

A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

4th Innovation Camp Innovative sustainable economy

Developing a sufficiency-based economy

16-17 September
Marseille



Innovative
sustainable economy

Interreg
Euro-MED



Co-funded by
the European Union

01.

Opening and welcome





Philippe Masset (10') – International and Europe Office Director, ADEME

Isabelle Nobio & Sophie Scarvelis (5') - Joint Secretariat of Interreg Euro-MED programme

Alessandro Daraio (5') - Emilia Romagna Region, ISE Mission Institutional Dialogue Project Coordinator

Victor Gautier & Rémi Durieux (5') - Objectives and agenda, ADEME





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Interreg
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4th Innovation Camp

Marseille, 16 September 2026

90 Thematic projects

Innovative Sustainable economy



CALL02

2B-Blue (T+Tr)
AZA4ICE (T+Tr)
BLUE ECOSYSTEM (T)
CARBON FARMING MED (T+Tr)
CircleMED (T)
Clepsydra (T)
eWAsTER (T)
GREENSMARTMED (T+Tr)
OliveOilMedNet (T)
ProcuraMED (Tr)
REPper (T)
REVIVE (T+Tr)
SPOWIND (S)
VERDEinMED (T+Tr)

CALL04

AquaBioNets (Tr)
BIOSTARS (Tr)
CirBioWaste (Tr)
SOLE MED (Tr)
Reconnect (T)

CALL05 (STP)

EcoMedIslands
IDRON
SHARE-MedWATER
Watervill

Natural heritage



CALL02

ARTEMIS (T)
CARBON 4 SOIL QUALITY (S)
COASTRUST (T)
FRED (T+Tr)
Germ of Life (T+Tr)
GreenList4MMPAs (S)
LocAll4Flood (T+Tr)
MedSeaRise (S)
MPA4Change (Tr)
StrategyMedFor (T+Tr)
TREASURE (T)
WE GO COOP (Tr)
Wetland4Change (T+Tr)

CALL04

INCORE-MED (T)
MIRAMAR (T)

CALL05 (STP)

RedeeM
Wat[H]ER

CALL06

CARBON 4
SOIL QUALITY
PLUS

Green Living Areas



CALL02

ArtMED (T)
BauNOW (T)
BAUHAUS4MED (T)
CO2 PACMAN (T+Tr)
E-MED (T)
EnerCmed (T)
GARDEN (T)
GREENMO (S)
INFIRE (T)
LOGREENER (Tr)
MED COLOURS (T+Tr)
NUDGES (S)
ProLIGHTmed (T)
RECinMED (T)
ReMED (T+Tr)
RENEWPORT (T)
RuralMED Mobility (T)
Streets for Citizens (T)
URWAN (T+Tr)

CALL04

Green B-LEAF (T)
HEATSAFE (T)
RE-ACT Schools (T)
RealUrbanGreen (T)
UrbanGreenLeap (T)

CALL05 (STP)

MED H2

Sustainable Tourism



CALL02

COOL NOONS (T+Tr)
HERIT ADAPT (T+Tr)
LIBECCIO (T+Tr)
MAST (S)
MedDiet Go (Tr)
MED-GIAHS (Tr)
MED-Routes (Tr)
NaTour4CChange (T)
SMITour (S)
TOURISMO (T+Tr)

CALL04

AQUAMAN (T)
DarkSkyTour (T)
ECO-SEAROUTES (T)
GreenSET (T)
INSPIRE (T)
MED4REGEN (T)
PortCREW (T)
RECIRCLE MED (Tr)
Regenera4MED (T)
TO CARE MED (Tr)

CALL05 (STP)

LooP Zone
WATERISE

CALL06

MAST PLUS

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Euro-MED



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Programme Calls

Call02 Modification - Fast Lane Test to transfer

Objectives Fastlane for Call02 test to transfer phase in a form of a project modification

Facts&Figures

Number of invited projects: **24 out of 40 test projects**

Number of eligible project: **19 out of 22 submitted**

Total budget allocated: **15 057 129€**

New project ending date: **March 2028**

Main Results

19 projects started their transfer phase on 01/07/26 (2 under conditions)

32 new comers!

Status: Amendment on going

Link

[Documents & tools - Project implementation - Programme Interreg Euro-MED](#)

Objectives Reuse Existing Outputs; Transfer to New Areas; Scale Their Impact

Facts&Figures

The MMM = 10 Interreg Programmes

Coordinated call = 8 Programmes

Euro-MED call: 8M € / ~ 10 projects

21 months implementation

(June 2027 – Feb. 2029)

Schedule

16/06 MMM common presentation

08/07 Euro-MED Info Session

Status: Euro-MED Call open from 01 to 30 sept. 2026

Link

[Call 7 - Mediterranean Multiprogramme Mechanism coordinated call - Programme Interreg Euro-MED](#)



Call08 – Test projects

Objective Advancing territorial resilience

Facts&Figures

20M€ / ~ 10 projects / 24 months implementation
(June 2027 – May 2029)



Schedule

Key features presentation 17 July

MC ToRs approval September

Information session: 22 Sept. and 08 Oct.

Status: Call open from 01 Oct. to 02 Nov. 2026

Link: [Get involved - Programme Interreg Euro-MED](#)

[Call 8 - Key Features Presentation - Programme Interreg Euro-MED](#)

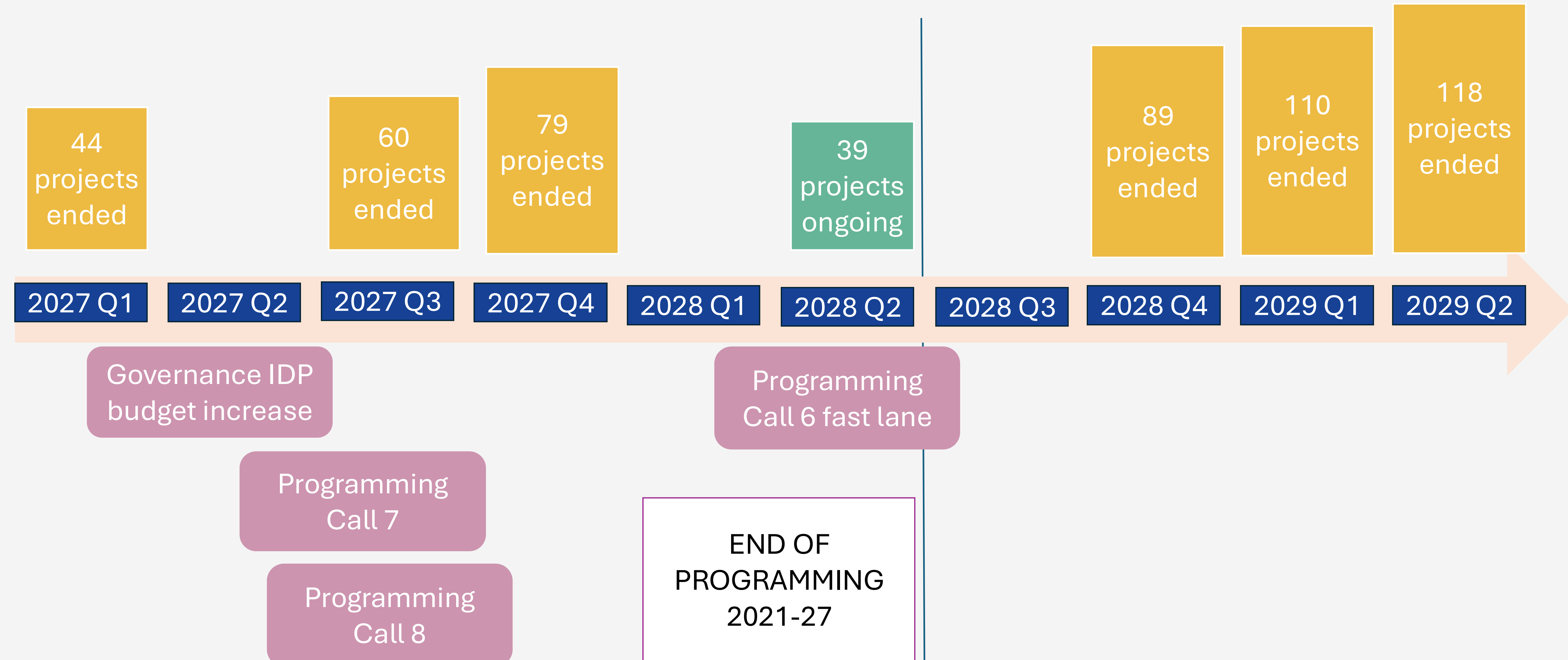
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Projects and Programme timeline

End of programming - Timeline





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AGENDA – DAY 1



9.30 – 10.00	Opening and welcome
10.00 – 11.00	Keynote Yamina Saheb (<i>IPCC</i>)
11.00 – 11.30	Coffee break
11.30 – 13.00	Round Table - Illustrating sufficiency from different perspectives
13.00 – 14.00	Lunch break
14.00 – 15.00	Keynote - Mediterranean projects that drive a transition
15.00 – 17.00	Working groups - Parallel sessions towards sufficiency
17.00 – 17.30	Conclusion and next steps
18.15 – 19.45	<i>Optional Guided Tour in the Panier (if registered)</i>
20.00	<i>Optional evening in a typical restaurant</i>



**Innovative
sustainable economy**

**Interreg
Euro-MED**



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AGENDA – DAY 2



9.00 – 9.50	Opening and welcome
9.50 – 10.05	Introduction of the working session
10.15 – 11.00	Understanding sufficiency as a systemic leverage point – working session
11.10 – 11.30	Coffee break
11.40 – 12.50	Transformative innovation policy addressing sufficiency - working session
13.00 – 14.00	Lunch break
14.10 – 15.30	Transfer and mainstreaming opportunities - working session
15.40 – 16.10	Wrap-up and learning experience - plenary session
16.10 – 16.30	Conclusion and next steps





Wi-Fi “Visiteurs”



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02. Keynote Yamina Saheb (IPCC)





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The Architecture of a Sufficiency Economy

Yamina Saheb,
Innovation camp_ Interreg Euro-MED
Marseille: 2026-09-16

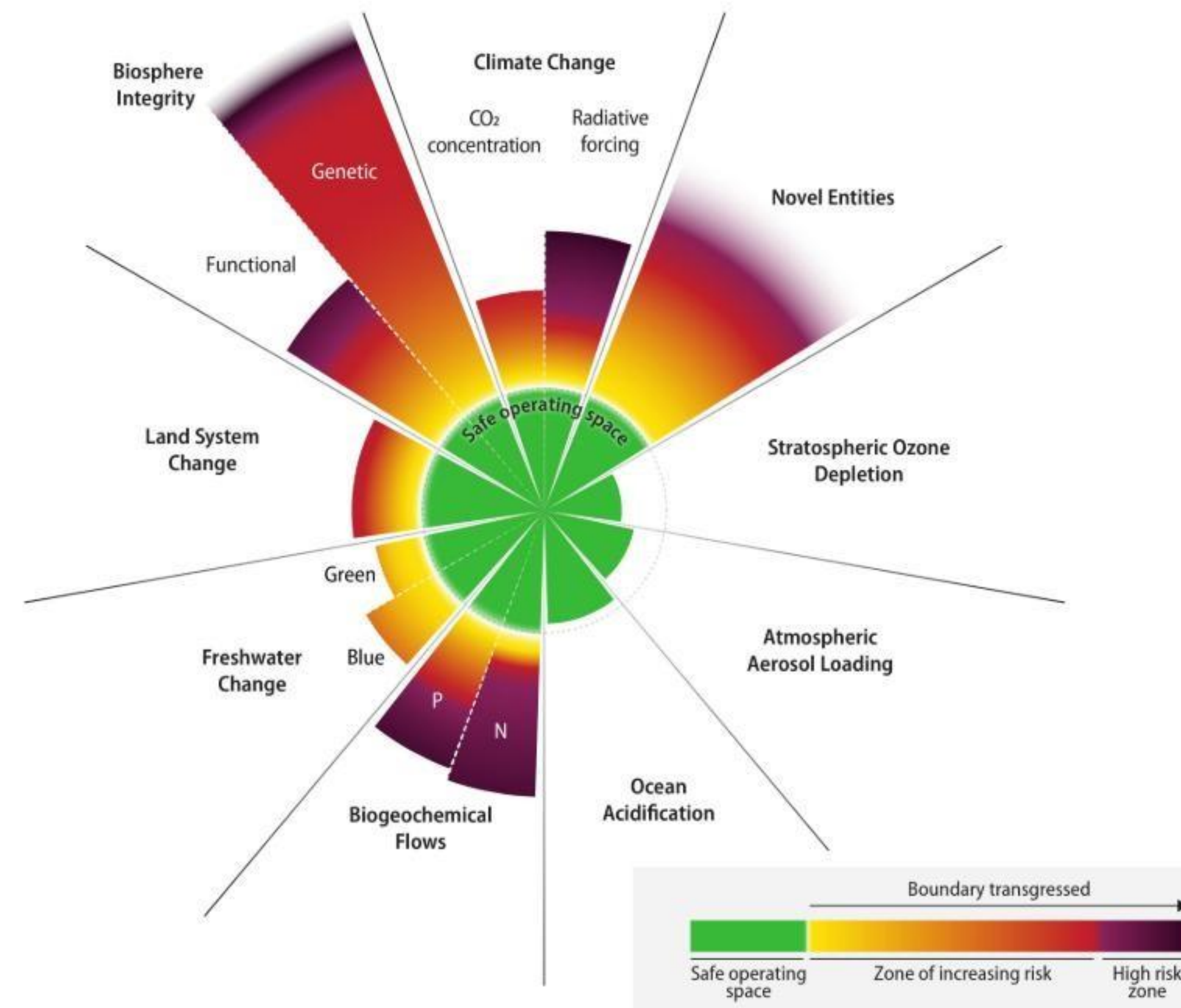
LinkedIn: World Sufficiency Lab
<https://www.thesufficiencylab.org/>

The Unbent Curve: Three Decades of Climate Po

	2025 vs 1990	2025 vs 2005	2025 vs 2024
 Power Industry	 +106%	 +43%	 0%
 Industrial Combustion and Processes	 +96%	 +48%	 +1%
 Buildings	 -4%	 -2%	 +1%
 Transport	 +86%	 +32%	 +1%
 Fuel Production	 +55%	 +28%	 +1%
 Agriculture	 +26%	 +19%	 0%
 Waste	 +69%	 +36%	 +1%
 All sectors	 +68%	 +33%	 +1%

Global GHG emission trends by sector and key years

Overshoot is not It is the defining con



Efficiency and renewables are necessary. Suffi

Efficiency

Reduces demand that already exists

Cheaper service →

More use →

Savings eaten

Renewable

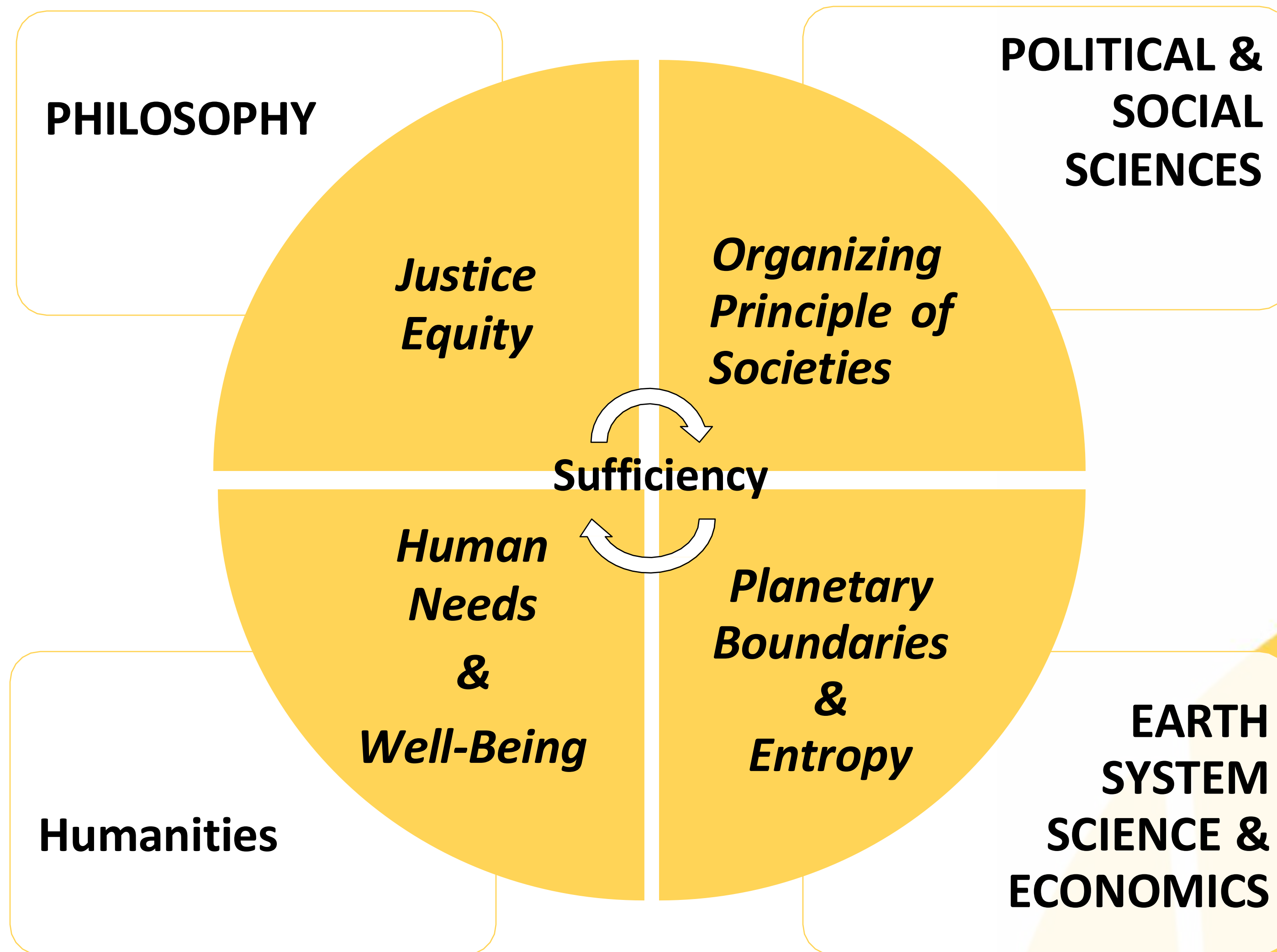
Changes the energy source not the demand

More supply →

More metals, land
and water →

Pressure shifted

Sufficiency: Where Philosophy Meets Science



*« Sufficiency is a **set of policy measures** and daily practices which **avoid the demand** for energy, materials, land, water, and other natural resources, while delivering **wellbeing for all within planetary boundaries** »*

Needs are Not the Drivers of Overshoot

Needs

Universal, finite, few, non-hierarchical, the same in all cultures and periods

Satisfiers

The collective arrangements that meet needs: organisations, infrastructures, practices, norms

Economic goods

Objects that modulate how well a satisfier works

The nine needs

Subsistence

Protection

Affection

Understanding

Participation

Leisure

Creation

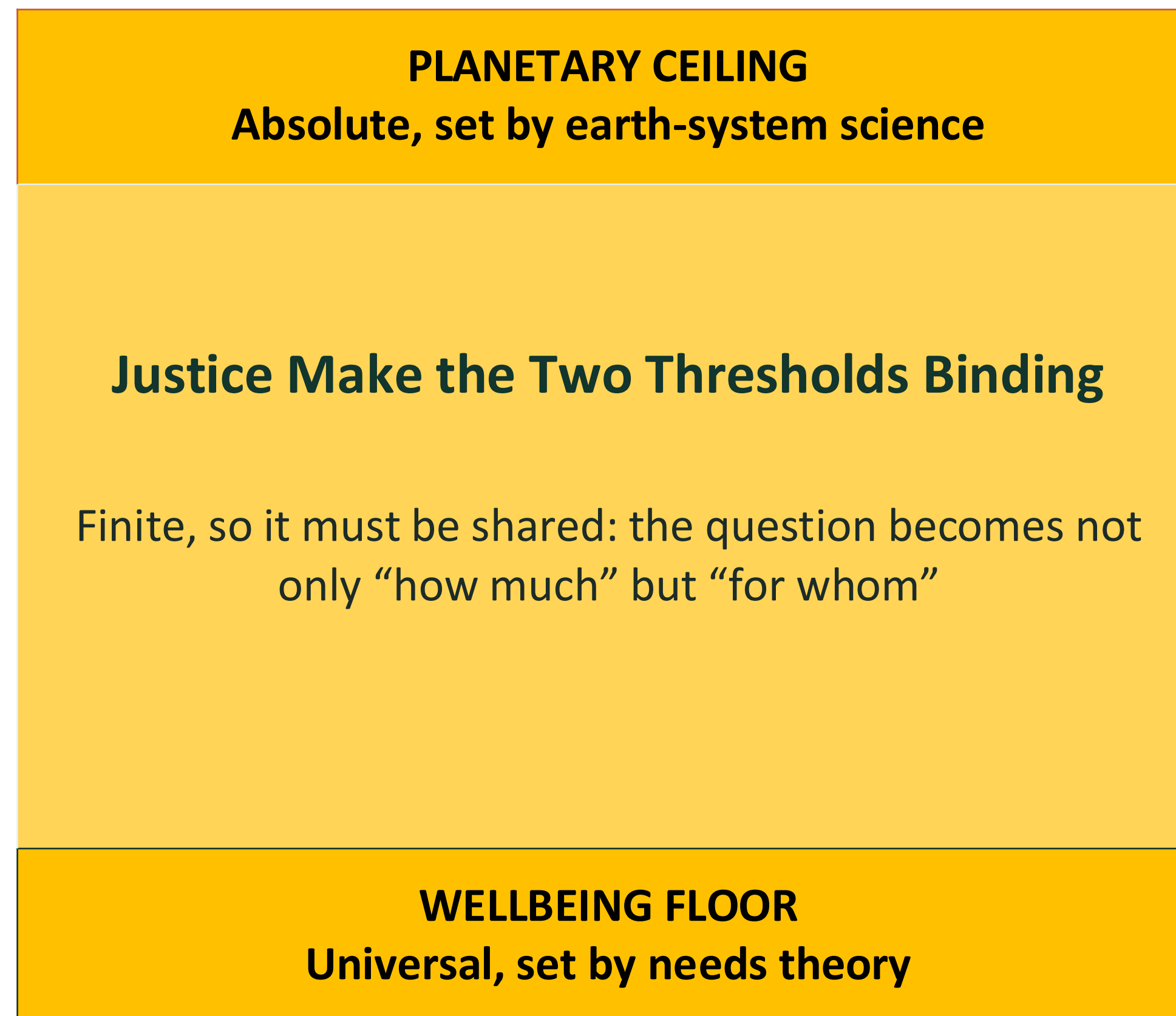
Identity

Freedom

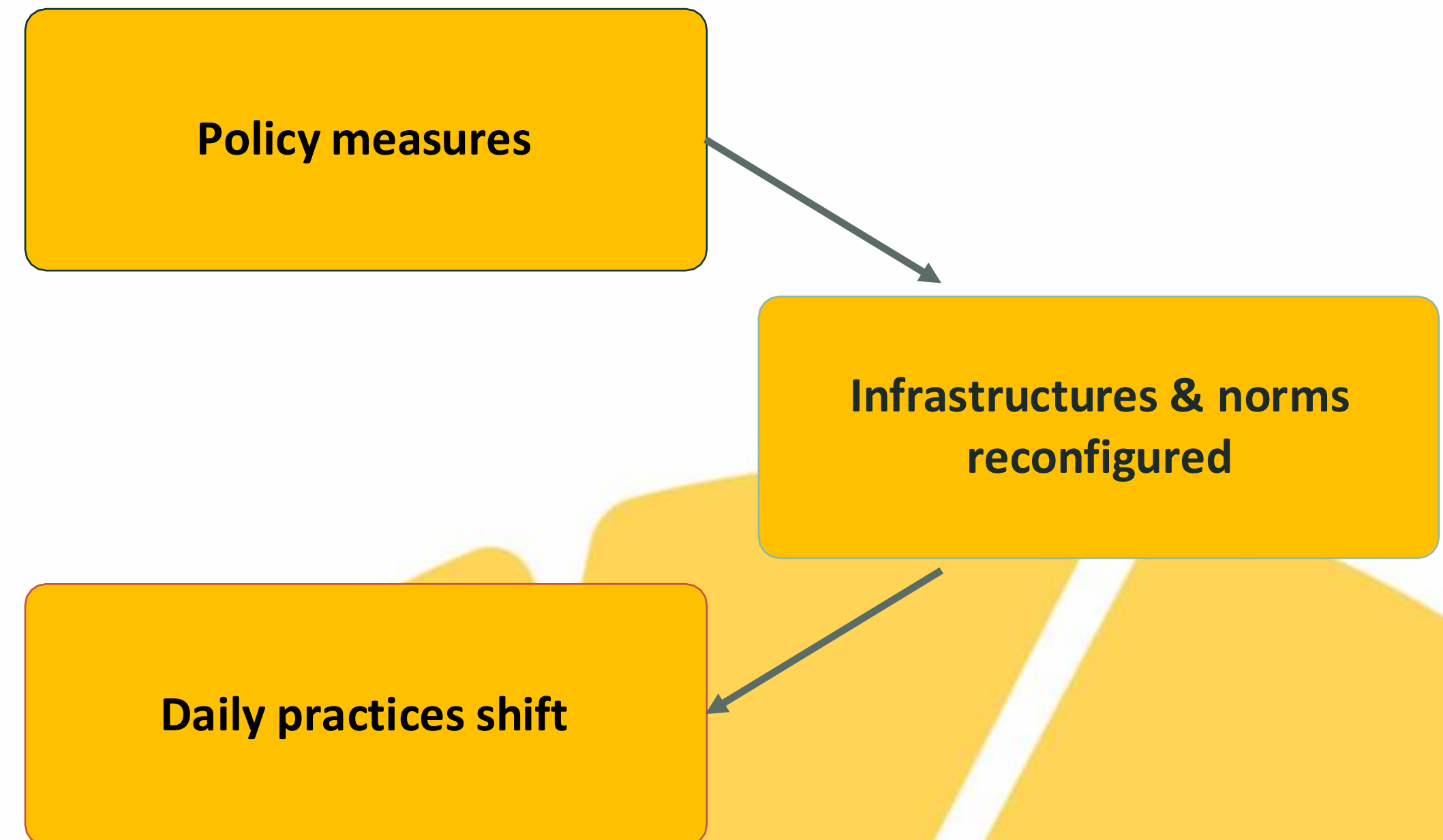
From efficiency to synergetic satisfiers

Not “how to produce more goods per input” but “how to meet more needs per satisfier”

Meeting Human Needs within Planetary Boundaries



The policy-practice coupling



Demand avoided

Five questions to Assess Your Project Through the S

1

Floor

Does it protect or improve how the most vulnerable meet their needs?

2

Ceiling

Is it sized against an absolute limit, carbon budget, water, land, not a relative target?

3

Avoidance

Does it avoid demand at the source, or only make existing demand more efficient?

4

Collective

Does it change infrastructures and norms, or rely on individual goodwill?

5

Democracy

Were satisfiers chosen by the community, within non-negotiable limits?



World
Sufficiency
Lab

Thank you!

Yamina Saheb, World Sufficiency Lab

2026-09-16

LinkedIn: World Sufficiency Lab
<https://www.thesufficiencylab.org/>

03. Coffee break





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04. Round Table

Illustrating sufficiency from
different perspectives





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This session will illustrate how sufficiency can be implemented across cities, businesses and citizen behaviours

Round Table

Illustrating sufficiency from different perspectives

moderated by
Alessandro Miraglia (Medwaves)



Nathalie Le Meur (Grenoble City)

Lead author of *Doughnut Economics as a New Compass for Thinking the Future of Grenoble*

Arnaud Crétot (Neoloco)

Author of *The Solar Bakery* and creator of the DELET methodology

Romain Demissy (ReD Transitions)

Researcher on sufficiency-oriented business models



DOUGHNUT ECONOMICS, A NEW COMPASS FOR THINKING THE FUTURE IN GRENOBLE?

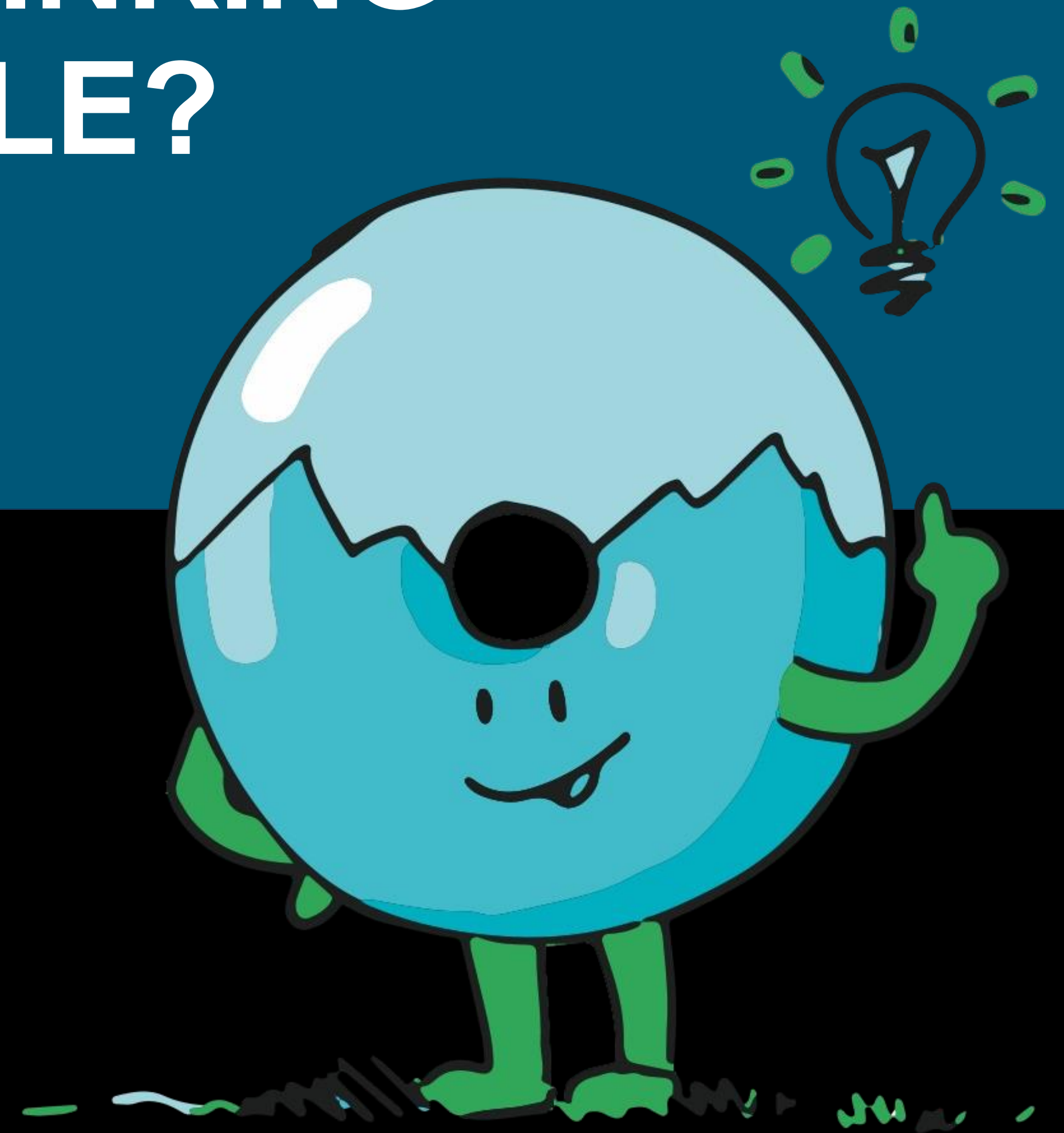


Nathalie Le Meur

Open City Department

Doughnut Economics Project Manager

nathalie.lemeur@grenoble.fr





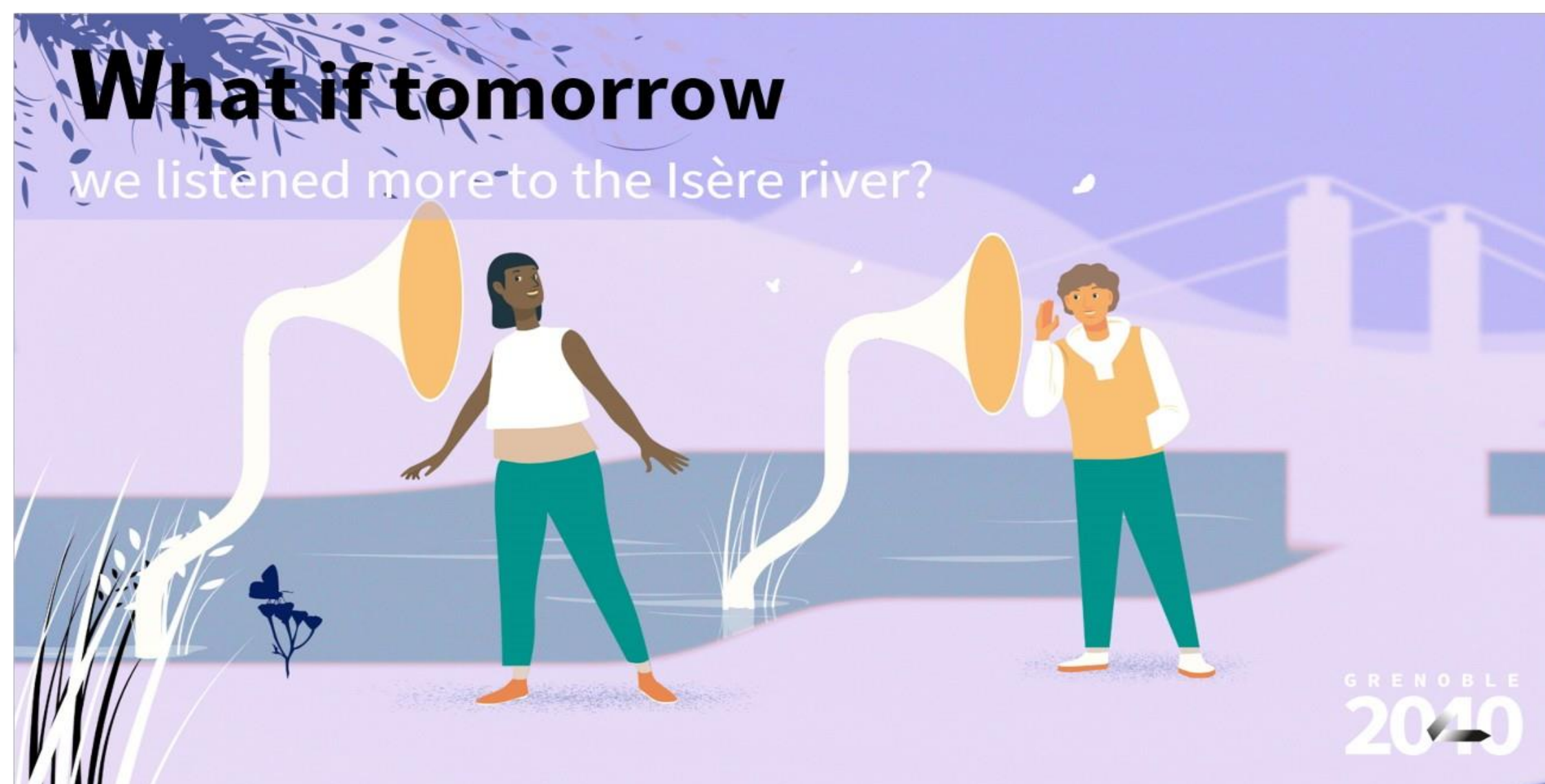
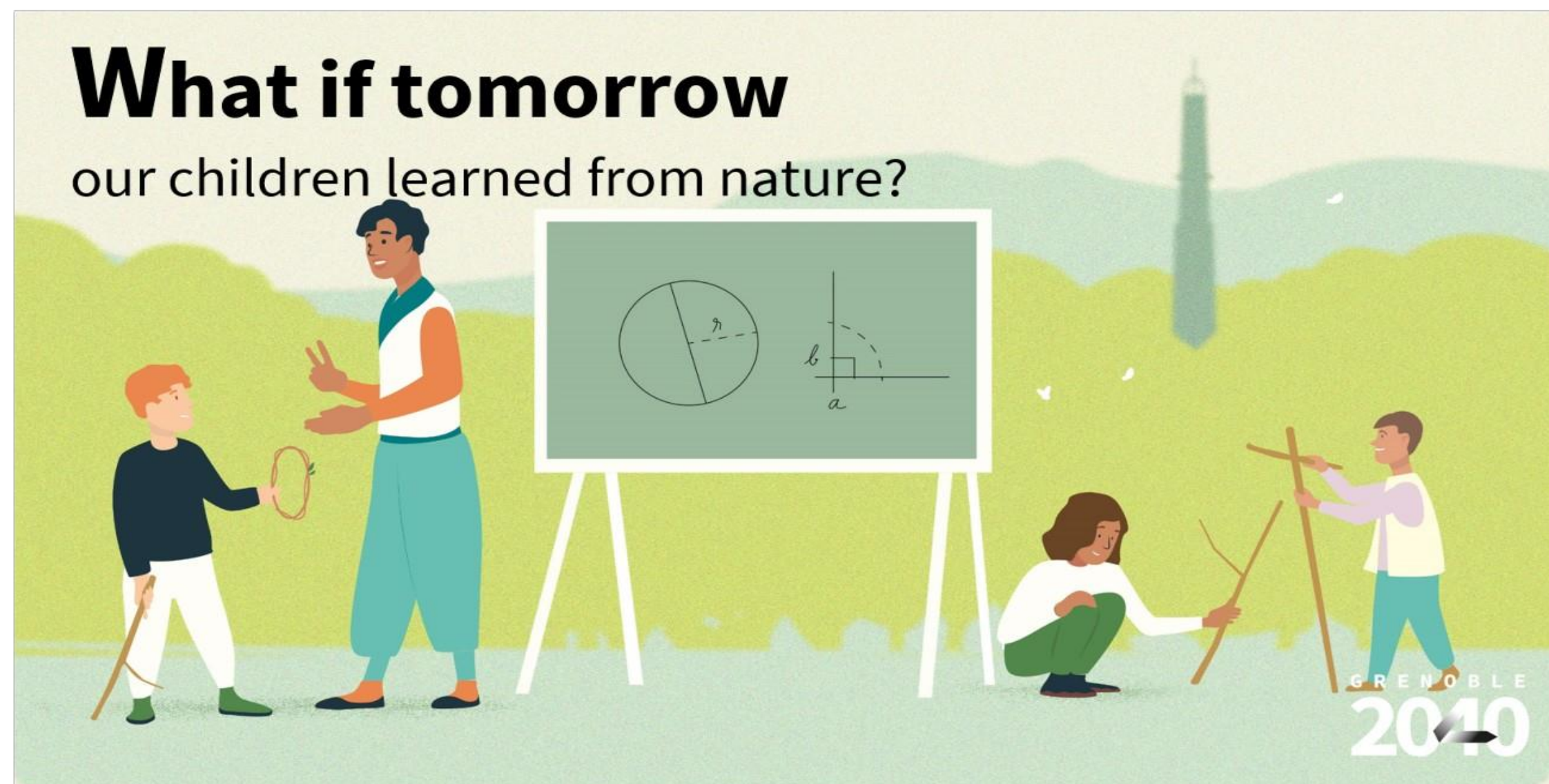
Energy efficiency task force



2022, a springboard year



© Ville de Grenoble



GRENOBLE 2040

Link social and environmental issues

Connect local and global scales

Reconcile reason and emotions

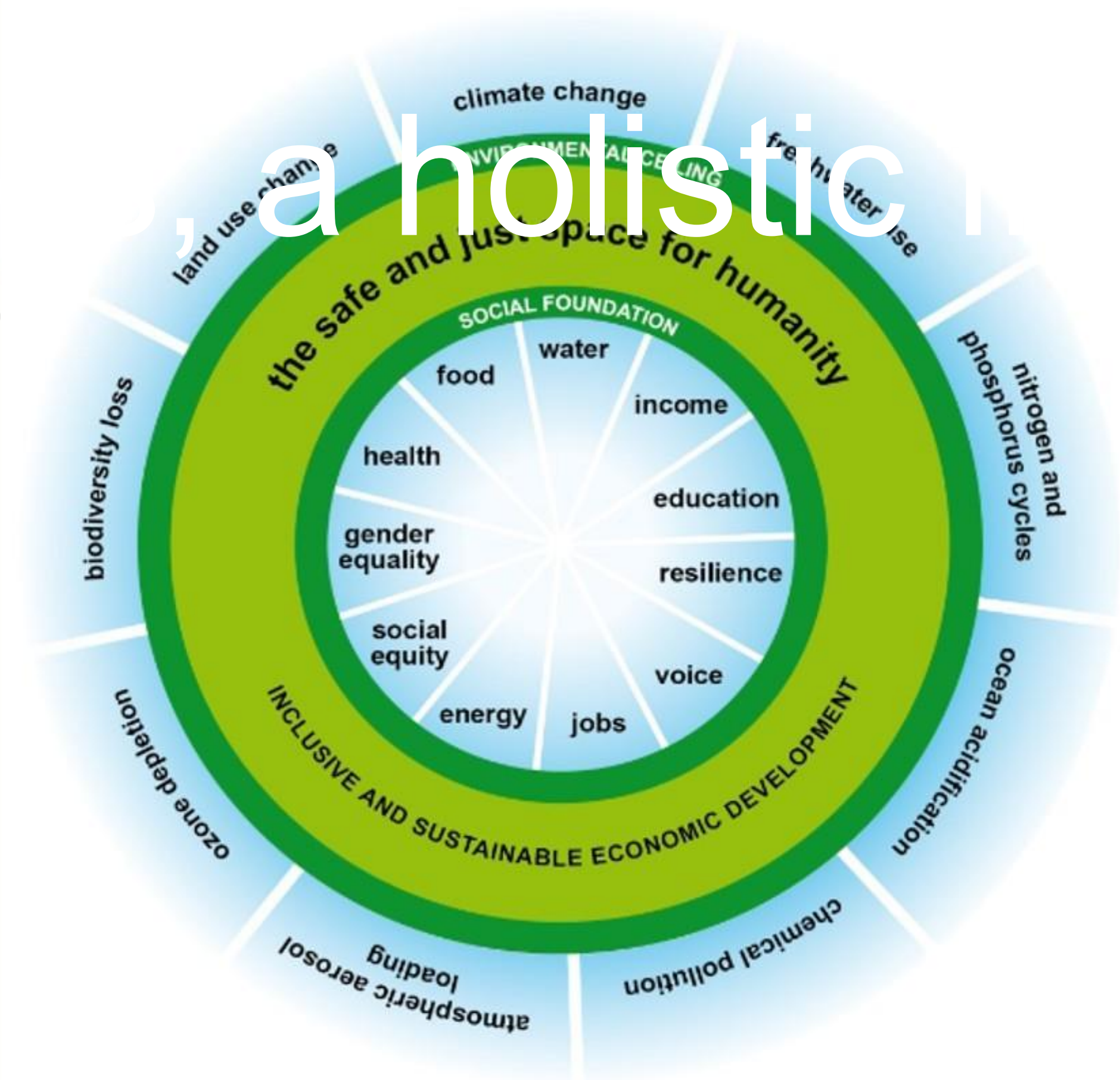
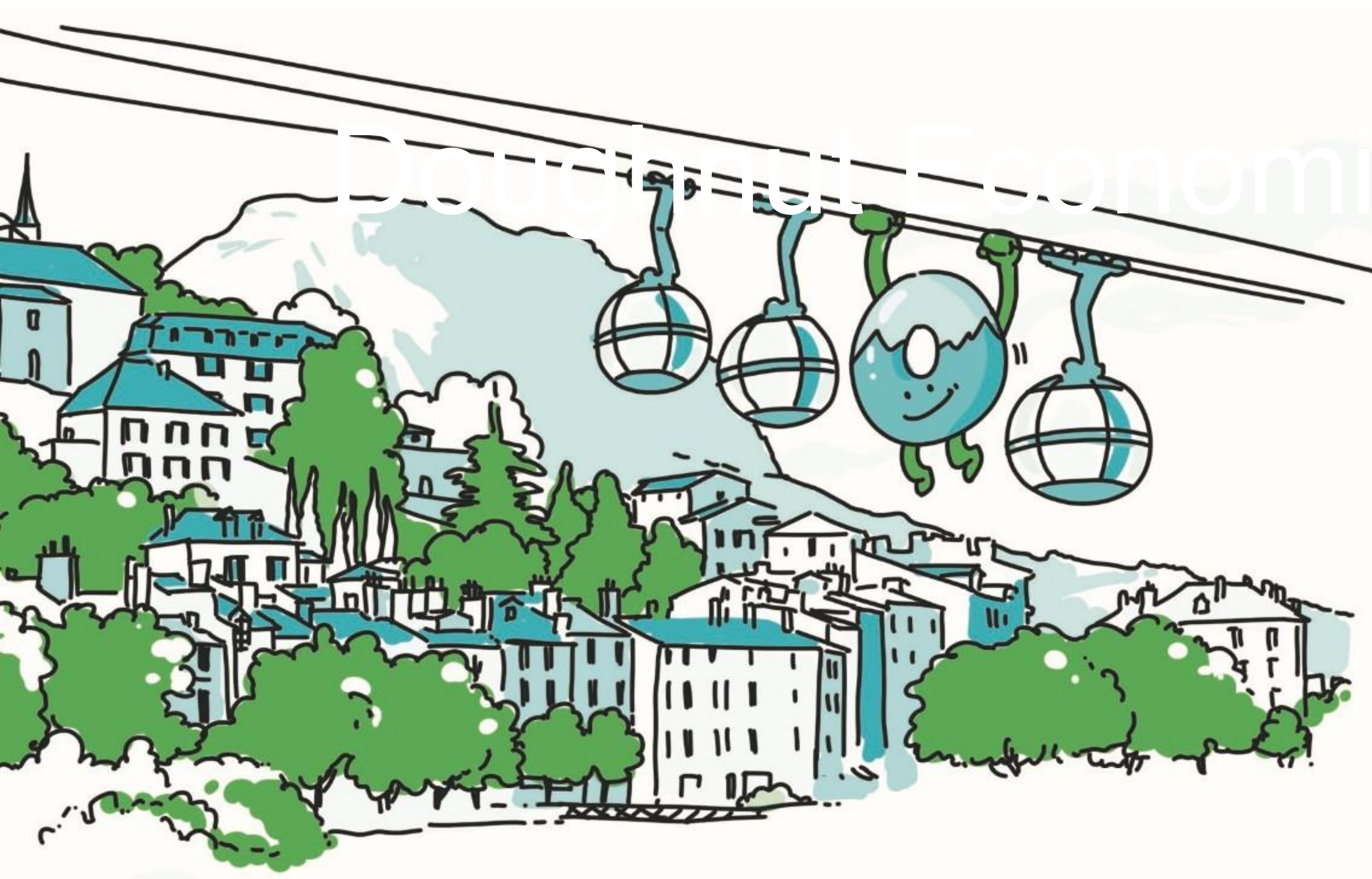


**Innovative
sustainable economy**

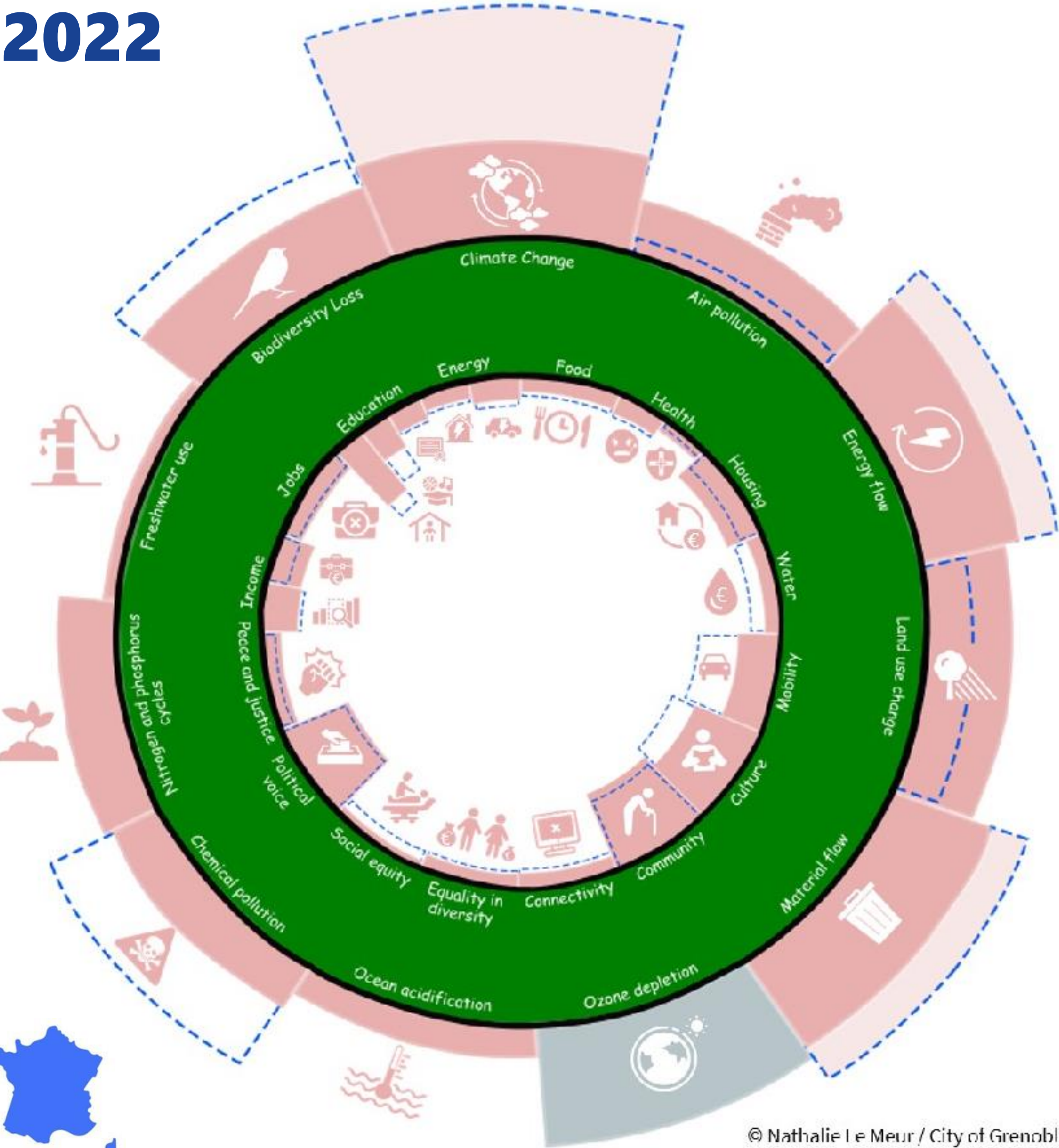
**Interreg
Euro-MED**



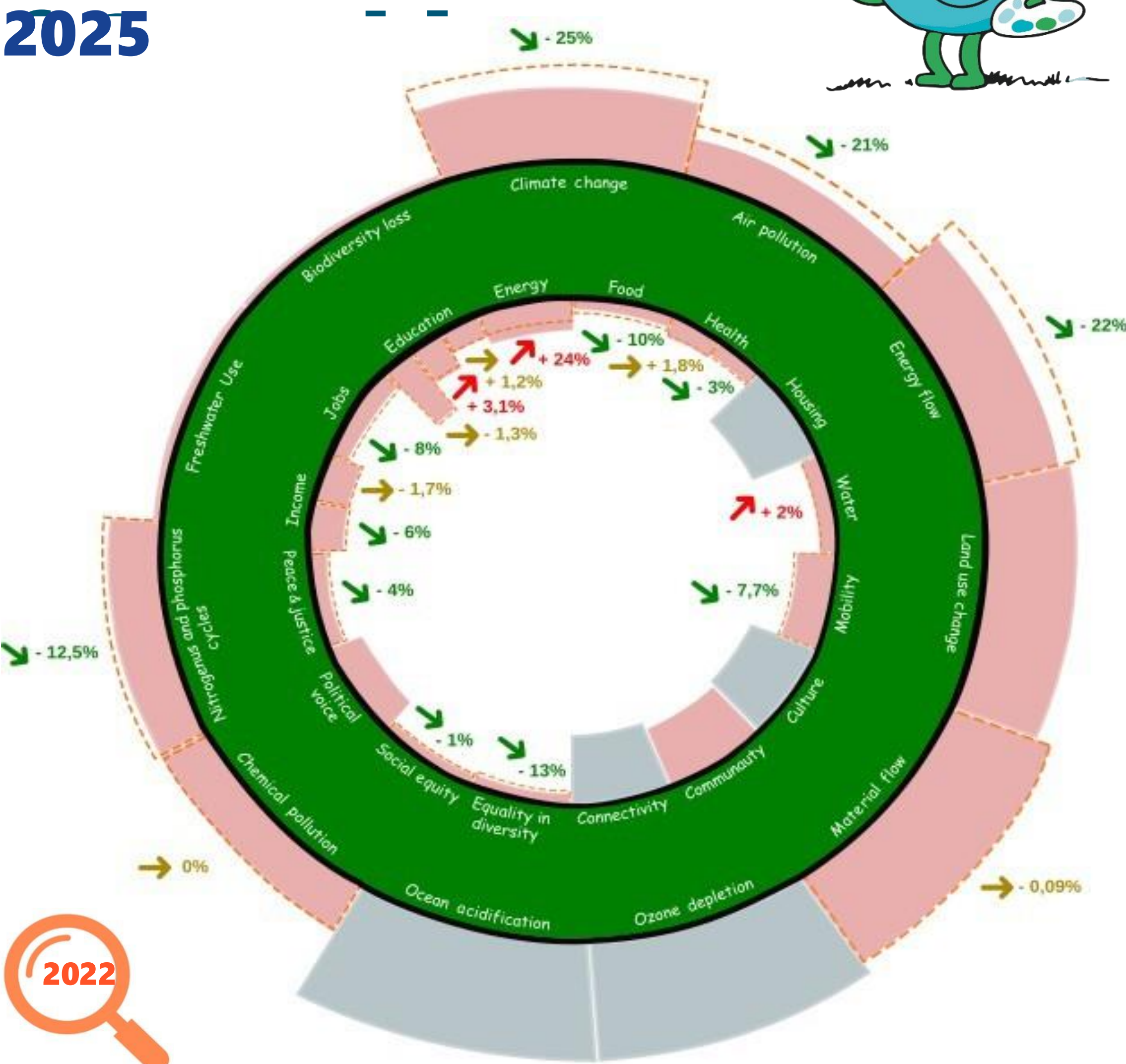
the European Union



2022



2025



sustainable economy

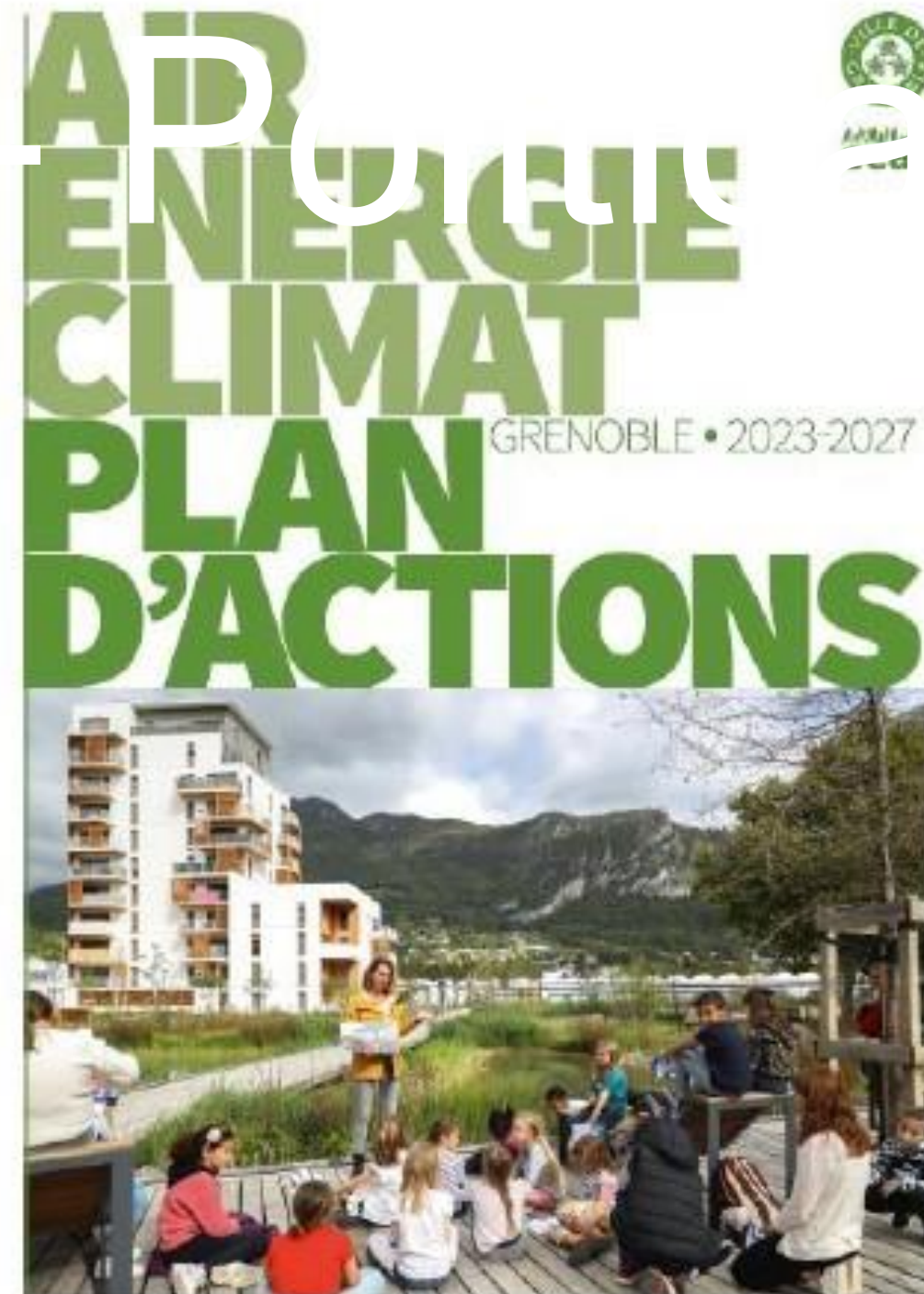
Euro-MED



the European Union

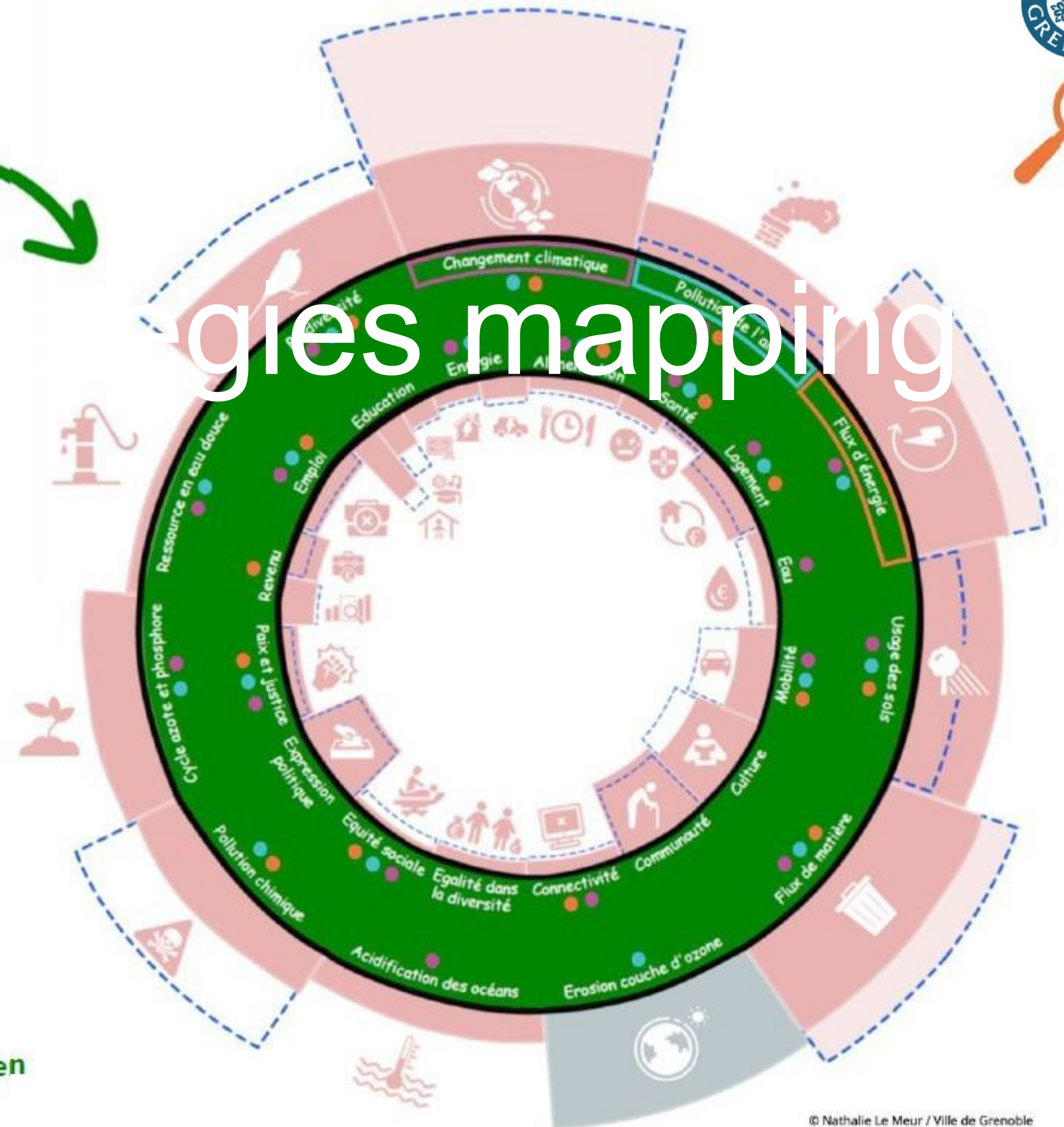


Air Energy Climate Action Plan 2023-2027



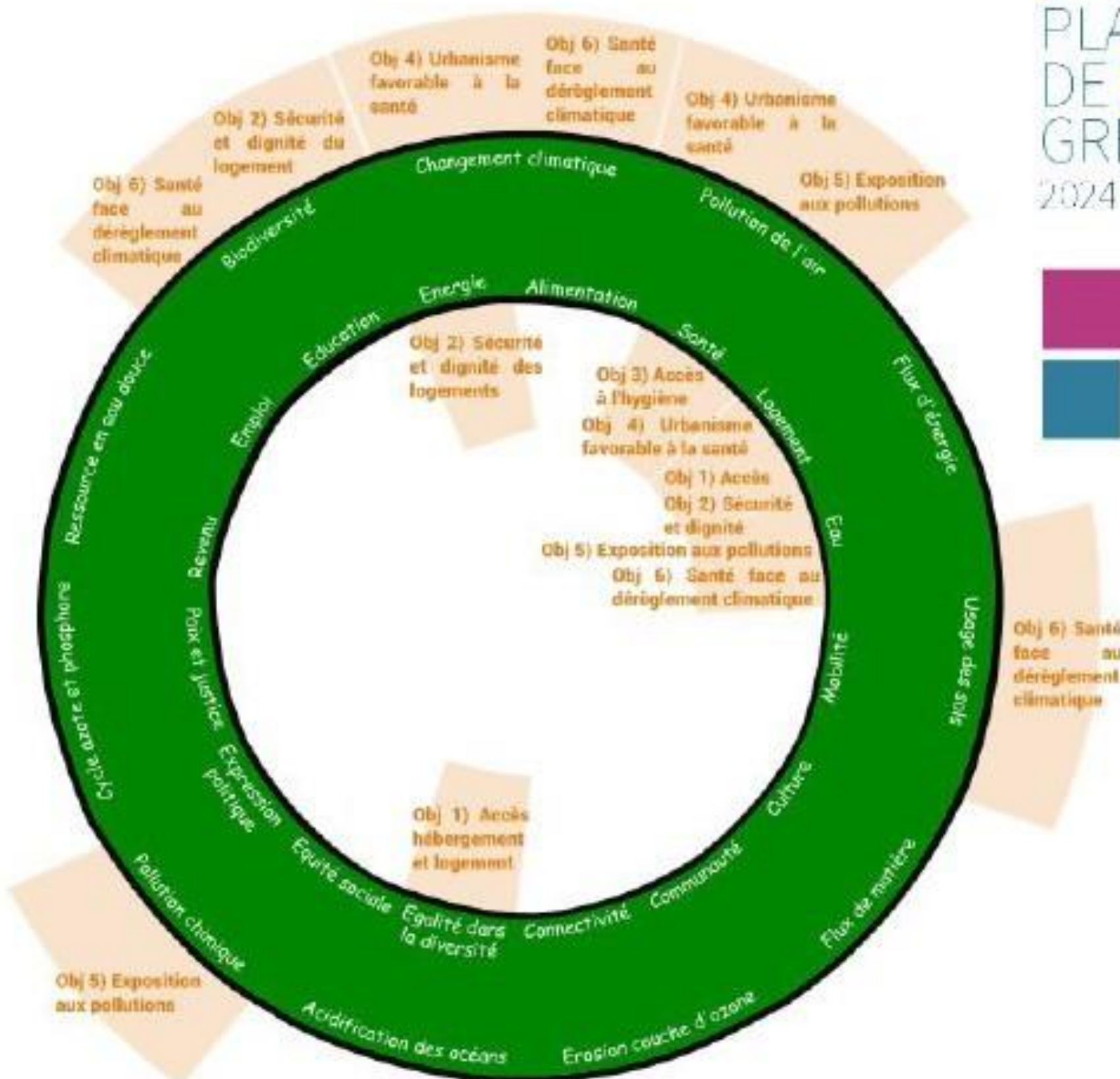
Prefiguration of Grenoble City Doughnut Portrait, December 2022

The coloured dots show the interdependence links between environmental and social dimensions.



Municipal Health Plan

Focus: Living



© Nathalie Le Meur / Ville de Grenoble



SPASER

schéma de promotion des achats socialement et écologiquement responsables

Scheme to promote socially and environmentally responsible purchasing

- ### ENJEU 1

Une politique achat en faveur d'un tissu économique local et social
- ### ENJEU 2

Une politique achat vecteur de transition environnementale
- ### ENJEU 3

Une politique achat durable et protectrice de la santé





Environmental responsibility x3



Social responsibility x3



Climate Change

Climate
Carbon footprint
Energy
Sufficiency
Mobility
Heating

Attenuation
Adaptation



Biodiversity Ecosystems

Land use
Artificialisation
Soil sealing
Fauna and flora
Natural areas
Pollutions

Preservation
Restauration



Ressource Management

Raw materials
Water
Inputs
Outputs
Circularity
Waste

Sufficiency
Circularity



Human Health

Quality of life
Public health
Food
Nature in the city
Sports
Public services

Fundamental
Well-being



Social Cohesion

Citizenship
Social link
Culture
Education
Hospitality
Peace and justice

Citizenship
and inclusion



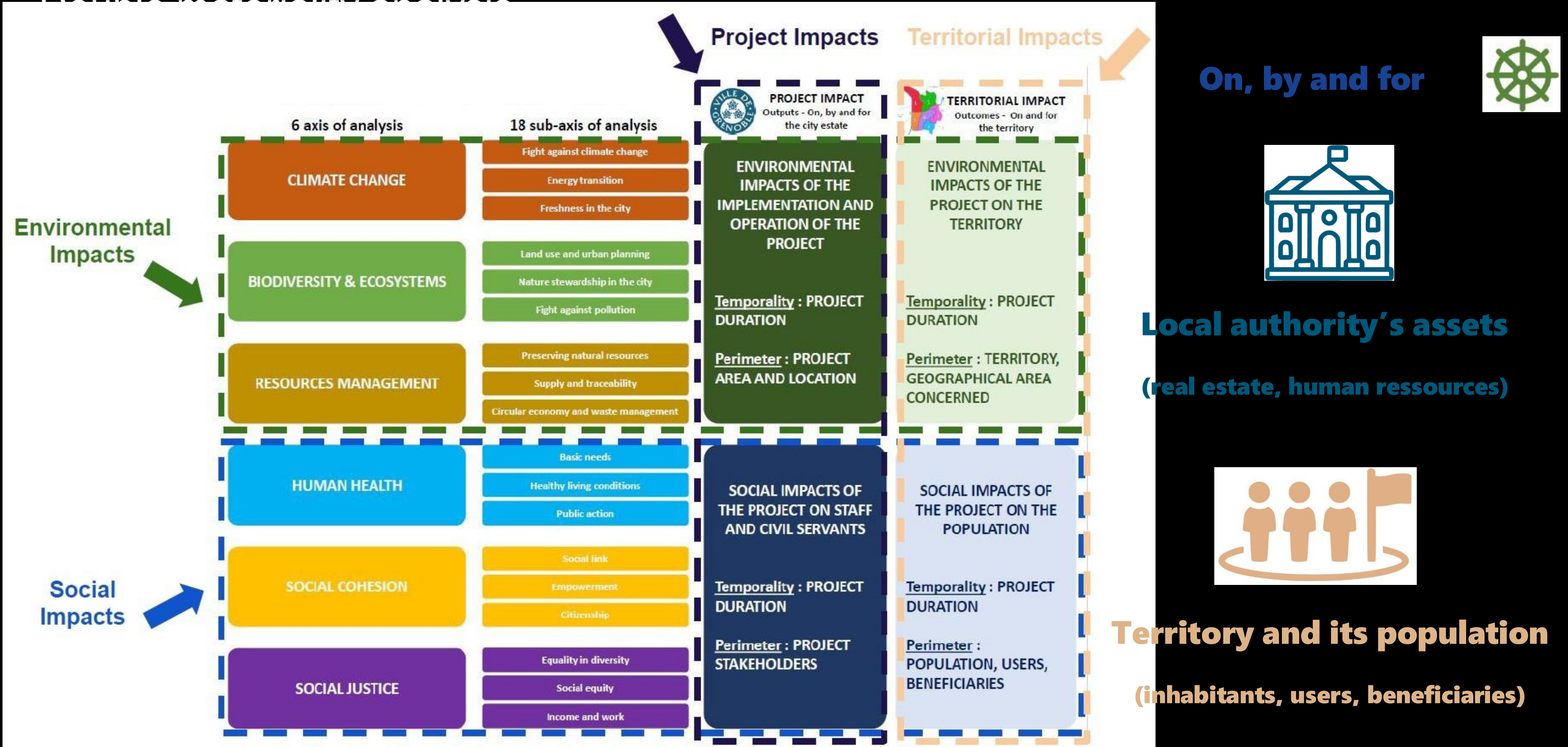
Social Justice

Social and economic
insecurity
Social welfare and
economic support
Equality in diversity
Social equity

Precariousness
and vulnerability



Double materiality exercise



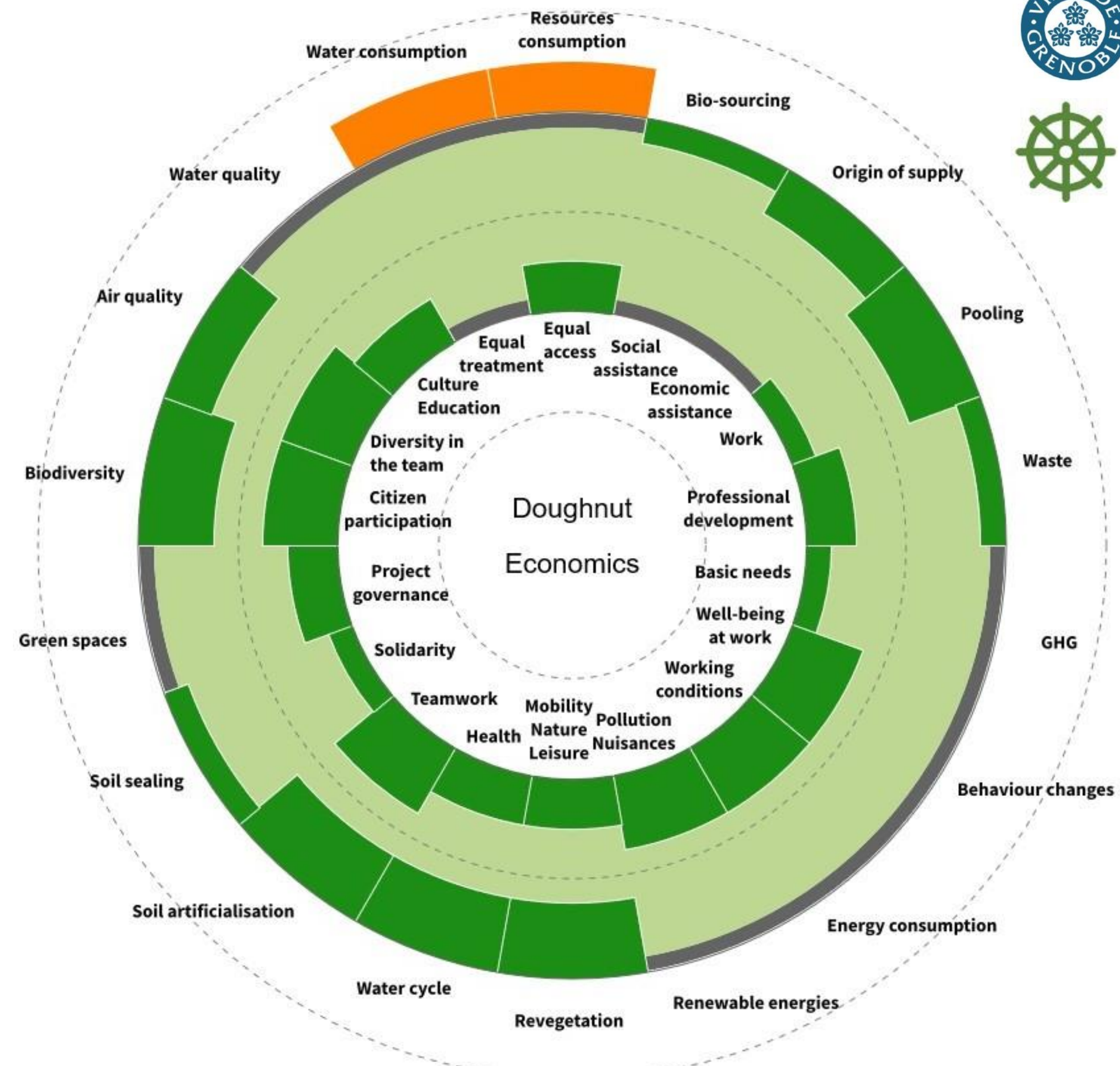


Rating principle

Improvement

- +3: Very strong positive contribution** to the achievement of the objective (positive impact)
- +2: Average positive contribution** to the achievement of the objective (positive impact)
- +1: Low positive contribution** to the achievement of the objective (positive impact)
- 0: No contribution** to the achievement of the objective (outside the scope, not concerned)
- 1: Low negative contribution** to the achievement of the objective (negative impact)
- 2: Average negative contribution** to the achievement of the objective (negative impact)
- 3: Very strong negative contribution** to the achievement of the objective (negative impact)

Degradation



MÉTABOLISME URBAIN

FLUX D'ÉNERGIE

L'énergie est liée aux concepts d'action, de force et de durée : la mise en œuvre d'une action nécessite de maintenir une certaine force pendant une durée suffisante pour vaincre les inerties et résistances qui s'opposent à ce changement. Les flux d'énergie regroupent ainsi tous les transferts énergétiques à l'intérieur d'un système défini dans l'espace et le temps, constituant des chaînes de valeur. Aujourd'hui, nos modes de vie sont extrêmement dépendants de l'énergie.

Les sources d'énergie

ÉNERGIES FOSSILES

Pétrole, charbon, gaz naturel proviennent de l'exploitation de gisements issus de la décomposition des organismes vivants (plantes) dans les sols sur plusieurs centaines de millions d'années.

ÉNERGIES RENOUVELABLES

De sources naturelles, ces énergies (solaire, hydraulique, géothermique, marine, éolien, biomasse), se renouvellent à un rythme supérieur à celui de leur consommation.

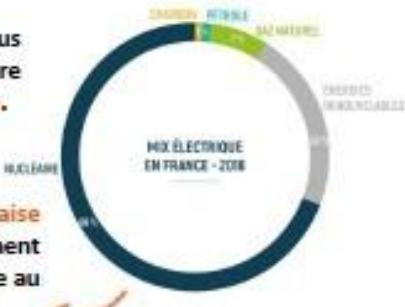
Énergie primaire VS Énergie finale



Disponible dans la nature (bois, pétrole, gaz)

Pertes liées aux étapes de transformation et de distribution

Que consomme-t-on ?



En France, nous dépendons largement du pétrole.

L'électricité française est majoritairement décarbonée grâce au nucléaire.

Zoom sur Grenoble-

Préfiguration du Portrait Donut de Grenoble

Décembre 2022 (version complète accessible sur le site de la Ville)

Indicateur : Consommation totale d'énergie finale sur le territoire

Données (source) :

Grenoble : 3,1 térawattheures en 2019 (Observatoire du Plan Climat Air Énergie Métropolitain 2022 - GAM, ATMO, ALEC) ;

population : 158 198 d'habitants en 2019 (INSEE) ;

France : 1 777,1 térawattheures en 2019 (Ministère de la Transition Écologique et de la Cohésion des Territoires - Bilan énergétique de la France pour 2019) ; population : 66 988 403 d'habitants en 2019 (INSEE) ;

Objectif cible pour Grenoble : 40% en 2030 par rapport à 2005, soit 1,3 térawattheures en 2030 (PCAEM 2022)

Mais consommons moins d'énergie finale en moyenne à Grenoble qu'en France.

Evolution des consommations d'énergie finale entre 2005 et 2019 dans la Métropole grenobloise



La production d'énergies renouvelables dans la Métropole grenobloise couvre 20% de la consommation d'énergie finale locale en 2019. Le mix énergétique repose encore à plus de 50% sur les énergies fossiles.

Qui consomme ?

Consommations d'énergie finale par secteur dans la Métropole grenobloise en 2019

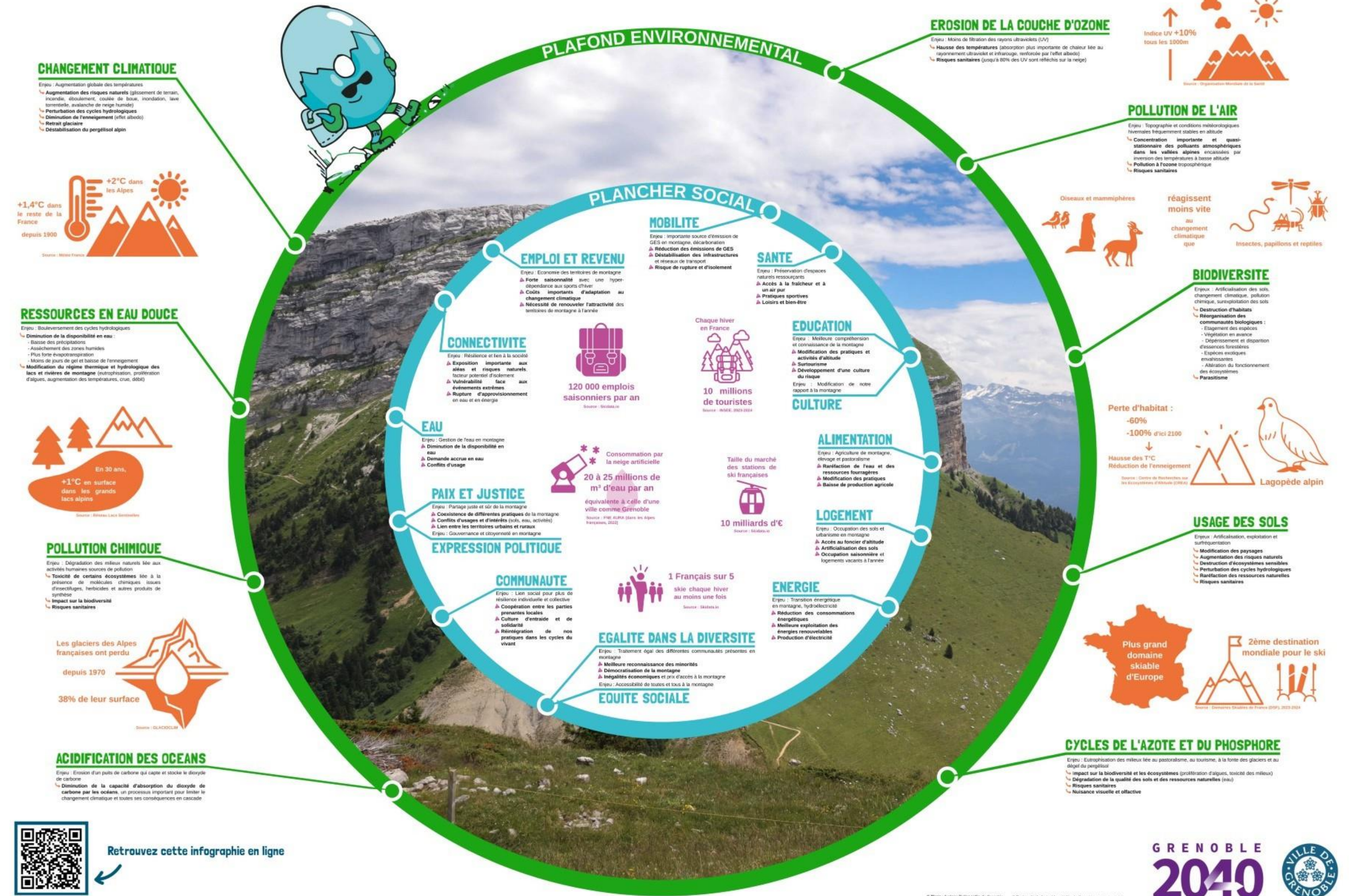


Source : ALEC et ATMO Auvergne-Rhône-Alpes, données corrigées du climat

Le constat

LE DONUT DE LA MONTAGNE

Les enjeux **environnementaux** et **sociaux** des écosystèmes de montagne, leurs **conséquences** et leurs **impacts** sur le vivant et les sociétés humaines



Retrouvez cette infographie en ligne



Innovative sustainable economy

Interreg Euro-MED



Co-funded the European Union





Some figures

« Territory committed to ecological transition » label



In 2023:

- 9 GWh saved
- 1 million euros saved



Intracting



Since 2023

Energy efficiency task force

- 850 civil servants trained
 - 65 public buildings concerned
- Playful educational tools
- Transversal strategic governance



The Donut, an inspiring new compass for thinking the future of our territories?



VISUALISATION
TOOL



ANALYSIS
TOOL



MONITORING
TOOL



CONSULTATION
TOOL

A COMMON TRANSVERSAL REFERENCE FRAMEWORK



Political
dimension



Technical
dimension



Operational
dimension



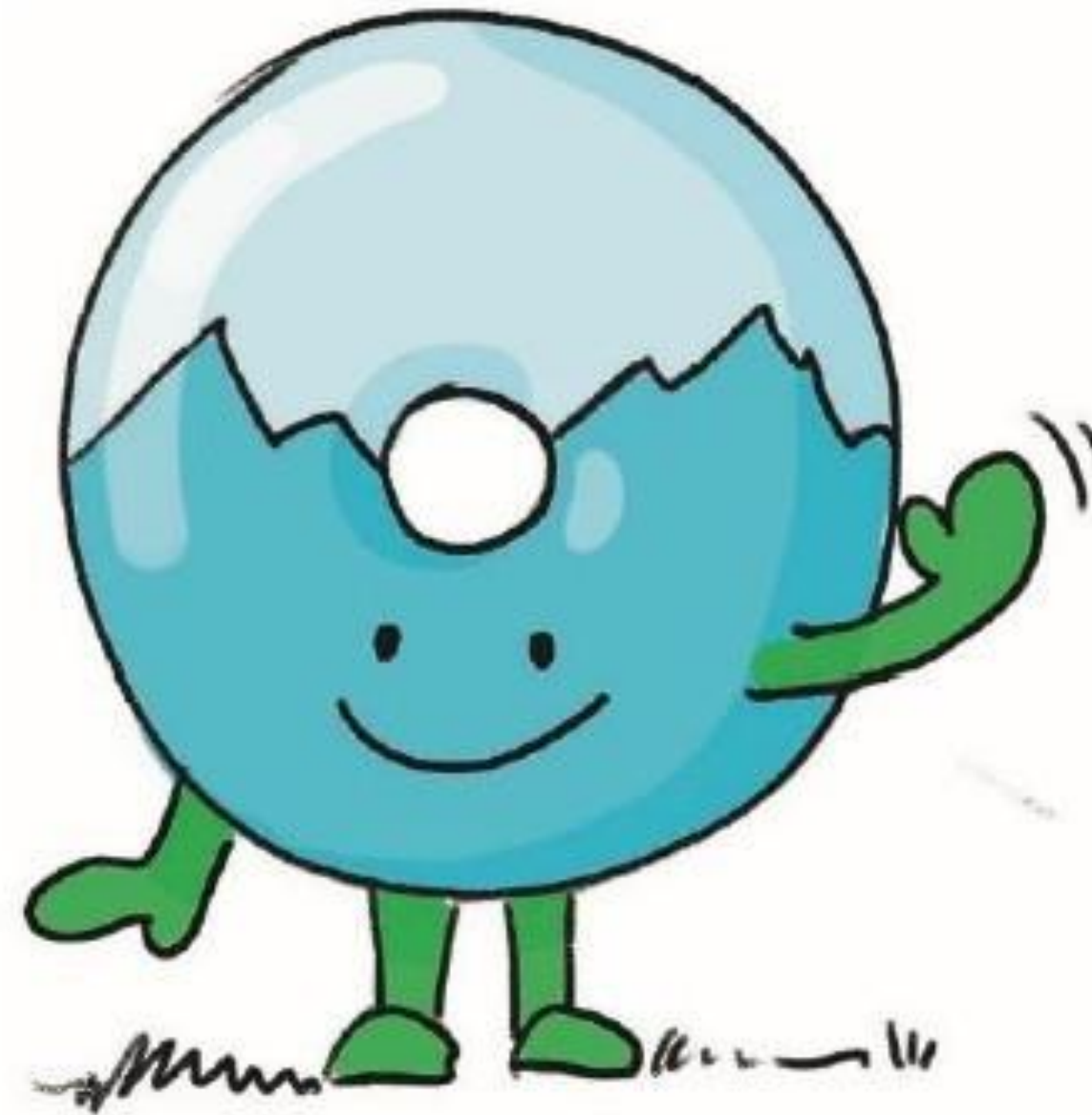
sustainable economy

Euro-MED



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the European Union

Thank you for your attention!



Nathalie Le Meur

Open City Department

Doughnut Economics Project Manager

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Grenoble 2040

Doughnut Data Portrait of Grenoble, december 2022 – April 2025

Grenoble Doughnut Report, november 2024

Doughnut Economics for Grenoble Video, 2023



**innovative
sustainable economy**

**interreg
Euro-MED**



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Towards a Culture of Variability



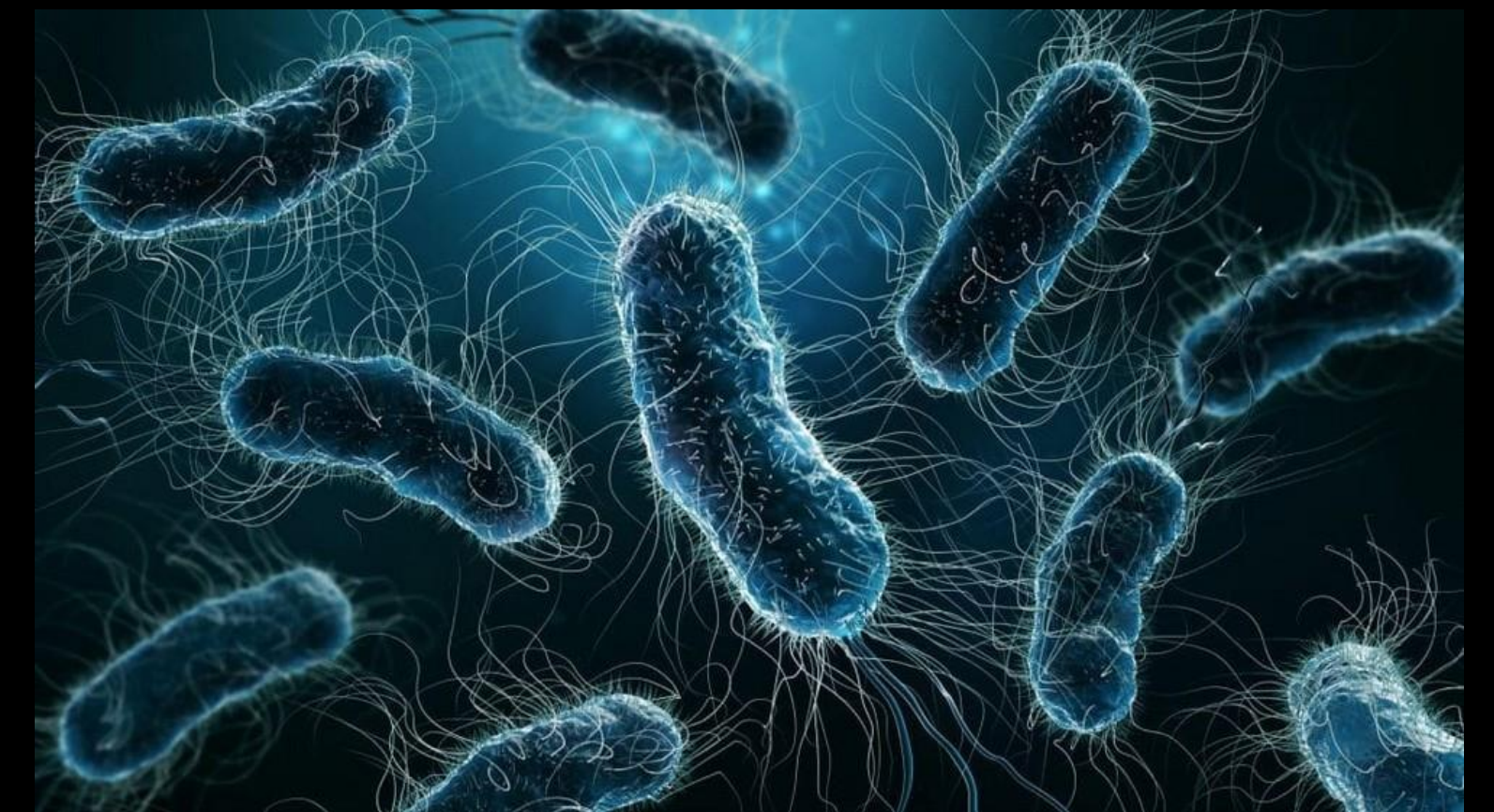
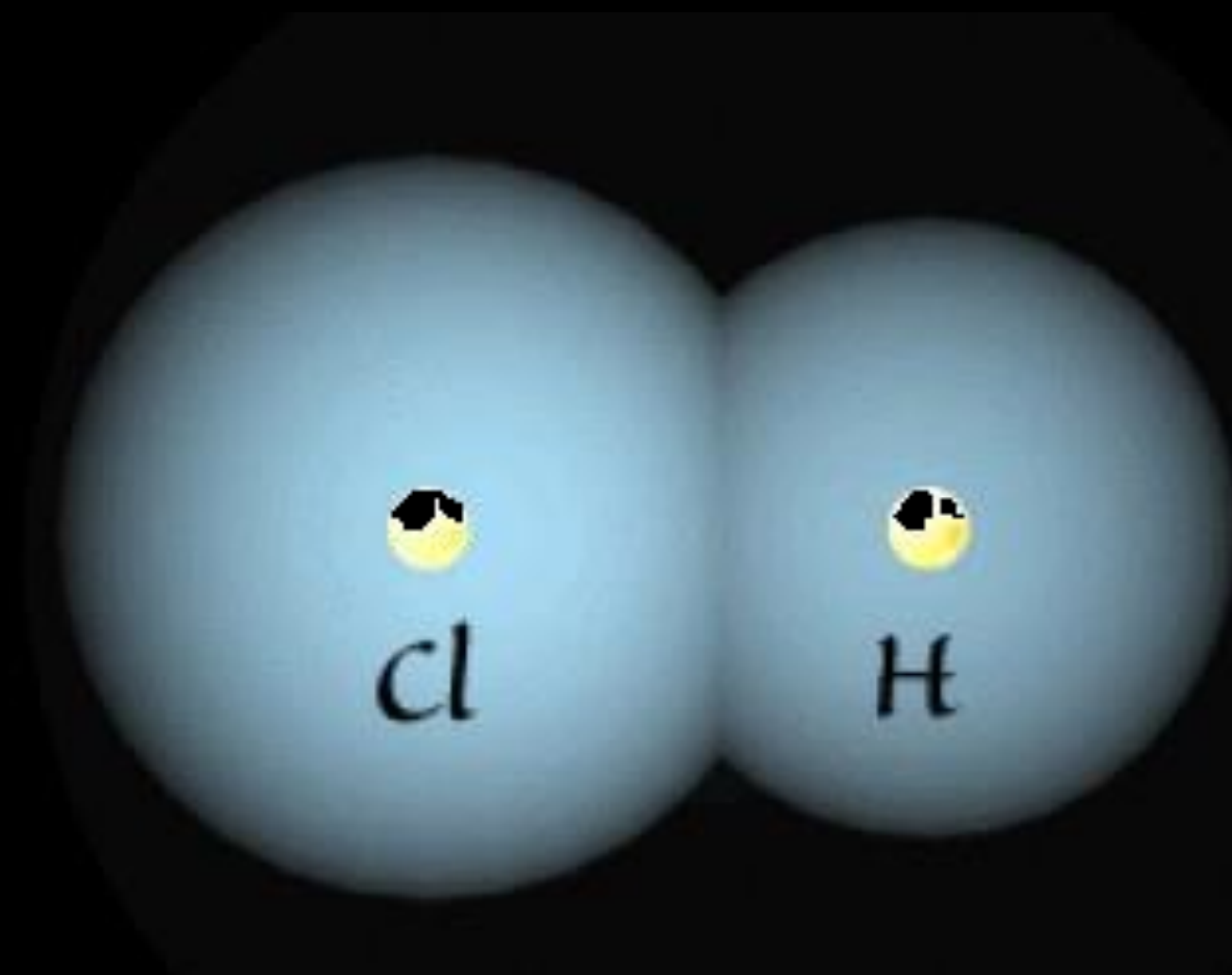
Arnaud Crétot

TELED
TELED

September 16 of 2026
4th ISE INNOVATION CAMP

NEOLOCO
Culture locale, Changement total

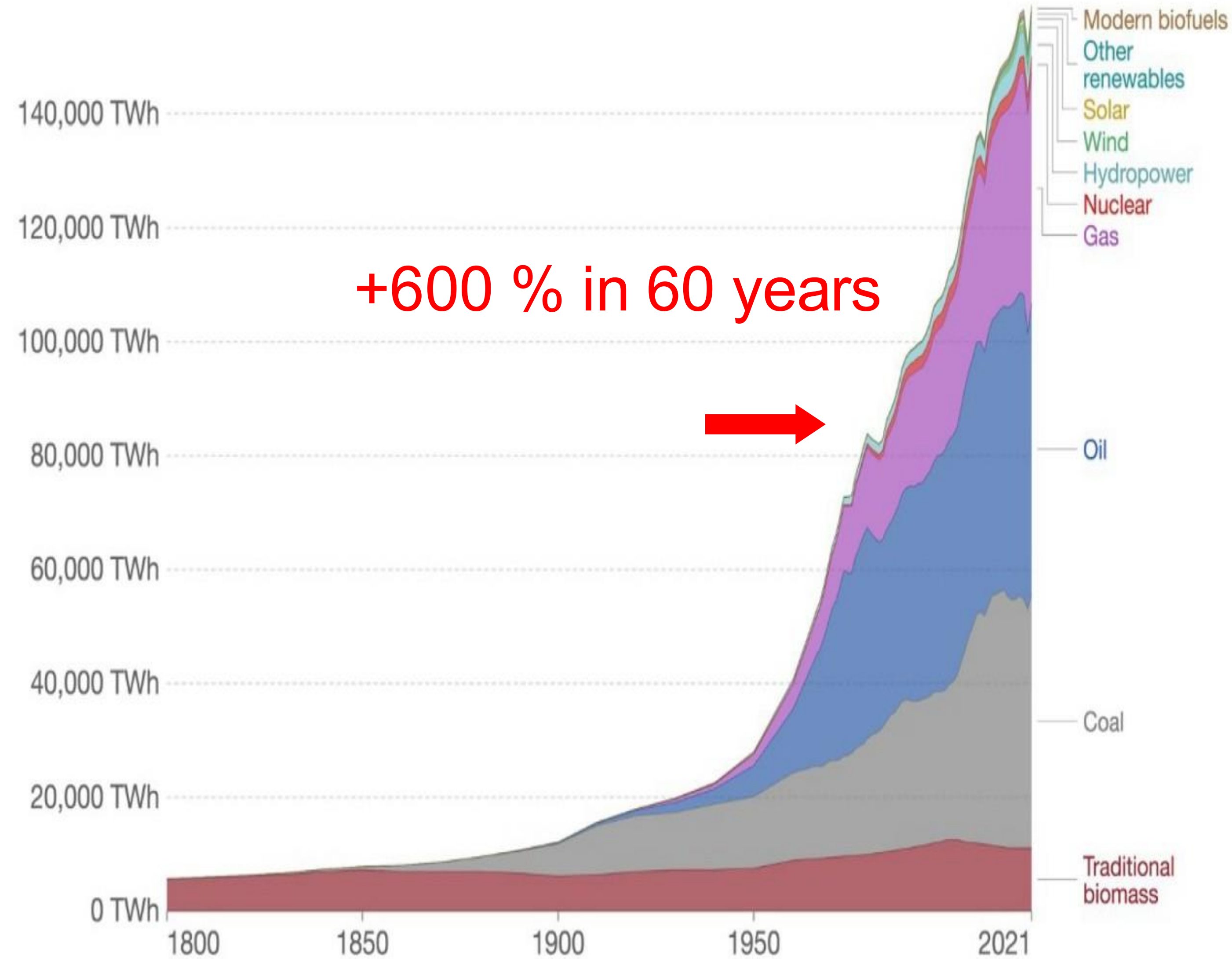
Everything that moves or change in the universe reduces energy potential.



Global direct primary energy consumption

Direct primary energy consumption does not take account of inefficiencies in fossil fuel production.

Our World
in Data



Source: Our World in Data based on Vaclav Smil (2017) and BP Statistical Review of World Energy

OurWorldInData.org/energy • CC BY



9 boundaries assessed,
7 crossed

sustainable economy

Euro-MED

the European Union

2009 – worldwide energy study

Les vagabonds de l'énergie

Energy is more of a social issue than a technical one.

Encounter with solar concentration.



**North Stream 1,
Grieswald, Germany, 2009**

**Wind turbine tower factory,
Izmir, Turkey, 2009**



**Coal mine
Dombass, Ukraine, 2009**



**Geothermal energy,
fracking, Turkey 2009**

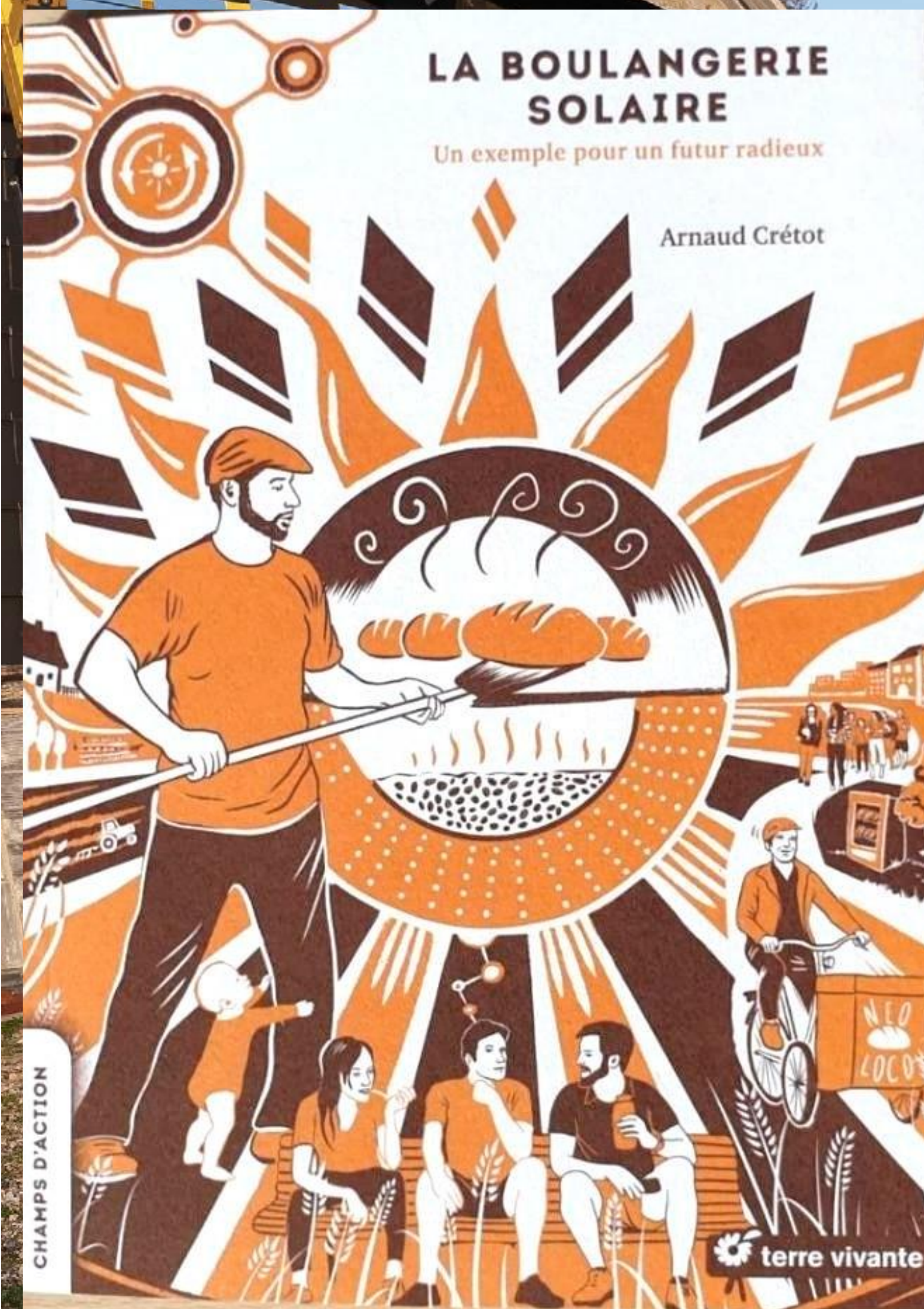


Solar kitchen, Auroville, India.

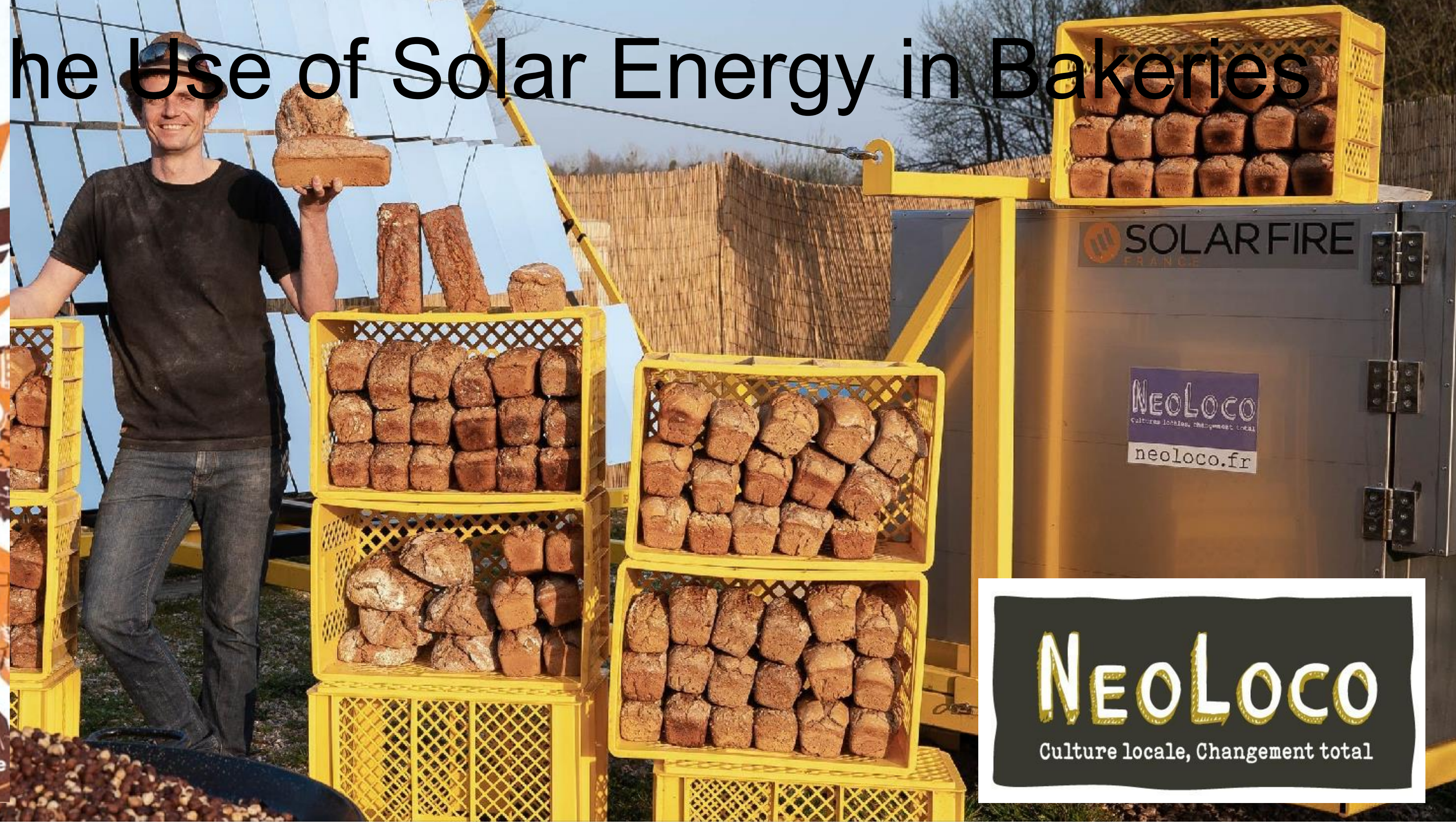
A journey to 20 countries to study energy, the challenge of the century.

The Use of Solar Energy in Bakeries





The Use of Solar Energy in Bakeries





NEOLOCO

Culture locale, Changement total



« Provide a conceptual framework for understanding how organizations adapt to variable access to energy and resources. »



teled.fr



Innovative
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Interreg
Euro-MED



TELED
TELED



Il y a 12 500 châteaux d'eau en France.





LES CONFISEURS



A method developed and disseminated by a collective.



Training programs in France and abroad to build a **shared framework** :

- Liège
- Rouen
- Nantes
- Toulouse
- UK
- ...



The



 Arnaud Crétot

neoloco.fr

teled.fr

arnaud.cretot@neoloco.fr



Full poster
available here



Un dessin socio-technique

illustration : Vito
textes : Arnaud Crétot
inspiré par le projet Neoloco

This session will illustrate how sufficiency can be implemented across cities, businesses and citizen behaviours

Round Table

Illustrating sufficiency from different perspectives

moderated by
Alessandro Miraglia (Medwaves)



Nathalie Le Meur (Grenoble City)

Lead author of *Doughnut Economics as a New Compass for Thinking the Future of Grenoble*

Arnaud Crétot (Neoloco)

Author of *The Solar Bakery* and creator of the DELET methodology

Romain Demissy (ReD Transitions)

Researcher on sufficiency-oriented business models



05. Lunch break





AGENDA – DAY 1

9.30 – 10.00	Opening and welcome
10.00 – 11.00	Keynote Yamina Saheb (<i>IPCC</i>)
11.00 – 11.30	Coffee break
11.30 – 13.00	Round Table - Illustrating sufficiency from different perspectives
13.00 – 14.00	Lunch break
14.00 – 15.00	Keynote - Mediterranean projects that drive a transition
15.00 – 17.00	Working groups - Parallel sessions towards sufficiency
17.00 – 17.30	Conclusion
18.15 – 19.45	<i>Optional Guided Tour in the Panier (if registered)</i>
20.00	<i>Optional evening in a typical restaurant</i>



06. Keynote

Showcasing mediterranean
projects that drive a transition





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This session will illustrate sufficiency with strategic projects across the Mediterranean



Keynote

Showcasing Mediterranean projects that drive a transition towards sufficiency

**Lucas Zufic (Association AMERMA)
& Simona Kelher (Knof)**

Study on Low-tech industrial sectors
in the western mediterranean

**Morgane Babey (Interreg
Marittimo Co-Effect Project)**

New business models and
cooperation framework

Eudokia Balamou (REVIVE Project)
Innovative Community Cooperatives



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A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

4th Innovation Camp Innovative sustainable economy

TECHNICAL AND ECONOMIC STUDY ON THE
DEPLOYMENT OF LOW-TECH INDUSTRIAL
SECTORS IN THE MEDITERRANEAN

16-17 September Marseille – Lucas ZUFIC - *Amerma*



Innovative
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the European Union

STUDY OBJECTIVES



- 01.** Identify low-tech industrial production sectors in the Mediterranean
- 02.** Illustrate these approaches with concrete examples of eco-responsible industrial practices
- 03.** Analyze the technical and socioeconomic challenges they face
- 04.** Foster potential Mediterranean collaborations
- 05.** Contribute to the development of a more sustainable and circular Mediterranean economy



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An innovative and creative approach to the design and development of products, services, processes, or systems

Objectives :

- to maximize their social utility,
- to minimize their environmental impact,
- to enable as many people as possible to access the solutions it produces and to have control over their content.

Implications :

- questioning needs to retain only what is essential,
- reducing technological complexity,
- maintaining what already exists rather than replacing it.

From :

ADEME,
Goodwillmanagement,
Low-tech Lab. 2022.
*État des lieux et
perspectives des
démarches «low-tech».*

Rapport - 48 pages.



PRESENTATION PLAN



1. Methodology

- Geographic and sectoral scope; sources used.
- Selection of case studies.
- Low-tech production approach; pursuit of industrial simplicity and robustness.

2. Environmental and industrial challenges in the Mediterranean

- The low-tech approach: a possible response to the current context.
- Accelerating the energy transition.
- Managing the circularity of material flows.
- Promoting resilient water resource management.
- Promoting local production and fostering regional industrial integration.
- Toward a robust Mediterranean production model.

3. Study cases

- APOC
- FAREDEIC
- FOODTOPIA
- KNOF
- KSAR TAFILELT
- VIRGOCOOP





Geographic and sectoral scope

- **9 countries in the Western Mediterranean:** analyzing the diversity of industrial contexts and available resources.
- **6 industrial sectors:** construction and civil engineering, agri-food, textiles, transportation, capital goods, and energy systems
- **Overview** of climate and environmental challenges, industrial dynamics, and low-tech practices.
- Based on **academic resources and institutional reports**
- **115 low-tech industry initiatives identified** with the help of more than 15+ expert sources (ADEME, Plan Bleu, OECD, WRI, etc.)





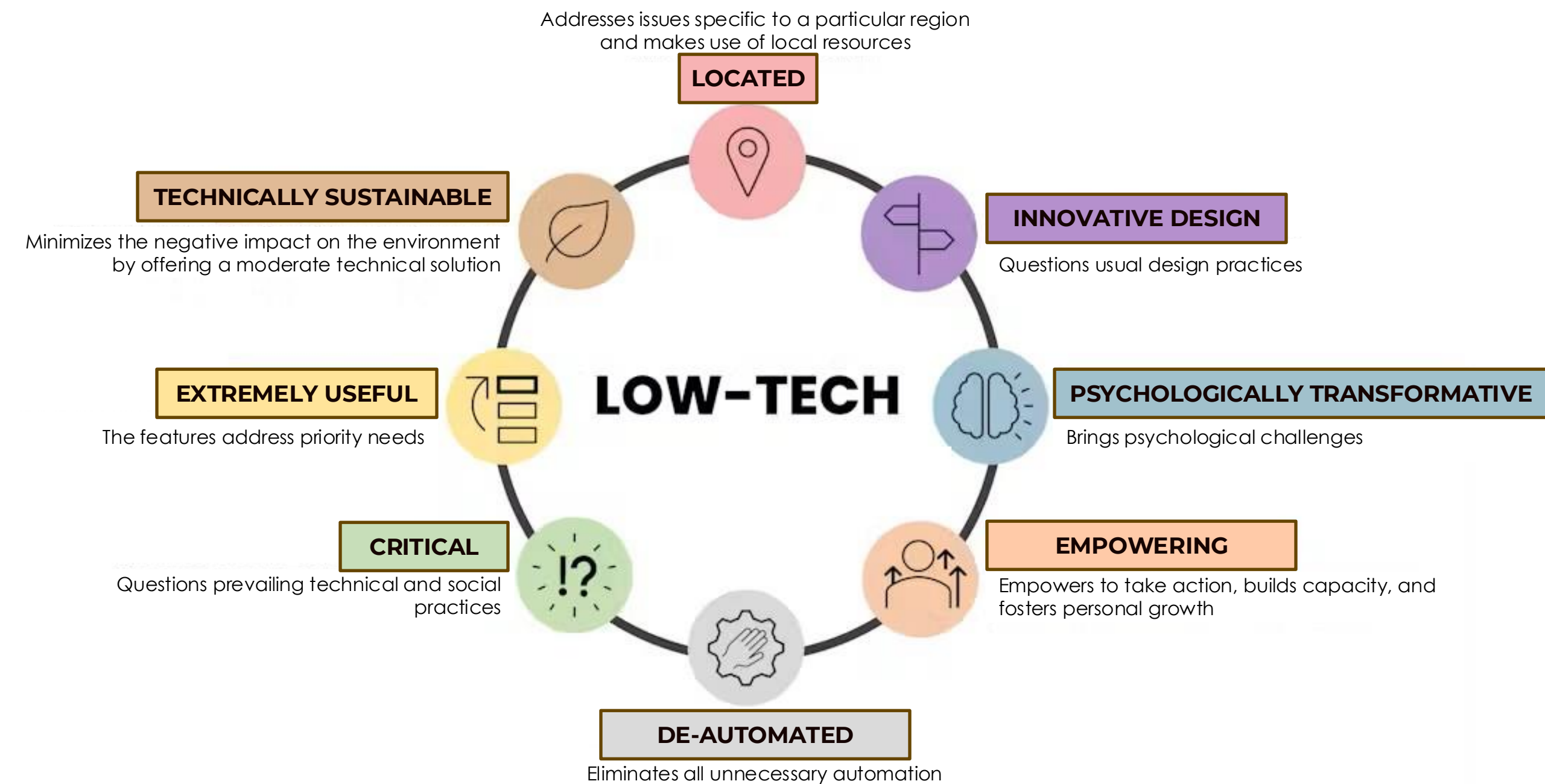
Study cases selection

Collaborative evaluation of projects, based on the following criteria:

- Technically sustainable
- Psychologically transformative
- Critical
- Located
- Empowering / emancipating
- Extremely useful
- Innovative design
- De-automated

Preselection of 40 case studies.

Selection of 6 case studies representing sectoral and geographic diversity.



Adapté de : Martin, A., Colin, C. et Gaultier, A. (2022). Cartographie du concept low-tech : guider la conception vers des techniques soutenables. Actes du 56ème Congrès de la SELF, Vulnérabilités et risques émergents : penser et agir ensemble pour transformer durablement, Genève, 6 au 8 juillet 2022.





The low-tech approach: a possible response to the current situation

The Mediterranean is a hotbed of unique environmental, economic, and social tensions.

Industry is constrained by several simultaneous dynamics:

- **Climate change**
- **Ecosystem degradation and biodiversity loss**
- **Dependence on energy, water, and materials**

The low-tech approach emerges as a potential structural response to these constraints.

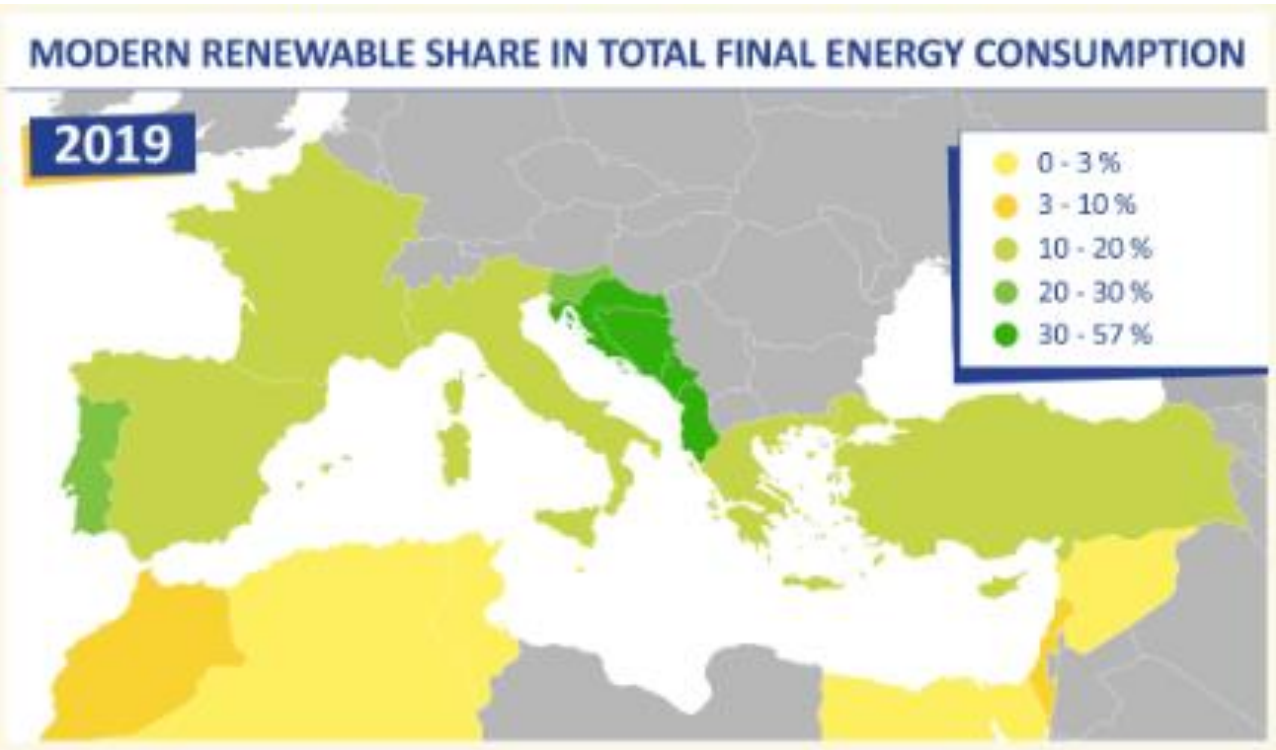


Valencia, Wednesday, October 30, 2024. David Ramos / Getty Images via AFP



CHALLENGES OVERVIEW

Accelerating the energy transition



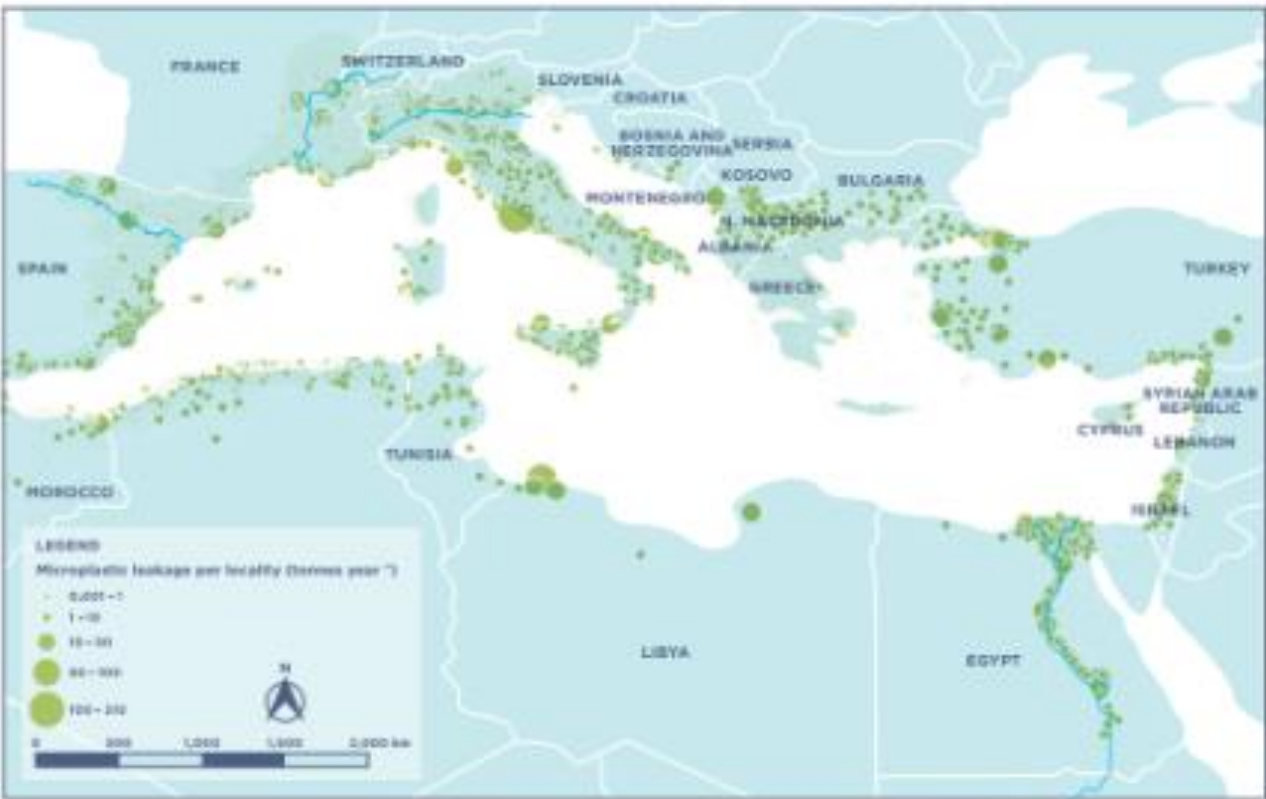
IEA and the U.N. Statistics Division & IRENA, Renewable Energy Statistics

Heavily dependent on fossil fuels.

Renewable energy : only 13% of the region’s energy demand.

Ensuring the circularity of material flows

Microplastic discharge into the Mediterranean Sea



IUCN, The Mediterranean : Mare Plasticum, 2020

Promoting resilient water resource management



Plan Bleu, « Water » Program 2025–2027

Major climate hotspot.

Summer precipitations expected to decline by 10 to 30 %.

Increase in droughts.

Promoting local production and foster regional industrial integration

Intraregional market remains one of the world’s largest.

Significant North-South disparities.



Quantification of material flows in the Western Mediterranean, Amerma, 2024



ANALYSIS OF 6 STUDY CASES



1. **APOC** - Water resource management – TUNISIA
2. **FAREDEIC** - Solar cooking equipments production – MOROCCO
3. **FOODTOPIA** - Industrial Norwegian cooking pots production – SPAIN
4. **KNOF** - Waste valuation of textiles, plastic and wood – SLOVENIA
5. **KSAR TAFILELT** - Desert eco-construction – ALGERIA
6. **VIRGOCOOP** - Retrofit of textile production infrastructures - FRANCE



Diversity of industrial sectors



Geographic diversity



Diversity of organizational, economic and technical models

These initiatives are not exceptions: they are **the first building blocks of a low-tech Mediterranean production model** capable of addressing the region's industrial challenges.

Objective : Analyze the technical and socioeconomic challenges faced by the manufacturer, and assess the potential and conditions for replicating and scaling up the model.





Wastewater treatment plant using Anaerobic digestion, Constructed wetlands, and Photocatalytic Oxidation

Technical processes :

- Mechanical and nature-based water treating processes.
- Solar panels and biomethanization system for energy sufficiency.

Sufficiency :

- Simple, reliable, robust biomimetic technologies requiring minimal energy and maintenance and no chemicals.
- For the essential local needs in water resource.

Business model :

- Fully funded by European funds: total installation cost of €360,000. Operating cost of €12,000 per year. R&D program of public interest, non profit motive.
- APOC treated wastewater currently 3 times more expensive than conventional water.



- | | |
|--|---|
| 1. Residential area and municipal wastewater | 7. "Raceway" type Solar Oxidation channel |
| 2. Primary treatment | 8. Treated water storage |
| 3. Anaerobic Digestion Reactor | 9. Renewable energy storage |
| 4. Clarifier / decanter | 10. Biogas |
| 5. Vertical artificial wetlands | 11. Photovoltaic panels |
| 6. Horizontal artificial wetlands | 12. Reuse of treated wastewater |

Miniature replica of the APOC treatment system

Replicability potential :

- **Very high for regions facing water stress**
- **Requirements: space, ample sunlight, and the involvement of local stakeholders**
- **Potential for replication is limited by the laws of many countries**





Production and distribution of low-tech solar cookers and dryers by rural women's cooperatives in Morocco.

Technical processes :

- Development of a semi-industrial production using minimal manufacturing tools and lightweight infrastructures for a handcrafted local assembly.

Sufficiency :

- Eco-design, local control over manufacturing, maintenance, and repair processes: technical self-sufficiency
- Potential to replace conventional energy with renewable, free, and locally available energy: reduced emissions and energy self-sufficiency.
- For essential cooking and food conservation needs.

Business model :

- Production and sale of solar equipment and services: manufacturing, marketing, awareness-raising, training.



Replicability potential :

- **Replicable in regions with abundant sunshine.**
- **Requires a preliminary economic analysis and primary institutional support.**





Manufacturing of a unique food-processing machine, the *Termopol*, and the launch of consumer cooperatives

Technical processes :

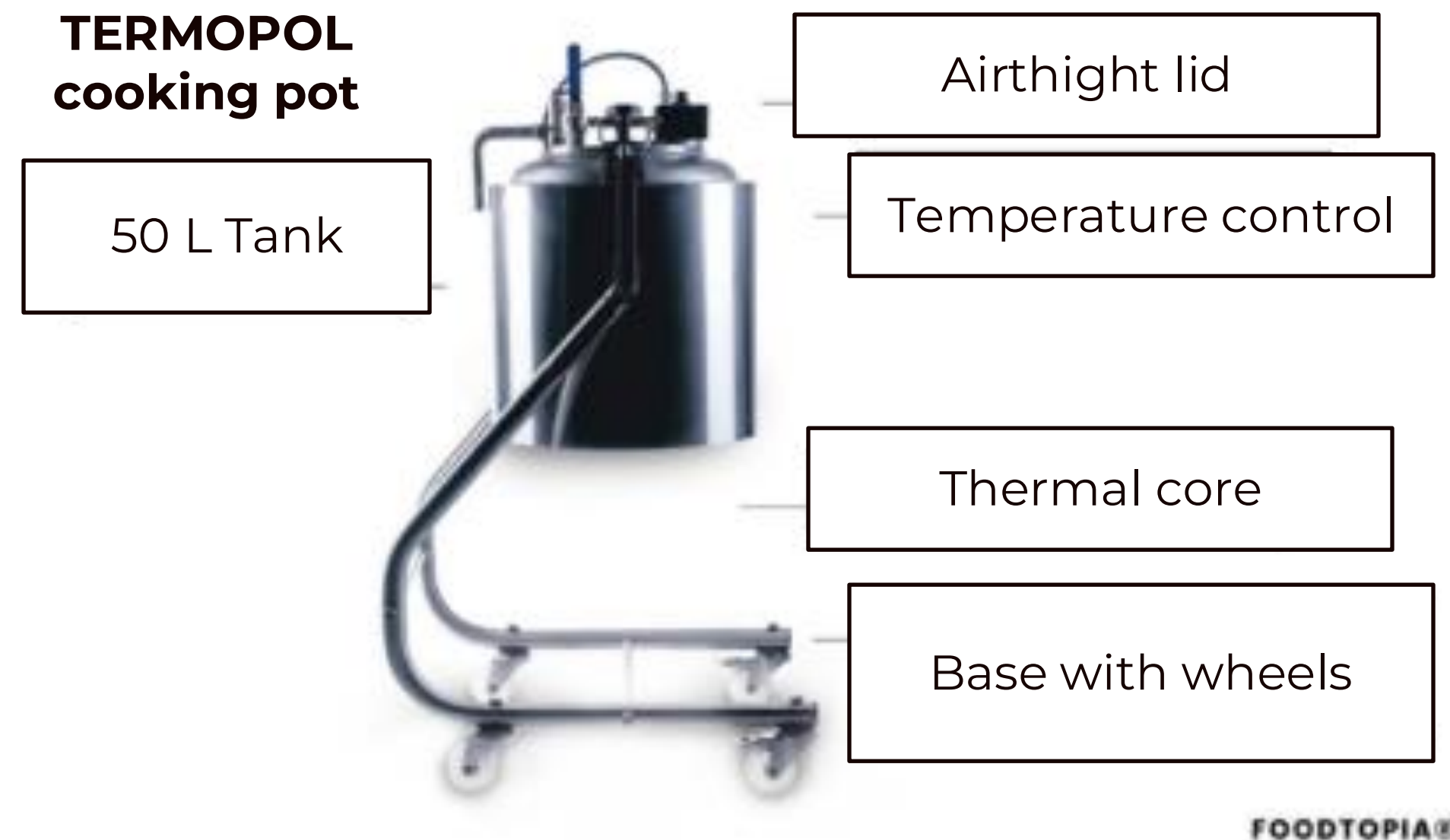
- Production of an improved Norwegian-style cooking pot using existing infrastructures with reused or locally available materials.

Sufficiency :

- Reduction in food packaging, kitchen appliances, energy consumption, food waste, water consumption
- Simple, reproducible, and accessible processes, with easily available, replaceable, and repairable components : estimated lifespan of 50 years.

Business model :

- Production and sale of Termopol and its vegan recipe database: made-to-order production in partner metal and electric workshops free of charge; optional training on how to use the product.



Replicability potential :

- **Replicable in any relevant community or regional ecosystem.**
- **Requires a strong partnership with local workshops.**
- **Highly adaptable in terms of outlets.**

KSAR TAFILELT - ALGERIA



Construction of an eco-neighborhood using local resources and traditional urban planning and construction techniques

Technical processes :

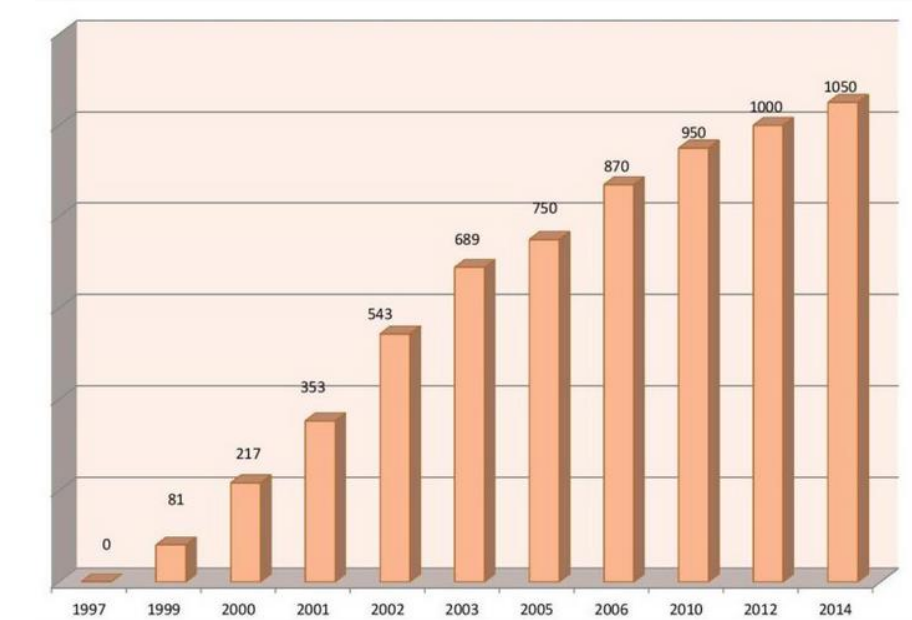
- Vernacular building methods, natural ventilation, bioclimatic orientation.
- Traditional urban planning: dense, narrow streets, row houses.
- Local materials and workshops: stone, wood, earth, sand.

Sufficiency :

- Preservation and revitalization of local artisanal industries.
- Comfort and energy efficiency, with reduction of GHG emissions.
- Affordable housing for young families, residents involved in construction, maintenance and governance, social values of solidarity.

Business model :

- Foundation that serves as a nonprofit developer, a no-interest lender for future homeowners, and the project manager. Charitable mission: cost price equals sale price
- Iterative construction in several phases with financial contribution of the Algerian government at first.



Number of housing units built between 1997 and 2014

Replicability potential :

- **Relevant for areas subject to heat stress**
- **Conditions: access to land, structured local governance, artisan workshops, community involvement, economic drivers**
- **Can be replicated in the form of modest eco-neighborhoods that use local resources and collaborative construction approaches.**



Innovative
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Production of eco-friendly fibers, cooperative organization, and development of technical expertise in production tools for the textile industry

Technical processes :

- Reuse of an old defibering plant; production line created from obsolete equipment, repaired and redesigned to improve use and maintainability.
- Construction of a second prototype line for semi-long fibers using salvaged parts.

Sufficiency :

- Relocation of hemp production and processing supply chain, creation of local business and jobs, regional resilience, using an existing infrastructure.
- Energy efficiency and solar self-consumption, and full utilization of the plant..
- Cooperative management : value redistributed to members and within the region

Business model :

- Sale of bales of hemp fiber for textiles and construction, and of complementary products and byproducts: sheep's wool and hemp straw.
- Cooperative Model: Cooperative Society of Collective Interest (SCIC) with 270 members : individuals, downstream companies, hemp producers.



Replicability potential :

- **Suitable for regions with fiber crops and available industrial facilities.**
- **Requirements: reusable equipment, maintenance skills, and a network of agricultural and textile stakeholders.**
- **Possible expansion to other natural fibers depending on regional contexts.**



Innovative
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Six approaches illustrating sustainable, locally-based production models



Common principles:

- **Mobilization of local resources**, materials, partnerships, public and private fundings, skills, and existing equipment.
- **Simple or adapted technical processes**, retrofitting, repair, bioclimatic design, and natural filtration.
- **Decentralized production organization**: local workshops, cooperatives, and distributed models.
- **Managing impacts** by reducing consumption, utilizing byproducts, and limiting heavy infrastructure.
- **Structuring regional supply chains** around appropriate volumes, local markets, and regional cooperation with partners.

Common limit : economic vulnerability, primarily due to the low profitability of the business as it is not a goal, which limits the ability to secure the investments necessary for any industrial activity.



Thanks!

Lucas ZUFIC
lucas.zufic@amerma.org



Innovative
sustainable economy

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This session will illustrate sufficiency with strategic projects across the Mediterranean

Keynote

Showcasing Mediterranean projects that drive a transition towards sufficiency



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knof

Fourth ISE Innovation Camp

Marseille, September 16, 2026

Presented by Simona Kelher

KNOF



LOCATION

**Krško,
Slovenia**



MISSION

Reducing waste



EXPERTISE

**Creating sustainable solutions with focus on textiles,
wood and plastics**

About Us

- 19 years of operation
- Social enterprise, employee-owned
- Employment of vulnerable groups
- The largest second-hand boutique and showroom in Slovenia
- Innovations in the field of circular materials and products made from recycled materials
- Raising public awareness of sustainability and actively engaging in advocacy for regulatory changes



**2ND HAND BOUTIQUE
& FURNITURE
SHOWROOM**



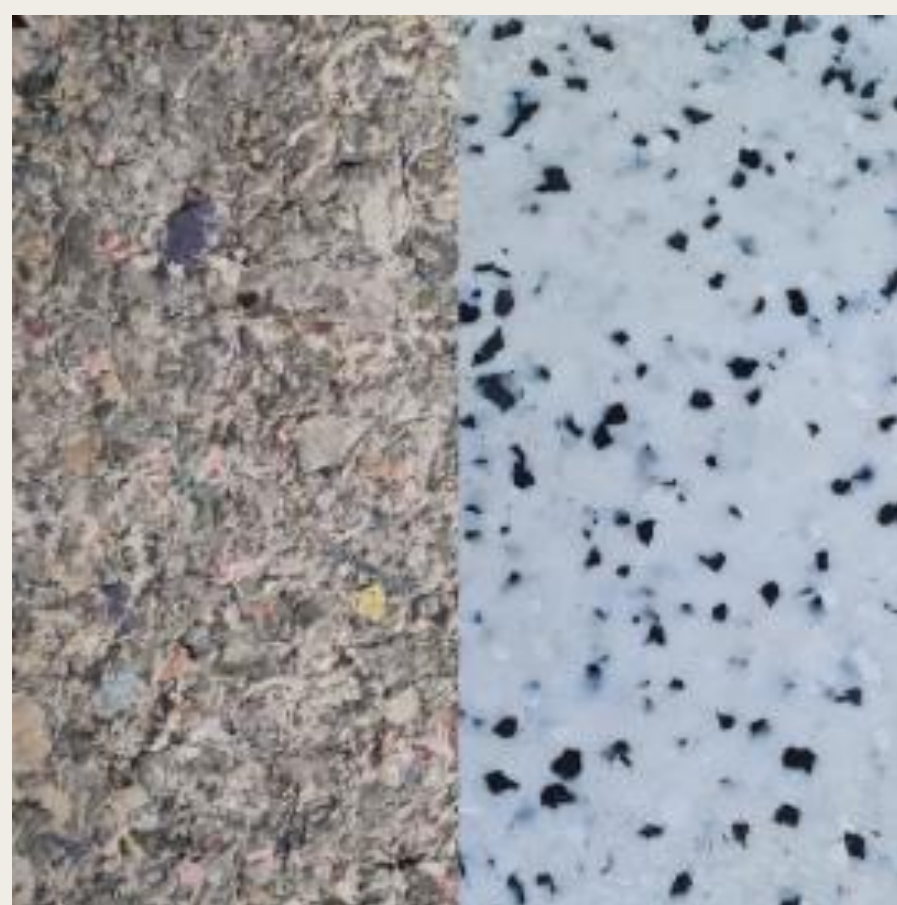
**CLOTHING REPAIRS
& REDESIGN**



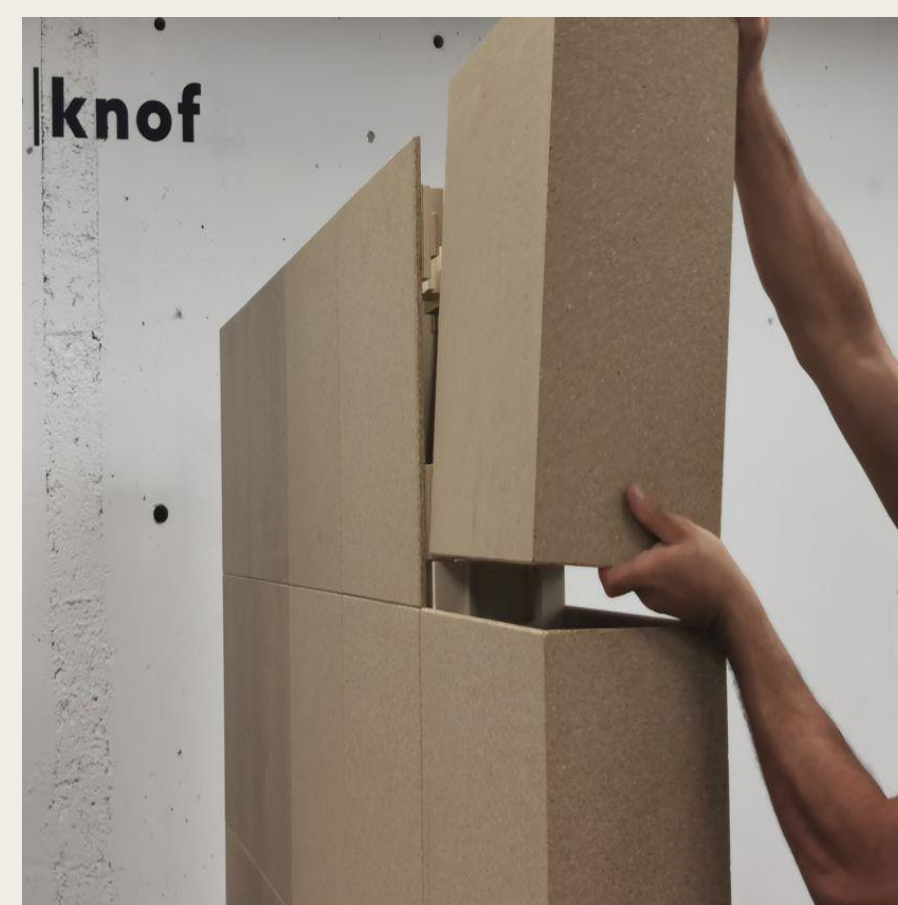
**FURNITURE
REFURBISHMENT &
REDISGN**



**SUSTAINABLE
PRODUCTS &
CORPORATE GIFTS**



**RECYCLED
MATERIALS**



**MODULAR
PARTITION WALL**



REUSE LAB



**REUSE WORKSHOPS
& LECTURES**

Social Impact 2025



- 11/15 employees from **vulnerable groups**
- 6/15 employees **aged 50+**
- **667 attendees** of our workshops and lectures

Environmental Impact 2025



- **27.740,12 kg** of collected material (clothing, furniture, leftover material)
- **2.523 kg** recycled materials produced

FabLab



KNOFtex

Acoustic panels made from locally gathered textile



KNOFbord

Recycled plastic board from locally gathered leftover material at production



KNOFmowa

Modular partition wall from repurposed wood waste or leftover material

Handmade & Boutique Production



Handmade Production Process

- Focus on artisan skill rather than automated industrial lines

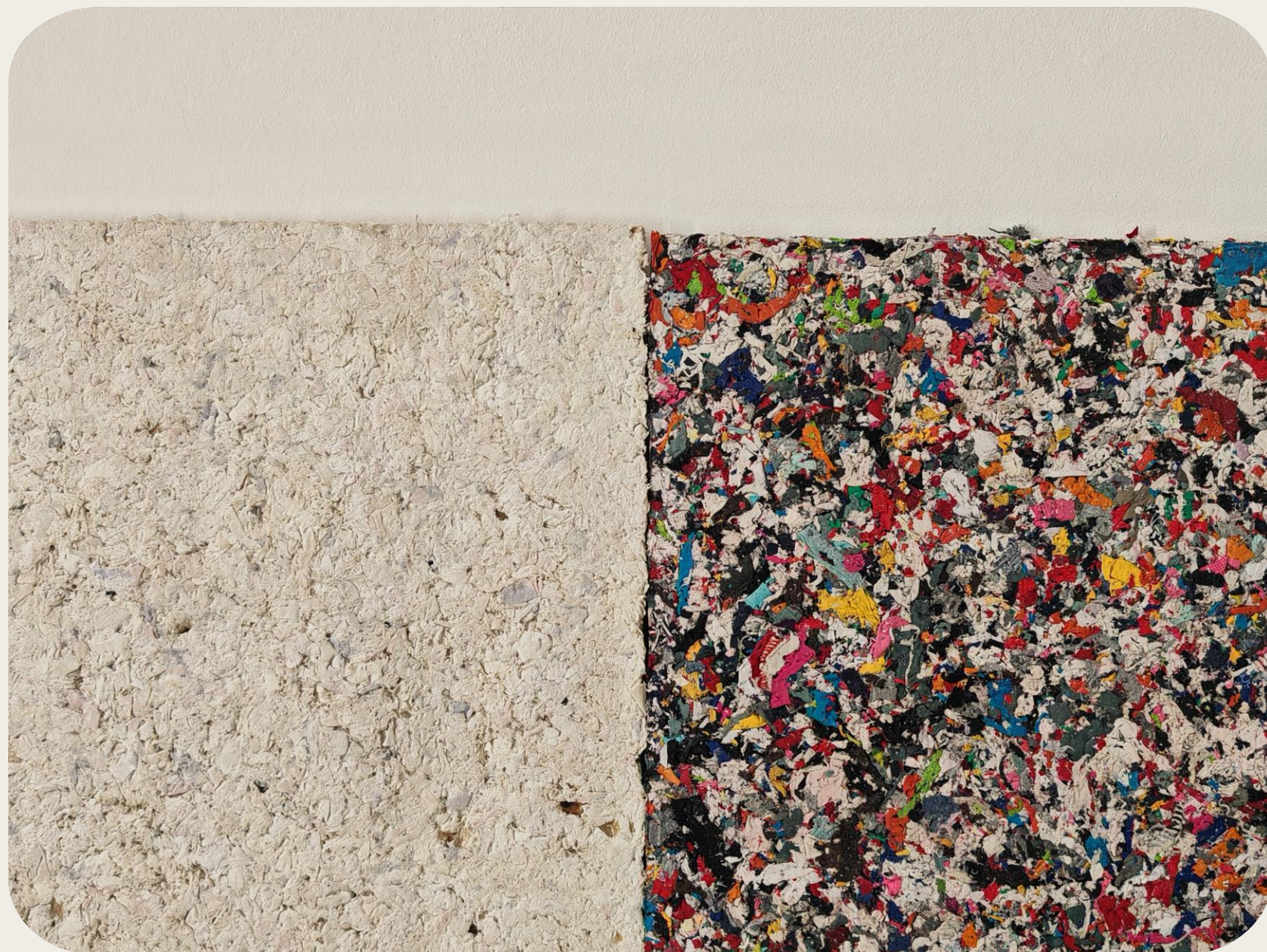
Boutique Production Model

- Small-batch, flexible manufacturing instead of mass production
- Tailored pieces and custom local orders

Fully Local Raw Materials

- Sourcing locally to minimize transportation footprint and support regional networks
- Gathering waste material, leftover material at production

Sustainable Equipment & Machinery



Repurposed equipment

- 2nd hand equipment
- Household appliances

Multipurpose and adaptable machinery

- The same machinery used for different products and materials

DIY equipment

- Example: molds from repurposed wood waste

Inclusive Ecosystem & Accessible Processes



Low Barrier to Learn

- Accessible production processes, intentionally easy to learn to empower vulnerable social groups

Internal Maintenance

- Supported by internal technical maintenance and local partnerships for specialized tasks

Local Collaborative Ecosystem

- Active community involvement in waste collection, public engagement, and collaborative ecosystem building

Custom Innovations

- Custom features developed in-house to meet exact operational needs

KNOFtex production

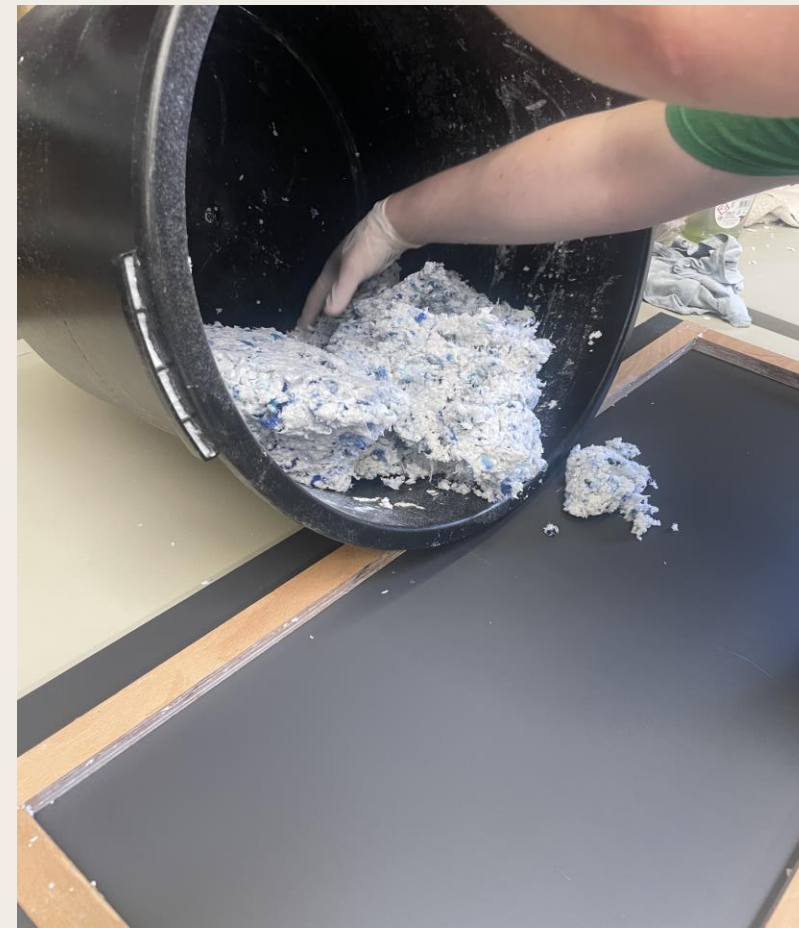
Acoustic panels from textile waste



Cutting the
textile



Grinding the
textile



Mixing it with
non-toxic
adhesive



Pressing the
mixture **into**
mold



Air drying the
panels

35 cents for reuse: Systemic Regulation and Financing of Reuse in Slovenia

Problem

- Reuse is not systematically regulated in Slovenia

Our proposal

- establishment of stable co-financing for regional reuse centers using existing municipal utility fee funds
- (0.35 € / household)

Our goal

- each person has a reuse center in radius of 30 km from their home

PRO for textile in Slovenia

- in the making

“There is no planet B.”
knof

More information:
prodaja@knof.si

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Keynote

Showcasing Mediterranean projects that drive a transition towards sufficiency



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Study on Low-tech industrial sectors
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CO-EFFECT Project Presentation

16 september 2026

Economy of Functionality and Cooperation

The Co-EFFECT Project

8 Partners

Project
partnership

33 Months

Project
duration

1,69 M €

Project
budget

1,35 M €

ERDF funding

Objectives : *Implementing the principles of the **Economy of Functionality and Cooperation (EFC)** across 5 ecosystems*

“

« *The Economy of Functionality and Cooperation is an economic model focused on **value in use rather than solely on the sale of material goods**. Beyond its environmental benefits, it also contributes to strengthening organisations by creating new opportunities, fostering innovation and local synergies, and enhancing competitiveness* »

Source : French Agency for Ecological Transition (ADEME / France)

”

Ownership

**Use**

Extraction

**Regeneration**

Quantity

**Quality**Individual
performance**Collective
cooperation**



➤ Michelin and “pay-per-use” tyres

Implementation: Michelin offers transport companies tyre leasing contracts based on the number of kilometres travelled rather than on the purchase of tyres.

Benefits: Less waste, optimised maintenance and reduced costs for transport companies.

➤ Philips and Lighting as a Service

Implementation: Instead of selling light bulbs or lighting equipment, Philips provides businesses and local authorities with a lighting service where they only pay for the light they use. Philips retains ownership of the equipment and is responsible for its maintenance.

Benefits: Optimised energy consumption, reduced electronic waste, and guaranteed efficient and sustainable lighting.

PHILIPS

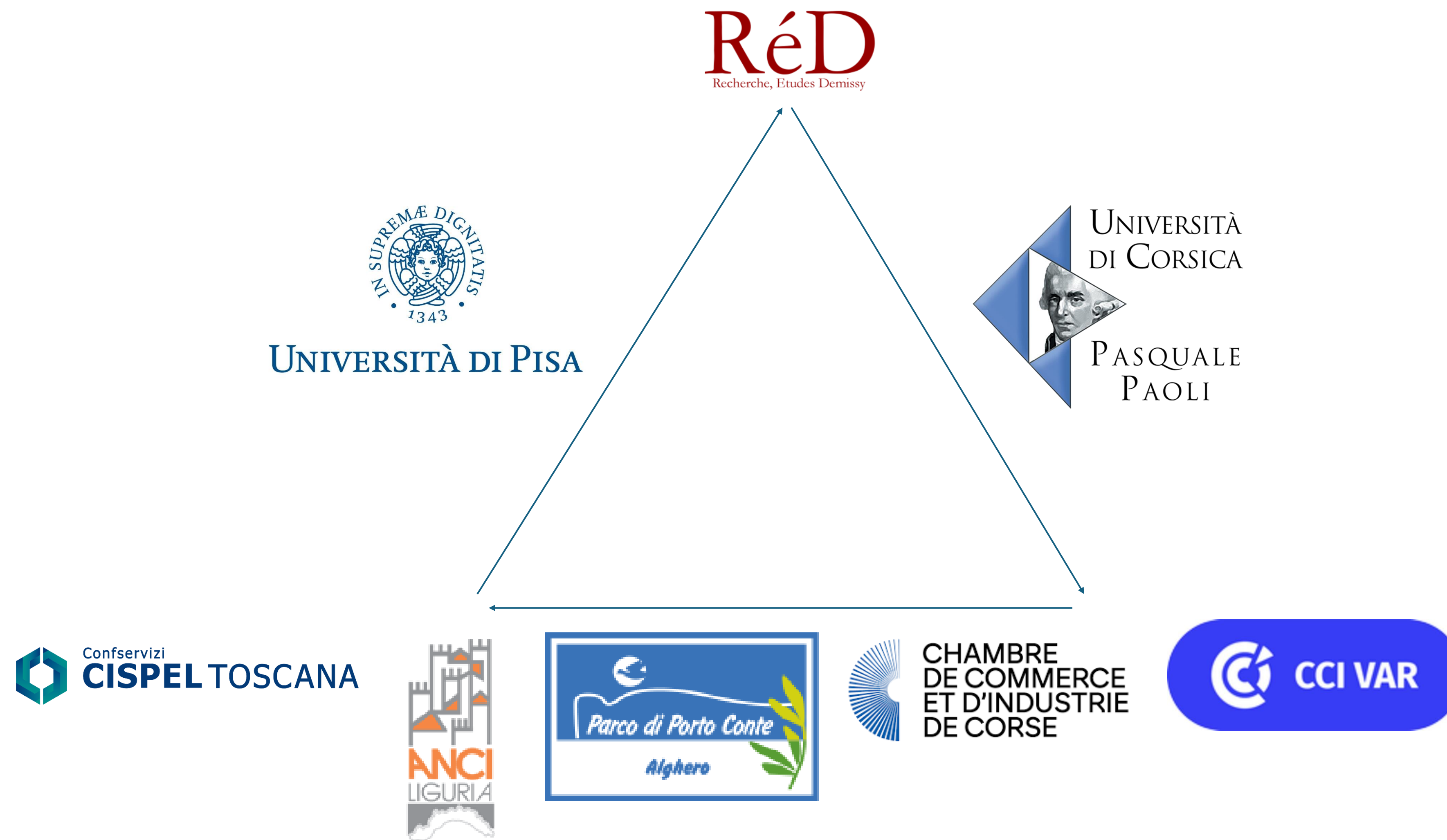
Lighting

Project objective

Implementation of EFC principles within **5 Territorial Cooperative Ecosystems (TCEs), including one in Toulon:**

- Mobilising local stakeholders: businesses, local authorities, educational institutions, associations, etc.
- Objective: **to co-develop sustainable, resilient and inclusive solutions**
- A paradigm shift: from an individual and competitive approach → towards cooperation at territorial level
- Actions structured around key themes: food, energy, mobility, education, culture, etc.

The partnership



- **Association bringing together companies from the maritime sector in the Toulon port area (voluntary membership):**
 - Founded in 2016
 - Bringing together and representing private-sector maritime professionals
 - Representing its members before elected representatives, institutions and military authorities
 - Acting as a driving force for the development of the maritime economy and the decarbonisation of the sector
- **Key figures :**

32 members

€282 million in revenue

740 direct jobs





Facilitator
1 year



6 individual meetings

UMRT · CCI du Var · facilitator · 6 volunteer companies

Objectives: understand the challenges and assess the initial prerequisites: activities, proposals, constraints and areas for cooperation.

6 collective workshops

Format: 1 half-day per workshop

Objectives: stabilize and develop ECTs and synergies. Themes will be defined according to needs and the maturity of the projects.



Overall goal: bring out integrated shared solutions at the scale of the port ecosystem

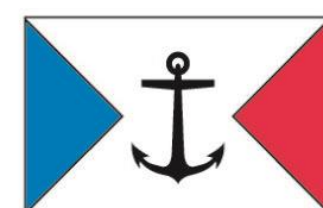
Companies involved

STATION DE PILOTAGE



Activity: Assistance and coordination of operation for boats over 45 meters long, mandatory service.
Initiatives: Carbon footprint assessment, renewable fuel, and priority use of the least fuel-intensive pilot boat.
CO-EFFECT involvement: Sharing of resources : equipment, certain journeys, common area arranged

COMPAGNIE MARITIME CHAMBON



COMPAGNIE MARITIME
CHAMBON



Activity: Help cargo ship ; assistance and rescue at sea.
Initiatives: Work on reducing the carbon footprint and boats connected at the dock (electric charging)
CO-EFFECT involvement: reduce impact by exploring more sustainable propulsion systems and fuels.

SCOP LAMANAGE



Activity: responsible of mooring and unmooring of boats, light towage and pollution-control operations.
Initiatives: Sharing of maritime resources.
CO-EFFECT involvement: Sharing more equipment and contracts, as well as joint management of maintenance waste.

CEGELEC



Activity: Repair and do maintenance of both civilian and military boats.
Initiatives: manage 35 waste streams, recycle oil, use pollution-control solutions.
CO-EFFECT involvement: Developing reuse, exchanges of materials and equipment at local level.

ENVISAN



Activity: specializing in the treatment and recovery of marine sediments and excavated soils.
Initiatives: Transforming mineral waste into potentially reusable materials.
CO-EFFECT involvement: Developing local outlets for these materials and promoting their use in future projects.

**CORSICA
FERRIES**



Activity: Maritime transport of passengers, vehicles and freight in the Mediterranean.
Initiatives: On-board waste sorting, reduced fuel consumption, system for cetacean protection
CO-EFFECT involvement: Collective management of resources, waste and port-related flows (vehicles and goods)

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REVIVE: Community based innovative business model

REVIVE



The Innovative Community Cooperatives

Dr. Eudokia Balamou
Larnaca and Famagusta Districts Development
Agency
4th Innovation Camp: 16-17 September 2026



Innovative
sustainable economy

Interreg
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Co-funded by
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Our Rural Areas



The emptying out of rural areas and the accompanying brain drain are fuelling inequality in the EU's most depopulated regions



Silent blight in a countryside of empty homes and shut shops

Young people are leaving rural areas of Europe for the cities at a time when birth rates are at historic lows. As the countryside empties, should rising immigration be seen as a solution, not a problem?





The REVIVE Project

Objective

To implement innovative solutions for a sustainable economy and accelerate the transition towards competitive, sustainable, and resilient ecosystems in the internal (rural) areas of Mediterranean region.

How we achieved this?

- ✓ Methodological framework – **REVIVE Business Model Framework**
- ✓ Creation of the REVIVE cluster of **Innovative Community Cooperatives**
- ✓ **Digital Innovation Hubs** for improving digital skills
- ✓ **7 pilots testing** new collaborative business models and solutions of advanced technologies/ immersive experiences
- ✓ **Transferability** and sustainability of project results



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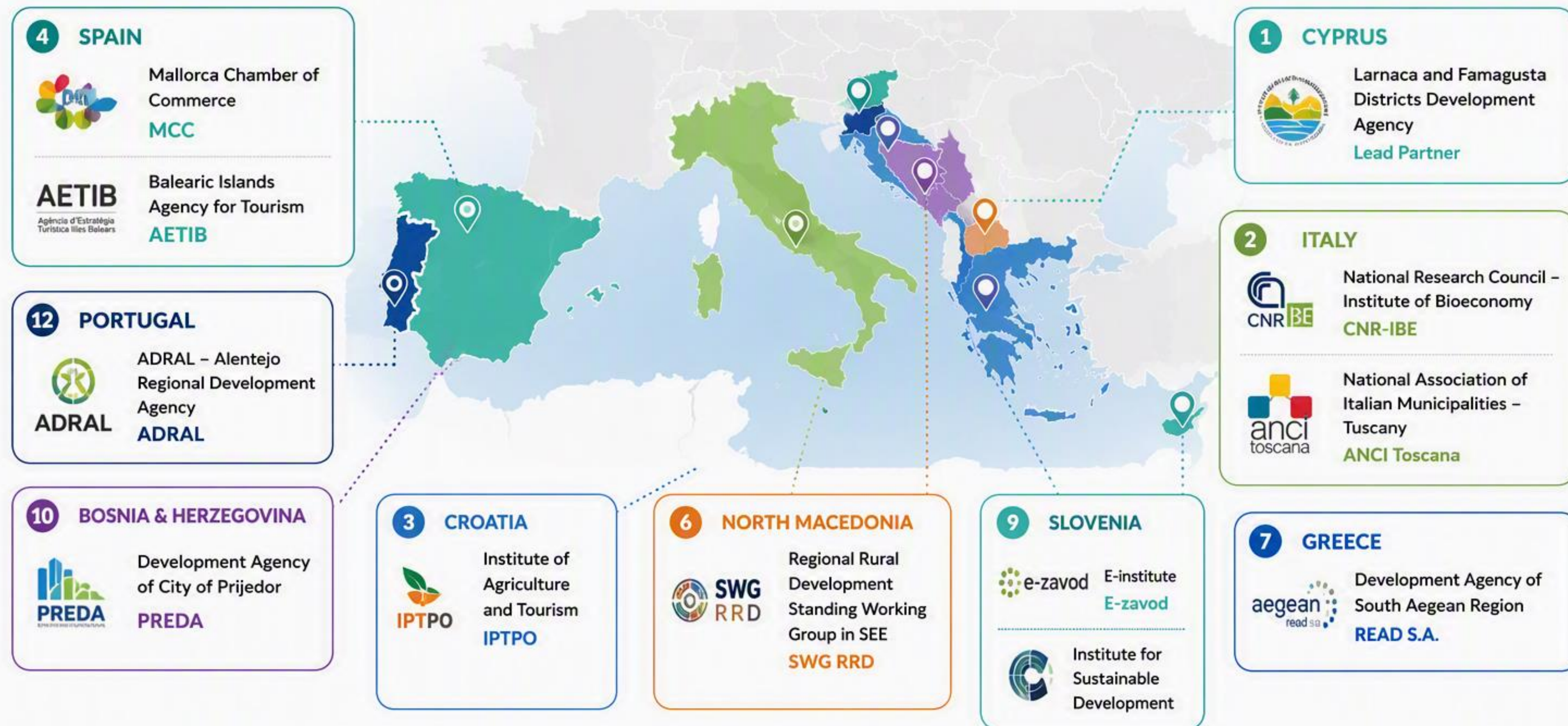


REVIVE PARTNERSHIP

Across the Euro-MED Area



A transnational partnership working together for
rural revitalisation and innovative sustainable economies



12 PROJECT PARTNERS



9 COUNTRIES



FROM PILOT TESTING TO
TERRITORIAL TRANSFER

led by
European Union



The Innovative Community Cooperatives

What is a REVIVE ICC?

A place-based collaborative network where citizens, businesses, associations, research bodies and public authorities act together for territorial revitalization.

Core features:

- Community-led and oriented to collective welfare.
- Builds a common vision and trust among local actors.
- Links agriculture, agri-food, tourism, culture/creative industries, forest-wood
- Uses digital innovation and shared services to increase visibility and quality of life.

From pilots to
cluster

01

Local needs & resources

02

Shared vision & action plan

03

Functioning territorial
business model

04

REVIVE transnational ICC
cluster



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The REVIVE Approach to Territorial Business Model (TBM) Development

RURAL CHALLENGES, TERRITORIAL SOLUTIONS

Mediterranean inland areas face structural challenges that require **integrated** and **community-driven** responses.



Depopulation



Low economic dynamism



Poor digitalization



Lack of job opportunities



Limited collaboration



THE LIMIT

- These dynamics **cannot be effectively** addressed through **top-down or sectoral policies** alone (Barca et al., 2012; Pisano et al., 2016).
- Such approaches often **fail to activate local resources and competences** (Ansell & Gash, 2008; Candeloro & Tartari, 2025).



REVIVE APPROACH



Integrated and **place-based** strategies focused on communities



Communities as **active actors**



Shared **identity** and **social ties**



Capacity for **collective action**



REVIVE puts **communities** at the centre of territorial transformation.



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The REVIVE Approach to TBM Development

FROM FIRM-BASED BUSINESS MODEL TO TERRITORIAL VALUE CREATION



The challenge becomes understanding how these collective dynamics can be **structured and sustained over time** through **business models** capable of supporting **long-term territorial sustainability**.

1

TRADITIONAL BUSINESS MODEL



FIRM-CENTRED LOGIC

- Value creation
- Value delivery
- Value capture
- Organisational business logic

2

EVOLUTION OF THE BUSINESS MODEL CONCEPT



FROM FIRMS TO SYSTEMS

- Coordination among actors
- Co-creation processes
- Collaborative governance
- Shared decision-making and trust-building

3

TERRITORIAL BUSINESS MODEL



TERRITORIAL AND PLACE-BASED LOGIC

- Collective territorial value creation
- Mobilisation of local resources and capabilities
- Multi-actor collaboration and co-production
- Long-term territorial development and well-being



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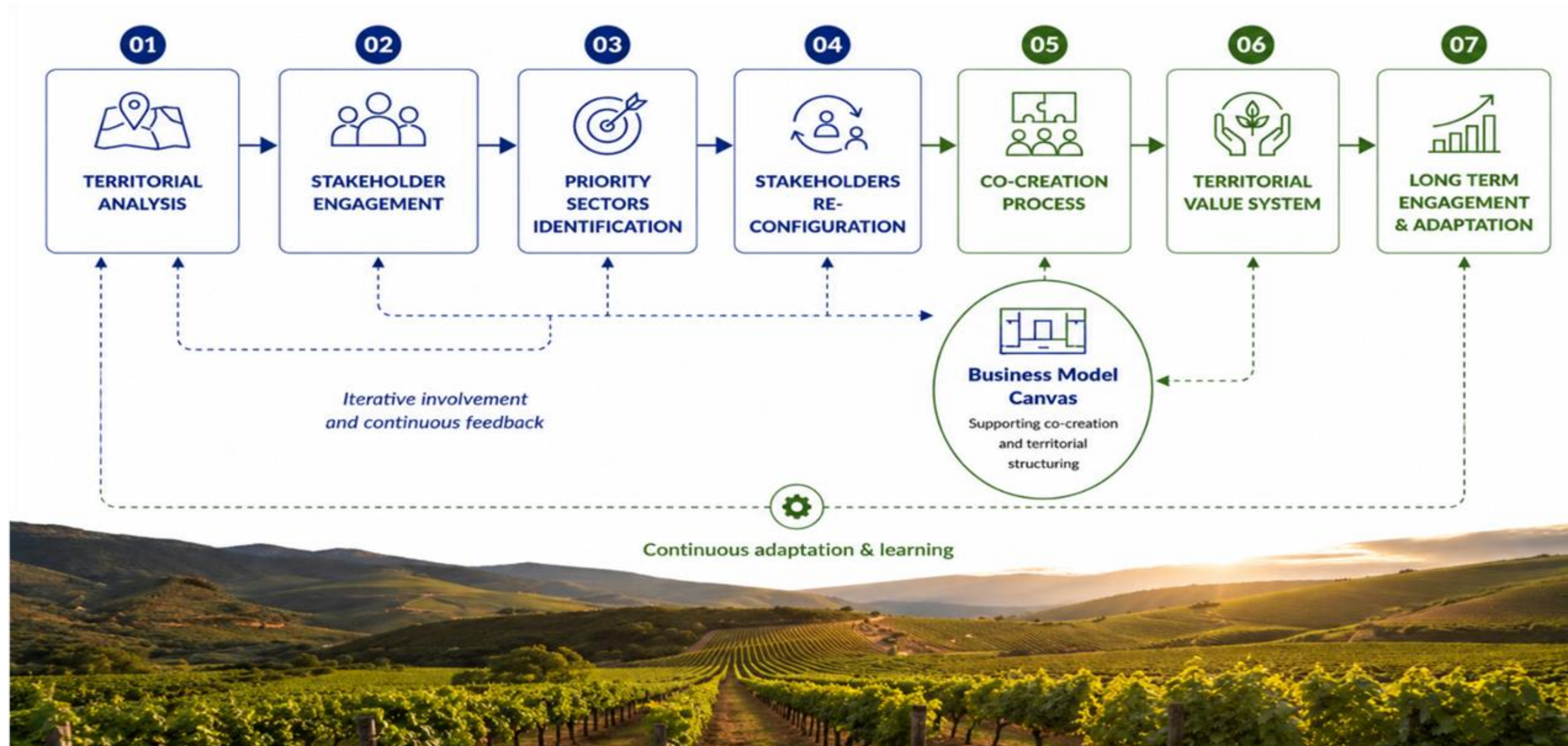
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The REVIVE Approach to TBM Development

THE REVIVE TERRITORIAL BUSINESS MODEL PROCESS



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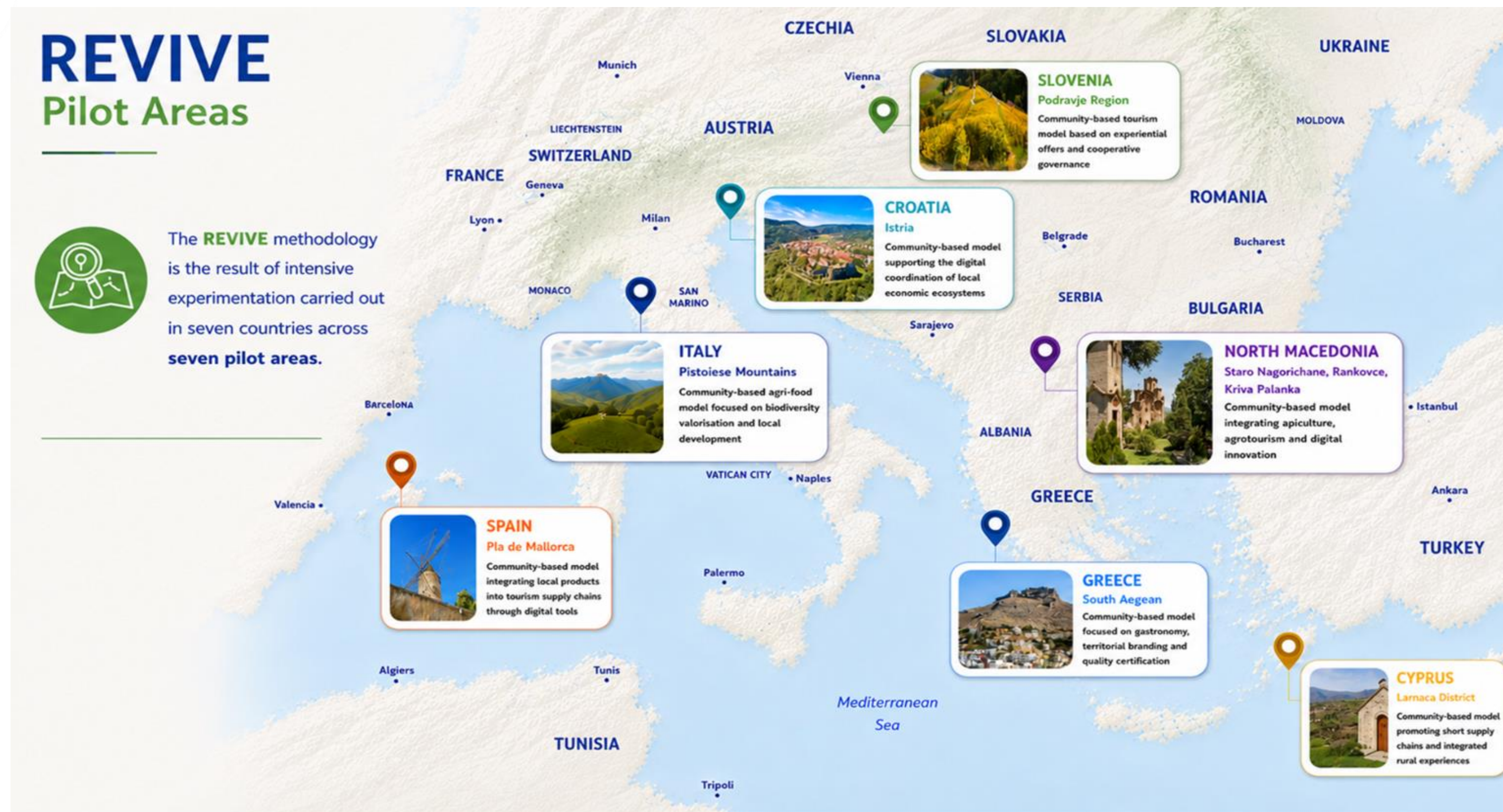


REVIVE Community based innovative business model

REVIVE Pilot Areas



The **REVIVE** methodology is the result of intensive experimentation carried out in seven countries across seven pilot areas.



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The pilots - Cluster of Rural Larnaca

Cyprus | 2 municipalities and 39 rural communities

A light, flexible cluster to connect food, crafts, villages and rural tourism under a shared territorial identity

Key actions

- Governance setup, advisory board and internal rules for the Cluster of Rural Larnaca.
- Shared branding, communication campaign and “We Eat Locally” events to promote products and traditions.
- AI holographic avatar, AR/VR content, booking platform and DiGiNN digital skills labs.

Expected value

Higher visibility for micro-producers, stronger short supply chains and more attractive year-round rural experiences.



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Cluster of Rural Larnaca | TBM in Practice & Impacts

How the TBM works

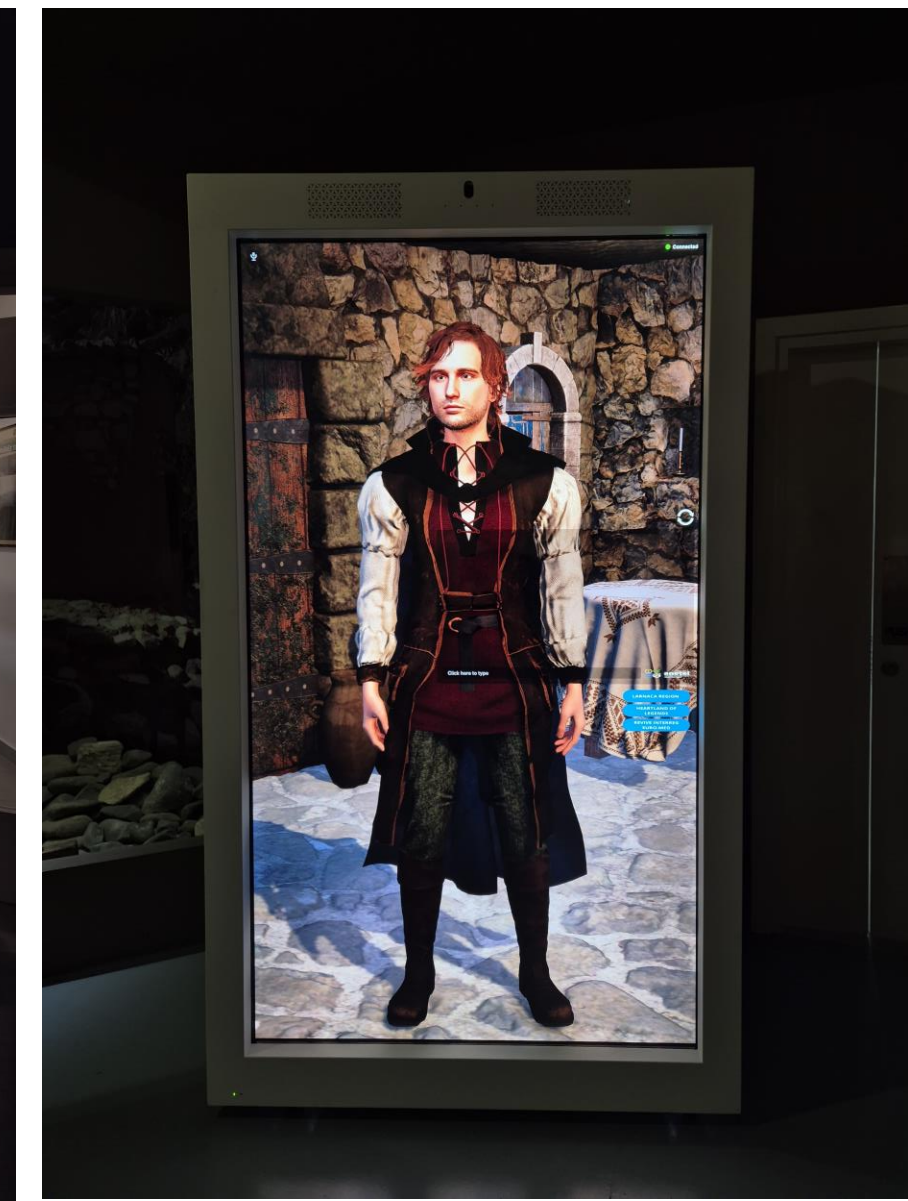
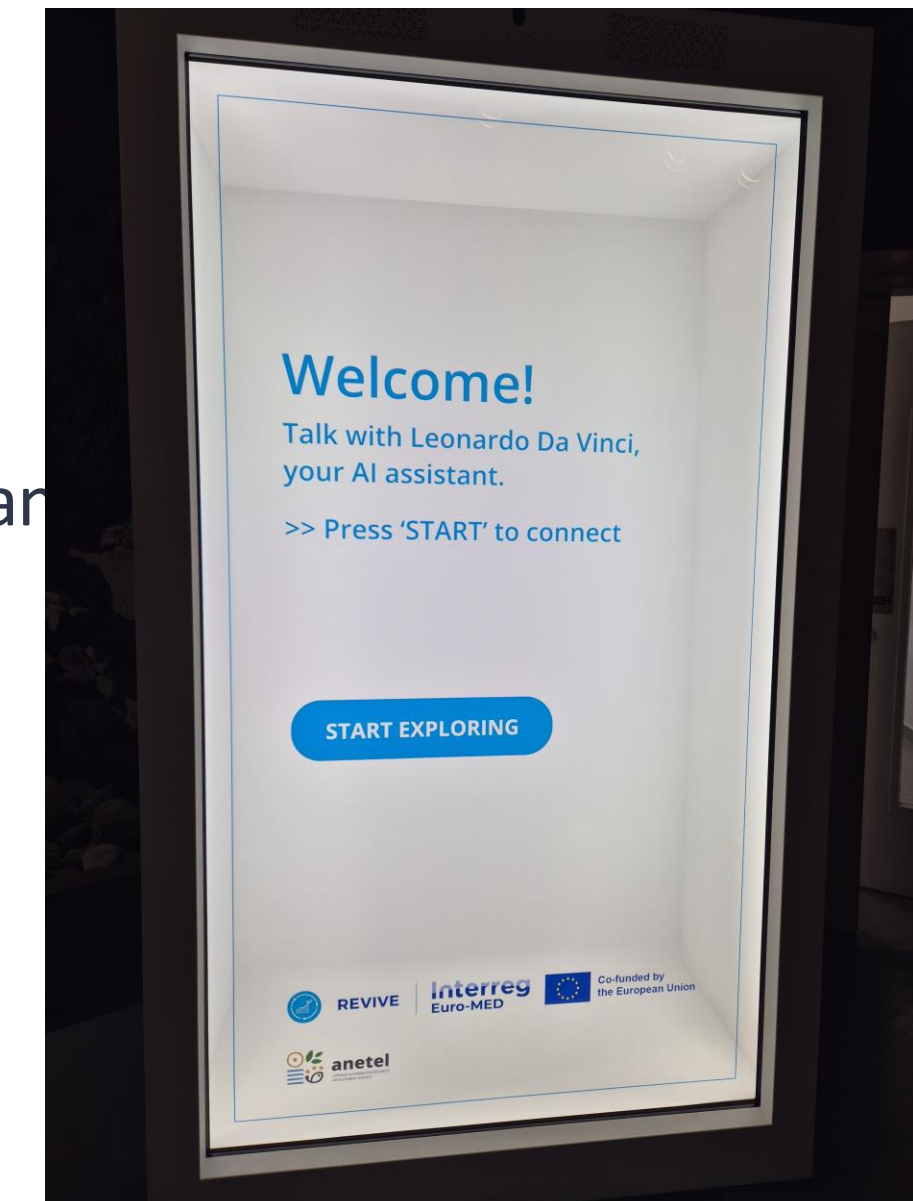
- Advisory Board and internal rules coordinate public, private and community actors
- Unified Rural Larnaca brand and “We Eat Locally” events create shared market presence and promote direct connection between producers and consumers
- Booking platform, AR heritage QR codes and AI Avatar make products and experiences visible

Community services

- Common promotion and territorial storytelling
- Digital skills training with DiGiNN / EDIH Cyprus
- Collaboration support for SMEs, associations and villages

Generated impact

Economic growth - more direct sales and year-round visitor demand; stronger **digital** skills and **community pride**; lower **environmental** pressure by supporting short supply chains and on sites through digital experiences.



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sustain



The pilots: The Food Community of the Pistoiese Mountains

Tuscany | Abetone Cutigliano, San Marcello Piteglio, Sambuca Pistoiese

A Food Community that connects producers, restaurants, tourism and digital storytelling in a mountain territory.

Key actions

- Community cooperative governance setup - Charter of Values, legal setup as third-sector association and open membership model; 13 founding members grew to 21 members.
- Communication and marketing strategy: logo, website, local sales points, awareness-raising events & tastings
- Recovery and enhancement of local products - biodiversity mapping, product catalogue
- Immersive digital experiences - digital skills training; 360° videos and VR platform

Expected value

Direct sales, local product visibility, biodiversity valorisation and new opportunities in food, tourism and digital services.



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The Food Community of the Pistoiese Mountains | TBM in Practice & Impacts

How the TBM works

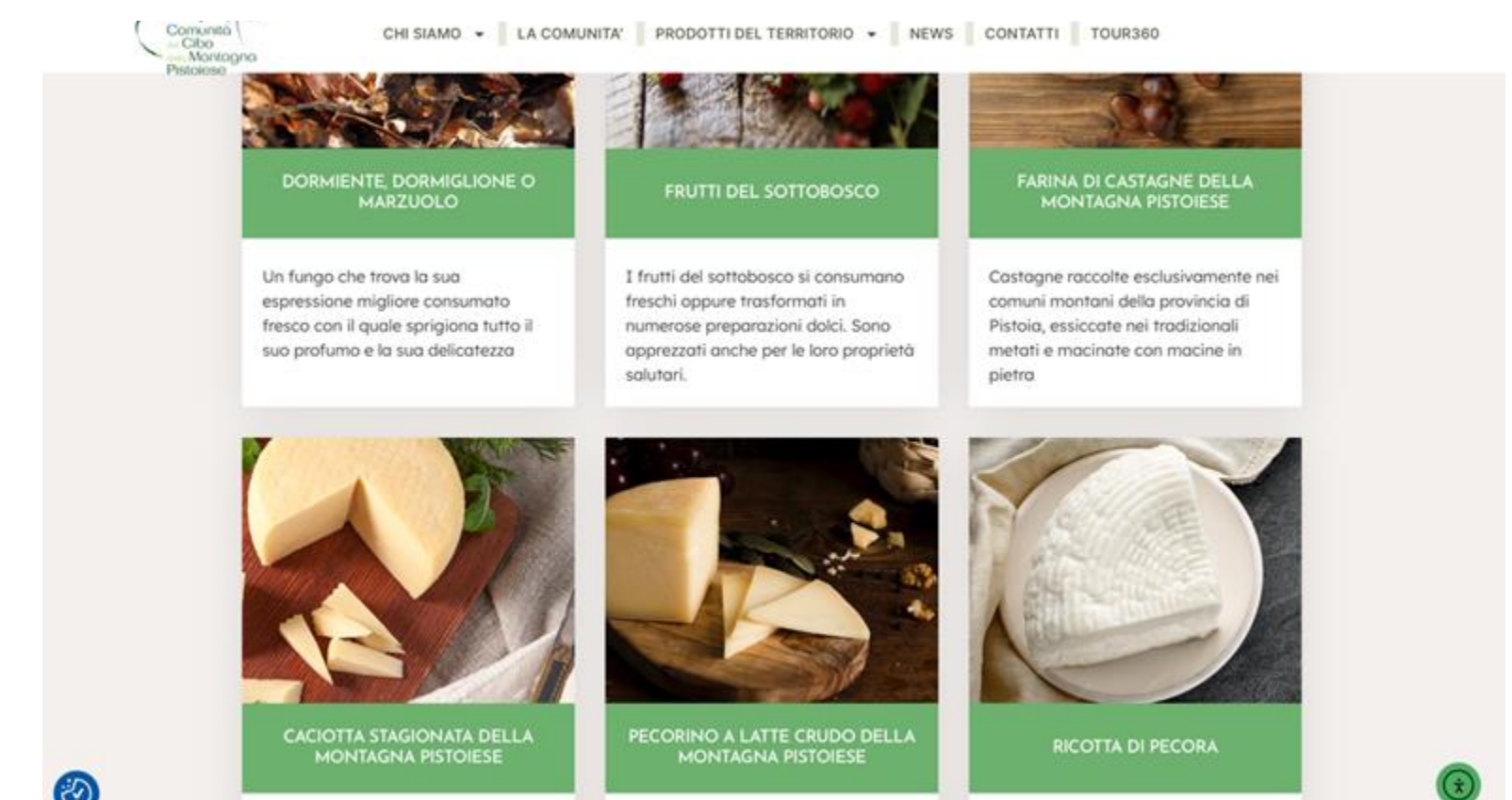
- Charter of Values and third-sector association: 13 founding members → 21 members
- Producers, restaurants, agritourism and retailers connected through sales points, fairs and markets
- Native varieties, seasonal catalogues and 360° videos turn local products into territorial experiences

Community services

- Shared brand, website and promotional materials
- Biodiversity mapping and seasonal product catalogue
- Digital training, VR content and coordinated event participation

Generated impact

Greater visibility for small producers and more local value retained; biodiversity conservation; reduced transport through short supply chains.



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The pilots - Istria

Croatia | Buzet, Oprtalj-Portole, Lanišće, Cerovlje and Lupoglav

A B2B digital network where local businesses publish offers, requests, information and cooperation opportunities

Key actions

- REVIVE Istria platform developed with EDIH Adria and local IT expertise
- Users can create profiles, search databases and receive automated notifications
- Digital postcard and digitalisation action plan strengthen territorial visibility

Expected value

Reduced fragmentation, better matching of supply and demand, stronger local circulation and less waste of unsold goods



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The pilots - Istria | TBM in Practice & Impacts

How the TBM Works

- REVIVE Istria platform acts as marketplace, catalogue and networking hub
- Businesses publish offers and requests, create profiles and receive automated notifications
- Public authorities, DMOs, LAGs and EDIH Adria support uptake and governance

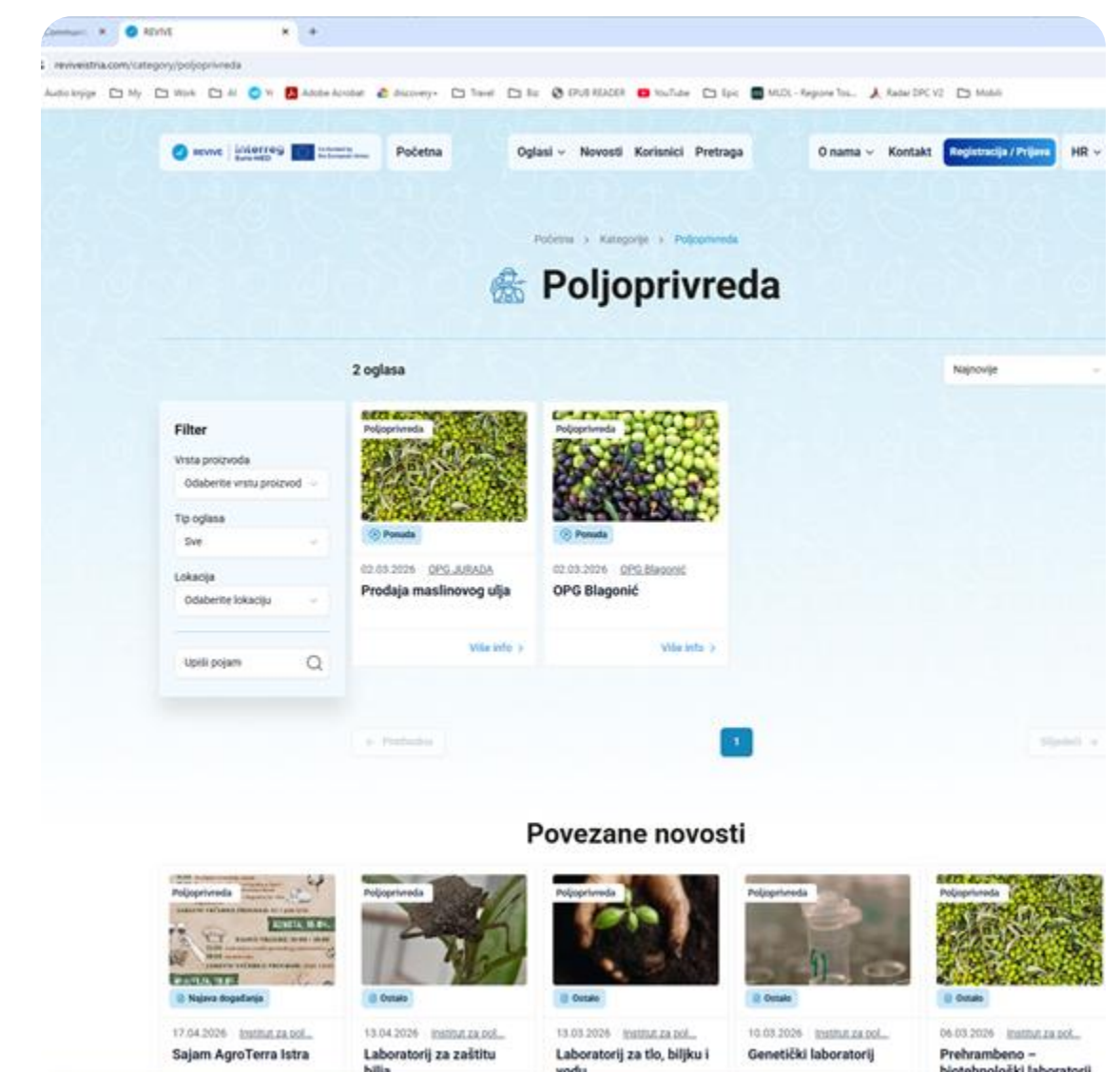
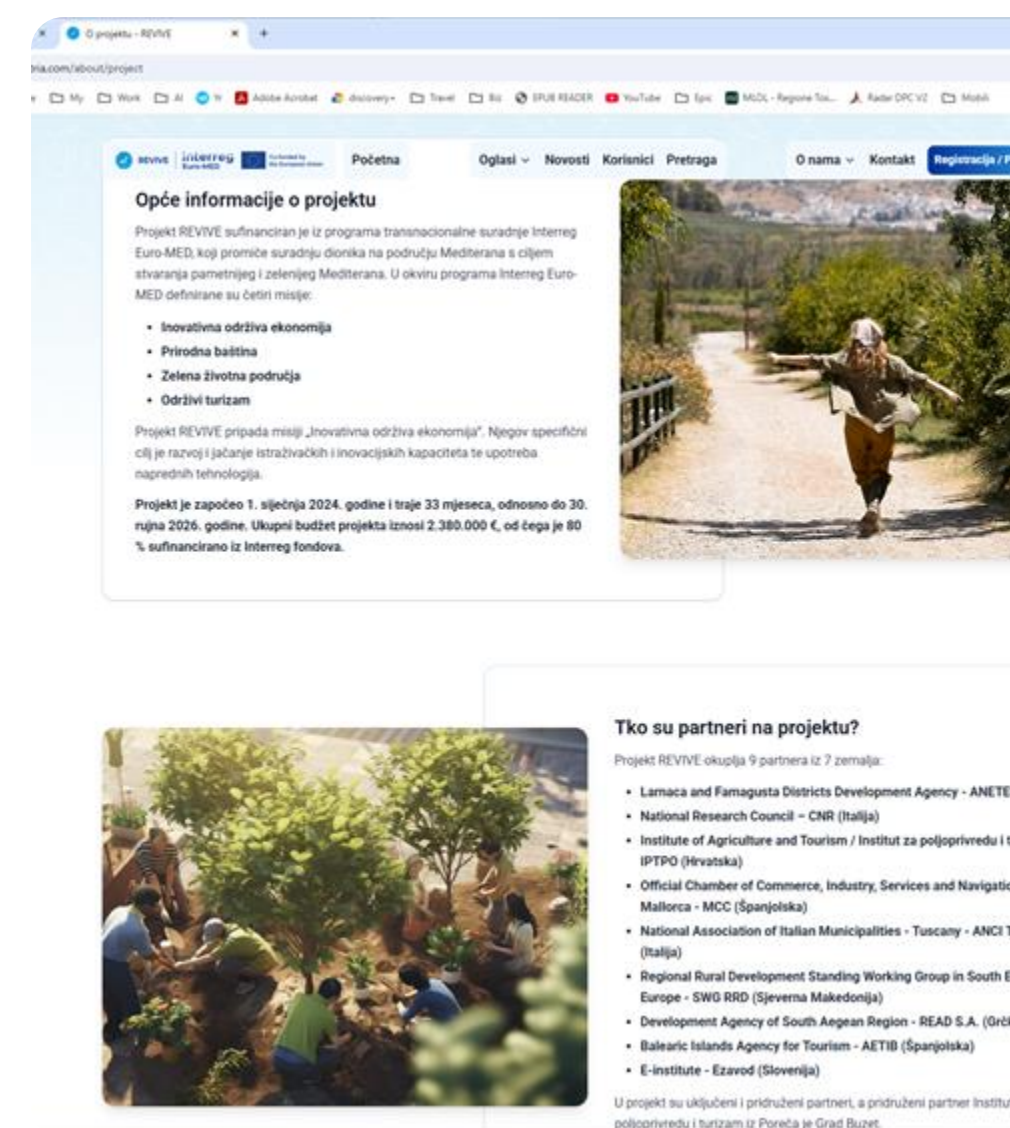


Community services

- Digitalisation Action Plan and platform onboarding
- Business information managed by support organisations
- Digital postcard to promote territorial attractiveness

Generated impact

Better matching of supply and demand, stronger local consumption, less unsold goods and lower logistics footprint



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The pilots - Pla de Mallorca

Balearic Islands | 14 inland municipalities of central Mallorca

A cross-sector model linking agriculture, local products and tourism demand through digital marketplaces and policy alignment.

Key actions

- BIPLAN strategic lines: tourism and creative industry; agriculture and local products; governance and acceptance.
- B2B platform promoted to connect producers with HORECA operators and tourism SMEs.
- Local Product Vouchers campaign and 360° videos of production processes.

Expected value

More direct sales, stronger public-private cooperation and more sustainable tourism consumption based on Km0 products.



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The pilots - Pla de Mallorca | TBM in Practice & Impacts

How the TBM Works

- BIPLAN aligns tourism/culture, agriculture/local products and governance/acceptance
- Nubia Market connects producers with hotels, restaurants and agritourism operators
- Local-product brand, voucher campaign and 360° videos stimulate demand and visibility

Community services

- Matchmaking and capacity building for producers and tourism SMEs
- Training on digital marketing, AI and platform use
- Online marketing and immersive promotion of production processes

Generated impact

Higher direct sales and more predictable demand for producers; stronger public-private coordination; reduced imports and logistics impacts



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The pilots - Staro Nagorichane, Rankovce and Kriva Palanka

North Macedonia | Rural municipalities in the north-east

An informal ICC around beekeeping, organic products, rural tourism and digital innovation

Key actions

- Four-helix collaboration with municipalities, NGOs, producer groups, academia and youth
- Digital product and producer catalogue with AR/VR storytelling and tourism experience modules
- Training on cooperative management, digital marketing, IoT, drone applications and smart beekeeping



**Product and
Producer
Catalogue**



Expected value

Improved product visibility, precision agriculture skills, stronger inter-municipal cooperation and youth engagement



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The pilots - Staro Nagorichane, Rankovce and Kriva Palanka | TBM in Practice & Impacts

How the TBM Works

- Informal ICC links beekeepers, farmers, municipalities, NGOs, artisans and youth
- Product & Producer Catalogue uses AR storytelling for honey and rural products
- IoT beekeeping monitoring combines sensor and meteo data to improve hive management

Community services

- Training and digital literacy support
- Joint promotion and local demonstration activities
- Cooperation pathway towards formalisation through MoU or legal entity

Generated impact

Higher visibility for organic honey, precision agriculture skills, youth involvement and more resilient rural income opportunities



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The pilots - Aegean Cuisine Network

South Aegean | Existing network across Cyclades and Dodecanese

A recognised gastronomy network enhanced with digital promotion, AI assistance and stronger product certification

Key actions

- REVIVE builds on the Aegean Cuisine Network rather than creating a new cooperative
- 20–30 social-media videos and island photo stories promote gastronomy and local producers
- Dual portal, AI avatar and AR/mobile tools support navigation, visibility and engagement

Expected value

Better market recognition for local products, stronger links between producers and hospitality, and wider international reach



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The pilots - Aegean Cuisine Network | TBM in Practice & Impacts

How the TBM Works

- Builds on the Aegean Cuisine Network instead of creating a new cooperative
- Connects agriculture, fisheries, food production, chefs, hospitality and institutions
- Social media videos, island photo stories, portal/mobile app and AR experience upgrade visibility

Community services

- Certification and shared gastronomic identity
- Digital storytelling and influencer communication
- Promotion of Aegean products in retail, wholesale and tourism markets

Expected impact

Enhanced market recognition for local products, stronger producer–hospitality links and more sustainable gastronomy tourism

Online Webinar

“Αξιοποίηση ψηφιακών εργαλείων για την προβολή και προώθηση επιχειρήσεων (Digital Marketing Tools).”

Με ομιλήτρια την Έλενα Κοντιζά

ΕΓΓΡΑΦΗ
<https://bit.ly/digital-marketing-seminar-2025>

Πέμπτη 18 Δεκεμβρίου
12:00 - 13:30

Logos: REVIVE, Interreg Euro-MED, Co-funded by the European Union, ΕΝΕΠΤΕΙΑΚΗ Α.Ε.



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The pilots - Slovenske Gorice Experience Cooperative

Slovenia | 9 municipalities, 404 km² and about 44,000 inhabitants

A cooperative partnership integrating tourism, agriculture, culture and digital innovation

Key actions

- More than 40 stakeholders and nine municipalities endorsed a cooperative partnership
- Integrated offers: wine and heritage tours, farm-to-table events, themed trails and bundled services
- Shared digital platform, AR/VR storytelling and digital skills training support uptake

Expected value

Diversified income streams, stronger destination identity, youth and entrepreneur skills, and low-impact nature-based tourism.



photo by Gašper Vrabl



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The pilots - Slovenske Gorice Experience Cooperative | TBM in Practice & Impacts

How the TBM works

- Informal cooperative partnership endorsed by nine municipalities
- >40 stakeholders develop wine/heritage tours, farm-to-table events and themed trails
- Shared brand and digital platform support booking, promotion and immersive storytelling

Community services

- Joint destination management and bundled offers
- Training, quality standards and community workshops
- AR/VR experiences and green/circular business practices

Generated impact

More diversified local income streams, stronger destination identity, youth engagement and low-impact nature-based tourism



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Main challenges and lessons learned

The pilots confirm that territorial revitalisation is not only an economic challenge: it requires governance, trust-building, capacity building and community services.

Challenges affecting inland territories

- Weak cooperation culture and limited trust among stakeholders.
- Fragmented supply chains, small volumes and logistics constraints.
- Depopulation, ageing and labour shortages.
- Limited digital competences and slow uptake of technologies.
- Administrative complexity and growing climate/environmental pressures.

Lessons for revitalisation

- Community governance needs sustained facilitation by trusted local actors.
- Territorial branding is stronger than fragmented individual promotion.
- Cross-sector cooperation creates immediate value and integrated offers.
- Digital innovation works when paired with training and gradual adoption.
- Existing networks can be strengthened instead of creating new entities.

Key message: The REVIVE TBM is a broader framework for community-led territorial revitalisation, not only a tool for economic cooperation.



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THE REVIVE TERRITORIAL BUSINESS MODEL THROUGH A SUFFICIENCY LENS

From creating “more” to making better collective use
of what territories already have

01

LOCAL RESOURCES

*Start with what
already exists*



- ✓ Local products, skills and know-how
- ✓ Heritage, culture and traditions
- ✓ Natural assets and infrastructure

02

COOPERATIVE ACTION

*Connect actors
through ICCs*



- ✓ Organise resources collectively through ICCs
- ✓ Shared services, knowledge, promotion and infrastructure
- ✓ Digital tools and innovation hubs

03

LOCAL VALUE CHAINS

*Connect local
supply and demand*



- ✓ Shorter supply chains and local sourcing
- ✓ Cross-sector cooperation and less fragmentation
- ✓ More value circulating within the territory

04

TERRITORIAL VALUE

*Meet needs with fewer
external dependencies*



- ✓ Retain more value locally
- ✓ Generate economic, social and environmental benefits
- ✓ Stronger resilience and quality of life



Through a sufficiency lens, the REVIVE Territorial Business Model is about making **better collective use** of existing territorial resources, strengthening **cooperation and local value chains**, and **reducing external dependencies**.



REVIVE: CONCLUSIONS

REVIVE demonstrated that **integrated, community-driven** and **innovation-oriented** approaches can effectively foster **territorial revitalisation** in rural and inland Mediterranean areas.

KEY TAKEAWAYS



COMMUNITIES AT THE CENTRE

Placing communities at the heart of territorial development strengthens ownership, participation and long-term impact.



TERRITORIAL BUSINESS MODEL AS A DRIVER

The Territorial Business Model provides a shared framework for co-creating, distributing and capturing economic, social and environmental value.



COLLABORATION IS ESSENTIAL

Multi-stakeholder cooperation and participatory governance are key to aligning resources, priorities and achieving sustainable solutions.



INNOVATION & DIGITALISATION BUILD CAPACITY

Digital skills, access to advanced technologies and immersive experiences enhance community competitiveness and open new opportunities for local development.



PILOTING & LEARNING BY DOING

The pilot areas showed that step-by-step implementation, adaptation to local contexts and continuous learning are fundamental for success.



CONNECTIONS FOR A STRONGER FUTURE

Links with European Digital Innovation Hubs and wider networks amplify impact and create pathways for scaling and replication.



TRANSFERABLE & SCALABLE FRAMEWORK

The Territorial Business Model is designed to be transferable and scalable to other inland and rural areas, adapting to different contexts while generating value.



REVIVE'S IMPACT



Stronger communities



More resilient territories



New opportunities and local value



Sustainable growth



Stronger collaboration



Scalable impact across territories



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— • THANKS FOR YOUR ATTENTION • —



Revitalising territories
means creating
connections between
people, communities
and **opportunities.**

Building resilient and collaborative futures for
Mediterranean inland areas through community-based innovation.

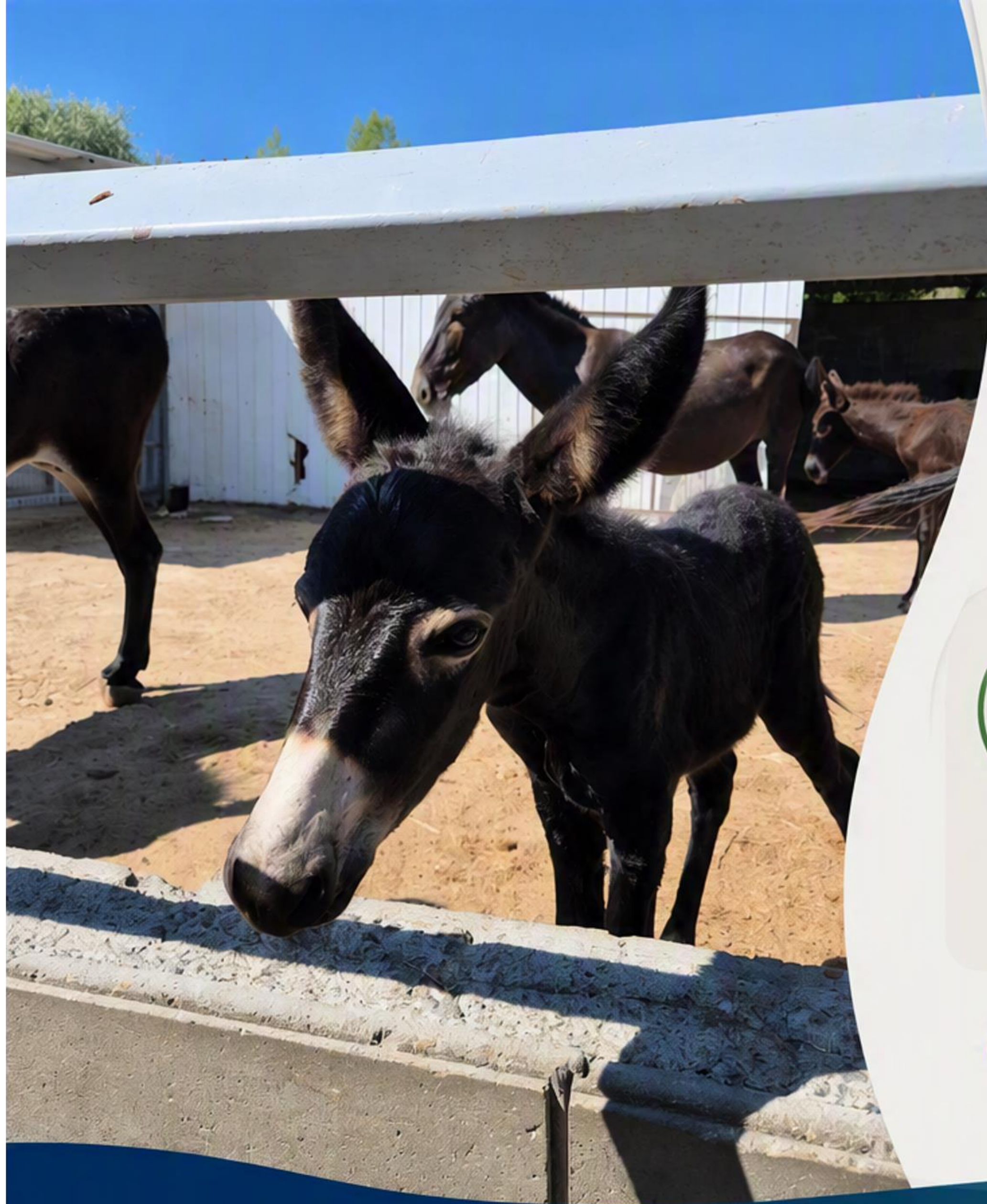


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THANK YOU!

And stay tuned...

Meet the newest member
of the **REVIVE** community!



We are adopting a donkey!

Donkeys were once at the heart of our rural areas—supporting people, agriculture and daily life.

Follow **REVIVE** through the eyes of our adopted donkey and discover the people, places, traditions and stories of our rural territories.



PEOPLE



PLACES



TRADITIONS



STORIES

*Sometimes revitalisation starts by **rediscovering**
the **value** of what we already have. *



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RURAL AREAS
OUR HERITAGE



COMMUNITIES
OUR STRENGTH



SUSTAINABLE FUTURE
OUR GOAL

by
an Union

07. Working groups

Parallel sessions towards
sufficiency





AGENDA – DAY 1

9.30 – 10.00	Opening and welcome
10.00 – 11.00	Keynote Yamina Saheb (<i>IPCC</i>)
11.00 – 11.30	Coffee break
11.30 – 13.00	Round Table - Illustrating sufficiency from different perspectives
13.00 – 14.00	Lunch break
14.00 – 15.00	Round Table - Mediterranean projects that drive a transition
15.00 – 17.00	Working groups - Parallel sessions towards sufficiency
17.00 – 17.30	Conclusion
18.15 – 19.45	<i>Optional Guided Tour in the Panier (if registered)</i>
20.00	<i>Optional evening in a typical restaurant</i>



The session is divided into two rounds,
allowing participants to attend 2 out of the 3
following working groups

Working groups 15.00 – 17.00

Exploring the application of sufficiency across key sectors



Working group 1 – Energy

DELET methodology: adapting activities to the variability of energy and resource availability

Working group 2 – Living

The Low-Tech Flat of the Future: an immersive exhibition showcasing a sufficiency-based lifestyle

Working group 3 – Production

Circle Platform: training on a circular economy diagnostic tool for businesses



08. Conclusion





AGENDA – DAY 1

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20.00	<i>Optional evening in a typical restaurant</i>



Which one is the most low-tech city ?



1. MARSEILLE
The most beautiful city in the world



2. LOS ANGELES



Which one is the most low-tech city ?



1. MARSEILLE

The most beautiful city in the world



2. LOS ANGELES



How to define “sufficiency” ?

Multiple answers possible

1. Set of policy measure
2. Avoid the demand
3. Energy efficiency
4. Wellbeing for all within planetary boundaries



How to define “sufficiency” ?

Multiple answers possible

1. Set of policy measure

2. Avoid the demand

3. Energy efficiency

4. Wellbeing for all within planetary boundaries

How Grenoble chooses to illustrate his environmental transition ?

1. Pain au chocolat of Descartes
2. Doughnut economics theory
3. Bagel sufficiency theory

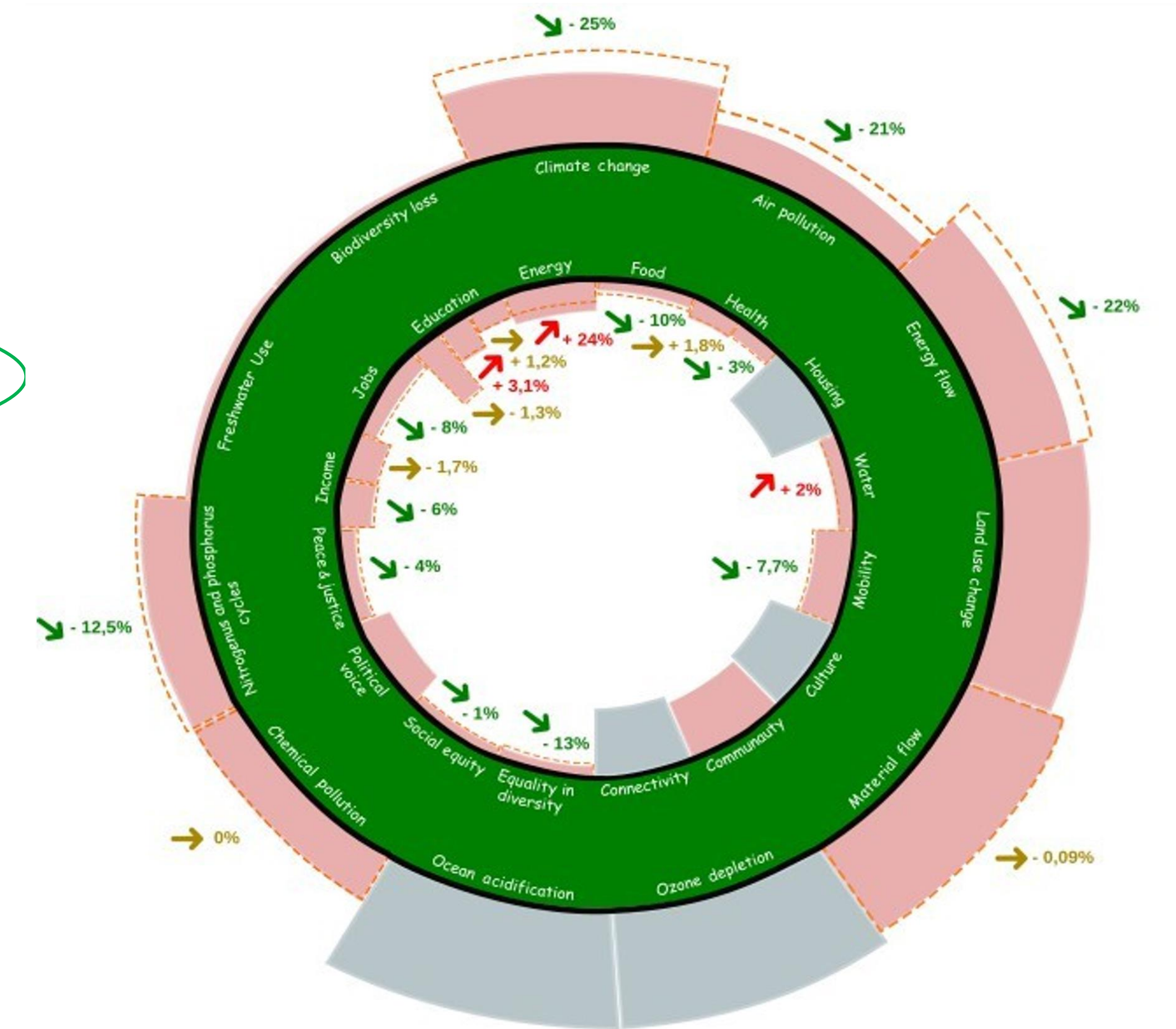


How Grenoble chooses to illustrate his environmental transition ?

1. Pain au chocolat of Descartes

2. Doughnut economics theory

3. Bagel sufficiency theory



© Nathalie Le Meur / City of Grenoble

WORKING GROUP : ADAPTIVE TO RESEARCH VARIABILITY

What enables us to adapt to variability ?

1. Redundance, Sufficiency, Reemploy
2. Expertise, Diversification of supply ,Cooperation
3. Every man for himself !



WORKING GROUP : ADAPTIVE TO RESEARCH VARIABILITY

What enables us to adapt to variability ?

1. Redundance, Sufficiency, Reemploy
2. Expertise, Diversification of supply ,Cooperation
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WORKING GROUP : The low-tech flat of the future

By how much does the Flat of the future reduce the water consumption?

1. Divide by 100
2. Divide by 10
3. Divide by 2



WORKING GROUP : The low-tech flat of the future

By how much does the Flat of the future reduce the water consumption?

1. Divide by 100

2. Divide by 10

3. Divide by 2

WORKING GROUP : CIRCLE PLATFORM

What type of stakeholder is the tool intended to ?

1. Citizens
2. Local authorities
3. Companies



WORKING GROUP : CIRCLE PLATFORM

What type of stakeholder is the tool intended to ?

1. Citizens
2. Local authorities
3. Companies



Thank you for taking part





AGENDA – DAY 1

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17.00 – 17.30	Conclusion
18.15 – 19.45	<i>Optional Guided Tour in the Panier (if registered)</i> → Meeting point : 2 rue Henri Barbusse, 13001 Marseille
20.00	<i>Optional evening in a typical restaurant</i> → Meeting point : Restaurant Table d'Augustine 12 Place des Augustines, 13002 Marseille



Thanks!

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Rémi Durieux
remi.durieux@ademe.fr



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Take your time and get some coffee to release your stress out

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce diam tortor, mattis quis dapibus vitae, euismod non purus. Maecenas ut lacus nec mauris feugiat tristique et in metus. Duis congue eros vel lectus semper semper.

Nullam finibus nisl ut ligula vestibulum, ut semper ex suscipit. Cras fringilla suscipit cursus. Aenean accumsan malesuada hendrerit. Morbi sit amet dolor ante. Duis quis viverra urna, in ultricies diam. Morbi sodales volutpat tellus, quis aliquam urna cursus et.



02.

Take your time
and get some
coffee
to release your
stress out





Take your time and get some coffee to release your stress out

- **Lorem ipsum dolor** sit amet, consectetur adipiscing elit. Fusce diam tortor, mattis quis dapibus vitae, euismod non purus.
- Maecenas ut lacus nec mauris feugiat tristique et in metus. Duis congue eros vel lectus semper semper.
- Nullam finibus nisl ut ligula vestibulum, ut semper ex suscipit. Cras fringilla suscipit cursus.
- Aenean accumsan malesuada hendrerit. Morbi sit amet dolor ante. Duis quis viverra urna, in ultricies diam. Morbi sodales volutpat tellus, quis aliquam urna cursus et.





Take your time and get some coffee to release your stress out

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce diam tortor, mattis quis dapibus vitae, euismod non purus. Maecenas ut lacus nec mauris feugiat tristique et in metus.

Duis congue eros vel lectus semper semper.

Nullam finibus nisl ut ligula vestibulum, ut semper ex suscipit. Cras fringilla suscipit cursus. Aenean accumsan malesuada hendrerit. Morbi sit amet dolor ante.

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03.

Take your time
and get some
coffee
to release your
stress out



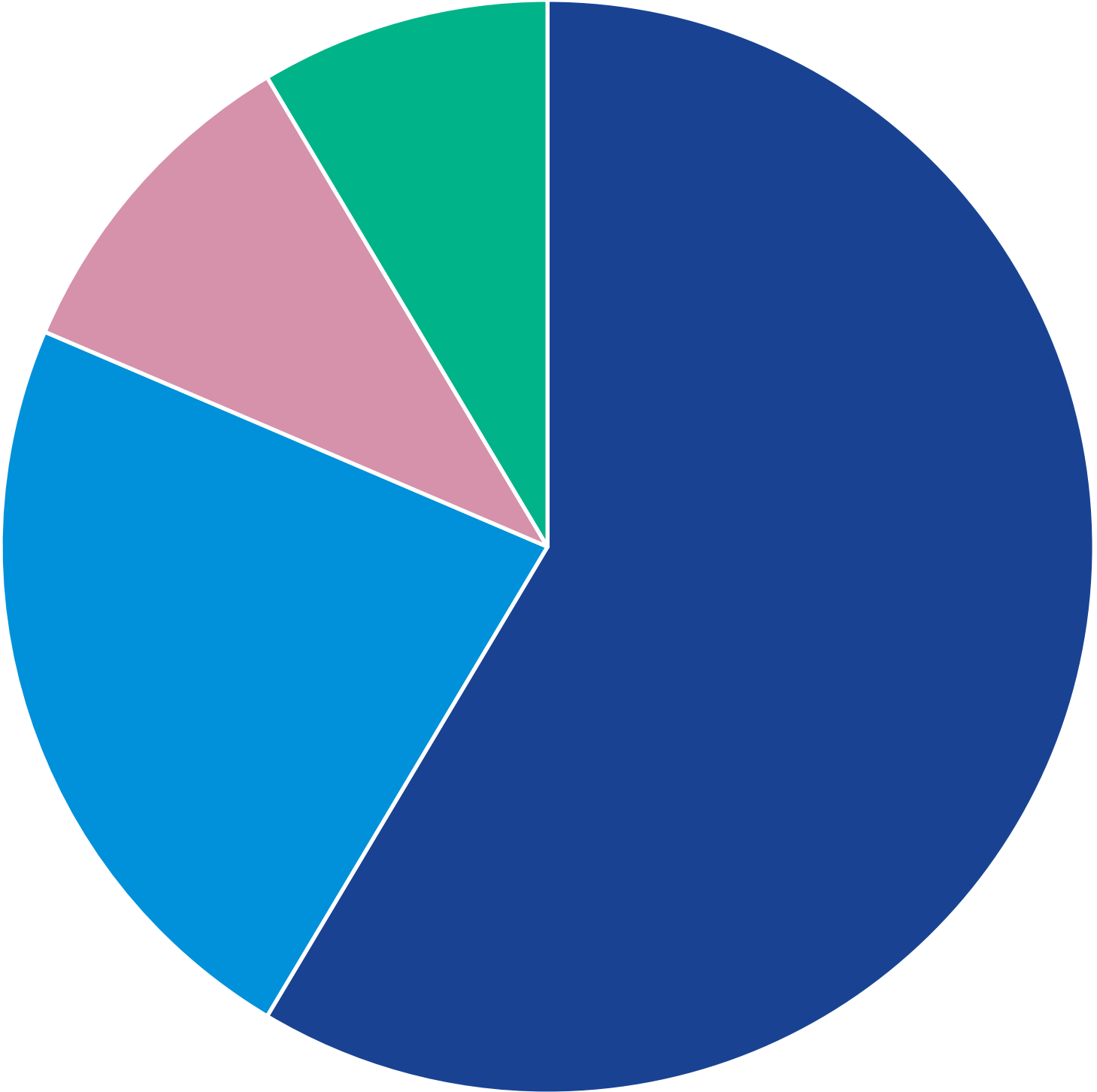
Take your time and get some coffee to release your stress out

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Take your time and get some coffee to release your stress out

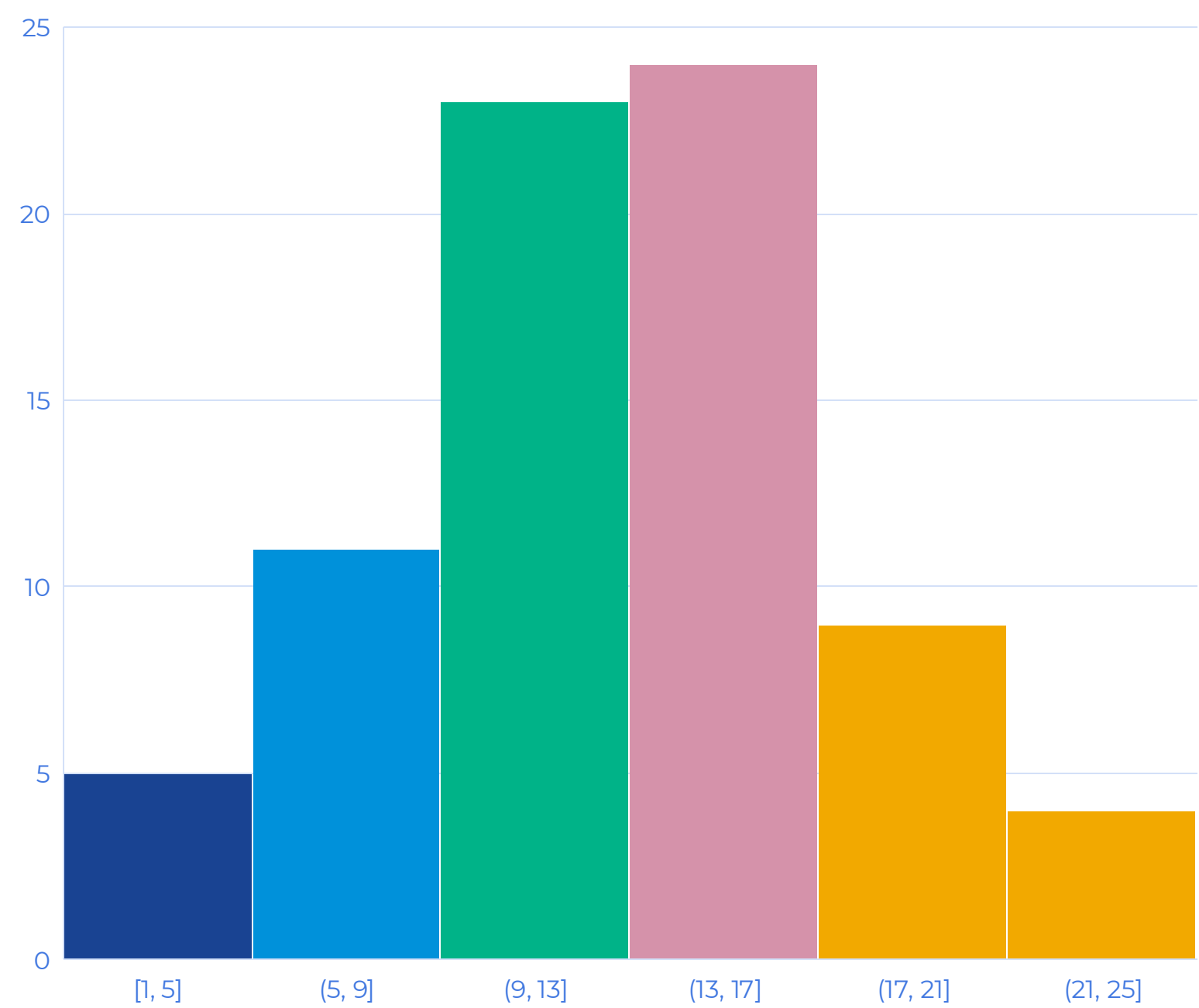
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<https://www.linkedin.com/company/gov4innovation/>

Thanks!

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