



Ploutos Sustainable Collaborative Business Model Innovation: fostering collective sustainable value through collaborative action

Digital innovations have the potential to enhance effectiveness, efficiency and sustainability of farming. However, their success depends on the underlying business models which explain how value is created and captured for stakeholders involved. To realize the potential of digital innovations and achieve systemic impact, collaboration between stakeholders in value chains is needed to address wicked problems and overcome financial, legal and technical barriers.

Establishing collaborative business models is complex, and requires alignment of motivations as well as trust-building between value chain stakeholders. The Sustainable Collaborative Business Model Innovation (SCBMI) approach, developed as part of Ploutos, offers a structured process with tools, workshops and best practices to assist stakeholders in crafting sustainable collaborative business models. It guides stakeholders in investigating the value of new digital innovations and identifying solutions to overcome barriers and challenges as part of venturing into new business models.

An exemplary case of successful collaboration is seen in the Italian pilot of Ploutos, in which Barilla, a large food producer, invested in digital innovations on behalf of durum wheat farmers. This partnership ensured farmers' sustainability, secured wheat supply for Barilla, as well as helped to overcome financial and technical barriers faced by farmers using digital innovations. The pilot demonstrates the importance of fostering trust through clear agreements and long-term relationships for developing new collaborative business models. It also illustrates the value of working towards shared goals, such that mutual value can be created through forming new collaborations.



Description of project activities

The Ploutos project will develop a Sustainable Innovation Framework that follows a systemic approach to the agri-food sector, building on three pillars: Behavioural Innovation, Sustainable Collaborative Business Model Innovation and Data-Driven Technology Innovation. The project will deploy 11 Sustainable Innovation Pilots, where using a Multi-Actor Approach, new innovative solutions and methodologies will be implemented, tested, assessed and derive practical lessons learned. A Ploutos Innovation Academy will be established as a vehicle for integrating the know-how, best practices and assessments developed across the project and derived from the Sustainable Innovation Pilots.

 **33 Partners**

 **11 Pilots**

 **10 Countries**



Objective of the project

The main objective of Ploutos project 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 change, collaborative business model innovation and data-driven technological services.

PLOUTOS CONSORTIUM

