

Business and innovation

Wageningen UR Greenhouse Horticulture

Greenhouse horticulture companies are always looking for innovations that they can apply in practice. As well as working on technical and crop innovations, Wageningen UR Greenhouse Horticulture also focuses on the innovation process itself. Implementation support is provided via the active encouragement of knowledge transfer and exchange.

Stimulating innovation processes

We contribute to the innovative power of greenhouse horticulture in various ways, including the stimulation and facilitation of processes that birth innovation.

A proven method to innovate is working with future perspectives and scenario studies. Looking far enough into the future together allows us to be free of every day constraints and provides opportunities to think out of the box. New (business) ideas arise from analysing the future options and scenarios and contrasting these with the present reality, and it also becomes clearer which bottlenecks need solving. Wageningen UR Greenhouse Horticulture has experience in conducting such sessions with companies, sometimes in combination with other parties such as governmental authorities.

Creating a network

Various parties are needed for an innovation process. Our institute can take on a process managing role in addition to being a knowledge provider. Our approach, modus operandi and skills have been applied and refined in many projects.



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Business and management

Wageningen UR Greenhouse Horticulture has the ability to support companies in answering strategic questions such as: "In which direction do I want my company to go?", "How and with whom can I pool resources?", "How can I manage labour?", and "What are the consequences for me: do I have sufficient know how and the right skill set?" Our dedicated courses and resources have been designed to provide answers to these and many other questions.

Business economics

Innovations are important, but in the end they have to yield capital. This is why we carry out calculations pertaining to business economics and perspective studies. Recently we computed the economic perspectives of assimilation lighting for various crops, closed and semi-closed greenhouses and mobile cultivation systems. A lot of this work requires the use of *KWIN*. This often consulted reference book with standardized data for greenhouse horticulture is frequently published and updated by Wageningen UR Greenhouse Horticulture.

Knowledge platform

Knowledge exchange plays a crucial role in developing and implementing innovations, enhancing management and optimising the business results of a company. Wageningen UR Greenhouse Horticulture uses and develops formal methods for knowledge transfer such as courses as well as creating platforms for informal exchange such as networking meetings. To stimulate knowledge exchange, we cooperate with renowned educational institutes, consultancies and crop advisors.



Greenhouse in the City

Thinking in terms of future perspectives can help generate new developments. In the future, greenhouse horticulture will more and more have to share its space with houses, industries and other urban space users. An innovative concept of multi-functional space use can provide solutions for this competing claim dilemma: *Greenhouse in the City*. Wageningen UR Greenhouse Horticulture is able to guide the process of setting out future perspectives and translating their consequences into issues that have to be tackled in the short term. In terms of *Greenhouse in the City*, these challenges include water, energy, spatial quality and emissions to name but a few.



Networks for innovation

In partnership with the Agricultural Economics Research Institute, Wageningen UR Greenhouse Horticulture developed a method of bringing different parties together based on a shared vision, interest and enthusiasm. This so-called socio-technological network approach has been successfully applied in chrysanthemum cultivation (resulting in the Mobysant initiative), in Gerbera cultivation (resulting in an umbrella strategy for activities aimed at controlling the Botrytis problem) and in energy innovations in local settings (in the Dutch Province of Limburg).

Quantitative information for greenhouse horticulture

One of the most consulted books of reference in greenhouse horticulture is *KWIN*. KWIN (standing for QUantitative INformation), provides standardized data for greenhouse horticulture. A lot of companies and institutions like growers, consultants, banks and assurance companies use the frequently updated data for business economical calculations aimed at various goals. KWIN offer unique information about yield and costs of greenhouse crops and costs of sustainable production tools. Soon KWIN will be available in a digital format. Wageningen UR Greenhouse Horticulture also uses KWIN itself. Examples include the calculation of the cost chargeback of business economical aspects of certain current innovations and studying the feasibility of various other options that still have to be worked out into innovations.

