





Smart Farming solutions improve agri-food sustainability & boost agri-tourism

IoT Solutions and the 'Nadia' Platform – Balearic Islands, Spain

Sustainable Innovation Pilot 11 (SIP 11) aims at improving the sustainability of the agri-food chains in the Balearic Islands. An important innovation is the use of the "NADIA" platform; a Decision Support System collecting data from the deployed sensors and providing intelligence on sustainable farming practices (reducing water and fertilizers consumption and increase the food quality). Also, SIP11 promotes the generation of synergies between tourism & agriculture to achieve a systemic change.

-  **Outcomes:** The enhancement of the decision-making process of the Agromallorca engineers, following the data collected from the NADIA platform was achieved, leading to a reduction of 20% in water and fertilizers consumption. The development of a personalised dashboard was also achieved, allowing to generate alarms and manage the greenhouses remotely, saving time and costs.
-  **Practical Recommendations:** The use of active communication. An example is the use of the slogan "**Without agriculture there is no tourism**" which reported positive results. Moreover, tangible results (e.g. organise visits to the deployment) should always be preferred over words and estimations, to convince people to integrate smart farming technologies.
-  **Problems:** A problem detected is the acknowledged resistance to adopt digital solutions and the mistrust that characterizes the behaviour of most farmers. One suggestion is to apply the "Show don't tell" principle.
-  **Outlook:** To ensure the pilot's replicability, it's important to engage key people who can work and collaborate with various stakeholders. Based on the results, it's safe to estimate that the digitization of the agricultural processes and the collaboration between agri-food and tourism, will be achieved.

Smart Farming solutions improve agri-food sustainability & boost agri-tourism

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
- 