



Circular Economy and Sustainable solutions  
for Agrifood in the Mediterranean

## Challenge C2

### CESAM SME linked to this challenge: NEWTIMES



#### BACKGROUND:

**The Newtimes Company , based in Occitania , is specialised in the development of Industrial Solutions and Specialized Equipment :** <http://www.newtimes.fr/> relatives to scientific environments, quality control for manufacturing, production management, stocks management or traceability.

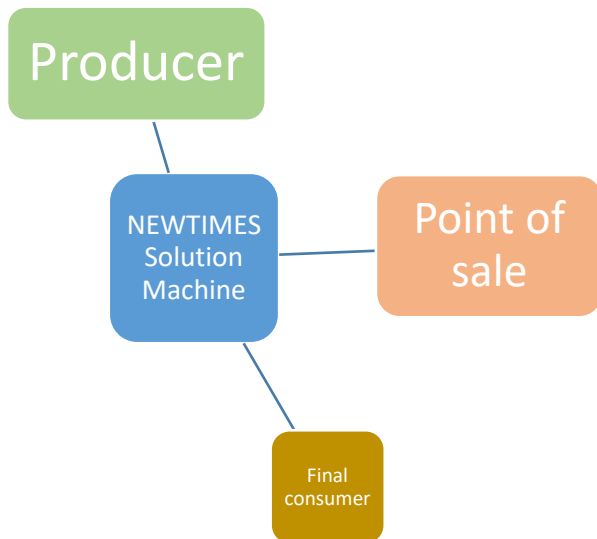
They are now developing machines for "Bulk Product Metering Machines" specific to agri-food products. To do this, they have adapted their prototype to the specific constraints of food products.

Three prototypes are planned to meet the diversity of food matrices:

- Simple matrix: Food liquids stable at room temperature
- Simple matrix with cold storage requirements
- Complex matrices with non-homogeneous product with mixing requirements for example.



### Organizational diagram



## CHALLENGE DESCRIPTION

<b>Challenge line</b>	<b>C2</b>
<b>Title of the challenge</b>	Experimentation for consumers feedback in retail stores: Liquid food distribution with innovative bulk Product 'Metering and Sales' Machines. Offering bulk liquid products for sale in order to reduce and reuse packaging.
<b>Objective(s) of the challenge</b>	Offering bulk liquid products for sale in order to reuse packaging.
<b>Expected results of the challenge</b>	<p><b><u>The conducted experimentations should lead to the following results:</u></b></p> <p><u>Technical:</u></p> <ul style="list-style-type: none"> <li>- Acceptance of the machine by employees and customers.</li> <li>- Perception of consumer experience</li> <li>- Quality of operation of the machine.</li> </ul> <p><u>Economic:</u></p> <ul style="list-style-type: none"> <li>- Validation of a viable economic model for all stakeholders.</li> </ul> <p><u>Environmental:</u></p> <ul style="list-style-type: none"> <li>- feedback on the impact on the number of packages saved.</li> <li>- Results on the overall carbon footprint.</li> </ul>
<b>Relevance of the challenge in the frame of CESAM project:</b>	Reduction of packaging (reused packaging) Short circuit between the producer and the point of sale, contributing to the EU farm to fork strategy.
<b>Type(s) of SME(s) we are looking for:</b>	Delicatessens stores, organic products store, direct sales, independent supermarkets, bulk products specialized stores
<b>Expected work for the applicant SME</b>	<p><b>Sales point</b> wishing to test an innovative automated bulk distribution system for liquid agrifood products (oil, juice, drinks etc.).</p> <p>The project includes:</p> <ul style="list-style-type: none"> <li>• Possibly, the local production reference,</li> <li>• The reference of the products offered in the machines</li> <li>• The acceptance of the conditions of purchase and sale proposed for the test.</li> <li>• The provision of the necessary space for the installation of the machine with a standard power supply,</li> <li>• The installation of the machines supplied with the help of Newtimes,</li> <li>• The provision of personnel for the training of personnel in the operation and exploitation of the machines,</li> <li>• The operation of the machine in accordance with the instructions and protocols, in particular quality.</li> <li>• The promotion of the solution (advantageous position of the machine, gondola head, display)</li> <li>• The realization of an economic evaluation at the end of the project.</li> </ul> <p><b>Objective:</b> validation of the planned economic model.</p>

	A sales point that is also a producer could also answer the Challenge C1 “producer” a make a combined response for these 2 challenges.
<b>Maximum amount granted for this challenge</b>	10.000€
<b>Funding rate</b>	100%
<b>Duration of the work and proposed starting period</b>	6 MONTHS starting from may 2025
<b>Effort for the applicant SME</b>	Personal cost Purchase of the first 6 packs Possible difference between the bulk sale price and other sale prices. immobilization of the space made available.
<b>Intellectual Property Rights dispositions</b>	The challenge is a real-world test of our technology. No intellectual property possible.
<b>Other information</b>	