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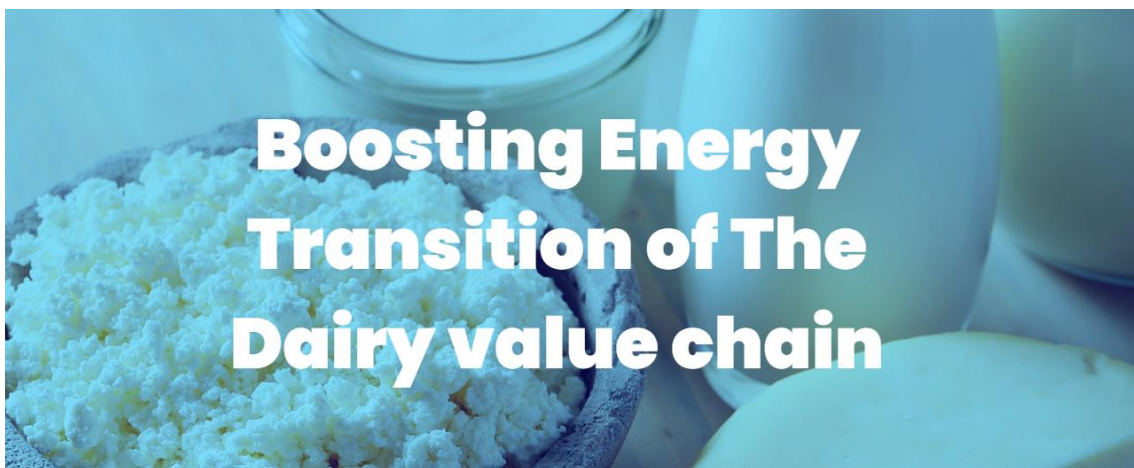
BETTED: Boosting Energy
Transition of ThE Dairy value chain

Newsletter #1



The BETTED Project started!

The 1st of February of 2024, the LIFE Business project called **Boosting Energy Transition of The Dairy value chain** started. Under the acronym BETTED, this 36-month project aims to facilitate companies (especially SMEs) belonging to supply chains in the **dairy sector** to foster the market uptake of energy efficiency measures including the use of renewables and the employment of heat pumps at the value chain level. Moreover, the project will also significantly contribute to the reduction of fossil fuels dependency fast forwarding energy transition.



The dairy sector is predominantly organized in cooperatives, which hold the majority of the market share and makes relevant the necessity for cooperation and coordination between different actors and increases the potential of a value chain approach.

The BETTED project, from the LIFE Business program and co-founded by the European Union, aims to achieve this integration focussing on three main pillars:

- ❑ Creating and implementing **capacity-building programs** to guide the companies through energy saving and improve their skills or know-how on the role of sustainable practices.
- ❑ Implementing **tailored and easy-to-use tools**, engaging companies from the same value chain.
- ❑ Providing **policy and regulatory recommendations** aiming at speeding up the energy transition.



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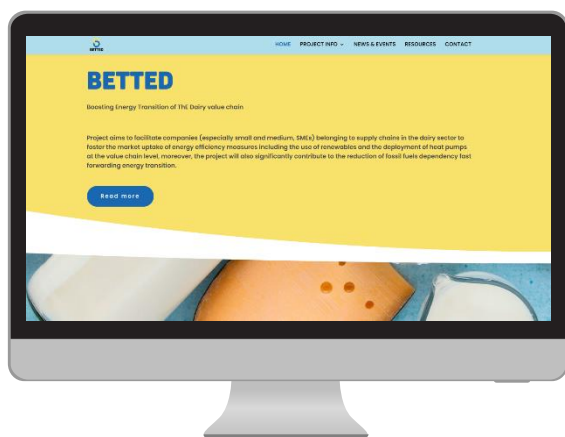
The consortium is made up of **10 European partners**, including universities, institutes of research, industry representatives, and energy experts, from 8 different countries and coordinated by the University of Brescia, Italy. All the partners had the chance to meet at the Kick-off meeting that took place in Brussels the 12th of March 2024, hosted by the partners from Fraunhofer.



The partners will work together through 5 Work Packages, according to their specific expertise, knowhow and research, innovation, and business interests, thus creating the ideal mix of technical competence, and R&I capabilities, which is the key to guarantee a successful and timely achievement of project objectives.

Visit BETTED website and follow BETTED project social networks
to learn more about the project!

<https://beted-project.eu/>



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