OLEA Initiative

The University of Jaén is located in the **province of Jaén** (Spain), which is the main producer of olive oil in the world.

In order to foster the joint participation of researchers, SMEs, public administrations, universities and research institutes in R&I project proposals on the olive sector, the UJA International Projects Office (OFIPI) has created the so-called **OLEA Initiative**, which started in Brussels on 29th June **2017** (OLEA R&I Project Info & Networking Event) with the help of the SOST Office and is implemented with the collaboration of the UJA Institute of Research in Olive Groves and Olive Oils (plus the expertise of the UJA Advanced Research Center in Earth, Energy and Environmental Sciences).

Following the success of this first meeting, the UJA hosted a second meeting on 25th January **2018** (OLEA R&I Project Development day) with over 100 participants. In **2019**, a meeting with enterprises from the province of Jaén was also hosted at the UJA in December. Furthermore, the **International Olive Council** endorsed this Initiative after a Memorandum of Understanding was signed between the UJA and the IOC on 13th January 2020.

Due to COVID-19, a III OLEA International Project Networking Event took place online. This virtual event was divided into two sessions: Session 1 (26th, 27th, 28th May **2020**) & Session 2 (October 2020 - April **2021**).

In year **2022** a new OLEA meeting ('Fighthing the climate change in the olive sector') was held at the premises of the International Olive Council in Madrid on 24th May**.**

Recently, the UJA welcomed in **2023** a representative from Western Sydney University (Australia), which was named *number one in the world for its social, ecological and economic impact* in 2022 (THE).

Welcome!

Poster: OLEA R&I Project Networking Olive Sector. Universidad de Jaén.