

# PARTNER PROFILE



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# PARTNER PROFILE: WIISE

Organization Name: **WIISE S.r.l.**

Organization Type: **SME / Benefit Company**

Country: **Italy**

**Expertise Keywords:** *Regulatory Affairs, Novel Food Compliance, Circular Economy Law, Policy Advocacy, Value Chain Logistics, Technical Communication.*

## Organisation description for Grant Applications

WIISE S.r.l. is an Italian Benefit Company specialized in providing comprehensive legal, technical-regulatory, and strategic consulting services for the global agri-food sector through its **FARE** division. WIISE acts as a strategic bridge between research and market, ensuring that technical innovations—such as microalgae proteins, camel dairy products, and circular bio-based materials—successfully navigate the complex European regulatory landscape.

## Relevant Project Experience

WIISE has demonstrated a proven capacity to manage international multi-actor consortia in significant European projects:

- **CAMELMILK (PRIMA):** Led the regulatory pathway for the commercialization of camel milk products in the Mediterranean, ensuring alignment with EU safety and quality standards.
- **ProFuture (H2020):** Managed regulatory hurdles for microalgae-based protein ingredients, developing "Regulatory-by-Design" strategies for 31 European partners.
- **EcoeFISHent (H2020):** Coordinated the regulatory aspects and flow logistics for a territorial cluster transforming fish side-streams and gear into high-value products (cosmetics, packaging, nutraceuticals)
- **Wasteless (Horizon Europe):** Focused on the harmonization of European food waste monitoring and the legal framework for "upcycled" food ingredients, facilitating the transition toward a zero-waste agri-food system.

## Core Competencies and Role in EU Projects:

Across our portfolio, the common thread of success is the integration of regulatory mastery into the innovation lifecycle. Our participation focuses on:

- **Regulatory & Compliance Management (Novel Foods & Upcycling):** Leading the evaluation and management of Novel Food authorization procedures (Reg. EU 2015/2283). We specialize in creating legal frameworks for "upcycled" ingredients and traditional products from Third Countries, transforming "waste" or "novelty" into market-ready food assets.
- **Policy Advocacy & Standardized Monitoring:** Active involvement in high-level policy clusters (e.g., *Horizon4Proteins* and *WASTELESS*) to advocate for regulatory streamlining and standardized data collection protocols for food loss and waste across the EU.

- **Circular Economy & Value Chain Logistics:** Coordinating the regulatory aspects of "territorial clusters," ensuring that the flow of side-streams (e.g., fish-waste to cosmetics or food-waste to upcycled ingredients) complies with safety, hygiene, and logistics standards.
- **Safety & MOCA Standards:** Providing specialized guidance for Materials and Objects in Contact with Food (MOCA), specifically for biodegradable and compostable packaging solutions developed within circular bio-economy projects.
- **Regulatory-by-Design Knowledge Transfer:** Authorship of best-practice manuals, roadmaps, and white papers that allow technical breakthroughs to be replicated across different EU Member States while maintaining strict legal compliance.
- **Strategic Communication & Dissemination:** Leveraging proprietary platforms (e.g., *Great Italian Food Trade* and *Food Times*) to provide high-level visibility to project results, targeting technical stakeholders, policymakers, and the general public.

### Alignment between WIISE Expertise and EU Priorities

WIISE positions itself not merely as a service provider, but as a **strategic regulatory partner** that ensures technical research translates into market-ready reality. Our expertise is specifically mapped to the pillars of the **EU Green Deal** and **Horizon Europe Thematic Clusters (2025-2027)**:

Horizon Europe Cluster / Mission	WIISE Strategic Contribution	Proven Experience
Cluster 6: Food, Bioeconomy, Natural Resources, Agriculture and Environment	<b>Novel Food &amp; Protein Transition:</b> Strategic management of the authorization process for unconventional sources, transforming R&D breakthroughs into legally marketable food products.	<b>ProFuture</b> / <b>CAMELMILK</b>
Cluster 6: Circular Economy and Bioeconomy Sectors	<b>Upcycling &amp; Side-stream Valorisation:</b> Defining the legal status of secondary raw materials and ensuring safety compliance for the re-entry of "waste" into the food and feed chain.	<b>WASTELESS</b> / <b>EcoeFISHent</b>
Cluster 4: Digital, Industry and Space (Bio-based Industries)	<b>Sustainable Materials &amp; MOCA:</b> Regulatory validation of bio-based and biodegradable packaging, ensuring chemical safety and compliance for food-contact applications.	<b>EcoeFISHent</b>
EU Mission: Restore our Ocean and Waters	<b>Blue Bio-resources &amp; Circularity:</b> Legal architecture for the extraction of high-value compounds from marine side-streams and the regulatory tracking of recycled fishing gear.	<b>EcoeFISHent</b>
EU Mission: A Soil Deal for Europe	<b>Waste-to-Fertilizer Frameworks:</b> Navigating the complex EU Fertilising Products Regulation to enable the safe use of circular bio-nutrients in agriculture.	<b>WASTELESS</b>

### WIISE value for future consortia

WIISE provides future consortia with a strategic **"Regulatory-by-Design"** advantage, ensuring that technical breakthroughs reach the market without legal delays. By integrating compliance—from Novel Food dossiers to Circular Economy logistics—into the early stages of R&D, we maximize the project's **Impact** score and de-risk the transition from lab to shelf. Our presence ensures **Legal Scalability** and high-level visibility through our proprietary dissemination platforms, transforming complex research into compliant, profitable, and replicable industrial realities across the European Union.



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