



SmartGreenEcos - Transforming MED SMEs into active participants of a smart and green ecosystem and enhancing the economic activity of the food industry

PRESS RELEASE

The EU-funded “**SmartGreenEcos**” project has kicked off to **create a more competitive and smarter SME ecosystem** across the Mediterranean Agri-Food industry.

Across the Mediterranean, industries are under pressure to reduce emissions, save energy and resources, and remain competitive. Small and medium-sized enterprises (SMEs) feel this most as they often lack the data, skills, and tools larger players use to modernise their operations.

SmartGreenEcos — an **EU-funded project** under the **Interreg NEXT MED Programme** — was launched in July 2025 to mobilise the entire sectoral base of established food companies to innovate collectively. The food industry has been selected as the pilot sector, with the aim of replicating and adapting the SmartGreenEcos model for other sectors in the future. Instead of isolated experiments, SmartGreenEcos brings together **100 food SMEs** from **Cyprus, Greece, Tunisia, and Jordan** to innovate and collaborate as a single sectoral ecosystem, creating shared infrastructures and common capabilities.

SmartGreenEcos will

- Establish an **SME sectoral innovation ecosystem** across four countries, enhancing collaboration and strengthening supply chains.
- Develop **four platform-based services** to support the transition of 100 SMEs into a smart and sustainable ecosystem. Each service operationalises a collaborative domain and delivers the following benefits:
 - 1. AI-based benchmarking Platform — Pooling Data for Optimisation & Innovation**
 - Operates a **shared sectoral data base** (financial, digitisation level, green practices level such as in production, energy, waste, and logistics).
 - Uses AI/ML analytics to **forecast demand, reduce waste, and optimize resources**.
 - Provides KPI dashboards and peer comparators to identify **improvement paths**.
 - 2. Capacity Building Platform — Sharing Skills and Expertise**
 - Delivers **collective training** and **digital upskilling** programmes.
 - Facilitates **best-practice exchange** on energy efficiency, digital systems, and sustainable production.
 - Grants joint access to **simulation tools**, and **energy-saving solutions** to apply learning on the job.
 - 3. Digital procurement/trade Platform — Joint Market Engagement** (Products, Services, Procurement)
 - Runs a **digital procurement platform** for shared sourcing of raw materials and packaging.
 - Supports **common branding and marketing** (e.g., a Mediterranean sustainable food label) and e-commerce applications.
 - **Streamlines sourcing and market access**, lowering costs and accelerating time-to-market.



4. New product development Platform – Collaborative Product Development

- Enables **joint R&D and pilot plants**.
 - Hosts **innovation challenges** within national/regional innovation systems.
 - Drives co-development of **plant-based, functional, and sustainable** food products from concept to prototype.
- Establish a **MED FOOD ASSOCIATION** to govern and scale the ecosystem beyond the project.

The Plan Ahead

The project launches with **Awareness Campaigns and Info-days** in each partner's country to raise awareness and inform food SMES about SmartGreenEcos' objectives. Once the **selected 100 SMEs** have been identified, **Working Conferences** will follow to combine market analysis, SME surveys, focus groups, and expert talks to shape services and adoption of the platforms. Towards the end of the project, **Country Conferences** will share results and kick-start exploitation, followed by a **Final Conference** in Greece to showcase impact and next steps.

Project's Impact

SMEs will gain practical tools to **increase their efficiency, reduce waste and energy consumption, enhance quality, and access markets more quickly**—while the region builds a resilient, innovation-ready food sector. The MED FOOD ASSOCIATION model ensures that platforms and collaboration continue to **live on and scale** to more companies and future sectors.

Project Data

Total project
budget

€ 2.803.600,00

EU contribution
89%

€ 2.495.204,00

Project duration

July 2025

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July 2028

Project Social Media



Project Consortium

