





Una manera de lacer Europa



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Programa Operativo de Castilla y León

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Fondo Europeo de Desarrollo Regional

Good Practice of the Directorate General for Economic Policy and Competitiveness, of the aid scheme for 2019 aimed at improving business competitiveness through support to the Castilla y León Business Clusters of Innovation (AAEEII), personalised in the Castilla y León Cluster of Food Industry (VITARTIS)

In 2019, the Directorate General for Economic Policy and Competitiveness has announced an aid scheme intended for clusters in the Autonomous Community of Castilla y León, aimed at encouraging cooperation between companies, innovation agents and knowledge entities to improve competitiveness in the Castilla y León business sector.

In the call for the year 2019 the following project has been selected as good practice by the Castilla y León Cluster of Food Industry (VITARTIS) entitled: "Bioeconomy Strategy for the Food Industry of Castilla y León BIOECONOMY".

The project has aimed at developing two circular economy strategies for the meat and wine sectors, based on specific and actual data of the production processes.

The project has been developed in several phases:

Phase I. Project launch, consisting in defining the work methodology, priorities, responsibilities and coordination levels, in addition to communicating the project to the VITARTIS partners: its goals, actions and form of participation. Subsequently, the interest aroused among the partners was followed up until the final list of participating companies was drawn up. Based on this, a characterisation of them and an initial outline of their production processes was carried out.

Phase II. Data collection and analysis. Individual visits were made to each company to learn about their production processes in greater detail, and a document was drawn up for each sector (meat and wine), which was used as a working tool with the companies in order to compile, in an organised and detailed way, the data from each stage of the production process. Once the data was collected from the participating companies, work was done to analyse and integrate the information, thus obtaining the standard LCA (Life Cycle Assessment) for each sector.

In Phase III, Sustainability Assessment. Based on the LCAs obtained, the carbon footprint, water footprint and average environmental footprint were calculated for each sector.

Finally, in Phase IV. Development of circular economy strategies, once the main impacts produced by each sector were analysed and quantified. Work was carried out to identify technologies, good practices and solutions that could help to minimise these impacts, either by improving efficiency to reduce the by-products generated, or to find alternatives for their use and assess their financial viability. With all the information generated, the circular economy strategy was drafted for each of the sectors studied.

The project has had a subsidisable cost of 21,311.50 euros, the sum of ERDF aid amounting to 10,655.75 euros.

Thanks to this project, the Castilla y León Cluster of Food Industry (VITARTIS) has managed to directly involve 6 companies from these subsectors whose production processes have been analysed and indirectly another 29 VITARTIS member companies operating in the sectors analysed in the project (meat and wine). With the implementation of this project, all these companies have specific data on the main impacts generated in their sector and on specific technologies and measures to address them.

It is therefore considered that this co-financed action has a very positive impact on two key sub-sectors of the economy of Castilla y León in the field of circular economy.

This co-financed action is considered a good practice because it meets the following criteria:

1. The action has been appropriately disseminated to beneficiaries, potential beneficiaries and the general public.

The Castilla y León Cluster of Food Industry (VITARTIS) has published on its website the information related to this subsidised project, as shown below:

https://www.vitartis.es/portfolio-item/estrategia-de-bioeconomia-para-la-industria-alimentaria-de-castilla-y-leon-bioeconomia/



The project has been disseminated through VITARTIS Social Networks (Social media) to increase the project's visibility and impact generated. According to the statistics generated by the network itself, a total of 3907 impressions were generated through Twitter, that is, the tweets related to the project were seen 3907 times:



Likewise, during the project's implementation and through the following informative POSTER, the Castilla y León Cluster of Food Industry (VITARTIS) has shown that the action relied on ERDF financing:



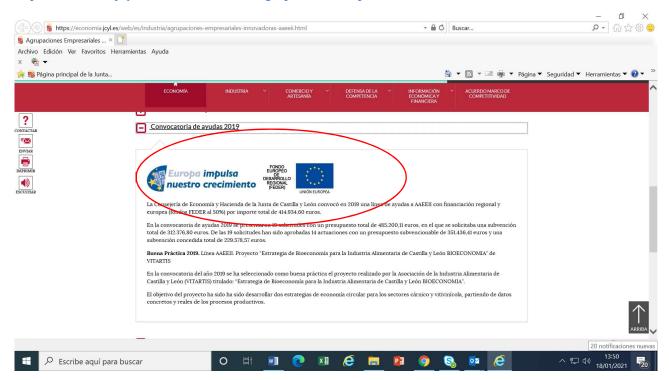
Also the Castilla y León Cluster of Food Industry (VITARTIS) submitted the project's results to its partners at the meeting held at the VITARTIS headquarters on 30 October 2019.





The Directorate General for Economic Policy and Competitiveness disseminates this project through its website:

https://economia.jcyl.es/web/es/industria/agrupaciones-empresariales-innovadoras-aaeeii.html



2. The actions incorporate innovative elements.

By implementing the project, we have been able to develop two circular economy strategies for the meat and wine sectors, based on specific and actual data of the production processes.

This has allowed to provide VITARTIS partner companies with average analytical data ranges of production processes, information and alternatives to adopt specific measures and pilot actions in the field of the circular economy.

Therefore, it is an action with important innovative elements since the project has allowed a greater knowledge of the technologies and initiatives available in the field of circular economy for the optimisation of processes and inputs in specific sectors, a greater knowledge of the circular economy and the opportunities for collaboration and competitive improvement that can involve implementing circular economy strategies in organisations, and in the case of companies in the meat and wine sectors, direct positive effects on their sustainability, competitiveness, image and reputation with consumers and society in general.

In short, it has been an innovative action insofar as it highlights the importance of adapting to new, more sustainable economic models, which will entail new business models and new technologies that will favour innovation and create more economic value from natural resources.

3. Adapting the results obtained to the established goals:

This action was aimed at enabling the adoption by VITARTIS partner agri-food companies of circular economy strategies, implementing specific measures and setting up specific actions and pilot actions in the field of the bioeconomy.

The project has achieved the specific goals that were set at the start, since the main environmental impacts of the production processes of the meat and wine sectors have been identified and technologies and initiatives have been made available to the companies to minimise or remove the identified impacts. In addition, the knowledge generated will help to improve the sustainability and efficiency of the meat and wine sectors in Castilla y León through the development of two specific circular economy strategies easily adaptable to companies in both sectors.

On the other hand, the circular economy strategies obtained have been made available to the food sector of Castilla y León, to enable their replication in other food sectors of the region.

4. Contribution to the resolution of a problem or weakness detected in the territorial scope of implementation.

The project presented as a good practice by VITARTIS addressed key aspects of business development in the 21st century. Years ago production processes did not consider the environmental impact and the processing of resources, but nowadays these aspects are considered essential for business development and the future sustainability of the economy, particularly the agri-food sector.

Therefore, rather than solving a problem or weakness, the action focuses on providing instruments and technologies that are embodied in two bioeconomy strategies that can be transposed to all companies in the agri-food sector. Thus, the production processes of 6 companies have been analysed, studying aspects such as raw materials, consumables and other inputs in the production processes, waste and by-products generated, internal logistics, facility cleaning processes, etc., as a preliminary step to calculating the product cycle analysis, so as to carry out the study of the carbon footprint, the water footprint and the environmental footprint.

As a consequence of implementing the project, the impacts and results achieved are twofold.

On the one hand, for VITARTIS' partner organisations, a greater knowledge of the technologies and initiatives available in the field of the circular economy for optimising processes and inputs in specific sectors has been achieved, and also a greater knowledge of the circular economy and the opportunities for collaboration and competitive improvement that the implementation of circular economy strategies in organisations can entail. As for companies in the meat and wine sectors, direct positive effects have been achieved on their sustainability, competitiveness, image and reputation in the eyes of consumers and society in general.

On the other hand, for society as a whole, the importance of advancing in the field of sustainability is made visible, highlighting the commitment of the agri-food sector of Castilla y León to anticipate the challenges of

the Bioeconomy in Castilla y León and at national level and to contribute to the goals of the 2030 Agenda (Sustainable Development Goals), raising awareness in society about the importance of adapting to new, more sustainable economic models, innovation and economic growth. New business models and new technologies will foster innovation and create more economic value from natural resources. Sustainable consumption and the creation of qualified jobs: Social innovation associated with "sharing", eco-design, re-use, recycling, etc. will result in more sustainable consumption behaviour. On the other hand, the development of new areas of work will generate the creation of medium and highly qualified jobs.

5. High coverage of the target population.

The target population of the project is the group of companies belonging to the Castilla y León Cluster of Food Industry (VITARTIS). However, it is obvious that this coverage can be extended (since environmental sustainability affects almost all sectors) to the whole of the industrial fabric of Castilla y León that may be affected by the problem analysed, that is, to all companies that carry out production processes with high consumption of energy resources, consumption of natural resources, high influence of logistics, or with production processes that generate a large amount of waste or by-products, which may generate negative impacts on the environment.

Therefore, although only the companies of the Castilla y León Cluster of Food Industry (VITARTIS) have been considered, it is a problem that may affect other industrial sectors that may be interested in the approaches made and the solutions detected.

6. Consideration of the cross-cutting equal opportunities and non-discrimination criteria, in addition to social responsibility and environmental sustainability.

Equal opportunity, non-discrimination and environmental sustainability criteria are considered in this aid scheme.

With regard to equal opportunities and non-discrimination, integration of people with disabilities in the labour market is valued as a criterion, and on the other hand, information on the gender perspective is required in the project application, specifically on the number of men and women participating in the clusters.

On the other hand, in case of a tie in the score of different projects, the applicants who prove a higher percentage of disabled workers will be valued first, and applications with greater contribution to environmental sustainability will be valued second.

With regard to the principle of social responsibility and environmental sustainability, applications for aid must state whether the action for which support is requested has a zero/favourable/unfavourable environmental impact and the justification for this.

The project "Bioeconomy Strategy for the Food Industry of Castilla y León BIOECONOMIA" contributes in a very relevant way in the field of social and environmental responsibility, as it will allow redefining the production processes of agri-food companies by introducing concepts linked to bioeconomy (new more environmentally efficient solutions, new technologies, etc.).

7. Synergies with other policies or public intervention instruments.

In Castilla y León, the Regional Government has promoted the development and consolidation of Business Clusters of Innovation, and this has been included in the Regional Strategy for Research and Innovation for the Smart Specialisation of Castilla y León, which establishes that cluster-type groupings are an important tool due to their capacity to develop cooperative and innovative projects with high added value.

Clusters are considered essential because they allow the transfer of knowledge between the different agents linked to innovation and the business fabric, which is particularly relevant for small and medium-sized enterprises that lack sufficient resources.

Similarly, the Castilla y León Third Framework Agreement for Competitiveness and Industrial Innovation, signed by the Regional Government with the Economic and Social Agents, has established the importance of promoting the search for common interests among companies that can lead to strategic alliances, promoting

cooperative innovation and marketing projects among the companies that are part of each Business Clusters of Innovation and inter-cluster projects.

Likewise, the aid included in this action converges with and is complemented by the cluster support actions carried out by the current Ministry of Industry, Trade and Tourism, which has an aid scheme for Business Clusters of Innovations that can be applied for by the Business Clusters of Innovation that are registered in the Registry of Business Clusters of said Ministry.

On the other hand, sustainable development and action against climate change are an essential part of the political agenda of the European Union, of Spain and also of Castilla y León.

In Castilla y León, the Guidelines for implementing the 2030 Agenda, approved by Agreement of the Governing Council of Castilla y León on 29 November 2018, were drawn up as an institutional commitment to economic, environmental and essentially social sustainability under the umbrella of the 2030 Agenda and the Sustainable Development Goals.







Una manera de hacer Europa



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