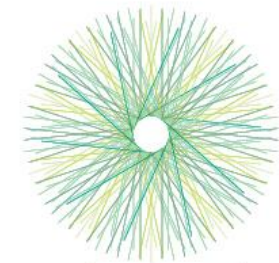


# EIP-AGRI Seminar

## Digital Innovation Hubs: mainstreaming digital agriculture'

1-2 June 2017 – Killkenny, Ireland



eip-agri  
AGRICULTURE & INNOVATION



funded by



# 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, EUFRAS/TEAGASC - IE*
  - *Mihai & Stefan Stanescu, AGRISO - RO*
  - *Hubert Cottognj, EIF*
  - *Alfonso Ribas Álvarez (INGACAL) & Luis Pérez Freire, (Gradient) - ES*
  - *Daniel Azevedo, COPA-COGECA*
- 11.15 – 11.40 Coffee break



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

**Day 1 – Thursday, 1 June 2017**

Session 2: Building the concept of DIH together

11.40 – 12.40 What does DIH mean to me?

*Breakout session*

12.40 – 14.00 Lunch

Session 3: Specific needs and potential barriers to develop DIHs in Europe focused  
on agriculture

14.00 – 17.00 Specific needs & barriers of DIHs in agriculture

*Breakout session in 'World Café' format*

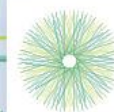
17.00 End of day 1

19.00 Networking dinner at the conference venue



# Breakout session

## SPECIFIC NEEDS & BARRIERS OF DIHS IN AGRICULTURE



# EIP-AGRI Seminar Digital Innovation Hubs

The following slides reflect the discussion in the interactive sessions during the EIP-AGRI Seminar 'Digital Innovation Hubs' held in Kilkenny, Ireland on 1-2 June 2017 as recorded by the event participants. It therefore only partially reflects the comprehensive discussions that took place in the interactive sessions. This content does not represent the views of the European Commission.





# YELLOW ROOM

Digital

Infrastructure

Same as other urban  
areas, other industries

PHYSICAL INFRASTRUCTURE

RURAL BROADBAND.

INFRASTRUCTURE

- ACCESS TO SUPERCOMPUTING CENTRES
- FAST INTERNET AVAILABLE FOR ALL REGIONS
- DEVELOPMENT OF COMPETENCE CENTRES FOR TECHNOLOGIES



- 2) Infrastructure
- internet connection
  - standardization
  - spatial data infrastru.

SORT OUT WHO  
OWNS THE DATA/  
DATA SHARING.

'LEGAL FRAMEWORK'

Open data  
(Availability of public data)

SAFETY FOR DATA SHARE

- DATA PROPERTY
- LEGAL LIABILITIES
- DATA QUALITY



Use 2<sup>nd</sup> pillar funds  
to support digital sustainable  
innovations during a certain  
period

- 4) Derisking at TRL 5&6
- financial
  - investment

To consider the existing fragmentation, at different domains (AGRI+ICT) type, size, sector environment, region

Mapping of Infrastructure Networks / "hub-like" arrangements which already exist.  
 → existing institutions  
 eg. cooperatives; farmers assoc.; administrators' programs, etc.

DIH(s) are sustainable decentralized but interoperable and networked local → nation → EU





NEEDS:

- 1) Clarity
  - structure
  - regional distribution over EU
  - makeup
  - common understanding.

Needs Analysis/Goals/  
Objectives of Various  
Stakeholders/Strategic  
 Hubs e.g. Mega hub +  
 Mini hubs.

## ALIGNMENT

OF ALL  
 ACTIVITIES  
 ACROSS EU

(POLICIES  
 NATIONAL  
 & EU  
 ISDBS AND  
 CAPSIS SYSTEM  
 OF THE PRODUCTION  
 OF AGRICULTURAL  
 MACHINERY)

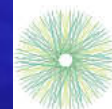
INVOLVING THE RIGHT  
 STAKEHOLDERS TO  
 DEVELOP A ROADMAP  
 FOR EACH HUB

## EDUCATION AND TRAINING

- INTRODUCING IT IN FARMERS SCHOOLS AS PART OF THEIR CV
- TOOLS DEVELOPMENT

## 5) Education

- grow awareness
- computer skills



Raising awareness  
of NH for farmers

European producers  
competitive in the  
global markets

Get acceptance and trust  
from the society (general  
public) for modern  
agriculture

PILOT FARMS  
TO COMMUNICATE &  
PROMOTE THE TECHNOLOGY  
'DRIVE THE NEED'



## COMMUNICATION

- NETWORKING ACTIONS
- EUROPEAN PLATFORM FOR STAKEHOLDERS TO SHARE INFORMATION (BROKERAGE)

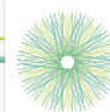
NETWORK

FACILITATOR.

EU/NATIONAL/LOCAL

Multi-stakeholder network  
X-change/facilitation +  
strengthening of relationships  
between farmers/admin/tech  
providers/consumers/etc.

# GREEN ROOM



# NEEDS

NEED

GET BOTTOM-UP  
APPROACH

KNOWLEDGE | MONEY

PROVER

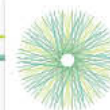
②

CONTACTS | TALENT

DIHS MUST BE  
'UNDERPINNED' BY EU  
AS GLOBAL LEADER  
IN TRL < 4

{ 1-3. UNIVERSITIES/  
RESEARCH INSTITUTES }

{ A 'DEPTH OF KNOWLEDGE' +  
CAPABILITY IN RESEARCH }





NEED

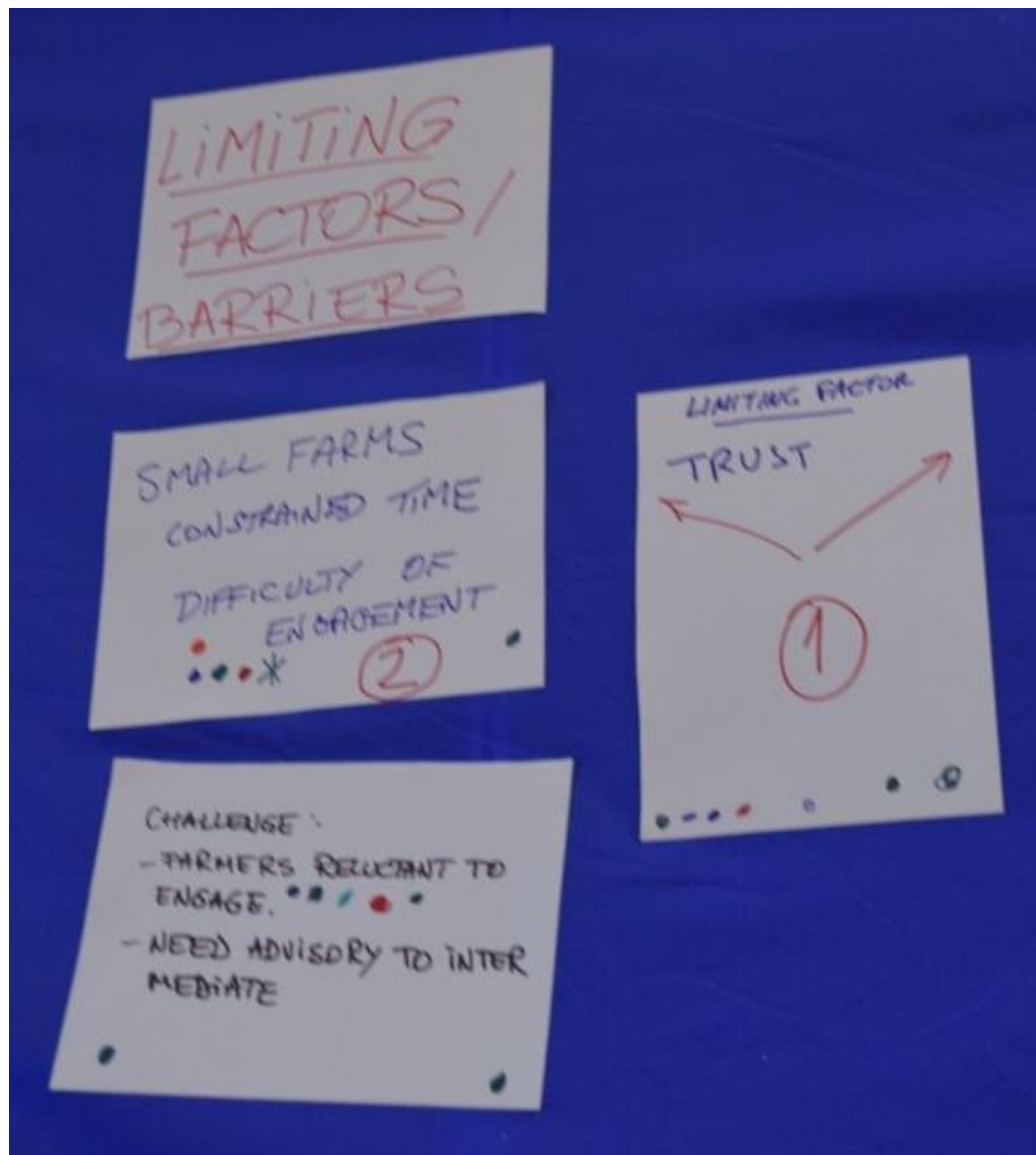
BUSINESS MODEL  
TO NEED IT  
SUSTAINABLE



3. NEEDS

→ capitalising existing  
knowledge, innovation and  
demonstrate it on  
few physical infrastructures

DIH NEEDS AN  
**HONEST BROKER**  
AS PART OF THE STRUCTURE:  
- NEEDED TO WATCH  
PROGRESS:  
3.9. SME with UNIVERSITY  
12. Problem → CAPACITY,  
to solve



SUCCESS FACTORS

1. Challenge + success factor  
 → To SPEAK  
THE COMMON LANGUAGE  
 - interdisciplinary

VISION - GOOD STORY  
 • POLITICAL SUPPORT  
 OR AT LEAST  
 ACCEPTANCE

BRAIN  
 GAIN  
 with technology

SUCCESS  
 INCLUSION OF  
 ACTIVE/  
 ENTHUSIASTIC  
 FARMERS  
 ②



Governance of systems  
 that are otherwise autonomous?  
 Effective International laws  
 required.  
 • Success Factor



# EXPERIENCES & CHALLENGES

1. Challenge  
 → brain drain from agriculture as a low-margin industry!

LIVING LABS <sup>PL</sup> ①  
 NETWORK OF 100 DEMO FARMS  
 SAMPLE FARMS  
 • AIM TO BECOME SELF-SUSTAINABLE • • • •

FARMER  
 CONSUMER  
 WASTE MANAGEMENT  
 INCLUDE FOOD CHAIN

1) Focus on long term problems/needs  
 VS  
 Focus on daily problem/needs  
 2) Equal gain? <sup>vs Equitable</sup>  
 ⇓ ⇓  
 trust ⇓  
 ⇓  
 comfort

- facilitate the social aspect  
 - Managing scepticism  
 - avoid risks in the farmer's continuity

<sup>challenge: bridging in 2017</sup>  
 - DIFFERENT AND UNREALISTIC EXPECTATIONS  
 - POLITICAL TIME AGRICULTURE TIME STARTUP TIME RESEARCH TIME } MISMATCH OF TIME HORIZONS  
 ②





"Motivated"  
Stakeholder  
ie. "Own money"

business models  
needed for customers  
& those that work in  
the hub (& the Hub)

Appropriate goals  
& mission & vision

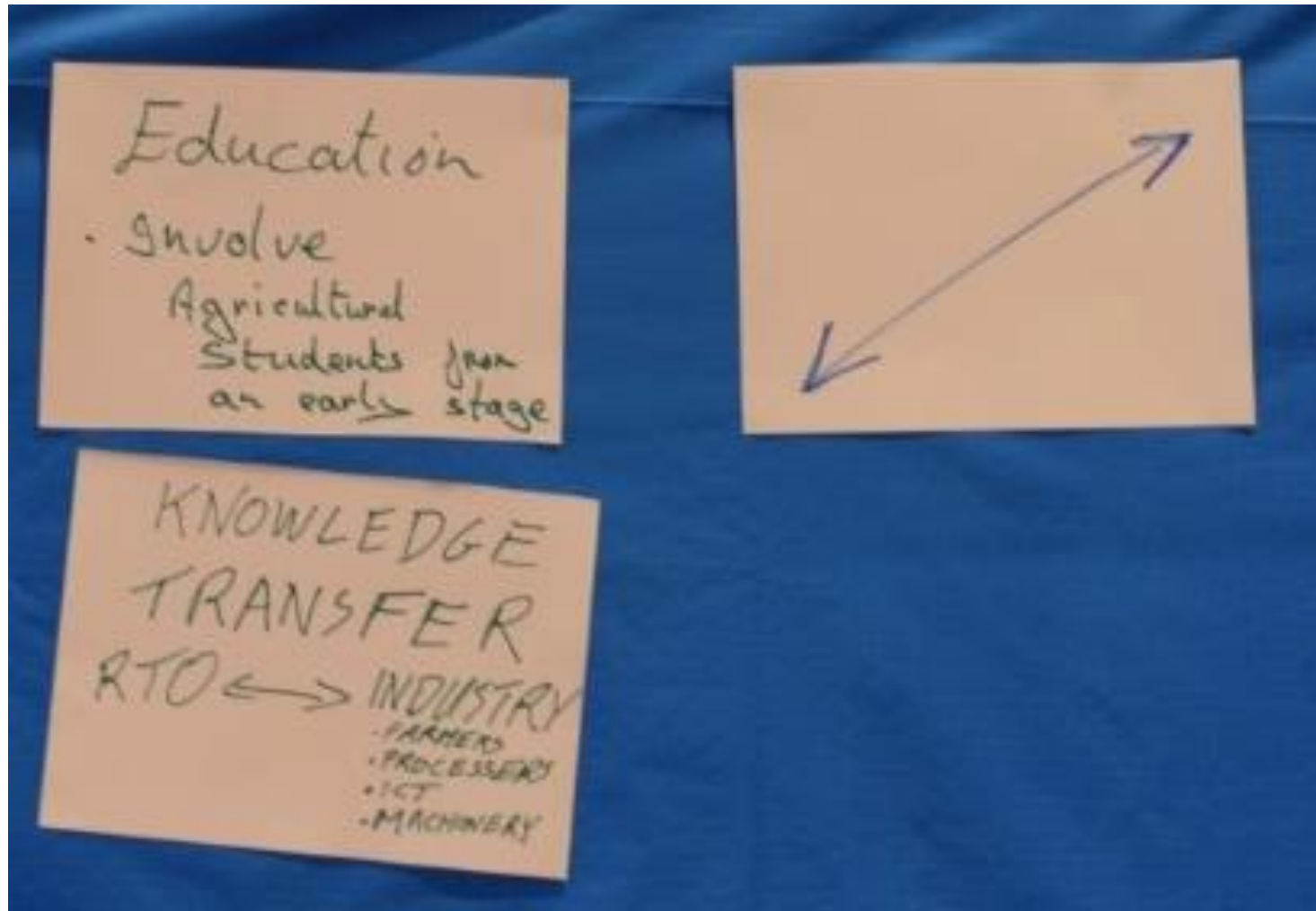


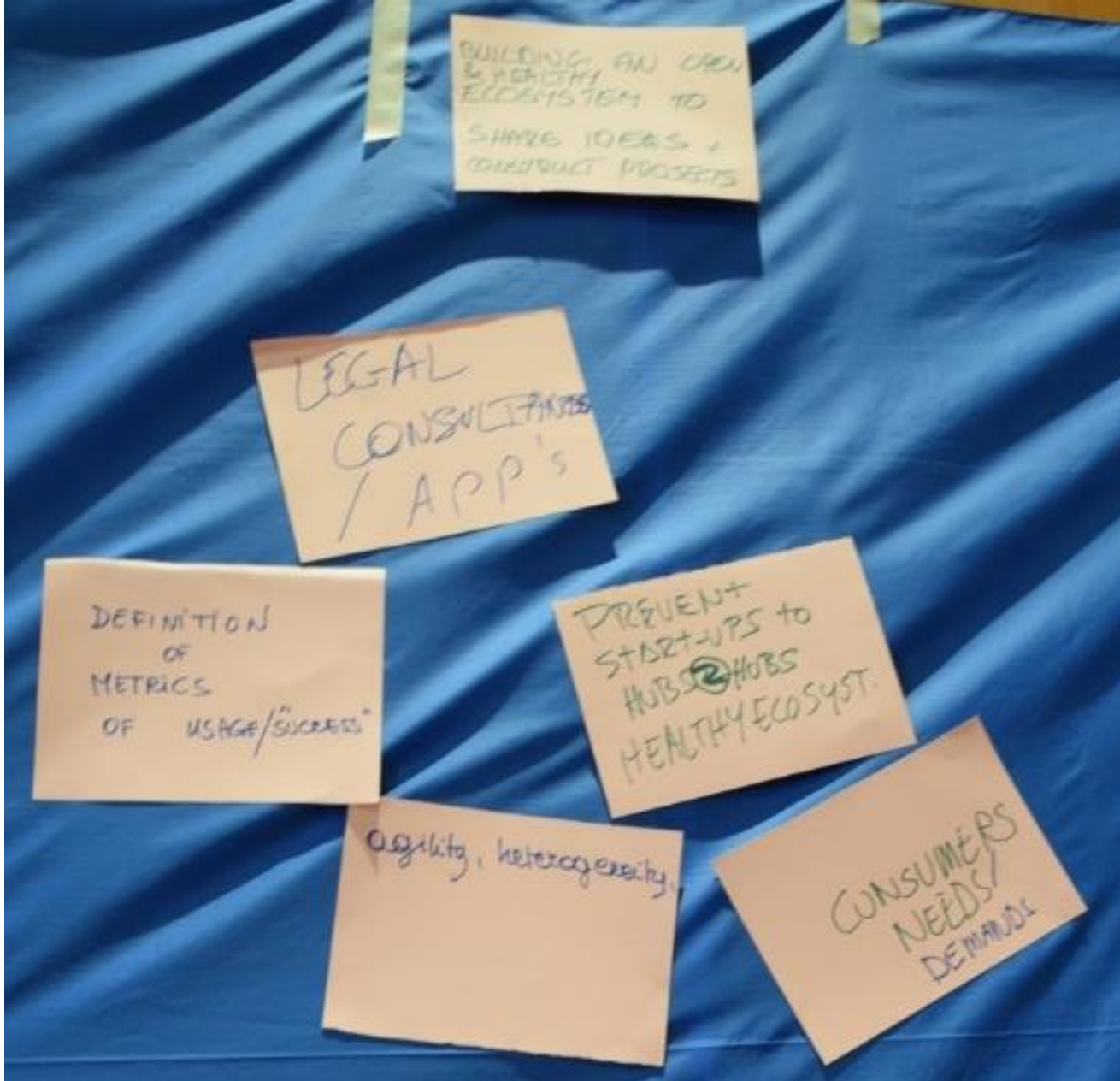
TENACITY.

(IT IS A LONG + CHALLENGING)  
JOURNEY.

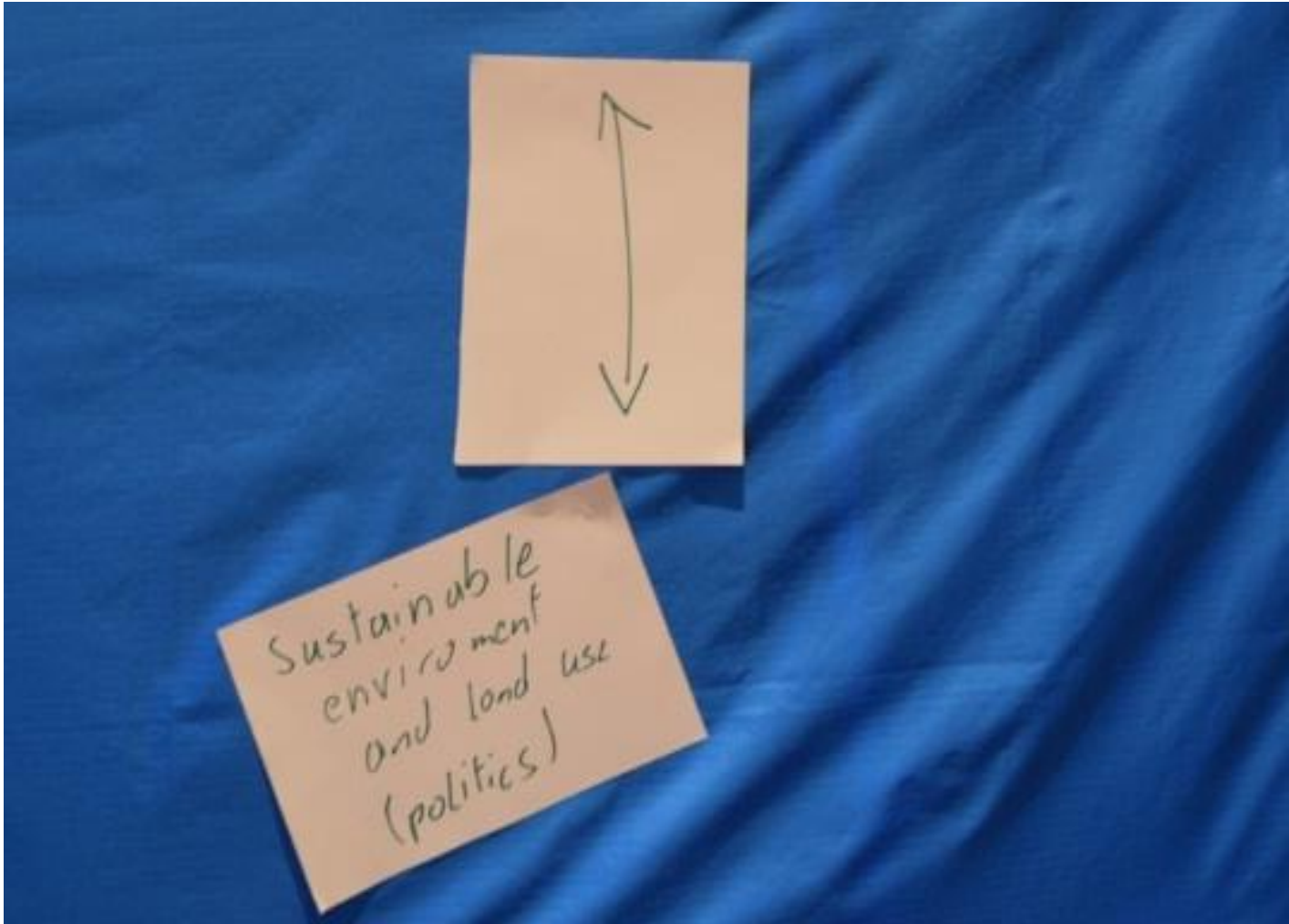
Appropriate Funding  
Model

SOURCES OF  
FINANCING +  
BUSINESS  
MODEL









Appropriate  
technical solutions  
eg. electromobility,  
mature battery technology

Security & trust



I.P. OWNERSHIP  
+ TRUST

TRUST

HOMOGENIZE  
THE BEHAVIOR AMONG  
ALL THE ~~actors~~  
ACTORS IN ORDER  
TO MAKE AN OPTIMAL CHOICE

ACCESSIBILITY

RESPECT  
&  
COMPETENCE

Don't  
antagonize  
"outsiders" when  
setting up the Hub



Define THE BENEFITS TO ALL STAKEHOLDERS

ANY INNOVATIONS SHOULD RESULT IN THE MONETARY BENEFIT DIRECTLY OR INDIRECTLY FOR FARMERS

Business Case

(USER FOCUSED)  
(USER INFLUENCED)



NOT ONLY FARMERS INCLUDE INDUSTRY AND OTHER ACTORS AROUND THE VALUE CHAIN

BE CLEAR

PROFITS/ASSETS  
↓ FOR SALE      ↓ NOT FOR SALE  
WHERE IS THE DATA?

MUTUAL REQUIREMENT UNDERSTANDING



BI-DIRECTIONAL  
COMMUNICATION  
FARMER CENTRIC  
SOLUTIONS

INNOVATION IS  
NOT JUST ANOTHER  
NAME FOR RESEARCH

Time Frame

- Short
- Long-term
- BLUE sky projects

Sustainable  
Agriculture  
which can feed the  
world and make  
farming an attractive  
job

Needs and  
tendencies for  
future development





RESULTS  
Blue Room



# BLUE ROOM

LEAD

TERMINAL

CAPACITY

Expanding  
the  
policy

The  
impact of  
the  
policy

Policy  
impact

Financial  
Support  
at the  
D.P.P.

Policy  
impact

Policy  
impact

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Policy  
impact

Policy  
impact

Policy  
impact

Policy  
impact

Don't  
create  
a  
white  
elephant  
new / existing

1 TRUST

- Human Factor
- Usability
  - Behavior change
  - Consumer Preference
  - Trust

②  
⊗ Language /  
jargon /  
Perspectives /  
mutual understanding  
⊗ Achievable, simple insights

Common Language ②  
to Share Ideas  
vs  
Jargon

5. CONNECTING  
SKILLS THROUGH  
KNOWLEDGE

4.  
TRAINING &



①  
 - Farmer's motivation to engage with digital.  
 (average age, succession, income)  
 - Make farming sexy / high tech.

2. DEMONSTRATION OF ADDED VALUE THROUGH INSPIRATION. A PROBLEM SOLVING

How to catalyze bottom-up to critical mass  
 Hub governance + balance



Human relations between Hubs

- ORGANISATION/ STRUCTURE
- NETWORK or NETWORKS
  - Champions / Regions
  - one big DIT or lots of small thematic ones?
  - Proximity

Data Governance is unclear

- DATA
- Gathering
  - Analysis
  - Interpretation
  - Sharing
  - Ownership
  - Ethics
  - MONETISATION

④ Openness of data, algorithms, methods.

⑤  
 DIH KPIs.  
 (transparency in the  
 assessment process).  
 How to measure results?

Raison d'être  
 • Scope  
 • Priorities  
 • Supply Chain  
 (supply chain disruption)

①  
 Clear Value  
 Proposition for  
 all stakeholders/beneficiaries

Finance  
 - who pays  
 • Business Model  
 • Monetising Data

④  
 LACK OF  
 ENGAGEMENT  
 OF KEY STAKEHOLDERS  
 (COMPLEX ECOSYSTEM)

Test -  
 bed

Farm

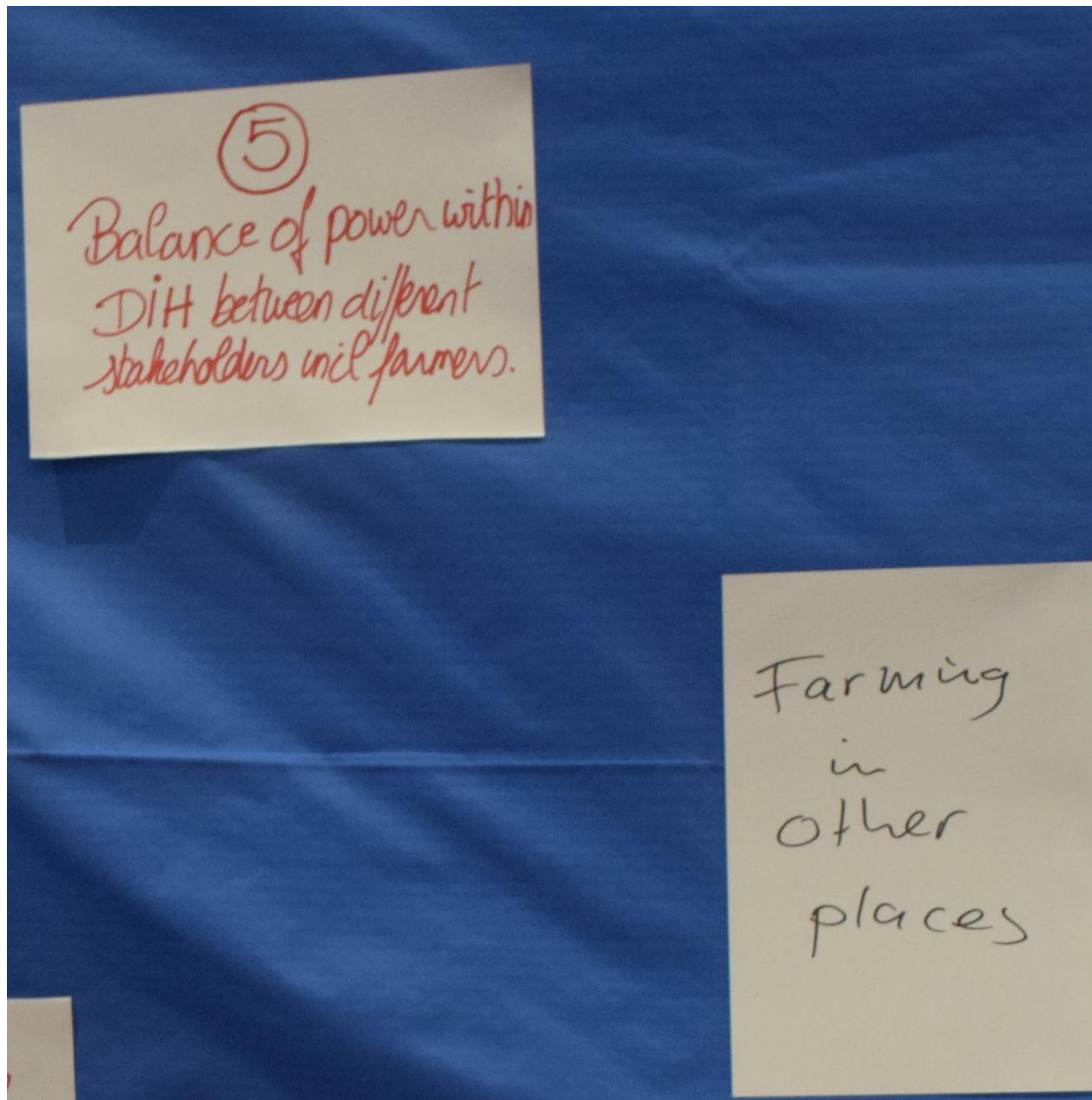
HUMAN

③  
Farm Income / Funding

HUMAN ~~ASSETS~~, FINANCIAL  
RESOURCES  
③

Financial  
Sustainability  
of the  
DIT

3.  
CAPACITY



⑤  
Balance of power within  
DIH between different  
stakeholders and farmers.

Farming  
in  
other  
places



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

## Day 2 – Friday, 2 June 2017

Session 4: Developing DIHs for agriculture in Europe: what is there to support the process?

9.00 – 9.45

Wrap up of Day 1 and introduction to Day 2  
*Plenary*

9.45 – 11.00

Identify & connect initiatives which can be developed to DIHs  
*Open Space*

11.00 – 11.20

Coffee break

Session 5: Priority actions to further develop DIHs in agriculture and to foster collaboration among them at European level

11.20 – 12.15

*Open Space - continued*

12.15 – 13.00

Wrapping up and conclusions: "Priority actions towards DIH in agriculture"

Closing speech

*Phil Hogan, EU Commissioner for Agriculture and Rural Development*

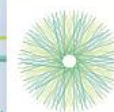
13.00

End of the seminar and lunch



# Open space

**PRIORITY ACTIONS TO FURTHER  
DEVELOP DIHS IN AGRICULTURE  
AND TO FOSTER COLLABORATION  
AMONG THEM AT EUROPEAN LEVEL**



# Identify & connect initiatives which can be developed to DIHs

- **Subject-Initiative**
  - The subject you want to work on
  - The problem/the question you want to solve
  - The constraint you want to overcome by doing.....  
etc
- **Approach/Plan**
- **Who worked on this**
- **Name**
- **Email**

- **My first step at home will be.....**

# EIP-AGRI Seminar Digital Innovation Hubs

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How to use  
CREATE A  
DIGITAL Innovation  
NETWORK (DIN)

COMMUNICATE  
WE DO NOT  
CREATE HUB

TECHNOLOGY  
CONNECTING  
MECHANISMS

1

FRESH  
YOUNG  
ATTRACTIVE  
APPROACH

Facilitator  
Coordinator

EU WIDE  
CONNECTION  
MECHANISMS  
BETWEEN  
HUBS

create personal  
relationships first  
Identify existing  
Dih-like

Annual  
Event  
HUB SUMMIT

OPEN TO  
JOIN  
BRIEF ENGAGEMENT

Find the existing  
networks / hubs

Build up the  
platform / communication  
Collect the information  
about hubs and actors  
- data structure!

Business Model  
Funding of Platform  
1€ per Year

Benchmark existing  
networking to identify  
good practices & pbs  
(Dih-like or others  
- EIP / EEN / ...)

Best Practice  
Story line  
Use-cases

CASE STUDIES  
EXAMPLES OF  
(EFFECTIVE)  
INTERVENTIONS

CAN EIP-AGRI  
PROVIDE  
A FACILITATOR.

Successful regional Hubs  
↓  
Demand Side First  
↓  
EU level comes naturally

CONNECT (SIRII)  
TO SMART SPEC  
PLATFORM AGRIFOOD

"create" added value  
of DIH for  
potential competitors  
(business models)



## My next step

Marko: Invite innovation camp with different business actors to build a pilot multiservice hub.

- Digital expert, farmer, private school, internet market place, logistics expert, supermarket, public service provider, ~~to~~ accommodation provider...

→ This year

Jiti: find a way how to motivate rural people to get involved and interested





## Subject:

Could we build  
Multiservice hubs  
for rural areas  
instead of specific  
agricultural DIH's?

→ Different services  
together make  
rural business strong  
- agr. is a subtitle

→ Without basic  
services for kids etc  
there is no  
business environment  
for agriculture

## Multiservice Hubs

## PLAN

Find out

Different services, for example

- Agriculture, social & health services, Vet. services,  
cultural services (library, e-books, virtual concert,  
theatre)

Virtual gym, environmental service (also educational),  
school (virtual and with teacher), Rural service <sup>Point</sup> with  
fast internet to access public services (for ex. com-  
munication with governmental offices)...

→ Outcome: Modell for rural multiservice hub  
(with business model...  
efficient logistics...  
growth funding ~~etc~~)

## Team:

Marko Mäki - Hakola / Finland marko.maki-hakola@...  
Jiri Lehejok / Czech Republic ifuam@ctpe2...

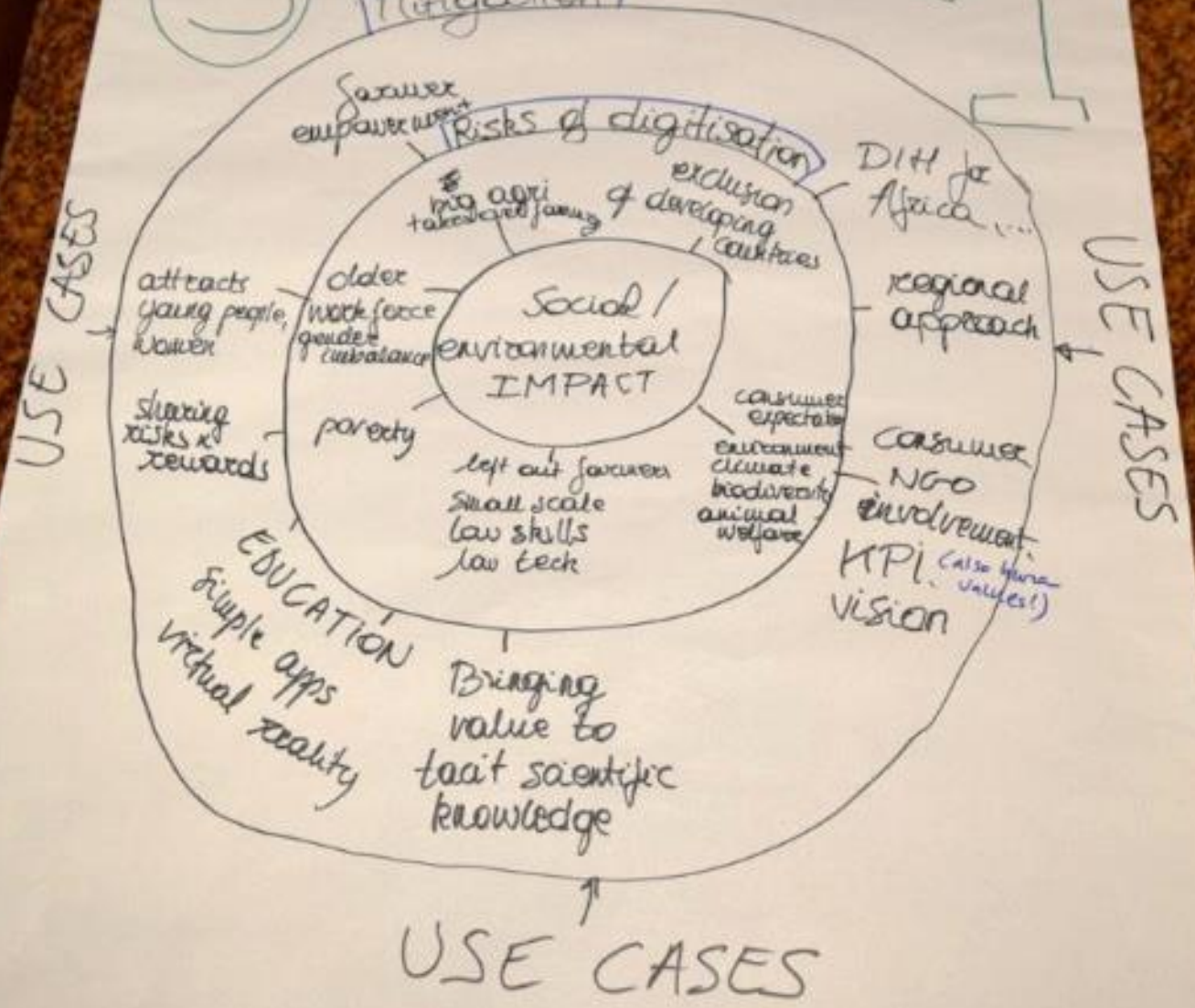


Conceptual framework for Socially Responsible Development of DIH

3

Mitigation

1





3

2

1. Collect use cases or basket them : what are good practices, where gaps
- 1a. Define the social/envi indicators
2. Assemble the team around the use cases
- 1b. Define vision, objectives
3. Reflect
4. Plan, analyse context
5. Feed into business plan



Helene Deruwe	helene@jeeshjel.org
George Beers	george.beers@wur.nl
Marc de Bruijne	mc.de.bruijne@pzh.nl
Patrick Barrett	Patrick.Barrett@agriculture.gov.ie
Valentin Filip	valentin@civitas.ro
Gerald PFABIGAN	g.pfabigan@lk-oe.at
Caroline van der Weerd	caroline.vanderweerd@tno.nl

1. Work on defining Use Cases - Patrick
2. Collecting & analysing use cases - Helene
3. Define the social indicators
4. Analyse use cases on social indicators and share with others - Caroline

# Networking Within AND BETWEEN DIHs

---

tom.kelly@teagasc.ie  
mate.kis@drdc.eu  
roberto.moriondo@eurac.edu

alastair.stott@srvc.ac.uk

bhambhani@glombia.it  
giampaolo.sarno@regione.emilia-romagna.it

hara@matrix-it.gr  
paolo.martini@ardea.toscana.it





Which Problem?

- getting FARMERS Engaged.
  - ↳ Culture
  - ↳ FEAR
  - ↳ Complexity
- The model. —
  - ↳ Institution
  - ↳ funding - Business model.
- Networking BETWEEN DIAs — Language.
- Information flows — Supply vs Demand.
- Using the Existing EXPERIENCE INTERNATIONALLY

• Virtual Proximity: 

- ↳ Purpose
- ↳ Vision
- ↳ Physical.

• How Do Networks show — good case studies  
Win: Win. — how to share

α How to LEARN from Mistake  
And IMPROVE. — OPEN + SHARED  
DATA + C. Studies

④





## The Approach:-

① Start Local -

Develop A good  
METHOD to engage  
Tech. savvy → first timers

② Small steps

- gather information
- share it
- Common issues
- Priorities.

③ Simple AND Less formal engagement.

Robert - Sharing Data -

SENSORS - ORCHARDS - ENVIRONMENTAL. - CO-OP  
400 DATA. - OPEN -

Alistair - Agri Metrics. - PARTNERS

- COMPANIES

- ADVISORS

- FARMERS. Difficult.



Tom K. Convince (G. Boyle) My Boss that we need to set up a group.



R. Monteiro Contact agri cooperative and ask for some farmers willing to be use case

John Paul SHARE INSIDE THE INSTITUTION (OTHER BRANCHES) THE CHANCE WE HAVE TO IMPROVE THROUGH DIHs

Made Kis Continue developing innovation broker training methodology for CEE countries for the network...

BRIAN DEFINE PROBLEM STATEMENT THAT CAN BE ADDRESSED THROUGH DIH.

Hara A plan to engage farmers: what they will win

PAOLO SHARE AGENCY DATA'S

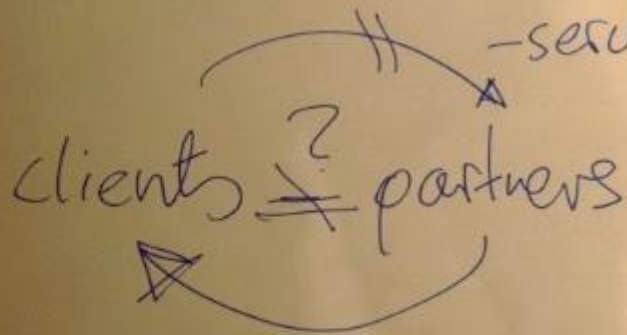
ALISTAIR SHARE LINKS RE AGMETRICS

(5)

5) Regional impact  
(authority)

6) Academia - services  
to

7) Private Industry  
- services to



1.11 BUSINESS MODEL

- Legal Entity (?) (5)

- Private Law

(private + public  
partners)

(a) For Profit (b) not-for-profit

- Regional or National (?)

Poland

- Financing:

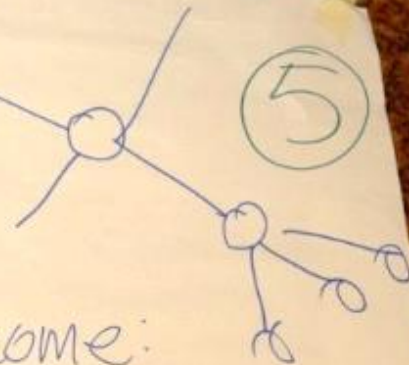
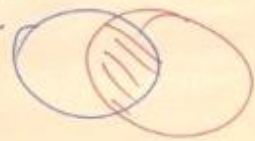
- Capital: partner equity  
fee

- operation:





activity Pool  
revenue



Sources of Income:

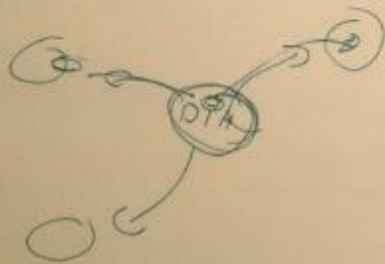
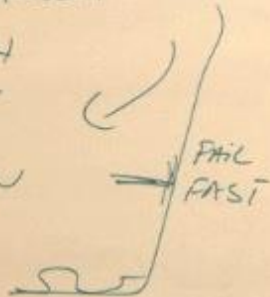
- ~~TR~~
- 1) services to technology providers
  - 2) » to » developers
    - (project funding)
    - incubator/accelerator
  - 3) inter-sectoral Tech Transfer  
(project funding)
  - 4) services to farmers



## WORK PLAN

- AWARENESS
- IDEATION
- EXPERIMENTATION/VALIDATION
- LEAN APPROACH
- PROOF OF CONCEPT
- ECONOMIC VALIDATION
- SCALE-UP

⑥



My first step at home will be...

⑥

- ORGANISE WORKSHOPS WITH A GREAT OF DIVERSITY OF PEOPLE
- ADAPT
- INTEGRATE A PROCESS OF A BOOTCAMP IN THE ANDALUSIA
- ADD MORE PARTNERS TO OUR NETWORK THAT CAN FOSTER DIGITISATION ACTIVITIES
- TAKE A STEP BACK IN THE GOVERNMENT FUNDING
- INVITE AN INCUBATOR TO A PRECISION TECH HUB
- BEST PRACTICES OF ORGANISATIONS THAT SUPPORT ENTREPRENEURIAL DISCOVERY PROCESS IN M...

STARTUPS  
INCUBATORS  
ACCELERATOR  
↓  
ENTREPRENEURIAL  
ECOSYSTEM

in DIHs

⑥



eip-agri  
AGRICULTURE & INNOVATION

# ENDUSER

(7)

## INVOLVEMENT

NAME

E-MAIL

ZSUZSANNA  
AMBROZY

ZSUZSANNA.AMBROZY  
@DRDC.EU

ANIKO'  
JUHASZ

JUHASZ.ANIKO@  
AKI.GOV.HU

RAFAL  
WAWER

HUWED@IUNG.  
PULAWY.PL

HARRIS  
MOYSIADIS

TMOYSIODIS@F-IN.GR

NIKOS  
TSOTSOLAS

NTSOTSLAS@KALA  
THOS.NET



## NEXT STEPS PERSONAL:

NIKOS: COMM. THE APPROACH  
TO REGIONAL AUTHORITY OF  
THESSALY

DATA: COMM. TO UNI ROUEN  
FOR THE NSC PROGRAM FOR  
DATA MANAGEMENT IN  
AGRICULTURE

ZS4S2A: COMM. WITH FARMERS

ANIKO: INCLUDE DIH CONCEPT INTO MR PPT  
ON THE FUTURE OF DIG AG.  
AND TEST THE REACTION

# DIH: BENEFITS FOR FARMERS

## 2 COMMUNICATION

### KEYWORDS FOR FARMERS:

- HIGHER PROFIT
- SAVING TIME
- LESS RISK



### KEYWORDS FOR DIH FUNCTIONS:

- MEDIATION / TRANSLATION  $NERI \leftrightarrow IT$
- UPGRADING THE IMAGE OF FARMING

### HOW FARMERS CAN BE INVOLVED? - WHO THEY

- OTHER FARMER - COMMUNITY PRESSURE
- ENGAGE OPINION LEADERS
- LARGER FARM - YOUNG

- CHOOSE OPINION LEADERS AS PILOT FARMERS

- STATE FUND FOR PILOT TESTING





# Approach / Plan:

Optimise productivity from grass-fed dairy systems  
DIT "competence"

⑧ Project

Grass → Cow → Milk → Consumer

↑ ↑ ↑ ↑ ↑

Critical data points

Innovative practices

Data aggregation

Business Proposition

- Farm
- Stakeholder
- Value Chain

Sector-specific engagement & Knowledge

Identify Stakeholder needs across Value chain

Facilitating Access to Knowledge/Technology

Enable Data Sharing  
- IN or OUT of DIT

Research to Inform Data Sharing

Analytics

Education -  
Share - Success + failure  
Expt.

Business Models

SE Discuss project concept with some local farmers. (S)

FG Engage interested parties to set up a common project



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Our 1st Step when I get back home...  
(D)

Analyze existing data sharing frameworks.  
(including infrastructure, legal frameworks, etc)  
and check how to learn from them. (Nuria)

CM: analyze potential & public authority role  
in data sharing.

NB: Try out this approach with specific problem  
I am working on back home

AC: Implement Stage 1 Stakeholder Workshops

NB: Looking in ongoing projects for  
connections to the DIH

AR: ANALYZE THE POTENTIAL OF DATA SHARING  
IN DAIRY FARMING IN MY REGION

JM: I WILL ESTABLISH CONNECTIONS WITH  
PEOPLE FROM THIS SEMINAR WHO WORK WITH  
SATELLITE IMAGE MODELS TO TAKE THE BEST  
PRACTICES.



Business model (group 1) (9)

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IT SERVICES  
DATA

(9)

MISSION 3 step shop for innovation



	BMC S1	BMC S2	BMC S3	BMC S4
RESOURCES				
BENEFITS				
ACTIVITIES				
RISKS				
SERVICE				

- ① Bring THE Stakeholders  
to meeting.
- ② Continue the process we  
started and share it
- ③ identify sources of income  
for the DIH / DI CLUB

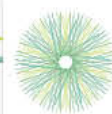
9

## FIRST STEPS/ACTIONS TO BUILD A STRONG DIH

- DIH must start easy
- What are the simplest/low cost yet with high impact <sup>actions</sup> that can be rolled out from the beginning?

## APPROACH/PLAN

- 1) Ask the DIH actors what do they need/expect
- 2) Map your ecosystem: actors, capacities, products/policies  
↳ and share this info with the DIH members
- 3) Identify gaps and priorities → strategy
- 4) Communication plan
- 5) Collect and share best practices (how others did it)  
↳ generate success stories!  
↳ know also the limits





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## My FIRST STEP AT HOME (10)

- 1) TO CHECK ENGAGEMENT LEVEL OF MY ENTITY TO DEPLOY THIS PLAN
- 2) BETTER DESIGN OPPORTUNITY MAP / CATALOGUE
- 3) Improve Communication of my organization re this topic  
Apply to Web / Social / event related tasks. Inform relevant stakeholders (ENRD)
- \*4) COMMUNICATE WITH PRIVATE SPONSORS: (SHARE IDEAS)
- \*5) COMMUNICATE TO MY STAKEHOLDERS OF THIS OPPORTUNITY UNKNOWN FOR THEM

# My FIRST STEP AT HOME

10

- 1) <sup>TO CHECK</sup> ENGAGEMENT LEVEL OF MY ENTITY TO DEPLOY THIS PLAN
- 2) BETTER DESIGN OPPORTUNITY MAP / CATALOGUE
- 3) Improve Communication of my organization re this topic  
Apply to Web / Social / event related tasks. Inform regional stakeholders (ENRD)
- \*4) COMMUNICATE WITH POTENTIAL STAKEHOLDERS (SHARE IDEA OF D14)
- \*5) COMMUNICATE TO MY STAKEHOLDERS OF THIS OPPORTUNITY UNKNOWN FOR THEM

This presentation reflects the discussion in the interactive sessions during the EIP-AGRI Seminar 'Digital Innovation Hubs' held in Kilkenny, Ireland on 1-2 June 2017 as recorded by the event participants. It therefore only partially reflects the comprehensive discussions that took place in the interactive sessions. This content does not represent the views of the European Commission.

The final report will be published :

<http://ec.europa.eu/eip/agriculture/content/eip-agri-seminar-digital-innovation-hubs-mainstreaming-digital-agriculture>

