

1) ACTION EXERCISE OF COOPERATION

In this action it is necessary to illustrate how this activity will be carried out and the role of the Operational Units involved.

The purpose of this activity is to create an organized form of cooperation in order to design, develop and implement the innovations envisaged in the Plan. To better illustrate the architecture of the partnership management system, we can start by distinguishing two key elements:

- The actors;
- tasks and roles;

The action is divided into:

- Administrative start-up, to be carried out in the event of approval of the Plan by the Emilia Romagna Region;
- Organization and control of the progress of the project.

Specifically, the activity involves the organization of coordination meetings with the various actors of the project and the consultants in charge to establish roles and times for the activities of the plan and to respond and ensure the achievement of the identified objectives and purposes.

To this end, an executive committee will be set up composed of the representatives identified by Artemis and Bovinitaly for the analysis and scientific indications and related applications and for the knowledge and representation of the sector; by the representatives of the farms of the Emilia Romagna Region, Eraldo Gabrielli Agricultural Company, by the companies of the agro-industrial sector CLAI, CEM Soc. Coop. for the part relating to the segments of the production chain and finally by the representative of the Training Body.

The Executive Committee will meet as often as necessary in relation to the areas delegated to it by the Scientific Coordination and whenever deemed appropriate. At the moment, a number of seven meetings are assumed over the duration of the Project.

The strategic role is entrusted to the scientific coordination chaired by the Scientific Manager Guidi Giorgia and also participated by the Project Manager Stefano Mengoli; the members of this body are part of the scientific team.

Each year the assembly of all members will also meet, for a total of 3 times, in which all the GO partners, both actual and associated, will participate in addition to the Scientific Coordination, therefore the distribution representative will also be added to the members of the Executive Committee. Super Carni Golinelli (associated partner). Furthermore, given the technical-IT skills necessary for the implementation of actions 3.2 and 3.3, a steering committee will also be set up, made up of the staff of the partners and consultants from the chosen IT company, namely the IT Pole.

In conclusion, the purpose of this action is to monitor the progress of the Plan and the achievement of its results.

2) ACTION STUDIES NECESSARY FOR THE IMPLEMENTATION OF THE PLAN (MARKET, FEASIBILITY, BUSINESS PLANS, ETC.)

(Organizational analysis of the structures involved, aimed at optimizing flows of goods, information and planning the organizational and logistic activity;)

An organizational analysis is planned to optimize flows of goods and information and to plan organizational and logistical activities; specifically, a study is planned to assess the feasibility of transferring the results of the Plan and the related impact of the innovation developed within and outside the GO.

We therefore act in a preliminary phase (ex ante) and subsequently in two moments (in itinere) by assigning the evaluation a crucial role for the success of subsequent actions, with the aim of organically inserting them into the Project.

This feasibility study will be a useful knowledge tool to support the assessments relating to the opportunity to adopt the innovation choices identified in the GO plan. On the basis of the study contents it will be possible to make a first technical verification of feasibility from an organizational-managerial point of view on the structures involved.

From a content point of view, in general, the object of the study will be the detection and analysis of the following aspects:

- definition of the prerequisites necessary for the success of the project;
- definition of points of attention - criticalities and risks;
- organizational structures of the realities (size, territory, articulation of the structure and levels of responsibility, staffing, etc.);
- definition of milestones and checkpoints.
- functions and services: lines of activity, current forms of management, assigned personnel, product and process indicators, level of computerization.

On the basis of the elements collected, hypotheses of evolution of the structure and forms of management are formulated, their practicability is verified with respect to a series of variables, eg. staffing, financial resources, logistics, spaces and legal constraints, the market and a gradual process of adjustment is outlined. From a methodological point of view, the realization of the study is based on 2 main sources of information which are the interviews and the analysis of documentation. The interviews are addressed, based on the extent of the object of study (all functions / services, only some functions or services, only some activities of broader functions and services, ...), to administrators, managers and personnel of the subjects involved linked to the activities being assessed.

Artemis, with the collaboration of the Lead Partner, will take care of the realization of the feasibility study, output of this action, with the availability of the partners for the provision of facilities, personnel and data useful for carrying out the work.

3) SPECIFIC ACTIONS RELATED TO THE IMPLEMENTATION OF THE PLAN:

(For each action it will be necessary to proceed with an appropriate illustration, it will have to be indicated who does what therefore the role of the Operational Units involved).

The expenses must be indicated according to the type of expenses admitted in the announcement. verification of prototypes, a specific note must be inserted in the text explaining the reasons, the main technical characteristics that the prototype must have and the relevance of the estimated costs.

Max 2 folders for each action, excluding the space provided for the phases and expenses and any explanatory note relating to the prototypes.

- costs related to the construction and testing of prototypes;
- Investments functional to the realization of the project;
- Tests, laboratory and gustatory analyzes (panel tests), including costs of disposable material;
- Field tests;
- Purchase of patents and licenses;
- Purchase of software, only if strictly necessary for the implementation of the Plan;
- Design for new products and / or processes;

dividing them, if necessary, into personnel and realization according to the scheme below.

3.1 Improvement of the management of stalls in farms in mountain areas and in other hilly areas

This action provides for the development of a management protocol for the restocking phase of farms located in the IGP areas of Vitellone Bianco. In fact, as already mentioned, this logistical transition from the staging farm to the fattening one (always coordinated by the Lead Partner) is very critical because it does not take place with an adequate and homogeneous preparation of the calves.

For this reason, the action provides for the standardization of hygiene, health and animal welfare protocols, with which these steps take place, along the lines of the French model which is the ideal one to aim for. This assumes that when the calves transit from one facility to another they have already undergone three steps: vaccination, deworming and conditioning. These good practices greatly reduce mortality which currently in Italy is about 10% and is constantly growing, which entails an economic inefficiency of the system covered by the GO as well as having a negative impact on the quality of the slaughtered meat.

This thesis will be experimented through "field trials" in the breeding calves of Eraldo Gabrielli in Nova Feltria, partner of the GO, in order to evaluate the results of the application of the guidelines outlined in the manual to company farms, in particular in those located in disadvantaged areas where it is difficult to link with transformation.

Action by Bovinitaly which will relate to the farmer involved in the GO; Artemis will be responsible for the creation of the hygienic-sanitary protocol and the well-being of the stabling calves of the IGP VBAC supply chain, envisaged as the output of this phase.

3.2 Design of an innovative information-organizational management model of the Vitellone Bianco dell'Appennino Centrale supply chain

This action is aimed at designing a single logistic-operational management model of all links in the supply chain, from animal slaughter to distribution in the final point of sale (horeca, butcher or large-scale retail trade).

The organizational impact is particularly significant due to the absence of organic management at the level of the Supply Chain. In particular, the proliferation of systems, codes and nomenclatures defined by the various production structures must be brought back to unity.

The importance of the involvement of the scientific body also suggests the involvement of a guiding committee (Bovinitaly technicians, Technicians CEM Soc. Coop. and IT consultants of the chosen company: Polo Informatico) with tasks of guiding and monitoring the execution of the action.

PHASE I

A complete and maintainable classification and coding system will be finalized.

The structure of the system must ensure the full usability of the integrated and common nomenclatures and codings for each single lot that derives from the processing and recombination of the largest starting lots (half-carcasses) up to the sales units (trays) so that the re-composition of the cuts (slaughterhouse) and of the product units (transformer) for the different destinations is done automatically.

This requirement of completeness will require a strong commitment in the definition of the coding system and will also require a strong analysis effort with respect to the codes currently used.

PHASE II

In this phase, the steering committee will have to assess whether there are areas of intervention in which a digital recovery, even partial, of the previous paper may make sense.

1. quantitative assessment of the past and subdivision into categories and types in relation to the administrative and documentary value;
2. feasibility study with possible alternative proposals;
3. time and cost evaluation;
4. drafting of the final report.

In particular, it will be the slaughter phase which requires the major standardization work of the IT protocol for product management and commercial and warehouse management; at the moment, in fact, the system is almost entirely paper-based.

PHASE III

This phase is of an organizational nature.

In particular, a study will be carried out and defined the organizational and logistical structure to which the structures belonging to the different segments of the supply chain must aim and the identification of the Unit responsible for managing the Information System (Bovinitaly).

The definition of the structure will be carried out in parallel and in a coordinated manner with the drafting of the management manual.

PHASE IV

In this phase, the software architecture for the innovative logistic organizational IT protocol will be created through the provision of a support environment for the tests to be carried out in the next phase. We will therefore proceed to:

1. Extrapolation of operational specifications from the Management Manual.
2. Populating tables and databases.
3. Assigning access rights by type of user.
4. Creation of alert items (for example to inform the operator of the possible presence of excess stocks in the warehouse to be managed and redestined, significantly reducing any system inefficiencies).
5. Release environment support.
6. On the job modification and customization interventions

In addition to the scientific team, the Bovinitaly technicians will be involved in the steering committee as deputy to the management of the system, carrying out, thanks also to the role of OP, supervision and governance of transport and logistics of the heads of its members and of the products intended to slaughterhouses, cutting, packaging and marketing industries up to destruction at the point of sale; also the technicians of CEM Soc. Coop. they will be involved in this action because the new system developed will have to acquire the traceability data from the CEM system and will manage the logistic distribution (integrating with the AIA code).

3.3 Development and testing of IT communication protocols for supply chain logistics management

This action will proceed incrementally through experimentation on a limited number of users, the various GO partners who represent the main segments of the beef supply chain: breeding, processing, conservation, storage, processing, packaging, marketing and distribution.

In the simulation to test the outputs defined in the previous action, the unit responsible for managing the logistics information system is Bovinitaly.

The overall technological platform will be started up by the IT technicians and the possible adaptation of the software architecture to the workload and sample specifications.

The logistic organizational application system will thus be tested, capable of managing all phases of the supply chain based on the simulations of roles and activities assumed by each partner involved: in this action the IT protocols defined in the previous phase will be tested, which allow the IT system to Bovinitaly to dialogue with that of the other operators, namely CLAI that butchers and CEM that packages and eventually ships and CEM Service that markets.

In this way, the data will be imported directly from the computer system of the slaughterhouse (CLAI) as well as from that of the Consortium for the Protection of the PGI of the White Beef of the Central Apennines, to the internal one of Bovinitaly. In this way the information will feed the logistic and administrative traceability system of the Lead Partner, which will be visible and accessible by the various operators and thanks to which the product (sixths of the slaughtered halves) will be immediately and transparently redestined, in based on CLAI logistics (used by Bovinitaly).

The lots will thus arrive at CEM which will proceed with the packaging of the macro cuts of the half carcasses, in trays and will market them through CEM service or Bovinitaly itself. The innovative information and logistics management model will thus acquire the traceability data from the CEM system and will manage the logistics distribution (via AIA) to the network points of sale.

All this will have to take place within the control system of the Vitellone Bianco dell'Appennino Bianco IGP, which supports the Plan presented here as a contribution to the enhancement of protected productions.

In summary, these are the phases of the action:

1. Check the technical and functional requirements of the central system (O.P. Bovinitaly).
2. Verify technical and functional requirements of subsystems (other companies in the sample).
3. Verification and test procedure recovery - restart.
4. Concluding report of the results of the experimentation of the informative-logistic model prototype of the supply chain.

The steering committee will be composed not only of the scientific coordination, but also of the technicians of the Lead Partner, of CLAI, of CEM Soc. Coop., of and from the Supercarni Golinelli store.

4) DISCLOSURE ACTION

(Fully describe the planned dissemination plan: guided tours, seminars, websites, conferences, TV broadcasts, implementation actions of the PEI network, etc. and related products)

In summary, the dissemination and enhancement plan includes:

Times	Activity	Description
1 Annuity	Realization first meeting technical	The Lead Partner Bovinitaly will organize a meeting where the project, the objectives and the different ones will be presented actions to be carried out, organizational methods and management, where the first results will be presented from achieve and dissemination actions of the same.
	Realization of the abstract for the PEI network	At the end of the first year it will be built by Bovinitaly a summary report (abstract) with the results achieved, also in English. These products will be sent to the contacts on the website of the European partnership.
	Site creation Internet / page web dedicated to project	A web page will be designed immediately on the website of the lead partner Bovinitaly for the project, which will allow upload both photo and video material to help and the breeders to better understand the different steps of the phases of achievement, both people and / or institutions interested in the evolution of the project. Inside the page will be publicized the initiatives of the project and videos and presentations of the several demonstration days carried out during the year. There will then be

		the opportunity to register for one newsletter which will have as a priority the disclosure of results through the publication of brochures downloadable information.
	Workshop thematic intermediate	1 intermediate thematic workshop will be held. This intervention is aimed at providing and standardizing basic knowledge from all businesses agricultural in relation to the objectives and activities of the project, the outcomes of the various progress steps e final, and share the critical points and strengths of the experimentation and are carried out through the support of the experts involved in the plan innovation. The meetings, of a practical and operational nature, they will therefore represent for the participating companies both a moment of formation and of confrontation e exchange of problems and knowledge between companies same
2 Annuity	Realization of resulting reports from activities in PEI-AGRI area	Information reports will be produced on a regular basis approximately quarterly, and disseminated to the partnership e to other potentially interested parties. They will come selected some contents that will be translated into English. Other methods of disclosure will be evaluated EIP based on the initiatives that the EIP network will be able to achieve.
	Final conference / meeting	A meeting will be organized by Bovinitaly for present the results of the Plan. Bovinitaly, taking advantage of the network already constituted by its members, will provide for the dissemination of the results of the Plan in all companies members. The technicians in charge will receive an adequate information and all information material from transmit to the breeders who are members of Bovinitaly in order to illustrate to them the strengths and weaknesses of the respective companies.

The dissemination activity will be devised by Bovinitaly which is responsible for it as leader of the GO but which will make use of the APA supplier of Forlì for the operational implementation of the above actions described in the two annuities. The aforementioned provincial association of breeders in fact boasts direct contact with the breeders members and therefore has the possibility of communicating with a larger number of agricultural object breeders who may potentially be interested in joining this innovative project or in receiving information about it.

5) TRAINING / CONSULTING ACTION

Describe the training activities that you intend to carry out similar to measure 1. 1.01 And 1.3.01 and 2.1.01, indicating the number of the proposal in the catalog.

Below are the training activities that will be carried out within the Plan intended for agricultural enterprises for the breeding of beef associated with OP Bovinitaly or interested in the themes of the proposal:

1. Proposal no. **5149577** - exchange / internship: the proposal foresees to participate in the breeding practices in a beef cattle company in the Nouvelle-Aquitaine region in France to learn about the essential factors of productivity of French breeding and to improve their logistic and entrepreneurial skills in calf activity.
2. Proposal no. **5149595** - consultancy: the consultancy will focus on the issues addressed by the GO, in particular with regard to techniques to optimize the flows of animals by improving the well-being and characteristics of the calves for stabling (deworming, vaccination and conditioning) and facilitating the transition from rest to fattening.

PRODUCTS List of products of all actions of the Plan (max 600 characters / action) Exercise of Cooperation:
Report meetings:

Studies: Feasibility study of the supply chain analysis

3.1 .: Hygienic, health and well-being protocol for stabling calves of the VBAC IGP supply chain

3.2: Logistic and information flow diagram of the IGP VBAC meat supply chain, management manual of the classification and coding system, feasibility study for the digitization of paper, management manual of the logistic-operational structure

3.3 .: Prototype of software for the management of the organizational model of the supply chain and final report of the results of the experimentation

Dissemination: Dissemination products (EIP-AGRI, kick-off meeting, workshop, press conference, dedicated web page)