

Actions to support R&D in the Agri-Food sector of the region of Murcia. Strategic priorities in Circular Economy. VITECIR

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INTRODUCTION

The purpose of this project is to bring the concept of Circular Economy closer to the regional food sector, highlighting the implications it has on the current economic system and the need to change the model.

In 2019 the CTNC, following a methodology from the University of Ghent, carried out a SWOT and SOR Analysis on the state of the Circular Economy in the agri-food sector and in research organizations, within the project with acronym VT-ECOCIMUR. This methodology was already used by the CTNC in the AGFORISE FP7 Project.

In 2020, within the VITECIR project and based on the results of the 2019 project, the strategic priorities of the sector in circular economy have been defined by carrying out two analyses:

- Agri-food industry
- Research organizations (always in relation to the agri-food sector)

A Working Group on Circular Economy was formed with companies, universities and other institutions that participated in the previous phase in the 2019. Face-to-face meetings have had to be replaced by online meetings and by phone calls or emails due to the limitations of the Covid 19 pandemic.

CTNC together with the Working Group carried out an in-depth study of the conclusions of the Strategic Objectives of the 2019 project, as well as the measures that should be taken to face the challenges detected to define regional priorities in the agri-food sector on Circular Economy at the company and researchers' levels.

Two surveys were designed, one for companies and the other for researchers whose results were analysed.

METHODOLOGY

Using SWOT Results as Framework for Strategy Options

	OPPORTUNITIES	THREATS
STRENGTHS	Maxi-maxi strategy ATTACK	Maxi-mini strategy DEFENCE
WEAKNESSES	Mini-maxi strategy CLEAN SHIP	Mini-mini strategy CRISIS

- S-O To what extent can this strength help to use the opportunity better?
 S-T To what extent can we use this strength to fight this threat?
 W-O To what extent does this weakness hinder making use of this opportunity?
 W-T To what extent does this weakness make this threat more threatening?

CONCLUSIONS

Strengths /Threats: DEFENCE STRATEGIES	
INDUSTRY	RESEARCHERS
National and International campaigns to promote consumption of Region of Murcia food products, supported by the Regional Administration.	Launch by the regional administration of programs or support lines for private investment in R&D for the food industry.
Minimize bureaucracy in the Regional Administration and faster decision-making / resolution of files by the regional administration.	Secondments of researchers in companies, as well as of company technicians in research and technological centers, etc.

Weaknesses /Opportunities: CLEAN SHIP STRATEGIES	
INDUSTRY	RESEARCHERS
Funds from the Regional Administration to access networks and promote online training for workers.	To promote OTRIS and support organizations for international collaborative R&D.
Adaptation of the professional degrees (medium and superior) to the real needs of the Agri-Food Industry. More internships in companies at all levels of studies, including university.	Support for the stays of researchers in agri-food companies and to promote industrial chairs in the Universities of Murcia and collaborations with industries in the rest of the Research and Technological Centres.

Weaknesses /Threats: CRISIS STRATEGIES	
INDUSTRY	RESEARCHERS
Minimize bureaucratic procedures at all levels of the Administration because it promotes entrepreneurship.	The Regional Administration should increase the resources for R&D circular economy actions in the food industry.
Promote alternative energies (wind, solar ...) and also the reuse of water and minimization of its consumption.	Creation of joint work groups between companies and researchers sponsored by the Regional Administration for the definition of strategic lines of R&D.

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For any additional information regarding this project: www.ctnc.es, or National Technological Centre for the Food and Canning Industry CTNC.
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