

CONSUMER
the visible part:
the ability to create products
and services



OPERATIONAL EXCELLENCE
the submerged part:
an organization dedicated to
the continuous progression of
system and men

Aria Alsace (France)

Alsatian agri-food is diverse in terms of companies' size, as well as products!

KEY POINTS OF THE REGIONAL CONTEXT

- Excellent and extremely favourable environment for implantation and development of new activities (large pool of consumers, ease of logistics, natural resources: water plentiful and easily accessible)
- Quality and know-how Sector structured around a strong ARIA (Regional Agency for Agri-Food Industries)
- Variety of productions and regional specialties recognised and appreciated (market niche)
- Presence of 'champions' across the world
- Few productions require offshoring
- Important innovation culture
- Strong prospects to major export (China, Japan, USA and Middle East)
- High concern in energy saving and recycling of waste



A FAVOURABLE INNOVATION ECOSYSTEM WITH

- **2 universities** (University of Strasbourg, Upper Alsace University)
- **AlsaceTech Network** the 10 Alsace-based engineering schools, Strasbourg school of Management and Strasbourg School of Architecture. The network boasts over 7,500 students + European Network of Administration and Rhine School of Arts
- **3 national Public research centres** (CNRS, INSERM, INRA)
- **SATT Conectus Alsace** involving stakeholders in research and innovation to facilitate access to public research, technology transfer and public/private partnerships and financing proof of concept with a unique maturation funds.
- **Incubator SEMIA** encouraging research and implementation through the creation of new businesses and of start-ups.
 - 6 Regional Centres for Innovation and Technology Transfer (CRITT)
 - AERIAL (food Industry, ionisation, lyophilisation),
 - CETIM-CERMAT (advanced mechanical engineering),
 - RITMO-AGRO-ENVIRONNEMENT ("organic fertilisation" industry)
 - IREPA LASER (treatment, assembly and machining of materials by laser),
 - MATERIAUX (material: from product design and improvement as far as production control),
 - HOLO 3 (optical and imagery techniques), + Materials Institute Carnot Alsace (MICA)
- Alsace Innovation supports and finances innovation projects deployed in Alsatian enterprises.

Focus on agro-food sector in the ERDF programme

Like all the EU programmes, the ERDF programme Alsace 2014-2020 is focusing its support to innovation on the Alsatian RIS3. But as the agrifood sector is targeted by 2 of the 3 non mature thematic and more specifically by the thematic "nutritional prevention", it is **not a S3 top topic** and therefore **not a ERDF priority topic**.

However, it must be noted that the agri-food sector is a part of the regional innovation policy instruments since the first Scheme for economic regional development (2006) where it was already identified as an important sector for the region. It was then been targeted by the OP ERDF Alsace 2007-2013 (2007), by the RIS (2009) and by the S3 (2012). Since 10 years, the regional objectives for the sector have been achieved, through the **reinforcement of the administrative and technical structure** (ARIA Alsace), on the one hand (with ERDF funding for 2 projects: "Dynamisation" [ERDF: 138.990 Euro] and "Structuration" [ERDF: 41.670 Euro], corresponding to the RIS objective "Support to collaborative approaches and partnerships"), and through the development of the **innovation programme NOVIAA** on the other hand (with regional support only).

The period 2014-2020 will be dedicated to the reinforcement of the innovation structure, with the objective of gaining ERDF support – but the limited amount for the OP ERDF Alsace and the "competition" of other economic sectors will probably limit the financed projects.

Engines for Change!

STRING topic	Good practices	Learning needs
1. Food industry innovation ecosystem frames (open labs, technopoles etc.)	The ARIA Alsace is creating a scientific lab, open to all its members, for RD (will open in 2018) – but with ERDF support	Agri-food is not directly addressed by the OP ERDF. Innovation in Agrifood industry is addressed only within the S3 "Nutritional prevention" thematic. There is no more support to human resources in RD for SMEs (financial support for consulting resources or for a specific RD time-limited contract). The Alsatian RD on the topic "Nutritional prevention" is recognised as a regional strength and therefore is supported by the OP ERDF.
2. Cross-sectoral cooperation able to favour cross fertilisation especially with High Tech and Health Sectors	Opening of EASE (aseptic school) in 2017 – supported by the ERDF programme under the topic "Health" but open to other industrial sectors	There is no ERDF support directly targeted to cross-sectoral cooperation between the RD actors in Alsace. The Alsatian agrifood sector stakeholders are not working together enough in order to develop a common innovation strategy from farmers to consumers. The Alsatian agrifood industry stakeholders are beginning to cooperate with the Health stakeholders (ex. EASE, the aseptic school). The Alsatian agrifood industry stakeholders are beginning to cooperate with the agriculture stakeholders (Agriculture chamber).
3. Improve role of agriculture and food innovation in regional development by harmonising policy instruments	None	Regional managing authorities of ERDF and EARDF are not working together enough to facilitate the emergence of structural innovation projects covering the whole agrifood sector from farmers to consumers. Regional Managing authorities of ERDF and EARDF are in the same directorate in the Region Grand Est, which can improve the cooperation between both policy instruments.
4. Promote added value by linking innovation and production to real consumer needs by improving the commercialisation of R+D outputs and stimulate a demand driven instead of supply driven production	ARIA Alsace programme "Savourez l'Alsace" (Enjoy the taste of Alsace)	The Accelerator programmes concern only the "mature" S3 topics, therefore the agrifood sector (targeted by the non-mature topic "nutritional prevention") is not concerned. The programme "Savourez l'Alsace" (Enjoy the taste of Alsace), aiming to promote the Alsatian agrifood products and industries among the Alsatian people, is not supported by the regional ERDF programme – not even through indirect support to ARIA Alsace, which leads the programme, although it is a consumer need (local productions / short commercialisation lines). ERDF supports projects to accelerate the access to the market for the RD results in S3 topics (OS4 "Develop new innovative products and services, in order to generate added value within Alsatian enterprises in the framework of a continually updated S3 territorial strategy").
5. Integration of SMEs in clusters and intercluster cooperation between the participating food regions	None	No relevance



€ 1.72 M ERDF

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