

# VALUMICS Project

Horizon 2020

Stage 2 proposal

13.09.2016



*Proposal addressing the topic H2020-SFS-33-2016: Understanding food value chain and network dynamics.*

*The VALUMICS project will provide decision makers throughout food value chains with a comprehensive suite of approaches and tools that will enable them to evaluate the impact of strategic and operational policies and enhance the resilience, integrity and sustainability of food value chains. Given the complexity and diversity of food value chains and the contexts within which they operate, the VALUMICS project offers a comprehensive and multi-dimensional scope that will go beyond the current state of art to provide new approaches and tools for stakeholders on several fronts. This includes new modelling approaches, consumer research, foresight analysis, and synthesis into policy options adding new perspectives for policy makers, both in government and within the food industry sector.*

The VALUMICS consortium driving this proposal brings together an integrated team of scientists from all fields of food and agriculture science with industry partners and key stakeholders to work on solutions, which will improve the understanding of the European, and global food value chains, and system network dynamics.

The VALUMICS Proposal team has already passed the first stage of

competition, and is one of three proposals out of the twelve submitted earlier this year to make it to Stage 2. The Stage 2 deadline is on 13 September 2016, and we are in the review process of the project to ensure we win this call for a EU Grant of 6 million EUR.

VALUMICS will challenge and go beyond previous research limitations and boundaries through a highly cross-

functional project design that will provide a bridging analysis across the economic, environmental and social dimensions previously kept separate. This whole chain analysis perspective will deliver comparative assessments at the European level and beyond. The case studies will cover short supply chains, local and national analysis, as well as reaching global food chains relevant for food and nutrition sustainability in Europe.

## CO-CREATION WITH FOOD VALUE CHAIN STAKEHOLDERS

- VALUMICS is approaching key value chain stakeholders for co-creation activities!
- Are you interested to contribute to the VALUMICS project collaborative actions?
- Stakeholder involvement will enable you to be on top of the latest analysis, and research developments within the VALUMICS project
- Enable you to deliver insights and motivate research direction.



## The expected impacts

- Provide an assessment of all dimensions of the sustainability of food chains and their contribution to jobs and growth, both territorially and at EU level;
- Improve capacity to model the sustainability and resilience of food chains;
- Enhance capacity to assess the functioning of value chains, upstream and downstream chain flows, and price transmission along the chain;
- Improve knowledge on food chains and their underlying drivers;
- Increase capacity to map the occurrence of unfair practices in the food chain and develop approaches to assess their (economic, environmental, social etc.) impact;
- Clarify the development of added value and profit margins in food value chains and how these are distributed at each level;
- Increase understanding of how consumers' demand and consumption patterns affect the organisation of food chains (and vice versa), and their sustainability and resilience; and
- Improve the capacity of relevant policies and food chain stakeholders to improve food chain sustainability and resilience.

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The consortium includes partners from:

Austria, Belgium, Czech Republic, China,

Finland, France, Germany, Iceland, Ireland,

Italy, Norway, Spain, Sweden, Thailand, UK, and Viet Nam



## Your contribution in the co-creation in VALUMICS

The research team leading the **VALUMICS** proposal would appreciate very much if your organisation would agree to participate in the project's stakeholder platform. We anticipate that the project will host regional focus group meetings, and workshops addressing various research questions. Your input and insights are considered essential for obtaining best innovative research results. In particular the multiple food industries along the value chain, and its various association, as well as non-governmental organisations (NGOs), policy makers, and consumer representatives would be involved in the co-creation activities.

**VALUMICS** events would range from small discussion groups focused on specific topics, and larger outreach events where the **VALUMICS** results would be disseminated and discussed for consensus directed outputs.

We anticipate that your participation commitments would be for minimum one, and up to five events. In some

cases the project may be able to compensate for your participation costs. However, the opportunity to provide inputs and direct the impact creation process should also create value for your organisation.

As VALUMICS is currently a research proposal, it will be some time until we know that we have been selected for funding by the EU, and following this we would be in formal contact again.

At this point in time it would be sufficient to receive an email message, with a letter (*a letter template is provided*) confirming your interest to become a future VALUMICS stakeholder / associated participant.

The VALUMICS consortium contact point is your national member sending this flyer to you, and the coordinator contact information is listed here to the left, should you require further information prior to making your decision.

