

How to describe the innovation developed by your research group

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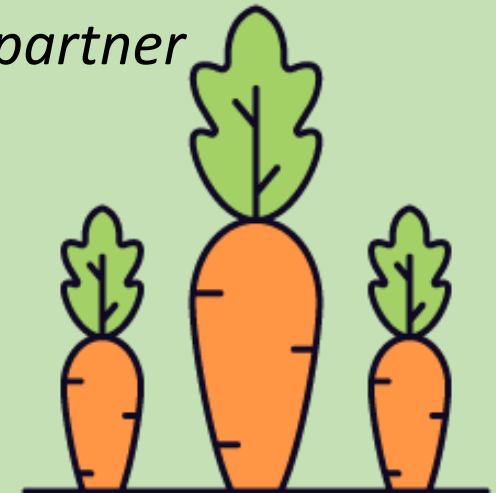


How to describe the innovation developed by your research group



Your data

- **Institution** that develop the innovation
- **Funding institutions(s)**
- **ICT-AGRI/ ICT-AGRI-FOOD call year and name**
- **Project name and acronym**
- **Project duration**
- **Your role** in the project
E.g. project coordinator, WP leader, project partner
- **Members of the research group**
- **Contact e-mails**



Make it original

- **Title of your innovation**
- **Teaser**

An advertisement that aims to make people interested in a new product by giving only a little information about it, with more to be provided later

**GIVE SOME CUES
WITHOUT
REVEALING
EVERYTHING !**



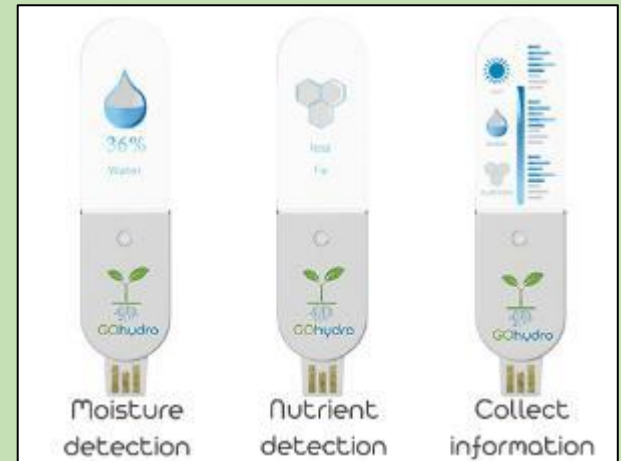
**TO AROUSE
CURIOSITY AND
ATTRACT THE
READER !**

Make it original

- Nice picture



Project ADCATER,
Courtesy of Itzik Levy



Project GOHYDRO



Project SOCORISK

How to identify your innovation?

- Innovation type

4 types of innovation ([OECD, Oslo Manual](#)):

1) PRODUCT INNOVATION

A good or service that is new or significantly improved.

E.g.: significant improvements in technical specifications, components and materials, software in the product, user friendliness or other functional characteristics.



How to identify your innovation?

- Innovation type

4 types of innovation ([OECD, Oslo Manual](#)):

1) PRODUCT INNOVATION

2) **PROCESS INNOVATION**

A new or significantly improved production or delivery method.

E.g.: significant changes in techniques, equipment and/or software.



How to identify your innovation?

- Innovation type

4 types of innovation ([OECD, Oslo Manual](#)):

- 1) PRODUCT INNOVATION
- 2) PROCESS INNOVATION
- 3) **MARKETING INNOVATION**

A new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing.



How to identify your innovation?

- **Innovation type**

4 types of innovation ([OECD, Oslo Manual](#)):

- 1) PRODUCT INNOVATION
- 2) PROCESS INNOVATION
- 3) MARKETING INNOVATION
- 4) **ORGANISATIONAL INNOVATION**



A new organisational method in business practices, workplace organisation or external relations.

Categories

ICT DOMAIN



1. Remote sensing
2. Robotics/Automated farming
3. Proximal sensors
4. Big data technologies/AI/Machine Learning
5. Management information systems/DSS
6. Web applications/Platforms
7. Data governance
8. E-commerce and targeted advertisement

Categories

AGRI DOMAIN

1. Increase system productivity/competitiveness
2. Pest, disease and weed management
3. Water management
4. Soil management
5. Sustainable use and protection of biodiversity
6. Energy and nutrient use management
7. Improve animal welfare and health
8. Health and safety at work
9. Monitoring and controlling the production environment/system
10. Prediction models
11. Agroecology
12. Climate change mitigation and adaptation
13. Valorisation of ecosystem services
14. Agricultural Knowledge Innovation Systems (AKIS)
15. Bioeconomy and circularity
16. EU Policies, rural development and governance
17. Production quality at the farm level



Categories

FOOD DOMAIN

1. Food chain management
2. Reduction of food waste and losses
3. Transparency
4. Post-harvest crop management
5. Food quality and safety
6. Food fraud
7. Consumers' behavior
8. Labelling and certification
9. Communication between consumers, food retailers and food producers
10. Food processing technologies
11. Food packaging
12. Health and diet



Your innovation

- **Abstract**

Not an abstract for a scientific journal, make it action-oriented!

- **Problem addressed**

What problems/opportunities does the project address?

Why are they relevant for end-users and other stakeholders?

- **Solution offered**

How these problems will be solved?

What opportunities does the project bring?



Your innovation

- **Innovation description**

Use the most effective way to describe your innovation to potential end-users and researchers that want to collaborate with you!

- **Innovation stage**

What is needed to improve your innovation?

E.g.: research needs, SMEs to further develop it, marketing analysis, interaction with end-users, ...



- **Technology Readiness Level (TRL)**

Contribution to UN SDGs

Which UN Sustainable Development Goals is your innovation contributing to?

(Use [this guide](#) to identify the goals, subgoals, targets and actions)



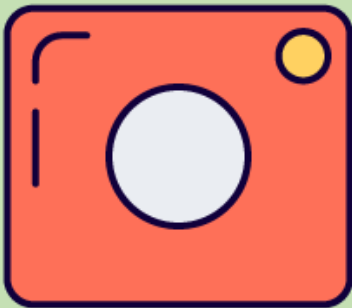
References & Multimedia

- **References**

E.g.: journal articles, weblinks, patents

- **Multimedia files**

Images



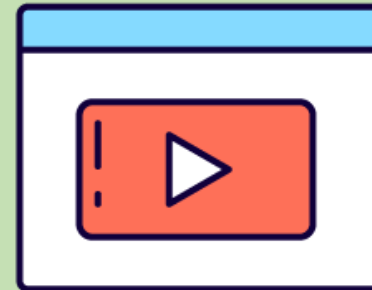
PICTURES,
TECHNICAL DRAWINGS

Audio files



INTERVIEWS,
POADCAST

Videos



SHORT
DOCUMENTARIES



Your contact points

For the innovation content  MIPAAF team

- **Livia Ortolani** livia.ortolani.ext@politicheagricole.it
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For the IT issues  ILVO team

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Start thinking about...

**Any questions about how to share you innovations
in the database?**



Start thinking about...

Are you familiar with other knowledge hubs/incubators/platforms?

Are you aware of any local/regional/national database of innovations in your country?

The image shows a screenshot of the EIP-AGRI website. At the top left is the EIP-AGRI logo with the text 'eip-agri AGRICULTURE & INNOVATION'. The top navigation bar includes 'Legal notice | Cookies | Contact on Europa', a search bar for 'EIP-AGRI website', and 'My Account'. Below this is a banner with the text 'SHARING KNOWLEDGE - TACKLING CHALLENGES - CONNECTING PEOPLE' over a photo of people in a field. The main content area features the 'INNOVARURALE' logo and a navigation menu with items: Home, PAC post-2020, Europa, Italia, PEI-AGRI, InnovAlAzione, and Formazione. The main heading is 'Conoscenza e Innovazione nel sistema agroalimentare'. Below this are four menu items: 'I Gruppi Operativi in Italia', 'DB Gruppi Operativi', 'DB Innovazioni in campo', and 'Laboratorio Didattico'. Hand-drawn red text 'EUROPEAN LEVEL' with an arrow points to the top navigation bar, and 'NATIONAL LEVEL' with an arrow points to the bottom menu items.

