



Interreg Europe action plan template

Action Plan for the Region of Calabria



New paths to innovate the olive sector.

Strengthening public-private cooperation as a driving force for the innovation of agrofood in Calabria



Part I – General information

Project: AGRI Renaissance

Partner organisation(s) concerned: Calabria Region

Country: Italy

NUTS2 region: Calabria

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Part II – Policy context

The Action Plan aims to impact: Investment for Growth and Jobs programme
 European Territorial Cooperation programme
 Other regional development policy instrument

Name of the policy instrument(s) addressed: Rural Development Fund 14-20

Further details on the policy context and the way the action plan should contribute to improve the policy instruments:

Calabria Region decided to address the RDF because the Action plan is based on a specific sector, the olive oil one, which finds in this fund the right instrument to finance technical actions that would not have been financed by the ERDF. The choice of this sector is given by the fact that Calabria is the second Italian region for olive oil production with about 27% of the total production, with an incidence of about 25% on the total gross salable production. Olive cultivation is widespread throughout the region, covering almost 194,000 hectares, approximately 88% of which are located in hilly and low mountain areas, where the olive tree is one of the most characteristic elements of the agricultural landscape. Given the excellence sector of Calabrian agro-food, it is necessary to continue and strengthen support for research and the transfer of innovation, with the aim of filling the existing knowledge gaps and starting, as soon as possible, a process of technical and cultural modernization of Calabrian olive farms.

The RDF pays great attention to innovation in the agricultural sector, in particular the measure n. 16 "Cooperation", which has the objective of financing cooperation projects among different subjects (main stakeholders) with a key impact in terms of innovation.

For the first time, in the experience of Calabria Region in interregional cooperation, the Interreg Program interacts with this structural fund. This interaction produces a significant change in the management of the measure by introducing a new methodology that affects both the management of the measure (because the partnerships will act not only as beneficiary of a public contribution but as a territorial platform of innovation which coordinates and directs innovation needs and contributes to improve the innovation level in this sector) and the implementation of the interventions according to objectives and actions of the Action Plan. This represents a good practice that can be transferred to other measures and other policy instruments.

The Action Plan impacts on the RDF for 1.200.000 € through 3 actions.

The action 1 expands the financial allocation of measure 16.1 for financing 10 EIPs operating in agriculture and agro-food sectors, including olive oil sector. This intervention integrates an existing selection procedure which is going to finance 10 EIPs (for a total of 20 EIPs). The reallocation of funds on the 16.1 has a direct impact on the policy instrument in terms of improvement of methodology for managing the measure.



The action 2 and 3 impact the policy instrument by providing funding for the implementation of a new pilot project. The specific objective of the action is the introduction of an innovative process / technique / procedure to be applied to the identified areas, in line with the objectives of the Agri Renaissance project and the measure 16.2 of the structural fund, in terms of competitiveness e sustainability of agricultural companies, improved eco-sustainability of agricultural practices, technological transfer, valorisation and application of research results.

Part III – Details of the actions envisaged

ACTION 1:

Name of the action: Improved cooperation through financing EIPs

1. Relevance to the project

In the AGRI Renaissance project, the good practice developed La Rioja Government, Spain, on promoting strategic investment for improving the R&D capability of the agri-food industry has served as a basis in the development of this action. To combine the partner's good practice with the requirements of the financial instrument, the Calabria Region has decided to expand the number of European Innovation Partnerships, which will act as innovation incubators also from the point of view of technological equipment.

The action is also based on the experience of ARSAC "From Lab to Farm", a good practice of Calabria Region, which represents a connection point between research and agricultural productive world as the technical transfer from research laboratories to farms in the adoption of scientific results to cultivation process.

2. Nature of the action

Financing of n. 10 European Innovation Partnerships (EIPs).

The aim of this action is to increase the production and quality of olives/olive oil by improving the management of existing strategies and increasing the interaction between the main stakeholders. An increased number of EIPs promotes the cooperation between private and public sector, contributes to reduce the structural gap between research results and the adoption of new practices/technologies to be transferred, also in olive oil sector. The role of individuals (specifically farms, entrepreneurs) in the orientation, identification and implementation of innovative interventions financed by RDP is also strengthened. Other aspect, the implementation of 10 EIPs in different agricultural sectors foster the hybridization among them, ideas contamination and good practices transfer. EIPs will act as territorial platform for innovation that coordinates and addresses needs of innovation through the valorisation of research, technological transfer, cooperation with industry.

- Administration procedures for reallocation of funds under measure 16.1. After the formal approval of this change in budget allocation, the procedure for the extension of the ranking can start. (4 months)



- EIPs' project activities implementation with the technical support to EIPs in olive oil sector by ARSAC
- Monitoring of activities, results and indicators achievements
- Communication and dissemination results

3. Stakeholders involved

- ARSAC - technical support to EIPs operating in olive oil sector; information and dissemination
- EIPs (composed by enterprises in the agricultural and agro-industrial sector, producer organizations, research and/or experimentation bodies, including universities) incorporate main regional stakeholder in a close cooperation. each EIP will carry out an innovative project that will be technically supported by ARSAC and monitored.

4. Timeframe

18 months

5. Costs

1.000.000 € (100.000 € for each EIP)

6. Funding sources

Rural Development Fund 14-20

Measure 16 "Cooperation" - Sub-measure 16.1 "Support for the establishment and management of the EIPs operative groups in the matter of agricultural productivity and sustainability" - Intervention 16.1.1 "Support for the establishment and management of EIPs' operative groups"

ACTION 2

Name of the action: Innovative mechanisms to protect and enhance the varieties of Calabrian olives – Pilot project

1. Relevance to the project

In the process of protecting and enhancing the varieties of olives and clones, the experience conducted together with ViGO System SA in the field of early disease of fungal adversities is fundamental. Vigo system, presented during the study visit on October 2019 in Poland, is the first European manufacturer of high-performance photoconductive sensors with key impact also in the agricultural sector (research of pesticide residues on fruit and vegetables and phytosanitary monitoring). The Smart Berries good practice also presented in Poland, in the Mazowieckie region, on the rapid test for screening the content of polyphenols and pesticides in fruit, developed for juice producers and fruit growers, was also very interesting.

The need for highly impacting technologies in the olive sector has led to the development of a pilot project that requires technological innovations for its implementation. In the same way, the creation of a highly technological digital catalog is envisaged, as described in action 3.



2. Nature of the action

Calabria Region will finance one pilot project aimed at protecting and valorising Calabrian olive varieties and clones through a public call under the sub-measure 16.2. The characterization and protection of local olive varieties are essential for the enhancement of the entire production chain of extra virgin olive oil. In fact, the genetic matrix is one of the main factors responsible for the production of extra virgin olive oils of great value, characterized by strictly typical chemical and sensorial profiles. The aim is to develop a model of olive growing that produces and enhances high quality oils, respecting the natural ecosystem and guaranteeing biodiversity. The project addresses these 3 areas of activities: "ex situ conservation" (management of collections); identification and description of "clones" with not yet well-defined quality characters; physical and sensorial chemical characterization of autochthonous varieties. The beneficiary will be newly established pole and / or legally recognized form of aggregation between at least two of the following subjects: single or associated companies in the agricultural/agro-industrial area (olive sector); producers' organization; interbranch bodies; research and / or experimentation bodies, including universities. The pilot project must be characterized by a high level of ecoinnovation and provide for the application and/or adoption of research results, in order to enhance them, or technology transfer activities in the sector.

Activities:

- Administrative procedures for public call and selection procedure
- Pilot project activities implementation with the technical support of ARSAC in olive oil sector
- Monitoring of activities, results and indicators achievements
- Communication and dissemination results

3. Stakeholders involved

- ARSAC - technical support to EIPs operating in olive oil sector; agricultural dissemination. For the realization of this action, ARSAC will activate its own technical and support structures present on the regional territory, in order to optimize the territorial monitoring network, together with the Organizations of olive producers and to the Research Centres.
- Regional stakeholders are involved as beneficiary of the pilot project (enterprises in the agricultural and agro-industrial sector, producer organizations, research and/or experimentation bodies, including universities).

4. Timeframe

18 months

5. Costs

170.000 €

6. Funding sources

Rural Development Fund 14-20

Measure 16 "Cooperation" - Sub-measure 16.2 "Support to pilot project and development of new products, practices, process and technologies" - Intervention 16.1.1 "Development of new products, practices, process and technologies in agricultural and forestal sector"

ACTION 3



Name of the action: Cataloging of innovation in Calabria – Pilot project

1. Relevance to the project

During the study visit in Poland on October 2019 two good practices were presented: VIGO system and Innovative electronic nose to determine the quality, freshness and safety of meat and fish by NMA. Both of them make use of highly and innovative technologies with a key impact in the agriculture and agro-food sectors. From here the need to know the state of the innovation in the region starting from the olive oil sector.

A full knowledge of the innovation level allows for a good dissemination and sharing of good practices, encourages cross-sectoral contamination and promotes industry interest in the development of new technologies. In addition, it is a tool that Calabria region can use in resources planning and investments.

2. Nature of the action

This action responds to the need to define the state of the art of innovations in terms of products/techniques/processes/procedures carried out in the region in the olive oil sector. The cataloging of the innovative productions of the olive-oil supply chain is a key moment for the recognition, inventory and sharing on the territory, up to the technical-scientific validation of data and documentary components

Focused areas are:

- product innovations within the edible oil product categories (an example is ReOli, a spreadable cream obtained through an innovative patented process, showed to the project partners during the study visit in Calabria);
- product innovations within the NON-edible product categories (cosmetics and nutraceuticals);
- product innovations in the use of by-products resulting from the transformation process.

The result of the inventory action will be in form of a highly technological and interactive digital catalog to be made available to all agricultural sector operators. The activity of research and creation of the catalog will be financed within the public call for proposals for the pilot project of the action 2, of which the catalog becomes an important output.

Activities:

- Administrative procedures for public call and selection procedure
- Pilot project activities implementation with the technical support of ARSAC in olive oil sector
- Monitoring of activities, results and indicators achievements
- Communication and dissemination results

3. Stakeholders involved

- ARSAC - technical support to EIPs operating in olive oil sector; agricultural dissemination
- Regional stakeholders are involved as beneficiary of the pilot project (enterprises in the agricultural and agro-industrial sector, producer organizations, research and/or experimentation bodies, including universities). Research of innovations, creation of the catalog, distribution to stakeholders and sector operators.

4. Timeframe

18 months

5. Costs



30.000 €

6. Funding sources

Rural Development Fund 14-20

Measure 16 "Cooperation" - Sub-measure 16.2 "Support to pilot project and development of new products, practices, process and technologies" - Intervention 16.1.1 "Development of new products, practices, process and technologies in agricultural and forestal sector"

Date 2/11/2020

Name of the organisation:

Calabria Region

A.R.S.A.C.
IL DIRETTORE GENERALE
Dott. Bruno Maiolo



Signatures of the relevant organisation(s): _____