Digitizing rural economies

**Digital opportunities
for agricultural value chains**

Thursday 12 October
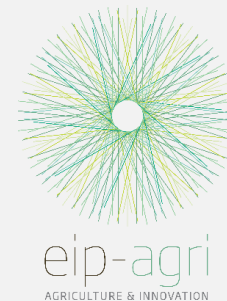
Thursday 12 October

Digitizing rural economies

Digitizing rural economies

Digital opportunities for agricultural value chains

eip-agri
AGRICULTURE & INNOVATION

| 11:00 | Opening words |
	Sergiu Didicescu, EIP-AGRI Service Point
11:05 – 11:10	Introducing the session
	Louis Mahy, DG AGRI, European Commission
11:10 – 11:15	**The Internet of Food and Farm**
	George Beers, Internet of Food and Farm 2020 (IOF 2020), The Netherlands
11:15 – 11:20	Capitalising the full potential of on-line collaboration for SMEs innovation support in the Agri-Food ecosystem
	Kostas Giagtzoglou, Inno4AgriFood, Greece
11:20 – 11:25	Introduction to the interactive session
	Sergiu Didicescu, EIP-AGRI Service Point
11:25 – 12:00	Interactive session
	Question 1: What is your experience with (policy) support to digitisation of agricultural value chains?
	Question 2: How can policy help you with what you want to do next?
12:00 – 12:30	Harvesting
12:30	End of the session
12:30 – 14:00	Networking lunch

THE INTERNET OF FOOD AND FARM

Agri-Innovation Summit Lisbon

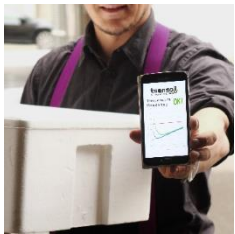GEORGE BEERS

Lisbon, October 12, 2017

ADVANCEMENTS IN FARMING

SMART
SENSING
& MONITORING

SMART
ANALYSIS
& PLANNING

SMART
CONTROL

BIG
DATA
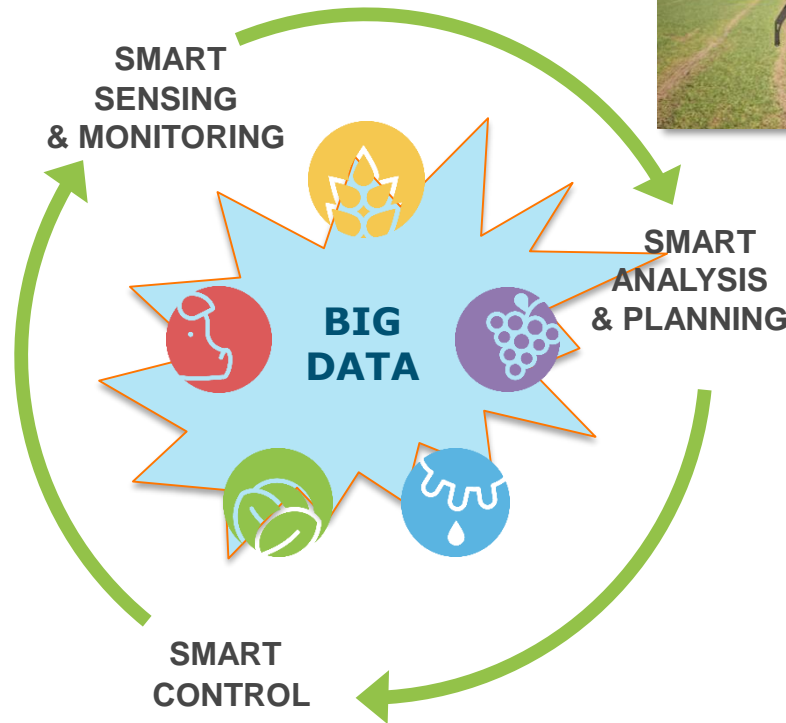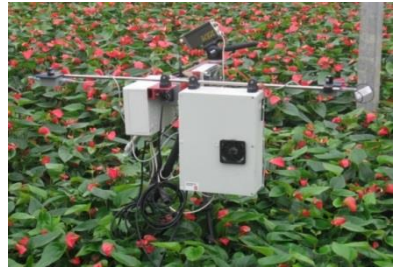
INVOLVING ENTIRE SUPPLY CHAIN AND BEYOND

Smart Farming

tracking & tracing

Smart Logistics

Domotics

Health

Fitness/Well-being

PROJECT OBJECTIVES

IoF2020 fosters a large-scale uptake of IoT in the European farming and food sector. In brief, it aims to:

1. Demonstrate the business case of IoT for a large number of application areas in farming and food sector;

2. Integrate and reuse available IoT technologies by exploiting open infrastructures and standards;

3. Ensure user acceptability of IoT solutions in farming and food sector by addressing user needs, including security, privacy and trust issues;

4. Ensure the sustainability of IoT solutions beyond the project by validating the related business models and setting up an IoT ecosystem for large scale uptake.

IOF2020 – LARGE SCALE PILOT

75 PARTNERS ORGANISATIONS

16 COUNTRIES

4 YEARS
Start = January 2017

€35 MILLION BUDGET
(€30 million co-funded under EU H2020 programme)
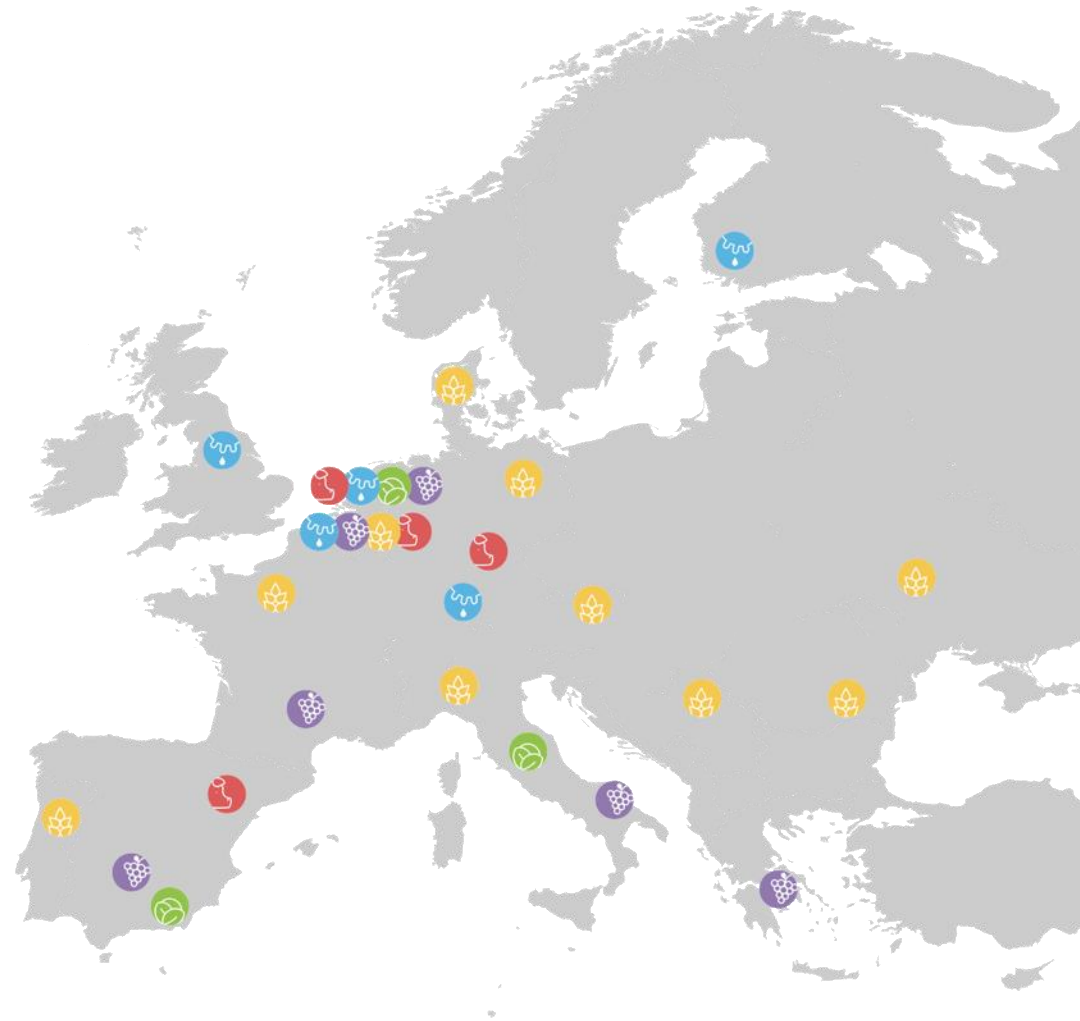
5 TRIALS, 19 USE CASES
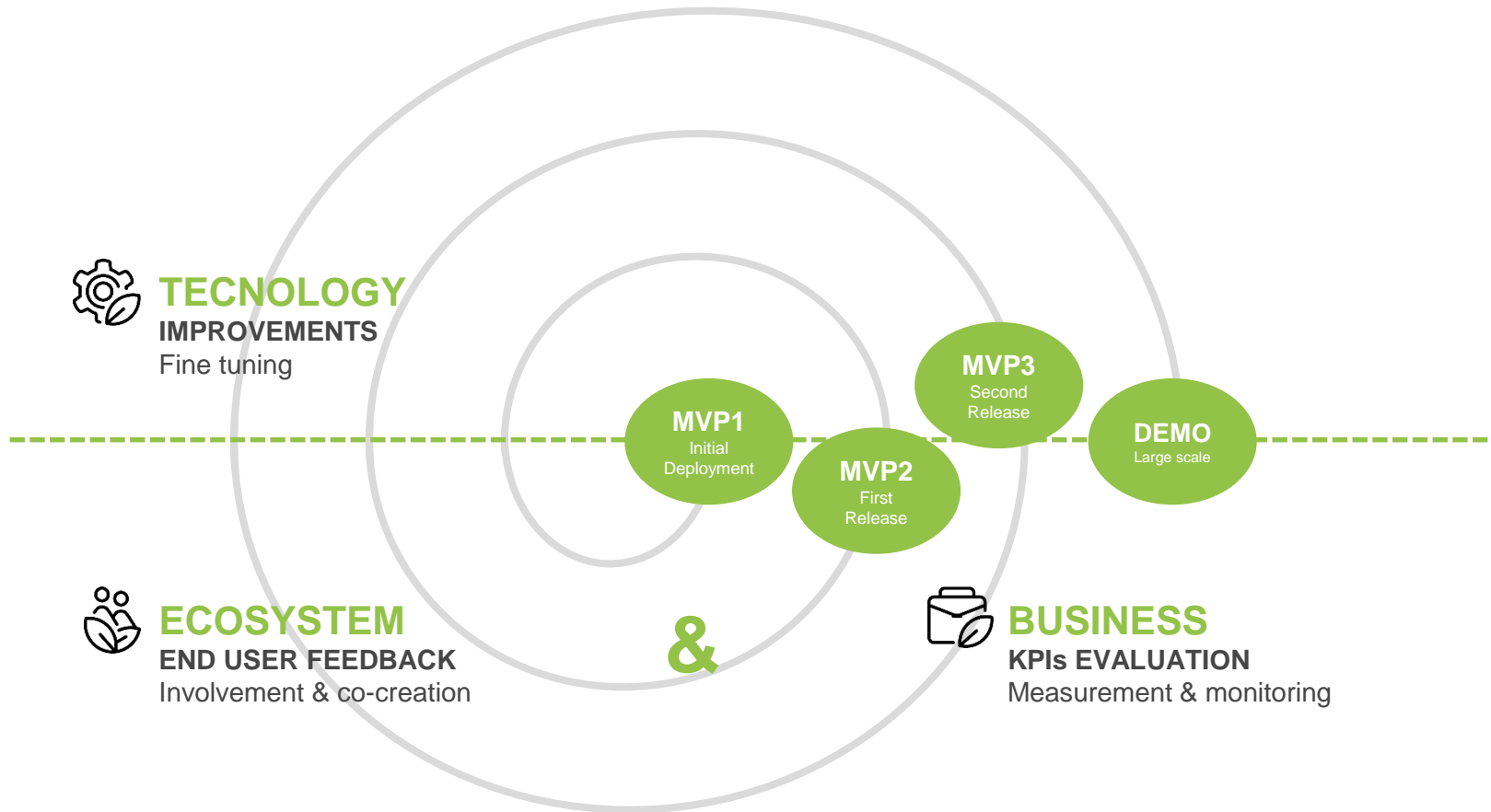

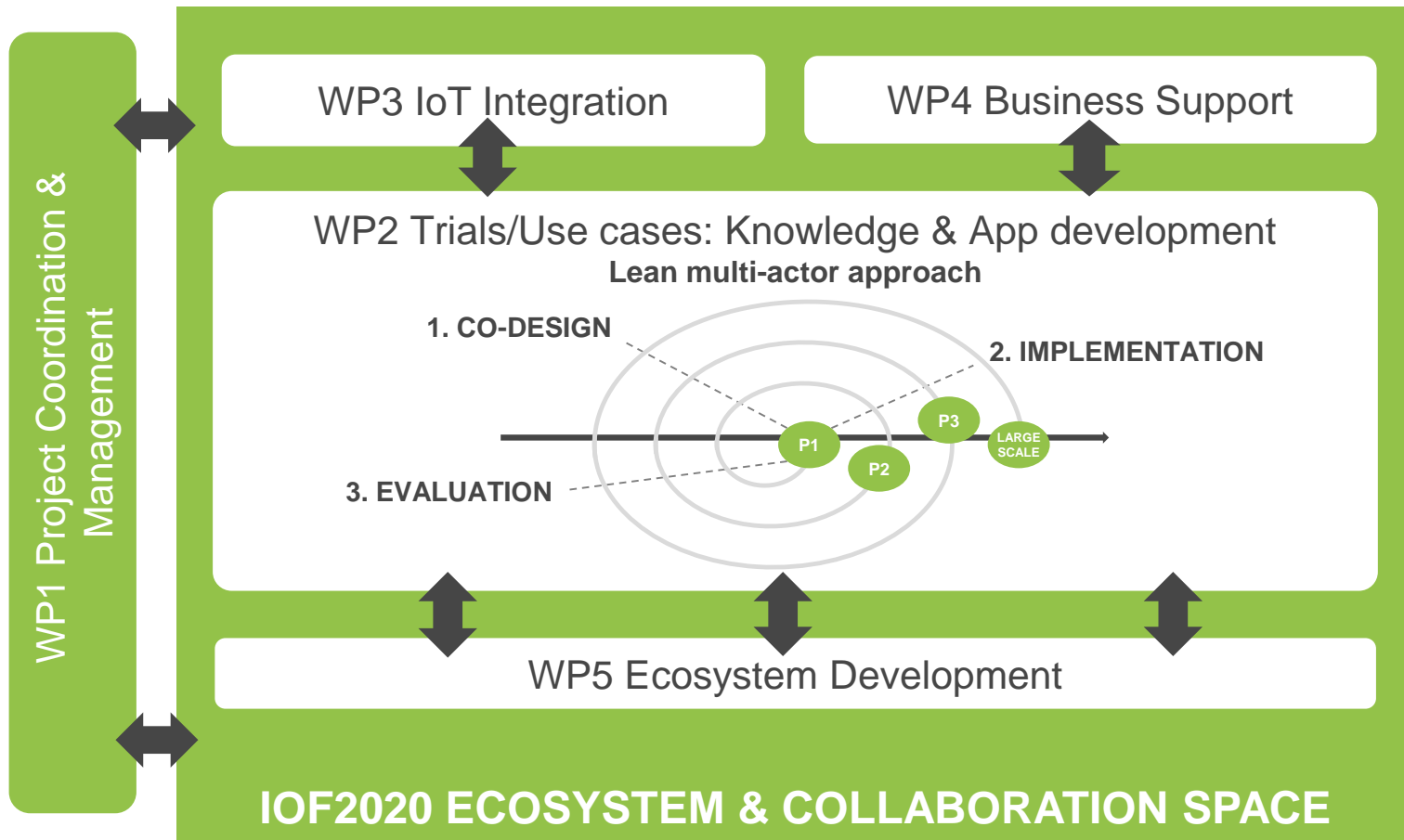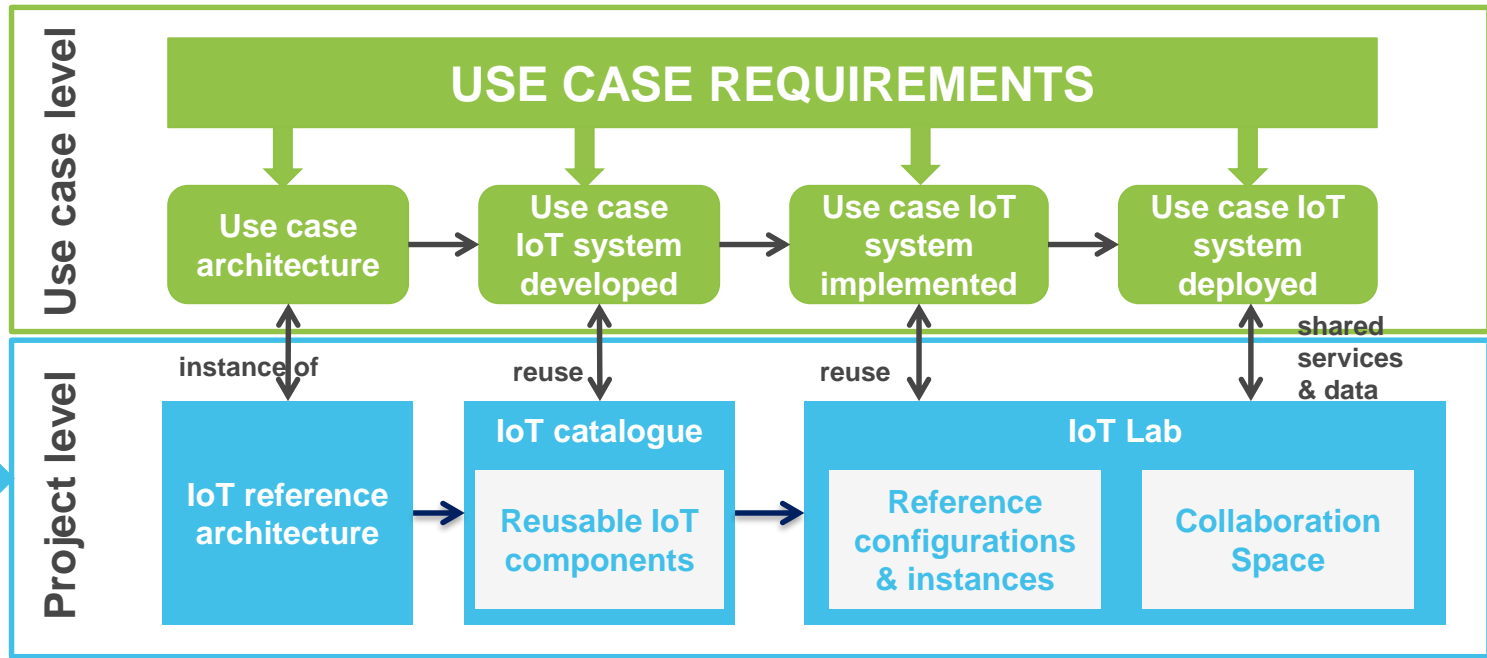ARABLE

FRUITS

DAIRY

VEGETABLES

MEAT

TRIAL & USES CASES METHODOLOGY LEAN APPROACH

TECNOLOGY
IMPROVEMENTS
Fine tuning

MVP1
Initial Deployment

MVP2
First Release

MVP3
Second Release

DEMO
Large scale

ECOSYSTEM
END USER FEEDBACK
Involvement & co-creation

&

BUSINESS
KPIs EVALUATION
Measurement & monitoring

GENERIC APPROACH & STRUCTURE

TECHNICAL / ARCHITECTURAL APPROACH

KEY ISSUES IN IOF2020

Challenges: standardisation and interoperability
                   new business models (incl. codes of conduct/ethics)

Project asset: connection 2 communities: Agri & ICT

Drive for success: 'no excuse' attitude, solutions!

EU-instruments: flexibility as requirement (e.g. open calls, phasing)

Long term: ecosystem development & maintenance

STAY-TUNED VIA

- Website: www.iof2020.eu

- Twitter: @IoF2020

- Newsletter subscription & contact: communications@iof2020.eu

THANK YOU FOR YOUR ATTENTION!

CONTACT INFORMATION

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All documents and presentations
from the EIP-AGRI breakout sessions
will be available at **www.eip-agri.eu**