



Food and Agriculture
Organization of the
United Nations



CIHEAM
International Center for Advanced
Mediterranean Agronomic Studies



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PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION
IN THE MEDITERRANEAN AREA

GREEN GROWTH: STRATEGIES AND ACTIONS TO SHIFT TOWARDS SUSTAINABLE FOOD SYSTEMS IN THE MEDITERRANEAN REGION

Tuesday 12 September 2023 | 9.30 - 11:00 (CEST)

Background

Addressing sustainability challenges in the agrifood systems of the Mediterranean region is crucial for ensuring long-term food security, environmental preservation, and socioeconomic development. **The Mediterranean region faces a unique set of challenges**, including water scarcity, land degradation, climate change impacts, and socio-economic disparities, which directly affect food production, availability, and access.

The need for sustainable agrifood systems is becoming increasingly urgent as also global demand for food continues to rise. The Mediterranean region's population is projected to reach 550 million by 2050,¹ placing further pressure on agrifood systems. Without a shift towards more systemic and holistic approaches that embrace sustainable practices, food production may become increasingly expensive and less secure, exacerbating social and economic inequalities and further damaging the environment.

Transitioning towards more sustainable agrifood systems in the Mediterranean requires a **comprehensive** approach that encompasses all stages of the food supply chain. This includes sustainable agricultural practices, efficient post-harvest management, improved food processing and distribution, and promotion of sustainable consumption patterns, and effective waste management or waste valorization.

Sustainable agricultural practices, including agroecology and regenerative agriculture, play a vital role in reducing the environmental impact of food production while enhancing productivity and livelihoods. **Conservation agriculture**, which emphasizes soil health, water conservation, and reduced chemical inputs, can help mitigate land degradation and enhance ecosystem services. **Agroforestry**, integrating trees with crops or livestock, contributes to biodiversity conservation, carbon sequestration, and climate resilience. **Innovative technologies**, such as precision farming techniques, utilizing artificial intelligence and data-driven approaches, can contribute to improving crop yields, reducing water consumption, and increasing the efficiency of food production. They are advancing the frontiers of how to optimize resource use and minimize environmental impact.

In addition to sustainable production practices, **addressing food waste and losses is crucial** for sustainable agrifood systems. Efficient post-harvest management, improved storage facilities, and better transportation infrastructure can significantly reduce food losses and enhance food availability.

THE SFS-MED PLATFORM

The Food and Agriculture Organization of the United Nations (FAO), the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), the Secretariat of the Union for the Mediterranean (UfM) and the Partnership for Research and Innovation in the Mediterranean Area (PRIMA) have joined forces in a [multi-stakeholder initiative for Sustainable Food Systems in the Mediterranean \(SFS-MED Platform\)](#), as an affiliated project of the One Planet Network Sustainable Food Systems Programme. The SFS-MED initiative aims at promoting dialogue and collaboration among Mediterranean countries and stakeholders while they implement national and local efforts for a transformation to more sustainable food systems.

THE SFS-MED WEBINAR SERIES

This series of technical webinars is organized to leverage the knowledge and expertise of a network of researchers, development practitioners and decision-makers. The webinars aim at **strengthening knowledge sharing** and **stimulating debate** around themes relevant to food systems transformation in the Mediterranean, **peer exchange** about recent research and study findings, as well as **showcasing successful and inspiring actions** to promote the operationalization of food systems approaches.

Building on the findings of a [stocktaking exercise of the UN Food Systems Summit \(UNFSS\) Dialogues held in the Mediterranean](#), the webinars will revolve around a set of shared priorities and trends that are common to most countries in the region, considered as entry points or main thematic areas regarding what to transform in the Mediterranean food systems. Many of these were reflected as well in the national pathways for food systems transformation that countries developed within the UNFSS process during 2021.

Promoting healthy and sustainable diets, such as the Mediterranean diet model, is another essential aspect of sustainable agrifood systems in the Mediterranean region. Encouraging consumption patterns that prioritize locally sourced, seasonal, and nutritious foods can contribute to improved public health, reduced environmental impact, and support for local economies and food cultures.

Recognizing the urgency and complexity of the sustainability challenges, this webinar aims to unpack the key factors that can accelerate the green growth of sustainable agrifood systems. In line with Axis 1 of the [GreenerMed Agenda](#) adopted by UfM (“Support the transition to a green, circular and socially inclusive economy based on sustainable consumption and production practices and nature-based solutions”), **the webinar will discuss the role of innovative approaches in policy-making, research, capacity building, technology and finance to create incentives for change** for agri-food producers, consumers, businesses and a wide range of agrifood systems practitioners.

OBJECTIVES

KNOWLEDGE

Create a knowledge base about opportunities, innovative solutions and gaps or limitations for food systems transformation, specific to the Mediterranean context.

EVIDENCE SHARING

Facilitate replication and upscaling of concrete solutions for food systems transformation through the dissemination of evidence about successful approaches and lessons learned from across the Mediterranean.

AWARENESS

Promote and raise awareness on food systems thinking by facilitating multi-disciplinary and multi-sectorial exchanges.

EXPECTED OUTCOME

The webinar is expected to raise awareness and promote dialogue on the challenges and opportunities in greening agrifood systems in the Mediterranean region. The webinar will also provide participants with a better understanding of sustainable food production and consumption practices, the importance of reducing food waste and losses, and the role of innovative technologies in promoting sustainable agriculture practices in the region. The webinar will also facilitate the exchange of ideas and experiences among participants and foster opportunities for collaboration and partnerships among the SFS-MED platform members and other stakeholders.

This session will aim to address the key questions

- **What are the most effective and feasible strategies, incentives and technological solutions for greening agrifood systems in the Mediterranean region, and how can policymakers, researchers, and practitioners work together to implement them?**
- **How can stakeholders collaborate to address the challenges and gaps in knowledge, research, and innovation for sustainable agrifood systems in the Mediterranean?**



AGENDA

Interpretation will be provided in English and French

09.30-09.40	Welcome remarks	Yasmine Seghirate El Guerrab Administrator, CIHEAM
09.40-09.50	Keynote remarks <i>Setting the scene: overview of green agrifood systems and its benefits – perspective of a Mediterranean country</i>	Nora Ourabah Haddad FAO Representative in Lebanon, FAO
09.50-10.55	Panel discussion <i>Key success factors and innovative experiences for green agrifood systems in the region</i> <hr/> <i>Carbon farming and carbon credits: theory and examples at Mediterranean level</i> <hr/> <i>Mobilizing farmers for green action</i> <hr/> <i>Policy incentives for sustainable use of natural resources</i> <hr/> <i>Innovative business models for circular economy and sustainability</i> <hr/> <i>Investment and finance for green agri-food systems</i>	Moderator: Antonella Autino Project coordinator, PRIMA Foundation <hr/> Joan Colón Jordá Head of the Sustainability Accounting and Optimization Unit, BETA Technological Center at UVIC-UCC <hr/> Bernard Ader Vice-president, Committee of Professional Agricultural Organisations - General Confederation of Agricultural Cooperatives (COPA COGECA) and President, French National Council for Food Resilience (CNRA) <hr/> Nada AlFreihat Head of the Organizations Section, Directorate of Agreements and International Cooperation, Ministry of Agriculture of Jordan <hr/> Madhi Khomsi Project Coordinator, BusinessMED <hr/> Ebru Edin Chairperson, Business Council for Sustainable Development Türkiye (SKD Türkiye)
10.55-11.00	Closing remarks	Giuseppe Provenzano Project Manager, Higher Education and Research Division, Union for the Mediterranean (UfM)

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The SFS-MED Platform is an affiliated project of the One Planet Network's Sustainable Food Systems Programme

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