

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



## PRACTICE ABSTRACT No: 45

### Industry Stakeholders' Guide: Using Multi-Criteria Analysis for Sustainable Decision-Making

**What?** Multi-Criteria Analysis (MCA) is an essential tool for industry stakeholders in the food and dairy sectors, helping to make informed and sustainable decisions. MCA integrates environmental, economic, and social criteria, providing a holistic framework for evaluating innovations and investments. The FAIRCHAIN project showcased MCA's effectiveness in providing an overarching assessment that encompasses profitability, environmental stewardship, and social responsibility, resulting in actionable insights that drives sustainable innovation.

#### How?

- **Identify Key Criteria:** Establish sustainability goals and relevant indicators. FAIRCHAIN highlighted that while reducing carbon footprint was vital in some areas, other regions focused on local procurement.
- **Engage Stakeholders:** Involve key stakeholders—industry experts, researchers, and consumers—to ensure that the model reflects real-world challenges. FAIRCHAIN's success was driven by active involvement of stakeholders in shaping the assessment models.
- **Apply Indicator Weighting:** Use tools like AHP to determine the relative importance of sustainability indicators. The significance of indicators like biodiversity conservation varied between regions, requiring a flexible approach.
- **Analyze Scenarios:** Evaluate 2 to 5 potential future pathways to understand the sustainability impacts of your decisions. FAIRCHAIN used this approach to explore diverse strategies and their potential effects.
- **Make Informed Decisions:** Use MCA insights to guide investment strategies aligned with sustainability goals and market demands. FAIRCHAIN emphasized co-product valorization and zero-waste packaging as drivers of sustainable growth.

**Why?** MCA provides a robust framework for assessing and enhancing the sustainability of innovations and investments. It helps businesses meet regulatory requirements and respond to consumer demand for sustainable products. The FAIRCHAIN project demonstrated the potential of intermediate value chains to foster local economic development, reduce environmental impacts, and improve social well-being by guiding companies towards sustainable investment.

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#### End Users

decision-makers in companies, particularly within the food and dairy industries, such as managers, executives, and strategists

#### Country

Worldwide



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### ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

### FAIRCHAIN PARTNERS



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