



Circular Economy and Sustainable solutions
for Agrifood in the Mediterranean



Pyrenees-Mediterranean SUSTAINABLE AGRI-FOOD INNOVATION DAY

Conferència: Futur sostenible i agroalimentació

Innovation in SMEs in the agri-food sector

Carles Gasol, Chief Business Development Officer | inèdit



Co-funded by
the European Union



2 JULY 2026 – LA CITÉ, TOULOUSE



inèdit

17
years of trajectory

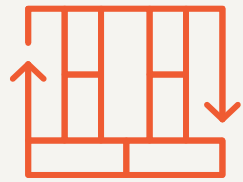
150
projects approx. a year of national and international scope

600
customers who have trusted us

We are a sustainability consultancy born from the drive of pioneers in industrial ecology, ecodesign, and the circular economy at the Research Park of the Autonomous University of Barcelona (UAB). We continue to innovate to make a positive impact on society, the environment, and the economy.

WE ARE PART OF:





Sustainable business and value chain

We promote sustainability within companies and their value chain

*#codesign of corporate sustainability and circular economy strategies
#certificacions of corporate sustainability: B Corp and Ecovadis
#Circular business models and financial plans #codesign for sustainable value chains
#sustainability reports #EINF #CSRD #VSME*

Strategy



Ecodesign of products and services

We design your products and services to be circular and reduce their environmental impact

*#product and service ecodesign
#tangible projects for the circular economy based on improving the recyclability, recovery, reuse, and repair of products #industrial symbiosis*

Ecodesign

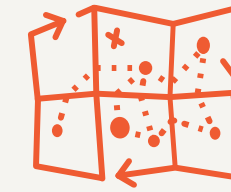


Sustainability metrics

We extract and analyse data on your environmental impacts to take action

*#Climate Action Plans and Carbon Footprint Reduction #Organization and Product Carbon Footprint (GHG Protocol, ISO14064 i 14067),
#Environmental Product Declaration (EPD) #water footprint (ISO14046 i WFN), #ACV (ISO14040)
#environmental indicators of the EINF, CSRD and VSME #metrics support and self-management software: èdit*

Metrics



Circular territory

We promote circularity within territories and public entities

#co-design of circular economy strategies and roadmaps for cities and regions #analysis of the circularity potential of key sectors for cities and regions #support to local companies for sustainability #training for teams at public agencies on circularity

Territory



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Carles Gasol Martínez

PhD in Environmental Sciences, with more than 15 years of experience in circular economy and sustainability projects. Co-founder and Director of Business Development and Projects at inèdit, a strategic sustainability consultancy. Accredited advisor by ACCIÓ and B Lab Spain.

Advisor to the sustainability committees of Danone and Casa Ametller. He has advised more than 200 companies.

He has 20 years of experience as an associate university lecturer on topics related to circular economy, decarbonisation and eco-innovation in undergraduate, postgraduate and master's programmes at UAB, UB and UPC, as well as occasional collaborations with different universities. Author of 50 scientific publications on circular economy, ecodesign, eco-innovation, industrial ecology, environmental footprints and life cycle assessment.

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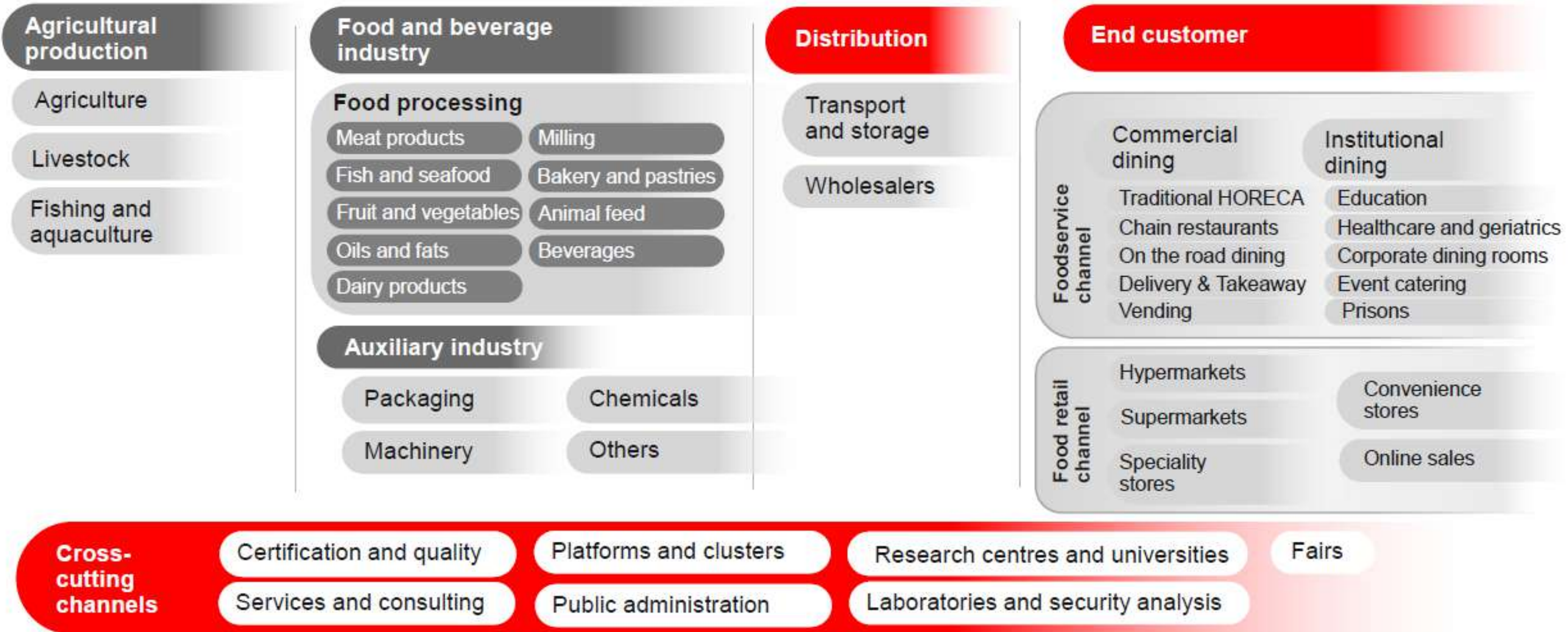
19

The agri-food sector in Catalonia

3. The agri-food sector in Catalonia



Agri-food sector value chain



Note: The categories shaded in gray have been included in the mapping of the agri-food value chain
Source: ACCIÓ

Food and drink, the leading sector of the Catalan manufacturing industry

22

Catalan agri-food sector total¹: €57.981 billion in turnover in 2023 (▲ 20.2% vs. 2021) – 18.3% of Catalan GDP

Primary sector²

48,725 agricultural holdings

€6.369 billion in turnover
▲ 5.4% vs. 2021

49,800 employees

Food and beverage industry³

3,690 companies

€40.333 billion in turnover
▲ 27.1% vs. 2021

98,748 employees

Auxiliary industry⁴

987 companies

€11.279 billion in turnover
▲ 7.8% vs. 2021

28,835 employees

Additional information: sales and distribution channels⁵

	Food and beverage HORECA	Food and beverage retailers	Food and beverage wholesalers
Companies	37,990	45,418	6,108
Turnover	€12.318 billion	€36.263 billion	€35.173 billion
Workers	214,306	234,005	54,649

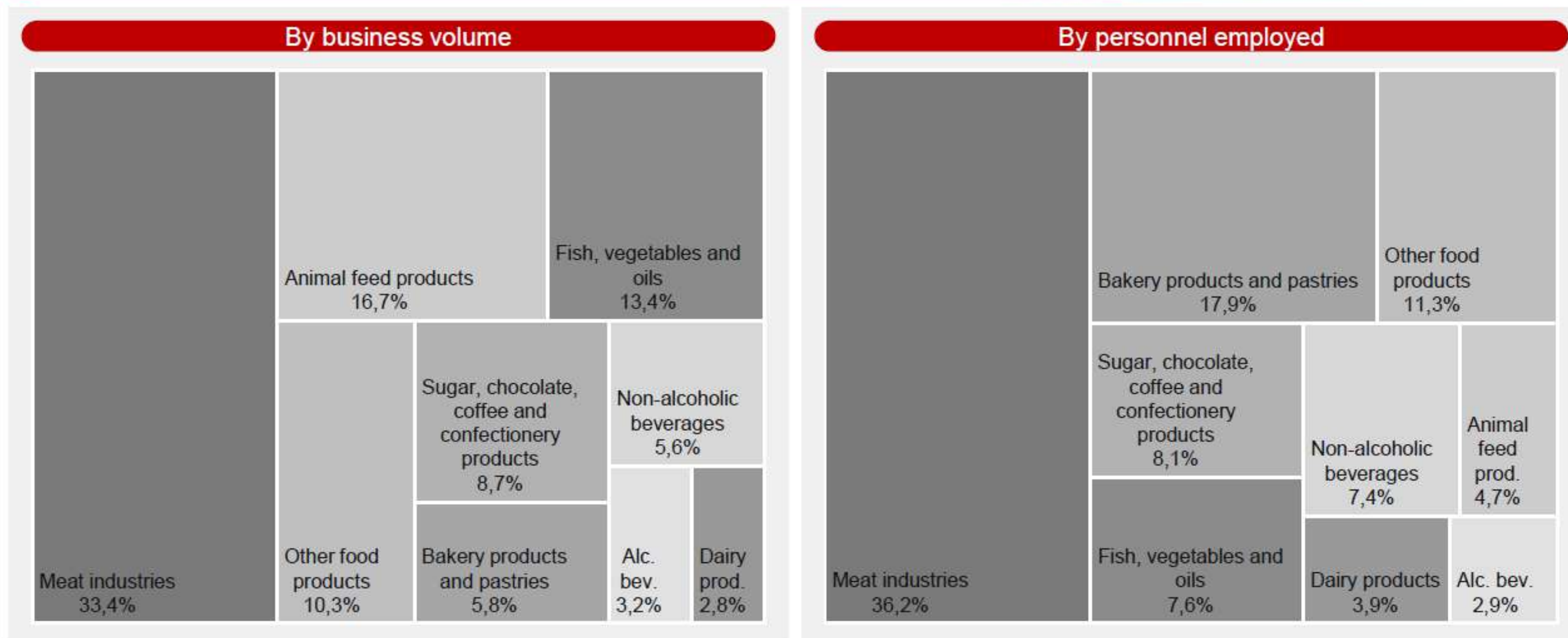
¹Covers the sum of the primary sector, the food and beverage industry and the auxiliary industry

Source: ACCIÓ, based on²Idescat, "Agricultural holdings", "Country-wide agricultural figures" and "Employed population. By activity sectors" (agricultural holdings 2023; turnover 2024, workers Q4/2025); ³INE, "Structural statistics of companies: industrial sector" and DIRCE (companies 2025, turnover 2023, workers 2023), ⁴Prepared by authors, based on Orbis; and ⁵INE, "Structural statistics of companies: services sector and trade sector" and DIRCE

The meat industry leads in terms of business volume and personnel employed

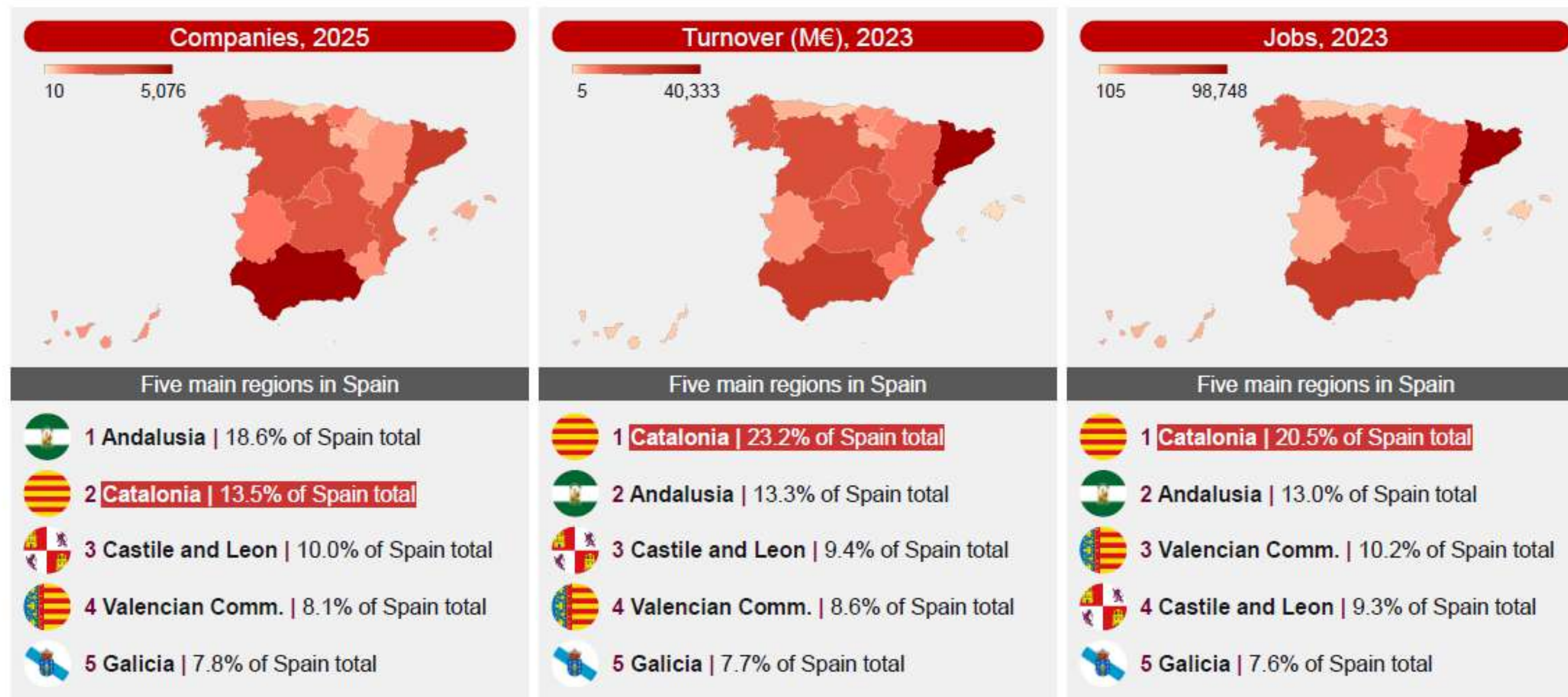
30

Main segments of the food and beverage industry in Catalonia, 2023



Source: ACCIÓ, based on Idescat, 2026.

Catalonia provides a quarter Spain's food and beverage turnover



Note: Covers Spanish economic activity codes (CNAE) 10 (Food industry) and 11 (Beverage manufacturing).
Source: ACCIÓ. based on INE. 2026.

Catalonia is a major agri-food exporter

48

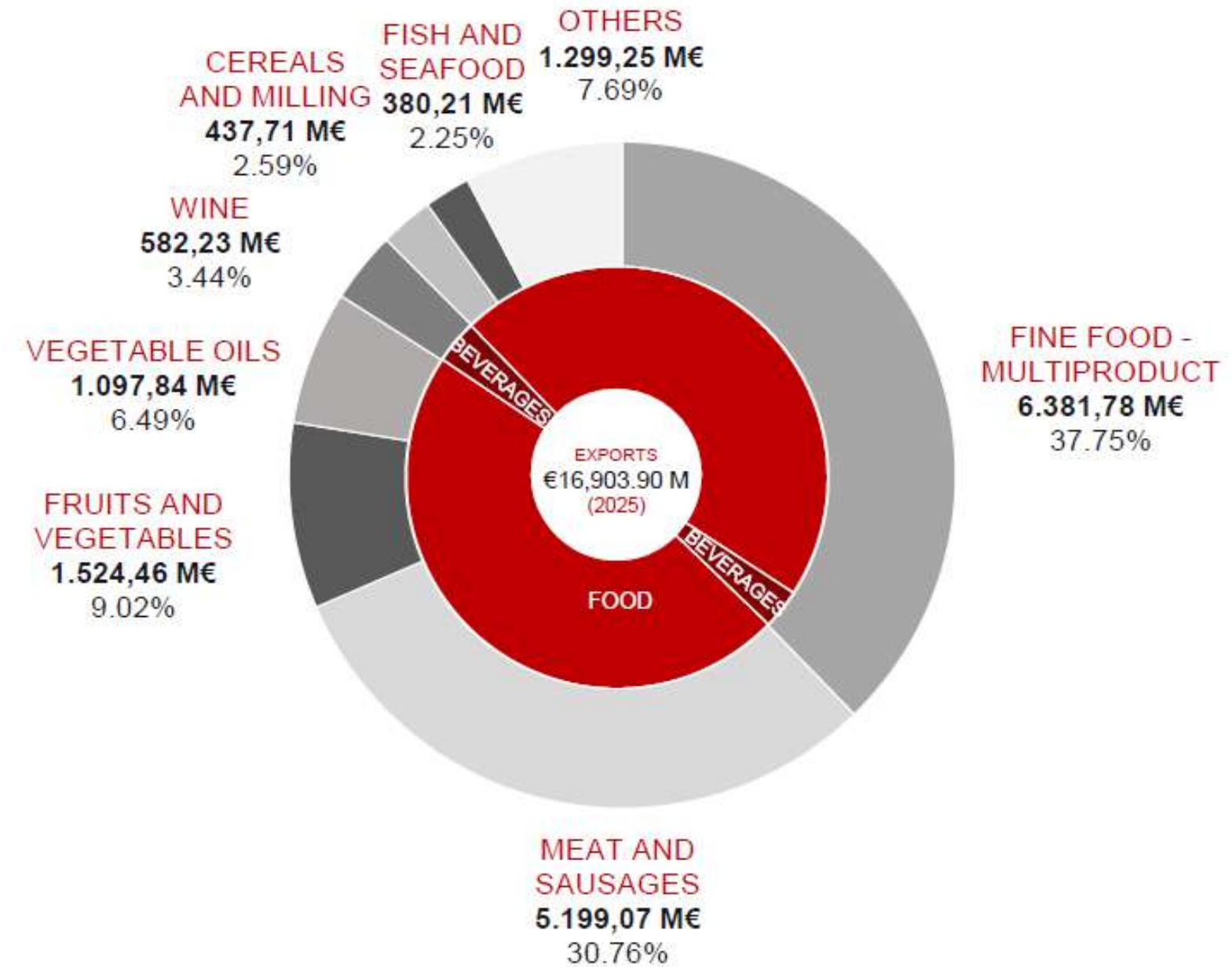
Catalan agri-food exports, breakdown by subgroups (2025)



Agri-food exports have represented **16.8%** of all Catalan exports in 2025.

The fine food/multi-product vertical is the most exported subgroup of the Catalan agri-food industry and represents **37.7%** of agri-food exports in 2025.

Meat, fruit and vegetables and vegetable oils are the next most exported subgroups, along with the wine and cava subsector in beverages.



Source: ACCIÓ-PRODECA, based on the report on Catalan agri-food exports 2025, with data from the Spanish Tax Agency



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55

The agri-food sector in Catalonia

4. Trends in the agri-food sector





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Grups Operatius.



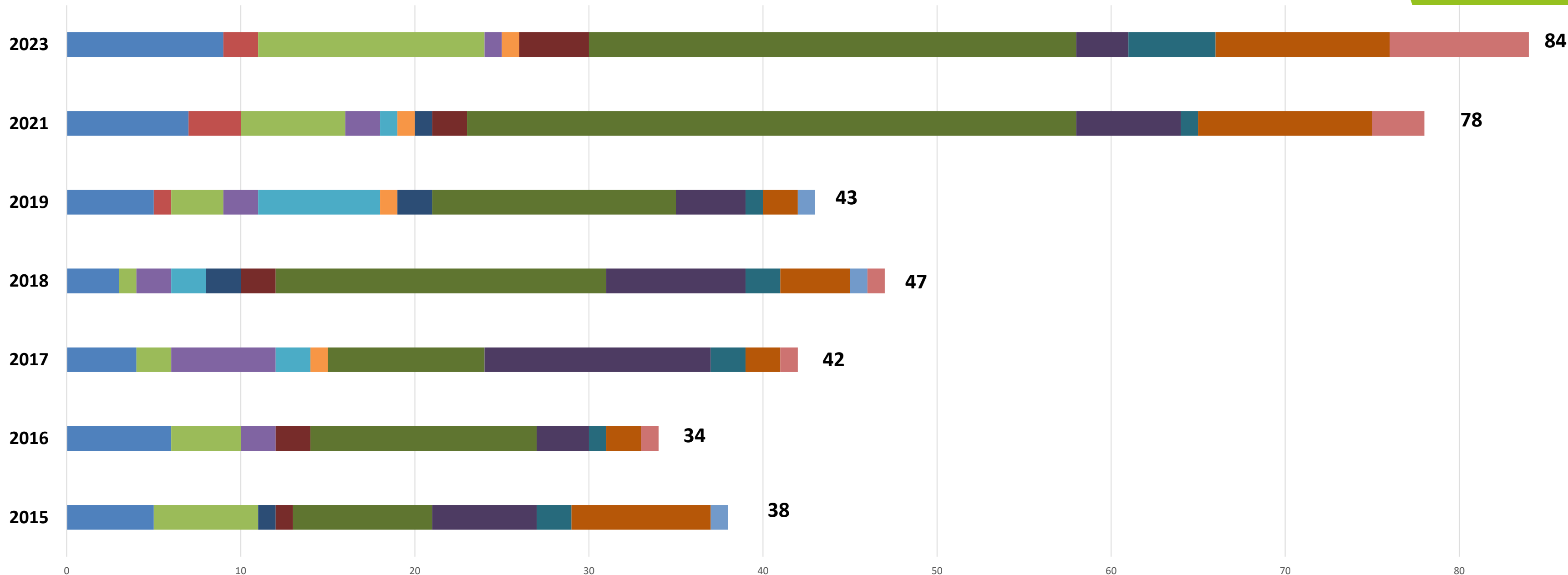
xarxa-i.cat
Xarxa d'Innovació agroalimentària
i rural de Catalunya





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- Food, health and animal welfare
- Agrotourism and rural development
- Soil management and fertilization
- Environment
- Others
- Energy saving and renewable energies
- Business management and advice
- Natural environment and biodiversity
- New products, processes or services
- Quality and marketing
- Irrigation
- Plant health and plant protection products
- Traditional varieties
- Food traceability and safety





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CHALLENGES FACING THE SECTOR

Climate change (droughts and extreme weather events)

Lack of a new generation to take over

Pressure to meet strict sustainability standards

High input costs and unfair competition from foreign imports (MERCOSUR)

Price rise for Diesel B

African swine fever

.....



El gasóleo B sube a 1,267 euros por litro continúa un 31 % más caro que antes de guerra

FINANZAS 26 mayo, 2026

International / June 8, 2025 / Views: 500

Europe adjusts milk prices: Spain leads the bloc's biggest



Milk prices in Europe fell for the tenth consecutive month. Spain led the decline with a sharp price adjustment...

The European dairy market showed signs of weakness again in April. The average price of standard milk in the Euro...

According to the latest report from EDF-ZulveINL, the average value fell 1.8% compared to March and was almost 21%



A farmer plows the land with a tractor. EFE/Raquel Manzanares

The Middle East crisis will reduce agricultural production increase prices, according to the OECD

The EU-Mercosur agreement comes into force: k economic impact, and winners and losers

- ▶ The agreement will save EU companies €4 billion and could create 440,000 jobs
- ▶ Europe and Mercosur: Opportunity or problem?



Archive image of a farmers' protest against the EU-Mercosur agree



PESTA PORCINA AFRICANA

Mesures exceptionals al Parc Natural de Collserola



IP Chávarri

TRENDS IN THE AGRI-FOOD SECTOR



- 1 Sustainability as a cornerstone
- 2 Upcycling and the circular economy (food waste)
- 3 Precision fermentation
- 4 Responsible and sustainable supplier chain
- 5 New packaging solutions
- 6 Plant-based and cell-based
- 7 New methods of agricultural production
- 8 Foodtech and digital transformation (IA, blockchain & IoT)
- 9 Concerns about health and nutrition
- 10 Innovation in crops and genetics

Fuente: Plataforma Tierra (2024), "9 tendencias de la industria agroalimentaria para 2024"

Laboratorio de Ecoinnovación (2017). Informe de Tendencias #5: Ecoinnovación en el sector agroalimentario.

Alimentaria 2026 identifies three major trends in the global agri-food sector

58



Sustainable Foods Alimentaria

Sustainability is a global priority driven by climate and social factors. Consumers demand sustainable products and solutions that minimise environmental impact through new crops, alternative ingredients and processes that reduce water consumption and food waste.



Healthy Foods Alimentaria

Healthy eating focuses on nutrition to address challenges such as brain, gut and metabolic health, as well as longevity. The products incorporate advanced features with technological support. Some examples are personalised nutrition with AI or wearables.



Foods for Pleasure Alimentaria

Pleasure regains prominence with an emphasis on comfort, authenticity and sensory enjoyment. Iconic childhood foods are reinvented with nutritional improvements, new and more practical snacking formats, and flavours from ethnic cuisines.



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Catalonia has consolidated itself as the main startup hub in southern Europe

In Catalonia, there are 158 agri-food startups, with a turnover of €175 million

Barcelona is the 5th best ecosystem in the EU to create a startup

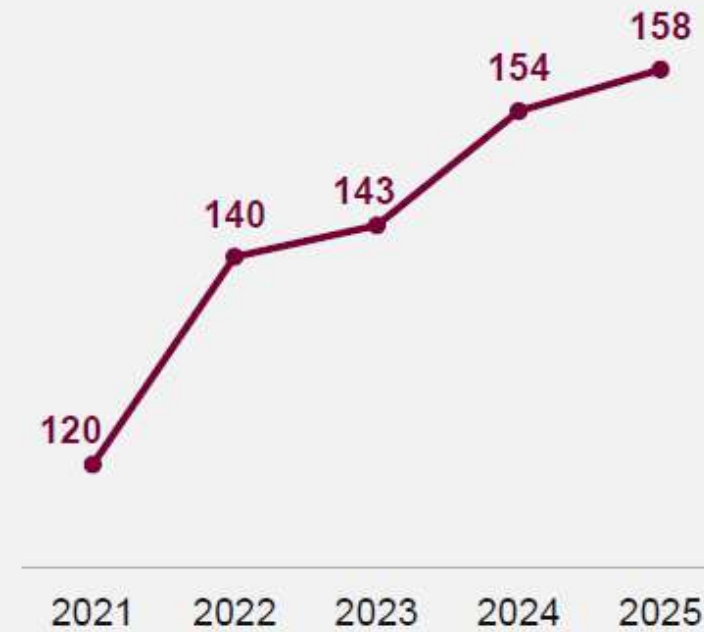
Global Startup Ecosystem Index StartupBlink, 2025

Barcelona is recognised as the best startup ecosystem in southern Europe

Startup Ecosystem Awards StartupBlink, 2025

Changes in the number of agri-food startups in Catalonia, 2021-2025

▲ 2.6% vs. 2024



The number of Catalan startups in the agri-food sector has grown by 31.7% between 2021 and 2025.

Main startups in the agri-food sector by employment



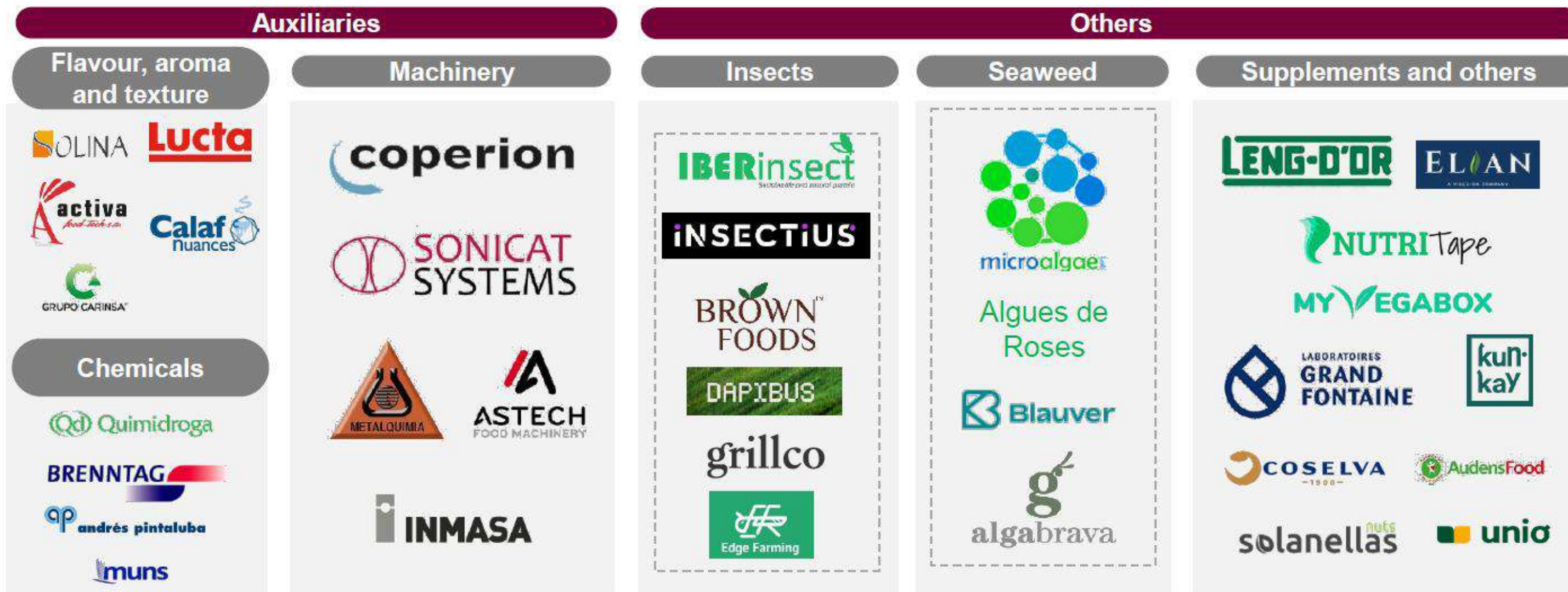
Note: Non-exhaustive sample of the Catalan startup ecosystem; the following categories have been considered: agriculture/agritech and food/foodtech

Source: ACCIÓ based on the "Barcelona & Catalonia Startup Hub 2026" (analysis of 2025)



Top companies by alternative protein product (II)

34



Note: Partial sample of companies with the aim of illustrating the business fabric of the alternative protein sector in Catalonia; companies selected according to brand presence, companies whose sole activity is alternative protein production (that is, pure players) appear in a box
Source: ACCIO, based on Orbis, 2026.



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PACKAGING



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Foodwaste for foodpack

The project aims to **recover and valorise residues** from the **fruit and vegetable processing industry** as a resource for producing fibre-based packaging materials for the agri-food sector.

Key to success

- The project has helped steer the agri-food industry towards circular economy models by identifying uses for **waste streams** and transforming them **into high value-added raw materials** that provide a sustainable alternative to virgin raw materials.
- The initiative proposes a pilot-scale prototype of an agri-food packaging solution made **from fibre-based material derived from waste**, to be manufactured at the Gràfiques Salaet facilities.



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Generalitat de Catalunya
Departament d'Agricultura, Ramaderia i Pesca
Secretaria d'Alimentació i Agricultura



Fons Europeu de Desenvolupament Regional
EUROPEAN UNION
DESIGN, PACKAGING & MERCHANDISING
Europa invertix en

Montsià

A company that grows rice in the Ebro Delta and is committed to using more environmentally friendly packaging materials. It produces customised eco-friendly cups made from rice husks using Oryzite, a next-generation material designed to replace plastic.

Key to success

- The company also reuses its own crops.
- A viable alternative to plastic, designed to be dishwasher-, microwave- and freezer-safe, making it a practical and environmentally friendly option.





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Ametller Origen + Hinojosa

Food company specialising in high-quality fresh and processed products, is taking its sustainability strategy a step further by **removing single-use plastic packaging** from its shelves.

Key to success

- The packaging is made from recycled cardboard combined with a plastic film that is heat-sealed to protect and insulate the food.
- Consumers are advised to **separate the cardboard** from the plastic film before disposing of each component in the appropriate recycling bins.
- Through this initiative, Ametller Origen **eliminates more than 50 tonnes of single-use plastic per year**, equivalent to around two million packaging units. Reducing single-use plastic by 80%.



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Go Zero Waste | Paasiot

Paasiot (Packaging as a Service IoT) is a system that connects a self-contained collection point with smart packaging and a gamified app. This integrated solution enables the efficient management of the full lifecycle of reusable packaging, cups and bags, from dispensing to return, washing and reintegration into the system.

Key to success

- The 'return' system creates an additional point of contact with the user.
- The project ensures that packaging has multiple life cycles,
- Reduces the accumulation of waste in towns and cities and promotes a 'zero-waste' model in local shops and takeaway services.



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Ametller Origen + Flax & Kale + Inèdit

Pilot project for a **deposit, return and refund system (SDDR)** for beverage containers. The **first reverse-vending machine** for reusable container collection in the food retail sector in Spain.

Key to success

- Consumers can return Letona and Flax & Kale bottles, achieving an estimated **reduction in environmental impact of up to 90%** compared to single-use packaging.
- Each returned bottle is eligible for a **refund** of €0.45 for milk bottles and €0.25 for kombucha bottles.
- Collaborating with POTS, responsible for bottle sanitisation.



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POTS

Packaging management system: used packaging is collected, **sanitised, and returned** to the packager for reuse.

Key to success

- The sanitising machine has the **capacity to wash up to 3,000 bottles per hour** and remove labels.
- It is compatible with a **wide range of container types**, allowing to reuse everything, from small beer bottles to magnum bottles.



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Bon Area | RetornA

A pioneering deposit and return scheme for packaging, currently allowing customers to **return chicken fillet trays**, and only these for the time being, to any of the company's shops, without the need to wash them.

Key to success

- The trays are sent to the Guissona food centre, where they are washed and inspected to ensure they can be safely reused in the production areas and returned to the shops.
- **Customers pay a deposit of €0.45 per tray, which is fully refunded (€0.50) upon return to the shop.**
- According to Bon Area, **each tray can be reused up to 50 times** while maintaining full quality and safety standards. In this way, the RetornA is estimated to **prevent the use of 80,000 new single-use trays** each year in the province of Tarragona.
- The trays feature a specially **designed separating film** that prevents direct contact between the product and the packaging.



RETORNA

TE LO PONEMOS EN BANDEJA



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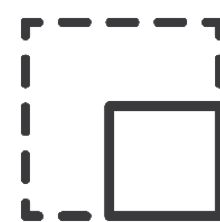
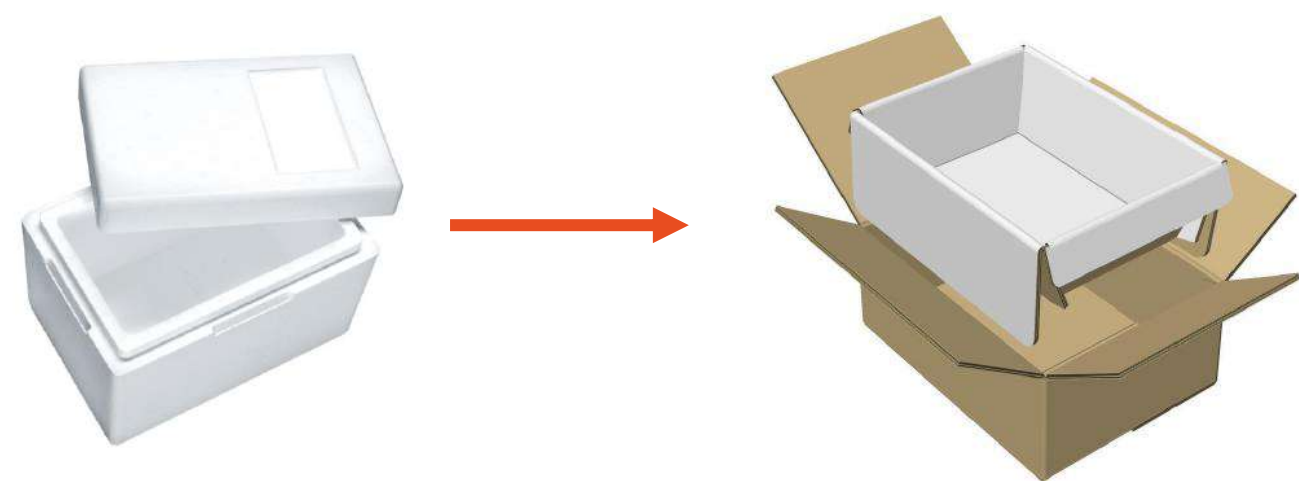
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Saica and Balfegó

To assist with the design and ideation process, explore the benefits of usability and validate environmental viability using a carbon footprint calculator.

In this case, devices were used to monitor the cold chain during the innovation process.



REDUCE

The use of fossil fuels and the environmental impact



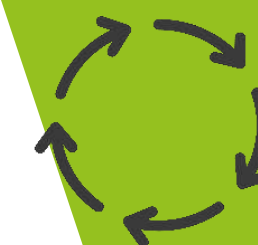
RETHINK

Designing to make it more user-friendly



INVOLVE

to suppliers and customers



MAXIMISE

the recovery of mater through the use of 100% recyclable and recycled materials



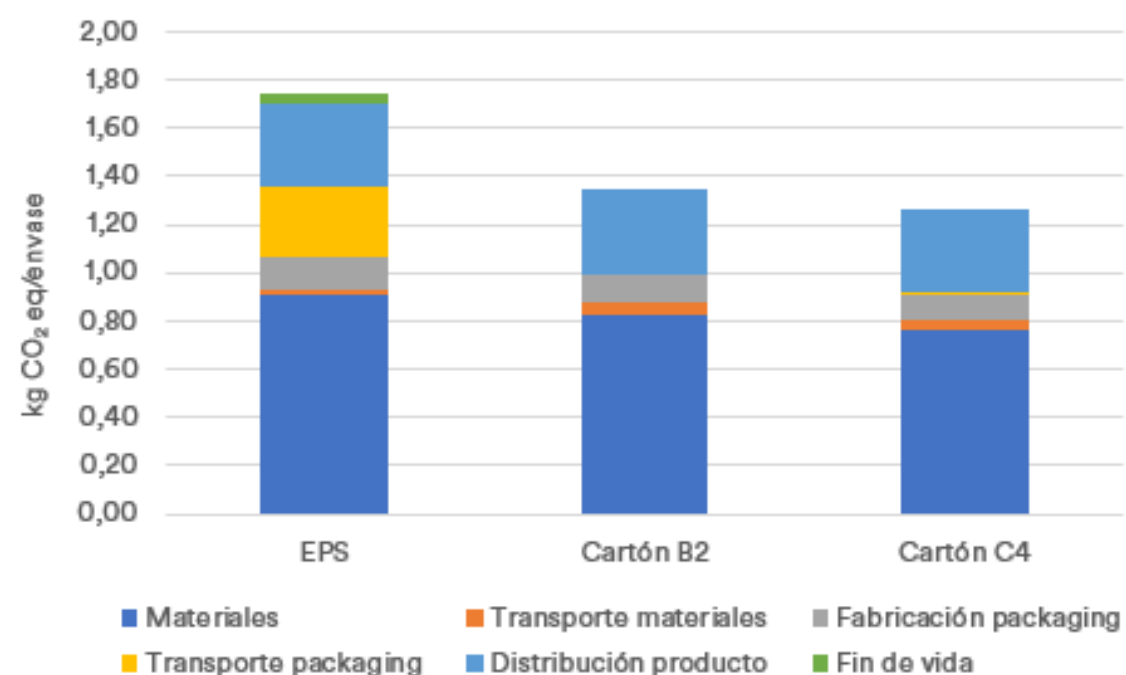


Comparativa impacto ambiental del ciclo de vida completo de los envases (kg CO2 eq.)

Objetivo reducción: 30% total y 30% en transporte packaging respecto envase convencional EPS

	Materiales	Transporte materiales	Fabricación packaging	Transporte packaging	Distribución producto	Fin de vida	Total	Diferencia vs EPS		Modelo
								Transporte packaging	Total	
EPS	0,91	0,02	0,14	0,29	0,35	0,04	1,74	-	-	-
Cartón B2	0,83	0,05	0,11	0,00	0,35	0,00	1,35	-98%	-23%	B2
Cartón C4	0,77	0,04	0,10	0,00	0,35	0,00	1,27	-99%	-27%	C4

Huella de carbono (GWP100a)



Información sobre el diseño de los envases

*Rellenar/modificar los campos marcados de color naranja

Datos envases

	Peso (g)			Total	Peso (kg)			Total
	Tapa	Fondo	Accesorio		Tapa	Fondo	Accesorio	
EPS				263,14	0	0	0	0,26
Cartón A2	243	243	523	1009	0,243	0,243	0,523	1,01
Cartón B2	388,34	380	189	957,34	0,38834	0,38	0,189	0,96
Cartón C4	446,35	443,65	0	890	0,44635	0,44365	0	0,89
Alternativo	250	250	300	800	0,25	0,25	0,3	0,80

Datos transporte envase a cliente

	Envases/camión	Distancia (km)
EPS	2112	971
Cartón A2	8064	30,4
Cartón B2	4620	30,4
Cartón C2	5940	30,4
Alternativo	6000	30,4

Datos distribución producto final

	Hielo seco/envase (kg)
EPS	4
Cartón A2	4
Cartón B2	4
Cartón C2	4
Alternativo	4



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FOOD WASTE



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Fundació Espigoladors

A social enterprise model that addresses three needs and links them together: working to **reduce food waste**, guaranteeing the right to a **healthy diet**, and **creating employment opportunities** for groups at risk of social exclusion.

Key to success

- Collect surplus fruit and vegetables that have been **discarded for aesthetic reasons** and turn them into **100% plant-based and natural preserves**.

SEE OPPORTUNITIES WHERE OTHERS SEE PROBLEMS

- Provides employment opportunities for people at risk of social exclusion.





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TALKUAL

Its mission is to rescue food that does not meet the aesthetic standards required for sale in supermarkets. The fruit and vegetables may not be perfect in appearance, but they are flawless in flavour.

Key to success

- 6,784,783 kg of fruit and vegetables have been rescued.
- 1,058,426 litres of water have been saved, which would otherwise have been lost along with the discarded produce.
- 13,977 tonnes of CO₂ emissions have been avoided, which would have resulted from wasting the produce.



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Parc Natural
del Montgrí, les Illes Medes
i el Baix Ter

Mooma

A third generation of the family that cultivates apples in the Empordà (Catalunya). In 2016 they decided to market Mooma (Montgrí + Poma): **the first Catalan cider**.

This is a fresh, completely natural, short-circuit, low-alcohol, and healthy drink.

Key to success

- Mooma partners with Poma Girona to use **apples with a lower commercial value to produce cider**, avoiding food waste.
- Mooma **partners with Pots to offer bottle reuse service**.
- Exploiting the existing distribution channels for apples.





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ValoraFood 2.0

The aim is to development **new products from surplus food** and by-products from the foodservice and agri-food sectors, with the goal of **reducing waste** and promoting more sustainable models.

Key to success

- These by-products currently have **very low or virtually no economic value**.
- Working on quantifying the surpluses, volumes and availability of the various species to be repurposed in order to develop small-scale prototypes of upcycled products.



Actuació del Pla estratègic de la PAC 2023-2027 cofinançada per:





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PROCESS OPTIMISATION



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Cofradía de Pescadores Verge del Carme de Sant Carles de la Ràpita

The blue crab (*Callinectes sapidus*) is an **invasive species** native to the Atlantic coast of the Americas. Considered a high-risk threat due to its voracious appetite and rapid reproduction, **it preys on native species and damages fishing nets**.

- Detected off the coast of the Ebro Delta in late 2013. The **government included this invasive species on the list of commercial crustaceans** in August 2016.
- Fishermen from Sant Carles de la Ràpita decided to **sell it at the fish market to offer it to consumers** and make the most of it.

SEE OPPORTUNITIES WHERE OTHERS SEE PROBLEMS

- Hundreds of kilos are sold every day, generating **millions of euros for the local fishing industry**.



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Bodega La Vinyeta

A winery founded in 2002. On its estate, winemaking goes hand in hand with the production of olive oil from centuries-old olive trees, sustainable livestock farming, beekeeping and cheese-making. It is all part of an ecosystem where **nothing goes to waste**: the sheep fertilise the land, the grape pomace feeds the hens, and the water is reused in every process.

Key to success

- They **do not rely on a single product**, thereby reducing risk and making the most of the estate
- They **control the entire value chain**, enhancing the quality of their products and minimising errors
- **Wine tourism** as a source of added value, including tours and tastings.



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El Soler del n'Hug

A farm operating a **complete circular cycle**. Family-run farm in Prats de Lluçanès dedicated to crop and livestock farming, guided by a clear philosophy: **caring for the land, raising our animals with respect, and closing the loop right here on the farm.**

Key to success

- Aiming for **self-sufficiency**, the farm **diversifies** its activities to **maximise income**.
- They **offer tours** for families, groups, and schools.
- A **small-scale local slaughterhouse** for sheep and goats is also operated on site.
- Their products are sold at the Soler counter, a shop located in the village of Prats de Lluçanès.



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REGSUNUT - Avellano en el Camp de Tarragona

Hazelnut cultivation, a hallmark of the Camp de Tarragona region, is currently in a **critical situation due to water scarcity**. REGSUNUT pilot project aims to **use treated wastewater** as an alternative source of irrigation.

Key to success

- Every year, the Reus wastewater treatment plant **discharges up to 6,000 million litres of treated wastewater** into the sea.
- The aim is to assess whether this water, (typically has a high salt content), can be **used safely and efficiently** for a crop that is highly sensitive to salt stress.
- The project is **intended to be replicated** in other regions experiencing water scarcity and with access to reclaimed water, such as the Girona area.



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DECARBONISATION



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Bodegas Torres

A family-run winery, established over 150 years ago, now in its fifth generation, is focusing on **regenerative viticulture** to address climate change.

Key to success

- They are leading the transformation of 500 hectares of organic vineyards in Catalonia towards a regenerative model, contributing to **carbon sequestration, restoring soil vitality, and preventing erosion.**
- Regenerative viticulture will enable Familia Torres to continue reducing its emissions and achieve carbon neutrality by 2050.



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Go CarbonFlow

The project aims to incorporate **innovative practices to improve soil quality**, maximise its potential as a **carbon sink**, and ensure the long-term sustainability of vineyards, taking into account the specific characteristics of the Mediterranean climate.

Key to success

- BRF (Bois Raméal Fragmenté): **Application of shredded wood residues** to stimulate soil microbiology and promote carbon sequestration.
- **Microorganism-rich compost** to improve soil biodiversity and optimise water and nutrient use.
- Incorporation of **mycorrhizal fungi** to enhance plant-soil symbiosis and improve the overall sustainability of the system.



clúster vitivinícola català



Projecte

Projecte CARBONFLOW: La regeneració del sòl i la captura de carboni per una viticultura resilient i circular.



Circular Economy and Sustainable solutions
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AGRICULTURAL PRODUCTION IN CITIES



Agence Attractivité & Développement





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TECTUM GARDEN

We combine scientific research and local action to design and implement **green and technological solutions** that transform **terraces, courtyards and urban spaces** into productive, accessible and sustainable vegetable gardens.

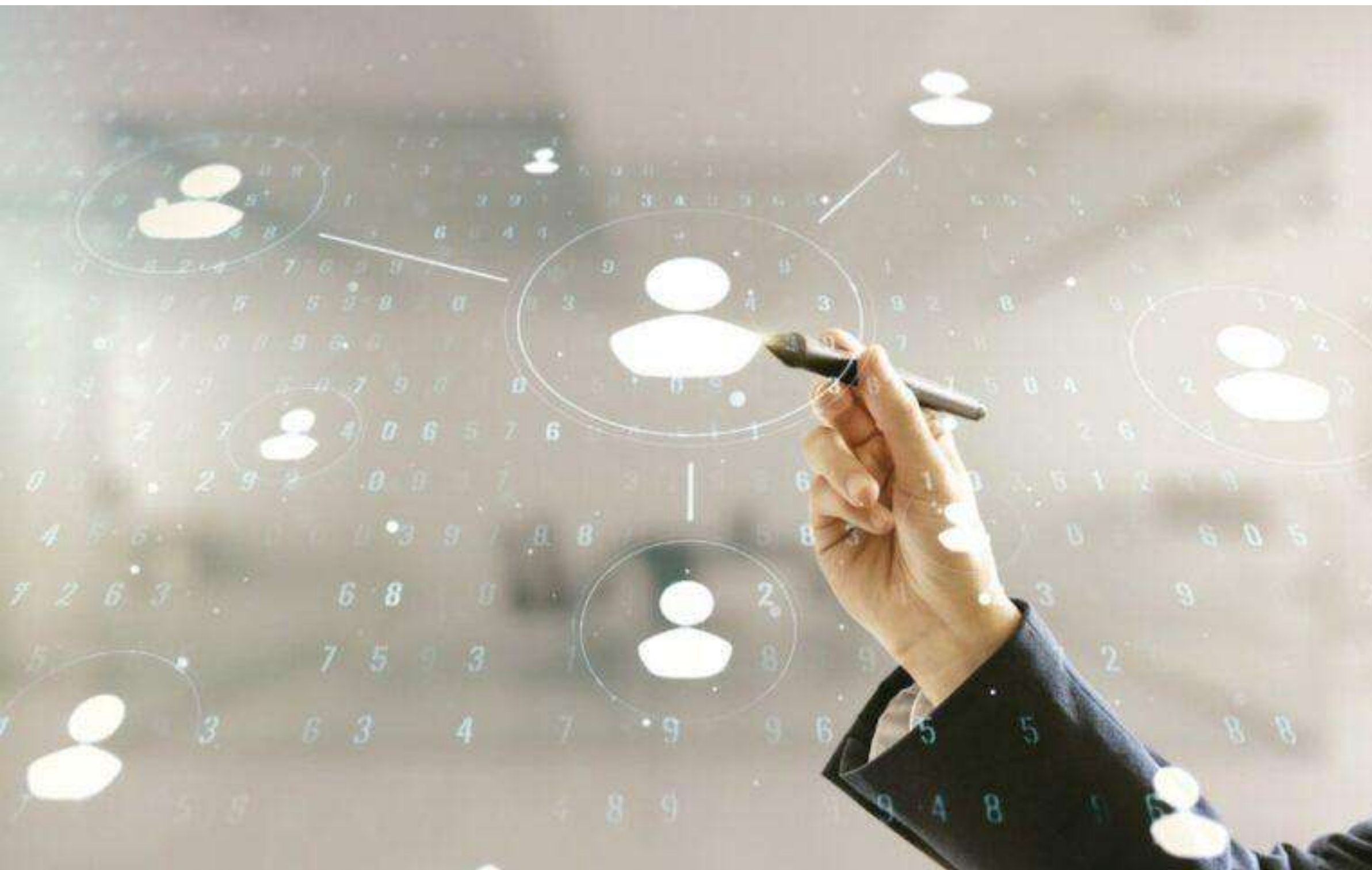




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ACTIONS CARRIED OUT IN COLLABORATION WITH THE ADMINISTRATION



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Fet al parc

"Fet al Parc" **supports and promotes handicrafts and agri-food** products made in the Natural Park of Catalonia and creates meeting spaces between these professional sectors and tourist agents. It is supported by the Regional Government of Catalonia.

The programme aims to strengthen productive activities that are deeply rooted in the local area and aligned with the conservation of natural heritage, while highlighting the commitment of the agricultural, craft, and small-scale fishing sectors, which operate in accordance with principles of environmental responsibility.

[Inicio](#) > El proyecto "Fet al parc"

El proyecto "Fet al parc"



Fet al
Parc Natural
dels Ports

En 2021, el Parque Natural de Els Ports elabora un *Diagnóstico de productores y* objetivo de obtener una primera caracterización de la producción local agraria, ag presente en los nueve municipios del Parque.

Fruto de este estudio se pone en marcha una línea de trabajo en colaboración co apoyo, promoción y dinamización de empresas agroalimentarias y artesanas. La *de acción de la Carta Europea de Turismo Sostenible 2022-2026*, y se da a conoce

Esta línea de trabajo cuenta con el soporte de la Diputación de Tarragona.



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Forum d'empresa i Biodiversitat de Catalunya

Fòrum d'Empresa i Biodiversitat de Catalunya

Biodiversitat i regeneració del paisatge vitivinícola al Penedès



Fòrum d'Empresa i Biodiversitat de Catalunya

Pla d'acció de biodiversitat a Mas Colom – Casa Borges





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L' Olivera

L'Olivera is a social and agricultural cooperative that produces organic wines and olive oils. It was founded in 1974 in Vallbona de les Monges (Lleida) and has another project in Can Calopa (Barcelona). Its aim is to **help people with disabilities and those at risk of social exclusion find employment**

Key to success

- Social inclusion: They employ people with disabilities or mental health conditions, providing them with decent, high-quality work.





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Pyrenees-Mediterranean SUSTAINABLE AGRI-FOOD INNOVATION DAY

Innovation in SMEs in the agri-food sector

Carles Gasol, Chief Business Development Officer | inèdit



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