The European Innovation Partnership EIP-AGRI:
catalysing innovation for productive and sustainable EU
agriculture and forestry – **Work on digitisation**

CREATE the Next Generation IoT eXperience for the Future

Willemine Brinkman, EIP-AGRI Service Point
Amsterdam, 17 April 2019
EIP-AGRI in a nutshell

**Aim:** To foster a competitive and sustainable agriculture and forestry sector that "achieves more from less"

**Approach:** Closing the innovation gap between research and practice by:

- using the interactive innovation model
- linking actors via the EIP Network
The EIP-AGRI Network: connecting people & sharing knowledge to tackle challenges
Operational group on Organic farming

Controlled Traffic Farming

<table>
<thead>
<tr>
<th>Geographical location</th>
<th>Belgium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main geographical location (NUTS)</td>
<td>Arr. Flanders</td>
</tr>
<tr>
<td>Keywords</td>
<td>Farming equipment and machinery, Farming practice, Soil management / functionality, Agricultural production system, Plant production and horticulture</td>
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<tr>
<td>Main funding source</td>
<td>Rural development 2014-2020 for Operational Groups (in the sense of Art 56 of Reg 1305/2013)</td>
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<tr>
<td>Project type</td>
<td>Operational group</td>
</tr>
<tr>
<td>Starting date</td>
<td>2016</td>
</tr>
<tr>
<td>End date</td>
<td>2017</td>
</tr>
<tr>
<td>Project status</td>
<td>ongoing</td>
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Title (in English): Controlled Traffic Farming

Objective of the project (native language):
Vaste rijaden voorkomen structuurbederf en compactie van de bodem in het twintigd tussen de rijaden. Dit creëert optimale voorwaarden voor de groei van planten en de komst van organisatie onder het boerenstelsel. De projecten bevorderen het gebruik van optimale organisatie, zoals het herleven van de bodem en het aanpassen van de plantage naar de toekomstige behoeften. Door middel van het gebruik van optimale organisatie kan de productiviteit van de boerderijen worden verbeterd en wordt de productie van goedkoper en milieuvriendelijker.
The goal
EU policy framework

#DigitalSingleMarket

Creating a
#DigitalSingleMarket

DIGITISING EU INDUSTRY

Delivering on the
Digital Single Market
Building the European
Data Economy

CORK 2.0
EUROPEAN CONFERENCE ON RURAL DEVELOPMENT
5-6 SEPTEMBER 2016
Shaping the digital (r)evolution in agriculture

How?

• **Uptake:** Encouraging use of digital technologies
  • New skills
  • Cost benefit analysis tools
  • Broadband internet
  • Digital Innovation Hubs
  • Interactive innovation projects

• Developing **new technologies**

• **Impact:** Dealing with impact on society

**EIP-AGRI brochure**
EIP-AGRI Activities: work on digitisation

2014

Precision Farming Focus Group

2015

Benchmarking Focus Group

2016

June 2016 Seminar "Data driven business models"

Uptake
New technologies
Impacts
EIP-AGRI Activities: work on digitisation

- **April 2017**: Workshop "Data Sharing"
- **June 2017**: Seminar "Digital Innovation Hubs: mainstreaming digital agriculture"
- **October 2018**: AIS - Lisbon
EIP-AGRI Activities: work on digitisation

Uptake
New technologies
Impacts

2018

Enabling farmers for the digital age: the role of AKIS

December 2018 Seminar “Multi-level strategies for digitising agriculture and rural areas”

2019
Information online - Publications
Examples of projects presented at AIS
Digital Innovation Hubs: mainstreaming digital agriculture
Kilkenny, Ireland—1 – 2 June 2017

KEY CONCLUSIONS / PRIORITY ACTIONS

1. Identify local/regional needs and specialisations
2. Map and build on existing initiatives
3. Farmers at the core of the DIH ('interactive innovation')
4. Develop a strategic business model
5. Consider social / environmental concerns
6. Nurture the ecosystem / foster participation
7. Foster collaboration between hubs across Europe

→ Everyone has a role to play!

→ Support under H2020 for connecting DIHs at the EU level
EIP-AGRI Workshop Enabling farmers for the Digital Age: The role of AKIS
Jurmala – Latvia, 26-27 April 2018

ENABLING FARMERS FOR THE DIGITAL AGE: FARMERS’ INFORMATION NEEDS

- Are those tools solving any real (important) problem and/or triggering new opportunities?
- Return on investment (ROI): what’s most suitable and profitable for me? Cost-benefit analysis. Which are social and ecological outcomes?
- Added value from data (bigdata)?: which new business models, new applications, new partnerships?
- Technological solutions available?
- Tailored solutions at farmlevel: what’s available for my farm. How can I get the maximum out of it?
- Enhance of knowledge & trust on data management (data issues: privacy, ownership, interoperability options)
- Digital literacy improvement
- Education and training: how does it work? Is it usable in day-to-day? Do I understand it?
- Training: how is it used by my peers in practice? Where can I find information and advice?

DIGITAL AWARENESS
## EIP-AGRI Seminar Multi-level strategies for digitising agriculture and rural areas
**Antwerp – Belgium, 12-13 December 2018**

<table>
<thead>
<tr>
<th>CHALLENGE</th>
<th>RATIONALE-SYNOPSIS</th>
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<tbody>
<tr>
<td>Economic viability</td>
<td>Are funds and financing instruments available? Are returns on investment known and favourable? Are costs of the universal coverage of the “last mile” affordable? Related not just to infrastructure, but also to other aspects like training and skills’ development.</td>
</tr>
<tr>
<td>Readiness of technology</td>
<td>Maturity of technology and availability – currently, that maturity or availability is only partial. Connectivity: broadband/5G. Scalability, modularity, interoperability. Resilience of infrastructure to change (technological, to demand, etc.)</td>
</tr>
<tr>
<td>Data management</td>
<td>Several topics related to data were mentioned: availability, ownership, privacy, standards and interoperability, quality, storage, collection, analysis, etc.</td>
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<tr>
<td>Ability to adapt in time</td>
<td>Capacity at different levels to adapt to high speed of change. React in time to fast development of technology.</td>
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<tr>
<td>Lack of awareness and resistance to change</td>
<td>Potential disengagement of actors due to diverse reasons: cultural, mind-set, lack of interest, lack of knowledge, lack of trust. Diverging interests and/or opposing stakeholders/parties could also be an obstacle.</td>
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<tr>
<td>Skills level</td>
<td>Diverse levels of digital skills and expertise among actors-users as well as different levels of knowledge needs. Absence of [well] established channels and tools for this type of training, knowledge sharing. How to (and who should) address the training of trainers?</td>
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<tr>
<td>Effective communication</td>
<td>There are difficulties to reach all types of users / actors. There is often little networking and direct communication. Language barriers represent an important challenge too.</td>
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<tr>
<td>Inclusiveness</td>
<td>Difficulties to reach all the actors and lack of success in involving local people. Demand driven vs. supply driven approaches – prioritise the first one. Small agri-food chains should be considered when business models are defined so the digitisation process ensures their sustainability. How is value (benefits) captured, controlled and shared? Collaboration of competitors/rivals. Consider actors with different skill levels.</td>
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To support the digital transformation, **the EIP-AGRI website features a section on ‘digitising agriculture’** which is growing every day and unlocks all the knowledge that is already available in the EIP-AGRI network.
What can you do?

- Promote interactive innovation and multi-actor approach
- Share your results through the website and servicepoint@eip-agri.eu
- Register for the EIP-AGRI newsletter and website now!
- Share call or apply for the EIP-AGRI Focus groups:
  - next call Spring 2018
- Get in touch with Operational groups and multi-actor projects
- Participate in EIP-AGRI events
Thank you for your attention!

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Register today!