



**AGroFOod clusters platform with common long-term  
Research and Innovation Strategy towards  
Economic growth and prosperity**

**CALL FOR PROPOSALS**



**Deadline for submitting proposals:  
March 31, 2011**



TARGID



TAGES

Región Emilia-Romagna

Ibimet

terremerse

ASTER

Región de Murcia

CTC

Juver

TOso grupo Iaso

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## INTRODUCTION

The overall objective of AGFORISE project is to create a common dialogue platform and a joint action plan among the Agrofood clusters that will maximise capacity for research and benefit from research infrastructure through complementariness and synergy, so as to contribute for sustainable development, prosperity, economic growth and global competitiveness of the regions. The three participant regions in AGFORISE are: Region of Mersin (Turkey), Region of Emilia Romagna (Italy) and Region of Murcia (Spain). Agforise is integrated in the European Food Cluster Initiative.

In this content the specific AGFORISE objectives are:

- Strengthening a sustainable dialogue between the participant Agrofood clusters,
- Creating an R&D&I Dialogue & Cooperation Strategy,
- Enhancing Trade & Investment opportunities in Agrofood sector,
- Maintaining sustainability of cross-collaboration between the participant regions,
- Stimulating utilization from national/EU R&D funds

For more information visit [www.agforise.eu](http://www.agforise.eu).

According to the European Commission objectives, the main goal of this call is to build a European Knowledge Based Bio-Economy by bringing together science, industry and other stakeholders, to exploit new and emerging research opportunities that address social, environmental and economic challenges.

This call will be oriented to give a response to the growing demand for safer, healthier, higher quality food and for sustainable use and production of renewable bio-resources; threats to the sustainability and security of agricultural production; and the increasing demand for high quality food and response to specific dietary needs of consumers.

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## OBJECTIVE

The objective of AGFORISE Call for Proposals is to enhance the cross collaborations promoting the building of international partnerships among the three participant regions (Mersin, Emilia Romagna and Murcia) with the aim of being prepared to send excellent

proposals to the next KBBE call 7 FP 2012. The call is the same for the three regions: Mersin, Emilia Romagna and Murcia.

Beneficiaries are public or private research centres from those three Regions of Mersin, Emilia Romagna and Murcia dealing with science and technology in the agrofood sector and interested in the topics of this call. Solicitors should have to present a proposal adjusted to the requested format included in this call.

AGFORISE will offer selected proposals a general support in the partnership definition of their respective projects, as well as the possibility to participate in the AGFORISE Brokerage Event organized in Murcia Spain 24 and 25 October 2011 under the umbrella of the Murcia Food Brokerage Event.

## TOPICS OF THE CALL

This call covers the following topics:

### *Topic 1: Food processing: Automation in food packaging systems.*

The high number of food product varieties, units as well as packaging types dictated by customer requirements shaped the food packaging industry to short runs and small batch productions. The aim of this topic is to develop automated packaging systems to reach a standardised operational flexibility in the packaging industry for both fresh and processed food also ensuring convenience. Effectiveness, efficiency and reliability of the equipments must be considered. Integration of advanced technologies within robotics, sensors, in-line quality control as well as information and communication technologies for intelligent management ensuring traceability will have to be achieved. Demonstration activities involving food companies will be required in order to fill the gap between the developed concepts and their practical implementation.

### *Topic 2: Environmental impacts and total food chain: Quantification of food waste.*

The current lack of unambiguous data regarding food waste makes it impossible to define policy measures to appropriately deal with this issue and reduce the environmental impacts of food waste. The topic aims at obtaining reliable data and information sources to underscore the correct understanding of the causes of food waste. The widely differing sources of information at MS level constrain the availability of relevant, high quality and comparable data which results in a fragmented, partially redundant and often incomplete information picture on food waste. This leads to incapacity to analyse long-term trends in food waste management in relation to socio-economic variables and to define policy recommendations. An additional objective of this supporting action will be the setting up of a multi-stakeholder platform to look at options to prevent or reduce waste at house-hold level where the best chances are for immediate improvements.

*Topic 3: Food processing: Processing and distribution of personalised foods.*

The aim is to further develop processing, packaging and distribution aspects of convenient, personalised food products, with consumer benefit being the main driver. All levels of personalisation may be considered. Personalisation of foods might refer to individual health or lifestyle aspects and/or address personal preferences regarding quality, portion size and costs, convenience, packaging, taste and pleasure. It might concern foods for certain target groups (from healthy consumers to patients; from infants to the elderly). The project shall provide an integrated approach applicable to SMEs, which includes innovative technological and organisational solutions for production and processing of personalised foods, their delivery to consumers at the point of purchase, and their preparation at the point of consumption. The project should involve scientists, industry (especially SMEs), catering service and/or retailers. It should be emphasised that this topic definitely goes beyond the following issues: nutrigenomics, genotyping and phenotyping; specific nutrients; dietary advice. Demonstration of the technological and organisational solutions developed will be required.

*Topic 4: Fork to farm: Food (including seafood), health and well being: Area 2.2.1 Consumers: Development and application of new tools to implement food-related policies in Europe*

Consumer's health and well being is one of the highest European priorities. Several policy instruments exist ranging from education, communication, advisory services and special programs over rules and laws to pricing and taxing mechanisms in order to meet this priority. The aim of this topic is to explore opportunities to improve the existing measures and to find new policy measures, tools and innovative solutions to more effectively tackle food related, health and well-being concerns. Various instruments and various consumer groups or household types can be taken into consideration. The project will build on sound evidence regarding interactions between food consumption, health and well-being, demonstrate how to apply the findings of behavioural economics to policy measures and provide respective policy recommendations. Specific efforts will include provision of position papers and guidelines developed in close cooperation with policy-makers and other relevant stakeholders.

*Topic 5: Socio-Economic research and support to policies: Short chain delivery of food for urban-peri-urban areas*

Peri-urban mixed farming systems developing sustainable production systems of safe and healthy food in peri-urban areas with potential to improve recycling of nutrients and organic matter. Close localisation of production and processing: SME participation in a new and intelligent food system generating new knowledge. Short chain delivery will allow energy savings and better appropriation of food production by food consumers. Role of organic and low-input farming.

### *Topic 6: Reducing post-harvest losses for increased food security*

Improving food security requires a comprehensive approach towards post-harvest research, as post-harvest losses are known to be significant, especially in low and medium-income countries. This topic aims to identify, develop and share appropriate technologies to reduce post-harvest losses and generate higher-value products from bio-waste on and off farms, while at the same time maintaining the quality and safety of food. Research in this area should develop strategies and procedures and identify areas where real improvement targets can be set and achieved. This may include benchmarking where appropriate, and should result in best practices. Demonstration activities under real-life third-country conditions, involving relevant food chain actors, are essential parts of the work to be carried out. The principle of mutual interest and shared benefits will underpin this international cooperation action with developing countries.

### *Topic 7: Integrated approach to studying effects of combined biotic and abiotic stress in crop plants*

Field conditions show a combination of biotic and abiotic stresses, appearing sequentially all along the growing period but, more frequently, combined. In the context of climate change, where for instance higher variability of rainfall in space and time is foreseen, more variability of pathogens combined with more frequent stresses could be particularly harmful for crop yield in Europe. The project aims at gaining a more integrated understanding of the interactions between biotic and abiotic stress signalling pathways and those of growth control, at local or/and systemic level. The project will progress in moving from studies undertaken in model and semi-model species to crop plants, and will particularly focus on having a direct application in plant breeding programmes. The project should also advance the development of phenotyping methodologies and predictive models.

## **SENDING THE PROPOSAL**

The proposals (adjusted to the proposed format) should be sent, before the 31<sup>st</sup> of March, 2011, to each regional AGFORISE Call for Proposals leader:

Mersin: *Ahmet Zahterogullari*. [azahterogullari@mersinozelidare.gov.tr](mailto:azahterogullari@mersinozelidare.gov.tr)

Emilia Romagna: *Leda Bologni*. [leda.bologni@aster.it](mailto:leda.bologni@aster.it)

Murcia: *Angel Martínez*: [angel@ctnc.es](mailto:angel@ctnc.es)

## EVALUATION PROCEDURE

The Evaluation Committee, integrated by the three regional AGFORISE Call for Proposals leaders mentioned in the section before, will evaluate and match the submitted proposals searching for synergies and possible partners among all proposals. Among the selection criteria special attention would be taken to proposals with similar objectives from the three regions.

The evaluation procedure will be as follows. In a first phase, proposals will be checked against their administrative compliance and eligibility criteria (all criteria must be fulfilled):

COMPLIANCE AND ELIGIBILITY CRITERIA		
CRITERIA	YES	NO
The proposal was submitted in due time.		
The proposal was submitted in the required format		
The proposal is properly filled in, stamped and signed		
The project proposal is in line with the AGFORISE Call Topics.		
The Lead Partner falls under the eligible categories of beneficiaries according to the call for proposals		
The Lead Partner is located in the Call areas (Mersin, Emilia Romagna or Murcia)		

This first phase is an on-off procedure. Proposals which fail to fulfil the above requirements will be excluded from the second phase and the Lead Partner will be informed in writing.

In a second phase a quality assessment of the proposals will be carried out. The quality assessment is based on a scoring system and results in a ranked list of all the proposals that have passed the 1st phase. It will be carried out by the Evaluation Committee. The Evaluation Committee may be assisted by other AGFORISE PARTNERS as well as by external experts during the proposal evaluation.

QUALITY CRITERIA AND SCORING	
Relevance of the proposal	
Are the objectives and the expected results of the project addressing specific problems, issues, opportunities of the call?	0 – 5 points
To which extent are there synergies or complementarities with other proposals from the same or different Regions within this particular thematic area?	0 – 5 points
Quality of results/ Sustainability	
Are the results specific, measurable, achievable, realistic, time based?	All four characteristics (5 points), 3 out of four characteristics (3 points), 2 out of four characteristics (2 points), 1 out of four characteristics (1 point)
To what extent does the project results provide added value for the Call regions?	0 – 10 points
Does the project have the concrete and realistic possibility become an excellent FP7 project proposal?	0 – 5 points
Innovation	
To what extent does the project clearly demonstrate innovative character (Development of new innovative methods, products, tools, Application of innovative results, etc.)?	0 – 5 points
Maximum total score 35 points	

Proposals will be ordered by the scoring obtained in the evaluation procedure. Selected proposals should have a minimum score of 30 points.

AGFORISE will offer the selected proposals a general support in the partnership definition.

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## **WHAT HAPPENS NEXT?**

Selection of best scored proposals will be done by the Evaluation Committee, and monitored by CTC. After that, the Evaluation Committee will carry out actions in their respective regions for collecting companies interested in selected proposals, representing them the research demand.

As a result of the evaluation, 15 researchers (5 per region) will be selected by the Evaluation Committee among those proposals with the highest scores and with the highest possibility to become an excellent FP7 project proposal. Projects selected in Italy and Turkey will get a travel grant to the AGFORISE Brokerage Event organized in Murcia Spain 24 and 25 October 2011 under the umbrella of the Murcia Food Brokerage Event. This grant will be of a maximum of 700 € per researcher (considering only incurred costs that are coherent with the FP7 financial rules)

Regarding this task, protection of Intellectual Property Rights (IPR) will be given specific importance by all participants as indicated in the IPR Management title of the Consortium Agreement. Moreover in case of an idea which can be a subject of IPR, needed guidance will be given to relevant parties about the legal procedures.

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## **Requested Proposal Format**

Proposal is required to be described in max 4 pages.  
Submit your proposal not later than 31 March 2011

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*Lead Partner (Name and position):*

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*Institution:*

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*Contact details (mail address, email, phone and fax):*

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*Acronym of the Project:*

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*Name of the Project:*

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*Description and foreseen duration of the Project:*



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*Main Objectives:*

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*Main Tasks:*

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*How Your Project Idea Is Innovative and Related to the Call Objectives?:*

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*Relevance for the AGFORISE regions (Mersin, Emilia Romagna and Murcia):*

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*Expected Results:*

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*Partners Profile Sought:*

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*Already Acquired Partners:*

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*Other useful information:*