

AlpBioEco

Overview Deliverables WP T2

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INTRODUCTION

The AlpBioEco project is part of the EU-funded Interreg Alpine Space Programme and stands for innovative, sustainable, and interdisciplinary business models that make use of the potentials of bio-economy in the alpine space to meet the challenges of the future. The research goal is the development of eco-innovative business models for the value chains of apples, walnuts, and herbs to stimulate the creation of new jobs and the innovation ability in the alpine region.

An interdisciplinary project group consisting of 13 partners in the alpine space looked for new ways to create economic value from vegetable products – called bio-economy. For this purpose, the value chains of walnuts, apples, and herbs were examined with regard to their bio-economic potential.

Work package T2 aimed at the development of eco-innovative business models (E-IBM) for the identified high-potential value chains in work package T1. New eco-innovative business models were designed in cross-industry Open Innovation workshops involving SMEs, clusters, academia, and societal actors to accelerate the collective learning and value creation. The output entails six detailed blueprints of eco-innovative business models (two for each value chain) ready to be implemented and validated in work package T3.

The output of this work package is relevant for local public authorities, regional public authorities, sectoral agencies, interest groups including NGOs, higher education and research institutions, enterprises and SMEs, business support organizations, EEIGs, and EGTCs.



Photo: apple © planet_w lee n kim /// Photo: Walnut picking season walnut tree branches of walnuts opened the shell and the collected walnuts are kept in bulk and broken walnut which is composition on the table Shell nut © allamimages /// Photo: close view on fresh herbs bunch © marcin juha

DELIVERABLES

1. **Deliverable 2-1**

This deliverable introduces 6+1 eco-innovative business model blueprints which aim to implement new products and services in the value chains of apples, walnuts, and herbs in the market. These business models aim to unlock new competitive advantages for small and medium-sized enterprises in the alpine food industry.

2. **Deliverable 2-2**

This report is designed as a source of inspiration for business model innovation. It presents a wide variety of business models with innovative components. 12 business models are analysed and discussed in detail; further examples of implemented business models are described in the attachment.

3. **Deliverable 2-3**

This deliverable aims to illustrate the findings on the identified success factors and required competencies for the implementation of eco-innovative business models in the alpine region. It should serve as a quick start guide for the implementation of the developed business model blueprints.

4. **Deliverable 2-4**

This report identifies and defines missing linkages in the alpine bio-economy's innovation system that could hamper the emergence and diffusion of eco-innovative business models in the value chains of apples, walnuts, and herbs. The findings of this report are based on the performed cross-industry, Open Innovation workshops carried out within the scope of the project.

Interreg Alpine Space



Alp Bio Eco

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PROJECT PARTNERS



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