



***Triple C Project  
Networking workshop, Friday, June 26th, on line***

**NOVAGRIMED  
Agricultural innovations in the Mediterranean area**





- 1. Foundations and objectives of Novagrimes**
- 2. Partnership and implementation process**
- 3. The actions implemented**
- 4. Methodology of the project**
- 5. Lessons learnt**

## Four main findings on Mediterranean agriculture ...

- ✓ the diversity and uniqueness of this agricultural world
- ✓ the difficulty to valorise its assets
- ✓ the lack of competitiveness and sustainability
- ✓ the continuous job losses in the agricultural and food processing sectors

## And two convictions ...

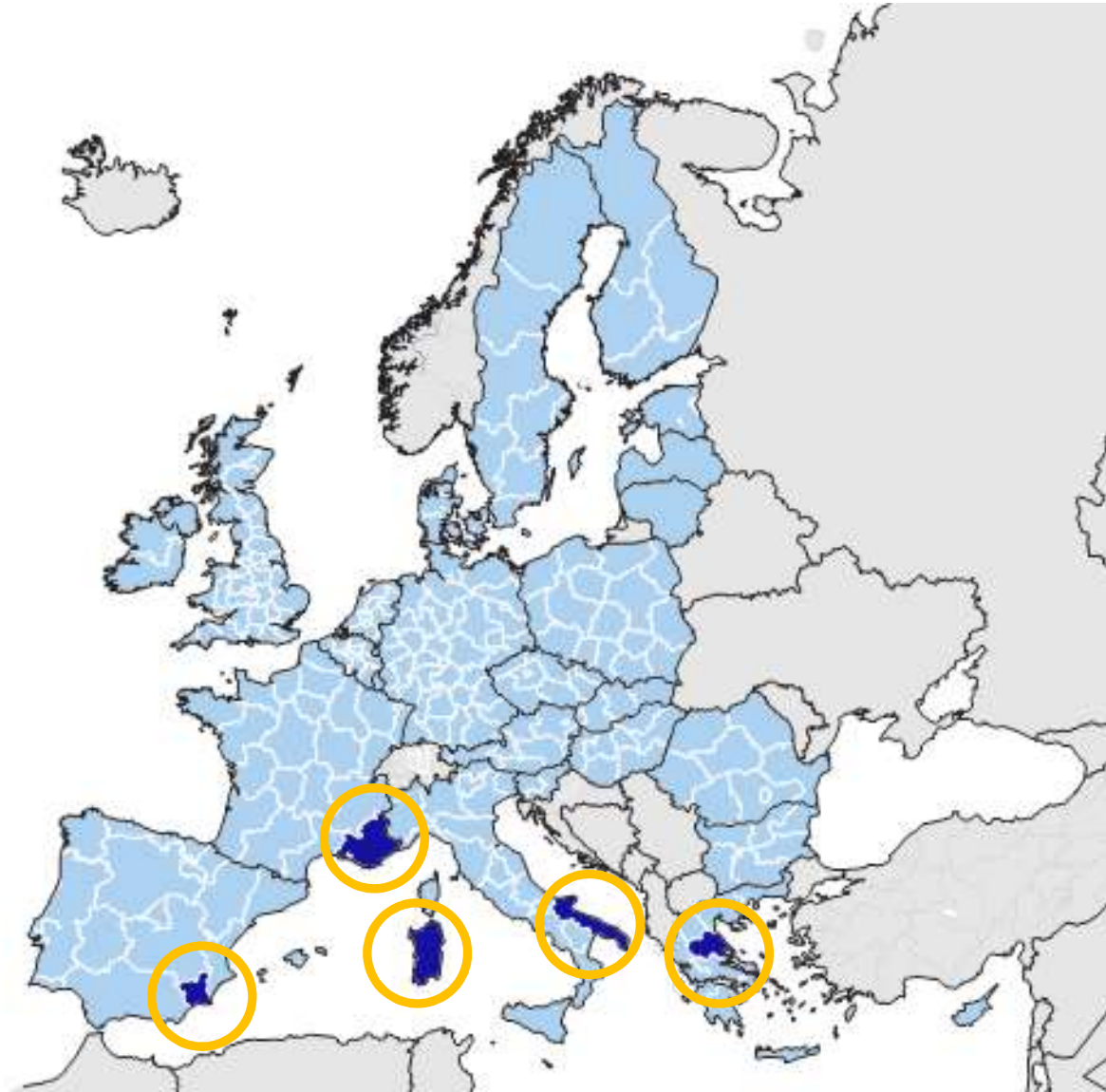
- ✓ the regional authorities can play a central role in the formulation and the implementation of supporting policies that could help overcoming the previous constraints
- ✓ these supporting policies must adopt holistic approaches, integrating agriculture as part of global resource-efficient economic models

... that rooted the overall objective of the project "to support Regional Authorities in the implementation of innovative and collective actions favouring the competitiveness and the sustainability of agricultural sector"

## A partnership of 5 European regions

Region South (France)  
Region of Murcia (Spain)  
Region of Sardinia (Italia)  
Region of Puglia (Italia)  
Region of Thessaly (Greece)

And an advisory partner:  
the CIHEAM Montpellier





## The steps for the implementation of the project

- ✓ Collective identification and formulation of the actions to be implemented in the framework of Novagrimes
- ✓ Implementation on the ground of the actions by PPs with cross evaluation
- ✓ Formulation of policy and recommendations papers

NB: a process quite similar to the one mobilised today by the Interreg Europe Programme.

A panel of actions identified by PP for implementation grouped in 3 themes that reflect the Mediterranean agriculture challenges :

✓ **A productive agricultural sector (including food processing) that contributes to the environmental (and CC) challenges**

Action 1 - The valorisation of agriculture waste (Result: the concept of agro-energetic district)

Action 2 - The management of water resources (collective management and efficient use)

Action 3 - An environmentally friendly agriculture (organic agriculture)

✓ **An agricultural sector benefiting from the specificity/unicity of the Mediterranean area**

Action 1 - The integrated development of rural territories (Result: the concept of bio-itineraries)

Action 2 - The relevance of promoting labels and territorial marketing (Result: terms and conditions for a "Mediterranean label")

Action 3 - The adaptation of Mediterranean products to cope with changing consumer demands

✓ **The Region authorities as drivers for change through integrated policy management (as a transversal/integrative result of the project)**

## A methodology based on 3 principles

- ✓ The selected action to be implemented by partners must be:
  - Structuring,
  - Innovative,
  - Collectives,
  - Concrete/operational,
  - With application perspectives to the whole Mediterranean area,
  - Territory-based
  
- ✓ The identification of the actions is driven by local benchmarking, exchange of GP and dialogue among PPs and local stakeholders
  
- ✓ The implementation of the action must feed the final policy recommendation papers



## Main lessons learnt from NOVAGRIMED in the framework of the Triple C project

Novagrimes was not a project that addressed specifically the CC challenge but it tried to address a global challenge - the future of Mediterranean agriculture - through a holistic approach taking into consideration the links of the agriculture with all the other economic sectors, with the environmental concerns and the new societal demands and behaviors

In that sense, the lessons learnt from this project could be applied to the CC challenges



- ✓ The **relevance of territory-based approaches** to address global challenges
- ✓ The importance of **developing holistic area-based policies/projects** that organise the synergies among a wide range of actors to address these global challenges (agriculture for Novagrimes, FW or CC)  
*[Today: great difficulties to implement such global approaches]*
- ✓ **The richness and the necessary valuation of existing local initiatives, skills and competencies as a starting point**
- ✓ **The central role local authorities could/have to play** to structure, network, publicise, scale up these initiatives, turning them into policies and strategies
- ✓ The importance of **exchange of experiences and GP as a source of inspiration, of legitimacy** for local policy makers and stakeholders
- ✓ **The time needed for sharing final results of such projects** at European level with other programme managing authorities, with policy makers  
*[Today: lack of connection between projects and policy makers]*