



MED-LINKS

NEWSLETTER

July Issue

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

PARTNERS



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DATA-ENABLED BUSINESS MODELS AND MARKET LINKAGES ENHANCING VALUE CREATION AND DISTRIBUTION IN MEDITERRANEAN FRUIT AND VEGETABLE SUPPLY CHAINS



What is **MED-LINKS**?

MED-LINKS is an acronym for Data-enabled Business Models and Market Linkages Enhancing Value Creation and Distribution in Mediterranean Fruit and Vegetable Supply Chains. **MED-LINKS** aims to increase knowledge sharing and cooperation between different supply chain actors. Training activities will be provided to foster the capitalization of the project's results and to ensure the involvement of key stakeholders, improving their capacity building for the sustainable development of Mediterranean value chains.

MED-LINKS will also help to cope with the COVID-19 impacts on the FV sector by implementing safer and more controlled measures along the FV supply chain, identify enhanced sustainability protocols particularly suited for small-scale producers, provide a complete analysis of at least five value chains which will create a new environment for the establishment of horizontal and vertical coordination.



Contribution to the achievement of UN Social Development Goals

- **SDG2** (End hunger, achieve food security and improve nutrition and promote sustainable agriculture)
- **SDG8** (Promote sustained, inclusive, and sustainable economic growth, full and productive employment and decent work)
- **SDG12** (Ensure sustainable consumption and production patterns)
- **SDG17** (Strengthen the means of implementation and revitalize the global partnership for sustainable development)



“**MED-LINKS Consortium**”

1. University of Bologna, Italy.
2. Romagna Tech S.C.p.A., Italy.
3. Università degli Studi di Cassino e del Lazio Meridionale, Italy.
4. Heliopolis University for Sustainable Development, Egypt.
5. Isis for Food Industries LTD, Egypt.
6. Sekem Development Foundation, Egypt.
7. Institut Agronomique Méditerranéen de Montpellier, France.
8. Aristotle University of Thessaloniki, Greece.
9. International Hellenic University, Greece.
10. University of Cadi Ayyad, Morocco.
11. University of Moulay Ismail, Morocco.



MED-LINKS Kick-off Meeting

On the 15th and 16th of July 2021, a virtual meeting was organised to introduce **MED-LINKS** project, which was funded by PRIMA.

The project's consortium included nine Mediterranean partners.

UNIBO, ROTECH, UNICAS, ISIS, SDF, HUSD, IHU, UMI, UCA.

The primary purpose of the kickoff meeting is to introduce the project's **work packages**:

- WP0-Project management and coordination
- WP6-Exploitation, communication, and dissemination
- Open Access: publishing protocol, strategy, obligations
- WP1-SME competitiveness and consumer attitude in FV supply chain systems
- WP2-Voluntary sustainability standards and paths
- WP3-Enhanced business models and market access strategies
- WP4-Digitally enable market-linkage solutions
- WP5- Pilot actions implementation

Following the discussion, an additional session was arranged to present the main rules and processes for financial reporting to the Italian Ministry of University and Research.

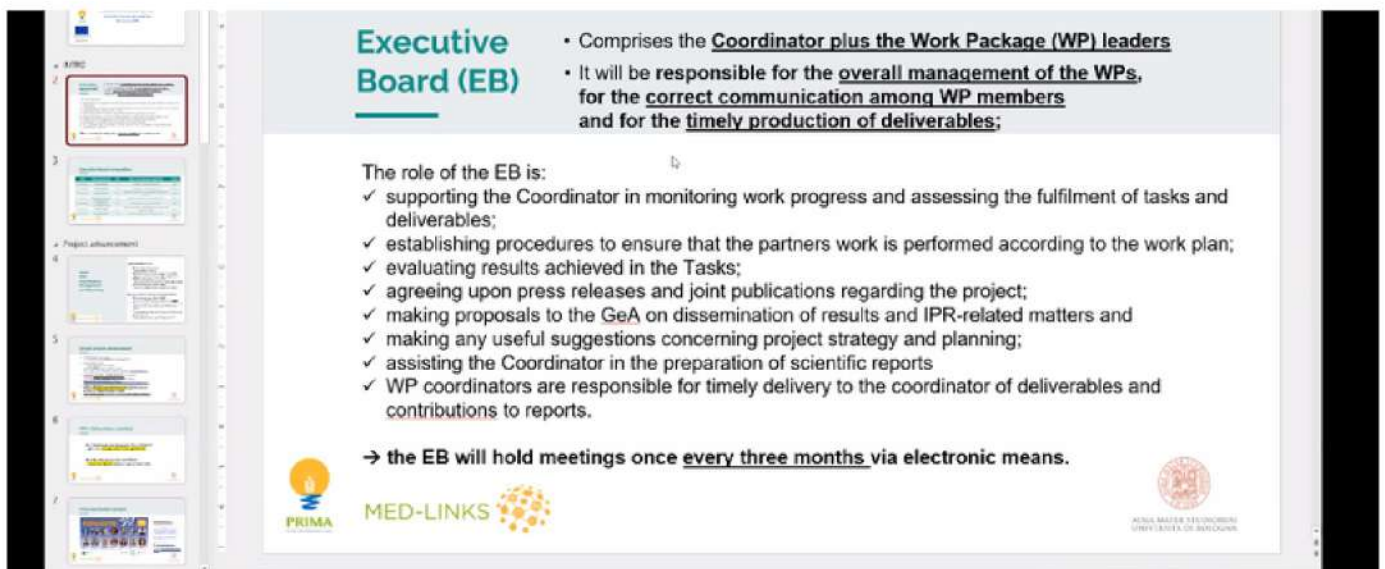


Monitoring and coordinating **MED-LINKS**

Since the Kick-off meeting, WP0 leader -UNIBO- has been coordinating **MED-LINKS** Project with three executive board meetings.

EBM 1: October 12th, 2021

The leaders of WP2-3-6 highlighted their current and forthcoming activities, while the coordinator of WP0 discussed the EB composition, role, and duty. This provided an opportunity for all attendees to expand their understanding of the work being done across the various working groups.



Executive Board (EB)

- Comprises the Coordinator plus the Work Package (WP) leaders
- It will be responsible for the overall management of the WPs, for the correct communication among WP members and for the timely production of deliverables;

The role of the EB is:

- ✓ supporting the Coordinator in monitoring work progress and assessing the fulfilment of tasks and deliverables;
- ✓ establishing procedures to ensure that the partners work is performed according to the work plan;
- ✓ evaluating results achieved in the Tasks;
- ✓ agreeing upon press releases and joint publications regarding the project;
- ✓ making proposals to the GeA on dissemination of results and IPR-related matters and making any useful suggestions concerning project strategy and planning;
- ✓ assisting the Coordinator in the preparation of scientific reports
- ✓ WP coordinators are responsible for timely delivery to the coordinator of deliverables and contributions to reports.

→ the EB will hold meetings once every three months via electronic means.

PRIMA MED-LINKS

UNIVERSITÀ DEGLI STUDI DI BARI

EBM 2: January 26th, 2022

The leaders of each work package (WP1-2-3-4-5-6) presented their ongoing activities and main achievements. They outlined the progress made so far and the challenges that still need to be addressed. It was a productive meeting, with each leader providing valuable insights into their respective areas of work.

EBM 3: April 21st, 2022

Leaders of the WP0-1-2-3-4-5-6 project highlighted their current efforts and accomplishments at a recent meeting. The project coordinator summarized the overall achievements and deadlines, and the leaders discussed ways to continue moving forward.

IHU collaboration on the analysis of the business model



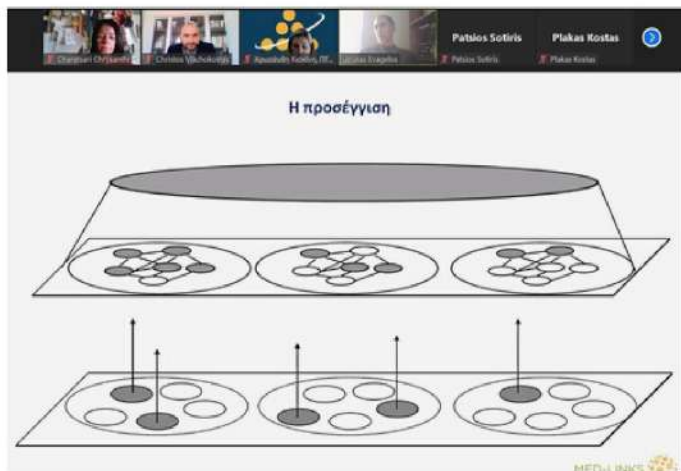
The IHU team prepared the report in conjunction with colleagues from AUTH and the UNIVERSITY OF CASSINO, based on a review and analysis of the key current business models (Deliverable 3.1, Task 3.1). Using the Triple-Layered Business Model Canvas philosophy, the report attempted to conceptualise the business models employed in short food supply chains, export-oriented supply chains, and green public procurement schemes, as well as examine the value production.

The examination, which included data from Italy, Morocco, Egypt, France, and Greece, indicated significant disparities between the three systems in terms of how economic, environmental, and social value. The three systems' differing structures, aspirations, and variable interactions between farmers and regime (or even landscape) players catalyse the ways value is generated and transferred throughout supply chains.

Developing Alternative business models for short supply chains

The AUTH team created a methodology for conceiving and choosing optimum Business Models for local clusters.

After conducting an evaluation process with all partners, the team developed a framework that focuses on dimensions of essential (organisational, economic, managerial, relational) and secondary (environmental, ethical, social, cultural). The team has developed alternative business models for short food supply chains, export-oriented supply chains, and green public procurement schemes.



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On February 10, 2022, the IHU and AUTH teams attended the Bioregio 8th conference to engage academics and policymakers more about **MED-LINKS** project's goals and objectives. IHU's Dr. Evagelos D. Lioutas and AUTH's Dr. Chrysanthi Charatsari presented the initiative and explained its possibilities. "Alternative business models in agrifood supply chains: The MED-LINKS project" was the headline of their presentation, which drew a lot of attention and interest. The conference provided the IHU and AUTH teams with a chance to connect with relevant projects and inform the research community about **MED-LINKS**.



Montpellier, France, producers' floor Three times a week, over 30 local fruit and vegetable producers meet with their professional clients in the Montpellier wholesale complex.

Evaluating the Competitiveness of Fruit and Vegetable Businesses

CIHEAM-IAMM has taken the first step in evaluating the competitiveness of fruit and vegetable businesses by identifying the most essential characteristics characterising the circumstances, strategies, and performance of the three **MED-LINKS** supply chains. At the end of December 2021, a report on the definition of supply chain systems and cluster identification was presented to the PRIMA platform.

A modified CSP model (Conditions, Strategies, and Performance) was used as the theoretical model for assessing supply chains, actor interactions, and performance in this research.

The project's five partners used this theory-based analytical model to investigate the supply chain networks in which the clusters are involved.

Each partner has sent its results to CIHEAM-IAMM for further analysis. The most essential supply chain system dynamics variables have been reported in a matrix style through a methodical assessment. These variables are used to identify particular indications for task 1.2's competitiveness evaluation.

The role of Egyptian partners in the examination and analysis of fruit and vegetable schemes

The Egyptian team's most recent project -HUSD- was the development of a report on the "review and analysis of the primary current sustainability standards" (Deliverable 2.1, Task 2.1).

Based on their sustainability outcomes and potential applicability to the three supply chains (Short food supply chain, Export-oriented supply chain, and Green public procurement) within the five partner countries, the team reviewed and analysed the most well-known standards/schemes related to the fruits and vegetable sector (Egypt, France, Greece, Italy, Morocco).

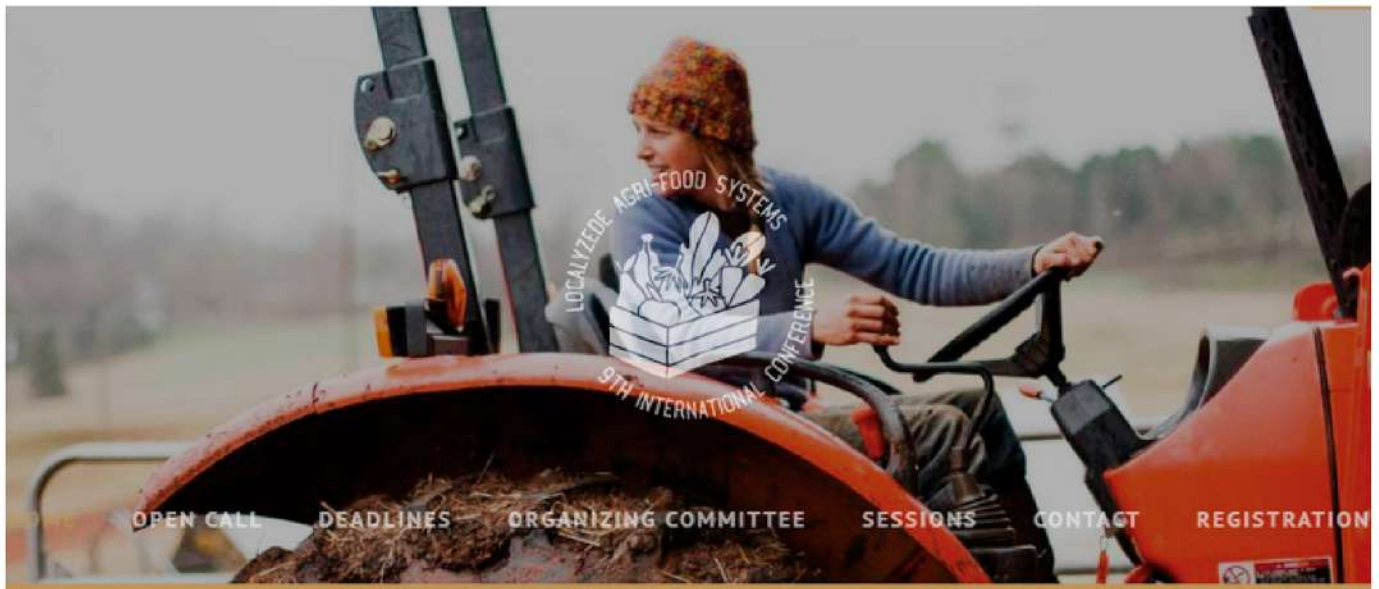
The research started by:

- Collection of primary data from scientific journals and standard related databases. In addition to English, the research was conducted in the official languages of each partner country to overcome gaps arising from language barriers.
- Obtaining input from key experts and representatives of certification bodies.
- Cooperation with the work package leaders of partner countries in gathering data.

The standards were prepared and then tested against a set of established criteria by prominent specialists. These factors include sustainability characteristics, commodity (fruits and vegetables), supply chain, and target nation. The standards were then characterised again, this time based on stakeholder participation, adoption criteria, obstacles, and long-term results.

The research allowed for the selection of ten short food supply chain plans and five export-oriented supply chain strategies. The research also emphasised the state of green public procurement in each nation, as well as the structural disparities between developed (France, Greece, and Italy) and developing countries (Egypt and Morocco).

MED-LINKS participation in Syal International Conference



Dear all

The platform for submitting abstracts it's working now. The date for receiving abstracts has been postponed to June 12.

thanks

MED-LINKS plans to participate in the upcoming Syal International Conference, which will be held in Vila Real, Portugal, from November 14–16.

The title of the essay is (**Staging value creation processes in short food supply chains of Italy**)

At the conference, representatives from the project will speak on behalf of **MED-LINKS** Partners, AUTH, and IHU.