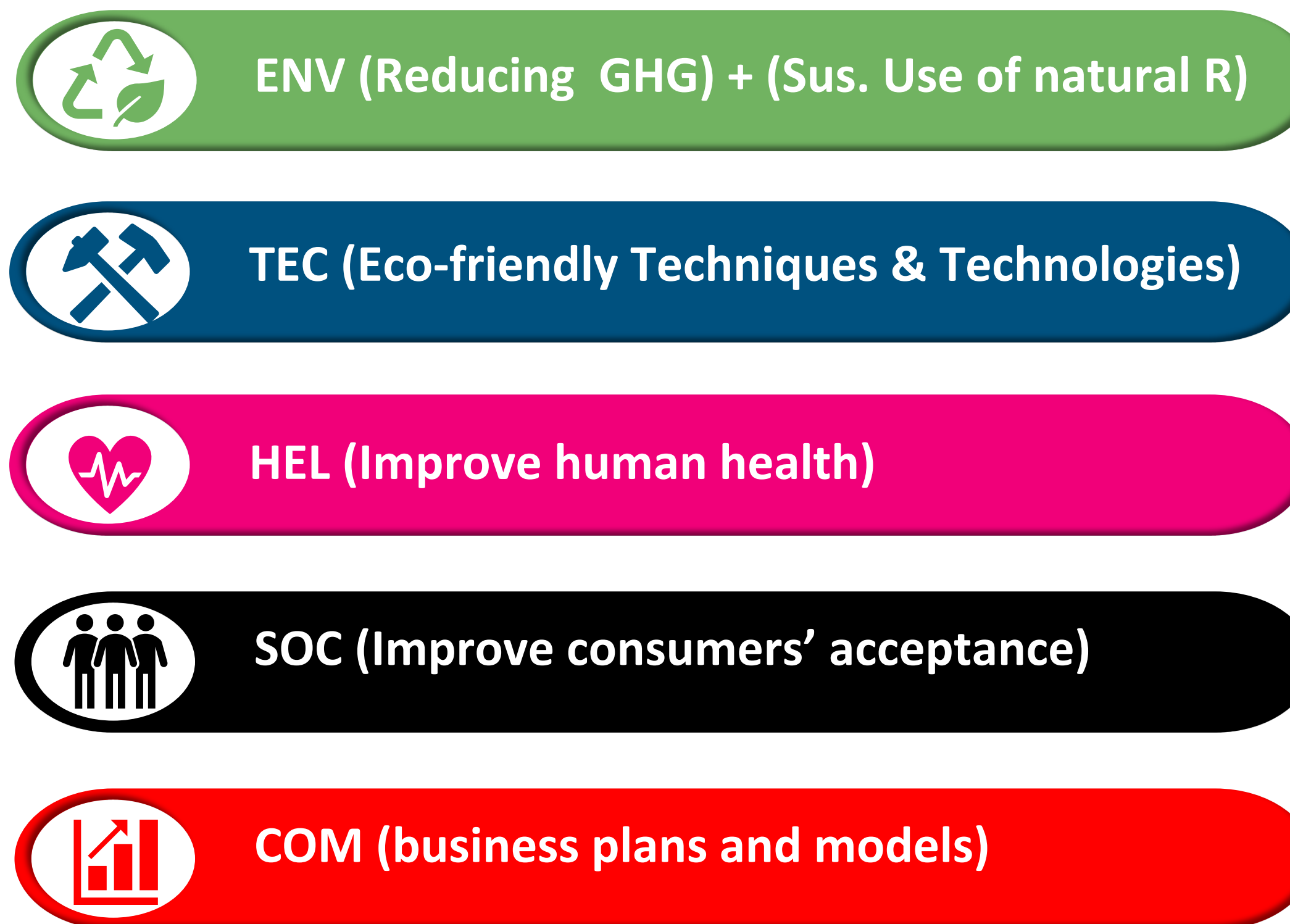
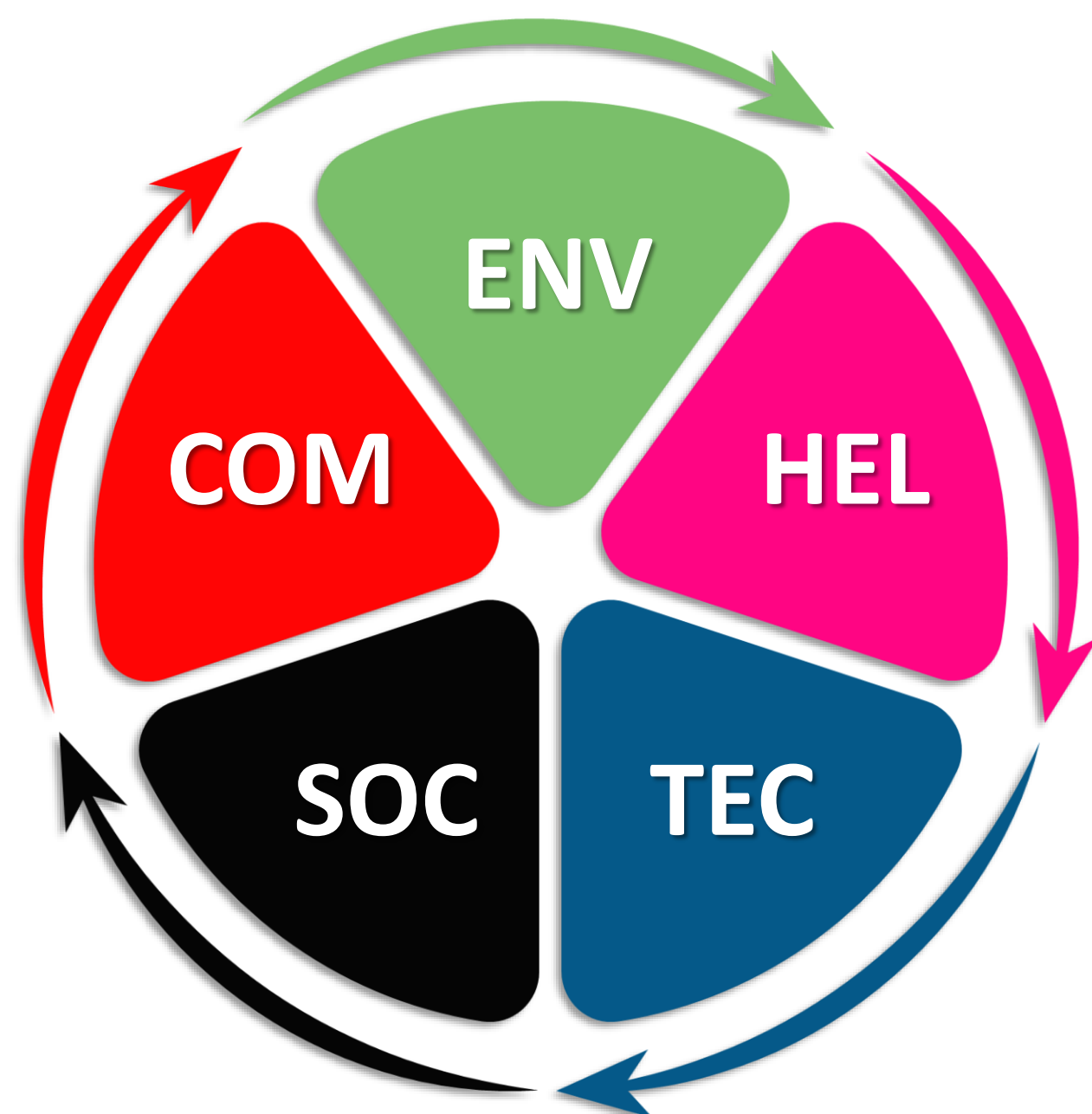
Scope





Topic 1.3.1 (IA) Alternative Protein Sources

Expected Impacts





Topic 1.3.1 (IA) Alternative Protein Sources

Key Performance Indicators

 # **New food products** with enhanced shelf-life, quality, and health-related beneficial properties;



 # **Business models** for quality and sustainability adapted to SME and smallholders;



 % **Carbon and water footprints**, as well as energy consumption per gram of protein



 % **Decrease in Food imports dependency** (%imports/consumption)



 # **Raising Awareness Campaign.**





Topic 1.3.1 (IA) Alternative Protein Sources

Links with SDGs



SDG 2 Zero hunger

TARGET 2.1 By 2030, end hunger and ensure access by all people;

TARGET 2.4 By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production,



SDG 3 Good health and well-being

TARGET 3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being;



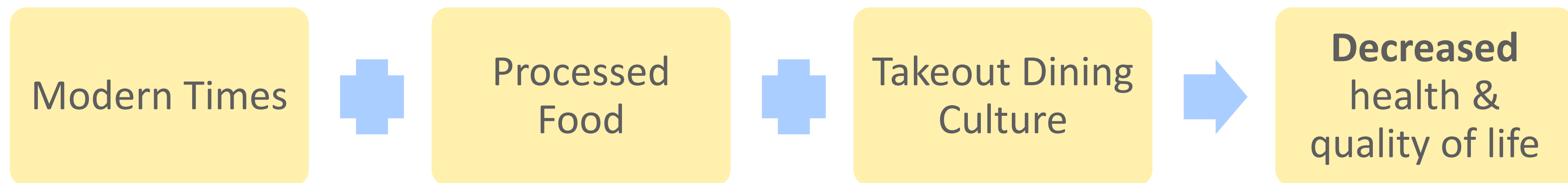
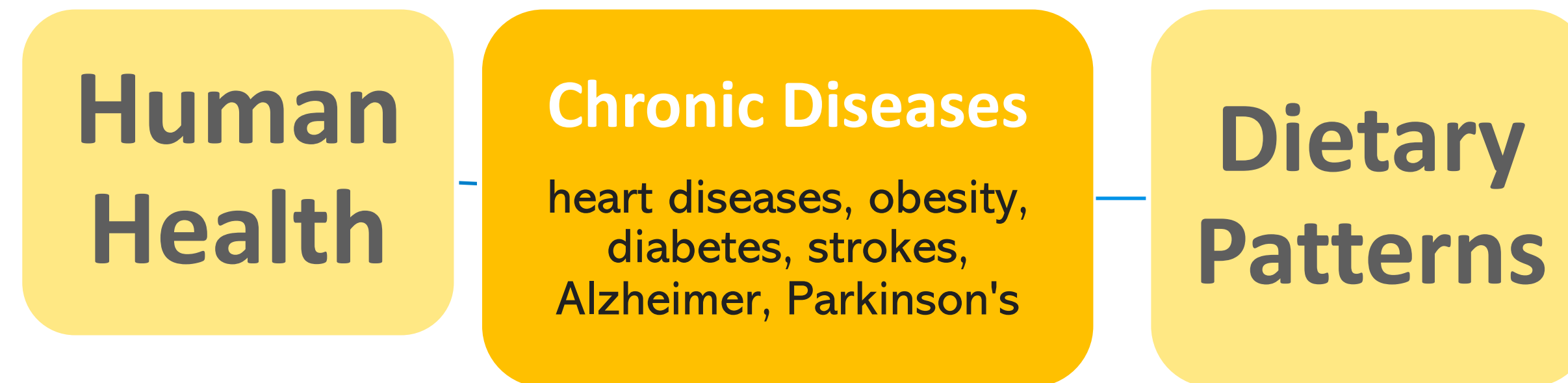
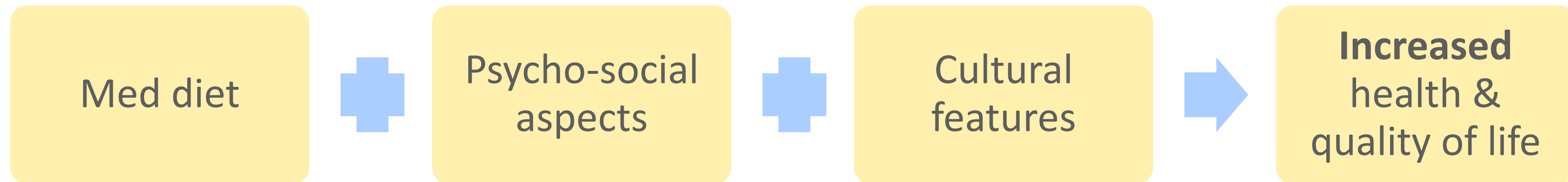
SDG 12 Responsible consumption and production

TARGET 12.2 By 2030, achieve the sustainable management and efficient use of natural resources.

Agrofood Value Chain

Agro-Food Value Chain topic – Section 2

Challenge



Agro-Food Value Chain topic – Section 2



Scope

1. **Identify, understand and measure the factors** influencing the adoption of **healthy dietary behaviours**
2. **Implement tailored strategies** to help people of all ages to shift towards Mediterranean **healthy dietary behaviours**

Combine at least **two approaches**:

1. Increasing awareness
2. Increasing the availability and accessibility of nutritional foods

Awareness Raising Campaigns

- educational toolkits
- cooking classes
- promotional materials etc.

New Business Models

- low-processed,
- local,
- high nutritional Value
- pre-prepared dishes

Sustainability

- waste reduction
- use of by-products

Agro-Food Value Chain topic – Section 2



Expected Impacts

Updating, modifying and developing **dietary guidelines** and **promotion strategies** for the adoption of Mediterranean healthy and sustainable diets

Promoting and marketing of Mediterranean dietary habits and highlighting its benefits at all levels through media coverage, TV programmes, awareness campaigns in schools and communities

Introducing new and **healthy low-processed Mediterranean food products** in acceptable, attractive, accessible and affordable formats

Improving Med people health by facilitating the **shifting** to a **Mediterranean healthy and sustainable diet**

Decrease in obesity rate and other **diet-related non-communicable diseases** in the Mediterranean area

Agro-Food Value Chain topic – Section 2

Key Performance Indicators

of business models for quality and sustainability adapted to SME and smallholders

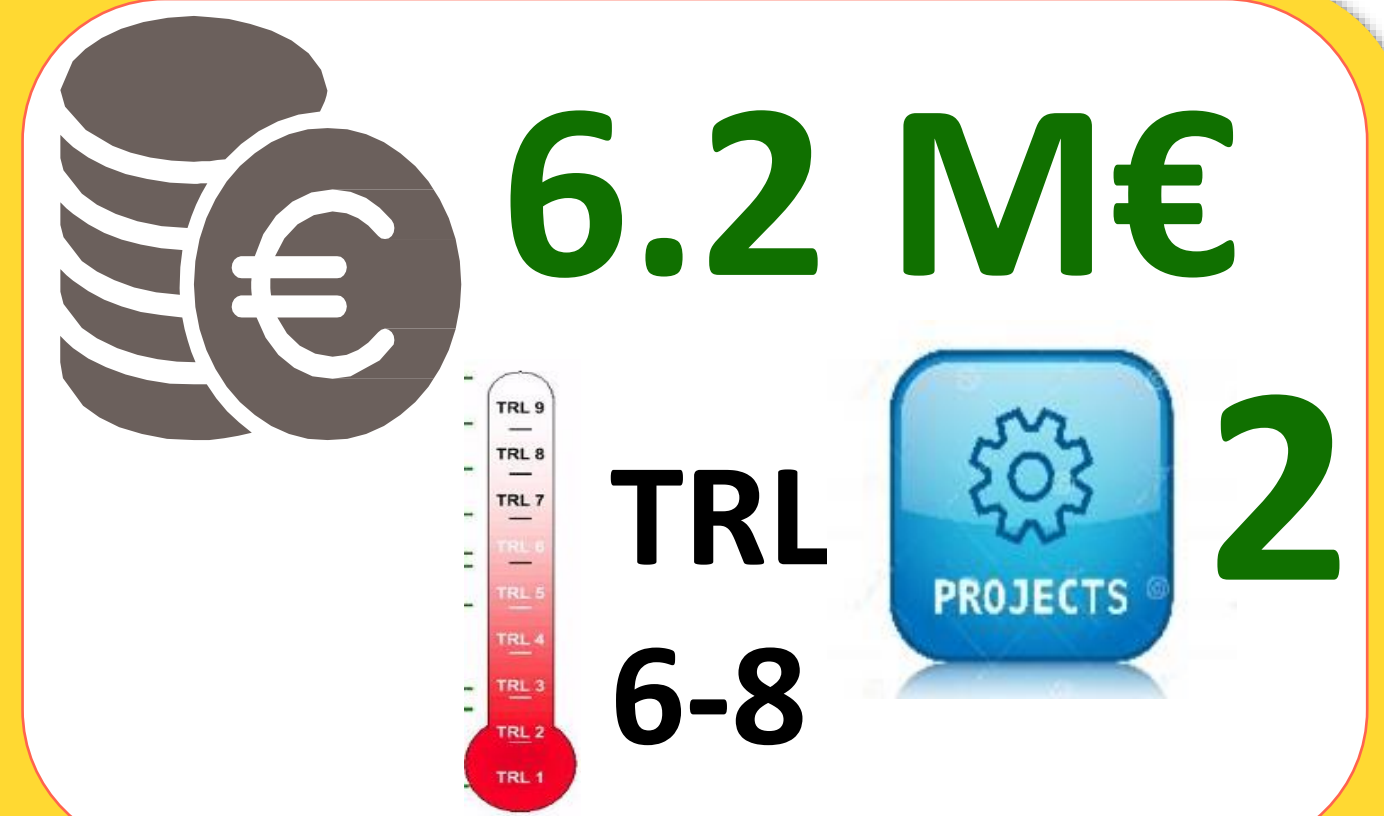
of awareness raising campaigns promoting a food environment conducive to healthy food choices through appropriate incentives and information provision to consumers and policymakers

of new food products with enhanced shelf-life, quality and health-related beneficial and sustainable properties

Call 2022 W.E.F.E Nexus Topics

Topic 1.4.1 (IA)

Predicting and testing options of socio-economic adaptation to declining Water-Energy-Food-Ecosystem (WEFE) resources in the Mediterranean Region



Topic 1.4.2 (CSA)

Development of a Mediterranean Water-Energy-Food-Ecosystem (WEFE) Community of Practice



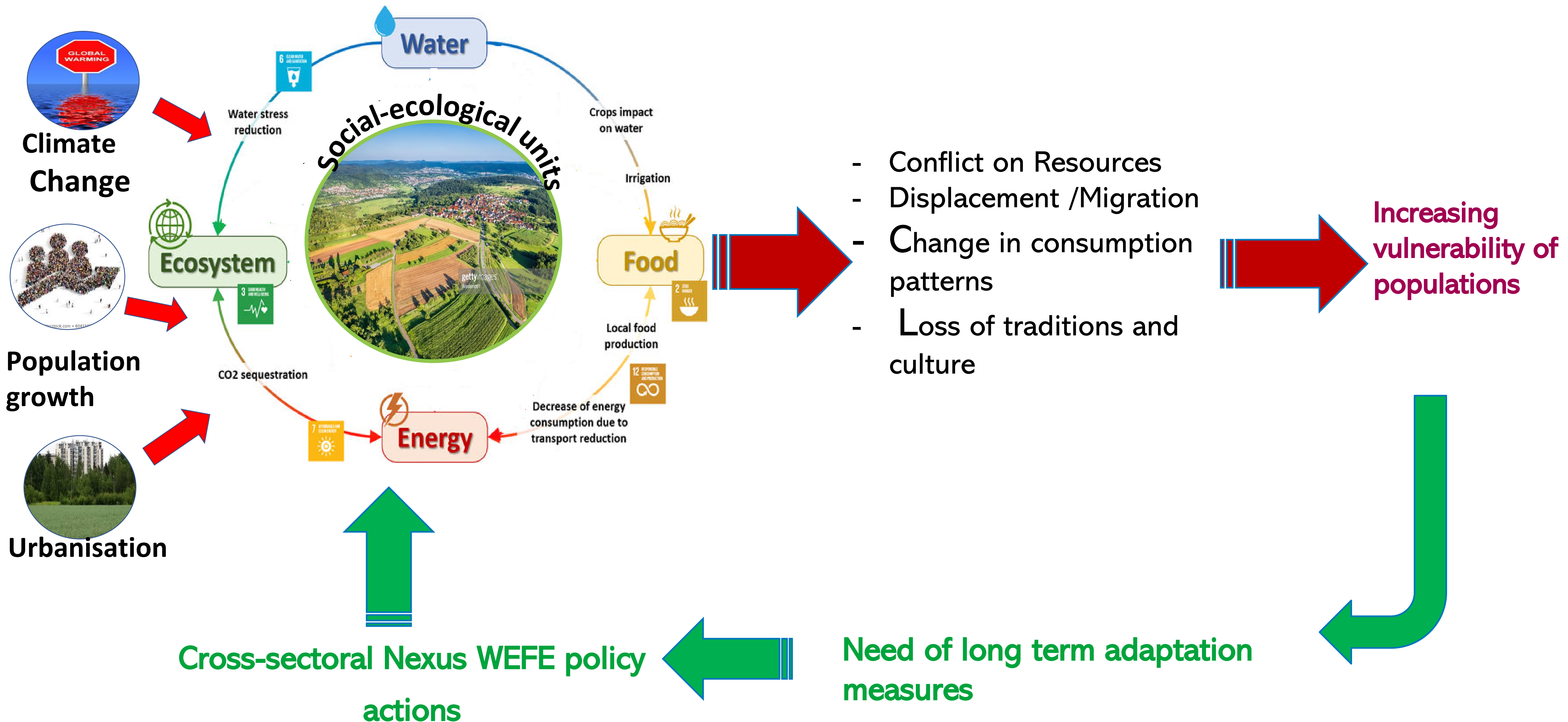
WEFE NEXUS AWARD

Successful implementation of management practices of WEFE resources at the local or regional scale of the Mediterranean Region.



Challenge

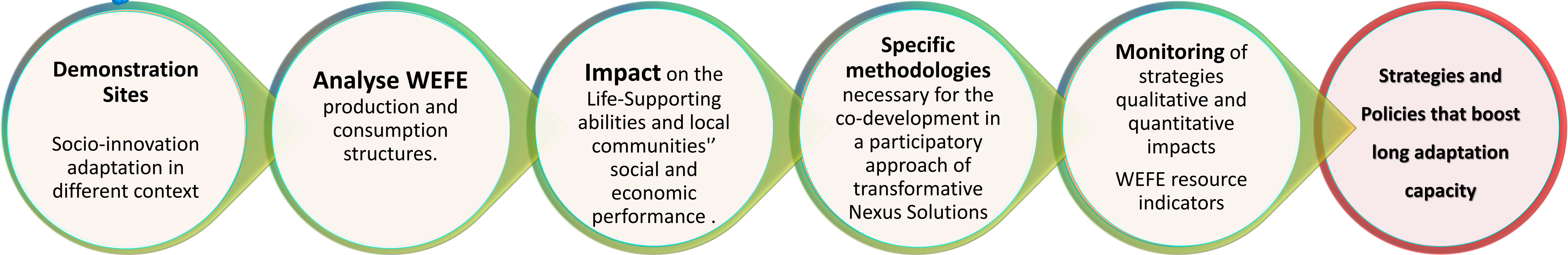
Topic 1.4.1-2022 (IA): Predicting and testing options of socio-economic adaptation to declining WEFE resources in the Med. Region



SCOPE



- Go beyond an assessment of biophysical state
- In 2022, the focus is enlarged to address the Socio-economic impacts of the Nexus approach



Stakeholder Involvement



EXPECTED IMPACTS



Increase resilience to climate change, ensuring good quantitative and qualitative status of water, sustainable agriculture, food and energy production, and healthy ecosystems



Integration of Nexus considerations into public and business decision-making at different governance levels



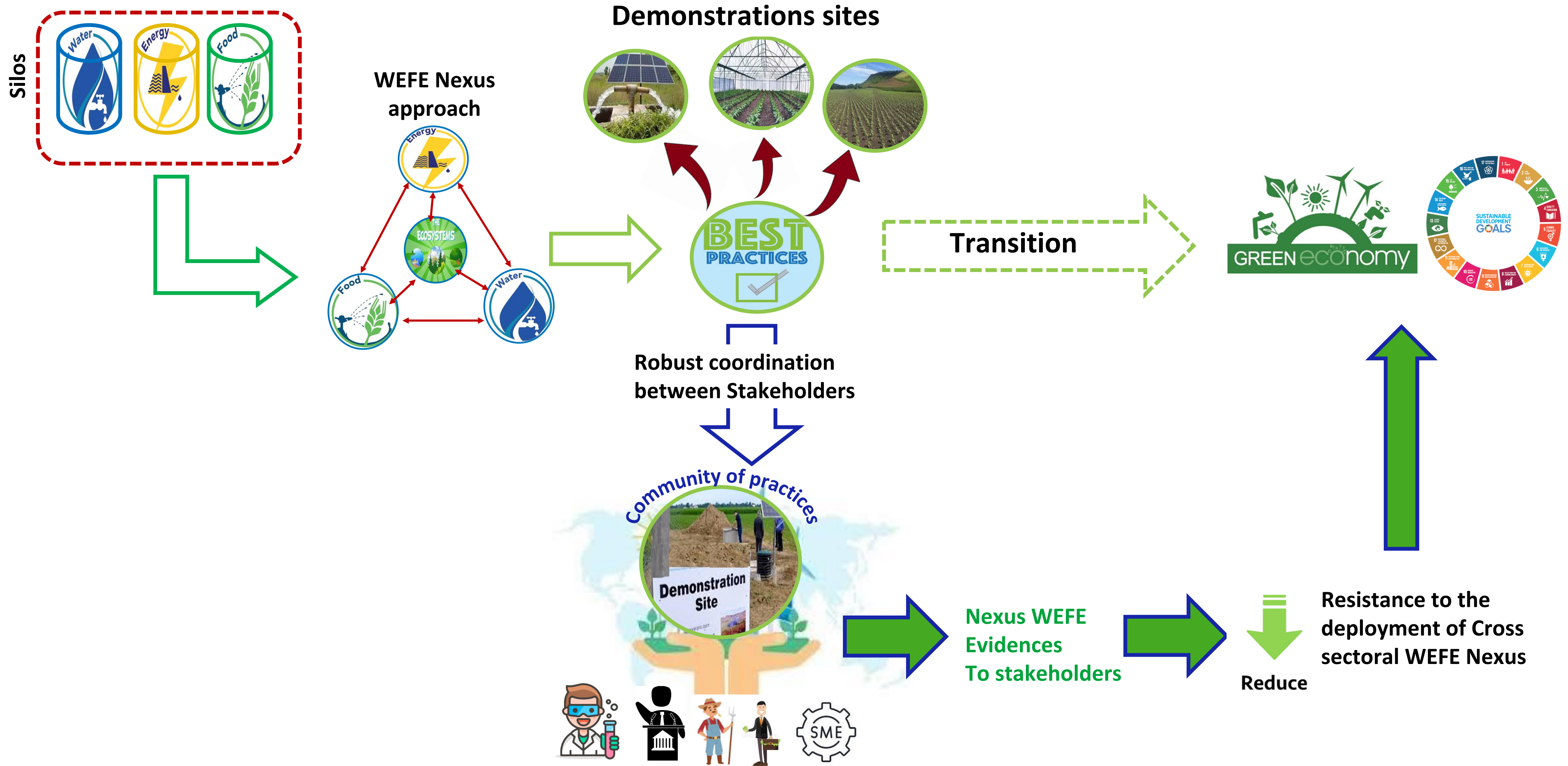
Increase the socio-economic livelihood conditions of vulnerable populations



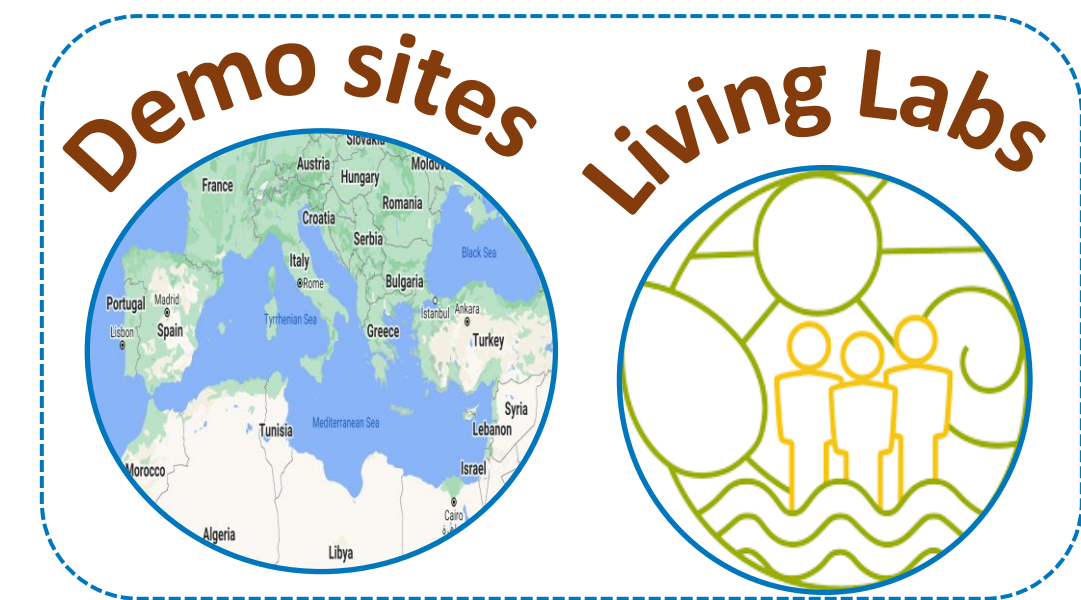
Share best Nexus practices across disciplinary silos in a context of combined natural, economic and social systems

Challenge

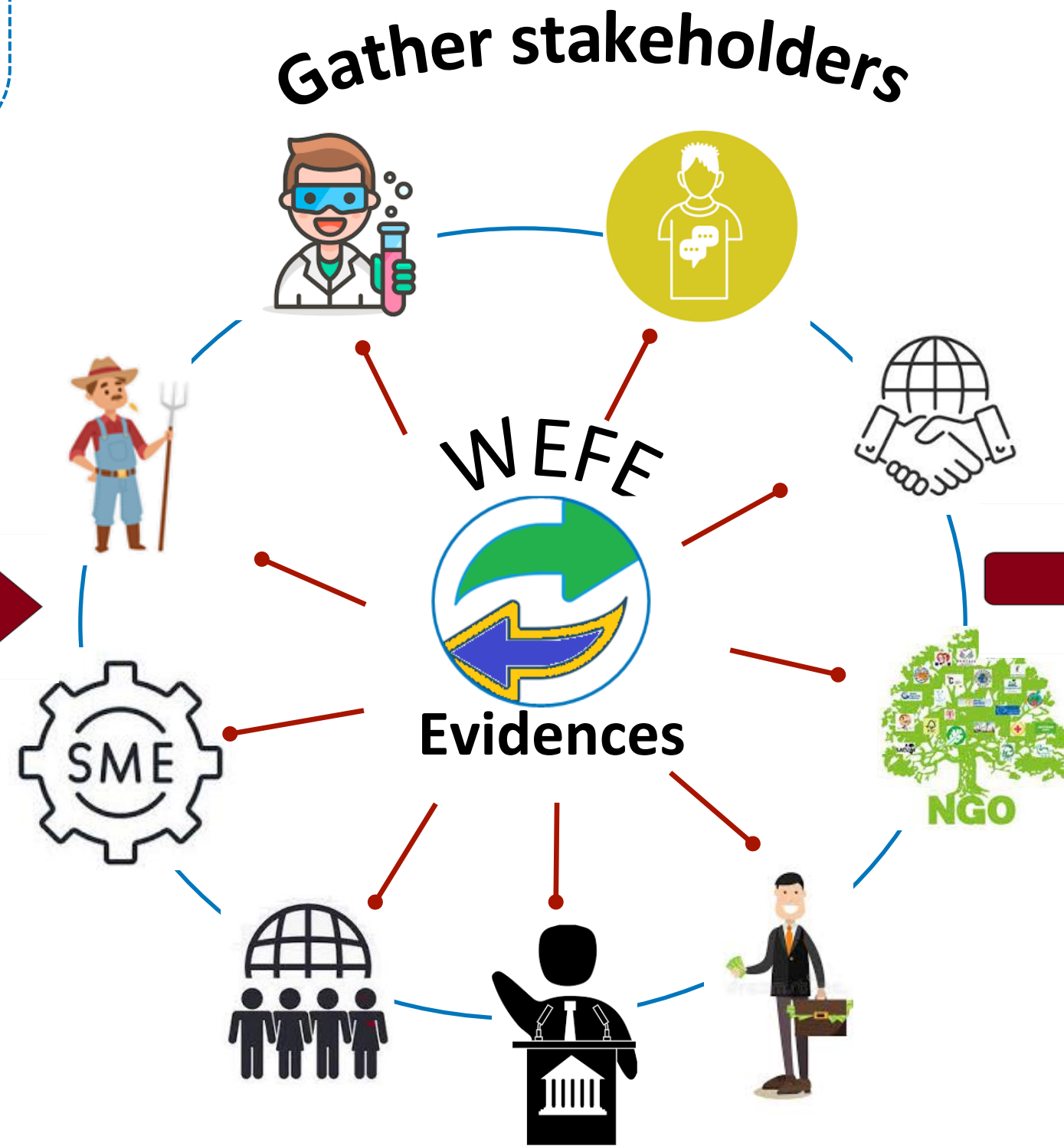
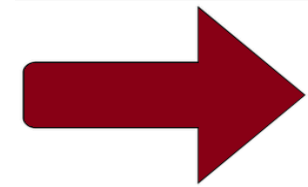
Topic 1.4.2-2022 (CSA): Development of a Mediterranean Water-Energy-Food-Ecosystem (WEFE) Community of Practice



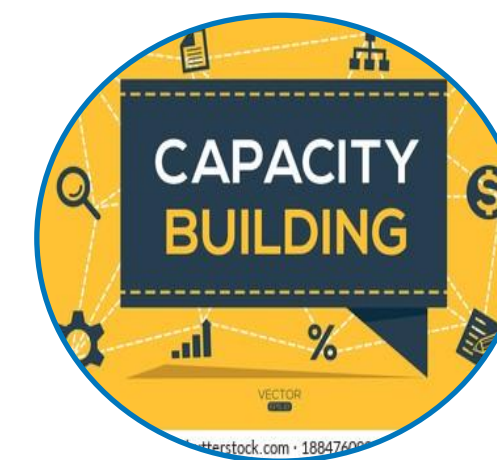
Scope



Distinctive feature of the CoP



Develop



- Communications
- Outreach
- Awareness-rising campaigns



Propose

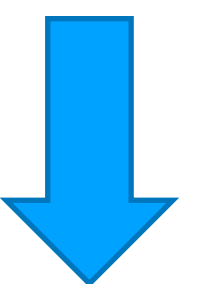


Implementation
Nexus WEFF

Engage



Policy makers



WEFF Policies

Synergies with other established platforms
(As an Example the Sustainable Food Systems
Multi-Stakeholder platform)

EXPECTED IMPACTS



Promote /Support the deployment of regional demonstration cases

Contribute to the development, **testing and dissemination and replication of WEF E Nexus solutions**



Foster the shift from sectoral WEF E management towards an **integrated resource-use approach** by sharing knowledge on the Nexus approach

Enable a long-lasting cooperation within and between demonstration areas

Key Performance Indicators (IA/CSA)



1. Degree of integration between water related policies (environmental, climate, agriculture) and energy policies (**IA/CSA**)



2. Number of stakeholders involved in :
- Innovative experiments (**IA**)
- The NCoP (**CSA**)



3. Number of Nexus demonstration cases :
- As socio-innovative adaptation experiments in different contexts (**IA**)
- Engaged in the NCoP (**CSA**).

Links with EU Policies and SDGs


Links with SDGs



SDG2

SDG6

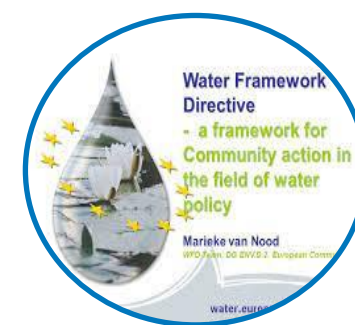
SDG7

+ Other Relevant SDGs  Relevant SDG Target

Links with EU Policies, HE Mission's and partnerships



European Green Deal



Water Framework Directive



Farm to fork strategy



Biodiversity strategy



WEFE NEXUS AWARD



Demonstrate the socio-economic benefits of the proposed WEFEX solutions



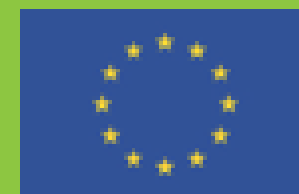
Demonstrate that the proposed WEFEX solutions have been adopted by the end-users (in particular policy makers)



Demonstrate the replication and upscaling potential of the proposed WEFEX solutions

Thank you

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PRIMA is supported under
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