2027 INTERNATIONAL YEAR OF SUSTAINABLE AND RESILIENT TOURISM: EU FUNDING FOR AGRO, WINE AND GASTRO EXPERIENCES

From Farm to Funding



Juan Manuel Revuelta

CEO of Finnova · EU Funding Expert

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IFOODTC Cambrils · Wednesday 11 November 2026, 09:30

CONTEXT: WINE, FOOD AND TOURISM UNDER PRESSURE

+1.2-1.5 ºC

Climate: temperature rise in wine regions since 1950

20-30 %

Circularity: share of wineries applying circular economy. Only 35-40 % of by-products get high-value uses

3-5 L

Water: litres of water per litre of wine (1.2-2 L in efficient wineries)

~700

Cyber: French supermarkets hit by a cyberattack in October 2026

NEW: 2027 is the UN International Year of Sustainable and Resilient Tourism

FINNOVA FOUNDATION

2010

European foundation based in Brussels, 8 offices in Spain

+45 M€

mobilised through the EU projects it takes part in

No. 1

by number of projects in AL-INVEST Verde (EU-Latin America)

69 M€

in approved Interreg projects

Finnova is THE European foundation that connects wineries, olive oil mills, food SMEs and tourism businesses with EU funding and European partners

EU projects · Startup Europe Awards since 2016 (DG CONNECT) · 700+ people trained · 50+ agreements · www.finnova.eu



OUR CHALLENGES

Our answer to the pressures on wine, food and tourism

CLIMATE & WATER

Adapt vineyards, olive groves and farms to heat and drought

→ **LIFE · Horizon Europe · Interreg**

CIRCULARITY

Turn pomace, peels and by-products into new value

→ **ITACA · ECOFFEE**

DIGITAL & CYBER

Digital skills, 5G, data and cybersecurity for food SMEs

→ **HIBA+ · CYBERSKILLS · 5G-DIGITS**

TOURISM 2027

Wine and olive oil tourism ready for the UN Year of Sustainable and Resilient Tourism

→ **Join European consortia**



AGRI & WINE TOURISM · AN OPEN INNOVATION TOOL

STARTUP EUROPE AWARDS

Promoted by the European Commission (DG CONNECT) · Implemented by Finnova since 2016

OPEN INNOVATION METHODOLOGY

Identifies and recognises high-impact startups

COLLABORATION FRAMEWORK

Long-term strategic alliance to grow the ecosystem

INTERNATIONAL VISIBILITY

Access to innovation networks and cross-border scaling

A SOLUTION TO OUR CHALLENGES: we connect wine, food and tourism companies with innovative startups

startupeuropeawards.eu

OMNICLOAK · PROTECTING THE FOOD COLD CHAIN

Accelerated by Startup Europe Awards by Finnova

THE RISK IS REAL

Oct 2026: cyberattack on the refrigeration systems of ~700 of 10,000 supermarkets in France
2 Nov 2026: second wave in 9 more countries (BE, NL, LU, PT, IT, IE, SE, EE, FI), fridges up to 18 °C

THE PROPOSED SOLUTION

A security layer for store refrigeration controllers:
- Secure remote-maintenance gateway
- Access rules and action limits
- Independent temperature sensors

Works alongside existing equipment

41,000 €
working budget sought

~12 weeks
acceleration programme

MVP + 1 pilot
lab MVP + 1 store pilot in 6 months

Proposal · looking for a grocery retailer and its refrigeration maintenance partner for the first pilot

Sources: French Government via AP/ITV (13 Oct 2026); The Hacker News (Nov 2026)

PART 1

AGRI-FOOD, CLIMATE & CIRCULARITY

ITACA · HIBA+ · LIFE NextFUMIGREEN · ECOFFEE



La Palma del condado

ADRAL
AGÊNCIA DE DESENVOLVIMENTO REGIONAL DO ALENTEJO

Universidad de Huelva

cebal
CENTRO DE BIOTECNOLOGIA AGRÍCOLA E AGRO-ALIMENTAR DO ALENTEJO

Finnova

TERRITORIO:

España-Portugal

FECHA DE EJECUCIÓN:

01/01/2026 - 31/12/2027

FINANCIACIÓN TOTAL

539.654,88 €

FINANCIACIÓN FEDER:

75 % (404.741,16 €)

Escanéanos y descubre más sobre el proyecto!

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Interreg

Cofinanciado por la Unión Europea
Cofinanciado pela União Europeia

España – Portugal

ITACA

Inteligencia Tecnológica Ambiental para Circularidad en la Agricultura

¿Qué es ITACA?

ITACA es un proyecto europeo enmarcado en el proyecto Interreg Poctep España-Portugal.

Impulsa la innovación en la agricultura sostenible mediante un modelo colaborativo de inteligencia tecnológica, centrado en la producción de vino y aceite.

Fomenta la economía circular y la adaptación al cambio climático a través de la valorización de residuos agrícolas, transformándolos en nuevos recursos que mejoran suelos y reducen la huella de carbono.

También **apuesta por el intercambio y transferencia de conocimiento** entre España y Portugal, creando espacios colaborativos para la difusión y puesta en común de los avances y la innovación de la industria agroalimentaria.



¿Cuál es nuestra prioridad?

Aprovechar el potencial de la cooperación para consolidar el ecosistema de innovación, científico y tecnológico, potenciar la creación de redes de conocimiento y empresariales, fomentar la digitalización y competitividad empresarial.

Objetivos:

- Impulsar la sostenibilidad y competitividad agroalimentaria.
- Desarrollar un modelo de innovación colaborativa en economía circular.
- Fomentar la adopción de soluciones sostenibles.
- Promover la cooperación transfronteriza.
- Crear espacios para la innovación
- Garantizar la transferencia y escalabilidad de los resultados.

¿Cómo lo hacemos?

Creando espacios colaborativos de innovación, usando tecnologías avanzadas con IA y digitalización, mediante formación y experimentación práctica y sobre todo ¡con mucha cooperación!

ACCIONES

1. **Análisis de necesidades del sector agrícola en circularidad y digitalización**
2. **Implementación y validación de espacios colaborativos piloto**
3. **Creación de un clúster transnacional de Inteligencia Tecnológica Ambiental para Circularidad en la Agricultura**
4. **Explotación y replicabilidad de resultados**
5. **Gestión y Coordinación**
6. **Visibilidad, Transparencia y Comunicación**

Activar Windows

ITACA: WHAT IT WILL DELIVER

DIGITAL TOOL 1

Knowledge platform on circularity

DIGITAL TOOL 2

Micro-credentials for sustainability skills

DIGITAL TOOL 3

AI agent matching supply and demand

30 interviews and 4 focus groups with farmers, co-ops, SMEs and entrepreneurs

1 cross-border cluster for circular agriculture (Andalusia - Alentejo)

Co-created with agri-food companies · Want to take part? jrequena@finnova.eu

INTERREG VI-A SPAIN-PORTUGAL (POCTEP) · ERDF GRANT

HIBA+ · HUB IBERIA AGROTECH

Objective: build a multi-regional agri-digitalisation ecosystem through Digital Innovation Hubs: test environments, training and new professional profiles



BUDGET

2.85 M€

75 % ERDF co-financing

DURATION

2024 - 31 Dec 2026

PARTNERS

Junta de Andalucía (lead) · Fundación Finnova · Universidad de Córdoba · FUNDECYT · Smart Farm Colab · INIAV · Cooperativas Agro-alimentarias de Andalucía · Fundación Europea para la Innovación y Aplicación de la Tecnología · DATAlife · Fundación Andaluza para el Desarrollo Aeroespacial · Universidad de Algarve · Instituto Politécnico de Beja

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LIFE PROGRAMME · EU GRANT (60 %)

LIFE NextFUMIGREEN

Objective: replace chemical pesticides in greenhouses with plant-based fumigants made from natural extracts (tomato and pepper pests)

Co-funded by the European Union

BUDGET

2,758,921 €

EU (LIFE) 1,655,353 € · 60 %

DURATION

54 months
1 Dec 2022 - 31 May 2027

PARTNERS

FumiHogar (coordinator) · Tecnova · Fundación Finnova · BB Asesores · Massó Agro Department · BrioAgro Technologies

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HORIZON EUROPE · CASCADE FUNDING VIA CIRCULOOS

ECOFFEE

Objective: spent coffee from the HORECA sector

turned into natural plant protection for viticulture, animal feed and nutraceuticals: a hook for experiential agritourism

BUDGET

256,451 €

EU co-funding 195,371 €

DURATION

12 months
1 Oct 2025 - 30 Sep 2026

PARTNERS

AZTI (coordinator) · EuskoVazza · FumiHogar · Fundación Finnova

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ECOFFEE: FROM URBAN WASTE TO RAW MATERIAL



Goal: turn spent coffee from the HORECA sector, an abundant urban waste, into a high-value raw material (digital circular model)

ROUTE 1

Animal feed ingredient

ROUTE 2

Natural biocides + nutraceuticals

Upcycling the waste into value · a hook for experiential agritourism

yolanda.duran@finnova.eu · ecoffeeproject.eu

Co-funded by the European Union

CIRCULAR ECONOMY & TOURISM · GO GLOCAL

CUMBRE GLOCAL DE ECONOMÍA CIRCULAR

An international Glocal summit to accelerate the transition to the circular economy through knowledge, alliances and action

April 2026 · Ibagué (Colombia)

- 30+ countries: leaders, academia, governments, civil society and business
- Technical sessions, green business showcase and a cultural and tourism showcase
- Europe and Latin America together: institutions, companies and startups

cumbreeconomiacircular.com

CUMBRE GLOCAL DE ECONOMÍA CIRCULAR NOVA-NEXT SUMMIT



IBAGUÉ STARTUP EUROPE AWARDS

Finnova's open innovation tool, held within the Cumbre

IBAGUÉ STARTUP EUROPE AWARDS by NOVA NEXT SUMMIT

FINNOVA OPEN INNOVATION CHALLENGE

SUSTAINABLE TOURISM

Green and digital transition of tourism businesses · 2027 UN Year of Sustainable and Resilient Tourism

CIRCULAR ECONOMY & TOURISM · GO GLOCAL

GLOCAL MANIFESTO FOR THE CIRCULAR ECONOMY

Mayors, governors and local governments committing to sustainable, resilient and inclusive economies





Manifesto signing at the Pre-Summit, Ibagué (Nov 2025)



Read, download and join it on finnova.eu

4,000+ cities joined · presented at COP30 (Belém)

SIGN THE MANIFESTO

Scan to join

finnova.eu/es/programas/economia-circular

Cities, regions and organisations can join

WINE & GASTRONOMY · OUR TRACK RECORD

CONCOURS MONDIAL DE BRUXELLES IN VALENCIA

Juan Manuel Revuelta brought it to Valencia in 2009: “a unique opportunity for the sector to discover all the opportunities the EU offers, in project funding and in opening markets”

25-27 Apr 2009
Feria Valencia

50+
countries taking part

200+
expert judges

ABOUT VINOPRES

Brussels-based wine and spirits events company, since 1992
Organiser of the Concours Mondial de Bruxelles, Spirits Selection, Concours Mondial du Sauvignon and Sake Selection · Publisher of VINO! magazine

https://www.vinopres.com/en/home/



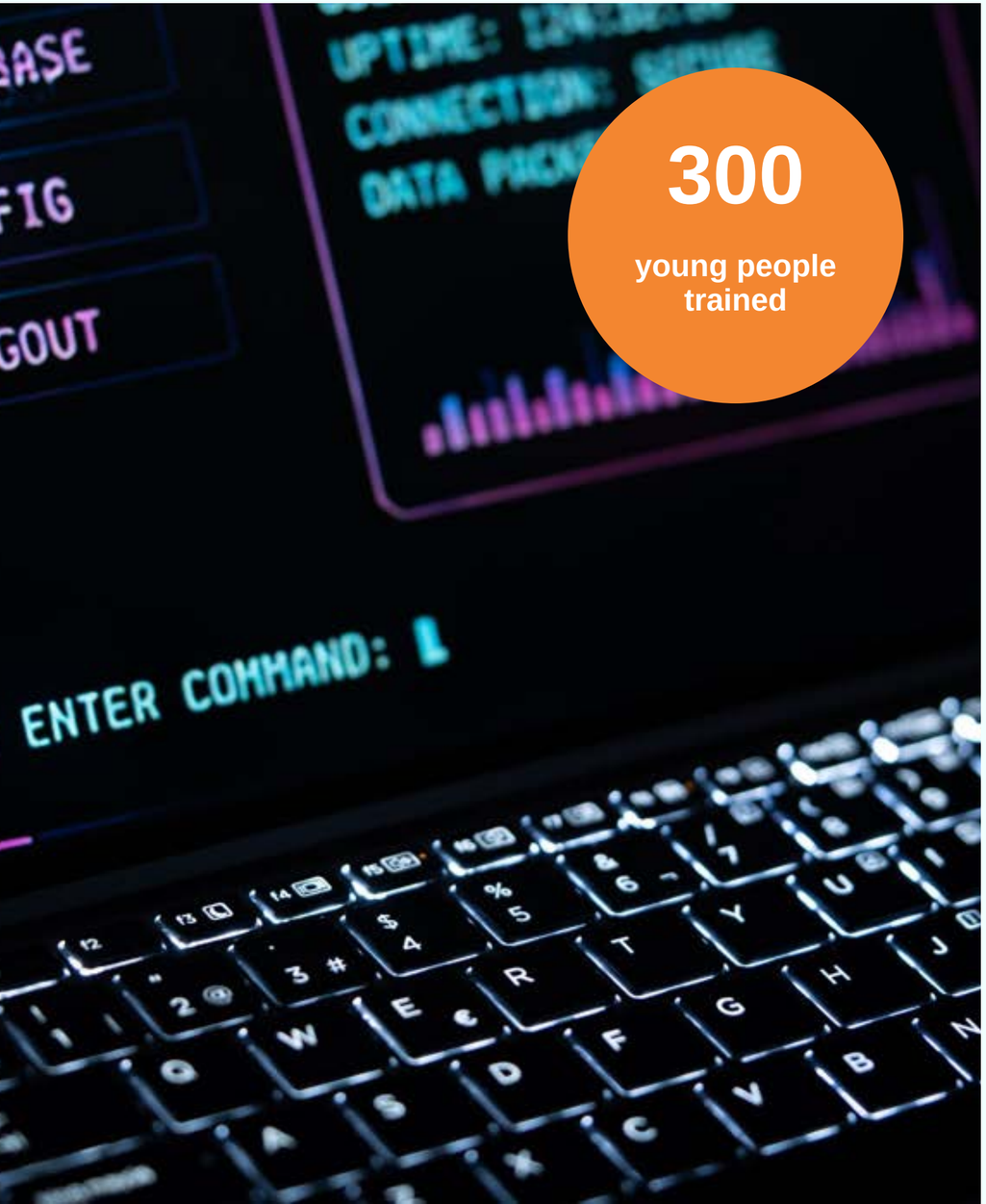
Juan Manuel Revuelta and Baudouin Havaux, President of the Concours Mondial de Bruxelles · Brussels, April 2009 · Photo: La Región

PART 2

DIGITAL SKILLS & CYBERSECURITY

CYBERSKILLS · 5G-DIGITS · GUARD





ERASMUS+ KA220-VET · COOPERATION PARTNERSHIP

CYBERSKILLS

Objective: train at least 300 young people (18-30) from peripheral areas in cybersecurity, to protect data, production systems and traceability in wineries and vineyards

CYBERSKILLS

Co-funded by the European Union

BUDGET

250,000 €

Erasmus+ lump sum

DURATION

24 months
1 Nov 2025 - 31 Oct 2027

PARTNERS

Innovasur (lead, Spain) · Vision Tree · Grupo Consule · Privact · Fundación Finnova

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ERASMUS+ LUMP SUM (ERASMUS-LS)

5G-DIGITS · SMART VINEYARDS

Objective: train a skilled workforce for the digital and green transition: IoT + 5G vineyard monitoring, 450+ hours of courses and a free learning platform



Co-funded by the European Union

BUDGET

1,745,421 €

total budget

DURATION

36 months

Nov 2024 - Oct 2027

PARTNERS

Envolve Entrepreneurship · Universitat Politècnica de València · National and Kapodistrian University of Athens · InfoLysis · Karlstad University · TU Chemnitz · Inerciadigital · CNC Solutions · Fundación Finnova · A8 · Techin · F6S

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GUARD | Erasmus+

Global Upskilling for Crane and Port Operations Safety

- **Programme:** Erasmus+ KA210-VET – Small-scale Partnerships in Vocational Education and Training
- **Coordinator:** DOCAPESCA (Portugal)
- **Consortium:** 4 partners from 3 European countries (Portugal, Spain and Belgium)

MAIN OBJECTIVES

- Expected impact: Safer and more efficient port operations through innovative vocational training.
- Promote European cooperation and exchange of best practices in maritime safety.
- Prevent workplace accidents and strengthen workers' skills.
- Develop specialised vocational training programmes and digital learning tools.
- Improve occupational safety in fishing ports and crane operations.

Co-funded by the European Union

GUARD

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

DURATION: 2025–2027

BUDGET

€60,000

WEB: https://guardtraining.eu

CONTACT: adrian.noheda@finnova.eu

PART 3

LATIN AMERICA

Café Sostenible (AL-INVEST Verde) · EU-Latin America cooperation





Illustrative image

EU AL-INVEST VERDE · CO-FUNDED GRANT · PERU

AGRITOURISM · CAFÉ SOSTENIBLE

Objective: economic growth and green jobs for 300 coffee MSMEs in the Oxapampa-Asháninka-Yánesha Biosphere Reserve (BIOAY), with an agritourism component

BUDGET

365,127 €

AL-INVEST Verde (EU)

DURATION

26 months
2024 - 2026

PARTNERS

Descocentro · Fundación Finnova

Web: alinvest-verde.eu
Contact: michel.lapierre@finnova.eu

FINNOVA IN LATIN AMERICA

3

countries: Peru, Chile and Colombia

300

coffee MSMEs · Café Sostenible (Peru): circular economy and agritourism

150

fruit MSMEs targeted · Fruta Sostenible (Chile)

397,047 €

RAICES (Erasmus+, 2026-2028): indigenous artisans in Peru and Colombia

2027 UN Year of Sustainable and Resilient Tourism: a boost for agritourism

Contact: michel.lapierre@finnova.eu

alinvest-verde.eu · raicesproject.eu

PART 4

OPEN CALLS & OPPORTUNITIES

LIFE · Interreg POCTEFA · Horizon Europe · Erasmus+



THE EU LIFE PROGRAMME

≈ 6,500

projects co-funded since 1992

601.5 M€

available in the 2026 call

Co-funded by the European Union

1,430

proposals in 2026: a record (+30 %)

448

circular economy proposals: the most demanded

5,432 M€

LIFE budget 2021-2027

Finnova success story: LIFE ECOdigestion 2.0 · 938,867 € (EU 516,376 €) · 2020-2025

More on LIFE: adrian.noheda@finnova.eu · finnova.eu/es/programas/life

LIFE CALL: WHEN AND HOW MUCH

21 Apr 2026

2026 call opened

22 Sep 2026

deadline

Spring 2027

results

up to 60 %

EU co-funding (standard projects)

2026 BUDGET LINES

Nature 166 M€ · Circular economy 79 M€ · Climate adaptation 28 M€ · Climate mitigation 28 M€

Co-funded by the European Union

601.5 M€ in 2026 · Next: LIFE 2027 call

adrian.noheda@finnova.eu · finnova.eu/es/programas/life

ALERT: INTERREG POCTEFA · LITORAL ESTE

DEADLINE

9 Dec 2026, 17:00

3rd call for the Litoral Este area (Interreg Spain-France-Andorra)

AVAILABLE

381,553 €

ERDF for this call

65 %

co-financing per partner

200,000 - 587,000 €

per project, up to 24 months

1 ES + 1 FR

at least one Spanish and one French partner

Area: Catalan coast from Montsià to Alt Empordà (Cambrils included), Aude and Pyrénées-Orientales
Themes: coastal ecosystems · less pressure from tourism · sustainable food (farming, fishing, aquaculture) · mobility

Free diagnostic meeting with Finnova
jrequena@finnova.eu · finnova.eu/es/programas/interreg

ALERT: HORIZON EUROPE 2027

12 M€

Plant health: new pest risks

Opens 4 Feb 2027 · stage 1: 8 Apr · stage 2: 14 Sep

12 M€

Profitability with diversified crops

20 Apr - 23 Sep 2027

12 M€

Organic plant breeding for crop mixtures

20 Apr - 22 Sep 2027

36 M€ in 3 agri-food calls · about 6 M€ per project

HORIZON EUROPE · Cluster 6: Food, Bioeconomy, Agriculture · Work Programme 2026-2027 (indicative dates)
More: finnova.eu/es/programas/horizon

ALERT: ERASMUS+ 2027

Co-funded by
the European Union

2027 call
Deadline around March 2027

≈ 5,200 M€

Erasmus+ budget in 2026

30,000 / 60,000 €

Small-scale partnerships (2026 lump sums)

120,000 / 250,000 / 400,000 €

Cooperation partnerships (2026 lump sums)

Get ready now: finnova.eu/es/programas/erasmus · Contact: adrian.noheda@finnova.eu

NEXT ERASMUS+ CALL · KA210-ADU · PROJECT IDEA

COOKING4LIFE · KITCHEN ASSISTANTS

Objective: train adults at risk of social and professional exclusion to work as kitchen assistants in hotels and restaurants, with cooking and digital job-search skills

60,000 €
Erasmus+ lump sum

30 adults
over 30, at risk of exclusion

4 countries
pilots: IT · ES · PT · DE

3 OBJECTIVES

1. Work as kitchen assistants in hospitality, living European values
2. Digital skills: job portals and professional networks
3. Social inclusion, self-esteem and employability

Looking for partners: hotels, restaurants, training centres, social entities
Contact: jrequena@finnova.eu


Illustrative image

FROM LOCAL IDEA TO EU PROJECT: 3 FIRST STEPS

1

Define your challenge

Waste, water, energy, skills or visitor experience

2

Find the right call

LIFE, Interreg, Horizon Europe or Erasmus+: match idea, budget and timing

3

Join a consortium

Partner with others in Europe. No need to lead the project

Finnova helps you at every step · Free advice at IFOODTC: ask us today

www.finnova.eu · adrian.noheda@finnova.eu

NEXT DATES FOR YOUR DIARY

Calls and deadlines to plan your EU project

11 Nov

IFOODTC B2B Workshop, 14:00-18:30

9 Dec

POCTEFA call deadline (Litoral Este), 17:00

4 Feb 2027

Horizon Europe agri-food calls open (36 M€)

Erasmus+

2027 call: deadline around March 2027

LIFE 2027

Next call: the 2026 one opened on 21 April

Free advice: ask us today · Finnova events and alerts: www.finnova.eu

UPCOMING FINNOVA EVENTS

TODAY

11 Nov

IFOODTC B2B Workshop
14:00-18:30

Talk to the Finnova team about your EU project

SIMED 2026

12-14 Nov 2026
FYCMA, Málaga

Mediterranean Real Estate Fair: investment, public-private collaboration and innovation

Scan to register

Finnova, collaborator · simed.fycma.com

WEX GLOBAL 2027

19-21 Apr 2027
Madrid

Water & circular economy summit: "The Water-Positive Economy"

Scan to register

Finnova, partner · wex-global.com

Follow all Finnova events: www.finnova.eu


simed
22° SALÓN INMOBILIARIO
DEL MEDITERRÁNEO
IFOODTC
international food tourism conference
MÁLAG
12–14 NOVEMBER
2026
FINNOVA RETURNS
TO SIMED 2026
with the LIFE RESSKILL project
Green and digital skills
for the energy transition of the sector
15 microcredentials · 3 specialised microprogrammes
Finnova
RESSKILL
Life
Co-funded by
the European
Union
SEE YOU IN MÁLAGA!
www.resskill.eu

OUR TEAM: WHO TO CONTACT

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Thank you!
Questions?

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#IFOODTC #Cambrils #enoturismo #winetourism #foodtourism