

eip-agri
AGRICULTURE & INNOVATION

Digitizing rural economies

Digital opportunities for agricultural value chains

Thursday 12 October



#EIPAgri

#AISLisbon2017

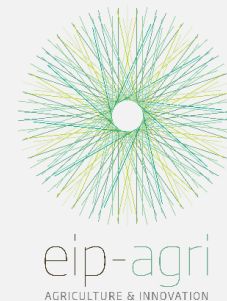
@EIPAGRI_SP

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Digitizing rural
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Digital opportunities for agricultural value chains



- 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 Giagtzoglu, 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



“Capitalising the full potential of on-line collaboration for SMEs innovation support in the Agri-Food ecosystem”

Mr. Kostas Giagtzoglou

Q-PLAN INTERNATIONAL

Agri Innovation Summit 2017

October 12th, 2017 - Lisbon, Portugal



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N° 681482.

The imperative for collaborative innovation in agri-food

The European agri-food industry is facing increased challenges



Increasing demand, diminishing resources, globalization, commoditization, just to name a few

These challenges call for more innovative value chains



Disruptive innovations & new business models, increased competitiveness, sidestepping price competition

Collaborative innovation can help pave the way to this end



Systematic collaboration among complementary partners to generate novel ideas, innovate and grow as an ecosystem

The opportunities offered by digital technologies in collaborative innovation

Digital innovation platforms & collaboration tools have the potential to greatly facilitate collaborative innovation ...



Gain easy access to a considerable number of potential innovation partners across borders



Identify and seize innovation opportunities to jointly address needs, solve problems & expand to new markets



Save time, cost and effort while collaborating with partners, especially across long distances

... Yet many agri-food SMEs, the vast majority of the agri-food industry, are still not tapping into this potential

INNO-4-AGRIFOOD

Coordination and Support Action funded by the EU H2020 Programme to ...

Stimulate online collaboration for innovation among EU agri-food SMEs

Consortium



7 Partners across 6 European countries

Start date: 1st of March 2016

End date: 31st of August 2018



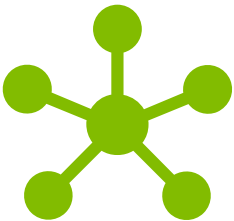
Online collaboration for innovation

What is online collaboration for innovation?

Online collaboration for innovation is ...

... the use of **digital tools** to fuel and facilitate **collaborative innovation**

Including:



- ✓ **Online networking** activities to find innovation partners across the value chain at regional, national or international level
- ✓ **Use of digital innovation platforms** to engage with partners, exchange knowledge and generate novel ideas for innovation
- ✓ **Utilisation of digital collaboration tools** to save money and effort while collaborating during innovation projects

For example

I try to make the most out of **online collaboration for innovation** by:

- ➔ Participating in discussions within  to **share knowledge** as well as **meet** and **connect** with new potential **partners**
- ➔ Scanning the  partnering database to **find innovative solutions** that can help me improve and expand my business
- ➔ Using the platform of  to find out about interesting **ideas for innovation projects**
- ➔ **Scheduling a meeting** with the help of  to **jointly build an idea** for an innovation project through  or 
- ➔ Utilising  to better manage my joint activities in a project as well as **sharing and working on files** via  **Dropbox** or  **OneDrive**

Stimulating digital collaboration for innovation

Provide EU consultancies and SME support networks with:



Innovation support services and tools that focus on helping SMEs to better utilise digital tools to collaborate, innovate and grow



E-learning courses to help consultants develop the skills required to successfully support online collaboration for innovation in agri-food

The INNO-4-AGRIFOOD services

Service No 1: “Agribusiness Scan”

1  **Find out what collaboration to seek to improve your business**

Service No 2: “Online Innovation Platforms”

2  **Identify innovation opportunities online**

Service No 3: “Online Collaboration Apps”

3  **Use web and mobile apps to enhance collaborations**

The **INNO-4-AGRIFOOD** Search Tool & Services Toolkit

The **Search Tool**, available in web and mobiles apps, is powered by a search engine that provides relevant info on the agri-food industry, such as:

- ✓ Current trends
- ✓ State of the art technologies
- ✓ Innovative and practical solutions
- ✓ Funding opportunities
- ✓ And more!



The **Services Toolkit** contains all the readily available material required for delivering the services to agri-food SMEs:

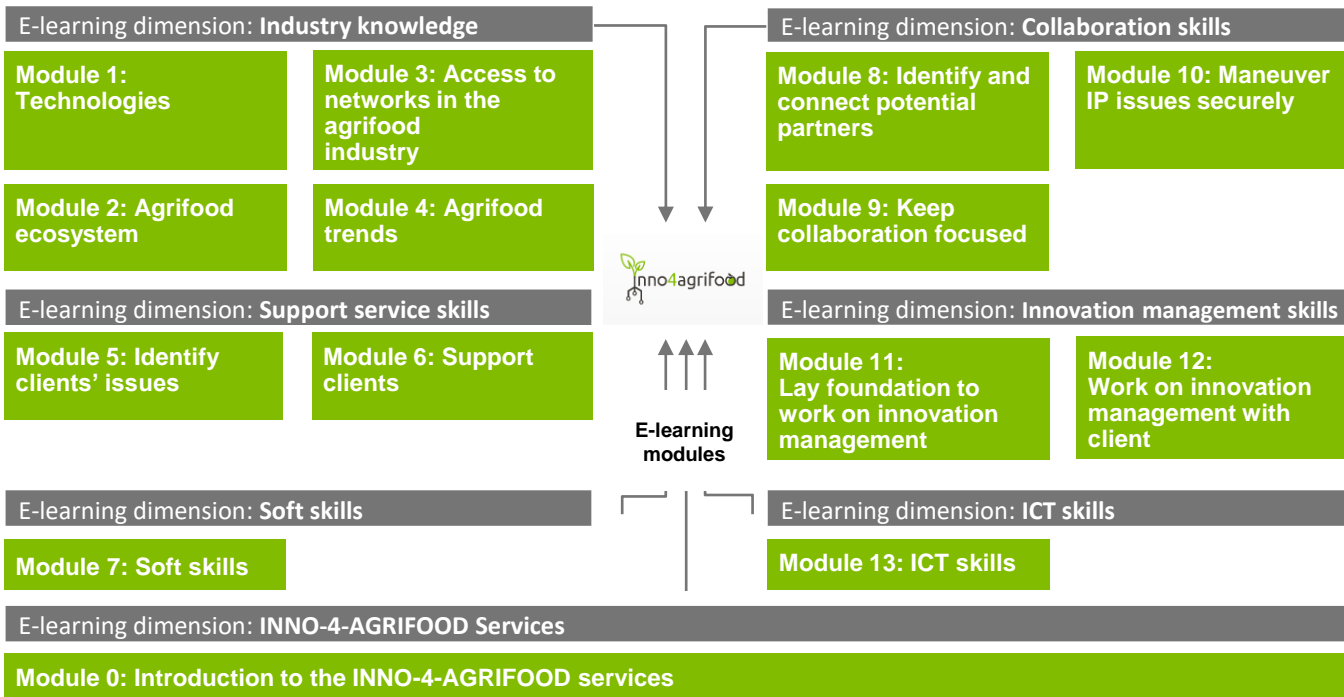
- ✓ Practical guidelines and helpful tips
- ✓ Indicative questionnaires
- ✓ Fancy ready-made presentations
- ✓ Concise templates for delivering results
- ✓ Standardised forms for collecting feedback



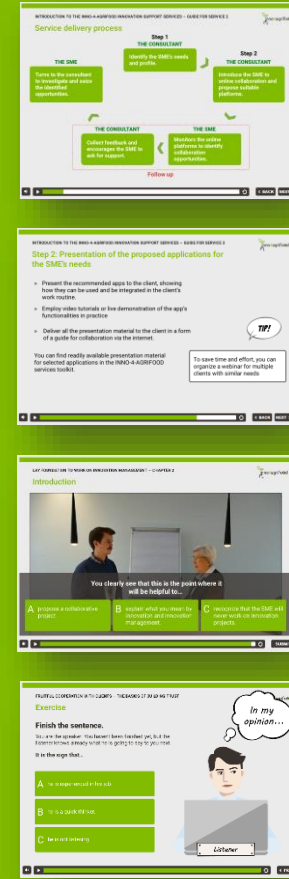
INNO-4-AGRIFOOD e-learning courses



14 modules with interactive e-learning courses in 7 e-learning dimensions ...



... as well as 8 case studies on SMEs supported by INNO-4-AGRIFOOD

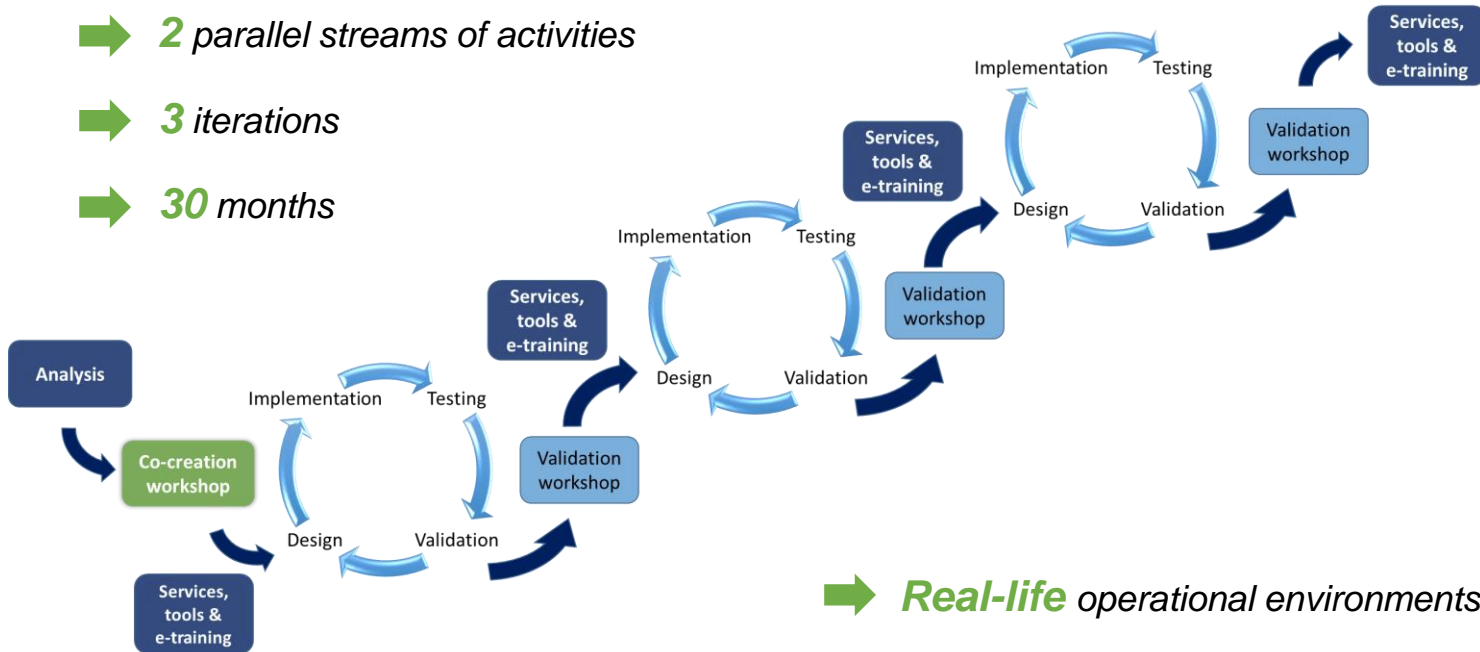


Co-creative & iterative approach to maximise impact (1/2)

➔ 2 parallel streams of activities

➔ 3 iterations

➔ 30 months



➔ *Real-life* operational environments

➔ > 125 agri-food SMEs supported

➔ > 150 consultants trained

Co-creative & iterative approach to maximise impact (2/2)

Demand-driven results shaped to the needs of (end) users

 ***Greater chances of driving their adoption and uptake***

Enhancing the service portfolio and skills of agri-food consultants

 ***Many more agri-food SMEs to be supported in the long run***

Results and lessons learnt packed in a guide to drive replication

 ***Other European sectors benefiting from similar results***

... Achieving a **long term impact** beyond the end of the project

Lessons learnt so far and take away

- ✓ In our case, the **H2020** served as the **key policy tool** that provided us with the funds required for taking **INNO-4-AGRIFOOD** off the ground
- ✓ There is great array of policy tools that can help innovators **not only with funding** but also with meaningful **innovation support services** such as the **Enterprise Europe Network** and its dedicated **Agrofood Sector Group**
- ✓ Innovators should make the most of the available tools to **co-create innovation ecosystems** with complementary partners within and across agri-food value chains
- ✓ **Digital innovation platforms** such as **EIP-AGRI** and **digital collaboration tools** can help to this end by facilitating the timely identification of opportunities and successful animation and implementation of innovation projects
- ✓ **Stakeholder engagement** and **demand-driven orientation** is essential to gain early buy-in of (end) users, scale-up impact and achieve long term sustainability of results beyond the duration of a project

... Contributing towards digitizing and innovating agri-food value chains

Find out more at
inno4agrifood.eu





Thank you for your attention!

Contact Point

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