

# MOOV – DECISION SUPPORT FOR NETWORK DESIGN

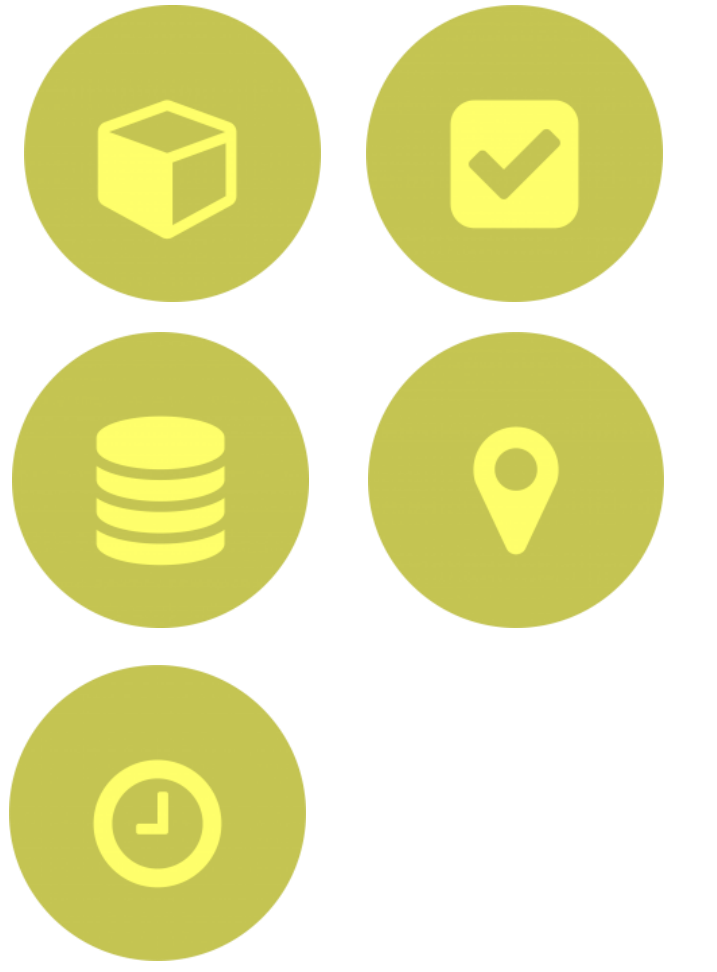
## CASE ANALYSIS OF THE IDEA ALGAE VALUE CHAIN

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### MOOV - A VALUE CHAIN OPTIMIZATION SERVICE

- MOOV FINDS THE BEST CONFIGURATION FOR ANY VALUE CHAIN
- WHILE MEETING SPECIFIC VALUE CHAIN REQUIREMENTS AND AMBITIONS
- WHILE TRACKING ALL KEY CHAIN CHARACTERISTICS SUCH AS QUANTITY, QUALITY, LOCATION, PLANNING & COSTS

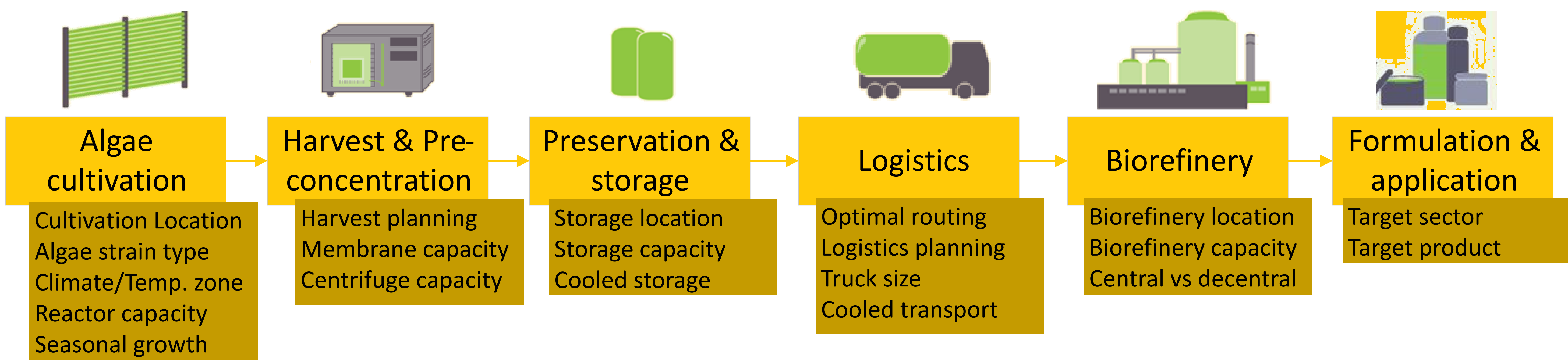


### MOOV WAS APPLIED TO IDENTIFY THE MOST PROMISING ALGAE VALUE CHAIN CONFIGURATION

MOOV FOLLOWS A 3-STEP APPROACH: DEFINE – DESIGN – DELIVER

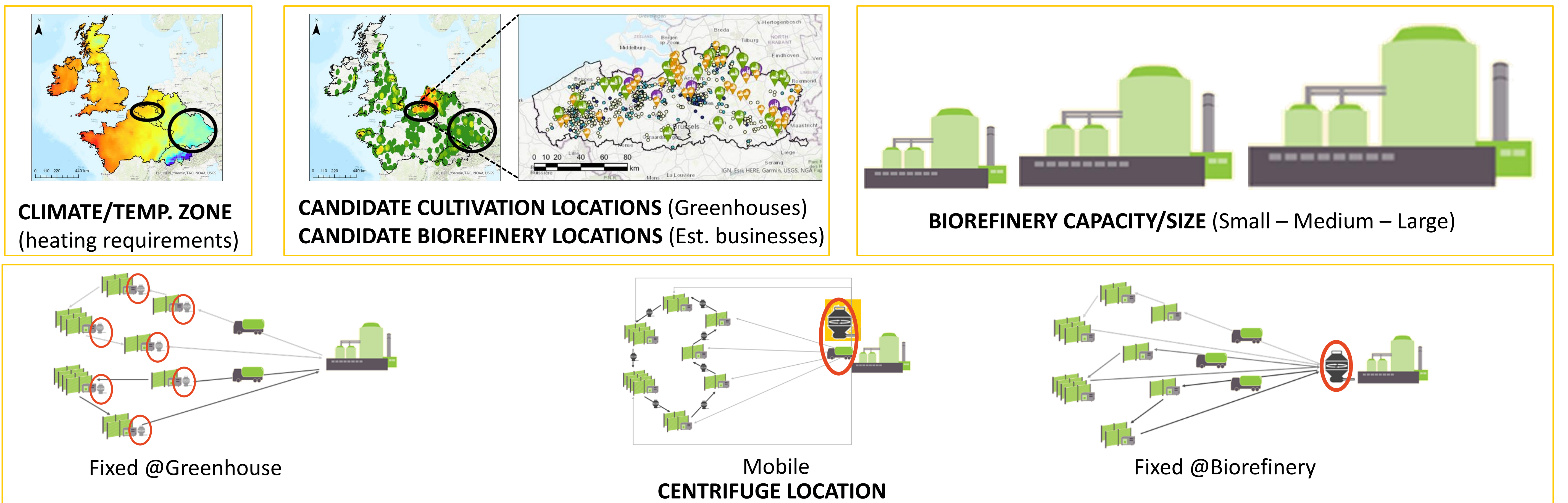
### DEFINE – DEFINING THE VALUE CHAIN ACTIVITIES AND ALL ITS CHARACTERISTICS

- ALL **ACTIVITIES** AND **CHARACTERISTICS** RELEVANT FOR THE ALGAE SUPPLY CHAIN WHERE ASSESSED BY MOOV



### DESIGN – DESIGNING DIFFERENT SUPPLY CHAIN CONFIGURATIONS BASED ON KEY CHARACTERISTICS

- THE IMPACT/EFFECT OF THE FOLLOWING CHARACTERISTICS WERE INVESTIGATED FOR THE REGIONS FLANDERS AND BAYERN



### DELIVER – IDENTIFYING COST EFFECTS OF VARYING CHARACTERISTICS ON ALGAE PRODUCTION [€/KG D.M. ALGAE]

