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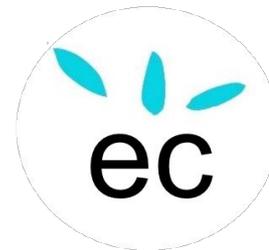
European Union  
European Regional  
Development Fund

# Applying Creativity to UF Business Modelling in the New Reality

**Antonio Carlos Ruiz Soria**

Director, Economía Creativa

[antoniocarlosruizsoria@gmail.com](mailto:antoniocarlosruizsoria@gmail.com)



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# Outline

**Why creativity for urban farming (UF)? Creativity and UF business modelling.**

**Innovative funding and activities to increase alternative funding. Case studies.**

**Criteria & indicators for identification of successful business models and their impact to SDGs.**

**Conclusion.**



# Why Creativity for UF? Creativity, Design and UF Business Modelling.

# Covid19 disruption in food supply provides a huge opportunity for UF

**Covid19 disruptions in the food supply and food logistics (according to FAO Investment Centre Director Mohamed Manssouri):**

- Restrictions on movement
- Quarantines
- Trade barriers
- Shipping delays have disrupted food supply chains, trade and logistics, with food supply chains in developing countries disproportionately affected

**This set the ground for UF to provide food security and resilient supply chain in the face of uncertainty and (future) crises → Creativity is crucial to transform this potential into real opportunity.**

# Why Creativity *for* UF?

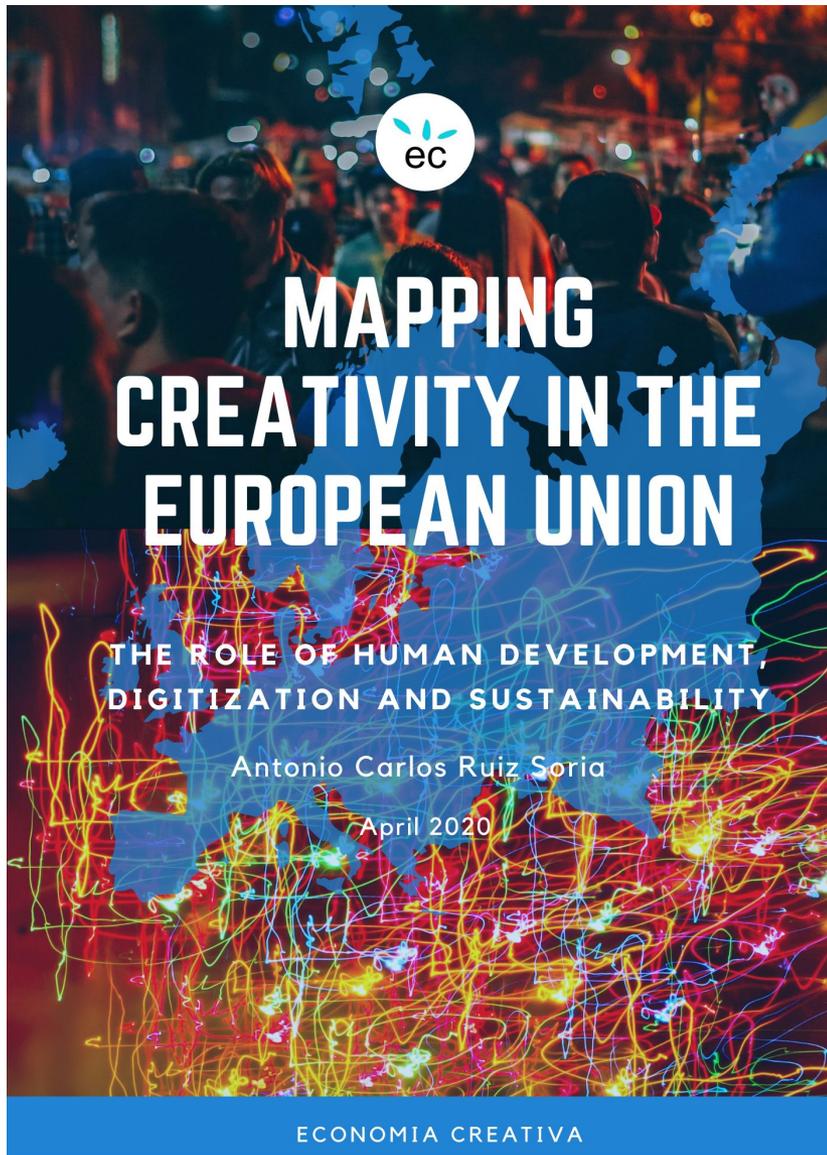
**We are in the midst of an evolutionary shift toward *Creative Societies* -> This has implication into UF Business Models & Innovative Funding**

**Covid19 disruptions in the food supply and food logistics demands disruptive and innovative approaches to food security**

**Climate change and SDGs.**

**-> Creativity and digitization are crucial for crafting agile and effective solutions.**

# Mapping Creativity in the EU



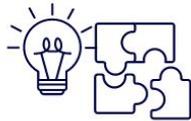
## The role of Human Development, Digitization and Sustainability, Publication (april 2020):

- Constructed a creativity in Workplaces Index and Creative Society Index for EU28 (incl. UK)
- Analyzed more than 25 socioeconomic, business, digitization and sustainability indicators

# Mapping Creativity in the EU : at a glance

## At a Glance:

Designed an **economic and societal model** centred in **human creativity** underpinned by human development (education, healthy life and economic opportunity), digitization and sustainability to reconfigure life, work and citizenship, based upon:



Constructed  
Creative Talent  
and Creative Society  
Indexes



Performed a  
Mapping study for  
EU28 (inc. UK)

25+



Socioeconomic  
indicators analyzed

50+



Figures, charts,  
graphs  
and tables

10+



Infographics  
and mind maps



Analyzed impact of  
creativity on productivity,  
business innovation  
and growth



Use cases / case studies  
from across industries  
public sector,  
and civil society



Examined  
digitization, platform  
economy and AI  
impact on  
human creativity



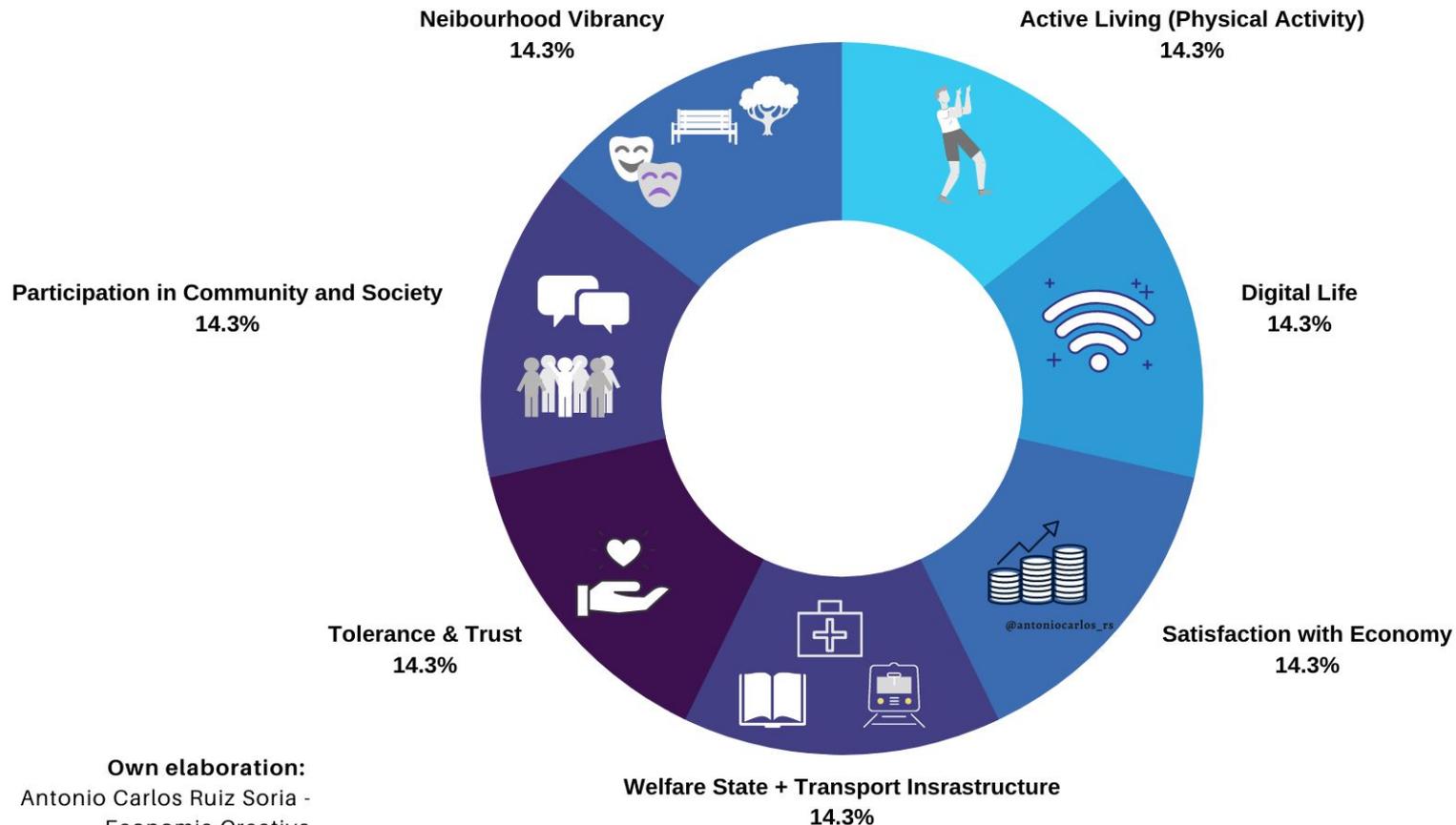
Studied creativity  
contribution to  
sustainability  
and SDGs



Explored EU's creativity  
competitiveness  
in the world

UF can contribute to enhance different pillars of the **Creative Society Index**: Neighbourhood vibrancy, active living, participation in society, boosting economy, etc.

### Creative Society Index

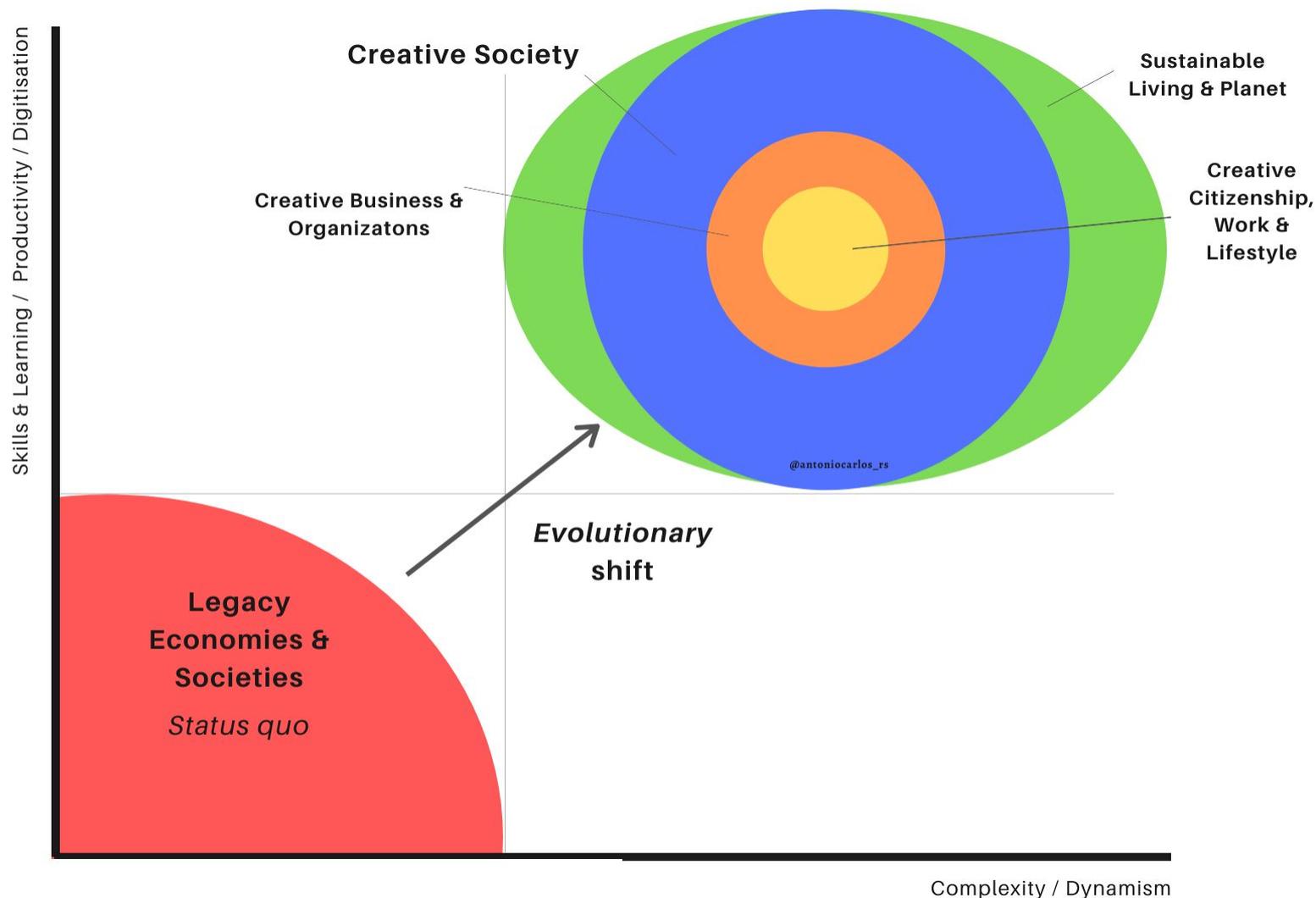


Creative societies represent an 'evolutionary shift' centred in creative citizens & sustainable living (UF are -or can be- a key driver). Covid 19 is accelerating this transition.



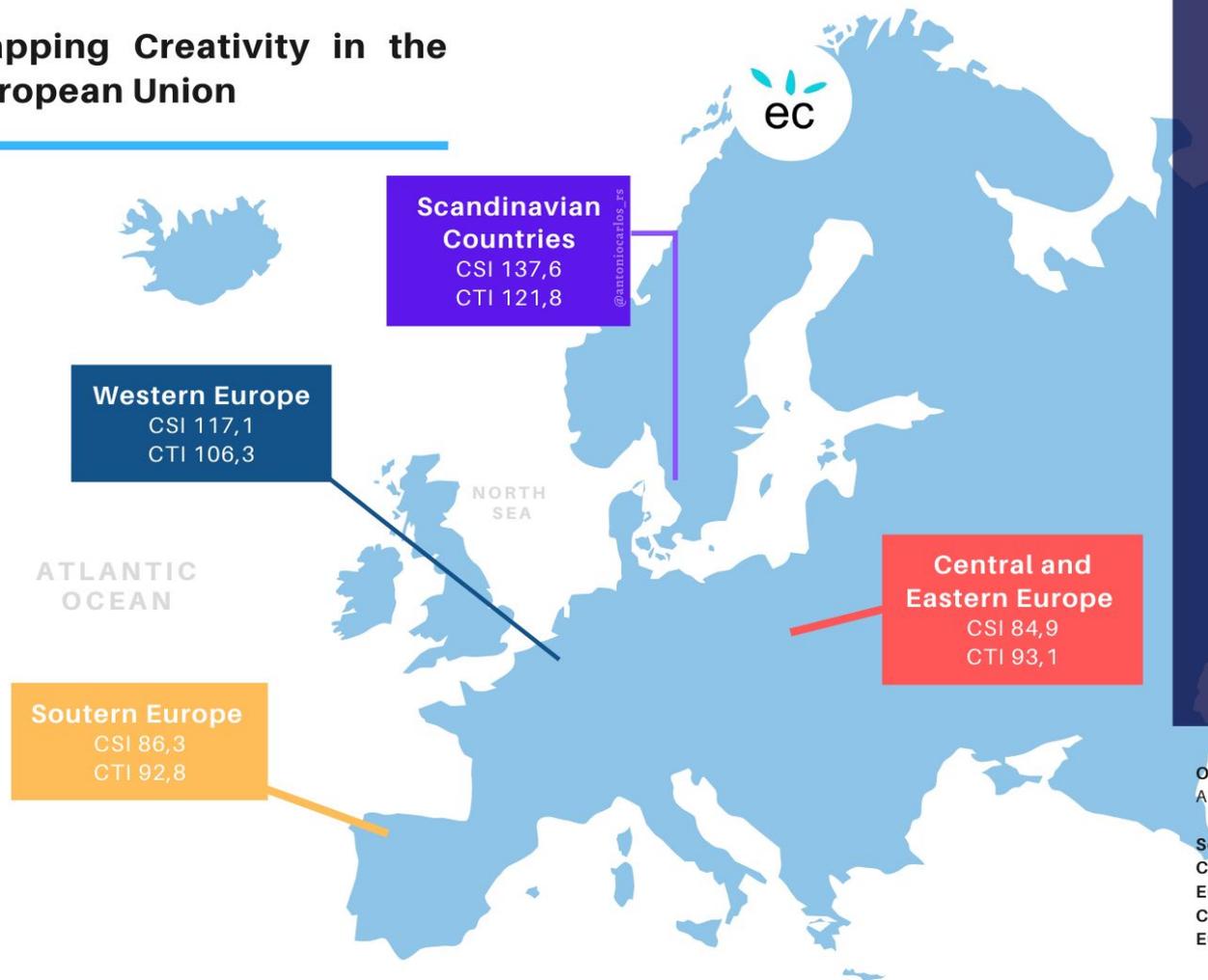
**Creative Society as new evolutionary stage**

Own elaboration:  
Antonio Carlos Ruiz Soria -  
Economia Creativa



The creativity mapping performed has identified four stages in the development toward creative societies. In the countries with higher CSI, it can be expected more awareness about UF.

## Mapping Creativity in the European Union



## Identified four stages in the development toward creative societies and workplaces in the European Union

1. Scandinavian countries: Creative Leaders
2. Western Europe: Strong Creativity
3. Southern Europe: Moderate + Creativity
4. Central and Eastern Europe: Moderate Creativity

Own elaboration:  
Antonio Carlos Ruiz Soria | Economía Creativa

Sources:  
CSI: Own elaboration from EQLS 2016, Eurofound  
CTI: Own elaboration from EWCS 2015, Eurofound

As an example, we compare UF models from two cities from countries with strong CSI / moderate - CSI:

<b>Ghent - Belgium (Strong Creative Society Index)</b>	<b>Warsaw - Poland (Moderate - Creative Society Index)</b>
<ul style="list-style-type: none"> <li>● Urban land and space is limited</li> <li>● The city has a stated goal to make itself climate neutral by 2050</li> <li>● <b>Socio-ecological problems are high on the policy agenda</b></li> <li>● <b>Strong municipal government support for UA</b></li> <li>● <b>Idea of local food is popular and there is broad support for gardening projects in public spaces</b></li> <li>● <b>Dynamic network supports multiple UA initiatives</b></li> </ul>	<ul style="list-style-type: none"> <li>● <b>UA has not been adopted either in Polish agricultural policy or in the spatial development policy of Polish cities</b></li> <li>● Spatial policy in Warsaw may facilitate the conversion of agricultural land into other uses</li> <li>● 28 % of Warsaw is categorised as green areas</li> <li>● Investors keen to build residential or service areas</li> <li>● <b>Absence of local government support for UA</b></li> </ul>

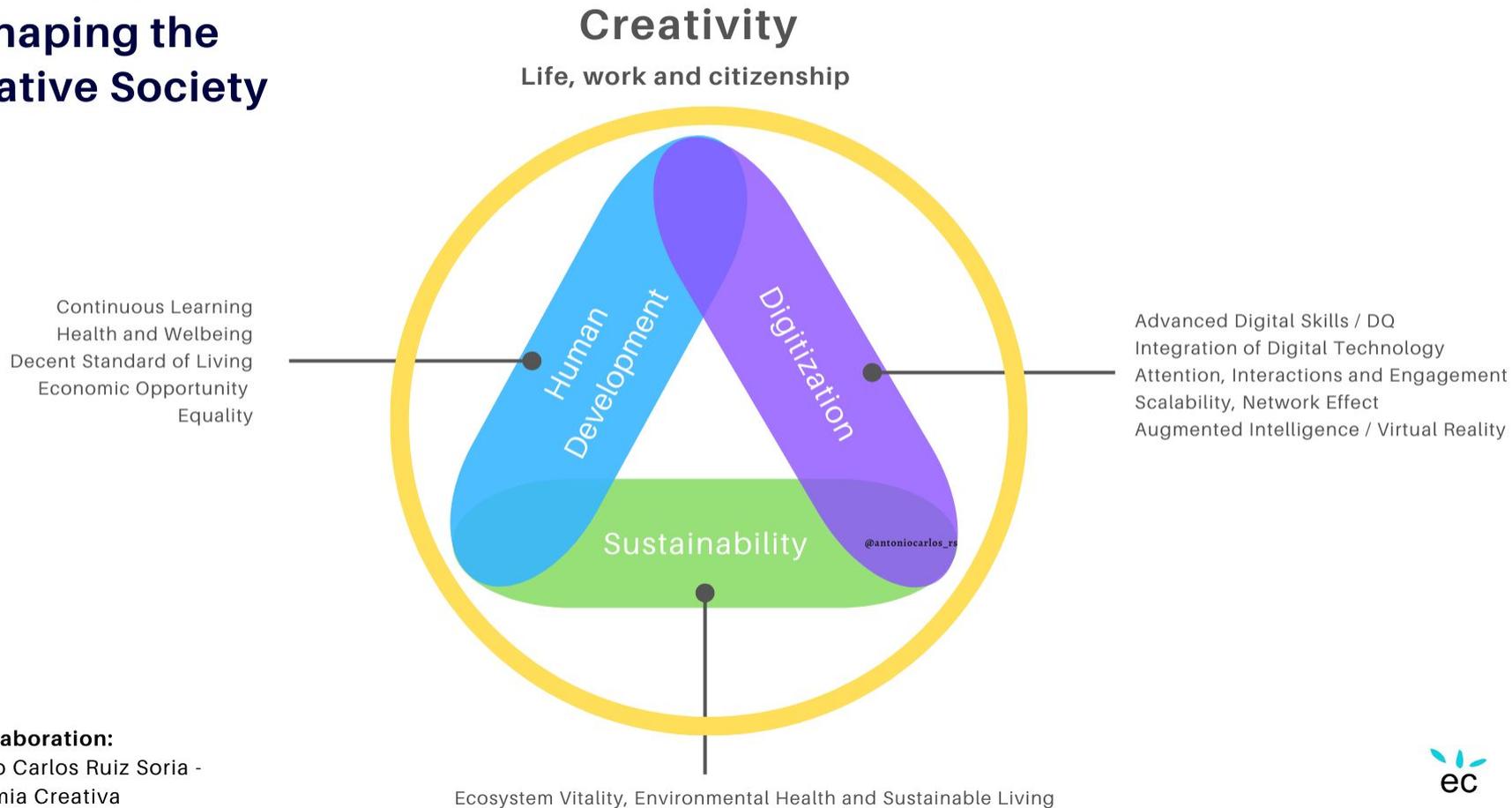
Data source: EPRS adaptation from C. Prové et al., 2016, pp. 16-26.

Retrieved from: Urban agriculture in Europe, Patterns, challenges and policies, European Parliamentary Research Service, 2017; Highlights are mine.

CSI: own elaboration, Mapping Creativity in the European Union, Antonio Carlos Ruiz Soria - Economia Creativa 2020

# Human Development, Digitization and Sustainability, the forces shaping Creative Societies, **are essential features for UF business modelling**

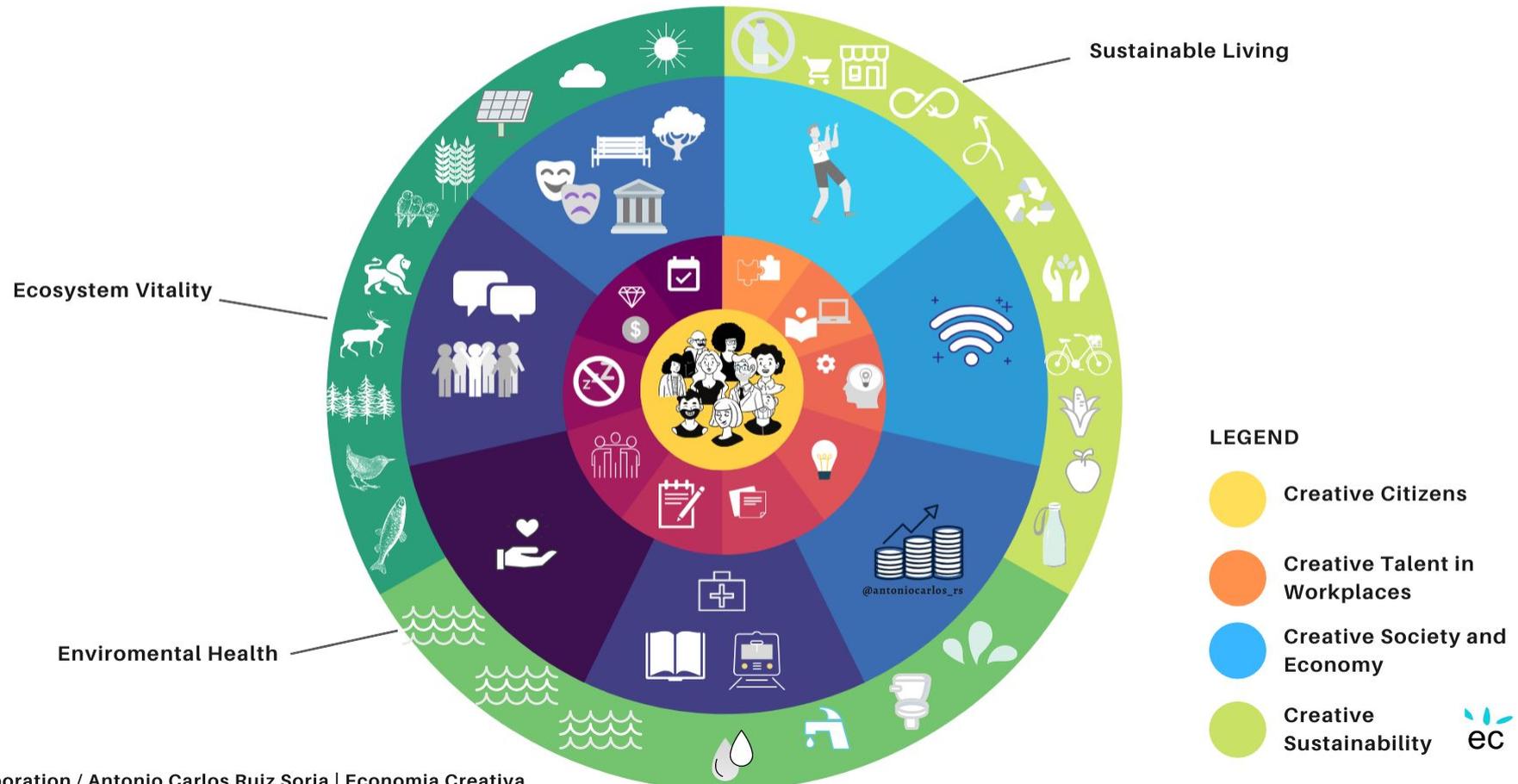
## The forces shaping the Creative Society



**Own elaboration:**  
Antonio Carlos Ruiz Soria -  
Economia Creativa

Urban Farms as creative organizations with business models centred in ***creative citizens-creative sustainability***, can play a key role into reconfiguring the way we live (produce food-eat), work and the very idea of citizenship in European cities.

## Creative Society: Reconfiguration of life, work and citizenship



# Urban Farming is a key driver of Creative Societies, shaping the New Reality



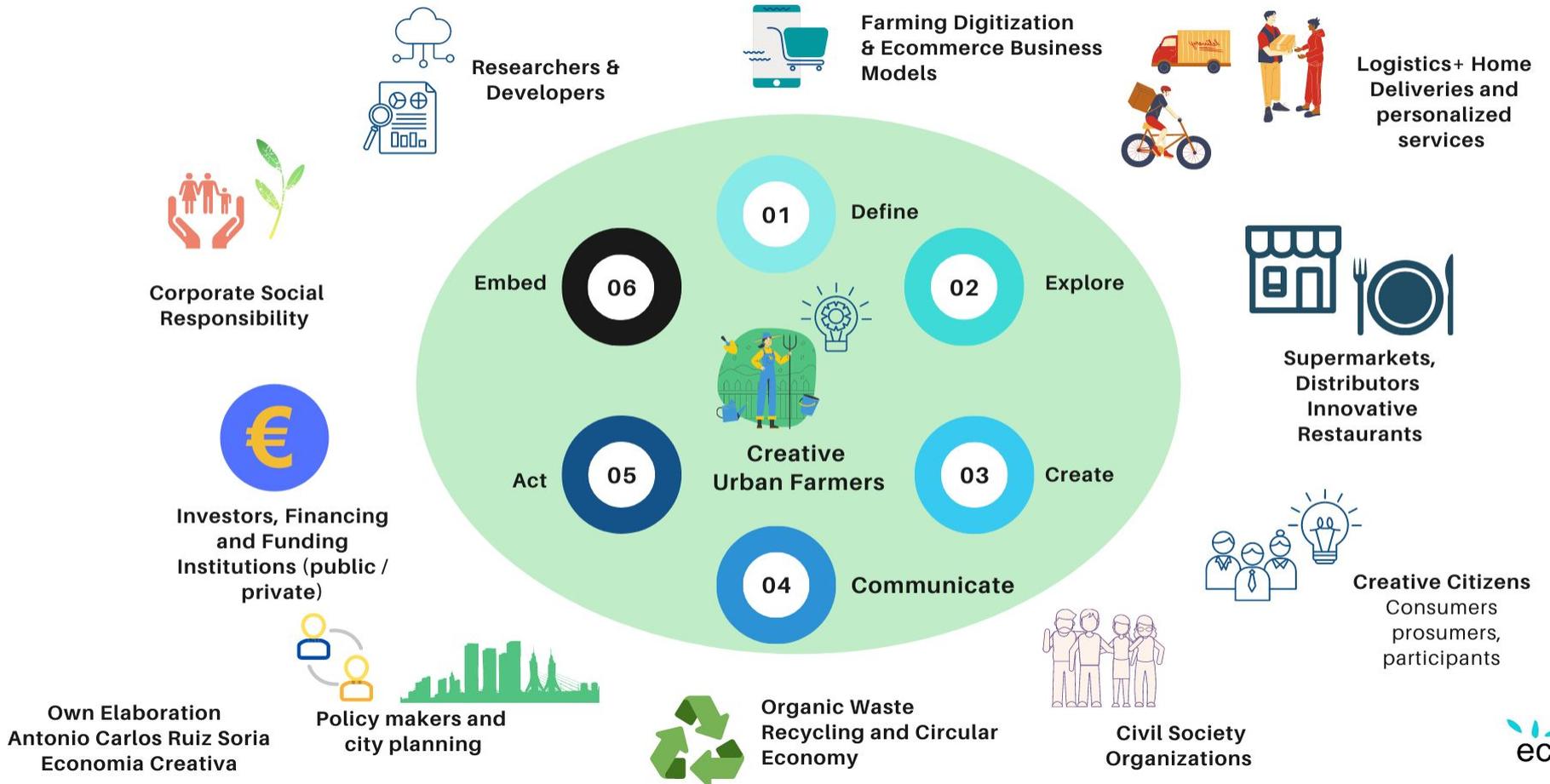
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# Innovative funding and activities to increase alternative funding

# Urban Farms can optimize funding with a multi-stakeholder and dynamic approach centred in **diversification, differentiation and UX -> creativity-digitization-sustainability**

## APPLYING CREATIVITY FOR DYNAMIC BUSINESS MODELLING AND INNOVATIVE FUNDING IN UF



# Routes to Innovative Funding for UF Startups



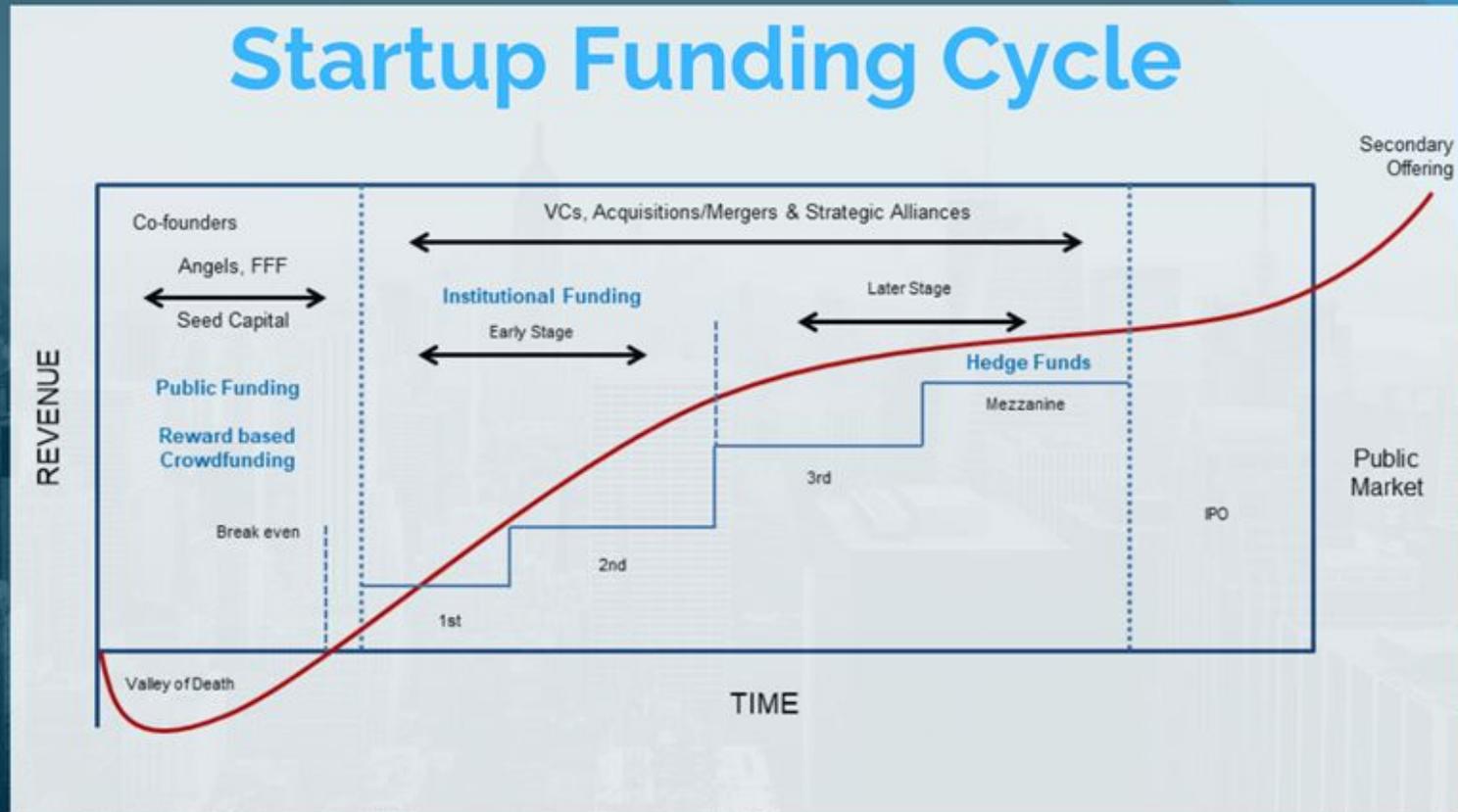
Raising awareness of the benefits UF across multiple stakeholders (understanding their different interfaces with / and interest in UF) is the base for successful and innovative funding strategies.

## Funding Funnel for UF



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# In which stage of the Startup Funding Cycle is your UF project?



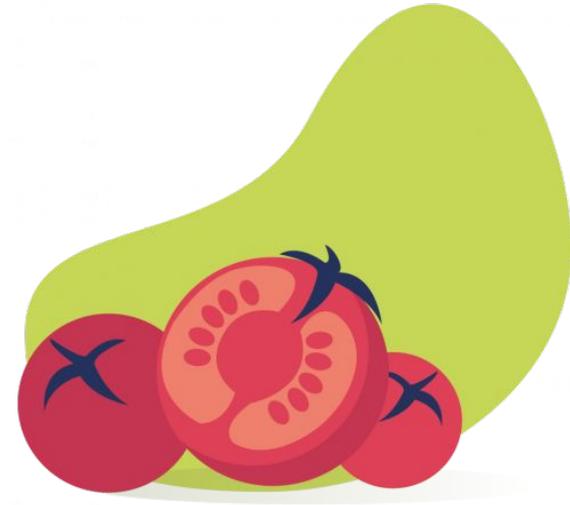
# Disruptive business models based in **subscriptions** **-participation: The case of Peas & Love** (Paris-Brussels)



**Participate in the Change**



**My vegetable garden, managed  
by a pro**



**I harvest and I enjoy**

# Peas&Love business model is centred in *creative citizens*

## Being a Peas & Lover is ...

- Have your own maintained vegetable garden
- Harvest delicious local vegetables
- **Join an engaged community**
- **Learn** about our beautiful nature
- **Participate in workshops on the farm**
- **Express and share your values**
- Eat healthier and in season
- **Adopt a more responsible diet (SDGs)**

# iFarm, a Finnish startup that provides innovative solutions for growing fresh greens, berries and vegetables, founded in 2017 in Helsinki.



## iFarm has raised around €3.3 million in funding.

- The round was led by Gagarin Capital, who also previously invested in the project. Other investors include Matrix Capital, Impulse VC, IMI.VC and several business angels.
- iFarm has over 50 on-going projects with clients in Europe and the Middle East for 2020. That includes an industrial vertical farm based on iFarm's tech. Its construction was funded through the company's **internal crowdfunding platform**.
- "Investors can participate in the worldwide network of vertical farms and receive a rate of return well above bank deposit rates", says Alex Lyskovsky, co-founder and President of iFarm.

Source:

<https://www.eu-startups.com/2020/08/helsinki-based-ifarm-raises-e3-3-million-for-automated-indoor-farming/>

**Infarm** based in Berlin, is one of the largest urban vertical farming network in the world. It is funded with a mix of equity and debt.

**The farming (r)evolution**  
**We use 95% less water**  
**75% less fertilizers**  
**No chemical pesticides**  
**90 % less transportation**  
**and 99% less space**

**In 2020, in the midst of covid pandemic, infarm has formed new partnerships with the world's largest retailers**

- Including Albert Heijn (Netherlands), Aldi Süd (Germany), COOP/Irma (Denmark), Empire Company Ltd (Sobeys, Safeway, Thrifty Foods – Canada), Kinokuniya (Japan), Kroger (United States), Marks & Spencer (United Kingdom) and Selfridges (United Kingdom).
- Erez Galonska, Co-founder and CEO of Infarm said: “The coronavirus pandemic has put a global spotlight on the urgent agricultural and ecological challenges of our time. At Infarm, we believe there’s a better, healthier way to feed our cities: increasing access to fresh, pure, sustainable produce, grown as close as possible to people.

Source:

<https://www.eu-startups.com/2020/09/berlin-based-infarm-raises-e144-million-during-pandemic-to-grow-largest-urban-vertical-farming-network-in-the-world/>

Image: InFarm website



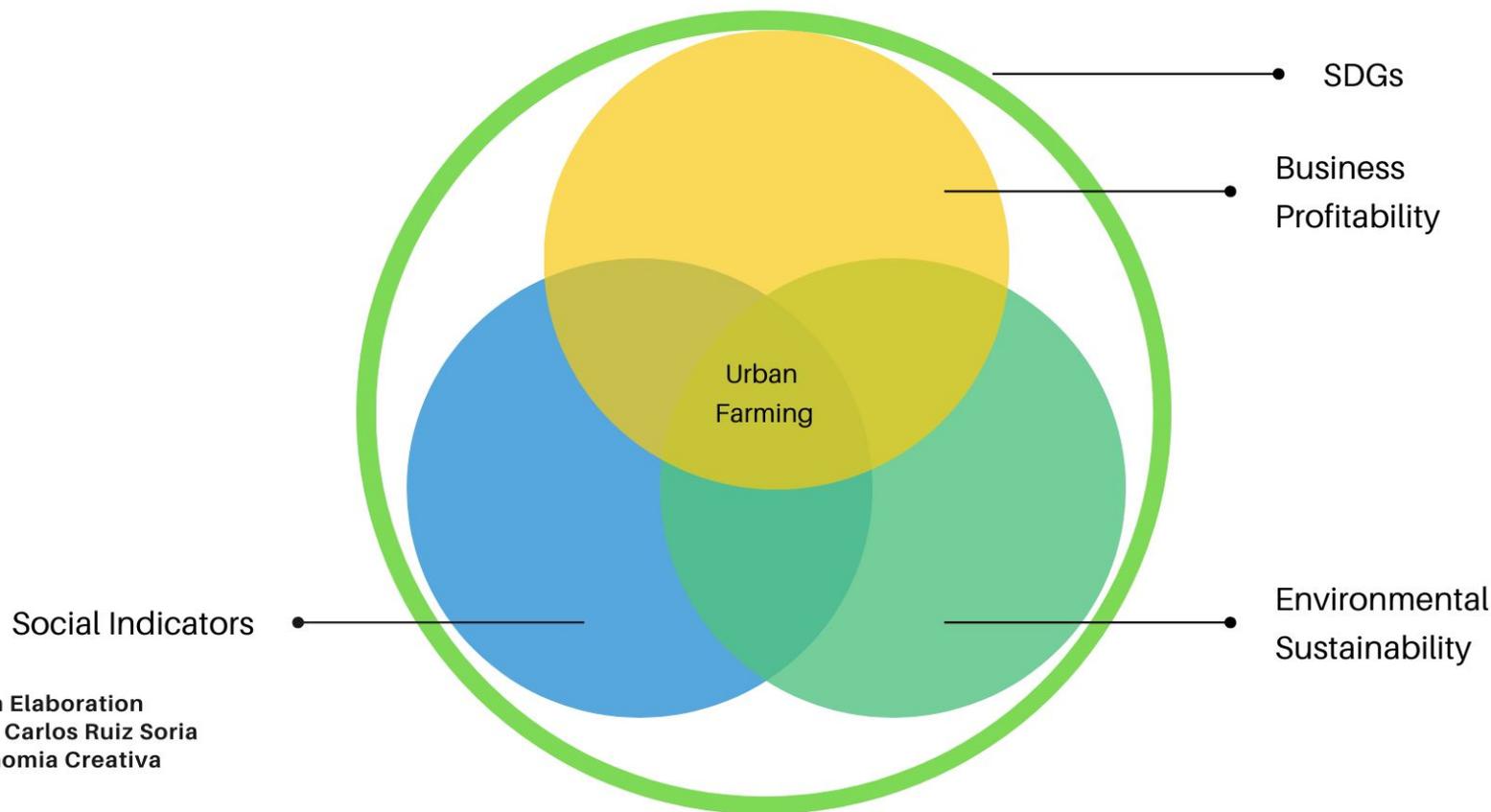
# SUSTAINABLE DEVELOPMENT GOALS



**Criteria & indicators for identification of successful business models and their impact to SDGs.**

UF innovative business models can contribute to SDGs in three key dimensions: economic, social and sustainability.

### Criteria and indicators for identification of successful and resilient UF Business Models in the Frame of SDGs

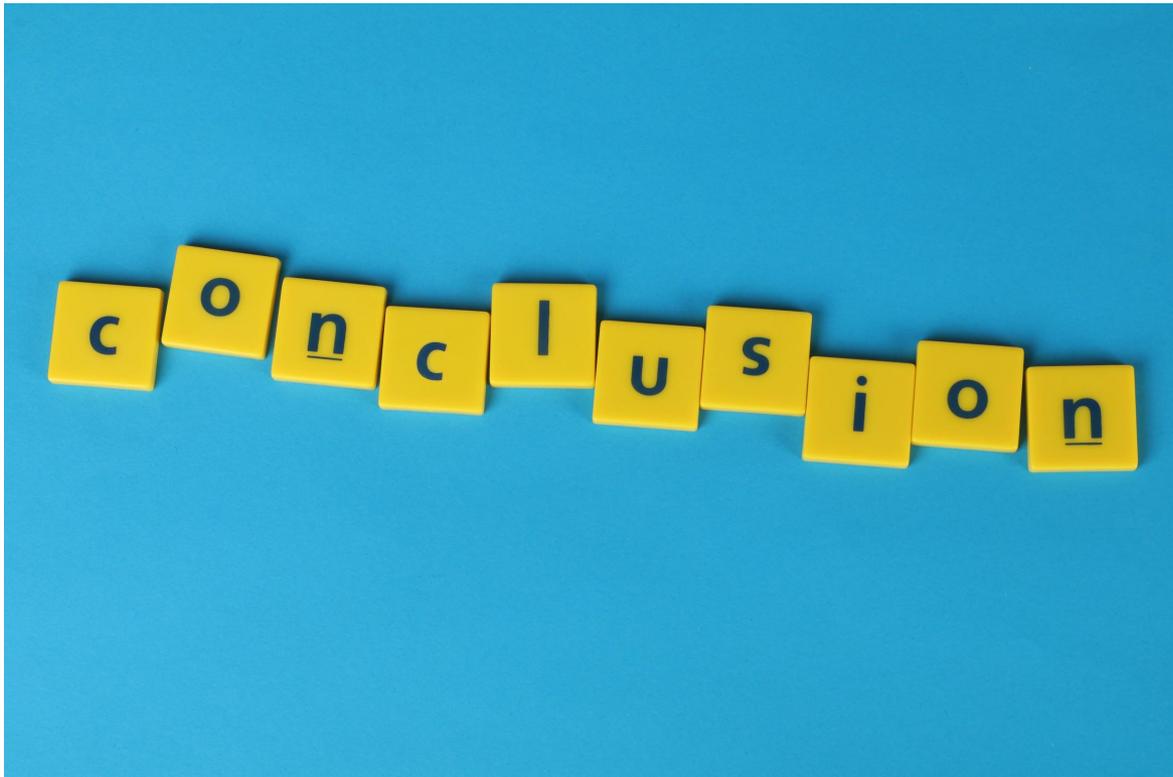


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The SDGs provide a **common denominator** to showcase the impact and relevance of UF in the New Reality.

**Aligning UF key performance indicators to the SDGs can set the ground for partnerships with multinational corporations and engaging with policy makers at different government levels and Civil Society Organizations.**

**In particular, The UN Sustainable Development Goals (SDGs) have highlighted the importance of agriculture and sustainable cities in SDG target 11.3, “countries should aim to work to enhance inclusive and sustainable urbanization for participatory, integrated, and sustainable human settlement planning and management in all countries”.**



# Conclusion

# Conclusion

***Creative societies* represent an ‘evolutionary shift’ -accelerated by Covid19- centred in creative citizens & sustainable living. UF are a key driver to reconfigure the way we live (produce and consume food), work and the idea of citizenship.**

**Covid19 disruption in food supply provides a huge opportunity for UF. Creativity is crucial for UF to transform this opportunity into a reality.**

**UF can optimize funding with a multi -stakeholder and dynamic approach centred in diversification, differentiation and UX, in the frame of the SDGs.**

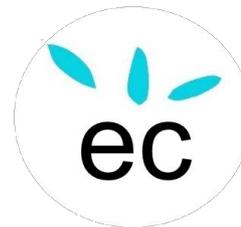


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Thank you!



Questions welcome



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