

LIFE info day 2019



*The view of a beneficiary
and consultant*

VILNIUS APR 9, 2019

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topic

i-Rexfo – Increase reduction and recovery of expired food

- ▶ How to conceive the partnership
- ▶ How to conceive transferability
- ▶ The close to market project

LIFE Clivut - Climate value of urban trees

- ▶ Matching the Idea and Sub-programme / Topic / Policy Area
- ▶ The project indicators in a Governance project
- ▶ Let's play a game: what would you have done?

i-REFO

increase in reduction and recovery of expired food



LIFE 16 ENV/IT/000547

www.irexfo.eu

i-REXFO proposes an innovative **business model** to reduce the amount of food that ends up in landfills.

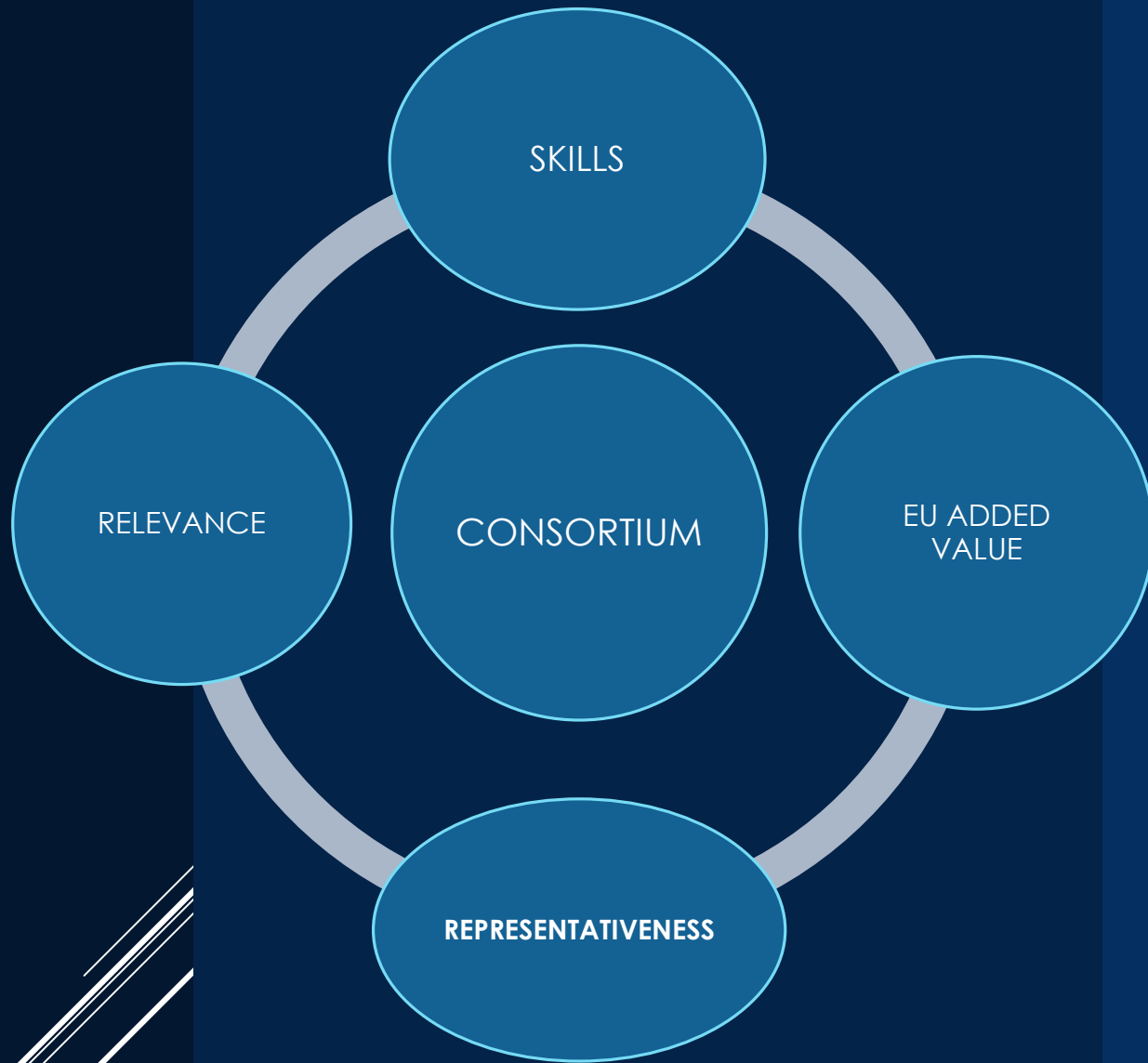
Reduce:

Awareness: consumers, large-scale distributors, HORECA

Donation: collection and distribution through charities channels

Reuse:

Bio-valorization of expired food for producing biogas in anaerobic digestion plant



The partnership

SKILLS

UNIVERSITY OF PERUGIA
PRIMETIME
A+
NOESIS

REUSE
REDUCE
AWARENESS
MANAGEMENT

RELEVANCE

UMBRIA REGION

LEGISLATION

REPRESENTATIVENESS

CARITAS
ECO PARTNER
IRACI

REDUCE
REUSE
REUSE

EU ADDED VALUE

PRIMETIME
HU FOODBANK
HU BIOGAS ASSOTATION

KNOW-HOW
REPLICABILITY



Partnership

Geographical coverage
Including key transfer parties



Paving the way

Identification and negotiation with
transfer partners
Analysis to validate
industrial/commercial applications



Concrete actions

Detection of financial source and
sites
Replication and transfer plan (BP)

Replicability & Transferability



Close to Market

ECONOMIC AND TECHNICAL ANALYSIS

- Demonstrate the technical and economical viability
- Description of market context: Market positioning, competitors, supply chain and economic feasibility
- Estimation of the revenue-generating
- Analysis of the technical and economic risk

ACTIONS, PARTNERSHIP AND DELIVERABLES

- Sustainability strategy in B6 Form
- Actions for solution's market uptake
- Well structured business model
- Actions aimed at boosting the replicability of the proposed solution
- Consortium involving industrial and business actors
- Business plan as compulsory deliverable



LIFE CLIVUT

Climate value of urban trees



LIFE18 GIC/IT/001217

LIFEE CLIVUT proposes a “*Urban Climate Green Asset Strategy*” based on the shared planning and management of the urban green and natural spaces by urban planners and citizens.

Target oriented approach:

Urban planners: ecosystem approach in managing urban green asset

Citizens: awareness, co-planning, shared management of public and private green

Youngsters: testing, applying and replicating education and academic curricula

Business: voluntary adherence to new incentives systems based on GHG accounting and compensation



How to select the right
sub-program / priority
for your idea



Guidelines for Applicants 2018
LIFE Climate Action "traditional projects"

LIFE Climate Action "traditional projects"
Guidelines for Applicants 2018





The indicators in a
Life Climate
Governance & Information

Which are more relevant for a LIFE GIC

- Improved Environmental and Climate Performance: GHG Reduction, emission sequestration, Air quality and emissions ...
- Better use of natural resources: water, energy, etc
- Sustainable land use, agriculture and forestry
- Economic Performance, Market Uptake, **Replication**
- Communication, dissemination, awareness rising, behaviour change, capacity building

It does exist parameter for dimensioning Indicators?

- LIFE CLIVUT is targeted on 4 Med cities of 100/150 K of inhabitants

The transferability potential of the model is crucial



20 Hours before deadline: Partner lost but....



Project ready with all the partners: strong!
Without a partner ... less strong



What would you have done:

- a) Wait but risk to lose the project
- b) Apply the project without the partner but with less chances to be approved?

Let's play a game



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