PRACTICE ABSTRACT NO. 15

SEA2LAND

IPS KONZALTING

Business Model Canvas for fertilizing industry

Main results / outcomes

The SEA2LAND project developed **a Business Model Canvas (BMC) for the fertilizing industry**, providing an overview of the bio-based fertilizers (BBFs) value chain. The BMC integrates key activities, partnerships, and resources for BBF production, processing, and market integration. It supports sustainable agriculture by promoting circular economy principles, reducing waste, and offering eco-friendly fertilizer solutions. Key customer segments include farmers, horticulturists, gardeners, and local markets. The model focuses on building strong relationships through direct engagement, tailored fertilization plans, and long-term partnerships. Close collaboration with farmers ensures effective BBF application, improved soil health, and increased productivity. Advisory services and customized strategies optimize fertilization based on geo-climatic conditions, driving the adoption of BBFs across agriculture and horticulture sectors while supporting sustainable farming practices and healthier ecosystems.

Practical recommendations

To maximize BBF adoption and optimize their benefits, the fertilizing industry should focus on strengthening customer relationships. Establishing direct engagement with farmers and providing personalized nutrition plans will ensure BBF's effectiveness and better integration into existing agricultural practices. Offering expert advisory services will support farmers in understanding the full potential of BBFs and adapting them to different soil and crop conditions. Long-term partnerships with agricultural cooperatives and food companies will foster trust and facilitate the continued use of BBFs. Additionally, the industry should target diverse customer segments, such as farmers, horticulturists, and gardeners, to expand BBF adoption across multiple sectors. Digital platforms and workshops can further raise awareness, while partnerships with local markets and retailers will enhance BBF accessibility. By focusing on these strategies, the fertilizer industry can drive the adoption of eco-friendly, circular economy solutions that promote sustainable farming, boost soil health, and improve long-term agricultural efficiency.

Figure 1: Business Model Canvas for the fertilizing industry

Figure 2: Business Model Canvas – 3 main segments

Further information

SEA2LAND project website - https://sea2landproject.eu/

About this abstract

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SEA2LAND project is a collaborative Innovation Action(IA) funded by the EU in the frame of the Horizon 2020 programme. The project aims to provide solutions to help overcome challenges related to food production, climate change and waste reuse. Based on the circular economy model, SEA2LAND promotes the production of large-scale fertilisers in the EU from own raw materials. This solution is expected to reduce the soil nutrient imbalance in Europe. The project is running from January 2021 to June 2025.

Website: www.sea2landproject.eu

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PRACTICE ABSTRACT NO. 15

Poslovni model Canvas za industriju gnojiva

Glavni rezultati / ishodi

Projekt SEA2LAND razvio je **Business Model Canvas (BMC) za industriju gnojiva**, pružajući pregled lanca vrijednosti bio-baziranih gnojiva (BBF). BMC integrira ključne aktivnosti, partnerstva i resurse za proizvodnju, preradu i tržišnu integraciju BBF-ova. Podržava održivu poljoprivredu promicanjem principa kružne ekonomije, smanjenjem otpada i ponudom ekoloških rješenja za gnojiva. Ključni korisnički segmenti uključuju poljoprivrednike, hortikulturiste, vrtlara i lokalna tržišta. Model se fokusira na izgradnju snažnih odnosa kroz izravnu suradnju, prilagođene planove gnojidbe i dugoročna partnerstva. Bliska suradnja s poljoprivrednicima osigurava učinkovitu primjenu BBF-ova, poboljšanje zdravlja tla i povećanje produktivnosti. Savjetodavne usluge i prilagođene strategije optimiziraju gnojidbu prema geo-klimatskim uvjetima, čime se potiče primjena BBF-ova u poljoprivredi i hortikulturi, podržavajući održive poljoprivredne prakse i zdravije ekosustave.

Preporuke

Kako bi maksimizirala prihvaćanje BBF-ova i optimizirala njihove koristi, industrija gnojiva trebala bi se fokusirati na jačanje odnosa s korisnicima. Usmjeravanje na izravnu suradnju s poljoprivrednicima i pružanje personaliziranih planova ishrane osigurat će učinkovitost BBF-ova i bolju integraciju u postojeće poljoprivredne prakse. Pružanje stručnih savjetodavnih usluga pomoći će poljoprivrednicima da shvate puni potencijal BBF-ova i prilagode ih različitim uvjetima tla i usjeva. Dugoročna partnerstva s poljoprivrednim zadrugama i prehrambenim tvrtkama potaknut će povjerenje i olakšati kontinuiranu upotrebu BBF-ova. Osim toga, industrija bi trebala ciljati različite korisničke segmente, poput poljoprivrednika, proizvođača povrća i voća te vrtlara, kako bi proširila prihvaćanje BBF-ova u više sektora. Digitalne platforme i radionice mogu dodatno podići svijest, dok će partnerstva s lokalnim tržištima i maloprodajom poboljšati dostupnost BBF-ova. Fokusiranjem na ove strategije, industrija gnojiva može potaknuti prihvaćanje ekoloških rješenja u okviru kružne ekonomije koja promiče održivu poljoprivredu, poboljšava zdravlje tla i dugoročnu poljoprivrednu učinkovitost.

Slika 1: Poslovni model Canvas za industriju gnojiva

Slika 2: Poslovni model Canvas – glavni koraci

Više informacija

SEA2LAND projektna stranica - https://sea2landproject.eu/

Detaljnije o praktičnom sažetku

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Datum: Svibanj 2025
SEA2LAND projekt je suradnička inovacijska akcija (IA) koju financira EU u okviru programa Horizon 2020. Cilj projekta je pružiti rješenja koja će pomoći u prevladavanju izazova povezanih s proizvodnjom hrane, klimatskim promjenama i ponovnom uporabom otpada. Na temelju modela kružnog gospodarstva, SEA2LAND promiče proizvodnju velikih količina gnojiva u EU iz vlastitih sirovina. Očekuje se da će ovo rješenje smanjiti neravnotežu hranjivih tvari u tlu u Europi. Projekt traje od siječnja 2021. do lipnja 2025. godine. Web stranica: www.sea2landproject.eu

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