

An international consortium of **8 beneficiary entities** is responsible for the project



Asociación Galega de Cooperativas Agroalimentarias
 Unión de Cooperativas Asociación Galega de Cooperativas Agrarias, **AGACA** (Main beneficiary) – Spain



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Space for the integration, competitiveness and intelligent economic growth of agri-food cooperatives in the **SUDOE** rural areas

SOE1/P2/E0242



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AGROSMARTcoop



The **AGROSMARTcoop** project is a European project cofinanced by the **Interreg Sudoe programme 2014-2020** under the **priority axis 2 : Promoting the competitiveness and internationalization of the SMEs of Southwest Europe**. Its main objective is to create an intelligent space for promotion, networking and interaction with advanced structures, tools and services to support agri-food cooperatives of the Sudoe and improve the technological innovation, the management and the commercialization with the sharing of knowledge and best practices between cooperatives.

The project covers 6 Regions of the South-West of Europe (**Galicia, Castilla-La Mancha, Basque Country and Extremadura – SP, Norte Region – PT, Aquitaine – FR**) and aims to attenuate the disadvantages of rural areas belonging to the Sudoe and to promote their economic development through the research of more efficient transnational solutions to support agri-food cooperatives in their specific needs and improve their competitiveness.

SPECIFIC OBJECTIVES

1. Promote the **eco-innovation** between agri-food cooperatives of the Sudoe to optimize their **growth and value-added potential**
2. Support the **intelligent marketing** of the products of agri-food cooperatives from the Sudoe and highlight **their quality and their endogenous character**
3. Promote the association of **agri-food cooperatives** of the Sudoe and the creation of **alliances and strategic projects** through intercooperation

BUDGET

The **AGROSMARTcoop** project has a total budget of **1 295 000 €** and is cofinanced at **75%** by the ERDF (European Régional Development Fund).

PROJECT DURATION

24 months, from the 1st of July until de 30th of June, 2018.

ACTIVITIES AND EXPECTED RESULTS

1. Analysis of the **adaptative capacity of agri-food cooperatives** from the Sudoe to the current market, integration and increase of its business dimension

Expected results: • improve the knowledge on the potentiel of agri-food cooperatives from the Sudoe and on the most relevant cases regarding the eco-innovation and the intelligent marketing; • improve the strategic actions for the competitiveness and the durability.

2. Development and invigoration of the **virtual platform of intercooperation** for the agri-food cooperatives

Expected results: • Create a conducive environment to eco-innovation, to commercialization and to cooperation which promotes the sharing of scientific and technological knowledge and the sharing of good practices; • provide to agri-food cooperatives

and to key actors from the Sudoe, a compendium of informations, tools and advanced services to support eco-innovation and commercialization.

3. Actions for the **dissemination and the fostering of scientific and technological knowledge**, promotion of agri-food cooperatives and intercooperation

Expected results: • develop awareness activities and training programs for agri-food cooperatives and key actors and strengthen knowledge on eco-innovation and marketing; • increase the participation of agri-food cooperatives in marketing activities and strengthen intercooperation to generate alliances and strategic projects, especially through the exchange of in situ experiences.

PROJECT DELIVERABLES

These deliverables will especially benefit to agri-food cooperatives from the Sudoe. Those will be the following:

- Transnational Operational Groups for sustainable innovation, commercialization and intelligent marketing;
- Joint strategic plan for the competitiveness of agri-food cooperatives of the Sudoe;
- Virtual platform for intercooperation and promotion of innovative practices; Virtual laboratory (AgroLAB);
- Technical advices for sustainable technological innovation;
- Technical advices on intelligent marketing;
- Community of agri-food cooperatives for intercooperation;
- Campaign of dissemination and promotion of innovative practices between agri-food cooperatives;
- Training program for sustainable innovation and intelligent marketing.

INNOVATIVE CONCEPT

The project approaches the **innovation of intercooperation** as a key resource for investment in the implementation of new technologies for sustainable innovation and marketing. It also introduces a new concept, the intelligent marketing, which consists to exploit the cooperatives potential (the quality and the endogenous character of their products) and to align it with innovation, science and technology.

