

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 49

Business Model Generation workshop

The FAIRCHAIN project focuses on developing Intermediate Value Chains (IVC) for more sustainable food systems. Designing sustainable regional business concepts to operationalize these IVC is a challenge as it implies many actors and knowledge from multiple domains.

A systemic Business Model Generation (BMG) approach allowing development of the most fitting regional business concepts to ensure long term sustainability in real context was developed and applied to the 6 FAIRCHAIN case studies.

A step-by-step strategic thinking approach was applied for each case study, where knowledge from the WPs was consolidated and developed further through co-creation of knowledge and prototyping. This helped in fleshing out tailored and sustainability-oriented business concepts that favour Intermediate Value Chains (IVC). The methodology relies on the following building blocks/steps:

- Situational assessment: The aim of this situational assessment was to define the “business as usual” and baseline against which the proposed innovations would be compared.
- Definition of prototype case study.
- Feasibility assessment of prototype: Before developing business models, it is important to first examine whether the prototype could be pragmatically realized. This includes an assessment of technical feasibility and quantification of environmental and/or economic impact.
- Policy analysis: Alongside the situational assessment, a policy analysis was done to understand the enabling environment for the prototype.
- Stakeholder consultation: key stakeholders for each of the case studies were identified and consulted through various engagement strategies such as surveys, interviews, etc.
- Regional Business model development for the prototype case study: business models for the prototype(s) were developed and discussed/validated for each case study, through the BMG workshop.

As an outcome, 6 sustainable business concepts are described including relevant actors, organizational set-up, infrastructures and investment efforts, material flows, key success factors, SWOT analysis, policy levers/barriers and mapping of European potential.

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End Users

Farmer & Cooperative, Industry & Retail, Policy maker, Technology provider, Other.

Country

Worldwide



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ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

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