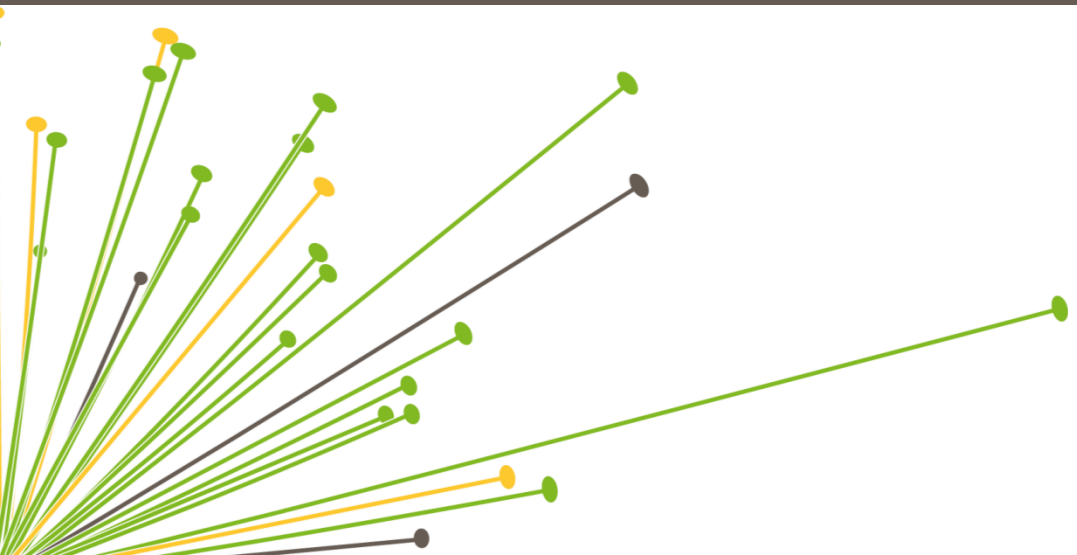
Nederlandse Organisatie voor Wetenschappelijk Onderzoek

TKI DINALOG
Dutch Institute for Advanced Logistics

DaVinc³i Community

Cor Verdouw & Carlijn Savelkouls
Wageningen University & Research

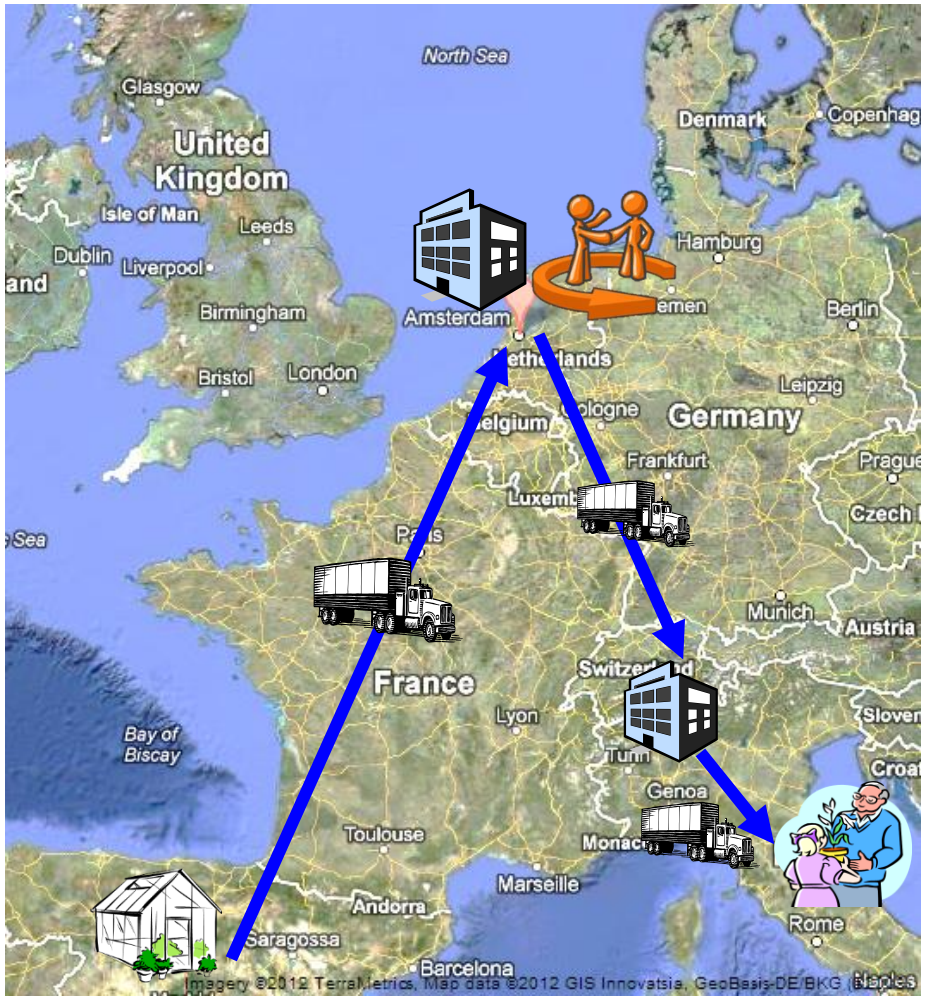
Midterm Conference NWO Logistics Community
Utrecht, 4 december 2017



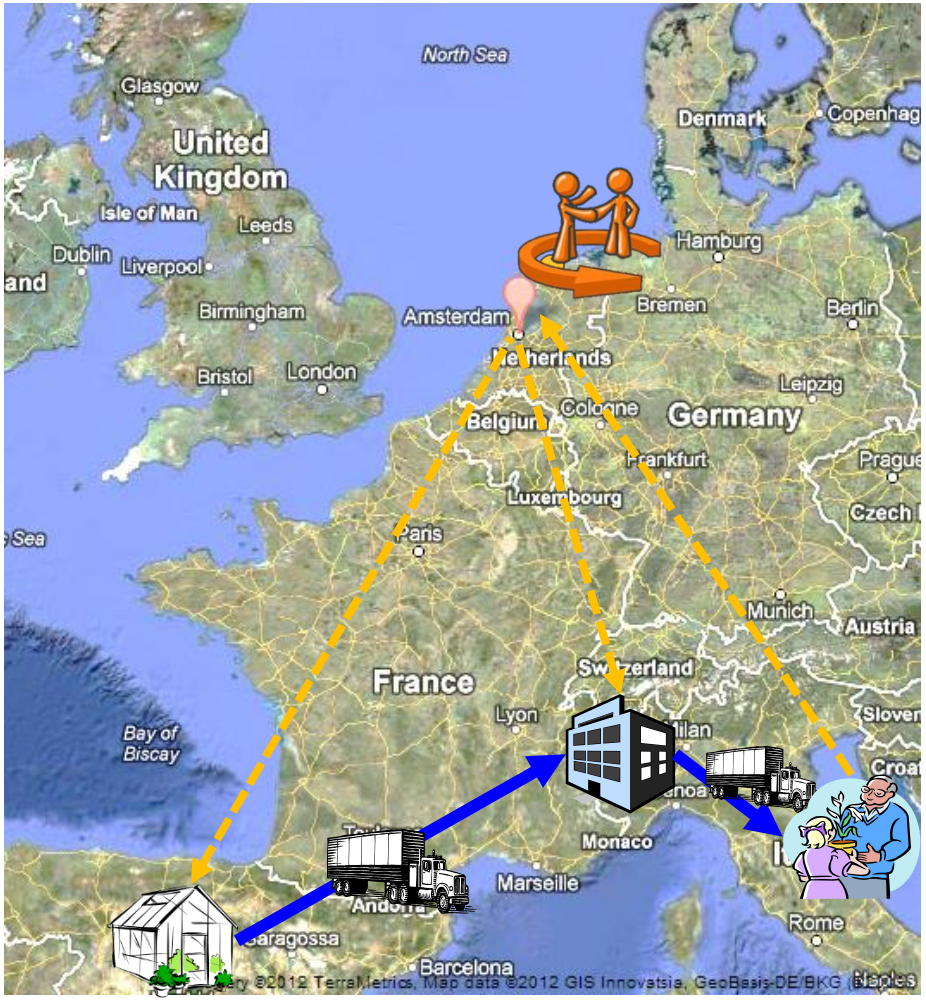
DAVINC³I

Emergence virtualised trade networks in floriculture

Central Hub



Virtual coordination, decentral hubs



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DaVinc3i Community

Accelerator Project!

Strengthen the leading position of the Dutch floricultural cluster in virtualized, international trade networks

- *Logistics*
- *ICT*
- *Business Models*

The DaVinc3i Community project aims to further develop the community and disseminate and implement the developed knowledge on virtualized, quality-controlled supply chains in the sector.

Main questions

- How to transform the Dutch floricultural cluster towards virtualised, quality-controlled supply chains?
- How to develop towards a viable community that accelerates socio-technical innovations and enhances knowledge valorization?
- What are the drivers and barriers for socio-technical innovation?
- Role of serious gaming?

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Project organisation

Core Team (Royal FloraHolland, VGB, TLN/VSV, Floricode, WUR)

Project Leader

Community Manager

WP1 “Activate DaVinc^{3}i Community”

WP2
“Serious Game ”

WP3
“Social-technical Innovation ”

Company Community Members

Floricode.com
WORLD STANDARDS IN FLORICULTURE

Van der Plas

Royal Flora Holland

BAVS
POT- EN TUINPLANTENKWEKERIJ

VGB

FleuraMetz

TLN

Royal Lemkes Group

etc.

Community Meetings

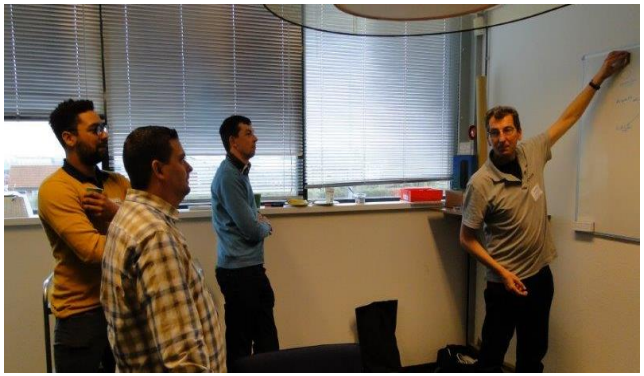
DaVinc3i Community Series

Learning by Experimentation!

Tools and Hands-on Coaching by Experts

Explore It Yourself

Learn from one another in small groups



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Student projects

- 10 student projects so far
- Examples:
  - last mile logistics
  - supply chain redesign
  - quality-controlled logistics
  - Blockchain
  - robotisation internal logistics
  - SCM innovation analysis

HORTIVALLEY de snelste route naar de Nederlandse tuinbouw

#EDUCATION #INNOVATION #TECHNOLOGY

Kan Blockchain de sierteelt revolutionair veranderen?

17 okt 2017

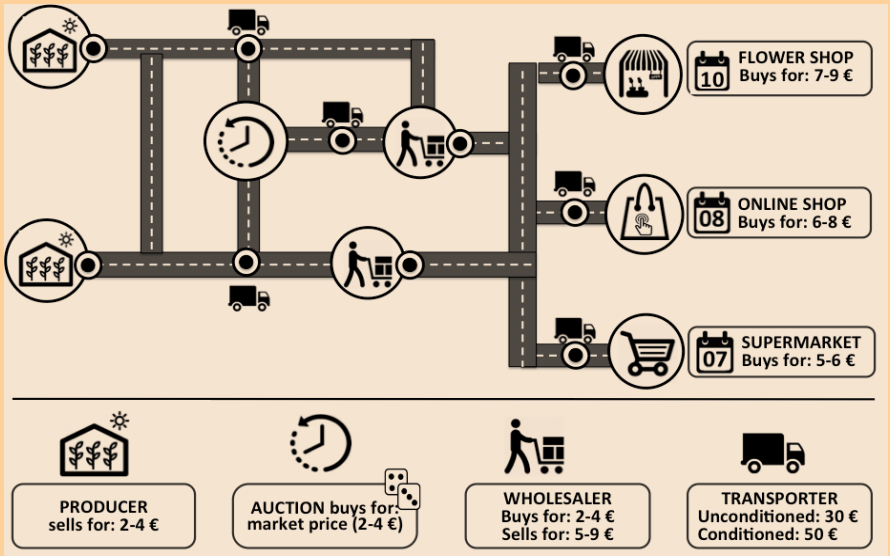
Als het aan Tim Timmermans, derdejaars student bedrijfs- en consumentenwetenschappen in Wageningen, ligt wel! Tim houdt zich bezig met een opdracht binnen de DaVinc3i community, die zich richt op de toegevoegde waarde van Blockchain in handel en transport binnen de sierteeltsector.

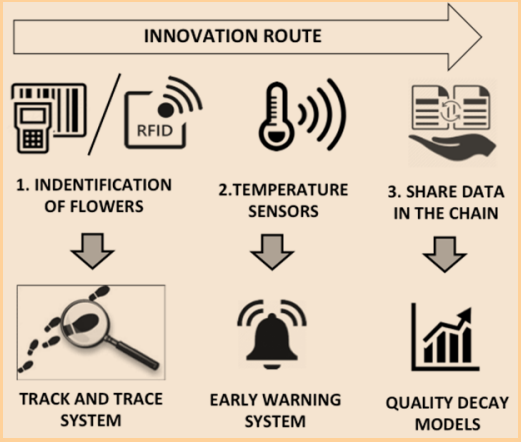
Zijn bevindingen presenteert hij aanstaande donderdag tijdens de community meeting van Tuinbouw Digitaal in het World Horti Center. Wij geven je vast wat inzicht in zijn resultaten, maar niet voordat we de community én Blockchain hebben toegelicht.

DaVinc3i van project naar community

Binnen het de DaVinc3i project ontwikkelen partners ideeën over hoe Nederland zijn leidende positie in de sierteelt kan handhaven en welke wegen we moeten bewandelen om handel, logistiek en coördinatie op afstand te kunnen realiseren. In 2016 is het project na vier jaar doorgezet als

Design & Tests Serious Game “Quality-controlled SC”





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Involvement companies in the project

- **Core Team**
  - Bi-monthly meetings
- **Inner Circle**
  - Intensive participation
  - Series, students, etc.
- **Other Community Members**
  - Participation in events, gaming workshops, etc.
- **Sector & Other Stakeholders**
  - Dissemination and communication

What's next? Main activities 2018

Community Activities WP1

- Community Events
- Student Projects
- Communication & Dissemination
- New partners
- Business model D3V Community

Research Activities WP2

- DaVinc3i Series
- Further method development and validation
- Scientific publications

Research Activities WP3

- Further develop/validate serious game v1
- Game workshops
- Business Model Game
- Scientific publications

Stay tuned via:

- Website: www.davinc3i.com
- Twitter: https://twitter.com/DAVINC3I
- Contact us:
  - Community Manager: Carlijn.Salvelkouls@wur.nl
  - Project Leader: Cor.Verdouw@wur.nl

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