



# EU CAP Network brokerage event 'Partnering for innovation with impact in agriculture and rural areas'

Prague, Czech Republic  
29-30 April 2025



A close-up photograph of several hands, belonging to people wearing red and blue plaid shirts, stacked on top of each other in a huddle. The background is slightly blurred, showing more of the same shirts and a hint of greenery.

# Interactive session New business models and value chains



**Ana Patricia Lopez Blanco for Fanny Le Gloux**  
**DG AGRI, F.2 Research and Innovation, European Commission**

# Upscaling innovative payments to support farmers in the delivery of agri-environment-climate public goods

Zoom in on **new business models and value chains**



# Upscaling innovative payments to support farmers in the delivery of agri-environment-climate public goods



## CONTEXT

- Remaining barriers to the upscaling and long-term implementation of payments for environmental services
- Objectives of the European Green Deal



## EXPECTED OUTCOMES

- **Boosted participation** in payments for environmental services with result-based and/or collective and/or spatially coordinated approaches
- **Enhanced governance, financing capacity and implementation** of innovative payments adapted to the diverse contexts
- **Improved delivery** of public goods by EU agriculture



## SCOPE

- **Develop and/or improve, test, pilot and evaluate payment schemes** with result-based and/or collective and/or spatially coordinated approaches
- **Develop and/or improve approaches** for a fair remuneration of farmers
- Develop and/or improve and **apply robust and cost-effective monitoring**
- **Identify barriers, enablers and solutions** for upscaling innovative payments
- **Support capacity building**, training, reskilling, and education



## PLEASE NOTE

- Multi-actor approach
- JRC may participate
- Financial support to third parties



## INSTRUMENT

- IA
- 12 €M (2 grants)

# Open topic: Innovating for on-farm post-harvest operations, storage and transformation of crops into food and non-food products

Zoom in on **new business models and value chains**





# Open topic: Innovating for on-farm post-harvest operations, storage and transformation of crops into food and non-food products



## CONTEXT

- Farmers do not always **profit from the added value of their agricultural produce**, limiting greater financial returns.
- **Vision for Agriculture and Food**



## EXPECTED OUTCOMES

- Farmers can access **innovative solutions to improve post-harvest handling, processing and storage** contributing to environment and climate objectives
- Farmers **add value to their products** and **enhance their competitiveness**.
- Farmers/SMEs **develop business models fostering sustainable value chains**.



## SCOPE

- **Test, develop and pilot innovative solutions** improving farmers position and financial viability in value chains & **leveraging use of agricultural produce**
- Increase farmers **options to benefit from on-farm transformation and/or storage of agricultural outputs for food and/or non-food purposes**.
- Foster **new SME-led sustainable business models**.
- **Improve climate/environmental performance** of the resulting activities/businesses.



## PLEASE NOTE

- TRL 6-7
- **Multi-actor** approach
- Benefit **organic** farming
- **SME** participation expected
- **Financial support to third parties**



## INSTRUMENT

- **Innovation Action**
- **12 Million € (2 grants)**
- **2-stages/blind evaluation**

# **EU CAP Network brokerage event ‘Partnering for innovation with impact in agriculture and rural areas’**

**29-30 April 2025  
Prague, Czech Republic**

All information on the brokerage event is available on the event webpage:

<https://eu-cap-network.ec.europa.eu/events/eu-cap-network-brokerage-event-partnering-innovation-impact-agriculture-and-rural-areas>

