

Section 2 Calls topics

1 Thematic Area 1-Water management in the Nexus

Topic 2.1.1-2025 (RIA*³³) Enhancing Policy Development through Impact-Driven Water Footprint and Virtual Water Concepts in the Mediterranean Region

2 Thematic Area 2-Farming systems in the Nexus

Topic 2.2.1-2025 (RIA*³⁴) Upscaling Agroecology Practices at the Farm Level in the Mediterranean


1 Thematic Area 3-Food value chain in the Nexus

Topic 2.3.1-2025 (RIA*³⁵) Towards a Plant-Based Alternative Protein products Transition in the Mediterranean Region

^{33, 30, 31} Please note that the acronyms IA (Innovation Action) and RIA (Research and Innovation Action) are used in Section 1 and Section 2, respectively. In Section 1, the rules applying to these actions follow the standard Horizon Europe Rules for Participation (RfP) established in Regulation (EU) 2021/695. In contrast, while the rules used in Section 2 are partially based on the Horizon Europe RfP, specific provisions concerning participation and funding rates apply. Projects selected in Section 2 are funded directly by national funding bodies and are therefore subject to the respective national regulations. For more detailed information regarding the rules for Section 2, please refer to the guidelines for applicants available on the PRIMA website.

12.1 Topic Section 2 - Water management in the Nexus

TABLE 8. SPECIFIC CALL CONDITION FOR CALL 2.1.1

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|  Thematic Area-1 Water management in the Nexus | |
| Topic 2.1.1-2025 (RIA*) | Enhancing Policy Development through Impact-Driven Water Footprint and Virtual Water Concepts in the Mediterranean Region |
| Contribution to SRIA | 3/ WATER GOVERNANCE SYSTEM |
| Contribution to EU policies | European Green Deal , EU Common Agricultural Policy (CAP) , New Nature restoration law , European Water Resilience Strategy |
| CALL SPECIFIC CONDITIONS | |
| Expected EU contribution per project | PRIMA considers that proposals requesting contribution of at least EUR 1,5 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submitting and selecting proposals requesting other amounts or duration, following national regulations. |
| Duration | PRIMA considers that proposals with a duration of 36 months would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submitting and selecting proposals with different durations. |
| Type of Action | Research & Innovation Activities (RIA* ³⁶) |
| Technology Readiness levels (TRL) | Proposals should clearly state the starting and end TRLs of the key technology or technologies targeted in the project. Applicants are encouraged to use the TRL self-assessment tool to accurately determine the Technology Readiness Level (TRL) of their proposal. |
| Eligibility conditions | <p>Please refer to section PRIMA Work Programme 2025 General Annexes B- Eligibility for the list of countries eligible for funding.</p> <p>Due to the specific challenge of this topic, in addition to the minimum number of participants set out in the standard eligibility conditions consortia must include at least an additional legal entity established in a Mediterranean Partner Country (MPC) as defined in section, Eligibility.</p> <p>In addition to the standard admissibility and eligibility conditions (please refer to section Section 2, A Admissibility and B Eligibility sections in this document), the following additional eligibility condition applies: <u>each applicant must check its own eligibility for participation/funding in accordance with their national funding agencies.</u></p> |
| Legal and financial set-up of the Grant Agreements | <p>Each national funding body will fund the beneficiaries established in its own country; thus, the national funding rules apply. Each national funding body will sign a grant agreement (or any official documents acting as a contract) with their national beneficiaries taking part in the selected project (section Provisions concerning implementation).</p> <p>The coordinator of the project has to decide with his/her partners of a common starting date and send this information to all the funding bodies involved in funding this project in order to ensure that the national grant agreements are synchronized in time to cover all the period of the project</p> |
| Submission and evaluation procedure | <u>The call will be organised according to a single-stage submission process.</u> A full proposal (maximum 45 pages) must be submitted according to the timeline for submitting application. A timeline for submitting and evaluating applications can be found in Section 2 Calls Calendar |
| Consortium agreement | A consortium agreement mentioning the distribution of the tasks among partners (as listed in the proposal) must be concluded. Some national funding bodies may require this document before signing the grant agreements, so it is |

³⁶ Please note that the acronyms IA (Innovation Action) and RIA (Research and Innovation Action) are used in Section 1 and Section 2, respectively. In Section 1, the actions follow the standard Horizon Europe Rules for Participation (RfP). However, in Section 2, while some rules are based on Horizon Europe RfP, specific participation and funding rate regulations apply. Projects selected in Section 2 are funded directly by national funding bodies and are therefore subject to respective national regulations. For more details regarding the rules for Section 2, please refer to the guidelines for applicants on the PRIMA website.

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| | necessary to refer to the national regulations and draft the consortium agreement |
| PRIMA specific KPIs | <p>Applicants must select at least three PRIMA-specific Key Performance Indicators (KPIs) from Table 2: PRIMA-specific KPIs, Linked Operational Objectives, and Descriptions.</p> <p>A KPI Handbook will be available at the call opening, detailing descriptions, data collection methods, and targets for each KPI to help applicants align selections with their project goals. Additionally, applicants propose custom KPIs to capture project-specific impacts that align with PRIMA's objectives for enhanced impact measurement.</p> |

Expected Outcome: In line with the European Green Deal priorities, notably the [EU climate adaptation strategy](#) and the EU's climate mitigation ambition for 2030 and 2050, the [Zero Pollution Action Plan](#), the [Water Framework Directive](#) EU and other EU water legislation addressing water scarcity and droughts, the EU Circular Economy Action Plan, the successful proposals will support the development of policies based on water footprint and virtual water concept.

Project results are expected to contribute to the following expected outcomes:

- National policies on water management decisions are revised based on the water footprint concept;³⁷
- Connecting the water footprint with the water-energy-food-ecosystems Nexus concept and its added value in the Mediterranean region;
- Strengthen resilience to climate change impacts by integrating water footprint considerations into adaptation strategies;
- Economic benefits of reducing water footprints, including cost savings from improved water efficiency and potential revenue from sustainable water use practices;
- Facilitate a dialogue among city regulators, water utilities, communities, farmers and stakeholders, to exchange best practices and lessons learned in managing water footprints.
- Encourage the adoption of crop varieties and industrial practices that require less water, while increasing the use of treated and reused water sources, to alleviate pressure on freshwater resources in the Mediterranean.

Scope: Recognising the limitations of traditional water footprint and virtual water concepts as purely quantitative measures, this topic highlights the need for **integrated impact assessments** in policy development across the Mediterranean. This approach is crucial given the region's semi-arid to arid climate, limited freshwater resources, and rising water demands in sectors such as agriculture, industry, and tourism—further intensified by climate change impacts.

A key component of this approach is the establishment of clear limits specifically for **blue water consumption**, rather than just overall resource availability. These limits serve as a foundation for sustainable water governance, helping policymakers to assess not only the quantity of water used but also its source, quality, and broader environmental and socio-economic impacts.

The objective is to drive policies that promote **equitable and efficient water use**, reduce environmental degradation, prevent water pollution, and strengthen resilience to climate-related challenges. Given the transboundary nature of many Mediterranean water resources,

³⁷ water footprint concept, measures the total volume of freshwater used to produce goods and services across different sectors. This includes the blue (surface and groundwater), green (rainwater), and grey (water needed to assimilate pollutants) water footprints, helping policymakers assess water use efficiency and pollution impacts.

fostering **collaborative policy development** is essential for effectively addressing cross-border water issues. Additionally, supporting **less water-demanding crops** and expanding **water recycling and reuse systems** in agriculture and industry are critical strategies to alleviate pressure on freshwater resources.

This integrated, impact-focused approach will enable a more adaptive and sustainable water management framework tailored to the Mediterranean's unique challenges.


Proposed activities should cover at least one of the following aspects:

- Evaluate national policies and regulations on water management decisions from the perspective of water footprint
 - Define the limitations of common water footprint and virtual water concepts and propose methodologies to improve them.
 - Analyse virtual water trade to manage the impacts of cross-border product trade on water resources and external shocks. Water scarcity footprint should be assessed for local and imported agricultural products.
 - Analyse, through case studies, the green, blue water and grey footprints at river basins with a focus on the main strategic crops and breeds.
 - Model and predict future changes and trends in water footprint and virtual water trade, considering their broader impacts.
 - Recommend institutional and regulatory reforms guided by impact-driven water footprint and virtual water concepts.
 - Establish a Water Footprint Network in Mediterranean countries
- Encourage Water-Efficient Practices: Promote the use of less water-demanding crops and the implementation of systems for water recycling and reuse in agriculture and industry. These measures are critical for enhancing water conservation efforts, supporting sustainable water management, and improving water efficiency in the region.

Proposals are encouraged to collaborate with other [PRIMA](#) and [EU-funded projects](#) by participating in joint and common communication and dissemination activities. Proposals should promote collaboration and complementarity with other PRIMA-funded projects, including a dedicated task with appropriate resources for this purpose. Collaboration is also encouraged with [Horizon Europe](#) initiatives, relevant **European Partnerships**, and [EU Missions](#), such as the [Water4All Partnership](#) and the [EU Mission: Restore our Ocean and Waters](#), to enhance collective impact in water sustainability efforts across the Mediterranean region.

12.2 Topic Section 2 - Farming systems in the Nexus

TABLE 9. SPECIFIC CALL CONDITION FOR CALL 2.2.1

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|  Thematic Area 2-Farming systems in the Nexus | |
| Topic 2.2.1-2025 | Upscaling Agroecology Practices at the Farm Level in the Mediterranean |
| Contribution to SRIA | Operational Objective 4 Cross-Cutting: Digital Technologies |
| Contribution to EU policies | European Green Deal: EU Biodiversity Strategy , EU Adaptation Strategy , Farm to Fork Strategy , Zero Pollution Action Plan , EU Nature Restoration Law , Circular Economy Action Plan , Water Reuse Regulation , Post-2020 Common Agricultural Policy (CAP) , EU Forest Strategy for 2030 , Biodiversity Strategy |
| CALL SPECIFIC CONDITIONS | |
| Expected EU contribution per project | PRIMA considers that proposals requesting contribution of at least EUR 1,5 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submitting and selecting proposals requesting other amounts or duration, following national regulations. |
| Duration | PRIMA considers that proposals with a duration of 36 months would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submitting and selecting proposals with different durations. |
| Type of Action | Research & Innovation Activities (RIA ³⁸) |
| Technology Readiness levels (TRL) | Proposals should clearly state the starting and end TRLs of the key technology or technologies targeted in the project. Applicants are encouraged to use the TRL self-assessment tool to accurately determine the Technology Readiness Level (TRL) of their proposal. |
| Eligibility conditions | <p>Please refer to section PRIMA Work Programme 2025 General Annexes B-Eligibility for the list of countries eligible for funding.</p> <p>Due to the specific challenge of this topic, in addition to the minimum number of participants set out in the standard eligibility conditions consortia must include at least an additional legal entity established in a Mediterranean Partner Country (MPC) as defined in section, Eligibility.</p> <p>In addition to the standard admissibility and eligibility conditions (please refer to section Section 2, A Admissibility and B Eligibility sections in this document), the following additional eligibility condition applies: each applicant must check its own eligibility for participation/funding in accordance with their national funding agencies.</p> |
| Legal and financial set-up of the Grant Agreements | Each national funding body will fund the beneficiaries established in its own country; thus, the national funding rules apply. Each national funding body will sign a grant agreement (or any official documents acting as a contract) with their national beneficiaries taking part in the selected project (section Provisions concerning implementation). The coordinator of the project has to decide with his/her partners of a common starting date and send this information to all the funding bodies involved in funding this project in order to ensure that the national grant agreements are synchronized in time to cover all the period of the project |
| Submission and evaluation procedure | <u>The call will be organised according to a single-stage submission process.</u> A full proposal (maximum 45 pages) must be submitted according to the timeline for submitting application. A timeline for submitting and evaluating applications can be found in Section 2 Calls Calendar |

³⁸ Please note that the acronyms IA (Innovation Action) and RIA (Research and Innovation Action) are used in Section 1 and Section 2, respectively. In Section 1, the actions follow the standard Horizon Europe Rules for Participation (RfP). However, in Section 2, while some rules are based on Horizon Europe RfP, specific participation and funding rate regulations apply. Projects selected in Section 2 are funded directly by national funding bodies and are therefore subject to respective national regulations. For more details regarding the rules for Section 2, please refer to the guidelines for applicants on the PRIMA website.

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| Consortium agreement | A consortium agreement mentioning the distribution of the tasks among partners (as listed in the proposal) must be concluded. Some national funding bodies may require this document before signing the grant agreements, so it is necessary to refer to the national regulations and draft the consortium agreement |
| PRIMA specific KPIs | <p>Applicants must select at least three PRIMA-specific Key Performance Indicators (KPIs) from Table 2: PRIMA-specific KPIs, Linked Operational Objectives, and Descriptions.</p> <p>A KPI Handbook will be available at the call opening, detailing descriptions, data collection methods, and targets for each KPI to help applicants align selections with their project goals. <u>Additionally, applicants propose custom KPIs to capture project-specific impacts that align with PRIMA's objectives for enhanced impact measurement.</u></p> |

Expected Outcome: Aligned with the [European Green Deal](#), [EU Biodiversity Strategy for 2030](#), [EU Climate Adaptation Strategy](#), [EU Biodiversity Strategy for 2030](#), the [Common Agricultural Policy](#), in consistency with the EU [Mission "A Soil Deal for Europe"](#) this call for proposals aims to enhance the adoption and effective implementation of agroecology practices at the farm level throughout the Mediterranean region. Successful proposals will demonstrate potential to drive significant advancements in sustainable farming, contributing to the ecological resilience and economic viability of the region's agricultural sector.

Project results are expected to contribute to all the following expected outcomes:

- Increased understanding, adoption, and implementation of agroecological practices, with a focus on small-scale farmers.
- Generation of evidence showcasing agroecology's potential in addressing climate change through mitigation and adaptation, highlighting its climate neutrality, biodiversity impact, and capacity to enhance farm socio-economic resilience.
- Formulation of policy recommendations aimed at supporting the scaling up of agroecology practices that should recognise the pivotal role of state regulations and support alongside business models. These recommendations should encompass a range of incentives, regulations, subsidies, and other policy instruments to foster sustainable agriculture and environmental conservation effectively.
- Implementation of scalable and cost-effective carbon measurement and verification methods tailored to agroecological practices.

Scope: Agroecology offers a comprehensive approach that blends ecological principles, traditional knowledge, and innovative techniques to enhance biodiversity, soil health, water conservation, and climate resilience. It simultaneously supports food security and livelihoods. There is an urgent call to expand agroecological practices by integrating diverse cultivation methods and interdisciplinary approaches, including leveraging microbial technologies to boost soil health and crop yields. It is crucial to develop sustainable business models that ensure profitability for small farmers, addressing challenges such as organic certification costs, market dynamics, and the need for cohesive legislation supporting micro and small enterprises. Policy recommendations should be formulated to facilitate widespread adoption of agroecology, emphasizing biodiversity conservation and the protection of endangered species in agricultural policies and practices.

Proposed activities should cover all the following aspects:

- Providing a methodology that facilitates the identification of optimal combinations of agroecological practices and strategies to mitigate and adapt to climate change, while also preserving biodiversity and enhancing farm profitability.
- Emphasizing the implementation of scalable and cost-effective methods for measuring and verifying carbon sequestration efforts, empowering farmers to accurately quantify and monetize their contributions to carbon reduction.
- The proposed practices should cover a diverse range of crops and farming systems encompassing both conventional and organic practices.

- Piloting innovative mechanisms to assist farmers in transitioning to agroecological practices.
- Establishing Living Laboratories, including setting up demonstration plots, conducting participatory research with farmers, and hosting training sessions and workshops. These labs will be key to fast-tracking the adoption of agroecology practices, emphasizing microbiological solutions, with the aim of achieving targeted objectives across farms. This includes supporting and increasing plant yields and their resistance to diseases, reducing the use of artificial pesticides and fertilizers, minimizing food waste, and decreasing emissions of greenhouse gases.
- Developing strategies for scaling out and scaling up agroecology practices beyond the project's geographical area and duration. This involves identifying pathways for scaling, leveraging existing networks and institutions, and creating enabling environments for sustainable agricultural development.

Proposals should adopt a [Multi-Actor Approach \(MAA\)](#) to ensure significant involvement of the farming sector in decision-making and implementation processes.


PRIMA strongly encourage collaboration and complementarity with other Horizon Europe relevant projects including a dedicated task, appropriate resources, and a plan for collaborating with other PRIMA-funded projects with similar thematic focus and with the [Mission "A Soil Deal for Europe"](#). In particular, proposals should include dedicated tasks and appropriate resources for coordination measures and joint activities with relevant projects funded by the Mission.³⁹ PRIMA also encourages collaboration and complementarity with other Horizon Europe relevant projects or initiatives funded by European Partnerships such as the [Agroecology Partnership](#)⁴⁰.

³⁹ Here some indicative examples of specific activities that a project could undertake to build links with the Mission "A Soil Deal for Europe" and collaborate effectively with relevant projects funded by the Mission such as DeliSoil, Waste4Soil or SOILUTIONS: Joint Workshops and Seminars with the Mission to discuss soil health, sustainable agriculture, and policy development. Invite Mission-funded projects to participate and share insights. / Collaborate with the network of 100 Mission Soil Living Labs and Lighthouses that is now being deployed. Innovations and sustainable soil management practices developed by PRIMA projects can be further adapted, tested or showcased in real-life conditions in the living labs to accelerate the uptake of solutions. /Data Sharing and Integration: Collaborate on sharing soil data, research findings, and analysis tools with the Mission through, for example, the Mission project SoilWISE. /Policy Advocacy: Form a task force to align project goals

⁴⁰ In particular projects funded under the Agroecology Partnership 2024 call: Fostering agroecology at farm and landscape levels"

12.3 Topic Section 2 - Agri-food Value chain in the Nexus

TABLE 10. SPECIFIC CALL CONDITION FOR CALL 2.3.1

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|  Thematic Area-3-Food Value Chain in The Nexus | |
| Topic 2.3.1 RIA* | Towards a Plant-Based Alternative Protein products Transition in the Mediterranean Region |
| Contribution to SRIA | Operational Objective 6/ NUTRITION AND HEALTH |
| Contribution to EU Policies | Farm to Fork Strategy, White Paper: 'A Strategy for Europe on Nutrition, Overweight, and Obesity-Related Issues', Common Agricultural Policy (CAP), Common Fisheries Policy (CFP), EU Global Food Security, Organic Farming |
| CALL SPECIFIC CONDITIONS | |
| Expected EU contribution per project | PRIMA considers that proposals requesting contribution of at least EUR 1,5 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submitting and selecting proposals requesting other amounts or duration, following national regulations. |
| Duration | PRIMA considers that proposals with a duration of 36 months would allow these outcomes to be addressed appropriately. Nonetheless, this does not preclude submitting and selecting proposals with different durations. |
| Type of Action | Research & Innovation Activities (RIA* ⁴¹) |
| Technology Readiness levels (TRL) | Proposals should clearly state the starting and end TRLs of the key technology or technologies targeted in the project. Applicants are encouraged to use the TRL self-assessment tool to accurately determine the Technology Readiness Level (TRL) of their proposal. |
| Eligibility conditions | <p>Please refer to section PRIMA Work Programme 2025 General Annexes B- Eligibility for the list of countries eligible for funding.</p> <p>Due to the specific challenge of this topic, in addition to the minimum number of participants set out in the standard eligibility conditions consortia must include at least an additional legal entity established in a Mediterranean Partner Country (MPC) as defined in section, Eligibility.</p> <p>In addition to the standard admissibility and eligibility conditions (please refer to section Section 2, A Admissibility and B Eligibility sections in this document), the following additional eligibility condition applies: each applicant must check its own eligibility for participation/funding in accordance with their national funding agencies.</p> |
| Legal and financial set-up of the Grant Agreements | Each national funding body will fund the beneficiaries established in its own country; thus, the national funding rules apply. Each national funding body will sign a grant agreement (or any official documents acting as a contract) with their national beneficiaries taking part in the selected project (section Provisions concerning implementation). The coordinator of the project has to decide with his/her partners of a common starting date and send this information to all the funding bodies involved in funding this project in order to ensure that the national grant agreements are synchronized in time to cover all the period of the project. |
| Submission and evaluation procedure | <u>The call will be organised according to a single-stage submission process.</u> A full proposal (maximum 45 pages) must be submitted according to the timeline for submitting application. A timeline for submitting and evaluating applications can be found in Section 2 Calls Calendar |

⁴¹ Please note that the acronyms IA (Innovation Action) and RIA (Research and Innovation Action) are used in Section 1 and Section 2, respectively. In Section 1, the actions follow the standard Horizon Europe Rules for Participation (RfP). However, in Section 2, while some rules are based on Horizon Europe RfP, specific participation and funding rate regulations apply. Projects selected in Section 2 are funded directly by national funding bodies and are therefore subject to respective national regulations. For more details regarding the rules for Section 2, please refer to the guidelines for applicants on the PRIMA website.

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| Consortium agreement | A consortium agreement mentioning the distribution of the tasks among partners (as listed in the proposal) must be concluded. Some national funding bodies may require this document before signing the grant agreements, so it is necessary to refer to the national regulations and draft the consortium agreement |
| PRIMA specific KPIs | <p>Applicants must select at least three PRIMA-specific Key Performance Indicators (KPIs) from Table 2: PRIMA-specific KPIs, Linked Operational Objectives, and Descriptions.</p> <p>A KPI Handbook will be available at the call opening, detailing descriptions, data collection methods, and targets for each KPI to help applicants align selections with their project goals. Additionally, applicants propose custom KPIs to capture <u>project-specific impacts that align with PRIMA's objectives for enhanced impact measurement</u>.</p> |

Expected Outcome: In alignment with the [European Green Deal priorities](#), the [Farm-to-Fork Strategy](#) for a fair, healthy, and environmentally friendly food system, and the EU's [climate ambitions for 2030 and 2050](#), this proposal will bolster research and innovation initiatives aimed at promoting and facilitating the adoption of plant-based protein alternative products (PBAPs)⁴² in Mediterranean diets.

This initiative closely connects to the [Food 2030 pathway "Nutrition and Sustainable Healthy Diets"](#) by expanding knowledge on factors shaping consumption choices in Southern Mediterranean countries. Key areas of focus include evaluating the potential market response to the increased availability of PBAPs and assessing consumer openness and readiness for these products. By examining these aspects, the proposal will yield valuable insights on how plant-based protein alternatives can be introduced and effectively integrated into current dietary patterns across the region.

Project results are expected to contribute to the following expected outcomes:

Scope: The objective is to support projects that advocate for plant-based protein alternative products (PBAPs) in Mediterranean diets, reduce environmental impacts, and celebrate cultural heritage. By addressing key challenges in the region, this initiative aims to promote resilience, well-being, and long-term sustainability. Proposed strategies should be culturally sensitive, acknowledging the unique culinary heritage of the Mediterranean and addressing obstacles faced by local consumers. This approach will highlight the health and environmental advantages of PBAPs while respecting traditional dietary practices, fostering an inclusive transition towards sustainable, plant-based eating.

Proposed activities should cover all the following aspects:

- Innovate technologies, formulation methods, and processing techniques to increase the acceptability, affordability, availability, and sustainability of plant-based protein alternative products (PBAPs) in Mediterranean diets. Focus on optimizing food composition and refining processing methods to enhance product quality, appeal, and shelf life.
- Conduct studies on allergens and food intolerances associated with plant-based protein sources, focusing on the Mediterranean region. This includes identifying potential allergens and assessing their impact on consumer health and safety to ensure PBAPs are safe and accessible.
- Assess the nutritional value, digestibility, and sensory quality of plant-based protein alternatives, with a particular focus on vulnerable population groups, including young people, pregnant individuals, and older adults. This may involve conducting sensory panels, nutritional analyses, and digestion studies to ensure these alternative proteins meet the specific nutritional and dietary needs of these groups, providing a thorough evaluation of overall quality and suitability.

⁴² Plant-based protein alternative products (PBAPs) are food items derived from plants that serve as substitutes for traditional animal-based proteins. Examples include, but are not limited to, chickpeas, lentils, tofu, tempeh, seitan, quinoa, almond-based products, oat yogurt, jackfruit.

- Investigate the influence of media, including social media, and education in shaping consumer behaviour and dietary choices, particularly regarding PBAP adoption
Enhance efforts to educate and inform consumers about sustainable food choices through initiatives such as clear labeling (targeted to improve clarity for consumers), educational campaigns, and community outreach programs. These activities aim to increase understanding and awareness of sustainable dietary options, empowering individuals to make informed food choices that support both health and environmental goals.

Proposals should embrace a **'Multi-actor approach'** by involving diverse stakeholders, particularly farmers and agricultural cooperatives, consumer organizations, national ministries, local authorities, producer organizations, food industry representatives, academia, research centers, private sector and technology providers, civil society organizations, NGOs, healthcare and nutrition experts, media and communication specialists, educational institutions, and community organizations.

Proposals are encouraged to incorporate dedicated tasks, sufficient resources, and collaborative plans with other PRIMA-funded projects on related field⁴³ to promote cross-project cooperation, consultations, and joint activities addressing common issues. Commitment to sharing results and participating in collective meetings and communication events is essential. Proposals are also encouraged to seek complementarity/synergies with other Horizon Europe projects⁴⁴ to maximize synergies and collective impact in promoting sustainable dietary practices and Mediterranean food system transformation.

⁴³ Projects could coordinate activities with other PRIMA projects such as LOCALNUTLEG, CIPROMED, ProxIMed, and ADVAGROMED. These collaborations can promote synergies and maximize impact across initiatives addressing Mediterranean food system sustainability.

⁴⁴ Engaging with Horizon Europe projects selected under the following calls can enhance collaborative efforts: Horizon Europe projects HORIZON-CL6-2024-FARM2FORK-01-7: Impact of the development of novel foods based on alternative sources of proteins HORIZON-CL6-2024-FARM2FORK-01-2: New healthy and sustainable food products and processes

Section 2 Calls Calendar

All deadlines are at **17:00 CET** (Central European Time). The PRIMA-IS will conduct the admissibility and eligibility check after each deadline for submission and before the evaluation takes place, followed by an eligibility check by the national funding agencies according to their [national regulations](#).

The Executive Director may decide to publish and open the call up to two weeks prior or one month after the envisaged date(s). The Executive Director may delay other deadlines by up to two months.

The following table shows the calendar of calls for proposals. Please note the single submission step.

TABLE 11. TIMETABLE FOR SECTION 2 CALL FOR PROPOSALS IN 2025

| THEMATIC AREA | CALL TOPICS | CALL PUBLICATION AND OPENING | SUBMISSION DEADLINE | EVALUATION RESULTS |
|------------------|-------------------|---------------------------------|---------------------|--------------------|
| Water management | Topic 2.1.1 (RIA) | 7.4.2025 | 8.7.2025 | 10.12.2025 |
| Farming systems | Topic 2.2.1 (RIA) | 7.4.2025 | 8.7.2025 | 10.12.2025 |
| Agri-food chain | Topic 2.3.1 (RIA) | 7.4.2025 | 8.7.2025 | 10.12.2025 |