

# BIOECONOMY AND SUSTAINABLE AGRICULTURE

New leverages for the development of the  
agrifood sector in Friuli Venezia Giulia region



REGIONE AUTONOMA FRILI VENEZIA GIULIA

# BIOECONOMY IN FRIULI VENEZIA GIULIA REGION

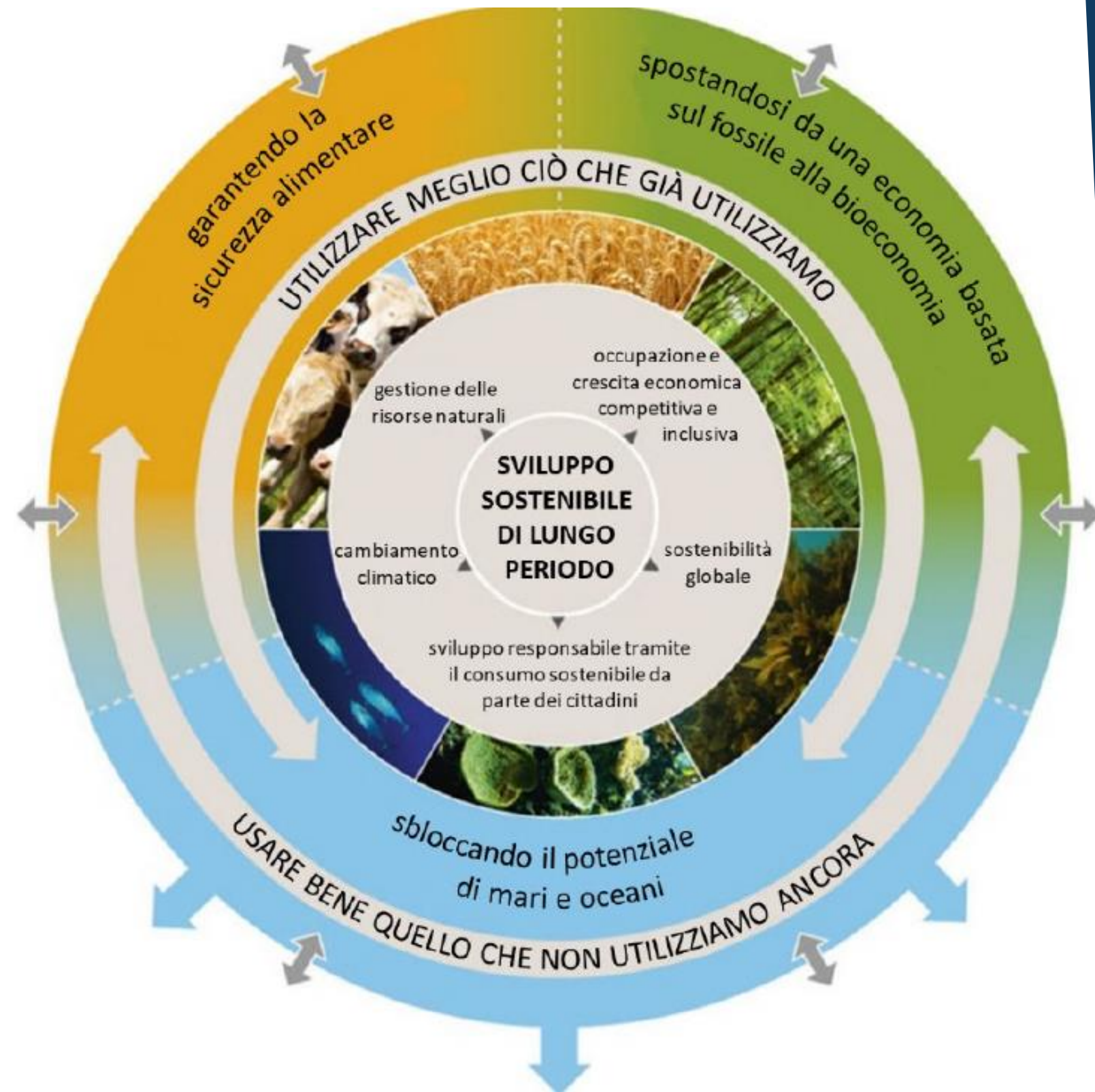
The potential of a rural region such as FVG to  
develop circular bioeconomic value chains



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# The document

## POSITIONING DOCUMENT ABOUT THE BIOECONOMY IN FRIULI VENEZIA GIULIA



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- Mapping process, which confirmed that rural areas in the region are able to sustain new circular bioeconomic value chains;
- Vast inner areas to be exploited, potentially preventing depopulation;
- Technical and cultural knowledge to implement bioeconomy, increasing the know-how through new interregional networking and clustering;
- Permanent institutional board working on the topic via EDP.

RAFVG & AGRIFOOD FVG

# IO SONO FRIULI VENEZIA GIULIA

The collective mark giving added  
value to the agrifood sector of  
Friuli Venezia Giulia region



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agrifood *fvg*  
& BIOECONOMY CLUSTER AGENCY

# The name of the mark

IO SONO FRIULI VENEZIA GIULIA

## COMPANY

“I am Friuli Venezia Giulia”  
because I contribute actively  
to the sustainable  
development of my Region  
through my productive  
activity.

## CONSUMER

“I am Friuli Venezia Giulia”  
because I buy agrifood  
products from companies  
that work respecting the  
local territory and  
community.

## PRODUCT

“I am Friuli Venezia Giulia”  
because I convey precious  
information to the consumer  
and, through it, I become a  
storyteller of my region.

## REGION

“I am Friuli Venezia Giulia”  
because I promote the  
companies that give added  
value to the food chain of  
Friuli Venezia Giulia.



# The logo

## ELEMENTS COMPOSING THE LOGO



A **stylized eagle**, symbol of Friuli Venezia Giulia Region, with its sea and mountains.



The **location pointer**, because all products will provide information about their origin.



The **Italian flag**, recalling the high quality of the “Made In Italy” produced in Friuli Venezia Giulia Region.





## MORE THAN A SYMPLE MARK

"Not a usual mark, something innovative and never seen before, valorizing GLOBAL sustainability. Moreover, traceability and transparency are granted on the origin of the ingredients. This is: IO SONO FVG. "

CLAUDIO FILIPUZZI - PRESIDENT AGRIFOOD FVG

# Objectives of the mark

## TO VALORIZE

the regional agrifood companies and their productions contributing with commitment to the SUSTAINABLE DEVELOPMENT of Friuli Venezia Giulia.

## TO INFORM

the consumers in a transparent way about the origin of the products they buy and eat.





Business  
mark



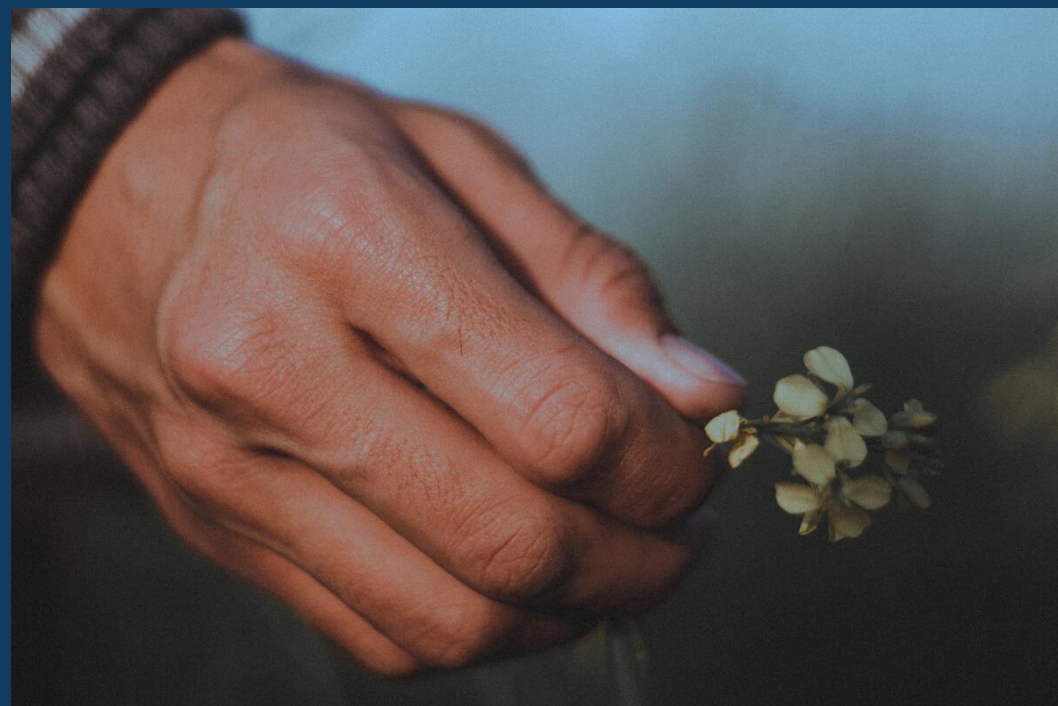
Product  
mark





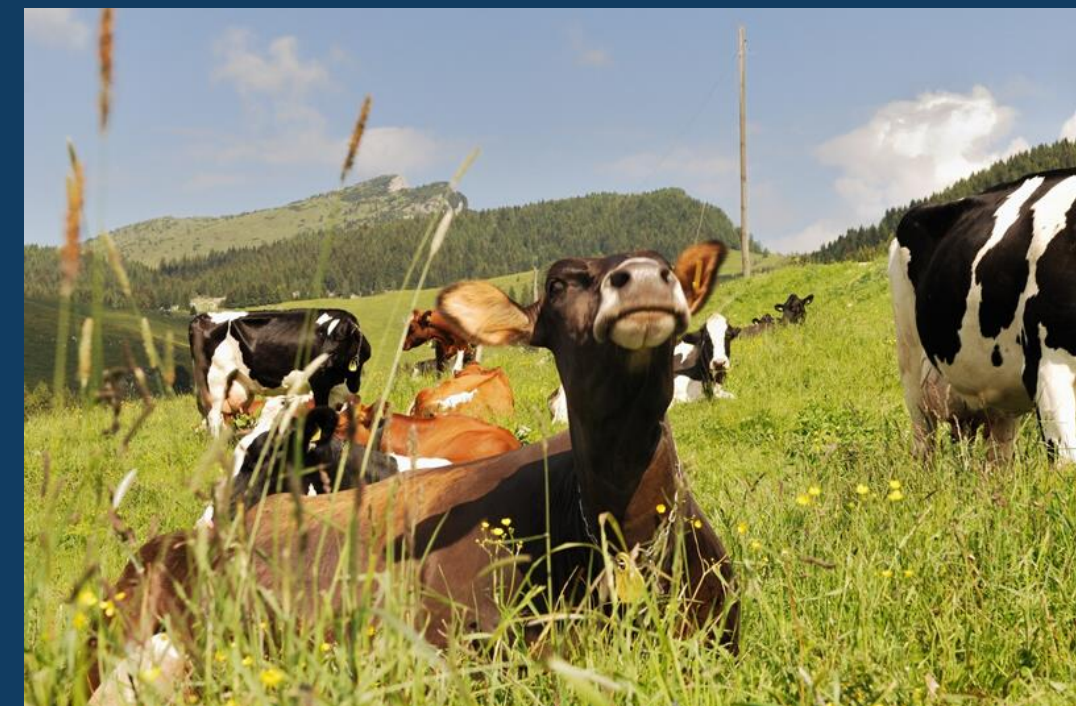


# The core values



## SUSTAINABILITY

The mark is granted to the companies through a sustainability assessment, checking on the implementation of environmentally, economically and socially sustainable practices within their business management.



## TRACEABILITY AND KM 0

The products applying for the mark needs to be locally produced and provide all the information about the origin of all their ingredients.

# What does it mean “SUSTAINABILITY”?





# Agrifood Producers



## SUSTAINABILITY SELF-ASSESSMENT

Agrifood companies are required to perform a sustainability assessment, analyzing all environmental, economic and social aspects of their management.

The evaluation received by the company will be published and available for the consultation of the consumers.

The companies need to be committed in improving their results. Whether a company does not get better in any parameter for 3 years in row, the mark will be suspended.



Mark on  
the products



## TRACEABILITY AND KM 0

To apply the mark on their product, producers have to declare the origin of the ingredients.



agrifood  
FVG  
& BIOECONOMY CLUSTER AGENCY

COMPANY	
NAME OF THE PRODUCT	
Main ingredients	Origin
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....



# Point of view of the consumer

Increased purchase awareness.



# Product datasheet

ACCESS TO THE INFORMATION THROUGH A QR-CODE

- Evaluation of the producer’s sustainability assessment
- Origin of the ingredients



PRODUCER’S COMPANY	
NAME OF THE PRODUCT	
Main ingredients	Region/Country of origin
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....

COMPANY SUSTAINABILITY ASSESSMENT RESULT
<div><div>★</div><div>★</div><div>★</div><div>★</div><div>★</div></div>



# Agrifood- related businesses



## LOCAL SUPPLY CHAIN

All businesses connected to the agrifood sector, such as **distributors** and **restaurants**, can apply for the mark if they have suppliers, who have been already granted with the “Io Sono Friuli Venezia Giulia” mark.

In this way, they guarantee a local supply chain.





# Advantages and innovations introduced

- Digitalization
- Integration of data
- Promotion of local chains
- Valorization of sustainability

INFO AND APPLICATION:

[www.iosonofvg.it](http://www.iosonofvg.it)







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