

## SustainIT – Releasing the Potential of ICT for Sustainable Milk and Beef Cattle Value Chains



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## Goal and context

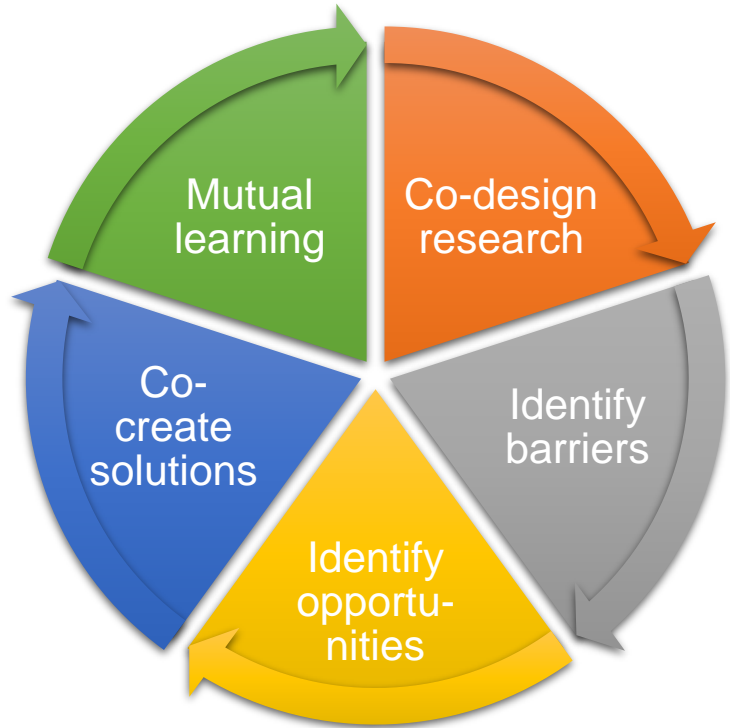
- Dairy and beef value chains face economic and societal challenges
  - changing preferences and diets of consumers
  - concerns about animal welfare and AMR
  - climate change mitigation
- Widespread consensus that ICT will help to respond to these challenges
- The potential of ICT is not yet fully utilized due to challenges of
  - integrating the technology in business operations,
  - business model innovation,
  - lack of ready-made technological solutions,
  - limited understanding of the mechanism through which ICT affects consumers, and
  - inadequate skills of VC actors
- Barriers for adopting an ICT solution at the farm level and at the supply chain level vary

# Objective and Propositions

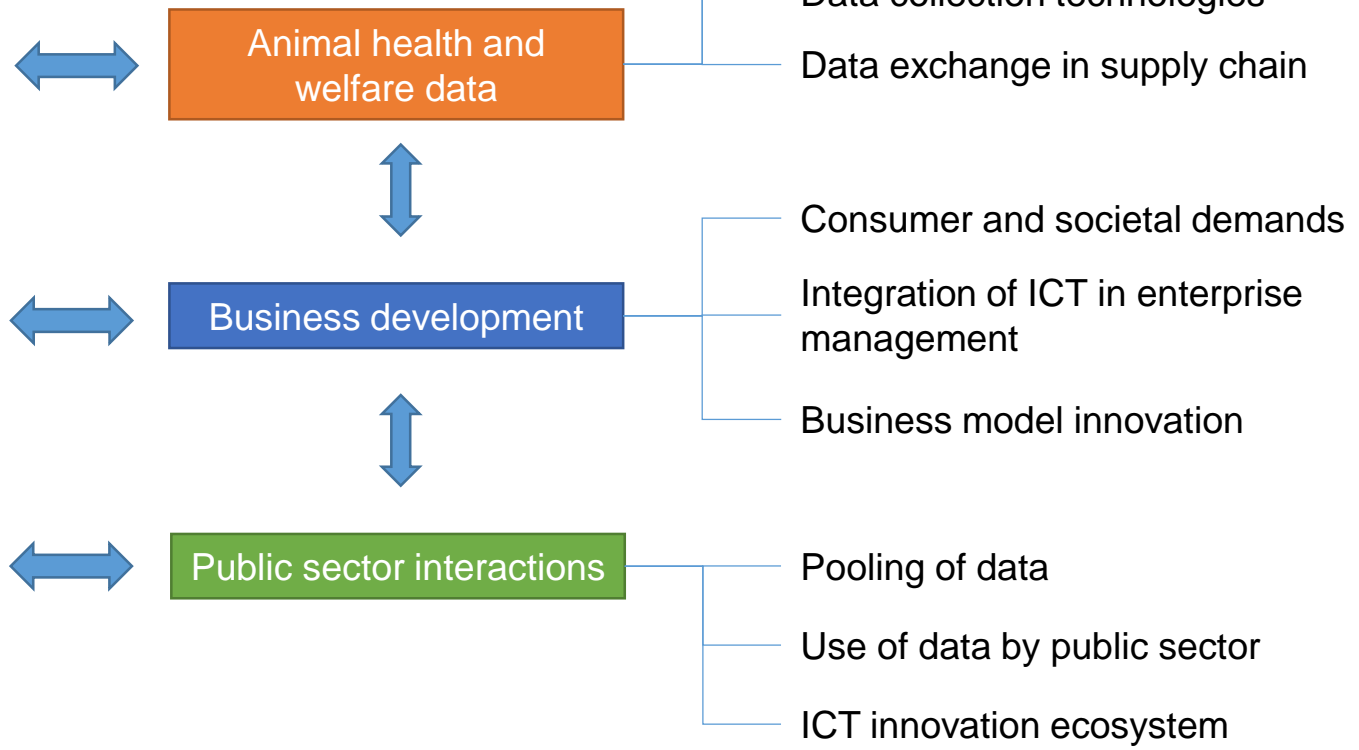
- SustainIT aims to:
  - identify technological, economic, social and institutional barriers of widespread adoption of animal health and welfare related ICT,
  - develop conceptual solutions and business models that utilize the animal health and welfare data.
- In each partner country a LL will be established that integrates research and innovation processes.
- The project tests applicability of LL as model ICT innovation ecosystems for dairy and beef VCs.
- The main propositions:
  - lack of **common data standards** and unresolved **data ownership** issues hinder utilization of ICT potential;
  - widespread use of ICT would allow accommodating **new business models** that empower dairy and beef VCs in responding to consumer and societal demands regarding animal health and welfare;
  - **skills** of VC actors need to be developed for adoption of ICT and business model innovation;
  - facilitation of use of ICT in agri-food VCs requires **public sector's intervention** for creating **enabling ICT innovation ecosystem**;
  - LLs provide operational **innovation platforms** for co-creating solutions for more widespread adoption of ICT in dairy and beef VCs.

# Research approach and activities

Living Labs of value network actors in  
EE, FI, SE, DE



Focal themes

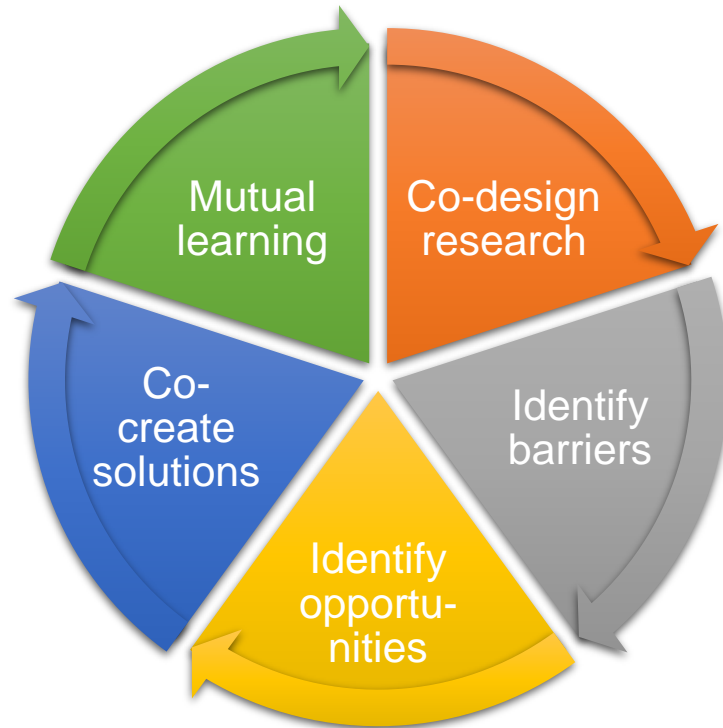


## Expected impact

- **Development of ICT innovation ecosystem**
  - LLs will seek cooperation with other initiatives and organizations (e.g. DIHs) involved with digitization and use of data in agri-food VCs.
  - The experience of the LLs can be transferred to other agri-food sectors, and the networks created will persist following the end of the project.
  - Placing LLs in the existing innovation arena of partner countries (e.g. in EDC in Estonia, and UO in Finland) provides an opportunity to institutionalize the LLs, achieve multiplier effects and maintain their activities after the project.
- **Increased awareness among the dairy and beef VC actors** about animal health and welfare data and ICT solutions for collection of respective reliable data. Barriers for adopting ICT, as well as proposals how to overcome the barriers are identified and communicated to VC actors, ICT developers and policy makers.
- **Improved knowledge on how animal health and welfare related ICT is utilized in current business models in dairy and beef VCs.** New conceptual business models based on value stream mapping are developed that utilize the potential of animal health and welfare related ICT for value generation and value capture.
- **Recommendations for governance of ICT innovation ecosystems** that improve the availability and use of ICT and animal health and welfare related data. The recommendations are communicated to policy makers in partner countries.

# Cooperation with Stakeholders

Living Labs of value network actors in  
EE, FI, SE, DE



- ICT developers
- Technology providers
- Service providers (animal recording, breeding association, extension)
- Veterinarians
- Farmers
- Processing industry
- Retailers
- Consumers
- Policy makers
- Researchers
- Innovation brokers
- Synergies with existing networks and other projects

# Dissemination and outreach

- Dissemination channels
  - Project web page [www.sustainit.ee](http://www.sustainit.ee)
  - Newsletter
  - EIP-AGRI newsletter
  - Farming and food sector publications
  - General media
  - Social media
  - Working papers and reports
  - Scientific publications
  - Conference presentations

## Partners and funders

Partner	Country	Funder
Estonian University of Life Sciences, Institute of Economics and Social Sciences (coordinator)	Estonia	Estonian Ministry of Rural Affairs
University of Oulu, Unit of Measurement Technology	Finland	Ministry of Agriculture and Forestry
Halmstad University, Center for Innovation, Entrepreneurship and Learning research	Sweden	Swedish Research Council for Sustainable Development
Estonian Dairy Cluster	Estonia	Estonian Research Council
Technical University of Munich, Agricultural Production and Resource Economics	Germany	Federal Ministry of Food and Agriculture





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# LET'S KEEP IN TOUCH!

Please feel always free to reach out to us.

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# Thank you for your attention!