

GO-GRASS

Grass-based circular business models
for rural agri-food value chains

Business Environment Profiling Tool

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Background and motivation

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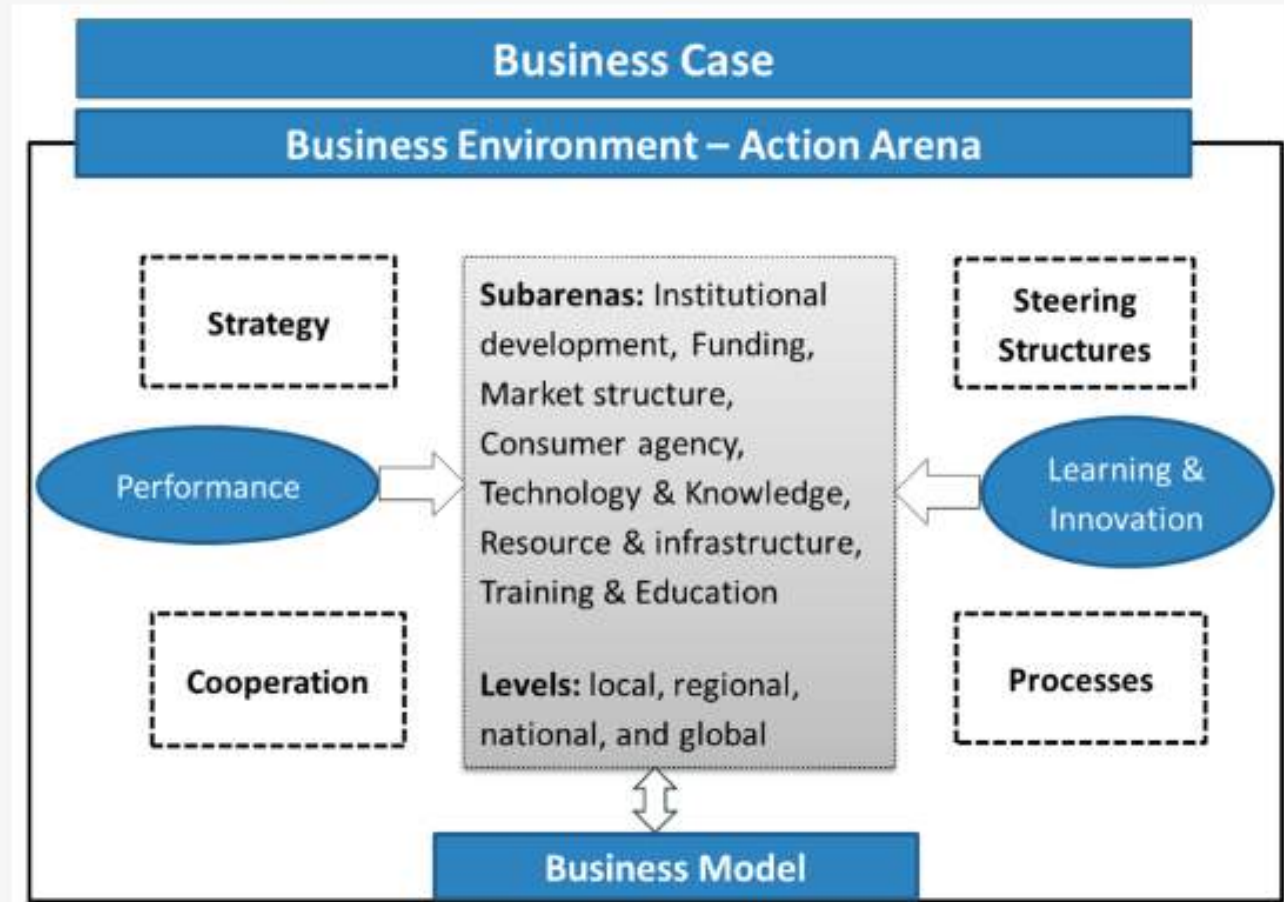


Studying and sharing the secrets of business success in modern rural areas

Business Environment:

External factors to a business which directly or indirectly affects the operation of the business
(Adamseged & Grundmann 2020).

Figure 1. Analytical framework for business environments.





Business Environment Profiling Tool

Objective

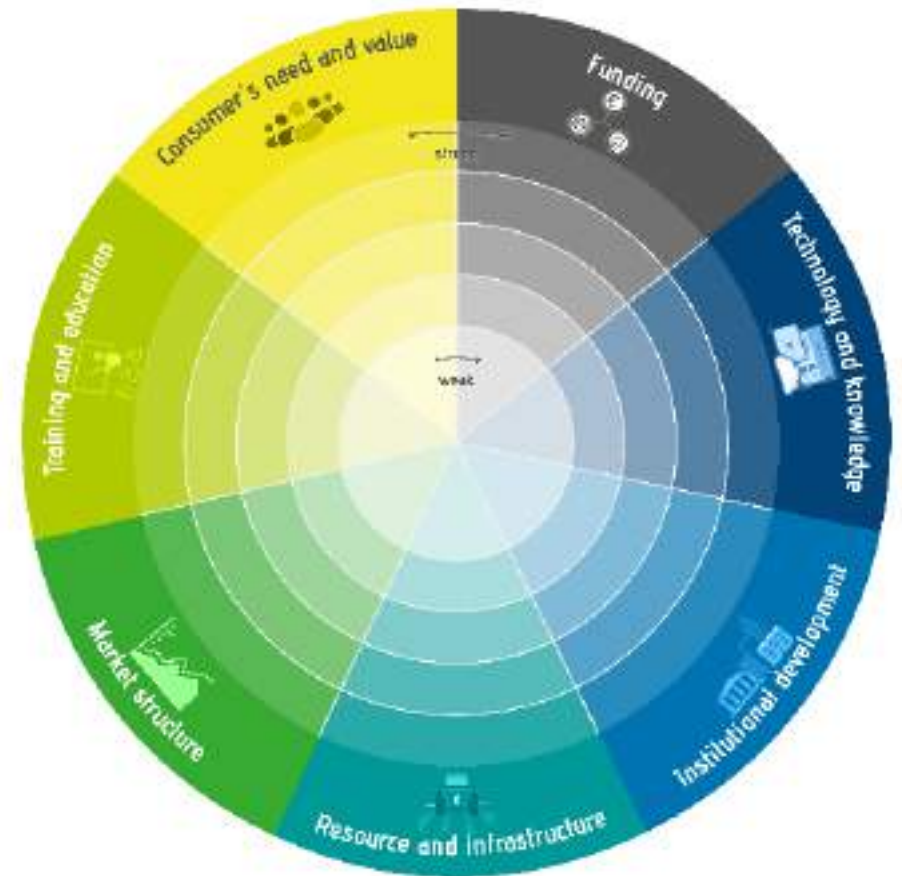
To identify gaps in the business environment of innovative and emerging grass-based businesses, and define measures and guidelines for addressing the gaps

Format

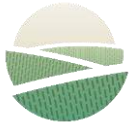
- A (online) **workshop with stakeholders from the business environment** arenas.
- The workshop is accompanied by a short **online survey** and a **checklist for entrepreneurs**.

End-users

- Actors shaping the business environment of demos and follower cases.



Wheel of the seven arenas composing the business environment.



Specific Objectives

1. Bring relevant stakeholders together and provide a platform for discussions.
2. Identify drivers or hindrances for the development/replication of rural innovative grass-based businesses in demo regions.
3. Propose solutions or guidelines to overcome challenges in the business environment.
4. Strengthen replication plans of the follower regions



Step 1: Survey

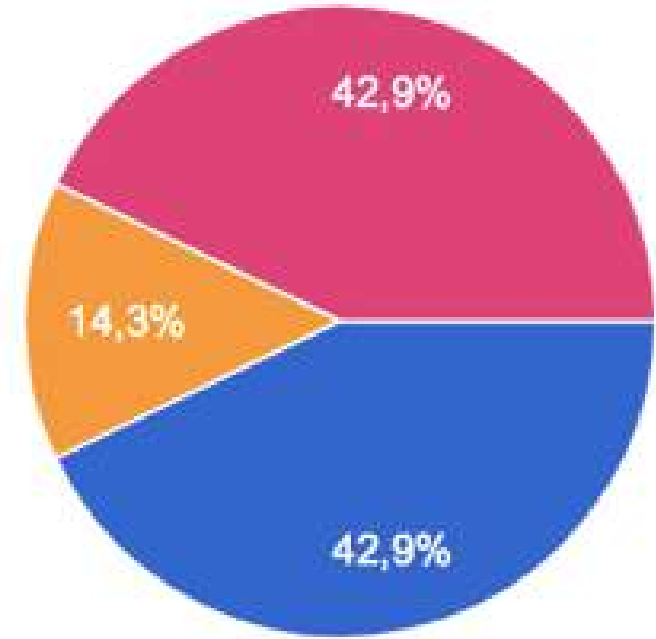
How would you rate the level of support required by the different subarenas for a business to emerge and develop successfully?

- 1 = Low level of support needed
- 3 = Medium level of support needed
- 5 = Very high level of support needed

How would you rate the current supportiveness of the sub-arenas in the business environment?

- 1 = not supportive
- 3 = somewhat supportive
- 5 = very supportive

Which stakeholder group do you represent?



- Entrepreneur
- Rural or Regional Development Agency
- Business support agency
- Policy maker
- Government Advisor
- Finance institution
- Research and Development
- Training and Education
- Advisor to entrepreneurs in the field of:



Step 2: Workshop

Objective

to develop specific and adapted guidelines to improve the support level of the business environment for innovative entrepreneurs.

1. Introduction of the process
2. Profile the current status of the business
3. Group work in Mural app
4. Gather feedback & wrap up!
5. After workshop → Synthesise the results of the workshop and next steps



Lugo, Spain 2024

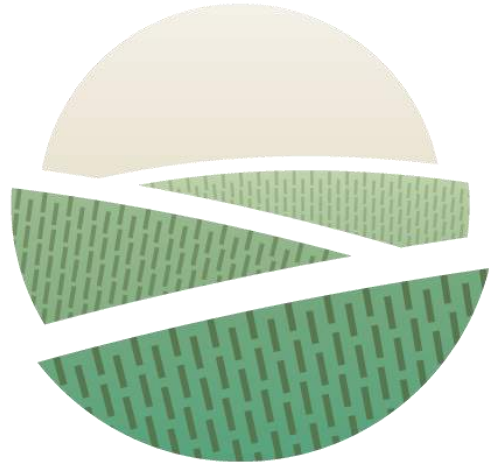




Workshop results: Danish DEMO

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SUB-ARENAS	CHALLENGES	CAUSES	SOLUTIONS
Funding	High interest rates	Competing funding priorities	Feasibility studies
Tech & Knowledge	Lack of specialized equipment	Gap between lab & industry scale	Public private partnerships
Rules & Regulations	Uncertainty or absence of clear regulations	Slow adaptation of regulatory bodies	Communication and coordination between gov. Bodies
Training & Education	Insufficient knowledge transfer	Novelty of grass-based protein	Biorefinery in farmer schools
Consumer Agency	Insufficient product quantity	Recent product	Use scientific knowledge to promote products
Market Structure	Uncertain market demand	Market dominance of traditional products	Ban import of soy / match prices
Resources & Infrastructure	Lack of large scale processing facilities	Historical emphasis on conventional farming	Adapting CAP, promoting grassland



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