

# Lean Innovation – Agricultural Business Development

## A project in Research for Innovation

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### Partners:

Consultants and advisors from LRF Konsult, Hushållningssällskapet i Halland, Hushållningssällskapet i Östergötland, Rådgivarna i Sjuhärad, VÄXA Sverige and TOBO Solution, and entrepreneurs in the agricultural sector

### Background

The need for knowledge in leadership, organization and innovative thinking that exist in primary production throughout the value chain from the farm to the final consumer.

### Purpose and Research Questions

The purpose is to explore and understand how self-leadership and lean innovation can facilitate and shape business model innovation in the agricultural sector.

- What types of *business model innovations* can be identified in the agricultural sector?
- What is the role of *Self-leadership* in overcoming lock-into “old” business logic and how can it be used in the process of *business model innovation*?
- How has the process of *lean innovation* in the agricultural sector been implemented and in what ways has this implementation facilitated and shaped business model innovation?

### Results so far

- A conceptual model for Business Model Innovation in the agricultural sector
- A conceptual model for the development of advanced education: GAIN Green Agricultural Innovation



### Publications

Ulvenblad, P., Hoveskog, M., Tell, J., Ulvenblad, P-O., Ståhl, J. & Barth, H. (2014). Agricultural business model innovation in Swedish food production: The influence of self-leadership and lean innovation. The DRUID Society Conference, CBS, 16-18<sup>th</sup> June, Copenhagen, Denmark.

Tell, J., Hoveskog, M., Ulvenblad, P., Ulvenblad, P-O, Barth, H. & Ståhl, J. (2015). Business model innovation in the agri-food sector: A literature review. ISBE, 11-12<sup>th</sup> November, Glasgow, Scotland.

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