

ImPUISe aims to design innovative supply chain of citrus by-products in Mediterranean area, taking into consideration current socioeconomic situation of actors along the value chain, state of technology and organizational innovation within circular economy. ImPUISe provides fundamental ground to overcome challenges, such as economic growth and competitiveness, functioning of markets and resilience in value chain, employment, quality of life, efficient use of water/resources, valorisation of waste and re-use of technology within food processing factories. The project aim will be achieved by establishing an Information and Knowledge Hub (IKH) taking a multi-stakeholder approach. Information sharing will be ensured by participatory strategies involving stakeholders in the co-creation of solutions, supported by the latest digital transformation technologies. With this knowledge, the project addresses successful integration of Mediterranean citrus production and distribution system within circular economy based on development of possible socioeconomic and environmental scenarios, while considering local values and heritage.

ImPUISe will prototype, test and demonstrate innovative supply chain design of citrus in the pilot countries of Algeria, Egypt, Tunisia and Turkey, based on an intensive research and implementation of the current state-of-the technology and innovative value-case ecosystems within circular economy applied in Germany and France (e.g. machine overhauling).

The outcomes of the IKH will serve as the necessary input for establishing an integrated Analytics and Decision Support System (ADSS). As a "Portal or a Suite of cloud-based analytics and decision support tools", ADSS will capture and share information in a way that contributes to better understanding of the challenges and requirements for innovation adoption among the actors along the citrus (by-products) supply chain.

The final output of the planned work will be the development of (a) a comprehensive framework for increase in adoption level of innovation; (b) a diverse set of quantitative tools and models, to design an innovative and sustainable citrus (by-products) supply chain, and (c) simulation-based scenario assessment system to ease decision making process for farmers, food processors, food distributors (SMEs) and policies. This will contribute to development of innovative and scalable business models, more effective market mechanisms, enhanced healthy competition among economic agents, while respecting Mediterranean heritage and biodiversity.