



**Murska Sobota, 29.10.2021**

## **Ploutos announces the official launch of its Sustainable Innovation Pilots!**

The project has reached the 2<sup>nd</sup> year and is now officially deploying its Sustainable Innovation Pilots throughout Europe.

### **Ploutos H2020 Project**

**Ploutos** is an EU funded project that aims to re-balance value chains, in order to enhance win-win outcomes for different actors involved, such as farmers, cooperatives, agri-food companies, technology providers, SMEs and others. Combining behaviour innovation, collaborative business model innovation and data driven technological services, Ploutos will increase transparency, information flow and management capacity. The result will be more competitive, efficient, resilient and sustainable agri-food value chains with improved performance and positive socio-economic and environmental impacts.

All innovations of Ploutos are combined in its' Sustainable Framework, a toolkit, which will be assessed and adjusted through the Ploutos Sustainable Innovation Pilots. All of them are currently being launched across Europe, including in Greece, the Netherlands, Ireland and Spain, North Macedonia, Serbia, Cyprus, Slovenia, Italy and France. Apart from geographic coverage, Ploutos pilots also cover a large range of agri-food ecosystems, including arable horticulture, greenhouses, perennials, livestock and dairy production.

### **Applying soil-passport approach and precision farming technologies to increase soil health and sustainability as a whole | Slovenia**

Soil health is very important for food production and preservation of nature in general. Traditional techniques of soil sampling, analyzing and preparation of respective fertilization plans as well as the traditional agricultural practices in the field, are resulting in irrational use of phyto products and fertilizers. As a consequence, this leads to the degradation of soil health. Soil quality varies greatly even on smaller fields and field fractions and it changes over a relatively small time. In order to increase the efficiency of soil treatment and thus increase soil health, we need to think about ways on how to introduce new technologies for optimized fertilization and innovative approaches, such as introducing a soil passport centered system, rewarding farmers for maintaining or improving soil health.

### **Sustaining Ploutos Innovation**

The results of the pilots will be available through the Ploutos Innovation Academy, after the lifetime of the project. The Academy will make available the know-how and best practices acquired from the implementation of the pilots to interested parties that will be able to replicate them easily.

### **Become part of Ploutos**



*PLOUTOS has received funding from EU's programme H2020 under GA 101000594*



The launch of the Pilots lays the foundation for exchanging and applying innovative practices, in order to establish a sustainable agri-food sector. Follow all the evolvments of Ploutos through our website and social channels that are being updated on a regular basis or subscribe to our newsletter and be part of the Ploutos discussion! You can be the first to adopt the innovations of tomorrow!

#### Follow us

Website: <https://www.ploutos-h2020.eu>

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