

# PRIMA INFO DAY 2025



## Section2 Calls

**Ali Rhouma – Project Officer**  
**Mohamed wageih – Project Officer**

# Section2 - Topics

## Topic 2.1.1 RIA

**Enhancing Policy Development through Impact-Driven Water Footprint and Virtual Water Concepts in the Mediterranean Region**



**RIA**

## Topic 2.2.1 RIA

**Upscaling Agroecology Practices at the Farm Level in the Mediterranean**



**RIA**

## Topic 2.3.1 RIA

**Towards a Plant-Based Alternative Protein products Transition in the Mediterranean Region**



**RIA**



# Water in the Nexus

## Section 2

#PRIMAInfoDay  
www.prima-med.org



### Topic 2.1.1 RIA

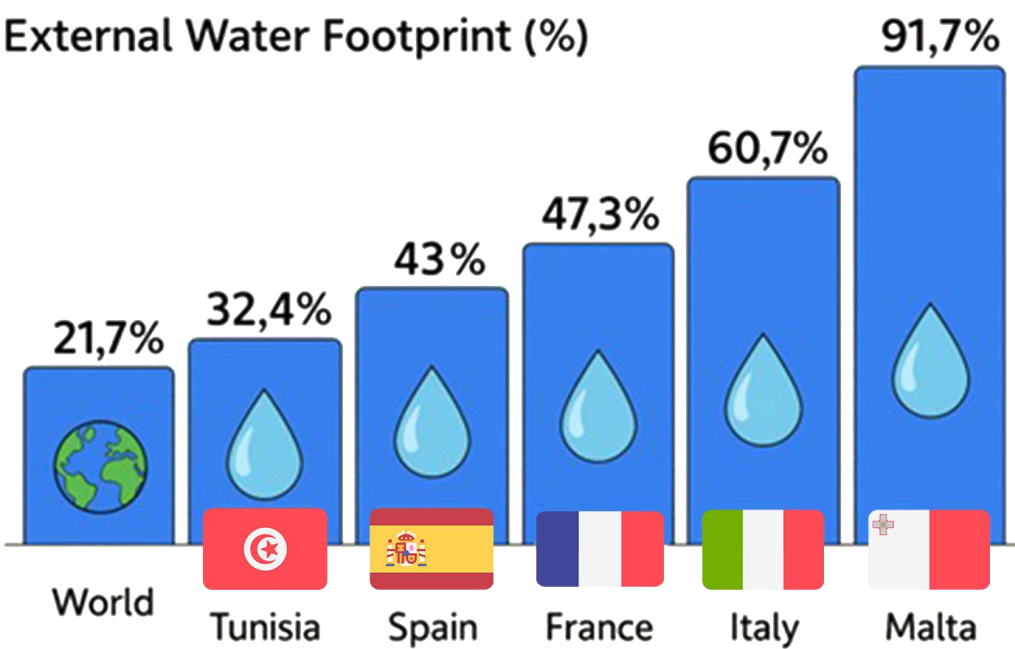
**Enhancing Policy Development through Impact-Driven Water Footprint and Virtual Water Concepts in the Mediterranean Region**



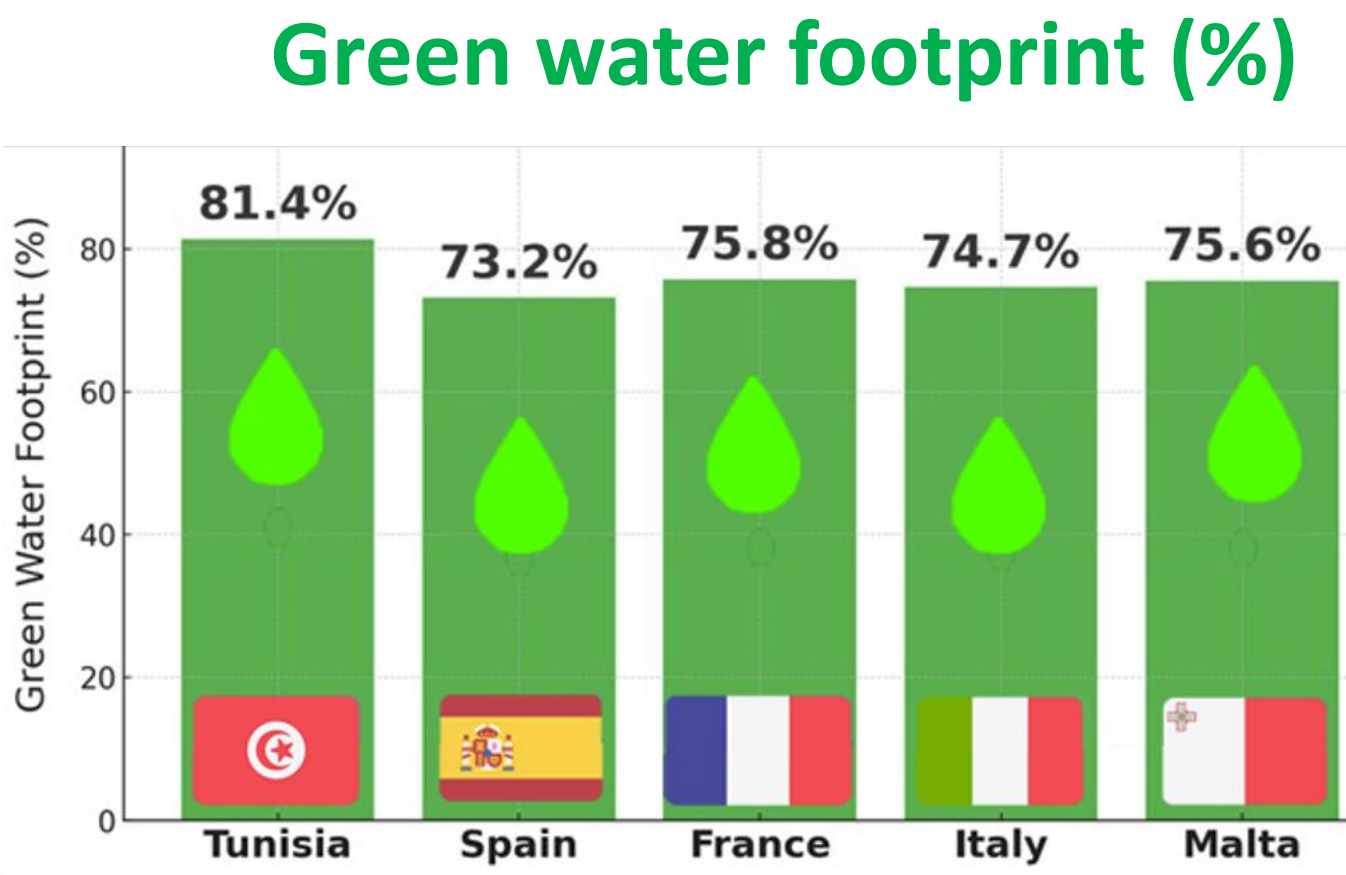
**Submission deadline : 08/07/2025 (17H, CET)**



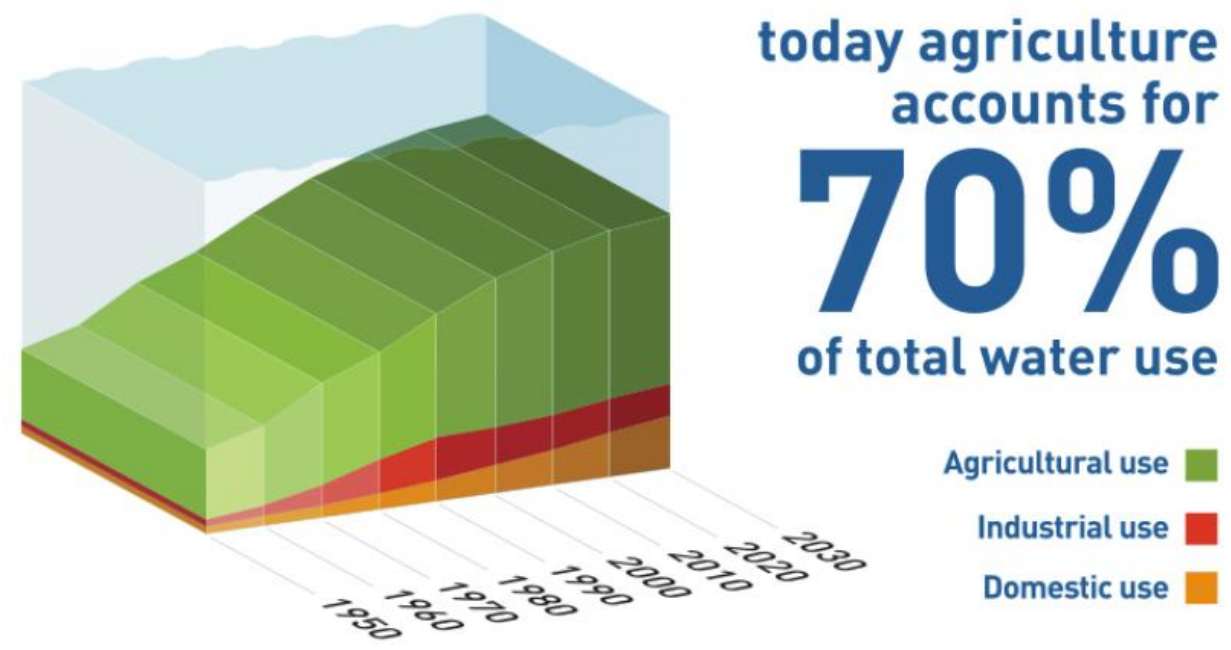
# Challenges



Some selected countries



Lack of regulation: Few countries have policies that incentivize reducing water footprints.



High Water Footprint of Agriculture



# Expected Outcomes



# Scope



**Review national water policies through the lens of water footprint**

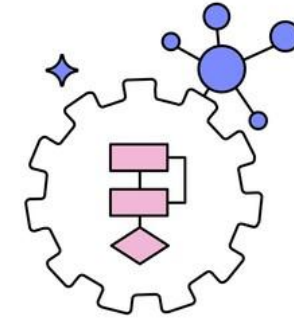


**Analyse Water footprint and water scarcity footprint of main agricultural products**



**Case Studies River Basins**

1. Assess Water footprint (Green, Blue and Grey)
2. Assess Water Scarcity footprint
3. Water Infrastructure and Losses
4. Map the WEF Nexus Interactions
5. Analyse Impacts (Environmental, social and economic)



**Scenario modelling**

- Use Climate scenarios
- Use hydrological or agro-hydrological models
- Predict future changes and trends in water footprint and virtual water trade
- Assess the impacts of relocating crops

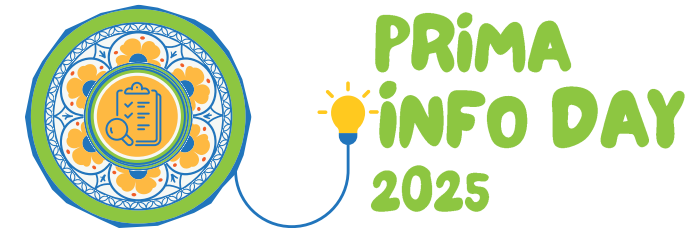


**Policy-Relevant Outputs**

Propose actionable, multi-sectoral recommendations for national water policies

# Farming in the Nexus - Section 2

#PRIMAInfoDay  
www.prima-med.org



## Topic 2.2.1 RIA

**Upscaling Agroecology Practices at the Farm Level in the Mediterranean**



**RIA**

**1.5 M€**

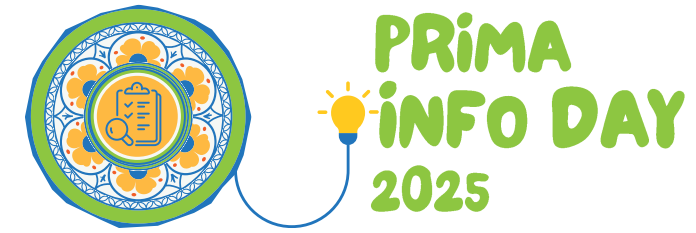
**Submission deadline : 08/07/2025 (17H, CET)**





# Challenges

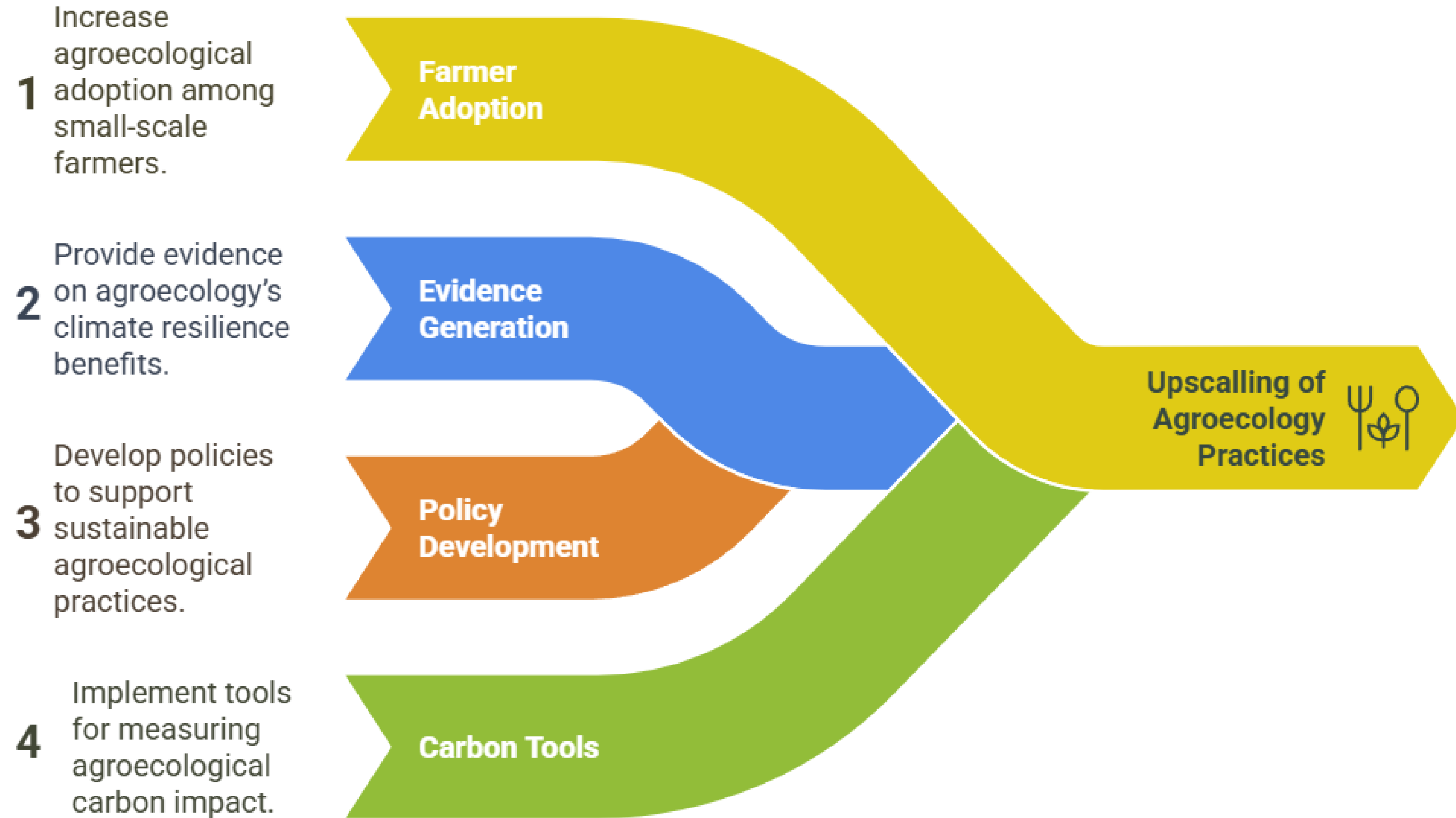
#PRIMAInfoDay  
www.prima-med.org





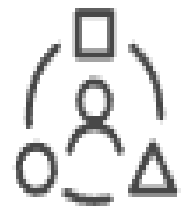
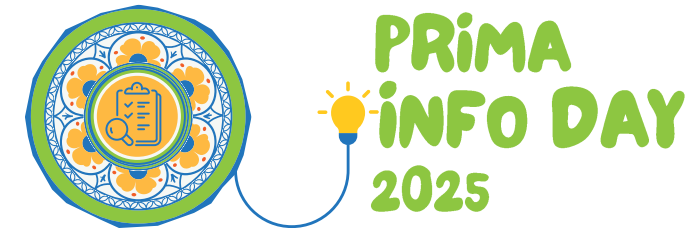
# Expected Outcomes

#PRIMAInfoDay  
www.prima-med.org



# Scope

#PRIMAInfoDay  
www.prima-med.org



## Decision-Making Framework

Combination of different agroecology practices.



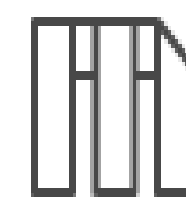
## Carbon Measurement Tools

Scalable, cost-effective methods for measuring and verifying carbon sequestration by farmers.



## Living Labs

Built on existing practices to upscale agroecology for small farmers.



## Business Modelling

Propose Business Models for the profitability of small farmers.



## Policy Recommendations

Suggestions for implementing agroecology practices effectively.



## Topic 2.3.1 RIA

# Towards a Plant-Based Alternative Protein products Transition in the Mediterranean Region



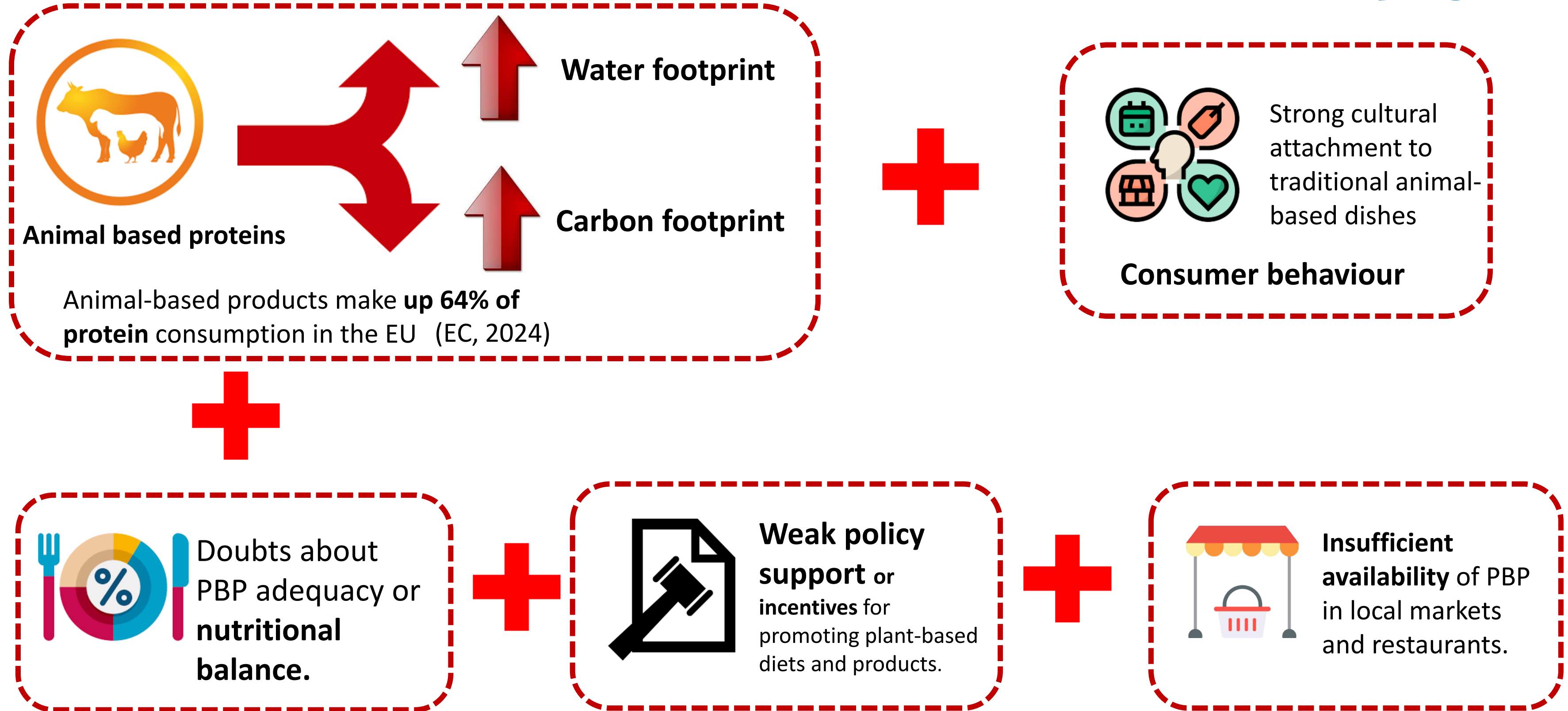
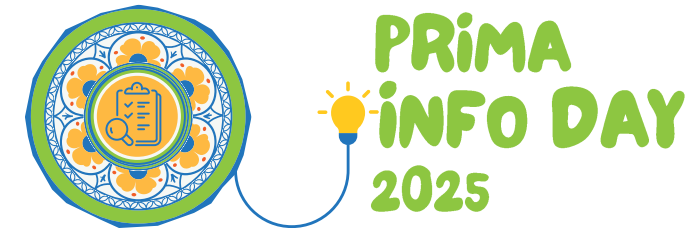
1.5 M€

**RIA**

**Submission deadline : 08/07/2025 (17H, CET)**

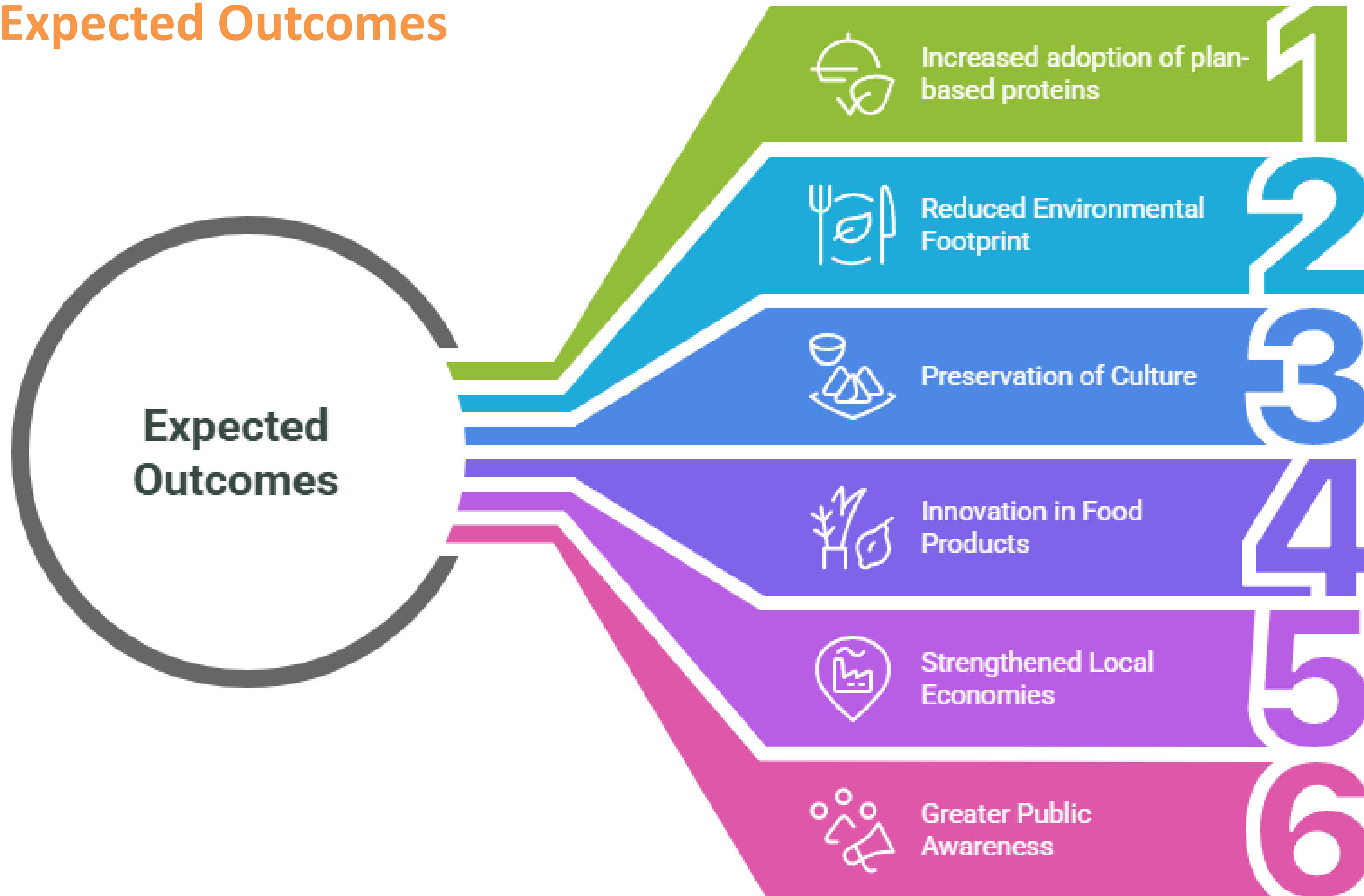
# Challenges

#PRIMAInfoDay  
www.prima-med.org



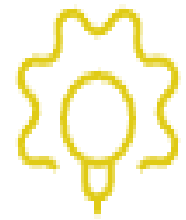
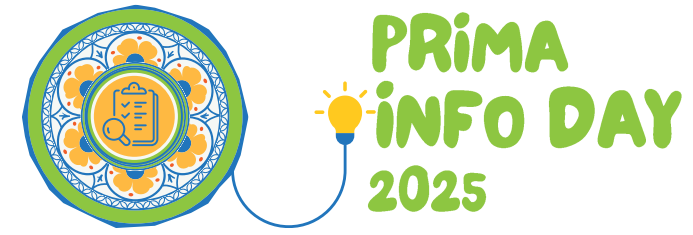


# Expected Outcomes



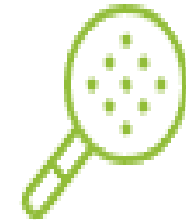
# Scope

#PRIMAInfoDay  
www.prima-med.org



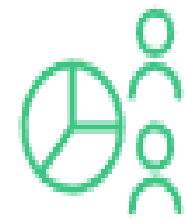
## Technology Development

Focus on improving PBAPs' acceptability and sustainability.



## Allergen Study

Identify allergens in plant-based proteins for safety.



## Nutritional Evaluation

Assess digestibility and nutritional needs for vulnerable groups.



## Media Influence

Investigate how media affects consumer attitudes towards PBAPs.



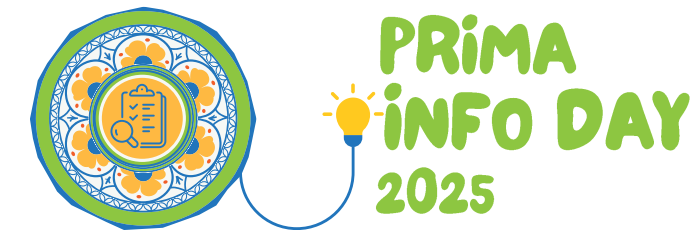
## Consumer Education

Promote awareness and informed choices about plant-based diets.

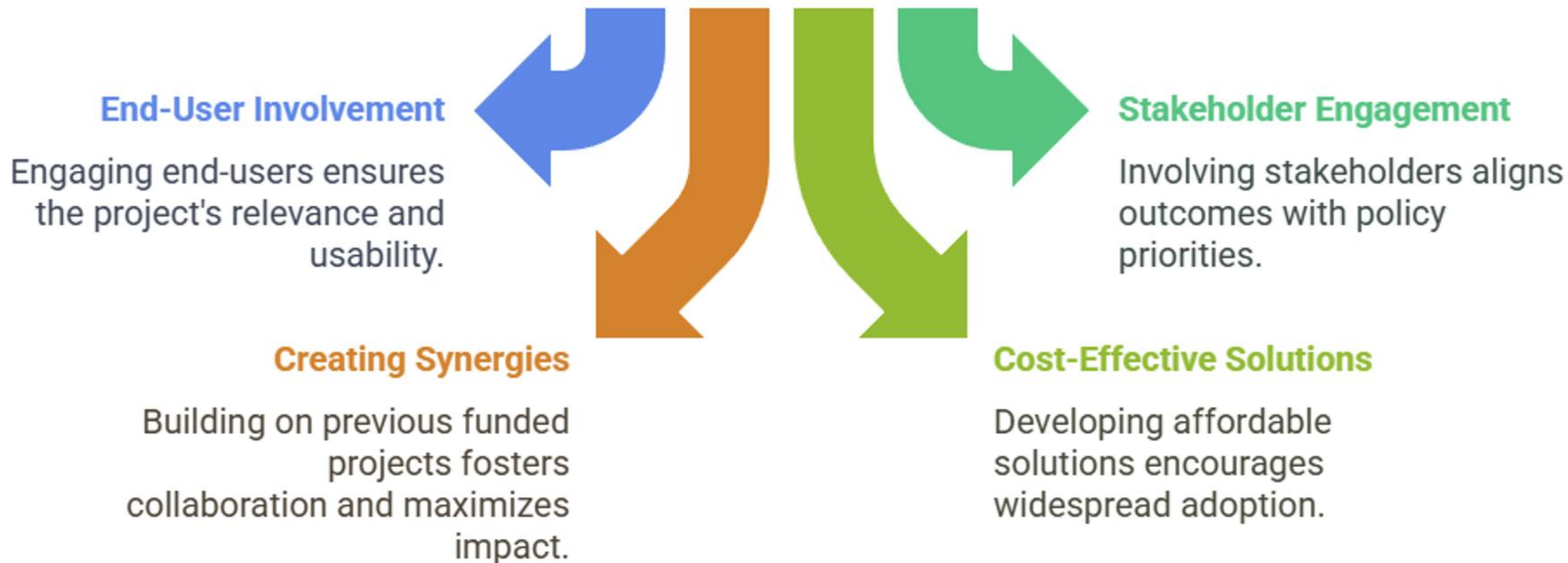


# Approach – All the topics

#PRIMAInfoDay  
www.prima-med.org

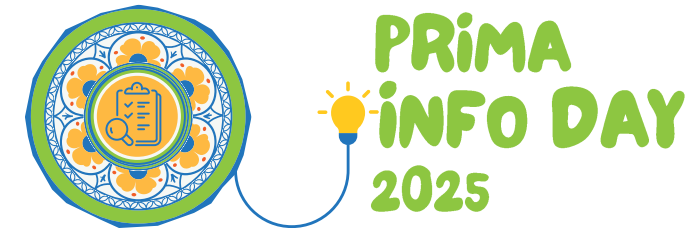


## Particular attention



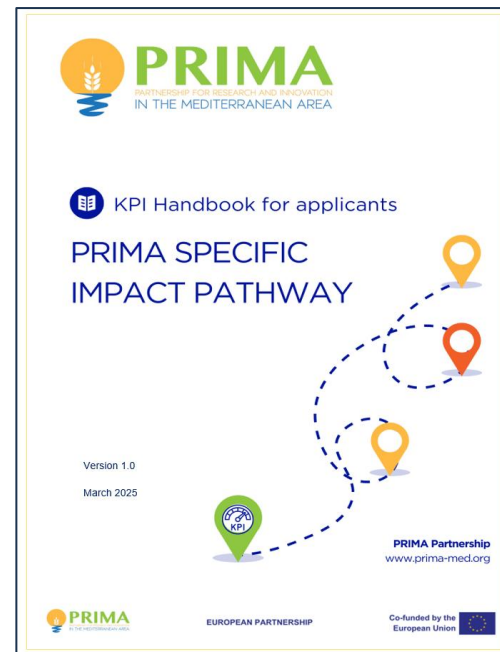
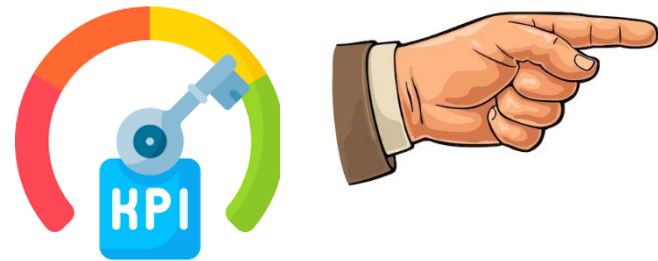
# KPIs, Link with SDGs and EU Policies

#PRIMAInfoDay  
www.prima-med.org



## KPI

**Minimum 3 KPIs  
For each topic**



## EU-Policies

- EU Soil Strategy for 2030- Mission soil
- Biodiversity Strategy for 2030- Green Deal
- EU Adaptation Strategy for climate change
- Water Forum directive
- The Food 2030 pathway "Nutrition and Sustainable Healthy Diets"
- Partnerships on agroecology-Living Labs



**SDG**



**Target 2.4:** sustainable food production systems and implement resilient agricultural practices



**Target 6.4:** increase water-use efficiency across all sectors



**Target 12.6:** Efficiency of resource use in production



**Target 13.1:** Strengthen resilience and adaptive capacity to climate change



**Target 15.1:** conservation, restoration, and sustainable use of terrestrial and inland freshwater ecosystems and their services







# PRIMA iNFO DAY 2025

#PRIMAInfoDay  
[www.prima-med.org](http://www.prima-med.org)  
[@PRIMAProgram](https://twitter.com/PRIMAProgram)

## THANK YOU

Ali Rhouma : [Ali.Rhouma@prima-med.org](mailto:Ali.Rhouma@prima-med.org)

Mohamed Wageih: [mohamed.wageih@prima-med.org](mailto:mohamed.wageih@prima-med.org)