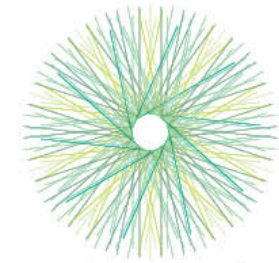


# EIP-AGRI Seminar Multi-level strategies for digitising agriculture and rural areas

12-13 December 2018 – Antwerp, Belgium



eip-agri  
AGRICULTURE & INNOVATION



funded by



European  
Commission

# EIP-AGRI seminar 'Multi-level strategies for digitising agriculture and rural areas'

12-13 December 2018  
Antwerp, Belgium

All information of the seminar  
available on [www.eip-agri.eu](http://www.eip-agri.eu)  
at the event webpage

<https://ec.europa.eu/eip/agriculture/event/eip-agri-seminar-multi-level-strategies-digitising>

# EIP-AGRI Seminar 'Multi-level strategies for digitising agriculture and rural areas'

Wednesday 12 December 2018 – Antwerp, Belgium

## 9:30 – 10:00 **Welcome & introduction**

- Welcome by **Patricia De Clercq**, Secretary General of the Department for Agriculture and Fisheries of the Flemish Government
- Opening by **Maria Angeles Benitez Salas**, European Commission, Deputy Director General at DG Agriculture and Rural Development
- Introduction to the programme, and practicalities by **Ursula Caser**, EIP-AGRI Service Point

## Session 1: Strategic planning to guide digitisation

### 10:00 – 10:45 **EU in motion for digitisation: setting the scene**

- Strategy for the Digital Transformation of the Agrifood Value Chain in Andalusia – **Ricardo Domínguez García-Baquero**, Vice-Minister of Agriculture, Fisheries and Rural Development of Andalusia
- The European framework fostering digitisation of agriculture and rural areas – **Kerstin Rosenow**, European Commission, Head of Unit "Research and Innovation" of DG AGRI

### 10:45 – 11:15 **Coffee break**

### 11:15 – 12:30 **Gallery walk: This is happening in Europe**

Poster session presenting a diversity of initiatives of strategic planning for digitisation of agriculture and rural areas at national, regional and local levels

### 12:30 – 13:30 **Networking lunch**

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## Session 2: The building blocks of digital strategies for agriculture and rural areas

Main issues, challenges and opportunities for setting up digital strategies for agriculture and rural areas

13:30 – 15:00 **Breakout session: parallel group discussion (1st round)**

15:00 – 15:30 **Coffee break**

15:30 – 17:00 **Breakout session: parallel group discussion (2nd round)**

17:00 – 17:30 **Plenary session with reporting back from breakout sessions**

17:30 – 18:00 **Closing the day:** Main messages from Day 1 and preparation for Day 2

18:20 – 22:00 **Networking dinner**



# EIP-AGRI Seminar 'Multi-level strategies for digitising agriculture and rural areas'

Thursday 13 December 2018 – Antwerp, Belgium

## 9:30 – 10:00 **Introduction to the day**

- Identification of key topics (5 to 10) for developing digital strategies based on the proposals of the participants from Day 1

## **Session 3: Developing digital strategies for agriculture and rural areas at national, regional and local levels – next steps**

10:00 – 12:00 Key topics and actions to move strategies forward: Interactive open space session

12:00 – 12:20 Why we need digital strategies to unlock the potential of European farming and rural areas in the digital age

Closing speech by Phil Hogan, EU Commissioner for Agriculture and Rural Development

12:20 – 12:30 Seminar goodbye

12:30 End of the seminar and lunch



# Strategy for the Digital Transformation of the Agrifood Value Chain in Andalusia

Ricardo Domínguez García-Baquero  
Vice-minister of Agriculture, Fisheries and Rural Development  
Regional Government of Andalusia

 [@DataAgriS3](https://twitter.com/DataAgriS3)

 [@DIHAndAgrotech](https://twitter.com/DIHAndAgrotech)

23% of  
agrifood  
employment  
in Spain

20% of the  
Spanish  
exports

300,000 farms  
and more  
5,400 agrifood  
industries

2<sup>nd</sup> European  
Region in  
agricultural  
production

Irrigation: 5%  
of total  
cultivated  
area / 70% of  
agricultural  
production

4<sup>th</sup> paying  
agency in  
Europe



An aerial photograph of a farmer wearing a wide-brimmed hat and a striped shirt, standing in a field. A large, white, dotted arrow points from the bottom right towards the center of the image, where the text is located. The background is a lush green field with rows of crops.

What is the Andalusia  
agrifood sector of the  
future?



# Digitisation is the key

Modernisation of the agrifood sector should be more ambitious.



Our challenge: a  
connected and  
intelligent agrifood  
sector





Advanced-aged farmers

Small exploitations

Lack of digital culture

Low importance of data for decision-making

Unadapted technological solutions

Insufficient data infrastructures and data Interoperability

High cost of technologies

Lack of comprehensive solutions for the agrifood sector



Strategy for the digital  
transformation of the  
agrifood value chain in  
Andalusia





## **Best Value**

**Innovation is not possible without cooperation.**

# What are our action lines and building blocks?

**1**

Participation in **networks** on the agrifood sector digitisation

**2**

Participation in **innovation and cooperation international projects**

**3**

Boosting **digitisation of the agrifood sector (farmers and agro-industry)**

**4**

Boosting **digital public administration**



1

Participation in **networks** on the agrifood sector digitisation

S3P Agrifood Thematic Partnership on Traceability and Big Data

DG REGIO

European DIH Strategy

DG CONNECT  
+ DG AGRI

DIH Andaluçia Agrotech

DG JRC

Focal Group on digitisation and Big Data in the agrifood and forestry sectors and rural areas

National  
Government

# 1

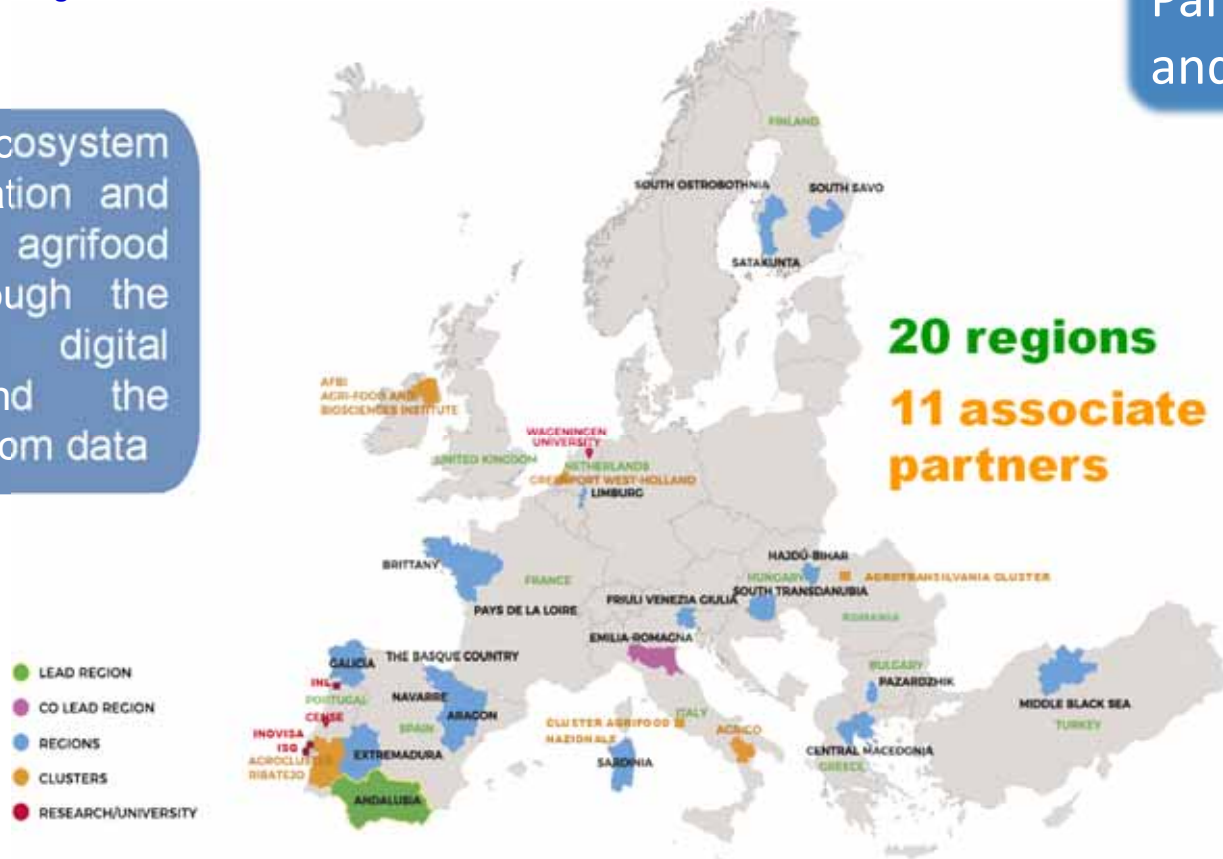
## Participation in **networks** on the agrifood sector digitisation

**Lead Region:** Regional Ministry of Agriculture, Fisheries and Rural Development of Andalusia

**Co-lead Region:** Emilia Romagna Region

Creation of an ecosystem to support innovation and digitisation of the agrifood value chain through the adoption of digital technologies and the creation of value from data

S3P Agrifood Thematic Partnership on Traceability and Big Data



More than  
720  
stakeholders  
connected

2

## Participation in innovation and cooperation international projects

Regions4Food

Interreg  
Europe

SmartAgriHubs

H2020

Other Projects

H2020 +  
SUDOE +  
COSME



3

## Boosting digitisation of the agrifood sector (farmers and agro-industry)

Specific supporting measures for digitisation included in the Rural Development Programme of Andalusia (EAFRD).

EAFRD

Operational Groups - EAFRD

EAFRD

Predictive models

Own resources

SmartAgroLabs in the FIWAREZone

ERDF

Start-up Accelerator Programmes using 2 different platforms (El cubo – the cube- and Minerva).

ERDF

Demofarm 4.0 Andalusia

EAFRD

Agri-Hebe. A specific programme for youth in the agrifood sector

EAFRD

3

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Specific supporting measures for digitisation included in the Rural Development Programme of Andalusia (EAFRD).

Operational Groups - EAFRD

Predictive models

SmartAgroLabs in the FIWAREZone

Start-up Accelerator Programmes using 2 different platforms (El cubo – the cube- and Minerva).

Demofarm

Agri-Hebe. A specific programme for youth in the agrifood sector

more than  
30M€

Preparing a  
new call  
focused on  
digitisation



3

## Boosting digitisation of the agrifood sector (farmers and agro-industry)

Specific supporting measures for digitisation included in the Rural Development Programme of Andalusia (EAFRD).

Operational Groups - EAFRD

Predictive models for pests and diseases

Data from  
more than  
53.000  
exploitations

130  
pests

More  
than 56M  
of records

More than  
700.000  
farmers  
using it

The screenshot displays the RAIF website, titled 'RAIF | RED DE ALERTA E INFORMACIÓN FITOSANITARIA DE ANDALUCÍA'. The header includes the logo of the 'CONSEJERÍA DE AGRICULTURA, PESCA Y DESARROLLO RURAL' and the European Union flag. The main navigation menu is organized into several columns: 'Inicio', 'Publicaciones', 'Fitosanitarios', and 'Eventos'. Under 'Inicio', there are links for 'Financiación RAIF', '¿Qué es la RAIF?', 'Boletín Autonómico', and 'Boletín Provincial'. 'Publicaciones' includes 'Gráficas', 'Plagas Destacadas', 'Sust. Autorizadas en P. Integrada', and 'Uso Sostenible Productos'. 'Fitosanitarios' lists 'Manuales de Campo', 'Normativa', 'Webs de Interés', and 'Delimitación por Zonas Biológicas'. 'Eventos' features 'RAIF App', 'Visor RAIF', 'Mis Alertas', and 'Fichas Fitosanológicas'. A search bar is located on the right with the text '¿Te podemos ayudar?' and social media icons. The 'Actualidad fitosanitaria' section shows a news item about 'Virus del mosaico y moteado verde del pepino (CGMMV)'. Other visible sections include 'INFORMACIÓN Agroclimática', 'Avisos y consultas', 'Producción Integrada Andalucía', and 'Revista Digital RAIF'.



3

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Operational Groups - EAFRD

Predictive models

SmartAgroLabs in the FIWAREZone

Start-up Accelerator Programmes using 2 different platforms (El cubo – the cube- and Minerva).

Demofarm 4.0 Andalusia

Agri-Hebe. A specific programme for youth in the agrifood sector

Starting  
in 2019

Training  
flagship farms  
network

3

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Demofarm 4.0 Andalusia

Agri-Hebe. A specific programme for youth in the agrifood sector



Digital  
native

More  
than  
120M€



4

## Boosting digital public administration

Geoportal

Predictive statistics

Monitoring CAP

InfoPAC

Business Intelligence

Blockchain challenge

Own  
resources

ERDF



4

## Boosting digital public administration

<http://www.geoportalagriculturaypesca.es/portal/>

Geoportal

Predictive statistics for harvesting capacity

Monitoring CAP

InfoPAC

Business Intelligence

Blockchain challenge

1<sup>st</sup> spatial data  
infrastructure  
for the  
agrifood  
sector

INSPIRE  
Regulation

4

## Boosting digital public administration

Geoportal

Predictive statistics for harvesting capacity

Monitoring CAP

InfoPAC

Business Intelligence

Blockchain challenge

Starting  
in 2019

Monitorisation  
of 2 areas

Participating  
in the national  
focal group



H2020

European  
Territorial  
Cooperation

ERDF

EAFRD

## Connecting funds and strategies

S3P Agrifood

European DIH  
Strategy

Own resources





**ANDALUCÍA AGROTECH**  
DIGITAL INNOVATION HUB

 [@DIHAndAgrotech](https://twitter.com/DIHAndAgrotech)



Multi-actor approach



# ANDALUCÍA AGROTECH

DIGITAL INNOVATION HUB

## JRC catalogue

One of the 10 Spanish  
DIH in the JRC  
catalogue

Fully operational

## Members

+100 members  
involved in the digital  
development of the  
agri-food sector from  
innovation quadruple  
helix

## ICT

IoT, data mining,  
sensors, drones,  
robotics, artificial  
intelligence, machine  
learning, Open Data,  
Cloud, Blockchain,  
interoperability,  
measuring and  
predicting behaviour



Cooperation  
amongst  
stakeholders

Coordination in  
all levels





We will be only prepared  
if we have the suitable  
mechanisms within a  
strong EU Policy



# Strategy for the Digital Transformation of the Agrifood Value Chain in Andalusia

## Thanks for your attention!

Ricardo Domínguez García-Baquero  
Vice-minister of Agriculture, Fisheries and Rural Development  
Regional Government of Andalusia

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