





Traceability solutions in the horticulture greenhouse value chain

Horticulture Greenhouse value chain – Spain

Ploutos' Sustainable Innovation Pilot 4 (SIP4) aims at bridging the gap between pre- and post-harvest traceability. One core objective of SIP4 is to ensure the implementation of data intelligence across the horticulture value chain. Moreover, following the automatization of data collection, the goal is to carry out data analysis, present those data to the farmers and provide incentives to change the methodologies used until now.

-  **Outcomes:** The adoption of new digital technologies implemented as sensors has had a positive impact. Although in some cases the desired levels have not been achieved, the results can be improved further in the coming years.
-  **Practical Recommendations:** It is important to ensure the progressive application of the proposed solutions, in order to allow the smooth transition to data-driven processes.
-  **Problems:** Scalability is one of the main problems. Many companies do not usually have standardized systems with a single solution. Adoption of technology by farmers is another problem. Many of them are not used to using this type of technology. This is why digitization processes must be carried out progressively.
-  **Outlook:** One of the efforts will focus on achieving greater scalability. An agreement has been reached with a hardware company to assemble a cost-effective and easy-to-install sensor kit that guarantees the automation of data collection. Farmers will also continue to be trained to use the technology according to their budget and show them the economic impact of sustainable agricultural management.

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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.

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 behavioral change, collaborative business model innovation and data-driven technological services.

PLOUTOS CONSORTIUM



-  33 Partners
 -  11 Pilots
 -  10 Countries
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