



PLOUTOS

Data-driven sustainable agri-food value chains

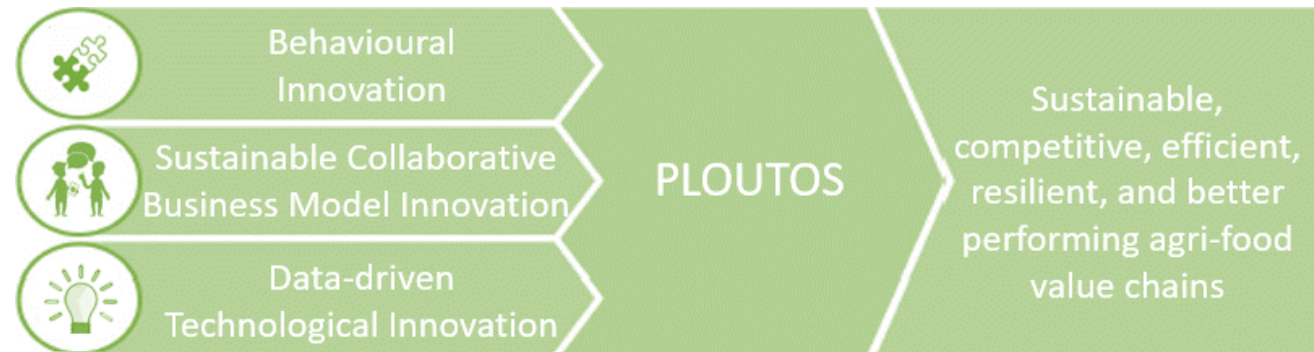
Nikos Marianos, GAIA EPICHEIREIN SA



PLOUTOS has received funding from EU's
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Ploutos in a nutshell

- ✓ Its main goal is to help **rebalance the agri-food value chain** and **enhance its sustainability** (economic, environmental and social) by establishing a **Sustainable Innovation Framework** that is powered by an innovative combination of **behaviour innovation, collaborative business model innovation and data driven technological services**



- ✓ Multi-actor approach: A total of 33 partners from 10 countries!
 - ✓ farmers' organisations and farm businesses, food industry companies, traders/distributors, food brand owners, SMEs, a certification party, NGOs, public authorities/public service providers, DIHs



EU Green Deal, F2F & Ploutos

Ploutos will help **rebalancing the agri-food value chain** touching upon the following issues of Green Deal & F2F:

- 💡 Reduce environmental **footprint**
- 💡 Support small scale **farmers**
- 💡 Empower **consumers**
- 💡 Improve **soil health** and carbon farming
- 💡 Reduce **food waste**
- 💡 Develop **ecosystem service payments**

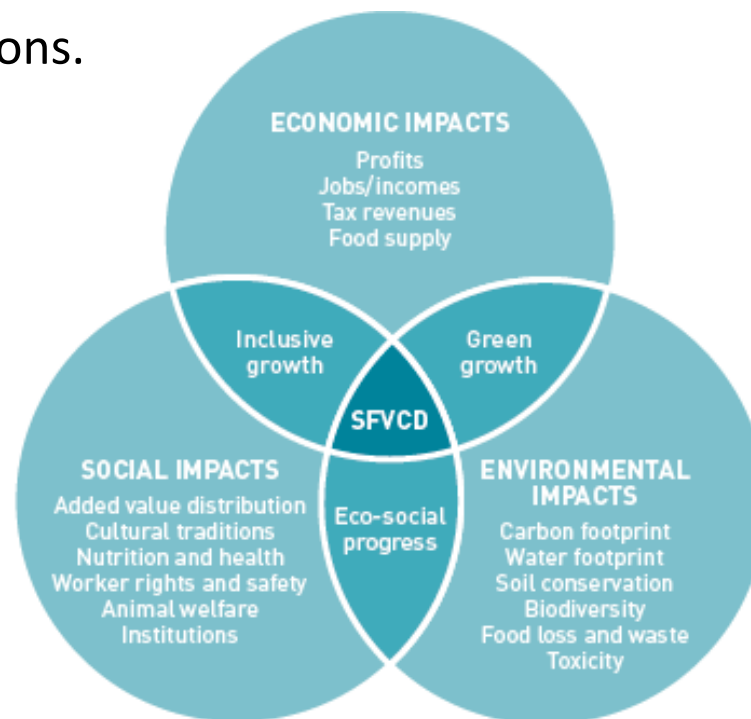
The integration of Behaviour Change, Business Models and Digital Technology has huge potential:

- 💡 A **realistic approach** to the realities of agrifood system today;
- 💡 **Awareness** that changes **HERE** affect stakeholders **THERE**;
- 💡 An **integrative approach** that combines multiple perspectives!

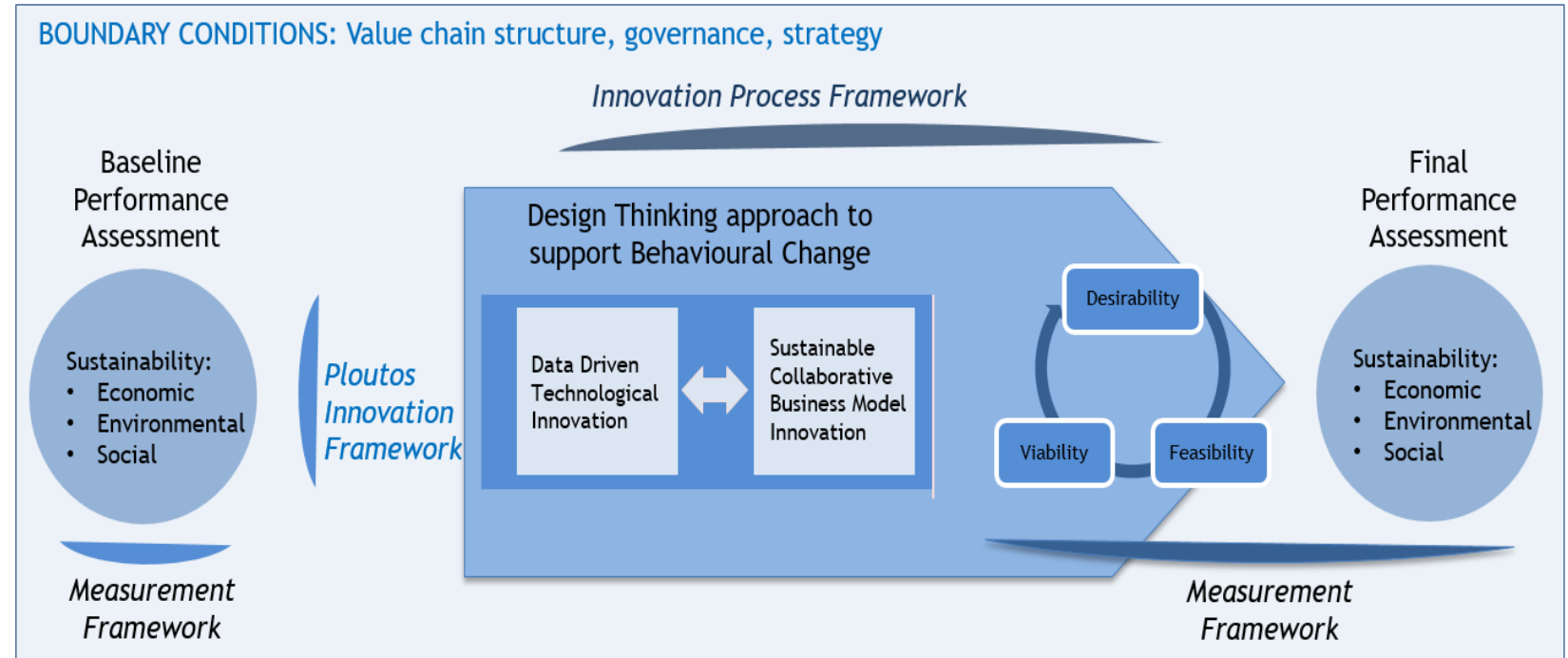


Sustainability-oriented Innovation

- ✓ Sustainability-oriented innovation (SOI) refers to the new products, processes and or management systems that impact positively on an organisation's capital while addressing goals in the economic, social and environmental sustainability dimensions.



The Ploutos Sustainable Innovation Framework



Ploutos Sustainable Innovation Pilots (SIPs)

11 SIPs

13 Countries

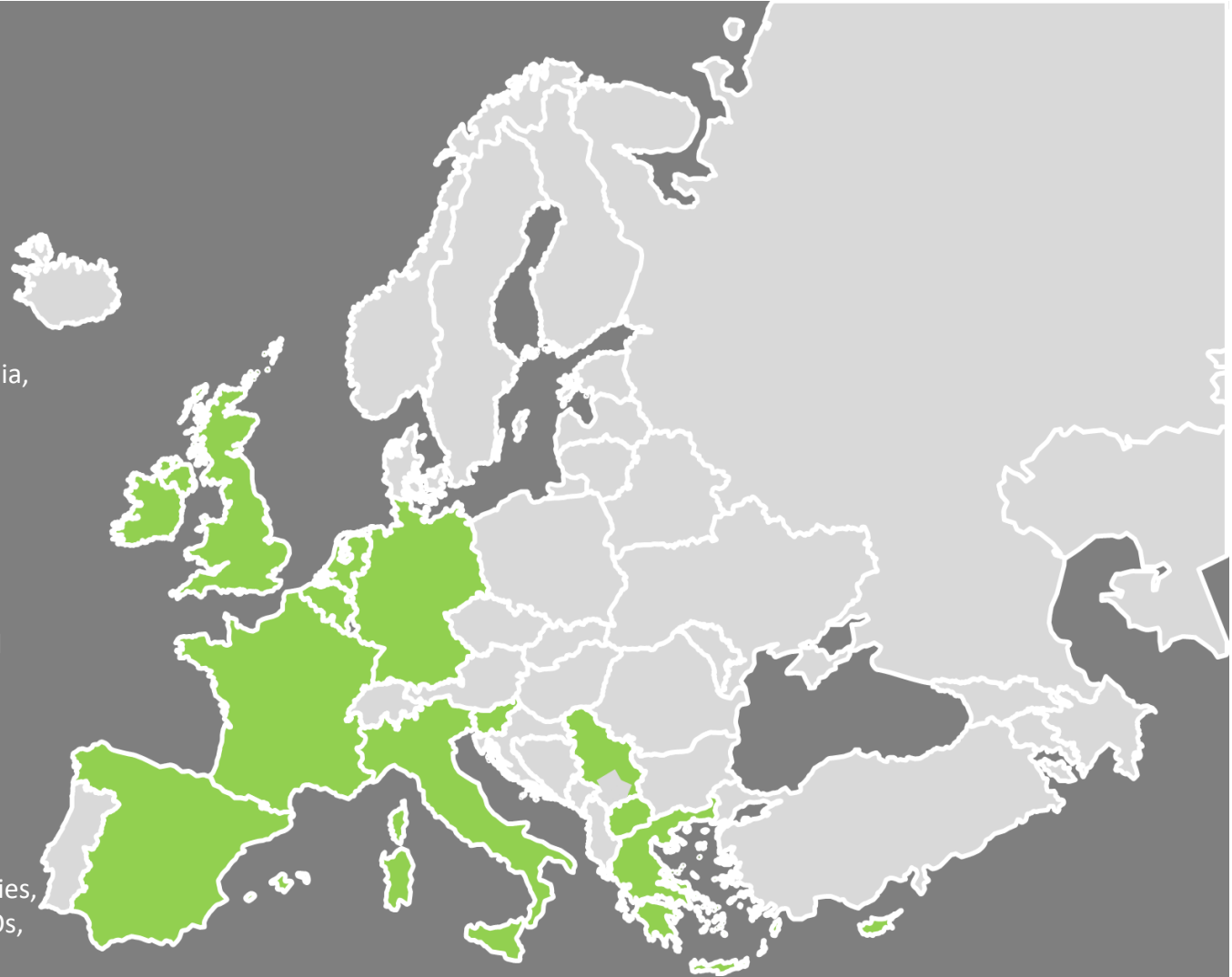
Greece, Italy, France, UK, Germany, Belgium, Spain, Ireland, Slovenia,
Cyprus, Netherlands, Serbia, North Macedonia

24 Value Chains

Frozen Fruit, Arable / Pasta, Vegetables, Livestock, Arable / Food
tourism, Vegetables / Agri-Tourism, Wine, Fruit and more

Multiple VC Actors

Farmers' organisations and farm businesses, food industry companies,
traders/distributors, food brand owners, a certification party, NGOs,
public authorities/public service providers, DIHs



Overview of Sustainable Innovation Pilots

No	Descriptive title	Countries Involved	Sector	Value chains
1	Supporting a frozen fruit value chain with small farmers, to optimise production, reduce environmental footprint and re-use the data for certification and subsidies	Greece	Frozen Fruit	1
2	Better food-chain contracts for improved durum wheat production	Italy	Arable / Pasta	1
3	Empowering consumers through crowdsourcing to take back control over their food and create healthy, sustainable, fair trade products	France, Greece, UK, Germany, Belgium	Cross-sector	≥10
4	Traceability solutions covering the horticulture greenhouses value chain to improve operations, sustainability performance and brand recognition	Spain	Vegetables	1
5	Smart Farming on rural farms demonstrating its benefit in the wider agri-food community and co-creating new food products and services	Ireland	Livestock, arable / Food tourism	≥2
6	Applying soil-passport approach rewarding land owners/users and a precision farming solution to increase soil health and sustainability	Slovenia	Cross-sector	≥2
7	Supporting wine producers in taking advantage of the changes in labelling regulations and enhancing their sustainability performance	Cyprus	Wine	1
8	Carbon Farming: compensating farmers for climate friendly soil management	Netherlands	Cross-sector / Organic	≥2
9	Facilitating the transfer of surplus food from farms to socially disadvantaged groups, by aligning logistics and processes	Serbia, N. Macedonia	Cross-sector	≥2
10	Increase sustainability in the grapevine sector by introducing payments for ecosystem services provision and parametric insurance to support losses from sustainable approaches	Italy	Fruit	1
11	Improving the sustainability of Balearics agri-food chains with Smart Farming and by using the collected info to organise agri-tourism activities	Spain	Vegetables / Agri-Tourism	1



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Ploutos Innovation Academy

- ✓ A mechanism for supporting the implementation of innovative approaches arising from the Ploutos Sustainable Innovation Framework, by fostering continuous co-creation, dialogue and discussion with the 11 Sustainable Innovation Pilots (SIPs) built around innovative agri-food value chains.
- ✓ It will act as a virtual academy and it's main role will be to provide a structure for:
 - ✓ the identification of opportunities,
 - ✓ the promotion of new paradigms and behaviour innovation,
 - ✓ the development and sharing of new sustainable business models,
 - ✓ raising awareness of new data-driven technological tools and services, and
 - ✓ the establishment of new partnerships and connections across the value chain and the agri-food ecosystem.





Ploutos Consortium

Coordinator



Partners



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THANKYOU

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