

## Using crowdsourcing to empower consumers

### ‘Who is the boss?’ Initiative made by the consumers – France & Greece

Ploutos’ Sustainable Innovation Pilot 3 (SIP3) aims at supporting local producers and the entire agri-food sector, by creating fair-trade products.

The pilot ensures that consumers can design their products through a crowdsourcing platform and define how much they are willing to pay for them to the retailer and the producer. Through a web-app and a mobile app they can vote, explore the retail spaces available and scan the QR code to get specific product information. The goal is to empower consumers to drive change through their choices.

-  **Outcomes:** Important outcomes include the development of consumer-centric IT tools, the implementation of Smart Farming (SF) technologies and the targeted dissemination activities. Overall, awareness creation helped consumers to better understand agri-food processes and value chains by accessing relevant information and becoming a higher decision maker.
-  **Practical Recommendations:** The main recommendation would be for brands to increase transparency by giving to consumers access to more information on the food creation process. Moreover, the goal is to create one single tool with different applications, to be easily translated in other EU languages. Another recommendation is to encourage farmers to adopt SF tools to facilitate sustainable farming practices and products.
-  **Problems:** One problem identified is the process of finding the right partners for the product development and distribution. Also, due to the swift changes in production costs, it’s considered difficult to launch a cost study for a new product.
-  **Outlook:** The next steps include the engagement of an active community of consumers, the promotion of research transparency and the need to better identify all actors involved in the process.

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### Description of project activities

The Ploutos project will develop a Sustainable Innovation Framework that follows a systemic approach to the agri-food sector, building on three pillars: Behavioural Innovation, Sustainable Collaborative Business Model Innovation and Data-Driven Technology Innovation. The project will deploy 11 Sustainable Innovation Pilots, where using a Multi-Actor Approach, new innovative solutions and methodologies will be implemented, tested, assessed and derive practical lessons learned. A Ploutos Innovation Academy will be established as a vehicle for integrating the know-how, best practices and assessments developed across the project and derived from the Sustainable Innovation Pilots.

### Objective of the project

The main objective of Ploutos project is to help rebalance the agri-food value chain and enhance its sustainability (economic, environmental and social) by establishing a Sustainable Innovation Framework that is powered by an innovative combination of behavioral change, collaborative business model innovation and data-driven technological services.

## PLOUTOS CONSORTIUM



-  33 Partners
-  11 Pilots
-  10 Countries
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