

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 30

How to estimate the potential for European replication of contextual case studies?

Context - The FAIRCHAIN project focuses on developing Intermediate Value Chains (IVC) for more sustainable food systems. Designing sustainable regional business concepts to operationalize these IVC is a challenge as it involves many actors and knowledge from multiple domains. A systemic approach was developed and applied to the FAIRCHAIN case studies (see Practice Abstract on Business Model Generation workshop), allowing the development of the most suitable regional business concepts to ensure long term sustainability in real context.

What – Estimation of the potential for European replication of the contextual case studies developed in the frame of the FAIRCHAIN project.

How - A step-by-step approach was applied to each regional business concept to identify its critical success factors and estimate its potential for European replication at a macro level. The methodology relies on the following steps:

- Identification and description of the key success factors and challenges for the regional business concept developed in the context of each FAIRCHAIN case study: this is done by means of an iterative process involving the key case study actors and regional stakeholders in different workshops (Cocreation, Business Model Generation and policy-oriented workshops).
- Estimation of the extent to which these respective regional business concepts could be deployed in Europe: this is done by means of a targeted documentary search considering the main characteristics and relevance of each regional business concept (i.e. applicable products or processes), leading to high-level mapping based on selection criteria (i.e. economic potential, framework conditions).

Why/ Relevance - The methodology made it possible to go beyond the context of each FAIRCHAIN case study and derive recommendations to facilitate the replication of such models in Europe. This approach makes it possible to examine the extent to which the themes addressed by the FAIRCHAIN case studies can contribute to strengthening or developing Intermediate Value Chain in targeted areas in Europe, assuming that the success factors are exploited.

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End Users

Farmer & Cooperative, Industry & Retail, Policy maker, Technology provider, Other.

Country

Worldwide



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ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

FAIRCHAIN PARTNERS



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