



# D5.4 Value Chain Report 12M

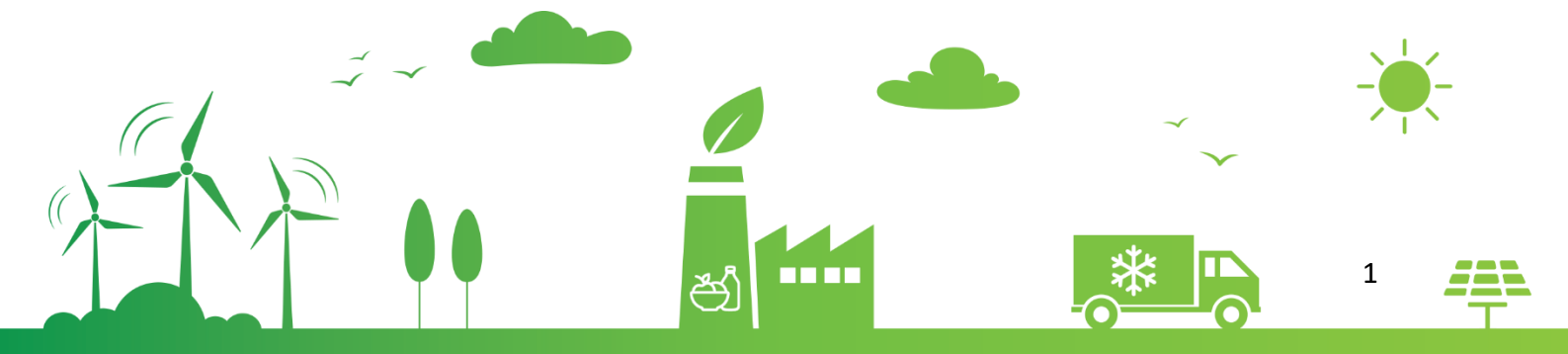
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# Introduction

This report details the implementation of **Deliverable 5.4 Value Chain Workshops 12M**, a key component of the REEValue project's business outreach strategy as part of WP5.

The aim of the Value Chain Workshops is to focus on success stories in energy collaboration across value chains (such as, joint purchase agreements, adopting similar procedures, protocols and policy, and joint planning of infrastructure and logistics). Project partners Sammontana will also be invited to present at the workshop, given their best practice of integrating energy efficiency and renewable energy into equipment provided to its clients.

The workshop will also provide participants with an opportunity to explain their current operations, plans, needs and opportunities. The intention is to help identify ways how businesses can leverage their relationships to plan for the implementation of energy measures across their value chain.

D5.1, D5.4, and D5.7 were organized as back-to-back workshops over two days to accommodate the busy schedules of business representatives and enhance the value of participation.

# Malta

## Workshop Overview

The D5.1 Best Practice Workshop was organised over 19th and 20th September 2024, at the Ghajn National Water Conservation Centre in Rabat, Malta. This workshop brought together business representatives from across the agri-food value chain, including food and beverage manufacturers, importers, distributors, retailers, and logistics companies.

This served as the first opportunity for the Maltese REEValue partners to present the project to a wider audience, beyond one-to-one business meetings, providing an opportunity for valuable knowledge exchange, questions, and peer-learning.

## Introduction

The workshop kicked-off through a presentation to introduce REEValue by EWA Chief Policy Officer (Stakeholder Support) Ing. Charles Buttigieg. He highlighted its goal to support businesses in the food, beverage, and transport sectors in identifying and implementing energy efficiency and renewable energy solutions. He outlined how the project promotes value chain collaboration, bringing together manufacturers, wholesalers, and retailers to jointly improve energy performance. Ing. Buttigieg introduced the upcoming REEValue online platform, which will offer tailored recommendations based on energy data, facilitate access to best practices and funding opportunities, and support the formation of energy communities. Through practical case studies (such as the ice-cream value chain) he demonstrated how changes in production, logistics, and purchasing policies can lead to significant energy savings. His presentation emphasized the importance of coordinated action and knowledge-sharing to drive sustainable transformation across industries.

The workshop featured contributions by project partners AEMS, Sammontana, and UNIBS.

## AEMS

Conor Molloy's contribution emphasized sustainable logistics as a growth opportunity through circular economy principles and collaboration. Molloy projects a 91% increase in Ireland's freight volumes by 2050, with road freight as the fastest-growing CO<sub>2</sub> emitter, urging businesses to adopt decarbonization strategies such as avoiding empty shipments, shifting to rail/waterways where possible, and improving vehicle performance, supported by EU directives like CountEmissionsEU and REDIII.

He advocates setting science-based targets (SBTi) to reduce fossil fuel use by 50% by 2030, using tools like ECOFleet to optimize routes and cut emissions, as demonstrated by 199,915 tons of CO<sub>2</sub>e savings in Ireland (2014–2023).

Collaboration is key, with 86% of polled businesses reporting 50% empty vehicle kilometers, highlighting inefficiencies addressable through data sharing and partnerships.

## Sammontana

Sammontana's presentation outlined a comprehensive approach to sustainability and energy efficiency in the ice cream production value chain. Sammontana achieved a 5.8% reduction in energy consumption (KpiE) and a 5.9% reduction in water use (KpiW) across its Empoli, Vinci, and Colognola plants from 2022 to 2023 through measures like increasing cold storage temperatures by 2°C, optimizing refrigeration systems (saving up to 1.4M kWh), and relamping.

Natural gas use is optimized, with 86% for cogeneration. Scope 3 initiatives include shared primary logistics with frozen partners, Scania trucks with lower fuel consumption, and reverse logistics to reduce emissions. Sammontana collaborates with suppliers for sustainable practices, such as using biomethane from ice cream waste for truck fuel, biogenic plastics for containers, and sustainable almond farming to cut CO<sub>2</sub> and water use.

Data collection via platforms like ECOVADIS and CDP fosters value chain collaboration, while projects like solar panel installations and low-absorption freezers enhance efficiency.

## UNIBS

Prof. Ivan Ferretti's presentation focused on value chain collaboration models to enhance energy efficiency (EE) and renewable energy systems (RES). The presentation defines a value chain as the value addition by stakeholders across stages (e.g., ice cream production, transportation), unlike a supply chain's simple commodity transfer. It emphasizes collaboration through clear communication, resource sharing, and governance frameworks to achieve mutual benefits like cost savings, reduced CO<sub>2</sub> emissions, and improved product quality.

Key EE and RES practices include optimized travel routes, portable refrigerated units (PRUs) for low-volume transport, and energy communities, which can save up to 40% energy but face high costs and geographical barriers. Collaboration across stakeholders ensures investments maximize economic and environmental benefits, such as shared logistics or waste heat recovery.

## Photos



# Ireland

## Workshop Overview

The REEValue Focus Group was held on Friday, 25th October 2024, at Cork Chamber, bringing together members of the REEValue EU Consortium, sustainability professionals, and key stakeholders from across the food and beverage value chain. This interactive workshop built on the momentum from the previous day's best practice presentations, shifting focus toward collaborative planning, knowledge exchange, and strategic actions.

Designed as a forum for targeted dialogue, the session brought together SMEs, manufacturers, and sustainability experts to explore how shared goals and aligned actions can reduce emissions, enhance energy performance, and strengthen value chain resilience. Roundtable discussions covered priority areas including Scope 3 emissions in the value chain, ESG reporting, supply chain innovation, and the business case for carbon reduction strategies.

The day opened with remarks by Joe Tanti, CEO of the Malta Business Bureau and Dr Alicia Mateos-Cárdenas, REEValue Project Coordinator at Cork Chamber. Alicia introduced the workshop format and guided participants through the day's agenda, setting the tone for open dialogue and practical outcomes. Each attendee was invited to share their goals and expectations, helping to align group discussions with real-world challenges and opportunities.

The session featured three expert contributions:

- Prof. Ivan Ferretti (University of Brescia, REEValue Consortium partner) joined virtually to present on value chain collaboration models.
- A representative from Climeaction spoke on Scope 3 emissions and carbon footprinting.
- A speaker from ENSO addressed ESG communication, focusing on how to effectively integrate sustainability narratives into brand storytelling and stakeholder engagement.



## Company Roundtables and Value Chain Mentoring

- Following the presentations, participating businesses shared their current challenges and successes. This session, moderated by Joe Tanti, allowed for real-time peer learning and mentoring. Each business received feedback on their sustainability approach, and discussions helped identify potential synergies for shared logistics, energy-saving investments, and knowledge-sharing. While one company joined virtually, others benefitted from face-to-face exchanges that encouraged future collaboration beyond the workshop.
- At the end of the session, Alicia led a demonstration and live testing of the REEValue platform which was under development. Participants explored how the tool can support their sustainability planning through tailored recommendations, funding opportunities, and value chain collaborations. The day concluded with a final round of reflections facilitated by Joe Tanti.

## Photos



# Portugal

## Workshop Overview

On April 8, 2025, REEValue workshops were held in Aveiro, Portugal. The theme was centred around technologies for decarbonisation of the Agri-Food Sector. These events were organised by AIP and MBB to promote energy efficiency, renewable energy adoption, and value chain collaboration in the agri-food and logistics sectors in Portugal. The workshops brought together businesses, public institutions, and academia to exchange best practices and explore financing and technical solutions to support sustainable transformation.

## Introduction

The workshops provided the first opportunity to introduce the REEValue project to a wider national audience in Portugal. They were designed to stimulate dialogue and peer learning across sectors, while presenting real-life case studies from industry leaders and highlighting tools and funding available through the REEValue platform. Each theme is aligned with specific decarbonisation challenges: technology solutions, sectoral best practices, and financial instruments.

## Veolia Portugal

Demonstrated circular economy models focused on industrial symbiosis, water reuse (35% reduction), and energy recovery (20%). Shared Veolia's integrated approach for food industry sustainability using real Portuguese case studies.

## Sammontana (Remote)

Detailed the company's transformation into a Benefit Company, with a 30% reduction in direct emissions since 2018, full renewable energy use in plants, and packaging redesign. Shared collaboration with EPTA yielding 49% reduction in refrigeration energy use.

## Instituto Politécnico de Portalegre (Academia)

Explained IPP's support to regional businesses through energy audits and applied research. Described student engagement in living labs, with a focus on renewables and circular economy topics embedded in academic programmes.

## Photos





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