

2024

WHITE BOOK

BEST PRACTICES FOR THE SUSTAINABLE
TRANSITION OF COMPANIES IN THE
AGRI-FOOD SECTOR.

Contribución a la producción y el consumo sostenibles en el sector agroalimentario

UNA INICIATIVA DE COOPERACIÓN TRIANGULAR DE LA **Ventana Adelante2024** COFINANCIADA POR LA UNIÓN EUROPEA

www.adelante2.eu

BENEFICIARIO



PRIMER OFERENTE



SEGUNDO OFERENTE



This publication is a product of the Triangular Cooperation Initiative Contribution to Sustainable Production and Consumption in the Agri-food Sector, co-financed by the European Union through the ADELANTE Window for Triangular Cooperation between the European Union, Latin America, and the Caribbean.

The Initiative, which involves entities from Bolivia, Colombia, and Italy, aims to share the knowledge of the Alliance's organizations to strengthen institutional capacities in developing strategic plans for agri-food production and consumption under the circular economy model. This approach provides a comprehensive view of the product life cycle and focuses on the green economy.

More information about the Initiative:
<https://www.adelante2.eu/es/iniciativas/ict-594-24/89>

This publication was developed with the financial support of the European Union.

The contents of this publication are the sole responsibility of the Santa Cruz Chamber of Industry, Commerce, Services, and Tourism (CAINCO) and do not, under any circumstances, reflect the opinions of the European Union.

INDEX

04	Introduction
06	Good Practice No. 1 Driving Sustainability through Cluster Initiatives
12	Good Practice No. 2 Circular Economy, Food Waste Valorization, and Interdisciplinary Collaboration
16	Good Practice No. 3 Fostering Innovation through Shared Success Stories
20	Good Practice No. 4 Promoting Sustainable Business Practices to Foster Trade Relations
26	Good Practice No. 5 Encouraging a Culture of Sustainability in Local Businesses through Small, Concrete Steps
30	Good Practice No. 6 The Catalytic Role of Chambers of Commerce in Promoting Sustainability Partnerships
34	Good Practice No. 7 Social Approach, Awareness Courses, and Systemic Laboratories for Knowledge Transfer to Companies
38	Good Practice No. 8 Boosting Local Growth through International Cooperation
42	Good Practice No. 9 Building Sustainable Business Practices with Public Financing and Collaborative Innovation
46	Good Practice No.10 Driving Global Sustainability through University Partnerships and Educational Innovation



Introduction

The Strategic Position of Sustainability in the Agri-Food Sector

Context and Background

The agri-food sector faces critical challenges in balancing the growing demand for food with the need to preserve the environment. As a significant contributor to climate change, biodiversity loss, and resource depletion, the sector has a dual responsibility: to minimize its environmental footprint while driving innovation for sustainable practices. To meet these challenges, collaboration between businesses, academic institutions, and policymakers is vital.

This White Paper has been developed within the framework of the **Triangular Cooperation Initiative “Contributing to sustainable production and consumption in the agri-food sector”** financed by the European Union through the **ADELANTE Window**, and aimed to share the knowledge of the Partnership entities to promote institutional capacity building in the development of strategic plans for agri-food production and consumption under the circular economy model, with a holistic vision of the life cycle of food products and a focus on the green economy. The Initiative brought together key partners—the Santa Cruz Chamber of Industry, Commerce, Services, and Tourism (CAINCO, Bolivia), the Bogotá Chamber of Commerce (CCB, Colombia), and the Turin Chamber of Commerce (CCT, Italy)—to address shared challenges in sustainability through knowledge exchange and collaborative action.



Entities and Contributions

- **CAINCO (Bolivia):** With extensive experience implementing programs like AL-INVEST IV and AL-INVEST 5.0, CAINCO has played a pivotal role in advancing SME competitiveness and sustainability.
- **CCB (Colombia):** Known for its Business Strengthening programs, the CCB has supported Colombian SMEs in adapting to market trends, enhancing sustainability, and expanding internationally.
- **CCT (Italia):** A leader in fostering sustainability through projects like Savor Piemonte, the CCT contributes expertise in integrating circular economy principles into business practices.

These entities, all ICC World Chambers Federation members, collaborated to leverage their strengths in sustainable production and consumption within the agri-food sector.

Development Challenge

The Triangular Cooperation Initiative underpins this White Paper, focusing on systematizing good practices in sustainable agri-food production and consumption.

- **ODS 12:** Promoting sustainable management and efficient use of resources, reducing food waste, and minimizing waste generation.
- **ODS 8:** Enhancing the efficiency of global production and decoupling economic growth from environmental degradation.

This initiative seeks to foster inclusive and sustainable development across the institutional, business, and civil society sectors by addressing these goals.



Objectives and Aims of the White Paper

This white Paper provides actionable insights into how strategic partnerships and innovation can promote sustainability across agri-food systems. Developed collaboratively by CAINCO, CCB, and CCT it is a practical guide for stakeholders seeking to enhance sustainability practices and foster international collaboration.

Key Objectives:

1. **Foster Strategic Partnerships:** Highlight how collaboration among chambers of commerce, academia, and businesses can drive sustainability.
2. **Share Best Practices:** Present examples of successful initiatives and the measurable benefits achieved through partnerships.
3. **Promote Circular Economy Principles:** Showcase strategies for integrating waste reduction, sustainable packaging, and resource efficiency into operations.
4. **Strengthen Knowledge Exchange:** Encourage international cooperation and capacity building to tackle shared challenges in the agri-food sector.
5. **Deliver Practical Guidance:** Offer stakeholders practical tools and recommendations for implementing sustainable practices in their own organizations.

This White Paper draws upon the expertise of the participating chambers, lessons from successful programs, and the collaborative spirit of the **ADELANTE Window**. It underscores the value of partnerships in addressing complex sustainability challenges while promoting innovation, inclusivity, and resilience within the agri-food system.

This publication has been produced with financial support from the European Union. The contents of this publication are the sole responsibility of its authors and do not in any way reflect the views of the European Union.



GOOD PRACTICE



By Julian Robledo Ruiz and Gustavo Adolfo Pulecio Espitia

Driving Sustainability through Cluster Initiatives

Public-Private Collaboration, Sectoral Competitiveness, and Business Development by the Bogotá Chamber of Commerce

The Bogotá Chamber of Commerce (CCB) serves as a strategic facilitator to promote competitiveness and sustainability among its approximately 450,000 registered companies in Bogotá and Cundinamarca. As one of the 57 chambers of commerce in Colombia, the CCB focuses on defining, designing, and implementing projects that address the specific needs of businesses within its area of influence.



Key areas of focus include:

Public-Private Collaboration: Building bridges between businesses and public institutions to foster strategic solutions and create a sustainable business environment, connecting and mobilizing both public and private actors.

Competitiveness: Addressing sectoral gaps through programs that enhance innovation and sustainability capabilities, improving the social, environmental, and economic conditions of entrepreneurs in the city and the region.

Business Strengthening: Offering programs, advisory services, and training to improve business capabilities, promote innovation, facilitate market access, and encourage formalization. These initiatives are designed to meet the specific needs of micro and small enterprises (MSEs), which represent 97% of the business fabric in Bogotá and the region.

The CCB drives 19 Cluster initiatives, collaboration schemes between businesses, academia, public entities, and NGOs, designed to address the main sectorial needs. Specifically, of the 19 clusters, those focused on Food Security, Printing and Packaging, Water, and the Circular Economy stand out due to their emphasis on the agri-food industry. These initiatives operate autonomously and evolve in response to the specific challenges of their sectors, guided by institutional coordination and key work plans for their operation. The CCB acts as the Technical Secretariat for these clusters, organizing annual meetings, executive committees, and working groups for the design, implementation, and monitoring of projects related to human talent, innovation, new business, internationalization, investment attraction, and sustainability. These efforts are complemented by inter-cluster programs aimed at identifying business opportunities within and between various clusters.

In the area of sustainability, the CCB has prioritized clusters such as fashion, construction, electricity, logistics and mobility, printing and packaging, among others. It designs and supports businesses with a specialized service offering in environmental management, energy transition, logistics, green growth, waste management, and the adoption of best practices in the circular economy.

Main Results and Experiences of the CCB from Clusters with Work Agendas Related to Sustainability and the Circular Economy

Since 2022, the Bogotá Chamber of Commerce (CCB) has been developing the Circular Economy Solutions Program, supporting companies in building the capacity to identify and develop circular solutions, as well as business opportunities both individually and collaboratively across clusters and productive sectors. As part of this effort, over 1,500 companies have been sensitized, more than 250 have been supported in developing circular solutions for their businesses, and over 60 companies have participated in networking events to identify opportunities for utilizing various types of waste.



GOOD PRACTICE

NO. 1

Driving Sustainability
through Cluster Initiatives

By 2023, over 23,000 companies benefited from programs designed to enhance their sustainability, innovation, and market access through the CCB clusters. In 2024, as a result of institutional coordination and gap identification, the Water and Circular Economy Cluster was launched. This neutral platform offers solutions for water security management and waste management, promoting environmental sustainability in business operations.

This cluster involves approximately 5,000 companies related to integrated water and waste management, 29 community aqueducts that provide drinking water services to rural areas of the city, 134 in Cundinamarca, and over 380 recycling organizations that bring together 21,650 waste pickers.

Methodology for the Development of Sustainable Services

The CCB employs a systematic approach to sustainability within its Cluster initiatives, focusing on:

- **Sector-Specific Sensitivity:** Mapping the unique characteristics of companies related to each cluster sector to develop tailored strategies.
- **Shared Value and Social Inclusion:** Involving microenterprises, women entrepreneurs, and young professionals (ages 18 to 35) to ensure inclusive growth.
- **Collaborative Action:** Leveraging institutional frameworks through coordination and collaboration spaces such as:
 - Expanded Council
 - Executive Committee
 - Working Groups (e.g., Sustainability, Innovation, Human Talent, and Internationalization)

Operational Tools and Techniques.

- **Digital Cluster Community:** A centralized platform offering training, networking opportunities, and business collaboration, including:
 - Training sessions
 - Networking spaces
 - Circular economy collaboration
 - Business catalogs and classifieds
- **Cluster Governance and Institutional Framework:** Periodic coordination meetings led by the Technical Secretariat (managed by the CCB), supported by an organized structure with open participation from businesses, academia, government, support entities, and other interested stakeholders.
- **Development of Competitiveness Programs:** Clear action plans based on international best practices, ensuring concrete steps toward sectoral competitiveness.



Examples of Implementations and Best Practices

Case Study: Circular Economy Solutions Program and Environmental Sustainability in MSMEs of Bogotá and the Region

Challenge: MSMEs in Bogotá and the surrounding region face significant challenges in adopting sustainable practices due to limited access to resources, lack of experience, and scarce support systems. These barriers prevent businesses from optimizing material usage, reducing waste, and developing sustainable strategies based on circular economy principles and environmental sustainability.

Approach:

Training, Workshops, and Tailored Educational Content:

- **Free Access to Conferences and Seminars:** MSMEs were offered free access to conferences and seminars to help them understand the concepts of circular economy and sustainability.
- **Practical Tools and Methodologies:** The program provided practical tools and methodologies for businesses to apply circular economy principles.

Supportive Projects and Programs:

- **"How to Incorporate Sustainable Materials":** Introduction of sustainable inputs into product development processes.
- **"Leveraging Technology as a Catalyst for Sustainability":** Innovative solutions to promote sustainability by optimizing processes and reducing environmental impact through technology.
- **"Turning Waste into Resource":** Helping MSMEs see waste as an asset and improving their business strategies through waste utilization.
- **"Designing Circular Projects and Measuring Impact":** Teaching participants how to design and evaluate circular economy projects and measure their impact.

Networking Opportunities:

- Spaces were created for MSMEs to connect with experts, stakeholders, and colleagues, fostering collaboration for sustainable growth.

Results

Various programs and initiatives are offered through the clusters, such as the following:

The sustainability criteria adoption program in packaging and containers design promotes the application of eco-circular projects and implements green design strategies. It focuses on the adoption of green seals, assisting businesses in defining a roadmap for the adoption of these certifications, and developing business networking events. In 2023, green design strategies were implemented in 43 companies in the Bogotá region, 47 companies were assisted in establishing waste utilization targets, and 650 companies participated in training sessions with specialized content.



GOOD PRACTICE

NO. 1

Driving Sustainability
through Cluster Initiatives

The sustainable fashion program in the fashion sector in 2023 benefited 462 companies and impacted 97 through a certified course by the EAN University on sector sustainability with a focus on internationalization. This cluster works on circular fashion projects with various public-private stakeholders in Bogotá and the region.

The energy efficiency program developed by the electricity cluster aims to energize the energy market by connecting service-providing companies with demand-side companies from various production sectors. Since 2022, it has strengthened the capabilities of 1,360 service-providing companies through networking, knowledge, and specialized training sessions. Additionally, it supports 47 companies, which report an average 20% increase in sales.

The program for adopting the concept of eco-design and participating in collective plans, led by the printing & packaging cluster, has incorporated best practices for the manufacturing of packaging, containers, and labels. It has impacted more than 155 companies through training on the life cycle of their products, and another 45 companies by applying environmental criteria for cleaner production. In 2024, it assisted 30 companies in defining a roadmap for the adoption of green seals, strengthened the knowledge of more than 745 companies through specialized training spaces, and developed two business networking events with over 250 meetings, 90% of which requested sustainable packaging.

The Foodtech project from the Food Security Cluster promotes the use of emerging and sustainable technologies in the food industry to improve competitiveness and support the transition to sustainable practices in companies of all sizes. To achieve this, a technology adoption methodology in value chain schemes has been developed and socialized with entrepreneurs to strengthen their business ideas. The project identified over 180 technological initiatives driven by 110 food industry companies, studied successful international references in the adoption of emerging technologies, and designed an intervention methodology for entrepreneurs, companies, and partners to facilitate the adoption of technologies in biotechnology, nutraceuticals, AI, analytics, among others.

The Logistics and Mobility Cluster has carried out green logistics actions with 60 transportation companies and more than 120 drivers, supporting the adoption of best practices and driving behaviors aimed at reducing greenhouse gas emissions. Workshops were held to promote good practices in the post-consumption of tires and waste management in 120 transportation companies and businesses in the auto parts sector.

The initiatives led by the CCB clusters offer a service portfolio available through the Digital Community, an online business platform where cluster actors and entrepreneurs can access relevant sector information, find specialized training, and tailor-made services. In addition, they can interact with other stakeholders in their sector, generating valuable connections and business opportunities—all in one place. Currently, the digital community has more than 34,000 users from the 19 CCB initiatives.



GOOD PRACTICE

NO. 1

Driving Sustainability
through Cluster Initiatives

Success Analysis

Key Results:

- **Broad Participation:** SMEs from various sectors actively participated in the programs, benefiting from practical training, consulting, projects, and support offered.
- **Improved Understanding and Application of Concepts:** Participants reported a better understanding and implementation of best practices in circular economy and environmental sustainability.
- **Strengthened Networks:** Companies formed valuable relationships with stakeholders to advance their sustainability goals.

References and contacts

Bogotá Chamber of Commerce Cluster Initiative:

- Cluster Strategy Management
- Agropecuary and Agroindustrial Sector Directorate
- Cluster Digital Community

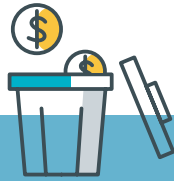
Contacts to facilitate future collaborations:

Bogotá Chamber of Commerce

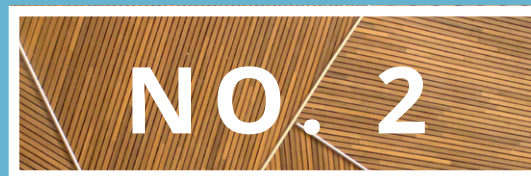
julian.robledo@ccb.org.co; gustavo.pulecio@ccb.org.co

www.comunidaddigital.ccb.org.co/

www.ccb.org.co/servicios/fortalecemos-tu-sector



GOOD PRACTICE



By Raffaele Passaro and Cristian Campagnaro

Circular Economy, Food Waste Valorization, and Interdisciplinary Collaboration

PoliTo Food Design Lab: Innovating Sustainable Food Systems

The PoliTo Food Design Lab, founded in 2016, is a multidisciplinary research and experimentation laboratory focused on addressing key issues in food systems, such as food waste, food insecurity, and circular economy. As the operational arm of the FFWD initiative (Fighting Food Waste Design Focus), funded by the Department of Architecture and Design at the Polytechnic University of Turin, the lab applies design principles and interdisciplinary collaboration to develop innovative resource recovery processes, redefining waste as a valuable resource.

The scientific team at PoliTo Food Design Lab includes Prof. Cristian Campagnaro (director), Dr. Raffaele Passaro (project lead, innovation and research), Dr. Giorgia Curtabbi (researcher, special projects), and Dr. Martina Leo (researcher).



GOOD PRACTICE

NO. 2

**Circular Economy, Food Waste Valorization,
and Interdisciplinary Collaboration**

Key areas of focus include:

Development of Sustainable Solutions:

- Creation of concepts and edible prototypes of new food products made from surplus and by-products.
- Application of the principle "waste is money" to maximize resource efficiency and minimize waste.

Education and Outreach:

- Engagement of over 850 students and 260 citizens through 50 workshops and 11 talks.
- Promotion of interdisciplinary learning in design for/with/about food.

Collaboration and Impact:

- Implementation of circular economy practices and collaboration with public and private organizations, including Fondazione Progetto Arca Onlus, Panacea Social Farm, and Nova Coop Piemonte.

Experiences and Results Achieved by the Partners.

The PoliTo Food Design Lab has achieved measurable impacts in economic, social, and environmental dimensions:

Economic Benefits:

- Generation of business opportunities through the development of innovative food products and sustainable processes based on the circular economy.
- Creation of links between local businesses to promote skill exchange and the recycling of agro-industrial by-products.

Social Benefits:

- Promotion of food security strategies for homeless individuals through projects aimed at combating food poverty.
- Awareness raising and collaboration through workshops, talks, and citizen participation programs.

Environmental Benefits:

- Reduction of greenhouse gas emissions by keeping resources in circulation.
- Support for biological cycles of waste to minimize organic waste.



GOOD PRACTICE

NO. 2

Circular Economy, Food Waste Valorization,
and Interdisciplinary Collaboration

Methodology for the Development of Sustainable Services

Guidelines and Methodological Approaches:

The laboratory employs a systemic and interdisciplinary methodology to address the challenges of food systems:

Circular Economy Framework:

- Treating food surpluses and by-products as valuable materials to be transformed into new edible products.
- Promoting resource recovery at local and regional levels to enhance sustainability.

Design Thinking:

- Integration of product and service design principles to innovatively address challenges in the food system.
- Use of knowledge in food design and social design to respond to complex problems across products, services, and systems dimensions.

Collaboration Platforms:

- Partnerships with academic institutions, businesses, and NGOs to develop solutions tailored to local needs.

Examples of Implementation and Best Practices

Case Study: Appl[e]ause – Valorization of Apple By-products in Agri-food Systems

Challenge: The agri-food sector in the provinces of Cuneo and Torino (Piedmont, Italy) generates large volumes of by-products, such as apple waste, which have traditionally been underutilized. These by-products hold untapped potential for creating high-value food products.

Approach:

- **Material Analysis and Concept Definition:** A documentary analysis was conducted on dried apple pomace flour to identify its nutritional properties, including a high fiber concentration (35 g/100 g).
- **Product Prototyping:** Six new edible bakery products were created, including:
 - **MeMi:** A honey cookie made with 20% apple pomace flour, 30% wheat flour, and 50% honey, offering a fresh apple flavor with a soft and fragrant texture.
 - **Eden:** A spiral breadstick made with 13% apple pomace flour and wheat flour, designed to be visually striking and attractive on the table.
- **Focus on Organoleptic and Aesthetic Properties:** Sensory tests were conducted to refine flavor and texture, leveraging the visual appeal of apple pomace flour to differentiate the product.



GOOD PRACTICE

NO. 2

Circular Economy, Food Waste Valorization,
and Interdisciplinary Collaboration

- **Collaboration:** Local agri-food sector stakeholders and food technologists were involved in perfecting the formulations and design process.

This project is part of the NODES initiative, funded by MUR – M4C2 1.5 of PNRR with the support of the European Union - NextGenerationEU (Grant agreement no. ECS00000036).

Results:

- **Economic Opportunities:** Development of prototypes with commercialization potential, enabling the monetization of fruit by-products.
- **Nutritional Value:** Highlighted the nutraceutical properties of apple pomace flour, emphasizing its nutritional benefits.
- **Impact on Sustainability:** Demonstrated a viable pathway for reusing agro-industrial waste and creating high-value foods.

Success Analysis

Key Results:

- **Widespread Engagement:** Educated over 1,000 students and citizens, and promoted more than 30 part-time jobs on campus for design students.
- **Resource Efficiency:** Innovative recovery techniques that maximize resource use and minimize waste.
- **Market Creation:** Supported companies in entering the green market with products based on the circular economy.

References and contacts.

Local Structures Developing Sustainable Activities.

Collaborations of PoliTo Food Design Lab:

- Fondazione Progetto Arca ONLUS
- Cooperativa Animazione Valdocco
- Panacea Social Farm
- Nova Coop Piemonte

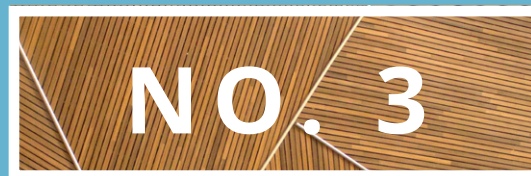
Contacts to Facilitate Future Collaborations:

PoliTo Food Design Lab

cristian.campagnaro@polito.it & raffaele.passaro@polito.it
@foodesignlab.polito



GOOD PRACTICE



By Daniele Ceratto

Fostering Innovation Through Shared Success Stories

Connecting Academia and Industry to Promote Sustainable Solutions in Food Systems

The University of Gastronomic Sciences (UNISG) stands out as a dynamic center that fosters transdisciplinary research, innovation, and sustainability in the food sector. Its network includes over 50 industries, spanning production, distribution, food services, packaging, and equipment manufacturing. Leveraging its strong connections with companies, foundations, and academic institutions, UNISG facilitates a reciprocal exchange where businesses benefit from innovations driven by academic research, while academia gains valuable exposure to practical applications, ensuring the relevance and impact of its research. Together, they develop practical solutions to address the challenges of modern food systems.



Key activities include:

- **Career Center:** Connecting students with network partners through internships, job offers, and professional events.
- **Corporate Training:** Workshops and customized programs to enhance corporate strategies in sustainability and gastronomy.
- **Corporate Events:** Organizing events that provide network partners with exclusive access to research and innovative ideas.
- **Food Communication Agency:** Specialized services in storytelling and marketing strategies targeted at the food sector.
- **FoodLab:** A research and development lab offering partners innovative solutions, prototyping, and testing to advance food projects.
- **Sustainability and Circular Economy Lab:** Developing innovative solutions for the sustainability of food systems.
- **Consultancy and Joint Projects:** Designing tailored solutions by combining the university's academic expertise and the network's knowledge.

Experiences and Results Achieved by the Partners

- **Knowledge Exchange through Events:** UNISG organizes forums and thematic meetings on its campus, providing network partners with opportunities to discuss emerging topics such as sustainability, innovation, and circular economy practices.
- **Informal Networking Opportunities:** The university leverages international food and beverage fairs to connect network members, fostering alliances and knowledge exchange.
- **Multidisciplinary Solutions:** By combining academic rigor with practical applications, UNISG supports businesses in identifying sustainable strategies aligned with their operational objectives.

Methodology for Developing Collaborative Services

Guidelines and Methodological Approaches:

- **Understanding the Needs of Partners:** Detailed consultations are conducted to assess the specific challenges and opportunities of each partner, ensuring that the solutions are tailored to their objectives.
- **Engagement with the Network:** UNISG connects partners with stakeholders from its extensive network, facilitating collaborations that leverage both academic and business strengths.
- **Solution Development:** Strategies are designed by integrating academic research with industry knowledge to ensure practical, evidence-based solutions tailored to the food sector.
- **Sharing Practical Success Stories:** UNISG prioritizes sharing successful cases within its network to inspire other members and promote a culture of continuous improvement and collaboration.
- **Visibility of Projects in the Network:** The results and processes of projects are actively shared within the network, providing inspiration and encouraging the adoption of successful solutions.



GOOD PRACTICE

NO. 3

Fostering Innovation Through
Shared Success Stories

Examples of Implementations and Best Practices:

Case Study: Strategic Partners Meeting at UNISG

Challenge: Bringing together various sectors and organizations (companies of different sizes, academic institutions, foundations, research entities, and associations) in a collaborative space to harmonize interests and develop common objectives.

Approach:

UNISG organizes the annual Strategic Partners Meeting, facilitating discussions on emerging topics such as sustainability, innovation, and collaboration strategies.

Results:

Over the years, numerous collaborative projects have emerged from the strong network and partnership efforts of the University of Gastronomic Sciences. These projects exemplify the fruitful synergy between the academic world, businesses, and other key stakeholders, including:

- **Uovo Circolare:** Circular egg production through sustainable feeding with black soldier fly larvae fed on agro-industrial by-products.
Results: Reduction of food waste, lower environmental impact, and a sustainable market for circular eggs and derivative products.
- **School Food for Change:** Transformation of school food systems across Europe.
Results: Improved student nutrition, reduced food waste, and increased environmental awareness.
- **Catering Circolare with Bibendum:** Implementation of circular economy in catering operations.
Results: Significant waste reduction and heightened awareness of sustainability in gastronomy.
- **Mattm:** Circular economy in food packaging.
Results: Eco-friendly solutions that preserve food quality, aligned with circular economy principles.
- **Packaging Olio EVO with RICREA:** Evaluation of sustainable materials for olive oil packaging.
Results: Promotion of sustainable steel packaging that preserves oil quality and supports environmental sustainability.



GOOD PRACTICE

NO. 3

Fostering Innovation Through
Shared Success Stories

Success Analysis

Key Results:

- **Cross-Sector Collaboration:** Successful connection of companies, academic institutions, and foundations in a unified space to address shared challenges.
- **Strengthening Network Influence:** Consolidation of UNISG's role as a vital hub for fostering collaborations and catalyzing innovative projects in sustainability and food systems.
- **Project Development:** Creation of impactful collaborative projects that combine industry needs with academic expertise.
- **Active Participation:** Steady growth in attendance and engagement, reflecting the event's relevance in promoting productive dialogues and partnerships.
- **Knowledge and Inspiration Sharing:** Promotion of successful initiatives that inspire members to adopt innovative practices.
- **Strategic Alignment:** Facilitation of goal alignment among diverse participants, generating concrete results and collective impact.

References and contacts

University of Gastronomic Sciences of Pollenzo
Daniele Ceratto
d.ceratto@unisg.it - relazioniesterne@unisg.it
www.unisg.it



GOOD PRACTICE

NO. 4

By Cristian Avanzi and Giovanni Pischedda

Promoting Business Sustainability Practices to Foster Commercial Relationships

Advancing Global Competitiveness Through Innovations in the Food Sector

The Chamber of Commerce of Turin supports food companies in Piedmont through the Savor Piemonte project. This project is aimed at the international promotion of companies operating in the food and beverage sectors who wish to develop or strengthen their presence abroad. It is carried out in collaboration with a wide range of qualified partners.

Thanks to this strong network, both international buyers and companies can benefit from the multidisciplinary skills offered by the Savor Piemonte team. A specific focus of the business support activities is centered on sustainability.



Key activities include:

Facilitating International Business Cooperation:

- The project helps food companies connect and build business relationships with international buyers.
- Companies also receive assistance in complying with local industry regulations.

International Relationships That Elevate Sustainability Standards:

- The international buyers selected for the project often require higher sustainability standards, mandated by their markets or local regulations.

Support in Developing Sustainable Practices:

- Through collaboration with local actors, companies receive guidance in developing pathways to sustainability that encompass their production processes, products, packaging, and communication.

Experiences and Results Achieved by the Partners

Sustainability: A Key Point for Internationalization.

- The presentation of the project and the services offered allowed partners to understand how sustainability has become a key asset for SMEs interested in internationalization.

Increased Focus on Sustainability:

- Participants realized that a company's sustainability enhances its competitiveness, even on an international level.
- Sustainability can be a response to local regulations or a necessary element to meet consumer demand.

Partnerships with Key Stakeholders:

- Support for companies is made possible through partnerships with local, national, and international stakeholders who possess the necessary skills to help SMEs improve their sustainability practices.



GOOD PRACTICE

NO. 4

Promoting Business Sustainability Practices
to Foster Commercial Relationships

Methodology for the Development of Sustainable Services

The presented methodology emphasizes the importance of verifying the sustainability levels required by foreign markets through a careful analysis of local regulations and the needs expressed by buyers, who are the best experts on the target market.

Company Assessment:

- An initial evaluation of the company allows for measuring its sustainability maturity level and identifying specific challenges it faces.

Relationship with the Buyer:

- A close relationship with the international buyer is essential to gather information about local sustainability needs and demands.

Mapping of Key Stakeholders:

- Based on the needs identified in the company assessments, it is necessary to select local, national, and international partners who can assist in improving the sustainability aspects of the companies.
- With selected partners, a collaborative framework must be developed to ensure the economic sustainability of the support and a timely response to the emerging needs of new markets.

Buyer Involvement and Co-Creation:

- Actively engaging buyers in meetings or visits to companies helps highlight the importance of sustainability for business success in new markets.

Tools and Operational Techniques.

The presented methodology emphasizes the importance of verifying sustainability levels.

Workshops and Training:

- Conduct workshops to help companies deepen their understanding of sustainability principles and lessons learned internationally.

Buyer Participation:

- Use selected buyers as testimonials to highlight the importance of sustainability among companies.

**Sustainability Service Package:**

- Develop and apply standardized tools to assess companies' sustainability needs.
- Establish a range of services to improve business sustainability.

Examples of Implementations and Best Practices

Case Study: Enhancing Brand Identity and Visitor Experience with Boutic Caffè

Challenge: Boutic Caffè sought to elevate its brand identity and create a unique visitor experience, engaging both consumers and business partners. The challenge was to design a high-impact strategy on a limited budget while leveraging existing infrastructure.

Approach:

Brand Identity and Visual Design:

- Developed a personalized brand strategy, including a logo inspired by the artisanal essence of coffee and traditional seals on jute bags.
- A refined color palette and typography were designed to resonate with both modern and traditional audiences.

Collaboration with Design Experts:

- Brand assets were transferred to Circolo del Design, which identified Decostudio as a specialized partner in graphic design and packaging.

Development of Visitor Experience:

- Pre-visit: Attractive promotional materials to engage participants.
- On-site: Step-by-step guided tours with explanatory panels and immersive experiences.
- Post-visit: Follow-up materials, including brochures and gift boxes, to reinforce the connection with Boutic Caffè.

Circular Design Principles:

- Use of sustainable practices, such as repurposing coffee sacks for furniture and recyclable materials for packaging.

Results:

- **Increased Brand Engagement:** Growth in direct-to-consumer sales and heightened interest from the HoReCa sector.
- **Market Visibility:** Positioned Boutic Caffè as a leader in artisanal coffee both locally and internationally.
- **Sustainability Awareness:** Highlighted the importance of sustainability in coffee production and consumption, resonating with environmentally conscious consumers and stakeholders.



GOOD PRACTICE

NO. 4

Promoting Business Sustainability Practices
to Foster Commercial Relationships

Success Analysis

According to the requirements of foreign markets and selected buyers, the Turin Chamber of Commerce, in collaboration with various stakeholders, assisted Savor Piemonte companies in improving their sustainability, especially focusing on local regulations, packaging, and communication.

References and contacts

Local Structure Developing the Savor Piemonte Project:

- Turin Chamber of Commerce
- Email: Export.agrofood@to.camcom.it

Project Partners to Implement Sustainability:

- Circolo del Design
- Chemical Laboratory of the Turin Chamber of Commerce
- Polytechnic University of Turin (Department of Architecture and Design) - Materioteca MATto
- Slow Food
- University of Gastronomic Sciences



GOOD PRACTICE



By Doriana Dal Palù and Diego Albesano

Promoting a Culture of Sustainability in Local Businesses through Small Concrete Steps

MATto with CamCom: Facilitating Sustainable Innovation through Material Expertise

The Turin Chamber of Commerce supports the design system of Piedmont by offering the manufacturing sector tools for innovation, enhancing its competitiveness in both local and international markets. To achieve this goal, the Chamber of Commerce has partnered over the years with the MATto Materials Library at the Polytechnic University of Turin, providing a valuable service to the manufacturing sector launched by the university.

The MATto Materials Library offers personalized consulting services dedicated to the research and use of innovative materials. It connects manufacturing companies with experts to bridge the gap between project needs and technical solutions, focusing on sustainable development and sensory exploration.



Key activities include:

Connection of SMEs with Sustainability Experts:

- Facilitating relationships between small and medium-sized enterprises (SMEs) and professionals in the sustainability sector.
- Building a network that helps SMEs navigate the path to sustainability by raising awareness and demonstrating both economic and ecological results.

Consulting on Innovative and Sustainable Materials:

- Access to a database of over 1000 innovative materials and semi-finished products, classified by technical characteristics, sustainable potential, presentation forms, and sensory properties.

Support in Design and Innovation:

- Assisting companies in adopting innovative and sustainable approaches for product and process design.
- Leveraging over 13 years of experience in materials research and design to offer high-impact solutions.

The scientific team at MATto within this project includes Prof. Claudia De Giorgi (director), Prof. Beatrice Lerma (executive director), Dr. Doriana Dal Palù (project manager, innovation and research), Dr. Eva Vanessa Bruno (researcher, special projects), and Dr. Noemi Emidi (junior researcher).

Experiences and Results Achieved by the Partners.

Promotion of Sustainability Among SMEs:

- Helped SMEs, which often lack specific sustainability expertise, access professional knowledge and concrete steps to adopt eco-friendly practices.
- Built networks connecting businesses with sustainability professionals, facilitating relationships that empower SMEs to embark on sustainable initiatives.

Materials Database and Consulting Services:

- Utilized a database of over 1000 innovative materials and semi-finished products, categorized by technical, sensory, and sustainability characteristics.
- Provided tailored consulting services to businesses, supporting their innovation efforts by aligning project needs with material solutions.

Methodology for the Development of Sustainable Services.

MATto Material Library adopts a structured methodology to promote sustainability through innovation in materials:



GOOD PRACTICE

NO. 5

Promoting a Culture of Sustainability in Local Businesses through Small Concrete Steps

Bridging Knowledge Gaps:

- Helps SMEs understand the sustainable potential of innovative materials through personalized consultancy.
- Facilitates connections between businesses and technical experts.

Material-Centered Design:

- Uses research-based knowledge to recommend innovative materials tailored to specific project needs.
- Explores the functionality, sensory properties, and sustainability potential of materials to develop impactful solutions.

Sustainability through Collaboration:

- Collaborates with academia, businesses, and public entities to create an ecosystem of innovation and sustainability.

Examples of Implementation and Best Practices.

Case Study: Sustainable Packaging for Coffee

Challenge: The company aimed to replace traditional packaging materials with more sustainable alternatives, aligning with customer demand for eco-friendly products and reducing its environmental footprint.

Approach:

Material Research:

- Conducted thorough studies on the technical requirements for coffee packaging, such as oxygen and water permeability, shelf life extension, and compatibility with existing machinery.
- Explored over 22 potential packaging solutions, categorized into five main paths: lightweight structures, mono-materials, recycled materials, paper-based materials, and biodegradable options.

Proposed Solutions:

- Evaluated materials like mono-material PP and PE, biopolymers, and compostable options, considering factors such as machinability, cost, and sustainability certifications.
- Recommended multilayer packaging solutions with high gas barriers, allowing the company to maintain product quality while transitioning to sustainable packaging.

Collaboration:

- Engaged with material suppliers and sustainability consultants to refine the selection process.
- Created an iterative feedback loop between stakeholders to test and validate potential packaging solutions.



GOOD PRACTICE

NO. 5

Promoting a Culture of Sustainability in Local Businesses through Small Concrete Steps

Results:

- Identified a viable path to adopting mono-material and biodegradable packaging solutions that align with sustainability goals without compromising performance.
- Empowered the company to address consumer demand for environmentally-friendly products, enhancing brand reputation and competitiveness in the market.

Success Analysis

Key Results:

- **Increased Awareness:** Raised awareness about sustainable packaging possibilities among SMEs in the agri-food sector.
- **Knowledge Transfer:** Provided practical insights into innovative material solutions, enabling companies to transition to sustainable practices.
- **Networks and Collaboration:** Built strong networks between businesses, material suppliers, and sustainability experts to facilitate ongoing innovation.

Future Developments

- **Scaling Educational Efforts:** Expand the study and application of innovative materials to include more sectors and SMEs.
- **Focus on Bio-material Solutions:** Continue researching bio-based materials to offer eco-friendly alternatives.
- **Strengthening Partnerships:** Collaborate further with public institutions and private companies to promote sustainable practices.

References and contacts

Collaborations of the MATto Materials Library:

- Doriana Dal Palù, doriana.dalpalu@polito.it • Diego Albesano, d.albesano@to.camcom.it

Contacts for Facilitating Future Collaborations:

- MATto Materials Library | matto@polito.it | www.matto.design/en/home

Polito Food Design Lab:

- Raffele Passaro, raffaele.passaro@polito.it • Cristian Campagnaro, cristian.campagnaro@polito.it

SysLab:

- Eliana Ferrulli, eliana.ferrulli@polito.it • Silvia Barbero, silvia.barbero@polito.it



GOOD PRACTICE



By Sonia Naretto

The Catalytic Role of Chambers of Commerce in Fostering Alliances for Sustainability

Promoting Global Collaborations through International Exchanges

The Turin Chamber of Commerce actively collaborates with other chambers of commerce at the regional, national, and international levels to promote local economic growth and provide services that drive the business development of SMEs. It addresses common objectives through structured partnerships, bilateral agreements, active participation in global networks, specific projects, and customized services. These initiatives foster business development, internationalization, sustainability, and innovation.



Key activities include:

Support for Sustainability and Social Inclusion:

- The Turin Chamber of Commerce provides businesses with training and consulting services focused on updating and informing them about the latest trends and regulations related to sustainability issues.
- The Turin Chamber of Commerce develops projects to promote sustainable practices, such as **CERTO**, carried out in collaboration with the Italian Ministry of the Environment and the Polytechnic University of Turin. This project is an example of cooperation between the public and private sectors to foster the green transition. Its aim is to create a “Renewable Energy Communities” model that serves as co-sharing and incubation spaces, promoting knowledge transfer between companies and institutions for sustainable production and raising public awareness of green and sustainable practices.
- The Chamber of Commerce also develops local networks involving private and public actors from the region. It serves as a hub for launching projects focused on **Social Inclusion** (such as the IT platform Torino Social Impact) and **Gender Equality** (through the Women Entrepreneurs Committee).

Support for Internationalization:

- **Enterprise Europe Network (EEN):** The Turin Chamber of Commerce participates in this European network to support SMEs in their internationalization by collaborating with other Chambers to offer consulting and support services.
- **Business Development and Internationalization Department:** Offers programs and services to help SMEs access global markets through institutional and technical alliances, training on import and export topics, and organizing B2B events and meetings with international counterparts. It also develops specific projects to promote the internationalization of local clusters.

Support for Innovation:

- **Digital Business Points (PID):** Through the PID Office, the Chamber provides services to foster a culture of innovation and digitization among businesses. These include digital diagnostics to assess innovation levels, innovation academies to update businesses on global trends, and technology transfers to promote business networks among SMEs.
- **International Projects:** Participation in international projects funded by multilateral organizations such as Horizon 2020 to promote the exchange of best practices on innovation-related issues.

Experiences and Results Achieved

Strengthening Local and Regional Networks: Promoting collaborations between local and regional institutions, universities, and research centers to develop specific projects that positively impact sustainability, innovation, and social inclusion.



GOOD PRACTICE

NO. 6

The Catalytic Role of Chambers of Commerce in Fostering Alliances for Sustainability

Boosting Local Business Development through Sustainability: Developing services and programs that support the internationalization of local clusters, foster a culture of sustainability, and promote business innovation.

Promoting International Collaborations: Active participation in networks like ICC World Chambers Federation, Eurochambres, and Enterprise Europe Network, facilitating access for SMEs to international markets and the development of innovative projects that support business growth in the face of global challenges.

Metodología para el Desarrollo de Colaboraciones

Guidelines and Methodological Approaches: The Turin Chamber of Commerce implements a structured approach to foster effective partnerships, emphasizing global engagement, shared goals, and actionable strategies.

- **Active Participation in International Networks:**
Membership in global networks, such as the ICC World Chambers Federation, facilitates the establishment of new collaborations across various sectors.
- **Definition of Shared Goals:**
Identifying areas of mutual interest between partner chambers worldwide, focusing on internationalization, sustainability, and innovation.
- **Signing Cooperation Agreements:**
 - A process that includes:
 - Identification of potential partners.
 - Definition of common objectives.
 - Drafting of the agreement content.
 - Formalization and signing to solidify the collaboration.
- **Development of Structured Collaborative Projects:**
 - Context analysis and formalization of the partnership.
 - Identification of shared needs.
 - Design of specific actions.
 - Definition of success indicators and pursuit of funding.
 - Monitoring, development, and promotion of results.



Case Study: CERTo – Energy Communities for Urban and Industrial Renewal

Challenge: Addressing the growing demand for renewable energy solutions in densely populated urban areas and underutilized suburban regions. CERTo aims to create energy communities that promote energy efficiency, sustainability, and economic development by involving local stakeholders and raising awareness about sustainability issues.

Approach:

- **Preliminary Analysis:** Mapping high-potential areas for energy communities.
- **Innovative Models:** Designing customized solutions for companies with complementary consumption profiles.
- **Training:** Workshops to educate stakeholders on the benefits of CERs.

Results:

- **Strengthened Regional Collaboration:** Involved over 110 companies and 162 operational sites in the Turin metropolitan area.
- **Sustainable Development:** Reduced carbon emissions by increasing the use of renewable energy sources.

Success Analysis.

Key Results:

- **Expanded Collaboration:** Strengthening networks between local and international Chambers of Commerce.
- **Enhanced SME Competitiveness:** Providing support in sustainability and innovation to tackle global challenges.
- **Catalyst for Sustainability and Innovation:** Promoting local and international initiatives for sustainable economic growth.

References and contacts

Turin Chamber of Commerce

Sonia Naretto
s.naretto@to.camcom.it
www.to.camcom.it/



GOOD PRACTICE



By Eliana Ferrulli and Silvia Barbero

Social Focus, Awareness Courses, and Systemic Labs for Knowledge Transfer to Companies

The Open Systems Program: Universities Oriented Toward Sustainability

The Open Systems Program at the Polytechnic University of Turin connects master's students with companies to co-develop sustainable solutions over a six-month period. This master's course integrates principles and methodologies of systemic design in diverse contexts, equipping companies with strategies to advance sustainability across various industries, including the agri-food, textile, cosmetics, healthcare, packaging, and construction sectors.



GOOD PRACTICE

NO. 7

Social Focus, Awareness Courses, and Systemic
Labs for Knowledge Transfer to Companies

Key Aspects of the Program Include:

Collaborative Projects:

- Annual participation of 6–7 student teams working with 10–12 companies to address specific sustainability challenges.

Focus Areas:

- Quantitative-qualitative systemic analysis of local contexts.
- Mapping of social, economic, and environmental factors.
- Leveraging local resources to establish circular economy models.
- Use of systemic maps ("Gigamaps") to visualize relationships and identify intervention opportunities.

Customized Deliverables:

- Short, medium, and long-term roadmaps with clear action plans.
- Practical, co-created strategies designed for gradual implementation.

Experiences and Results Achieved

Improvement in Circular Practices: Adoption of systemic design methodology and circular economy models to optimize resources, reduce waste, and transform by-products into valuable outputs.

Strengthening Networks: Enhanced collaboration across supply chains, facilitated by the systemic insights generated during the program.

Scalability Potential: Action roadmaps for short, medium, and long-term implementation with positive impacts recorded at micro, meso, and macro levels.

Methodology for the Development of Sustainable Services

The program uses systemic design principles and practices to create innovative and actionable sustainability solutions:

Systemic Design Principles: Mapping resource flows and interactions between stakeholders to identify leverage points towards circularity.

Use of Local Resources: Minimizing dependence on external inputs by creating closed-loop systems in regional contexts.



GOOD PRACTICE

NO. 7

Social Focus, Awareness Courses, and Systemic Labs for Knowledge Transfer to Companies

Strategic Co-Creation: Involvement of students, academic researchers, and industry professionals to develop viable and scalable solutions.

Systemic Maps ("Gigamaps"): Visual tools for understanding relationships between stakeholders, resource flows, and inefficiencies.

Scenario Planning and Roadmaps: Structured and phased strategies for sustainable transitions over short, medium, and long-term horizons.

Best Practices Research: Incorporating global examples to inform and adapt local solutions.

Examples of Implementations and Best Practices

Case Study: Reintegrating Agro-food By-products into Cosmetic Production.

Challenge: This project aimed to address the challenge of reintegrating abundant local by-products, such as used coffee grounds and silver skin from hazelnuts, into cosmetic production. Using these available resources from the Turin area, the project proposed a new line of cosmetics for the company, along with innovative solutions such as returnable packaging and reusable skincare pads made from textile waste.

Approach:

- **Holistic Diagnosis:** Systemic analysis of the productive flows of the territory and the company, integrating both quantitative and qualitative data.
- **Identification of Opportunities and Challenges:** Document and field research to select a set of best practices.
- **Systemic Mapping:** Visualization of relationships between stakeholders and productive chains using an input-output logic.
- **Roadmap Design:** Planned actions with short, medium, and long-term horizons, including a qualitative evaluation of social, economic, and environmental impacts.

Results:

- **Economic Opportunities:** Estimated 8% increase in revenue after two years, thanks to strategies like transforming by-products into high-value cosmetics, returnable packaging, and reusable pads made from textile waste.
- **Impact on Sustainability:** Recycling of local solid waste (food and textiles), establishing good consumption practices among users and supporting principles of the circular economy.
- **Innovation in Cosmetics:** Creation of product lines that combine sustainability and functionality, responding to the demand for eco-friendly beauty products and adding value to abundant by-products in the region.



GOOD PRACTICE

NO. 7

Social Focus, Awareness Courses, and Systemic
Labs for Knowledge Transfer to Companies

Success Analysis

Key Results:

- **Broad Commitment:** Collaboration between the agri-food, textile, and cosmetics industries, fostering interdisciplinary innovation.
- **Resource Efficiency:** Innovative recovery techniques for agri-food by-products, maximizing resource use and reducing waste.
- **Market Creation:** Development of product lines ready to enter the sustainable cosmetics market and local production sector.

References and contacts

Local Structures Developing Sustainable Activities.

Initiatives of the Polytechnic University of Turin:

- Systemic Design | SysLab
- Open Systems Program

Contacts to Facilitate Future Collaborations:

Systemic Design Team | SysLab
silvia.barbero@polito.it, eliana.ferrulli@polito.it
Website: [Systemic Design Lab](#)



GOOD PRACTICE



By Bernardo Llobet Arce and Ricardo Tarabillo

Driving Local Growth through International Cooperation

Building Effective Partnerships and Sustainable Solutions

International cooperation serves as a key driver to strengthen local initiatives through strategic partnerships, effective project design, and collaborative networks. This approach leverages global resources and knowledge to address local challenges, creating a synergistic relationship between international and regional stakeholders.



GOOD PRACTICE

NO. 8

Driving Local Growth through
International Cooperation

Key activities include:

Identification of Projects and Proposal Development: Identifying opportunities for local projects aligned with international funding calls and priorities such as sustainability, social inclusion, and innovation.

Knowledge Exchange and Best Practices: Organizing study visits, workshops, and shared learning experiences to facilitate the local adoption of successful strategies from global partners.

Strengthening Local Capacities: Training and supporting local institutions and youth-focused programs, such as Alimbés Verde, ensuring their readiness to participate in international projects.

Consortium Building: Establishing strong partnerships with international institutions to co-create solutions tailored to local challenges.

Experiences and Results Achieved by the Partners

International cooperation efforts have generated tangible benefits for local actors:

Strengthening Institutional Networks: Partnerships with global institutions such as the University of Santa Cruz and the Polytechnic University of Turin have established frameworks for academic and practical collaborations.

Better Implementation of Best Practices: Examples from international partners have guided local actors in improving cluster management strategies and business services.

Greater Local Impact: Targeted initiatives have successfully supported youth-focused programs, aligning them with global development goals such as the European Green Deal and digital transformation.

Increased Local-International Synergy: Through partnerships with institutions like the Bogotá Chamber of Commerce, local projects have gained international visibility and access to additional resources.

Methodology for the Development of Sustainable Services

The creation and execution of impact projects requires a structured methodology adapted to local needs and international frameworks:

Mapping and Identifying Opportunities:

- Analyze local challenges and strengths to align them with international priorities.
- Use tools such as the EU funding call portal to identify suitable opportunities.



GOOD PRACTICE

NO. 8

Driving Local Growth through
International Cooperation

Building Strategic Consortia:

- Partner with organizations that bring complementary skills and experience.
- Assign clear roles and responsibilities, fostering collaboration and accountability.

Proposal Customization:

- Develop clear objectives that demonstrate innovation and alignment with funding priorities.
- Incorporate measurable outcomes that address both local needs and global impact metrics.

Execution and Monitoring:

- Implement governance structures to oversee project progress.
- Continuously evaluate the impact to refine approaches and improve outcomes.

Fostering Sustainability and Cluster Management – A Bolivian-Italian Alliance

Challenge: Bolivian stakeholders, particularly SMEs and educational institutions, face significant challenges in accessing international networks and best practices that could strengthen their initiatives. These challenges include limited exposure to advanced methodologies, cultural differences in sustainability approaches, and varying levels of regional development, all of which require strategies tailored to local realities.

Approach:

Collaborative Alliances:

- An agreement was established between the University of Santa Cruz (Bolivia) and the Polytechnic of Turin (Italy) to facilitate knowledge exchange and promote joint initiatives.
- The alliance leveraged Turin's expertise in industrial cluster management and the integration of sustainability into business practices.

Knowledge Exchange through Study Visits:

- Study visits were organized for Bolivian representatives to Turin, exposing them to innovative practices in cluster management and sustainability-focused services offered by the Turin Chamber of Commerce.
- The sessions included practical demonstrations of circular economy strategies and social economy projects, providing applicable ideas for Bolivian stakeholders.



GOOD PRACTICE

NO. 8

Driving Local Growth through
International Cooperation

Capacity Building:

- Practical workshops focused on proposal mapping and cooperation project management.
- Training sessions emphasized adapting international best practices to local Bolivian contexts, taking into account socio-economic and cultural challenges.

Success Analysis

Key Results:

Expanded Networks: Establishing strong international collaborations with academic institutions, businesses, and public organizations.

Youth Empowerment: Creating opportunities for young professionals through training and mentoring initiatives.

References and contacts

Local Structures Developing Sustainable Activities:

- University of Santa Cruz
- Polytechnic University of Turin
- Chamber of Commerce of Bogotá

Contacts for Facilitating Future Collaborations:

cainco@cainco.org.bo

ricardo.tarabillo@cainco.org.bo

bernardo.llobet@cainco.org.bo

website www.cainco.org.bo



GOOD PRACTICE

NO. 9

By Moira Gálvez

Building Sustainable Business Practices with Public Funding and Collaborative Innovation

Fundares: Driving Circular Economy Solutions through Strategic Waste Management

Fundares, established as a strategic partner for businesses, specializes in waste management and promoting circular economy principles. The organization supports industries and communities in adopting responsible production and consumption models, aligning with national regulations and international sustainability goals.



GOOD PRACTICE

NO. 9

Building Sustainable Business Practices with
Public Funding and Collaborative Innovation

Key activities include:

Comprehensive Solid Waste Management: Customizable systems to help businesses reduce their environmental impact and comply with the Waste Management Law No. 755.

Social Empowerment Initiatives: Strengthening the livelihoods of over 3,000 waste collectors through training and partnerships with responsible businesses.

Promotion of the Circular Economy: Encouraging practices that maximize resource efficiency, reduce waste in landfills, and promote the reuse of materials across industries.

Educational and Community Impact Programs: Campaigns to raise awareness about responsible waste disposal and recycling, as well as reforestation projects to combat deforestation and climate change.

Experiences and Results Achieved by the Partners

Fundares has achieved significant success in improving waste management practices and creating social and environmental benefits:

Closing the Loop Program: A flagship initiative that helps businesses adopt responsible waste management practices, generating both economic and social benefits.

EcoSector and Community Engagement: Collaborative efforts that include recycling campaigns, reforestation days, and international webinars to empower businesses and communities toward sustainable solutions.

Economic Growth and Social Equity: By partnering with waste collectors, Fundares bridges the gap between vulnerable communities and businesses, promoting equitable economic opportunities.

Key achievements include:

- Diverting significant volumes of waste from landfills.
- Helping businesses comply with legal regulations while improving their sustainability reputation.
- Facilitating green business connections and fostering a vibrant circular economy ecosystem.

Methodology for Developing Collaborative Services

Fundares uses a structured approach tailored to the specific needs of each company for waste management:

- **Initial Diagnosis:** Assessment of waste generation by type and volume to identify challenges and opportunities.



GOOD PRACTICE

NO. 9

**Building Sustainable Business Practices with
Public Funding and Collaborative Innovation**

- **Employee Training:** Workshops to instill best practices in waste segregation and recycling.
- **Waste Sorting and Collection:** Optimizing recycling through waste separation at the source and collaboration with authorized operators.
- **Impact Reports:** Provision of detailed monthly reports on environmental and social outcomes, useful for sharing with stakeholders.
- **Circular Solutions:** Leveraging innovative approaches like the **TRAZARES** system to ensure traceability of waste and regulatory compliance.

Examples of Implementations and Best Practices

Case Study: Closing the Loop Program

Challenge: Companies in Bolivia were facing increasing pressure to comply with environmental laws and efficiently manage their waste needs, lacking the experience to integrate circular economy principles.

Approach:

Fundares launched “Cerrando el Ciclo” (Closing the Loop), a comprehensive waste management program designed to help companies comply with Law No. 755 and enhance their sustainability performance:

- Conducting diagnostics to assess the specific needs of companies.
- Designing customized solutions for managing recyclable waste such as paper, PET bottles, plastics, and metals.
- Employee training in sustainable practices for effective waste sorting and management.
- Collaborating with authorized operators and local recyclers to ensure proper disposal and material reuse.
- Providing detailed monthly reports on waste diversion achievements, carbon footprint reduction, and community support.

Results:

- Supported over 35 companies in transitioning to sustainable waste management practices.
- Significant reduction of waste in landfills, promoting cleaner and healthier environments.
- Increased social equity by including vulnerable communities in recycling initiatives.
- Improved environmental reputation of companies, boosting their value for stakeholders and customers.



GOOD PRACTICE

NO. 9

Building Sustainable Business Practices with
Public Funding and Collaborative Innovation

Success Analysis

Key Results:

- **Social Impact:** Empowered 3,000 waste pickers with training and access to economic opportunities.
- **Environmental Achievements:** Diverted substantial volumes of waste from landfills, reducing pollution and preserving natural resources.
- **Economic Contributions:** Strengthened the green economy through new business partnerships via programs such as the Green Business Wheel.
- **Global Recognition:** Organized international forums with prominent speakers, elevating Bolivia's position in the global sustainability discourse.

References and contacts

Collaborations and Initiatives of Fundares:

- Closing the Loop Program
- Waste Traceability System TRAZARES
- EcoSector Projects

Contact Information:

Fundares
fundaresantacruz.org
info@fundaresantacruz.org



GOOD PRACTICE



By Sergio Daga Mérida

Driving Global Sustainability through University Partnerships and Educational Innovation

Towards Sustainable Education:
International Collaboration and Research

The Universidad Privada de Santa Cruz de la Sierra (UPSA), in collaboration with the University of Cádiz (UCA) through the Erasmus+ program, has established a strong framework for academic exchange. This initiative promotes mutual learning and educational internationalization through faculty mobility, knowledge exchange, and cross-border research.



GOOD PRACTICE

NO. 10

Driving Global Sustainability through University
Partnerships and Educational Innovation

Key activities:

Teacher Mobility and Exchange:

- Six UPSA professors have completed five-day exchanges at UCA, sharing experiences in human resources, civil engineering, and corporate communication.
- These exchanges strengthen collaboration between UPSA and UCA, creating synergies in teaching and research.

Joint Teaching and Research Initiatives:

- The professors teach specialized courses at UCA on social economy, NGO management, and resource management, fostering interdisciplinary learning.
- Collaborative research projects address pollution and water resource management, creating academic and social impact.

Strategic Institutional Partnership:

- A formal agreement between UPSA and UCA ensures ongoing collaboration through joint courses, seminars, and academic activities.
- A follow-up committee supervises and guides ongoing projects, aligning goals for mutual benefit.

Experiences and Results Achieved by the Partners

The UPSA-UCA collaboration under Erasmus+ has generated significant academic and institutional benefits.

Enhanced Teaching Experience:

- Professors have incorporated innovative teaching methodologies, enriching their pedagogical practices.
- Interaction with UCA researchers has provided new perspectives, driving collaborations and improving educational quality.

Strengthened International Networks:

- Durable academic ties have been established between UPSA and UCA, laying the foundation for future initiatives.
- Knowledge transfer between institutions has enabled reaching international educational standards.

Improved Academic Programs:

- Integrating best practices from UCA into UPSA has elevated the quality and relevance of education.



GOOD PRACTICE

NO. 10

Driving Global Sustainability through University Partnerships and Educational Innovation

Methodology for the Development of Collaborative Services

The Erasmus+ program implements a structured and results-oriented approach.

Guidelines and Methodological Approaches:

- Faculty mobility aligns with the strategic goals of both universities, prioritizing excellence and innovation.
- A bilateral evaluation ensures that the courses taught are relevant and adaptable to local programs.

Operational Tools and Techniques:

- The internationalization offices efficiently coordinate schedules and research initiatives.
- The monitoring committee evaluates progress and identifies new collaboration opportunities.

Participation Strategies:

- Faculty members are encouraged to apply the methodologies learned and share their experiences upon return.
- Regular exchanges strengthen bilateral relationships and ensure continuous improvement.

Examples of Implementation and Best Practices

Case Study: Faculty Mobility in the Erasmus+ Program

Challenge: UPSA aimed to strengthen the capacities of its academic staff through international exposure, fostering collaboration with a globally prestigious institution.

Approach:

Teaching Exchange at UCA:

- Faculty members taught courses based on their specialties, including:
 - Human Resources Management by Mariela de los Ríos and Mirka Gely Flores.
 - Water Resources and Hydraulic Erosion by Osvaldo Rosales.
 - Social Economy and NGO Management by Ruth Rivero Arce and Lourdes Chalup.

Knowledge Exchange and Collaboration:

- Faculty collaborated with UCA scholars, sharing best educational and research practices.
- Discussions led to research opportunities in sustainability, resource management, and social economy.

Institutional Integration:

- Faculty mobility was integrated into UPSA's internationalization strategy, aligning with its academic goals.



GOOD PRACTICE

NO. 10

Driving Global Sustainability through University
Partnerships and Educational Innovation

- Courses at UCA broadened global perspectives for both students and faculty.

Results:

- Academic ties between UPSA and UCA were strengthened, fostering a collaborative culture.
- Pedagogical techniques at UPSA were enriched, benefiting the entire academic community.
- Research in environmental management and social impact was promoted, establishing a foundation for future projects.

Success Analysis

Key Results:

- **Academic Quality Improvement:** Faculty mobility has enriched teaching methodologies with global perspectives.
- **Strengthening Research Capacity:** Interdisciplinary research on sustainability and resource management has been developed.
- **Promotion of Global Competence:** Faculty members have gained valuable intercultural experiences, fostering international integration.
- **Promoting Global Competence:** Faculty members have gained valuable experiences.

Future Developments:

- **Expansion of Faculty Mobility:** Expand faculty participation and diversify areas of expertise within the Erasmus+ program.
- **Strengthening Collaborative Research:** Promote joint projects addressing global challenges, leveraging institutional strengths.
- **Scaling Student Exchanges:** Increase student mobility between UPSA and UCA to build a global academic community.

References and Contacts

Institutional Collaborations:

- Private University of Santa Cruz de la Sierra (UPSA)
- University of Cádiz (UCA)

Contact Information:

- Sergio Daga Mérida - Vice Rector
- Private University of Santa Cruz de la Sierra (UPSA)
- +5913464000
- sergiodaga@upsa.edu.bo



Contribución a la producción y el consumo sostenibles en el sector agroalimentario

UNA INICIATIVA DE COOPERACIÓN TRIANGULAR DE LA **Ventana Adelante2024** COFINANCIADA POR LA UNIÓN EUROPEA

www.adelante2.eu

BENEFICIARIO



PRIMER OFERENTE



SEGUNDO OFERENTE

