

# MED-LINKS



## Data-enabled Business Models and Market Linkages Enhancing Value Creation and Distribution in Mediterranean Fruit and Vegetable Supply Chains

providing small-scale producers with tailored and effective solutions enhancing efficiency, sustainability and fairness along fruit and vegetable supply chains in Mediterranean countries.

MED-LINKS will contribute to the achievement of the United Nations Sustainable Development Goals



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**PRIMA**  
PARTNERSHIP FOR RESEARCH AND INNOVATION  
IN THE MEDITERRANEAN AREA



## Goals

- Evaluating Mediterranean FV supply chain competitiveness and consumer preferences.
  - Implementing voluntary sustainability standards for ethical production.
  - Providing supply chain actors with enhanced management practices and business relations.
  - Providing innovative IT tools to help business making better decision.
  - Piloting customized digital-market linkage solutions.
  - Exploiting project results for the empowerment of stakeholders' characteristics of local societies.
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## Methodology

In a 5-step process, MED-LINKS will also create new tools and techniques for more efficient and sustainable fresh fruit and vegetable production in the Mediterranean:

- Research
- Conceptualization
- Optimization
- Piloting
- Knowledge transfer

Through a series of seminars or workshops, innovative tools, or virtual training, MED-LINKS project will assess and promote specific paths of sustainability certifications as customised solutions for smallholders, where a comprehensive package of existing sustainability standards and paths will be identified and proposed to three supply chains.





## Outcomes

- New technological tools and business models for market access that are tailored to local clusters and SMEs, and the development of new generations of young entrepreneurs.
- New insights into the competitiveness of local farmer, small manufacturing, and distributor clusters, and integrated new planning and institutional solutions for long-term viability and profitability.
- New ways to boost the added value of items produced by local clusters.
- Fair trade transparency and a shorter Agri-food chain benefit smallholder.
- Consumer comments on the quality and safety of smallholder goods made locally or bought through inter-Mediterranean commerce.

### Who can benefit from this project:

- Consumers and civil society
- Producers
- Processors
- Microprocessors
- Smallholders
- Exporters
- SMEs
- Public authorities
- Research community
- Policy makers
- Media & Press
- Young entrepreneurs
- Catering services
- Mediterranean farmers
- Local retailers

The project is based on the network of partners in the Mediterranean, including 11 partners with five different countries involved

- Italy
- Egypt
- France
- Greece
- Morocco

## Partners





## Project contact info:

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