

Strategy for the digitization of the agri-food and forestry sector and for rural territories

General Directorate for Rural Development, Innovation and Forest Policy.
General Deputy Directorate for Innovation and Digitalization.

1. Focus Group ad hoc as seed... + Public Consultation + Approval in Ministers Council.

► https://www.mapa.gob.es/images/es/estrategia_digitalizacion_sector_agroalimentario_forestal_medio_rural_ve_tcm30-509645.pdf

3rd April presented by the Minister of Agriculture, Fisheries and Food.

Leader: General Directorate for Rural Development, Innovation and Forest Policy.

2018 1st time... there is a unit dealing with Digitization in the Ministry.

2a. Preparatory Works

- ▶ Focus Group on Digitalization and Big Data for the agri-food and forest sector



- Needs
- Barriers
- Instruments
- Good practices

- ▶ Añora Declaration: *Digitalization and Smart Rural Territories: For a Smart, dynamic and connected Rural World.*



- ▶ European Innovation Partnership-Agri Spanish National Program of Rural Development or PNDR, operational groups, and innovation projects



- ▶ Participation of the Agr. Ministry (Innovation Subgroup of the *Standing Committee on Agricultural Research SCAR-AKIS*)

2b. Preparatory Works time line



LA AGENDA DEL CAMBIO
HACIA UNA ECONOMÍA INCLUSIVA Y SOSTENIBLE

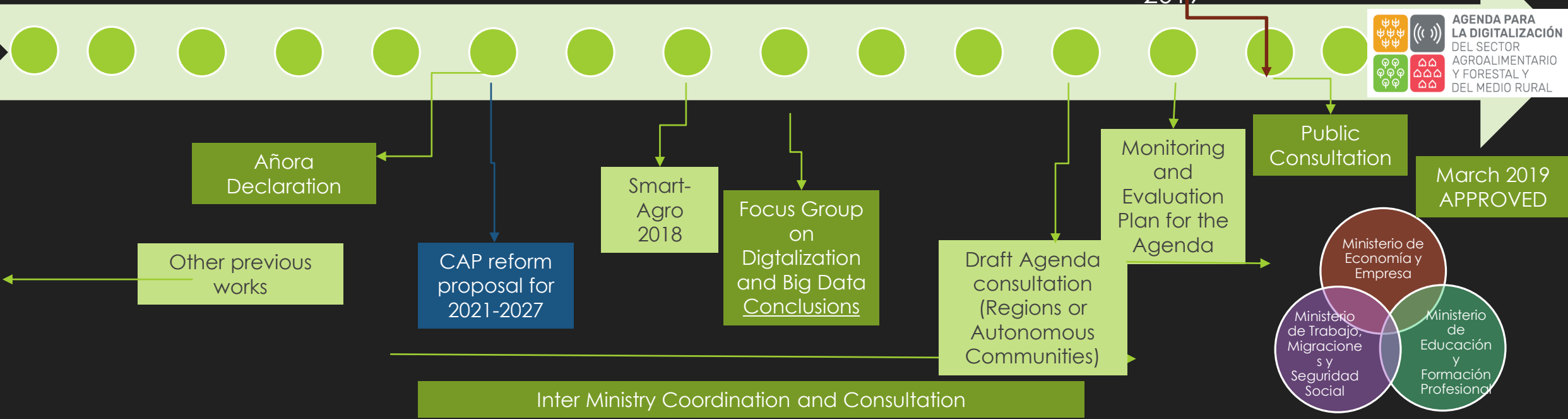
Febrero 2019



Feb 2019
Agenda del Cambio

2018

2019



AGENDA PARA LA DIGITALIZACIÓN DEL SECTOR AGROALIMENTARIO Y FORESTAL Y DEL MEDIO RURAL

3. Structure

1. BACKGROUND AND RATIONALE

2. OBJECTIVES

- ▶ 01. Reduce digital divide
- ▶ 02. Support Data Use
- ▶ 03. Boost enterprise development and new business models

3. IMPLEMENTATION AND GOVERNANCE

- ▶ GOVERNANCE
- ▶ MONITORING AND EVALUATION
- ▶ Dinamization

4. CONTRIBUTION TO THE NEW CAP AND ADDRESSING THE CONCLUSIONS OF THE FOCUS GROUP

- ▶ Contribution to the objectives of the CAP post 2020
- ▶ Contribution to the challenges identified by the Focus Group on Digitalization and Big Data in the agri-food and forestry sector and in rural areas.
- ▶ Time horizon

01. L1. Connectivity
01. L2. Training

02. L1. Interoperability
02. L2. Open Data
02. L3. Data of the agri-food chain

03. L1. Strengthening the digital innovation ecosystem.
03. L2. Advisory systems for digital adoption in AKIS in the sector and rural territories.
03. L3. Boosting new business models

4.01: Reduce digital divide

01.L1. Connectivity: population *AND* territories

- ▶ M1. Coordination
- ▶ M2. Dissemination to the sector of existing formulas.

01.L2. Training: digital competences of end users

- ▶ M1. Digital competences in formal training.
Demands... higher education. MCIU.
- ▶ M2. Non formal training and continuous training .
- ▶ M3. Special focus on youngsters and women.

meaningful trainings for professionals, managers and cooperative presidents (gender dimension)



5a.O3: Boost enterprise development and new business models

O3. L1. Strengthening the digital innovation ECOSYSTEM: Involving all players (food, agriculture and forestry)

► **M1 Digital Innovations Hubs coordination and share of data**

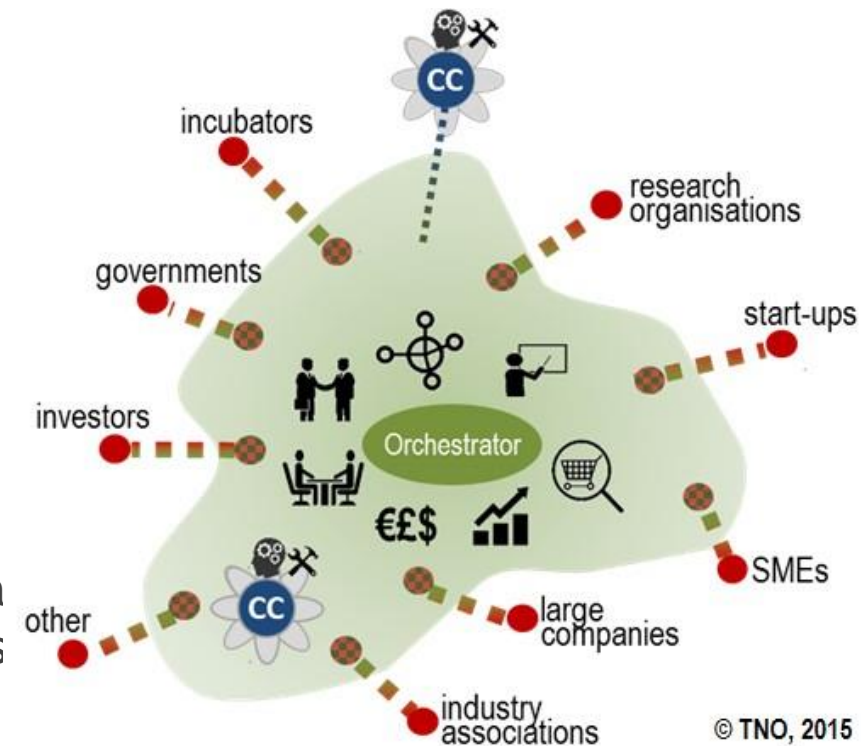
► **M2 Innovative Public Purchase**

► **M3 R+D+i centers (public and private) collaboration**

Scaling up for bigger partnerships

► **M4 Living Labs methodology implementation support in Spain**

Horizon 2020 (Rural renaissance) FAIRSHARE Project, has designed a tested a methodology regarding LivingLabs, and includes 30 experiences in the EU to learn from. The Ministry is a member of the consortium



5b.O3:Boost enterprise development and new business models

O3. L2. Advisory systems for digital adoption in AKIS in the sector and rural territories:

Promote agricultural holdings modernization, competitiveness, sectorial integration, innovation, links to market and entrepreneurship applying digital solutions.

▶ M1 Promote knowledge and data sharing through digital innovation advisors/ brokers:

National platform (public+private actors sharing space)

▶ M2 SME advisory for digital solutions implementation,

Digital Transformation Offices (within national competences),

▶ M3 Boosting the advisory experiences (demonstration activities, dissemination of successful cases)

Flagship holdings...

Horizon 2020 i2connect (advisors competences)

5c.O3: Boost enterprise development and new business models

O3. L3. Boosting NEW BUSINESS MODELS :
new opportunities, productiveness improvement applying digital and innovative solutions

- ▶ **M1 Entrepreneurship platform for rural territories**
- ▶ **M2 Promote teleworking**
- ▶ **M3 Public administrations coordination to provide funding to entrepreneurship initiatives within rural territories.**

Share of the existing public funding/support opportunities
Learn from Startup Cities initiative

- ▶ **M4 Share of initiatives within *Smart Villages* (EU sub-theme of the broader ENRD thematic work on Smart and Competitive Rural Areas)**



6. Observatory for de digitization of the agri-food sector and of rural areas.

- ▶ Hard data, monitoring of baseline indicators.
- ▶ Analysis. Trends in the sector? Demands? Policies implemented?
- ▶ Annual Report
- ▶ Again **Red.es** (P.E.-C.A.) ally, learn from and avoid duplications with **ONTSI - National Observatory of Telecommunications and Information Society.**

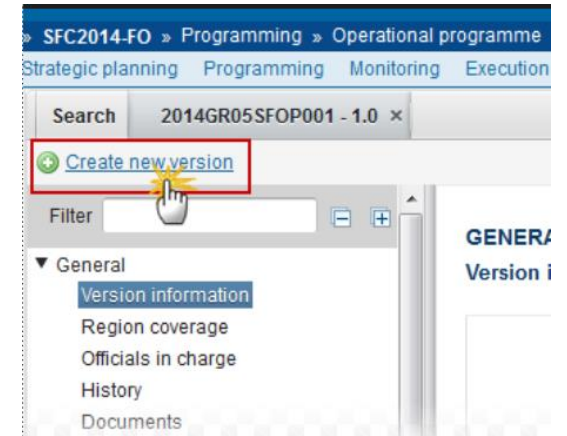
How?

Collaborating with all relevant stake holders; private sector (but not only farmers associations and agri-cooperatives, but internet providers, technology and consulting companies, startps); civil society, and administrations at all levels.

7.a. Current situation: how?

National RD Prog. modification

- ▶ To add measures: Information and demonstration activities. 1.1 , 1.2
- ▶ Great importance to add measures advisory systems 2.1, 2.2, 2.3 (now in for future role or AKIS in Strategic Plans CAP)
- ▶ COM gives green light to the possibility to have an Intermediate Body (ESIF Reg1303/2013), expert in digital transformation. It is **Red.es** (P.E.-C.A.)



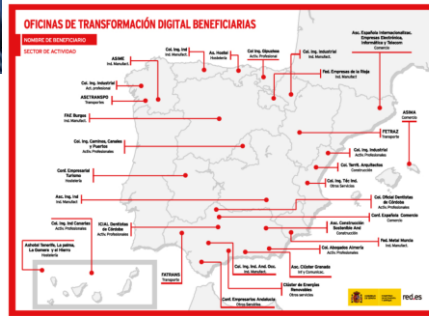
What about initiatives out of the products of Anex I of TFEU?

What is the State aid FRAMEWORK (Guidelines or *de minimis* ¿?) for social innovation and/or digital transition ?

7.b. PDR and more... Drafting of the 1st Biennial Plan



Fondo Europeo de Desarrollo Regional (FEDER) cofinanciado por el Programa Operativo de Crecimiento Inteligente (POCIG)



Learning from and invigorating the existing Ecosystem.

- ▶ Málaga 19-21 junio. Smart Agrifood Summit. Round Table on “Entrepreneurial Ecosystems in Rural Areas” Ministry + investors+ consultants

Designing a way to implement measures 1 and 2 within our competences (supra-regional) in the Spanish National RDP

Learning from ERDF (Digital Transformation Offices) → EAFRD

Exploring ESF for training in digital competences in our sectors.

Financing innovative projects by supra-regional operational groups (ring fencing for digitization). 16.2 Spanish National RDP.

Capitalizing Horizon 2020 Projects (mainly in AKIS) for the digital transition.

Thank you !!

We will love to hear from you, any comments please to:

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