

Cofinanciado por:



**Designação do projeto** | ORCHESTRA .: add-value to ORCHards through thE full valoriSaTion of macRoalgAe

**Código do Projeto** | POCI-01-0247-FEDER-070155

**Objetivo principal** | Reforçar a investigação, o desenvolvimento tecnológico e a inovação

**Regiões de intervenção** | 94,44% Centro e 5,56% Norte

**Entidades beneficiárias** | INSTITUTO POLITÉCNICO DE LEIRIA

**Data de aprovação** | 06-01-2021

**Data de início** | 01-02-2021

**Data de conclusão** | 30-06-2023

**Custo total elegível** | 976.309,77 EUR

**Apoio financeiro da União Europeia** | FEDER – 710.148,55 EUR

**Apoio financeiro Público Nacional** | FCT – 183.342,67 EUR

**Apoio financeiro da União Europeia ao beneficiário** | FEDER – 509.321,45 EUR

**Apoio financeiro Público Nacional ao beneficiário** | FCT – 169.773,82 EUR

#### **Síntese do Projeto:**

The Consortium considers that there is a significant incentive effect in the ORCHESTRA project, mainly regarding financial support to support the effort that Campotec will carry on. Campotec has its main R&D and Innovation strategy, to be capable of providing greater business competitiveness, research and development of new production processes and innovative products in the various ranges (fresh and minimally processed fresh), which creates value for Campotec and, current and potential customers. Currently, its main focus, for the next 3 years, is the consolidation of the development of new products and processes in the Minimal Processing Unit area and New Organic Fruit, as well as to maximize the research work done so far, by implementing R&D results in its business chain by letting the bench work scale up and integrate pilot lines and productive environments. In order to sustain its differentiation from the competition the ORCHESTRA project is considered essential, in particularly for New Bio/Organic Fruit area, thus, Campotec must carry out an important financial effort on ORCHESTRA concretization, either in terms of the allocation of a highly qualified internal team, including a new hired one (Food Engineer, to reinforce R&D department and help to develop new Organic products), as well as in the acquisition of specific testing and control services and equipment needed for the development of the organic products (i.e. based on the use of invasive seaweed biomass as pre-harvest treatments by granting efficient natural-based options, or/and during post-harvest stage to lead to an increased product shelf-life, assuring better nutritional and quality of the products).

The company's aim is to become the biggest national player of organic apples, for which it benefits from the results of the project to turn organic into a commodity.

On the other hand, ORCHESTRA consortium is complemented by highly qualified professionals of 2 ENESII (IPEIRIA and IPCA), with recognized know-how in the main R&D areas accomplished by ORCHESTRA, that leverage the team's technical and scientific capacity where a total of 27 HR will be involved, 5 of them will be hired for this project, allowing the consortium to be solid, dynamic, multidisciplinary and with high skills. In a scenario of no incentive for this project, Campotec capacity will be significantly reduced, in terms of teams availability, as well as in technical resources investments. This reality is also true for the ENESII promoters of ORCHESTRA project. Thus, the incentive will be essential to provide the adequate conditions for ORCHESTRA consortium develop R&D activities as planned (otherwise, project timing and results will be compromised), in order to achieved in "Maçã de Alcobaça" apple and "Pera Rocha do Oeste" and Organic Apples, produced by using wild invasive seaweed biomass as pre-harvest treatments by granting efficient natural-based options, or/and during post-harvest stage to lead to an increased product shelf-life, assuring better nutritional and quality of the products.

In fact, it should also be noted that, in a time of widespread containment, the lack of incentives will contribute to these investments are not fully realized within the expected deadlines. In the same way, the strong (sustained) growth that Campotec has had, foreseeing to continue in the next years, means that the company's resources are allocated and dependent on this growth. Consequently, the incentive will allow setting more demanding goals that will enable a greater and faster return on the project, moving more quickly towards CAMPOTEC strategy, also counting on the notoriety of R&D entities, allowing for a scientific relevance of recognition international, opening doors to new partnerships, on the path of innovation, differentiation and competitiveness.

Based on the results that will be achieved by ORCHESTRA, Campotec aims to act, in a first phase, at a national level, boosting the commercialization of BIO "Maçã de Alcobaça" apple and "Pera Rocha do Oeste", produced by using wild invasive seaweed biomass as pre-harvest treatments by granting efficient natural-based options, or/and during post-harvest stage to lead to an increased product shelf-life, assuring better nutritional and sensorial quality of the products. To get that, national project's partners, APMA (ASSOCIAÇÃO DOS PRODUTORES DE MAÇÃ DE ALCOBAÇA) and ANP (National Association of Pera Rocha Producers), will be essential to promote products and processes innovations under this project. Later, in global market, through the distribution channels already constituted by Campotec (currently, Campotec exports 18% of its production, mainly for United Kingdom, France, Brazil and Spain), Campotec aims to reach new markets like United Arab Emirates and Nordic countries, which are characterized by a greater concern with healthy and green products, and where the price is not relevant. Finally, it is also intention of Campotec to explore Ireland and Austria markets, by enhancing the dissemination actions provided for this project (multiple selling criterion). As it was already described in Anexo Técnico (WP7), Campotec wants to disseminate the foreground knowledge attained, the developed and demonstrated technical solutions, and the results achieved during the project. Several ways will be leveraged for effective dissemination, including: Conventions; Scientific congresses; Industry open days; Scientific publications; Project website (both internal and external uses); Social media; Print and digital media publications; and training. Thus, it can achieve a huge number of partners and potential customers and increase the multiple selling criterion.

Finally, the R&D activities defined in this project are not based on a contractual obligation with a third person or that it could finance the cost of these developments, so all investment in the project

will be supported by financing sources of Campotec, reason why the incentive is essential to provide the necessary means for ORCHESTRA purposes.