EINDHOVEN UNIVERSITY OF TECHNOLOGY · INDUSTRIAL ENGINEERING & INNOVATION SCIENCES

Innovation, Technology Entrepreneurship and Marketing (ITEM) group: expertise for your NATURE 2027 consortium

Business models, ecosystem orchestration and participatory transition research, with work packages led or co-led in seven EU and national agri-food projects

HORIZON-NATURE-2027-02-02

Restoration living labs

RIA · €60M · deadline 14 Jan 2027

Our role: WP lead on business models, financing and scale-up

- Business models and long-term financial stability for living labs
- Business models and technology adoption for mixed, agroecological farming (Area B)
- Participatory co-design of restoration scenarios, backed by biodiversity mapping

Building on
URBANE (EU) · Code Re-Farm (EU)
CropMix (national) · RISE (national)

HORIZON-NATURE-2027-02-03

Living-lab network

CSA · €4M · deadline 14 Jan 2027

Our role: ecosystem orchestration and policy uptake

- Orchestrating multi-actor ecosystems and joint value propositions
- Actor mapping, ecosystem diagnostics and frameworks for orchestrators
- Policy dialogue, barrier and rebound-effect analysis, policy-change assessment

Building on
CUES (EU)
REWIRE (national) · RISE (national)

HORIZON-NATURE-2027-03-01

Biodiversity & One Health

RIA · €20M · deadline 16 Sep 2027

Our role: systems modelling, data governance and decision support

- System-dynamics models linking biodiversity, land, water and human health
- Business models and governance for shared agri-food and health data
- One Health approaches in agroecological food systems

Building on
RISE (national) · URBANE (EU)
REDESIGN (national)