



Practice Abstract 12: Business Models for Renewable Energy in Agriculture – A Catalogue of Options and Case Studies



COUNTRY AND CLIMATIC ZONE

Pan-European

CONTACT

g.costantini@engreen.world

3 BENEFITS OF THE PRACTICE

- Identifies viable business models to support the uptake of renewable energy in agriculture.
- Helps farmers and cooperatives match technical solutions with financially sustainable approaches.
- Offers replicable business cases that can be adapted to diverse regional or farm-specific contexts.

PRODUCTION SYSTEM

N/A

KEYWORDS

Business Model Canvas, Innovative Agri-business, Agricultural Transition to Renewable Energy



SUMMARY FOR PRACTITIONERS ON THE MAIN FINDING(S)/INNOVATIVE SOLUTION(S) – IN ENGLISH

The HarvRESt Business Model Catalogue presents a range of renewable energy business models tailored to the agricultural sector. It helps practitioners identify economically sustainable ways to implement and scale renewable energy sources.

LONGER DESCRIPTION – IN ENGLISH

The Business Model Catalogue developed under the HarvRESt project provides agricultural stakeholders – including farmers, cooperatives, and rural energy communities – with a structured overview of business models that can support the successful deployment of renewable energy sources (RES) in agriculture.

Recognising that technology alone is not enough, this catalogue focuses on the economic, organisational, and policy dimensions of energy transition. It gathers and analyses examples of viable business structures observed across Europe and presents them in a form that is accessible and actionable for practitioners.

Key features include:

- Model typologies: e.g. prosumer models, energy cooperatives, partnerships with energy service companies, third-party ownership, community-shared assets
- Cost-benefit breakdowns: including capital expenditure, operational costs, return on investment, and payback times
- Legal and regulatory considerations: identifying enablers and barriers across countries
- Replicability factors: scalability, financing access, governance, stakeholder roles

The catalogue draws from real-world case studies and ongoing HarvRESt Use Cases. It also maps how these models align with different types of agricultural operations – from smallholders to larger enterprises – and how they relate to HarvRESt's technical tools such as the DSS and AVPP.

Ultimately, this deliverable serves as a decision-making aid for those considering renewable energy adoption but unsure how to approach it from a business perspective. It supports bottom-up innovation and ensures that the deployment of renewable energy sources is both environmentally and economically sustainable.

ADDITIONAL DISSEMINATION AND COMMUNICATION MATERIAL(S)

Title/Description: HarvRESt Business Model Catalogue

URL: https://eu-cap-network.ec.europa.eu/projects/harnessing-vast-potential-res-sustainable-farming_en#practice-abstract--172971