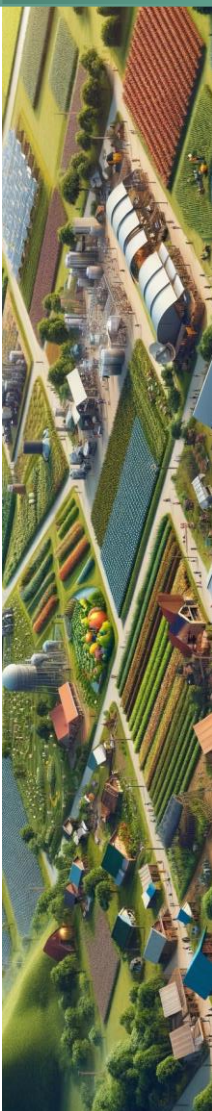


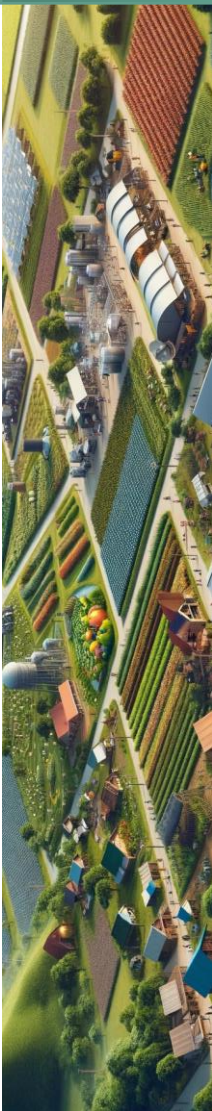
AgriFoodBoost Project

Project Logo		Project Acronym	
		AgriFoodBoost	
Project Title			
Boosting Excellence in Experimental Research for Agri-Food Economics and Management			
Principal Investigator		Project Duration	
Andreas Drichoutis		2020-2024	
Participating Organizations			
University of Zagreb Faculty of Agriculture (FAZ) Agricultural University of Athens Alma Mater Studiorum – University of Bologna (UNIBO) Swedish University of Agricultural Sciences – Uppsala (SLU)			
Abstract			
<p>The main aim of the project is to improve research excellence and scientific visibility of agri-food economics at the Faculty of Agriculture in Zagreb (FAZ). The project, designed in partnership with University of Bologna, Agricultural University of Athens and Swedish University of Agricultural Sciences focuses on the use of experimental economics applied to agriculture, food and environment. AgriFoodBoost twinning will enhance scientific, innovation and academic capacities of FAZ researchers in order to become competitive on the scientific market, but also to offer new expertise to agri-food business sector. The project will assist in improving faculty-industry networking by establishing a research HUB for experimental economics, enabling FAZ to become a regionally leading Centre for experimental agri-food economics and management.</p>			
URL			
https://agrifoodboost.agr.hr/			
Funding Authority			
		This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952303	



Lab4Supply Project

Project Logo	Project Acronym
	<p>Lab4Supply</p>
Project Title	
<p>LAB4SUPPLY - Multi-agent Agri-food living labs for new supply chain Mediterranean systems. Towards more sustainable and competitive farming addressing consumers' preferences and market changes.</p>	
Principal Investigator	Project Duration
<p>Andreas Drichoutis</p>	<p>2021-2024</p>
Participating Organizations	
<p>Agricultural University of Athens Center for Agro-Food Economics and Development - CREDA National Institute of Agronomic Research Morocco - INRA Morocco Horta S.R.L - HORTA Ecole Nationale Supérieure Agronomique - ENSA Mouloud Mammeri University of Tizi-Ouzou - UMMTO International Centre for Advanced Mediterranean Agronomic Studies, The Mediterranean Agronomic Institute of Montpellier - CIHEAM - IAMM Sultan Moulay Slimane University - USMS</p>	
Abstract	
<p>The LAB4SUPPLY project proposes to design and develop a multidimensional framework applied on five key selected products' (Figs, Tomato, Carob, Goat, and Chestnut)) in (Spain, Algeria, France and Morocco) that integrates economic, social, and environmental indicators, with a bottom-up approach considering the stakeholders' perspectives. The project proposes a participatory approach based on creating an Agri-food Innovation Ecosystem (AIE) Living-Lab (LL) that will be the arena to collect information from the food sector and consumers and transfer and apply the new optimized business models. This approach will be unfolded by the joint creation of two levels of interaction: a face-to-face one through the creation of an Agri-food Stakeholders Platform (ASP) and a "digital" one through a Decision Support System (DSS) ICT tool to amplify the "scope" of the project. The AIE LL is based on the quadruple helix innovation system approach incorporating local clusters of farmers, small manufacturers, and distributors, public institutions, academia, research centres, and consumers. The ASP will hold multiple group activities types (workshops, training activities, and networking) allowing a full definition of an innovative agri-food supply chain alternative. Moreover, the DSS ICT tool consumer/farmer-centred will be developed with the aggregated indicators and inputs generated in the different activities, providing small-holder with key and intuitive information on new markets and opportunities, contributing to better decision making. An Open Innovation Approach based on an Agri-Food Living Lab is presented as an appropriate vehicle to support and reach LAB4SUPPLY objectives, constituted by a community of practitioners tightly connected by a web portal functioning as a virtual meeting place and a DSS ICT tool, but also</p>	

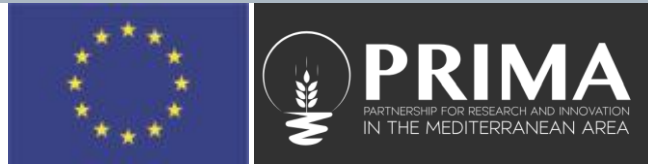


by face-to-face interactions. In the proposed living labs, the stakeholders will cooperate in an open space to analyze the barriers and opportunities and to jointly develop innovative ideas.

URL

<https://mel.cgiar.org/projects/lab4supply>


Funding Authority



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FairLabor Project

Project Logo		Project Acronym	
		FairLabor	
Project Title			
Consumers' willingness to pay for agricultural products certified to ensure fair working conditions			
Principal Investigator		Project Duration	
Andreas Drichoutis		2014	
Participating Organizations			
Agricultural University of Athens			
Abstract			
<p>The project sought to evaluate farmers' claims that in order to keep market prices at levels consumers are willing to pay and be competitive relative to imported agricultural products, they can't afford the cost of providing fringe benefits (subsistence wages, reasonable working hours, access to descent housing and personal hygiene facilities, health care services etc.) to the employees. Thus, as they claim, their only option is to settle with illegal employment practices. Questionnaire based surveys were conducted using two popular stated preferences methods (Contingent/Inferred Valuation and Choice experiments) to elicit consumers' valuation for agricultural products that are certified to ensure fair working conditions (e.g., minimum wage, fair working conditions, decent accommodation) for the workers employed at all production stages. The study found that consumers are willing to pay an average premium of 53 cents of a Euro per 500 g for strawberries with fair labour certification. This result suggests that consumers do value the better treatment of workers in the agricultural sector. It also suggests that there is a current market failure, created by the asymmetry of information between consumers and producers, that can be the basis of discussion for alternative labelling schemes involving fair labour labels.</p>			

