



Naples, Italy, October 23rd 2020

Press Release

## **Improving the dairy value chains across the Mediterranean through the creation of cross border living labs and of start-ups**

### **Launch of the EU-funded TRANSDAIRY project**

The kick-off meeting of the TRANSDAIRY project ('TRANSborder Key Enabling Technologies and Living Labs for the DAIRY value chain') will take place on the 23rd of October 2020 via Microsoft Teams. The project is funded by the European Union under the ENI CBC Med Programme (<http://www.enicbcmed.eu>)

In the course of 30 months, the project will create Living Labs for the dairy value chain, in the areas of biotechnologies and ICTs. The Living Labs, mainly intended for young people and women, will support the creation of new companies and economic activities through the uptake of emerging technologies applied to the dairy value chain from the farm level up to delivery to the consumers. The project will provide financial support for the creation of start-ups, registration of patents, publications, training classes and workshops in a total of 8 living labs distributed across the Mediterranean area (Italy, Lebanon, Greece, and Tunisia).

TRANSDAIRY, coordinated by the **University of Campania "Luigi Vanvitelli" (Italy)**, aims to enhance technology transfer among research, industry and SMEs in the fields of Key Enabling Technologies applied to the dairy value chain, through the creation of Living Labs, the increase of institutional capacities and the development of market intelligence for sustainability and consolidation of spin-offs.

The total budget of the project is € 3.8 million with an EU contribution of € 3.4 million (90%).

The partnership includes research institutions, governmental organizations, and SMEs as follows:

- **Italy:** University of Campania "Luigi Vanvitelli", National Research Council-Institute of Food Science, Kontor 46
- **Greece:** Agricultural University of Athens, Institute of Communication and Computer Systems
- **Tunisia:** Agricultural Investment Promotion Agency, Agency for the Promotion of Industry and Innovation, Higher School of Engineers of Medjez El Bab
- **Lebanon:** Industrial Research Institute, Berytech Foundation

#### **ABOUT THE ENI CBC Med PROGRAMME**

The 2014-2020 ENI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation (CBC) initiative funded by the European Neighbourhood Instrument (ENI). The Programme objective is to foster fair, equitable and sustainable economic, social and territorial development, which may advance



cross-border integration and valorise participating countries' territories and values. The following 13 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Tunisia. The Managing Authority (MA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French. For more information, please visit: [www.enicbcmmed.eu](http://www.enicbcmmed.eu)

#### **CONTACT**

For further information, please the project coordinator at: Luigi Zeni - [luigi.zeni@unicampania.it](mailto:luigi.zeni@unicampania.it) +39 3208110833

Further information about the project is available at <http://www.enicbcmmed.eu/projects/funded-projects>