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Agrofood Murcia: Create value through cooperation to enhance competitiveness



endurance
green accelerator for EU clusters

CONTEXT AND OBJECTIVE

Agrofood is a pioneering cluster in Murcia (Spain) supporting the competitiveness of SMEs in the agri-food sector through innovation, sustainability, and collaboration. The cluster connects companies with public bodies, research centers, and funding opportunities to promote circular economy solutions, foster digitalization, and improve market adaptability.

Their goal is to help SMEs leverage innovation for sustainable growth, positioning the region as a reference in sustainable agrifood value chains.

IMPACT

- Over 5 million euros returned to Murcia's SMEs via European funding.
- Creation of a territorial strategy for circular economy in agri-food.
- Direct support to SMEs in product innovation and market expansion.
- Increased visibility of regional businesses through events and international networks.

DESCRIPTION OF BEST PRACTICE

Agrofood's standout practice is facilitating and coordinating collaboration across stakeholders through consortia (e.g., Horizon Europe), knowledge transfer, and technological surveillance. One key initiative is the Agro Circular Project, a large-scale EU-funded project that brought together over 40 organizations (15 from Murcia) to build a regional strategy for the circular economy in the agrifood sector. This involved:

- Product valorization from waste (turning waste into ingredients for food, cosmetics, and nutraceuticals).
- Supporting SMEs in technical, legal, and market-oriented challenges.
- Running a technological surveillance tool to identify new trends, partners, and funding.

REPLICABILITY POTENTIAL

Agrofood's approach can serve as a model for other regional clusters in traditional sectors. Their method—combining technical support, networking, and funding access—demonstrates how clusters can scale sustainability solutions for SMEs. This methodology is especially applicable in regions where agriculture is vital, and SMEs require guidance to adopt circular models and sustainability innovations.

QUICK FACTS

- **Organisation:** Agrofood Murcia
- **Location:** Molina de Segura, Spain
- **Sector:** AgriFood
- **Focus:** Innovation, Sustainability, Competitiveness, Circular Economy

• Sustainable Development Goals:



• **European Green Deal Area:** Agriculture, Research and Innovation

• **Keywords:** #CircularEconomy #AgriFood #Innovation #EUProjects #Murcia

MORE INFO

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