



CO-Fresh and the Intervention Research Approach



This project has received funding from
the European Union's Horizon 2020
research and innovation programme
under grant agreement No 101000852

co-fresh.eu

CO-FRESH

“CO-creating sustainable and competitive **FR**uits and **vE**getable**S**’ value **cH**ains in Europe”

Call under the programme **SC 2 “Food security, sustainable agriculture and forestry, marine, maritime and inland water research and the bioeconomy”**

H2020 RUR-06-2020: Innovative agri-food value chains: boosting sustainability-oriented competitiveness



European
Commission

Horizon 2020
European Union funding
for Research & Innovation

Innovation action

7 Agri-food value chains represented in the fields of:
Fruits – Vegetables – Plant-based meat analogues – Feed

Total Budget: 7,531,707.50 €
EU contribution: 6,992,304.00 €

Duration: 42 months
Project start: October 2020
26 partners + 2 associates

CO-FRESH Consortium

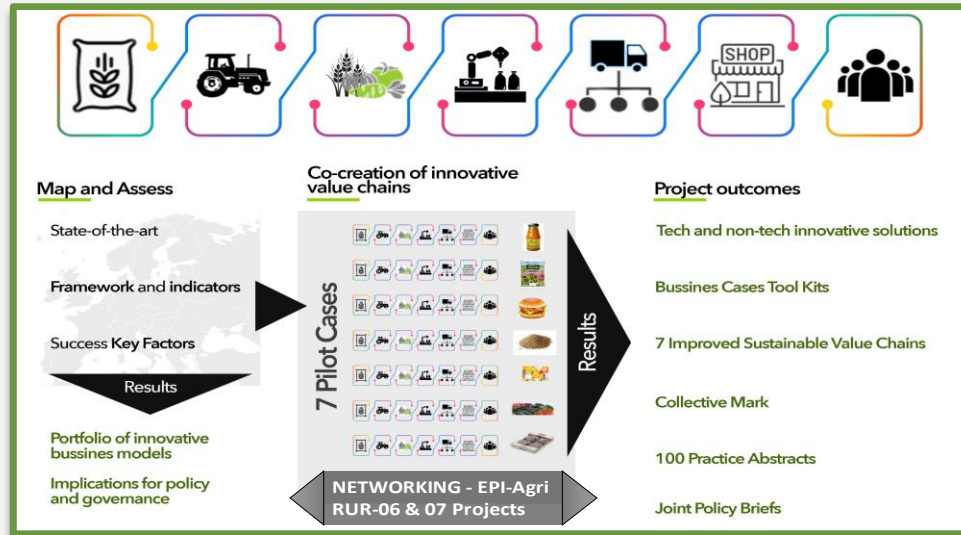
	Name (short name)	Co
RESEARCH CENTRES	Coordinator: Centro Nacional de Tecnología y Seguridad Alimentaria (CNTA)	ES
	Universitaet Hohenheim (UHOH)	DE
	Tecnoalimenti s.c.p.a. (TCA)	IT
	Ghent University (UGENT)	BE
	Wageningen University (WU)	NL
	Alma Mater Studiorum - Universita di Bologna (UNIBO)	IT
	Warsaw University of Life Sciences (WULS)	PL
	Actalia association (ACTALIA)	FR
	Centre de Recerca en Economia i Desenvolupament Agroalimentari (CREDA)	ES
AGRI-FOOD CHAINS	Gerace Maria Caterina ("Le Terre di Zoè" Azienda Agricola Biologica) (ZOE)	IT
	Florette Ibérica, S.L.U. (FLORETTE)	ES
	Food Valley (The Protein Cluster -TPC)	NL
	Chambre d'agriculture du Pays de la Loire (CRAPDL)	FR
	Stowarzyszenie Polskich Sadowników Ekologicznych (EKOOWOC)	PL
	PILZE Nagy Ltd (PILZE)	HU
	Asociación de Organizaciones Productor de Frutas y Hortalizas Almería (COEXPHAL): GRUPO UNICA and University of Almería (UAL) (3rd parties)	ES
ASSOCIATIONS & NGOs	Confagricoltura (CONFAG)	IT
	Fruitvegetableseurope (EUCOFEL)	BE
	National Association of Int. Representations for Small-scale producers and service providers KISLEPTEK (KIS)	HU
	European Community of Consumer Cooperatives (EUROCOOP)	BE
	Cooperatives Europe (COOPSEU)	BE
	Bioeconomy Cluster (BEC)	SK
	Organic Agriculture Research Institute (ÖMKI)	HU
BP	Enco srl (ENCO)	IT
TECH	Future Intelligence Ltd. (FINT)	EL
IPR	Innogestiona Ambiental (INNOGESTIONA)	ES

The consortium brings together **key actors from agri-food value chains from 10 different countries:**

- Agri-food companies and actors' associations (farmers, food producers, cooperatives, consumers);
- Experts in technological (including digital) solutions and non-technological (including social, organizational and institutional) solutions;
- Experts in environmental, social, economic and sustainability issues, and in consumer's acceptance.

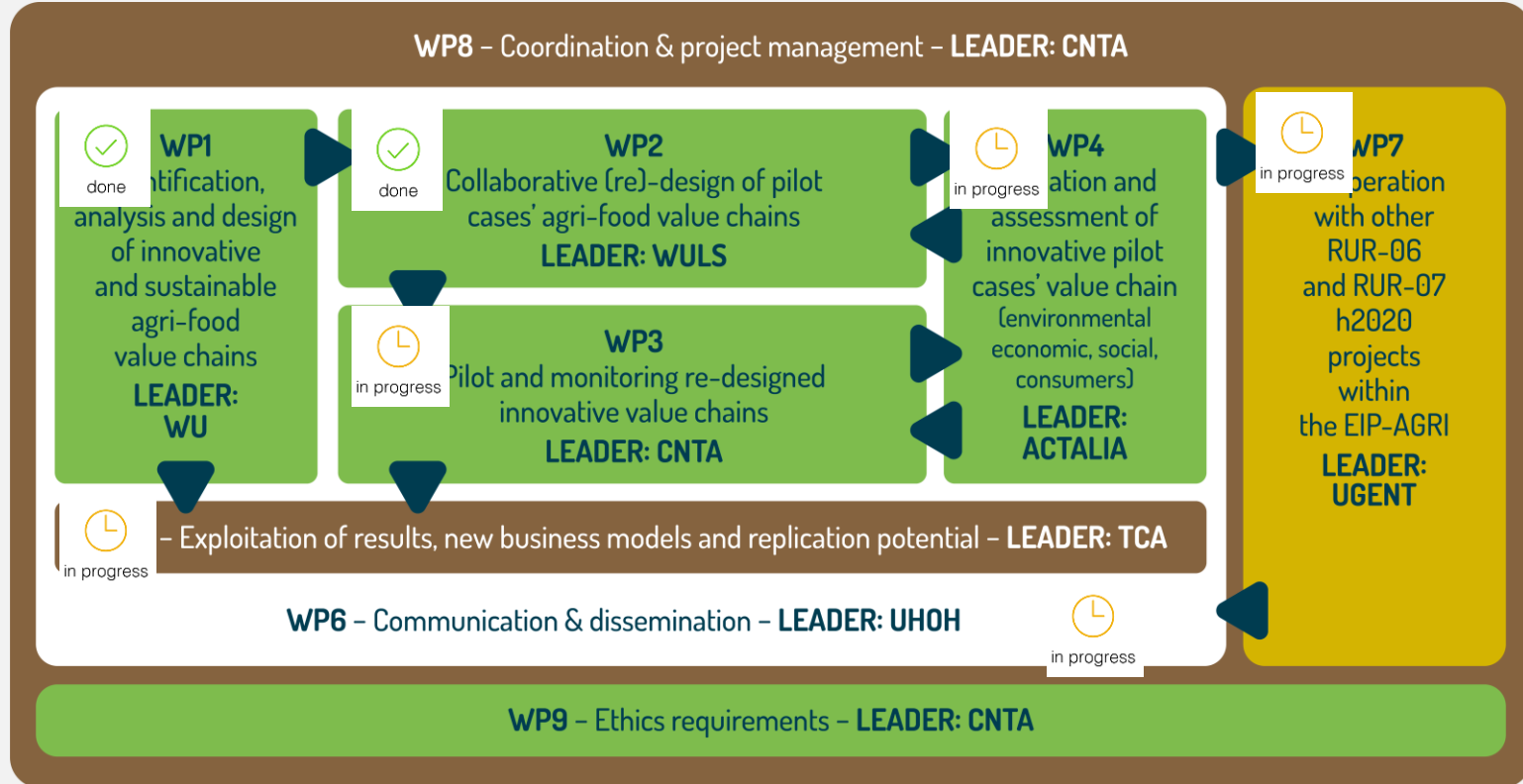


CO-FRESH Objective



The **main objective** of **CO-FRESH** is to (re)design and pilot innovative systemic approaches to agri-food value chains to scale up this innovation at the European level. These innovative approaches will improve the economic, social and environmental performance/efficiency of these value chains, through smart integration of technological, social, organisational, managerial and institutional innovations; all of which serve to make them more sustainable.

Work Plan






Intervention Research (IR)

CO-FRESH relies on **Intervention Research (IR)**. IR is an emergent collaborative process of inquiry that studies models of collective action within and across organization. Through IR, CO-FRESH aims at identifying models and practices of sustainable innovative value chains and implementing in **7 selected Pilot cases**.



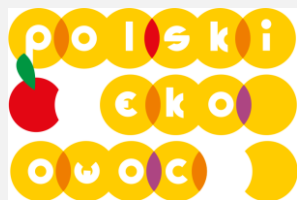
Pilot Cases






Area	Final Products	Pilot Case Product
National, Italy	Organic fruits, Juices & Jams	Organic orange fruit juice 
Spain & Portugal	Minimally processed salads, salad toppings and other related products	Young leaves salad bags 
National & International, the Netherlands	Plant-based meat analogue products	Fava bean based vegan burgers 




Pilot Cases



Area	Final Products	Pilot Case Product
Pays de la Loire, France (regional)	Feed	Protein-rich feed 
Regional & National, Poland	Fresh fruits, frosted fruit cubes, organic fruit juice, puree, dried fruits	Frosted fruit cubes & org. fruit purees 
National & International, Hungary	Fresh Mushrooms; Dried & Creams	Oyster mushrooms 

Pilot Cases



Area	Final Products	Pilot Case Product
European, Spain	Fresh fruits & vegetables	Fruits & vegetables box 

Intervention Research Approach

Develop situation & frameworks

Identification of state of the art: Identify risk, promotive and constraining factors related to current situation (WP1)

- Identification of > 100 innovative agri-food value chains
- Analysis of business models: What worked successfully? What did not work? With whom? Under which circumstances?

Specify Program Structures and Processes

Design of interventions necessary for Pilot Cases (WP2)

- Design of realistic interventions based on empirical, qualitative data of Pilot Cases
- Review of intervention strategies in focus groups including potential intervention agents & other participants

Intervention Design

Pilot Case Working Group Meetings

- Participatory workshops held in each PCWG, including **Pilot Case leader, Support Partner, Rapporteurs, Stakeholders** representing different steps of the value chain:
 - Processing, primary production, transport, retail, marketing, consumers, packaging, supply chain, economic and organizational experts
- 1st Workshop: World Café method to conduct a **SWOT analysis**
- Ranking of most relevant strengths, weaknesses, opportunities and threats
- 2nd Workshop: **Identification of potential innovations** for each pilot case
- Ranking of most suitable innovations for each category (process, product, management)

SWOT Analysis



Research by: *Maria Rembiałkowska & Justyna Obidzińska*, Warsaw University of Life Sciences

Innovations selection

203 Innovations proposed in the 7 PCWGs

- Product & Marketing
- Processing
- Management & Organizational



63 Innovations most voted (9 per PCWG) were ranked through a Delphi votation

Considering:

- Innovation level
- Potential impact on Value chain sustainability
- Feasibility within CO-FRESH



18 Selected Innovations

Innovations selection

Most innovations related to process, following products and finally managerial innovations.



Products: Marketing campaigns, new products & recipes, packaging for extended shelf-life



Process: Smart systems (IoT), Utilization of side & waste streams, tracing



Management: Brand recognition, sales channels, strategic alliances with other companies

Main steps of the value chains targeted by innovation are **commercialization** and **product development**. None of the innovations target logistics.

Intervention Research Approach

Interventions
implementation
& refinement

Intervention Implementation (WP3)

- Design of experiments (DoE) detailed and agreed between PCWG partners
- Piloting interventions in 7 Pilot Cases

Intervention Refinement (WP3)

- Studying different components of intervention in depth & refinement of program
- Development of adaption guidelines

Intervention Research Approach

Test
Effectiveness in
a Variety of
Practice Settings

Life-Cycle Assessment of supply chain

- Implementation of a series of effective studies including: (i) socio-economic baseline, (ii) environmental innovative value chain and (iii) consumer acceptance assessment

Disseminate
Findings and
Materials

Dissemination, exploitation and communication

- Developing a strategy for exploitation of project results, definition of new business model toolkit for replicability
- Effective communication and dissemination of CO-FRESH results
- Networking with sister projects and thematic networks, operational groups and other initiatives (SWG SCAR AKIS, SWG FOOD SYSTEMS, etc.)

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