



GO-GRASS

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

Online Decision Support Tool
for flexible integration of value chain components





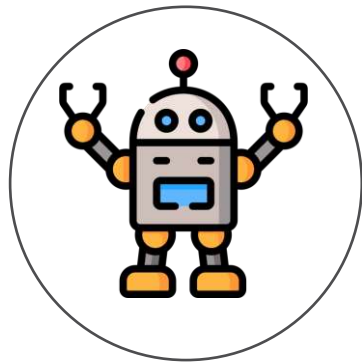
Presentation outline

- **The team behind the development of the GO-GRASS DST**
- **Concept**
- **Methodology**
- **Methods**
- **The GO-GRASS Decision Support Tool in a nutshell**
- **Target groups and benefits**
- **Challenges**
- **Credits**

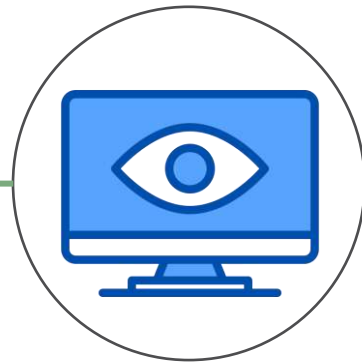




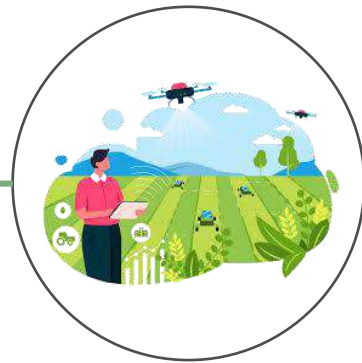
The team behind the development of the GO-GRASS DST



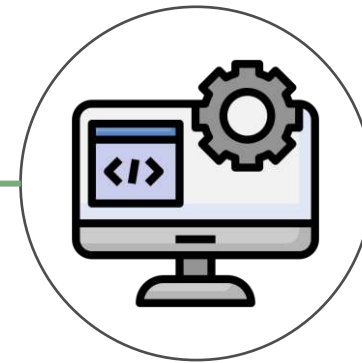
Robotics



Computer
Vision



Precision
Agriculture



Software
Development



Business & stakeholder
behaviour analysis





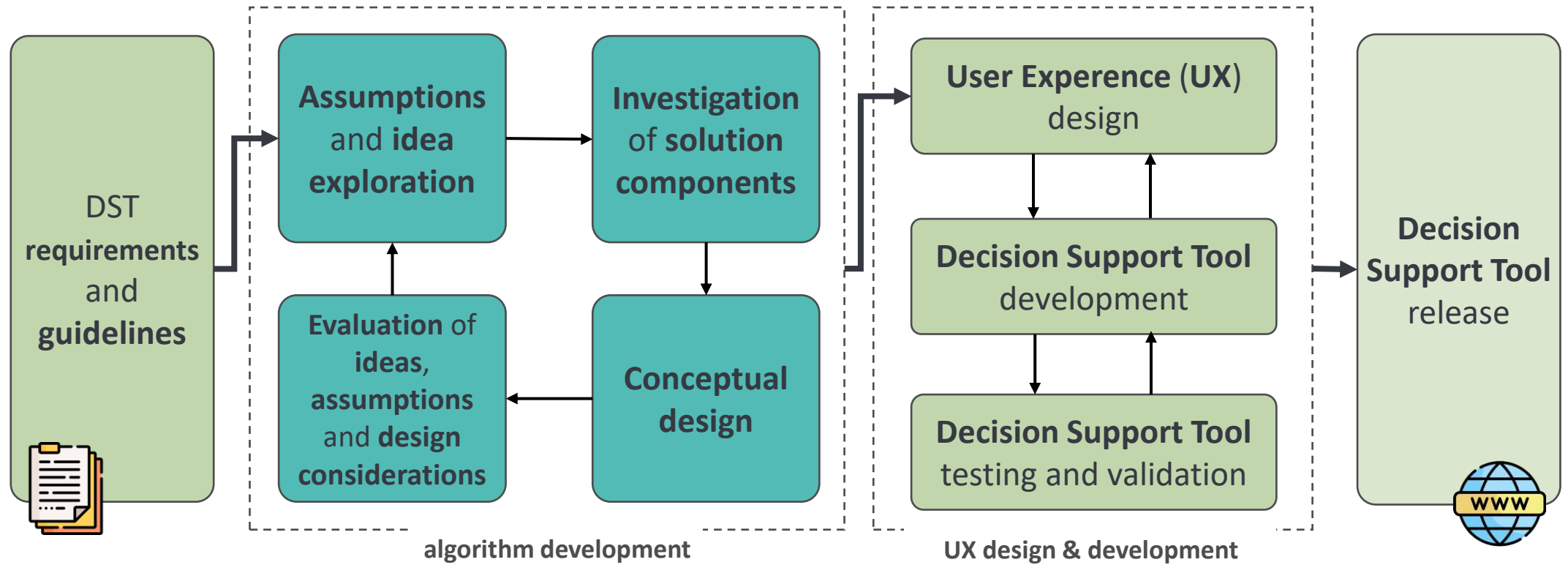
Concept

- Develop an **online Decision Support Tool** to provide **guidance** and **support** to **explore** and **evaluate/validate** ideas for **grass processing value chains**.
- Guidance and support based on information related to **critical success factors** identified and described in the project's **optimal value chain scenarios** (Danish, Dutch, German, Swedish).
- **Assessment** of the **value chain idea** using a **rating scale** based on the **indicators selected** by the user as part of the value chain creation process (excellent, good, acceptable, not feasible).
- **Justification** of the **critical factors** involved in the value chain scenario creation (**positive justification** vs. **consultive rationale**) to provide **evaluation**.





Methodology

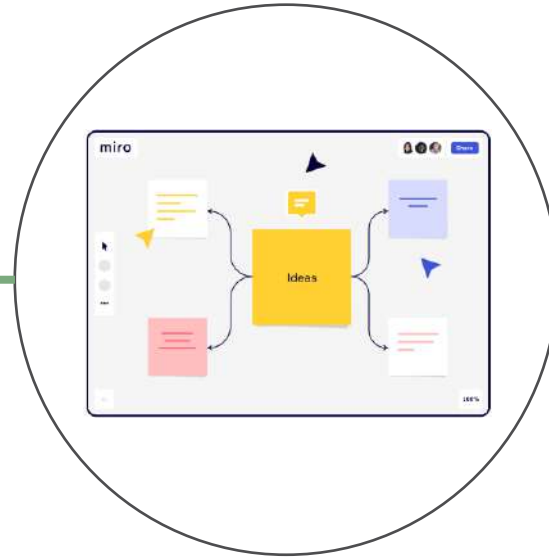




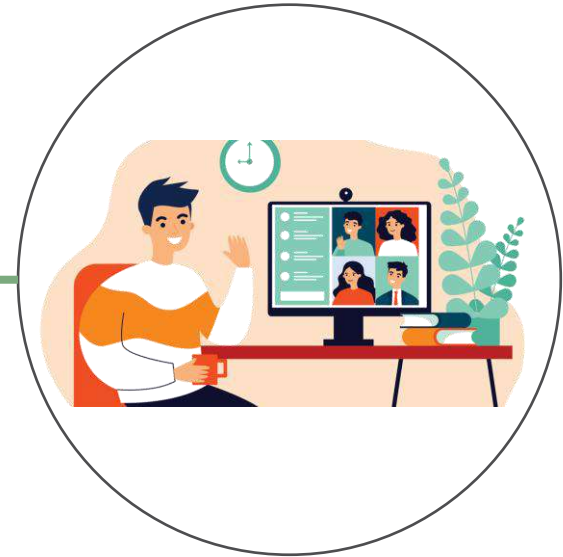
Methods



brainstorming



collaboration using online boards and documents



online meetings





The GO-GRASS Decision Support Tool in a nutshell

WELCOME TO GO-GRASS EVALUATION TOOL!

EVALUATE THE VIABILITY OF YOUR GRASS-BASED PROJECT

GO-GRASS support tool is designed for evaluating the feasibility and potential of your grass-related projects. Whether you're an agricultural enthusiast, a business owner, or a researcher, our intuitive assessment tool provides valuable insights and recommendations to help you make informed decisions.


HOW IT WORKS

- SELECT YOUR PRODUCTS**
Tell us the product you aim to produce from the chosen grass. This will help us tailor our questions and assessment to your goals.
- ANSWER QUESTIONS**
You'll be guided through a series of questions in the following five categories: 1)Biomass Production, 2)Transportations-Storage-Logistics, 3) Pretreatment and Processing, 4)Distribution and Logistics, 5)Market
- RESULTS**
After you've answered all the questions, we will provide you with a viability assessment - "GO" or "NO GO" - for your scenario and customized recommendations based on your responses.

Overview of the steps involved in the DST-based value chain creation process.

Unleash Your Grass Project's Potential Now!

LET'S BEGIN

 <https://www.gograss-dss.eu/>

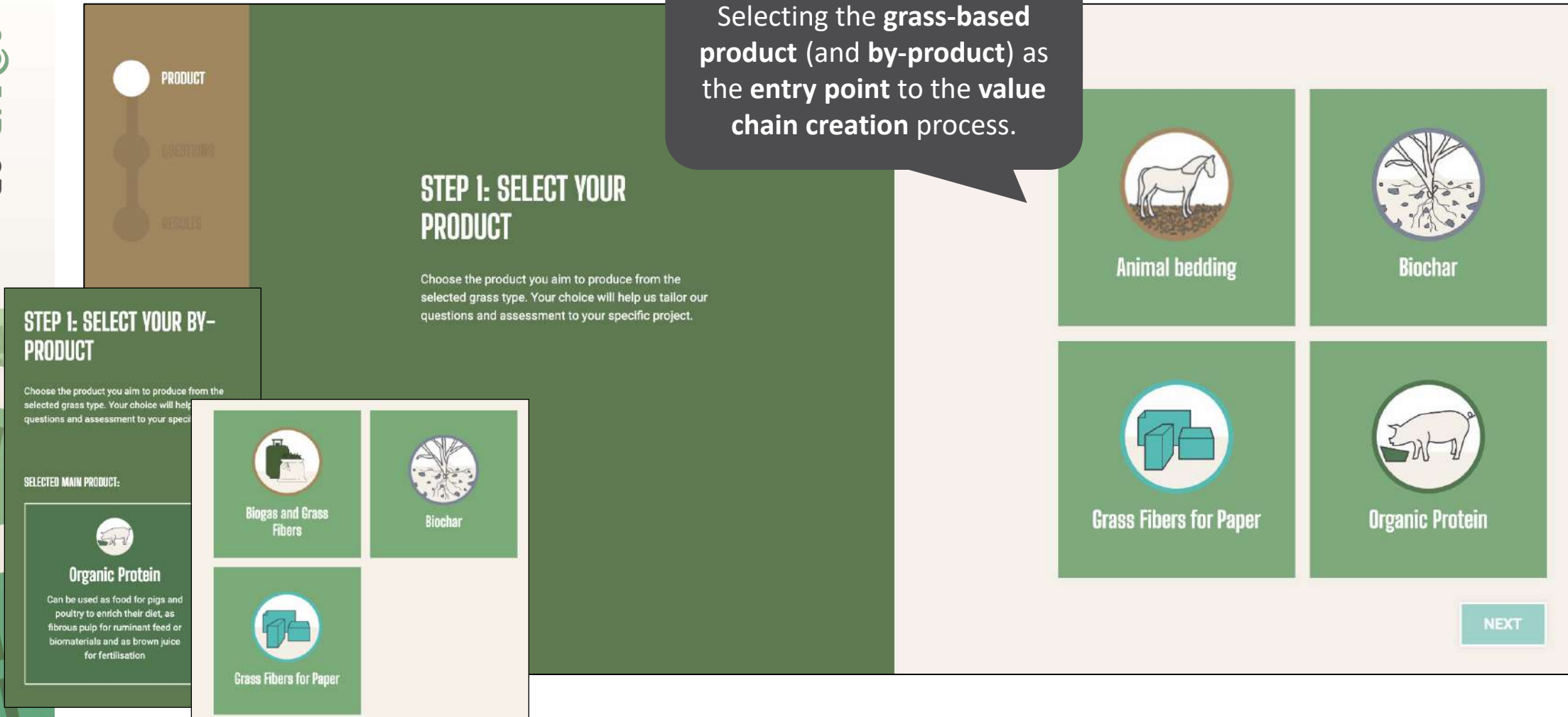




The GO-GRASS Decision Support Tool in a nutshell

GO-GRASS

Selecting the **grass-based product** (and **by-product**) as the **entry point** to the **value chain creation** process.





The GO-GRASS Decision Support Tool in a nutshell

GO-GRASS

The screenshot shows the 'QUESTIONS' section of the GO-GRASS tool. On the left, a vertical progress bar indicates the completion status of five question sets. The main area displays 'SET 1: BIOMASS PRODUCTION' with three questions, each with 'YES' and 'NO' response buttons. A 'Need Help?' link and a 'Reset all' button are also visible. On the right, an 'Info' box titled 'Did you know that...' provides background information on grassland in the EU, accompanied by a map and a disclaimer.

Help and support during the value chain creation process.

Category of questions to provide responses to.

Progress bar

List of questions to provide responses to as part of the **value chain scenario** creation process.

Info boxes providing **background information** as a means of **framing the context** of the value chain scenario creation.





The GO-GRASS Decision Support Tool in a nutshell

Viability: Good

Your Assessment is Complete!

Congratulations! You've successfully answered all the questions in our assessment tool.

You can now view your personalized results based on your answers. Discover valuable insights and recommendations tailored just for you.

If you'd like to revisit any of your responses and make changes, simply click the 'Go Back' button. Take your time to ensure your answers truly reflect your preferences and experiences.

GO BACK

FEEDBACK

Your business idea holds promise aligning effectively with various aspects of biomass production, logistics and processing, distribution, and a keen understanding of market demands.

Taking into account the considerations provided, you are well-equipped to stay attuned to all the requirements necessary for successful grass valorization.

Additional Considerations

- Ensuring the removal of plastics is essential for the development of grass paper. It emphasizes the commitment to producing a sustainable and eco-friendly product.
- Utilizing contractors for baling and harvesting grass can be more costly than having in-house technology.
- Collaborating with other grass suppliers not only fosters a sense of cooperation but also contributes significantly to cost savings and efficiency in transportation. Working together is a strategic approach that can positively impact the overall economics of the venture.

Critical Question 2:



Do you have access to a pyrolysis system?

NO



Many combustion plants available in the market are designed for wood feedstock, so it's crucial to be aware that the technology and plants may need adjustments according to the characteristics of the grass feedstock.

3/5

CRITICAL FACTORS



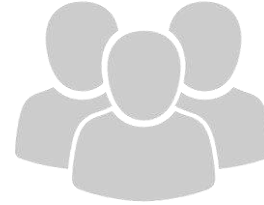


Target groups and benefits



agricultural consultants and advisors

- Understand the potential of unused grassland to recommend investments.
- Provide training to farmers and agrifood businesses.



researchers

- Investigation of value chain scenarios.
- New research ideas.
- Identification of potential to bridge research with practice.



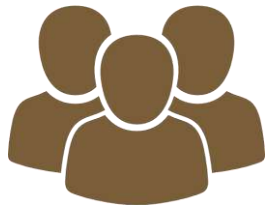
innovation intermediaries

- Evidence-based decision making.
- Continuous learning and innovation based on latest developments.
- Risk identification.
- Verification of information.



educators/trainers

- Investigation of ideas for providing training to farmers and practitioners.
- Innovative means of knowledge and skills development.
- Innovation potential



specialised farmers

- Evidence-based decision making.
- Continuous learning and innovation based on latest developments.
- Identification and mitigation of risks.
- Comprehensive insights, best practices, and recommendations.



policy makers

- Investigation of value chain scenarios and implications for policy development.
- Identification of barriers in grass product value chain creation.
- Development of policy recommendations.





Challenges faced

- **Integrate the knowledge** acquired from the four value chain scenarios created in the project into the **Decision Support Tool's logic**.
- **Integration** of the **knowledge** available into the logic of the Decision Support Tool **without compromising** the overall user experience.
- **Delivery of support and guidance to the user** towards **facilitating** the process of **value chain creation** using the Decision Support Tool.
- **Delivery of feedback** to the user to **enable an understanding** of the **strengths** and **weaknesses** of the created value chain scenario.





Credits

GO-GRASS



SFT GROUP
Smart Farming Technology Group

Agricultural University of Athens

Anna Selini Petropoulou
Alexandra Danglidi
Georgina Finou
Vasilis Andrikopoulos
Pothitos Kotsiomitis
Michalis Asimoglou



GO-GRASS project consortium

Nathalie Bargues
Karen Hamann
Hyunjin Park
Philipp Grundmann





GO-GRASS

Thank you

Hercules Panoutsopoulos
Agricultural University of Athens (AUA)
hpanoutsopoulos@aua.gr

