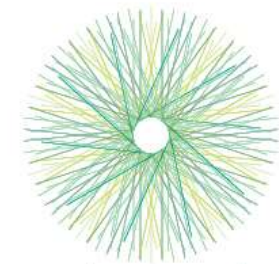


EIP-AGRI Seminar

Digital Innovation Hubs: mainstreaming digital agriculture'

1-2 June 2017 – Killkenny, Ireland



eip-agri
AGRICULTURE & INNOVATION



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EIP-AGRI Seminar 'Digital Innovation Hubs: mainstreaming digital agriculture'

Day 1 – Thursday, 1 June 2017

- 8.30 – 9.00 Registration
- 9.00 – 9.30 Welcome and introduction
Opening speech
Phil Hogan, EU Commissioner for Agriculture and Rural Development
- Digitisation of European agriculture in the political agenda
Paolo De Castro MEP, Vice-Chair of the Committee on Agriculture and Rural Development
- Introduction to the objectives of the seminar
European Commission - DG AGRI

Session 1: Digital Innovation Hubs (DIHs) and their contribution to mainstream digital innovation in agriculture

- 9.30 – 10.00 **The policy framework: Digitising the EU Industry and Digital Innovation Hubs**
Ronan Burgess, European Commission - DG CNECT
- Building effective innovative ecosystems: an example of Digital Innovation Hub
Cato Bechtold, Ministry of Economic Affairs - The Netherlands
- 10.00 – 11.15 The main building blocks of a DIH in agriculture
- *Peter Liggesmeyer, Fraunhofer - DE*
 - *Tom Kelly, EUFRRAS/TEAGASC - IE*
 - *Mihai & Stefan Stanescu, AGRISO - RO*
 - *Hubert Cottogni, EIF*
 - *Alfonso Ribas Álvarez (INGACAL) & Luis Pérez Freire, (Gradient) - ES*
 - *Daniel Azevedo, COPA-COGECA*
- 11.15 – 11.40 Coffee break



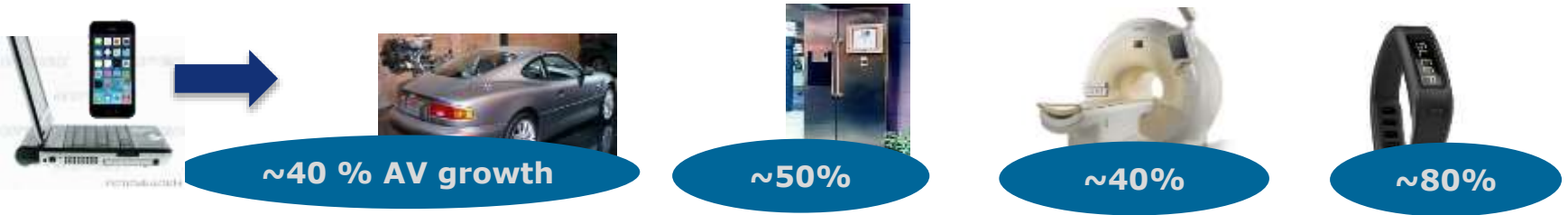
Digitising European Industry And Digital Innovation Hubs



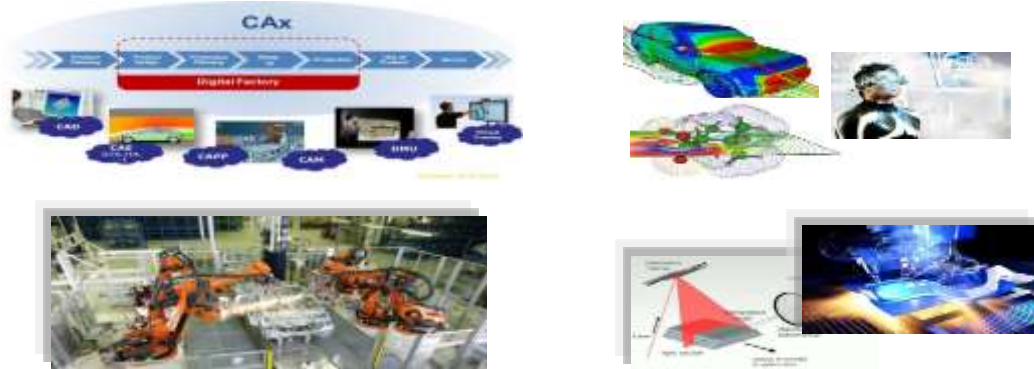
Ronan Burgess, Deputy Head of Unit, Photonics Unit
DG CONNECT/A4 - European Commission
Ronan.burgess@ec.europa.eu

Three dimensions of Value Creation from Digitisation

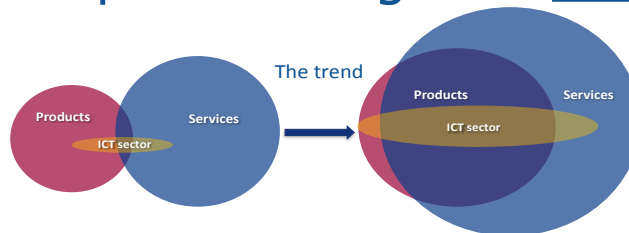
"Digital inside": Innovations in products (all types)



Digital transformations of processes



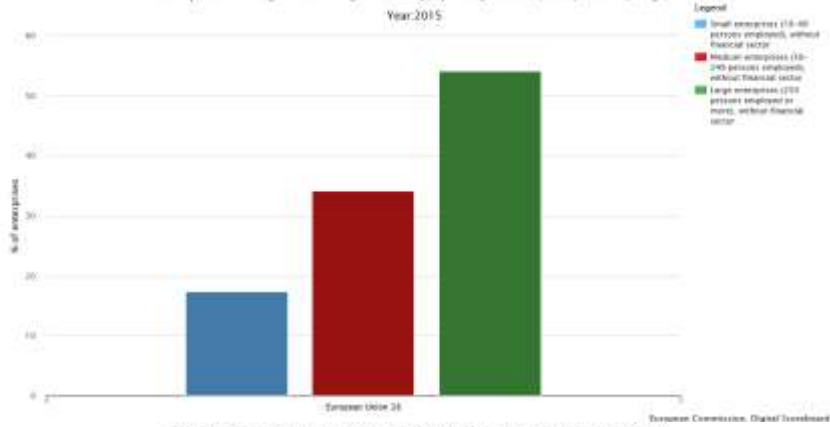
Radical/disruptive changes in business models



Level of digitisation differs according to size of company, sector and region

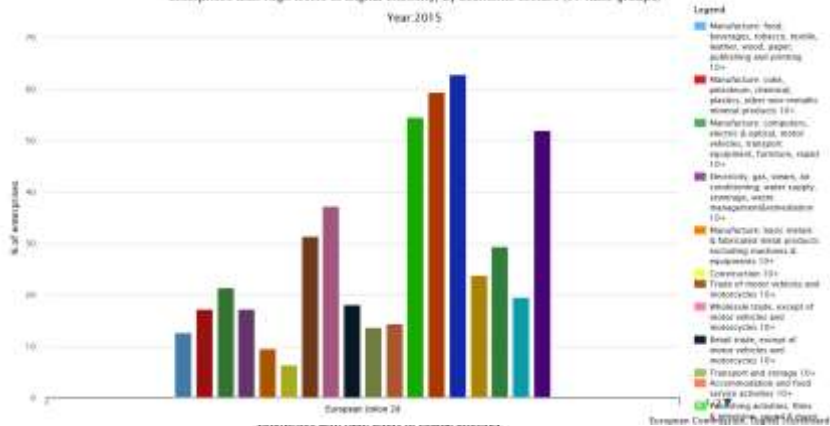
European

Enterprises with High levels of Digital Intensity, by Enterprise size (Small, Medium, Large)



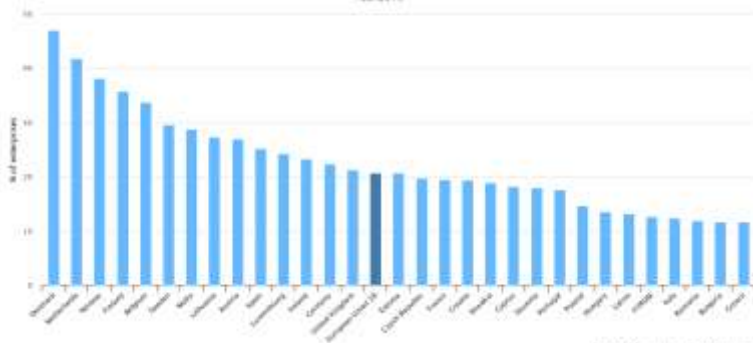
54% of large companies is highly digitised in the EU vs 17% of SMEs

Enterprises with High levels of Digital Intensity, by Economic sectors (57 Nace groups)



>50% of companies in ICT, telecommunications and media are highly digitised.

Only around 10% of companies in construction, metal manufacturing and food processing are highly digitised



47% of Danish companies are highly digitised vs 12% in Greece

Target: Access to digital technologies and expertise

- ❑ within "working distance"
- ❑ for any industry in Europe
- ❑ with a focus on: SMEs, mid-caps, non-tech

How:

- ❑ "Digital Innovation Hubs" across Europe :
 - Provide industry with access to technology, expertise, testing,... based on world-class specialised competence centre
 - In line with smart specialisation strategy

What is a Digital Innovation Hub?

European
Commission

A one-stop-shop providing services to companies in the region through a multi-partner cooperation:

- **Awareness Creation around Digital Technologies**
- **Innovation Scouting**
- **Digital Maturity Assessment.**
- **Visioning and Strategy Development for Businesses:**
- **Brokering/matchmaking**
- **Access to Specialist Expertise and Infrastructure**
- **Mentoring**
- **Training**
- **Access to Funding and Investor Readiness Services**
- **Collaborative Research**



Regions/MSs

- ❑ **Establish/reinforce competence centres and DIHs**
 - Across Europe – specific support for regions without DIH
 - Implement relevant activities if needed (incentives, ...)
- ❑ **Collaborate with digital innovation hubs of other regions**
 - to fill gaps and facilitate specialisation and excellence

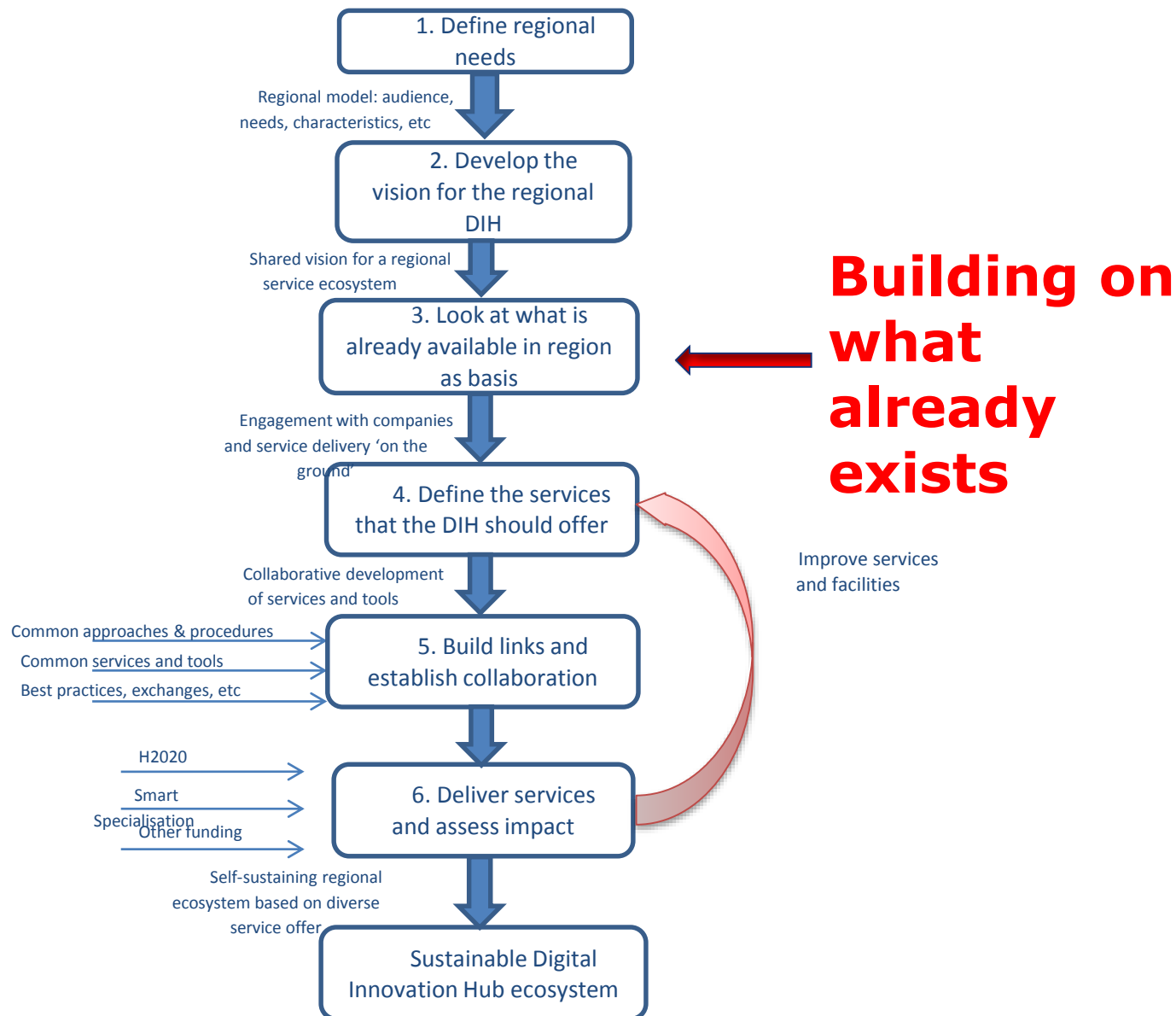
Commission

- ❑ **Support pan-European networking of Digital Innovation Hubs**
 - Share best practices, success stories, training
 - Develop catalogue of Hubs, competences, etc
- **200 M€ in the H2020 work programme 2016-2017**
- **300 M€ in the new H2020 work programme 2018-2020.**

Industry (includes agriculture and service sectors)

- ❑ Engage with DIHs, help set priorities,..

How to set up a Digital Innovation Hub



Digital Innovation Hubs for Agriculture



- Very strategic sector for Europe.
- Low deployment of digital technology but huge potential for improving productivity and sustainability.
- Additional challenges due to large number of players, diversity of sector and diversity of rural environments.
- Very active outreach essential and linking to local clusters, such as farmers collectives etc.
- Need for strong collaboration between regions.