



WORKSHOP REPORT

An ICT-AGRI-FOOD's Knowledge Incubator Programme Workshop: "Fast track to innovation"

31 January 2021

This report describes our event series with the title "Fast track to innovation", which intended to foster exchange on best practices in scaling and monetizing research results as well as introducing our funded projects and creating partnerships.



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LIST OF ABBREVIATIONS

WP – Work Package

IoF2020 – Internet of Food

SAH – SmartAgriHubs

JRC's – Joint Research Centre

DIHs – Digital Innovation Hubs

EIP-AGRI – The agricultural European Innovation Partnership

EIT Food – European Institute of Innovation & Technology

AEF – Agricultural Industry Electronics Foundation

ATLAS – Agricultural interoperability and analysis system

TSSP-AF – Thematic Smart Specialisation Platform on Agri-food

RIS3 – Regional Strategy for Research and Innovation for Smart Specialisation

SDGs – Sustainable Development Goals

EXECUTIVE SUMMARY

One of the ERA-NET ICT-AGRI-FOOD's major aims is to be the pivotal point connecting research, institutions, private and public sector and all stakeholders along the value chain of the agri-food sector.

Our network development uses a multi-actor approach to emphasize the potential connection between the ICT-AGRI-FOOD Cofund and relevant stakeholders. These include the private sector and thematically related initiatives such as EIP-AGRI; the Thematic Smart Specialisation Platform on Agri-food (TSSP-AF, <https://s3platform.jrc.ec.europa.eu/agri-food>) and related interregional partnerships under the Research and Innovation Strategies for Smart Specialisation (RIS3). The connection should allow and facilitate a transfer of innovation to various stakeholders. This workshop has the goal to accelerate the movement of solutions from our funded projects to the market.

To reach this objective, ICT-AGRI-FOOD developed, together with the innovation agency Berlin Thinking, a concept for a series of three consecutive events:

Knowledge Forum on 19 November 2020

The core objective of this forum was to exchange best practices from successful large-scale innovation projects and to work on a joint vision among the most relevant European research and innovation actors. We used this event to bring all relevant actors in the field together and get them in touch with representatives of 19 selected research projects of ICT-AGRI-FOOD in the area of agri-food tech. We aimed to increase resource efficiency, pace and impact of research projects in agri-food tech by making use of existing best practices, tools and platforms as well as fostering synergistic collaboration with key actors like the Joint Research Council's (JRC's) S3 Platform, Digital Innovation Hubs (DIH), EIP-AGRI, EIT Food and the ERA-NET ICT-AGRI-FOOD.

Individual Workshops on 26 November 2020

In this interactive workshop, members of 14 of 19 ICT-AGRI-FOOD research projects worked in small groups to determine their support needs in terms of product development, monetization, sustainability and communication. Each of the three sessions took about two hours where representatives from each research project filled in an interactive mural to identify relevant partners.

Partnership Event on 10 December 2020

ICT-AGRI-FOOD invited the research project partners to meet many different stakeholders and to introduce the research projects in three minutes pitches not only to the agri-food innovation ecosystem but also to each other. In three different thematic rooms focussing on Product Development, Communication and Sustainability, the research project representatives and the audience had the chance to exchange and to break-out into individual meetings with interested partners.

These events successfully presented the ICT-AGRI-FOOD research projects to agri-food innovation actors and projects like JRC's Smart Specialization Platform with its DIHs and the Thematic Areas of Agrifood, EIP-AGRI Service point, EIT Food, F, and partners from the Horizon 2020 funded projects IoF2020, SmartAgriHubs, DEMETER and ATLAS.

Researchers from the ICT-AGRI-FOOD funded research projects have been introduced to the following tools and platforms:

- IoT Catalogue | www.iot-catalogue.com
- SmartAgriHubs Innovation Portal | www.smartagrihubs.eu/login
- IoF2020 Ecosystem Mapping | iof2020.datascouts.eu
- Harvest 2030 – Farm-to-fork Fitness Programme | www.ec.europa.eu/food/farm2fork_en
- European Digital Test Farm Network | www.edtfn.eu

Furthermore, the event series created ideas among all actors for better contextual algorithm discovery by optimising websites and social media communication in the future to enable an improved ecosystem search for relevant research results, partners, relations and regional communication nodes.

1 INTRODUCTION

1.1 Background

ICT-AGRI-FOOD (www.ictagrifood.eu) aims to support research projects that will deliver digital technology solutions for a transition towards more sustainable and resilient agri-food systems. Pooling European research capabilities are key to ICT-AGRI-FOOD's aims in addressing these challenges. Therefore, ICT-AGRI-FOOD stipulates and supports the open sharing and reuse of research data generated through the research it has funded, to stimulate subsequent development of new investigations and analyses; to deliver meaningful gains from funded research projects and to ensure that maximum impact is realised.

1.2 Objective

This deliverable is part of ICT-AGRI-FOOD Work package 7, Additional activities. The general objective of this WP7 is to increase the impact of all ICT-AGRI-FOOD activities by building the ecosystem and network to enable joint activities.

Specific objectives of WP7 are:

- Use and expand synergies with other related initiatives including thematically related initiatives, the private sector, relevant platforms such as TSSP-AF, the RIS3, and also with initiatives International and European level, such as EIP-AGRI and non-European countries that could benefit from a connection to ICT-AGRI-FOOD.
- Developing a sustainability concept for the continuation and maintenance of the ICT-AGRI-FOOD network.

To contribute to the achievement of these objectives, a workshop series has been held online in autumn 2020. This deliverable contains the description and main outcomes of this event.

The major objective of this event series was to emphasise to the researchers in the funded projects the importance of bringing their research results to the market. In order to successfully launch their solutions and scale them to innovations, we identified three approaches:

- Create a common understanding of the current agri-food innovation ecosystem
- Develop a clear individual strategy to go to market for each research project
- Build valuable partnerships for product development, communication, monetization and sustainability

The series of events aligns very well with the overall mission of ICT-AGRI-FOOD to bring together actors from across the entire agri-food system including primary producers, advisors, SMEs, food processors, food retailers, consumers and the public sector with researchers in a multi-actor approach, to enable digital technology solutions for a transition towards sustainable and resilient agri-food systems. ICT-AGRI-FOOD supports 19 European research projects in the field of agri-food tech and aims to support the successful application of their research results.

1.3 Collaboration partner

To maximise the output, ICT-AGRI-FOOD acquired support from the innovation agency Berlin Thinking

Berlin Thinking is a Berlin-based innovation consultancy for digital transformation in agri-food, smart cities and mobility. Collaboration is one of the key virtues to tackle the complex challenges of the 21st century. Climate change, resource shortages, and social imbalance require many stakeholders to work jointly towards new digital solutions to increase efficiency, transparency and fairness. The mission of Berlin Thinking is to bring decisive actors across sectors together to build impactful solutions helping to transform our society into a more sustainable and less profit-oriented one.

The Berlin Thinking team gathered already tremendous experience in conducting online consulting and design thinking workshops in sectors like agri-food, smart cities and IoT in general. From 2017 to 2020, Berlin Thinking led the business support of the €35m large-scale EU project "Internet of Food & Farms" (IoF2020). The team developed and validated data-driven business models for 33 use-cases and provided support to over 140 leading stakeholders in the agri-food industry. Furthermore, Berlin Thinking provided consulting to 140+ digital start-ups of the 16 FIWARE accelerators that invested €60m to foster the adoption of the open-source technology of FIWARE.

The partner 2030 Cabinet works in a collective approach to make their clients' partnership ready for the UN's Sustainable Development Goals. They are key ecosystem builders, accelerating progress towards the 2030 agenda through partnerships, workshops and as initiator and coordinator of the Global Goals Jam Berlin.

For more information, go to www.berlin-thinking.com



◀ Alexander Berlin



Alexander is a professional data business model expert, digital transformer and start-up developer on the European level. As CEO and Founder of Berlin Thinking Consulting, he provides acceleration and transformation services for tech start-ups and larger corporates pushing for digitizing their business models through IoT technology. Alexander is currently in charge of the business support at the large scale IoT project IoF2020.

Nadim Choucair



Nadim is founder of our partner 2030 Cabinet, a young consultancy in the field of SDG impact helping companies to understand their own sustainable impact and help them to build partnerships to create a bigger impact. He is the initiator & facilitator of the Global Goals Jam Berlin and holds a dual IMBA / MALD (MA in Law & Diplomacy) degree from IE Business School and the Fletcher School of Law & Diplomacy.



1.3 Events outline

The first event was a Knowledge forum. The target audience for this event was public research institutes and R&D-active companies and service providers to policymakers and investors. Therefore, speakers from all these actor groups were invited and sessions were dedicated to each of them to foster the exchange of ideas and promote future collaboration. The aim was to explain how the projects work, present demo cases, etc.

The second event was organised as a closed workshop. Partners from the 19 research projects met in small groups to work interactively on their strategy for bringing research results to market. Each of the workshop slots was designed for 4-5 projects, lasted about two hours and was facilitated by Berlin Thinking consulting experts. We organised small group discussions, where the projects shared the status (priorities, partners, activities, opportunities, actions, synergies/similarities, with who do you want to connect, what did you discover etc.) of the projects/networks, challenges.

The initial concept for the partnership event was to arrange one-on-one sessions with ICT-AGRI-FOOD research projects and potential partners for a go-to-market in 2021. However, considering that the projects are in an early stage of the research, the event could serve only as a first example, to later on, define their partnership needs. Taking this situation into account, the facilitators suggested a broader format that introduced the research projects to an interested audience of potential partners (like IT providers, start-ups, company's, research institutes, service providers, farmers associations, telecommunication companies, Dairy Service Company, R&D and Software House, manufactures) and allowed open discussion on the topic tackled in the previous workshop.

In the following paragraphs each event aim, outcomes/content, results of the three events is explained:

2 KNOWLEDGE FORUM – 19 NOVEMBER 2020

3.1 Objective

Our objective was to offer our research project representatives insights into best practices of successful projects in agri-food tech and to connect with all relevant innovation actors in Europe.

3.2 Schedule

3.2.1 Panel 1: Meet European Agri-food innovation actors

During this first session, we aimed to exchange best practices from successful large-scale innovation projects and to work on a joint vision among the most relevant European research and innovation actors. Therefore, several organisations, projects and networks were introduced:



10:10 - 10:20 CET

ICT-AGRI-FOOD - Support for agri-food tech research projects

with [Dr. Johannes Pfeifer](#), Coordinator at [ICT-AGRI-FOOD](#)

With this workshop, a strong connection between all actors along the chain of the agri-food sector has been facilitated. Interesting technologies were matched to end-users, by connecting people and collecting ideas.

We intend to help our funded research projects to find a way for the transition from (early or advanced stage) research to impactful innovation and to find collaboration partners for our research projects to accelerate the go-to-market of their innovations and increase their sustainable impact.



10:20 - 10:30 CET

JRC's S3 Smart Specialisation Platform - Vision for Agri-food

with [Dr. Katerina Ciampi Stancova](#), Coordinator for Agri-food at [S3 Platform](#)

S3 Smart Specialisation Platform is a Key actor with all digitalisation hubs that are being created and build up over the next years. For the world of the future, we need:

- Leadership, institutional capacities and innovative ideas.
- Data analyses made available via R&I intelligence at local levels.
- Knowledge, skills, competencies are needed for a high focus on ICT and digitalisation in local areas
- Alignment among strategies (objectives), funds (instruments) and stakeholders (critical mass, demand-driven, impact)
- Transnational collaboration and partnerships



10:30 - 10:40 CET

S3 High Tech Farming - Vision for Sustainable Precision AgTech

with [Fabio Boscaleri](#), Coordinator at [S3 High Tech Farming](#)

The S3 High Tech Farming *Partnership brings together regional innovation ecosystems to collaborate and develop interregional innovation projects with a focus on new and high technologies relevant for farming practices, such as sensing, data acquisition/management, automation/robotics, including additional activities such as maintenance & repairing, training and on-farm demo activities.*



10:40 - 10:50 CET

EIP-AGRI - Catalysing innovation in EU AGRI-Food (and forestry)

with [Willemine Brinkman](#), Deputy Team Leader at [EIP-AGRI](#)

The EIP-AGRI network brings together farmers, advisers, researchers, agribusiness and others to foster innovation, by sharing knowledge to tackle challenges. The goal is to solve environmental problems together with the problems of farmers and foresters in Europe. EIP-AGRI offers a database combining operational groups and horizon 2020 projects, organises networking events and more.



10:50 - 11:00 CET

SmartAgriHubs & IoF2020 - Best practices of EU pilot projects

with [Dr. George Beers](#), Project Director at [SmartAgriHubs](#) and [IoF2020](#)

The overall objective of IOF2020 and SmartAgriHubs is to consolidate and foster an EU-wide network of Agricultural Digital Innovation Hubs to enhance impact and the digital transformation for sustainable farming and food production. Digital Innovation Hubs are made for farmers and for promoting and stimulating IT at regional level, by providing services on the ecosystem, services on technology and business development.



11:00 - 11:10 CET

DEMETER - Best practices of EU innovation project

with [Kevin Doolin](#), Project Director at [DEMETER](#)

DEMETER's goal is to lead the digital transformation of Europe's agri-food sector through the rapid adoption of advanced IoT technologies, data science and smart farming, ensuring its long-term viability and sustainability. DEMETER puts digital means at the service of farmers:

- Using a "human-in-the-loop model" focussing on mixing human knowledge and expertise with digital information.
- Focusing on interoperability as the main digital enabler, extending the coverage of interoperability across data, services, platforms, M2M (machine to machine) communication, and online intelligence but also human knowledge, and the implementation of interoperability by connecting farmers, advisors and providers of ICT solutions and machinery.
- Transforming the sector by building the solution on an array of digital technologies: Internet of Things, Earth Observation, Big Data, Artificial Intelligence, and of digital practices: cooperation, mobility and open innovation.

3.2.2 Panel 2: Learn about tools and platforms

The second session aimed to foster the usage and further development of existing tools for data exchange, ecosystem mapping, communication and many other challenges developed by other agrifood innovation projects.



11:45 - 11:53 CET

ATLAS – Interoperability for the digital Agriculture

with [Stefan Rilling](#), Project Coordinator at [ATLAS](#)

The Horizon 2020 project "ATLAS" aspires to overcome constraints concerning interoperability of sensors, machines and data services. Its overall goal is the development of an open digital Network through which information and services become available to the end-user in an easy, protected and automated manner. The *ATLAS Interoperability Network* will implement the technical solutions and the infrastructure to achieve interoperability between digital tools in agriculture.



11:53 - 12:01 CET

Djust Connect - Consent management for fair data sharing

with [Jurgen Vangeyte](#), Project Manager at [Djust Connect](#)

DjustConnect is an example of consent management for fair data sharing. Ingenious are the control functions - built into the architecture and management - for the farmer. The farmer is the one who owns the data and decides whether, and with whom, it may be shared. DjustConnect will be the 'highway' to exchange data in a smooth, regulated way. With DjustConnect, the sector has a central fundamental tool to develop more secure and smarter applications. "Such apps deliver, for instance, administrative simplification, management support or technical advice. Easier sharing of data is a benefit to the farmers themselves and to companies throughout the chain," say the founding agricultural cooperatives.



12:01 - 12:09 CET

AIOTI - IoT data marketplace for agri-food

with [Tom de Block](#), WG on Distributed Ledger Technologies at [AIOTI](#)

And [AIOTI](#) leader on the 'Farm-to-Fork & Covid impact' task force

Alliance for Internet of Things Innovation. AIOTI activities are carried out through Working Groups, which focus on well-defined areas of development. These include horizontal areas: research, innovation eco-systems, policy, standards and distributed ledger technologies, as well as vertical, cross-disciplinary activities, focused on key IoT issues.



12:09 - 12:17 CET

FIWARE - Standard context broker & system-of-systems

with [Harald Sundmaeker](#), Vice-chair Smart Agrifood MSC at [FIWARE](#)

FIWARE is a curated framework of open-source platform components to accelerate the development of smart solutions. The FIWARE Community is an independent Open Community whose members are committed to materialise the FIWARE mission, that is: "to build an open sustainable ecosystem around public, royalty-free and implementation-driven software platform standards that will ease the development of new Smart Applications in multiple sectors".



12:25 - 12:33 CET

NEFERTITI - European network of demonstration farms

with [Adrien Guichaoua](#), Project Director of [NEFERTITI](#)

The overall objective of NEFERTITI is to establish an EU-wide highly connected network of demonstration and pilot farms designed to enhance knowledge exchanges, cross-fertilization among actors and efficient innovation uptake in the farming sector through peer-to-peer demonstration of techniques on 10 major agricultural challenges in Europe.



12:33 - 12:40 CET

IoF2020 Ecosystem Mapping and Farm2Fork Fitness Programme

with [Nadim Choucair](#), Sustainability Expert at [IoF2020](#)

IOF2020 developed a bootcamp that trains *Use Cases* using the sustainable development goals (SDGs) as a proxy, to achieve alignment with the EU Farm to Fork Strategy.

We also mapped the European Agri-food system to help innovators find the right partners to achieve a more resilient food system, helping them answer questions like:

- "Who can help me to get to market?"
- "How does the market look?"
- "Who can help me become more sustainable?"
- "How do I align with the Farm 2 Fork strategy?"

3.2.3 Panel 3: Learn about platforms, tools and methodologies

Our third and final panel introduced us to the perspective of several value chain actors and major stakeholder of smart agrifood solutions in Europe. Furthermore, we learned about two online platforms that provide access to the agrifood network and to cater information about IoT solutions.



14:00 - 14:08 CET

AEF - Providing electronic communication to the Ag sector

with [Norbert Schlingmann](#), General Manager of [AEF](#)

The AEF is an international platform that is open for all interested groups from the field of agricultural industry as well as electrical and electronic systems. More than 220 companies, associations and universities are a member and actively collaborate within the AEF. The AEF will provide the continuous encouragement and support necessary for introducing guidelines to ISO (International Organization for Standardization) standards in agricultural electrical and electronic systems. The worldwide ISO 11783 (ISOBUS) standard defines the communication between agricultural machinery, mainly tractors and implements, and also the data transfer between these mobile machines and farm software applications.



14:08 - 14:16 CET

IoF2020 IoT Catalogue - Explore agri-food IoT solutions

with [José Abrantes](#), IoT-Catalogue Manager at [Unparallel Innovation](#)

IoF2020 IoT catalogue is bringing IoT users and technology providers together of solutions implemented in the agri-food sector. There is a description of each solution, identifying the specific problems solved and details about its validation. Providing real stories from end-users who have adopted these solutions.



14:16 - 14:24 CET

SmartAgriHubs Innovation Portal - The agri-food network

with [Mark Hage](#), Senior Developer at [Schuttelaar & Partners](#)

The SmartAgriHubs Innovation Portal is a web-based interactive platform. The goal of the SmartAgriHubs Innovation Portal is to expand and better connect the network of key Agri-Tech stakeholders across Europe. To that end, it serves a multifaceted purpose: it is a one-stop-shop marketplace, giving an overview of the network, providing information about agri tech development in a library, available courses and events and a discussion forum and matchmaking service.



14:24 - 14:32 CET

EIT Food - Europe's leading food innovation initiative

with [Begoña Pérez-Villarreal](#), Innovation Hub Director in Southern Europe at [EIT Food](#)

EIT Food is Europe's leading food innovation initiative, working to make the food system more sustainable, healthy and trusted. One of the most important programmes that they have for entrepreneurs is Springboard for Agri-food Entrepreneurs, to understand your market, build your business and grow internationally. All the projects are open for start-ups and experts, farmers, etc.

3.3 Result of this event

The knowledge forum took place as a virtual half-day event and attracted 226 registrations and finally, 129 participants in the field of agri-food innovation.

The forum brought relevant actors together that can support and benefit from the faster uptake of research results and innovative solutions in agri-food to the market. The speakers from many relevant organizations in Europe made their presentation clear, interesting and informative. Thanks to the highly engaged audience, fruitful discussions took place, e.g., on how to better streamline communication. Attendees expressed interest in joining forces to develop existing tools and solutions. The presentations of each speaker and the recordings of each session are available on the ICT-AGRI-FOOD website.

3 STRATEGY WORKSHOP – 26 NOVEMBER 2020

4.1 Objective

This was planned as a closed workshop for our selected research project partners to work in small groups on their individual go-to-market strategies. The session was facilitated by experienced business model experts supported by interactive tools.

In order to collect the inputs of the projects, an interactive mural canvas was prepared that allowed attendees to virtually post notes onto a prepared pattern. The workshop was based on the project objectives and the current consortium composition.

4.2 Schedule

4.2.1 Introduction | 15min

To begin, a short overview of partners and their geographical locations was prepared on the interactive mural. A representative from each research project was given the opportunity to introduce their project. As a first exercise, the projects highlight the target markets that they identified as most attractive for the solution developed in the project. Next, the research project representatives were asked to specify the roles of the different partners in the project. Below you can find an example mural entry:

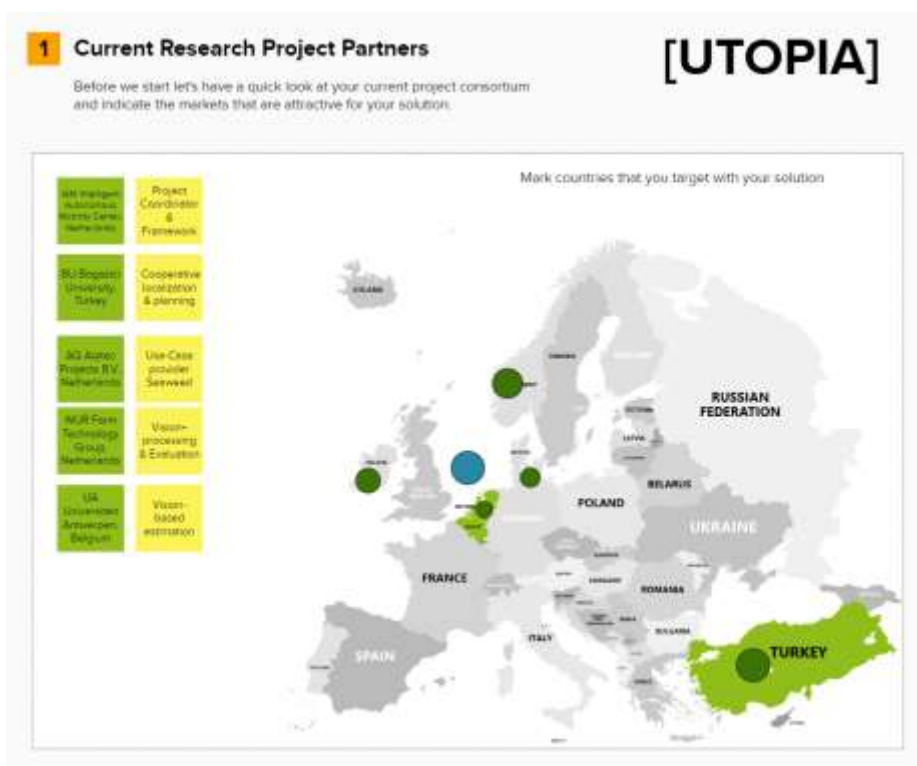


Figure 1: Workshop canvas - Current Research Project Partners

4.2.2 Product Development & Value Proposition | 20min

Before going to the market each research project needs to develop the solution and make sure to prove its impact and usability for the targeted end-user.

To help in approaching partners, the mural deals with the definition of impact and performance indicators as well as their measurement in the validation phase. On one hand, it led to the identification of validation partners like test farms, living labs or other test sites which enable the research project partners to properly validate their solutions and prove their impact to future end-users. And on the other hand, it dealt with user acceptance testing and results in the identification of product development partners and tools for feedback collection from end-users in the test phase.

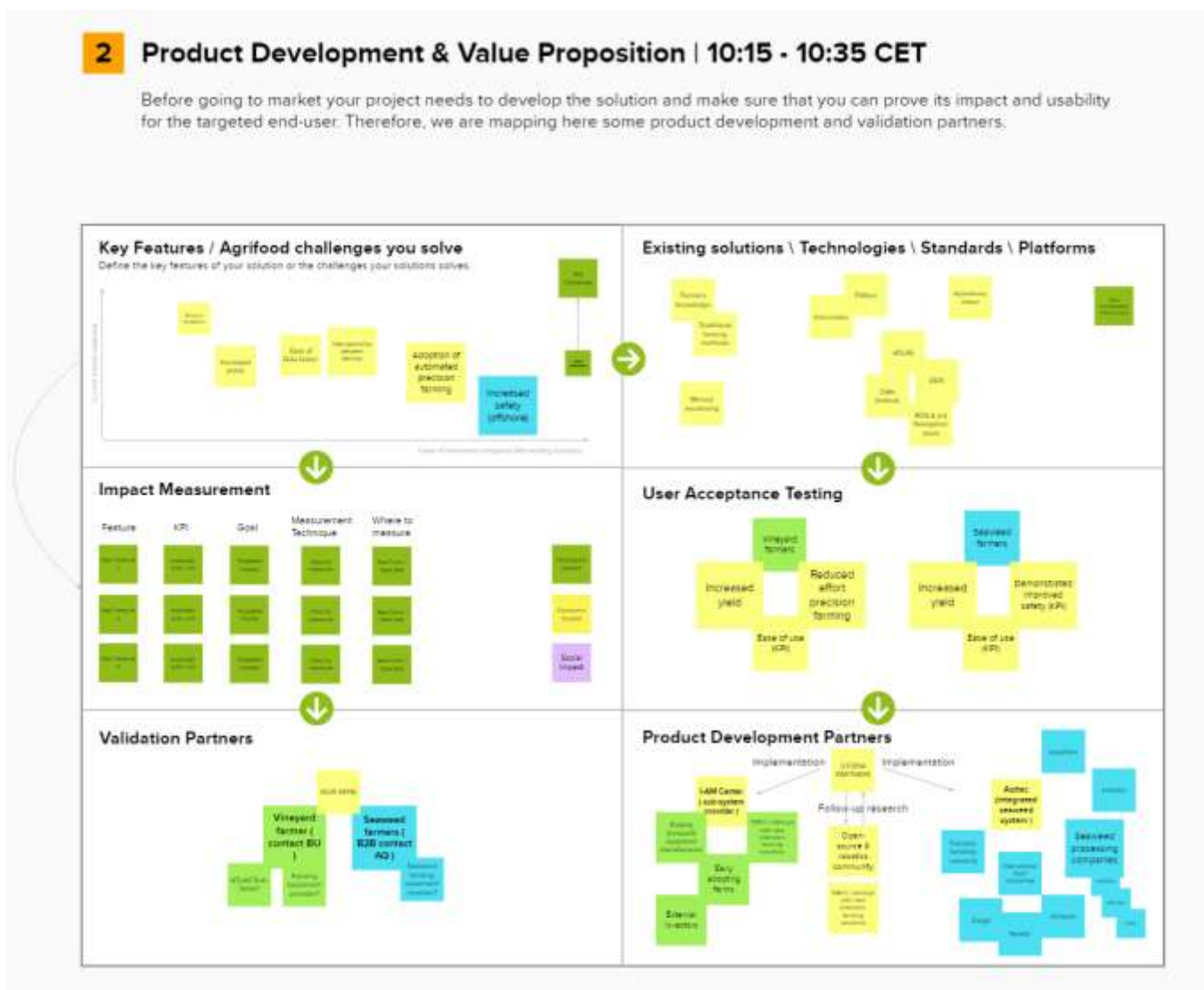


Figure 2: Workshop canvas – Product Development & Value Proposition

4.2.3 Communication | 20min

Communication of the research results, activities and learnings is key to prepare the market entry and gain attention in the market.

This mural aimed to identify the key stakeholders and communication partners for the research projects and develop a clear communication strategy. This included the involvement of already existing partners and platforms as well as thinking about joint communication formats towards their identified target stakeholders. The projects also mapped the relevant organisations and multipliers as well as suitable communication channels to gain broad visibility of the solution. It also encouraged the research project partners to think about the necessary communication material and potential partners to produce them in high quality.

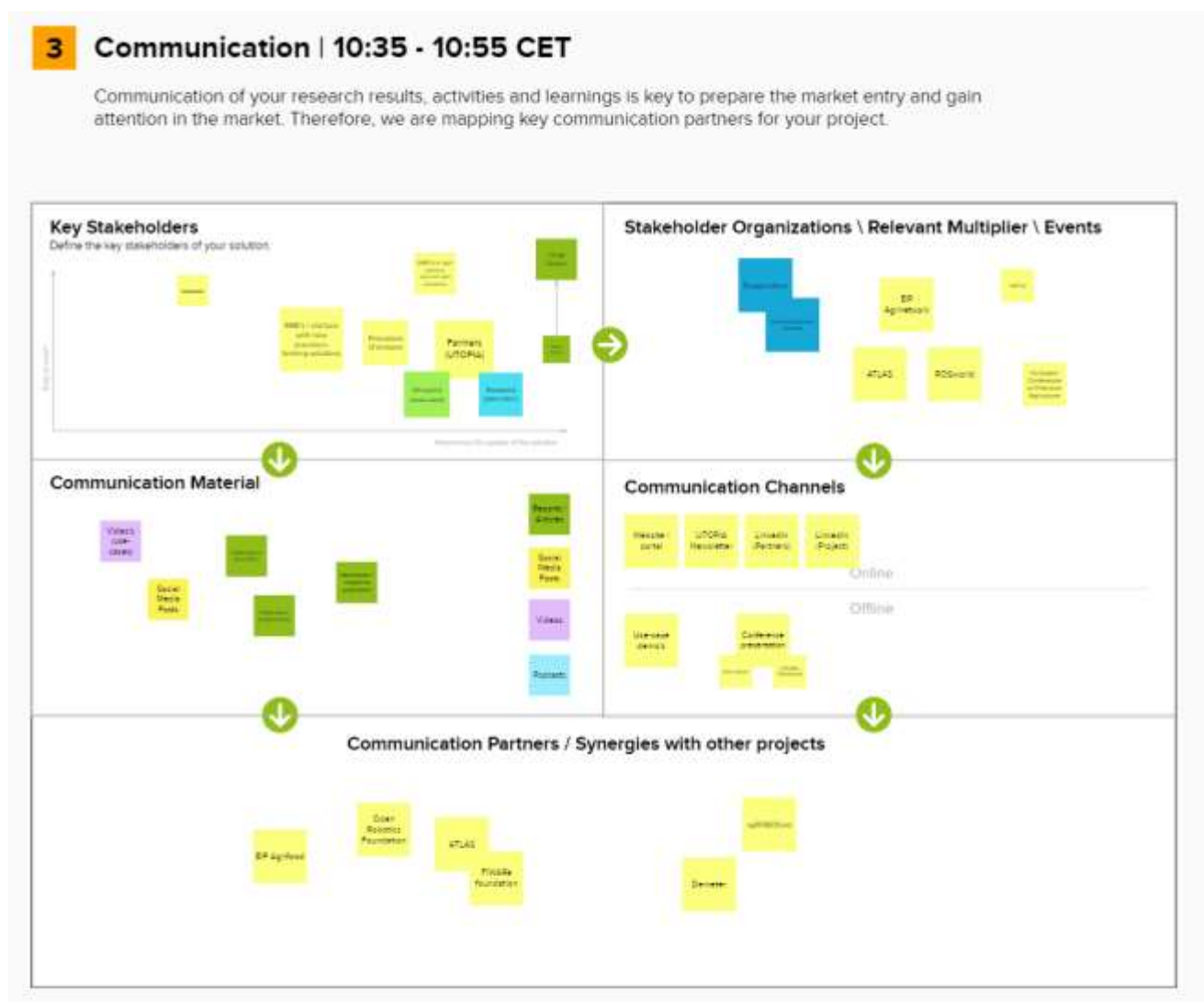


Figure 3: Workshop canvas – Communication

4.2.4 Monetisation | 20min

Coming up with a sustainable business model and identifying potential exploitation partners is key to distribute and scale solutions

In this part of the mural, key areas of the business model canvas are displayed, such as costs, internal resources, payment models, ownership transfer and pricing. Partners to monetise the solutions of the research projects have been identified and any support partners needed for supply, horizontal services or investment have been mapped. It is important also for research and innovation projects to think from the beginning about the monetisation of their solutions. To be successful, a clear strategy for its partnerships for knowledge transfer, distribution, customer services and suppliers in the future is necessary.

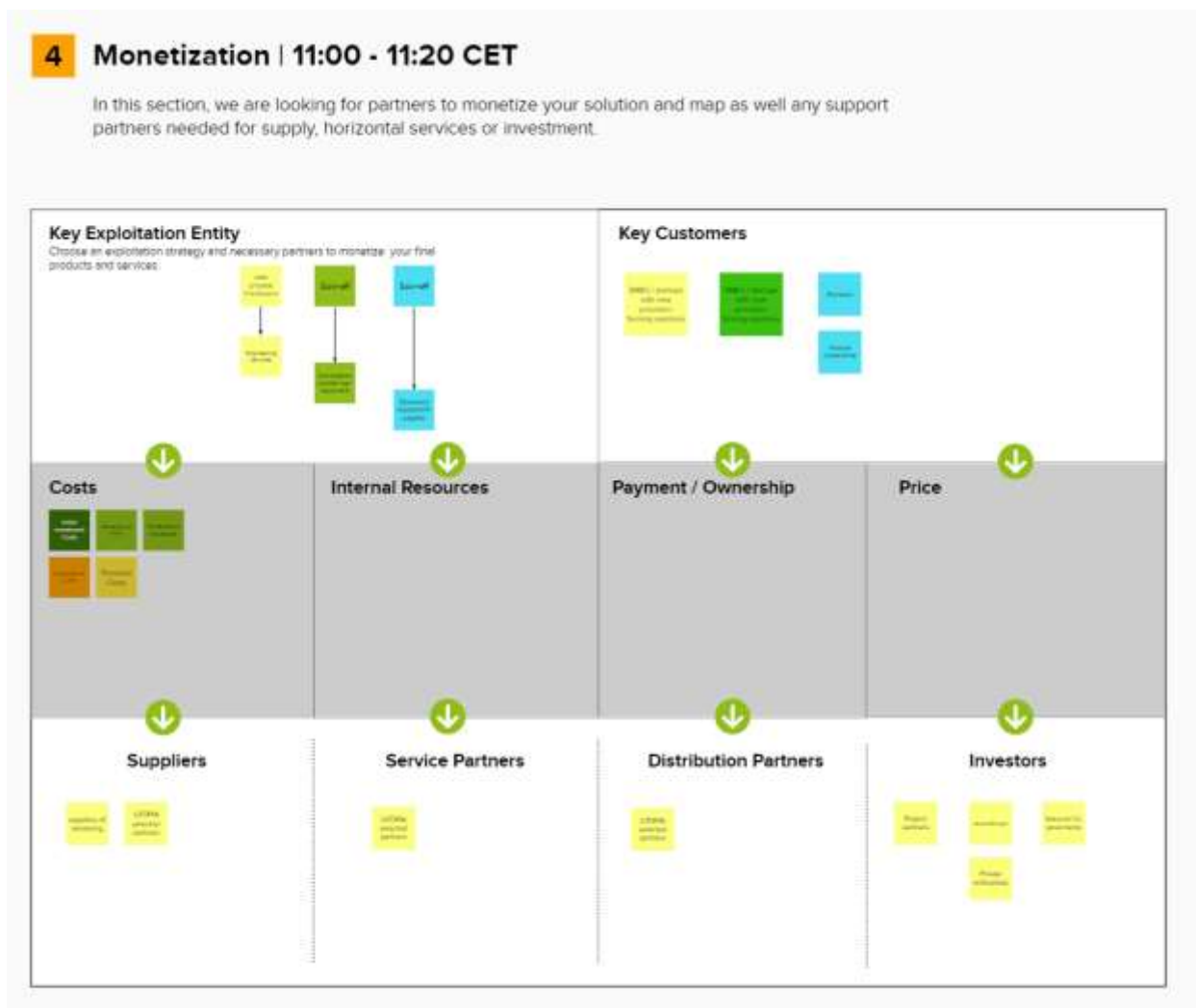


Figure 4: Workshop canvas – Monetisation

4.2.5 Sustainability | 20min

Assessing the impact of research project solutions on the environment and their resource demand will help to improve their ecological footprint and contribute to the ambitious SDGs. Sustainability is a key goal of the digital transformation of the agri-food sector.

Therefore, research project partners mapped potential partners that could benefit from the funded projects' sustainable impact or help the project reduce their negative sustainable impact.

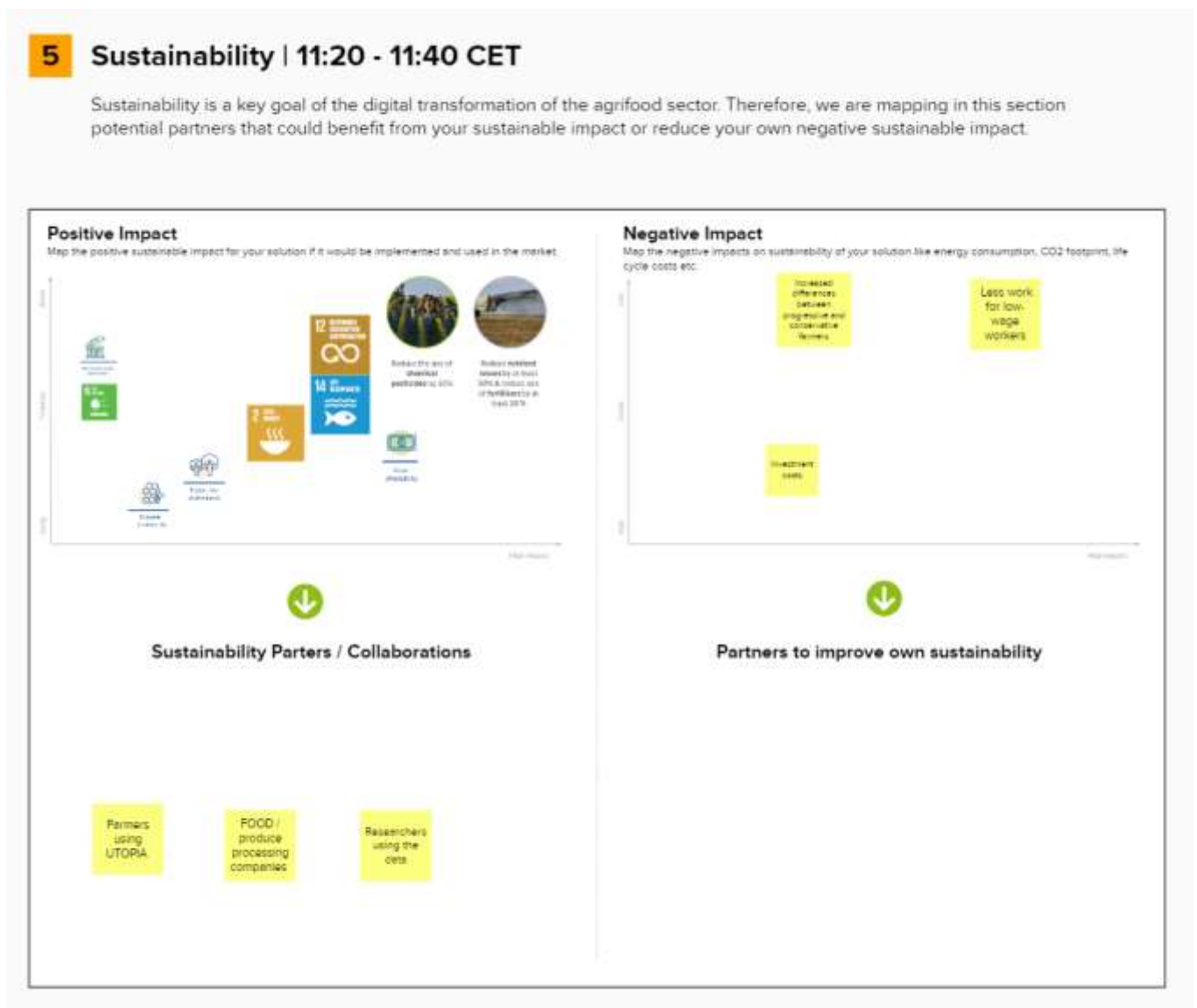


Figure 5: Workshop canvas – Sustainability

4.2.6 Partnership discussion and pitch preparation | 20min

In this last part of the workshop, the researchers presented and discussed their partnership needs as well as potential collaboration opportunities. They were encouraged to invite relevant partners to the third event of the series; the partner and matchmaking event on 10 Dec 2020.

As a closing activity, the facilitators prepared the participants to pitch their projects to potential partners and gave some advice on partnership negotiations.



Figure 6: Impressions of Strategy Workshop

4.3 Results of this event

In this interactive closed workshop, 14 of our 19 research projects were assisted to identify relevant partners that can support communication, product development and monetisation of their research results. Our goal was to sharpen the focus of the research towards market-relevant, end-user-driven results as well as to complement the consortium with relevant partners. This closed workshop was a new experience for some of our project participants. They have gained valuable insights and will carry out this exercise within their consortium. Our workshop provided a clear overview of the partners who could contribute to a go-to-market strategy.

4 PARTNER NETWORKS – 10 DECEMBER 2020



5.1 Objective

The initial concept for this partnership event was to arrange one-on-one sessions with ICT-AGRI-FOOD research project representatives and potential partners for a go-to-market in 2021. However, at this point, the projects were mostly in an early stage of their research. Taking this situation into account, the facilitators suggested a broader format that introduced the research project participants to an interested audience of potential partners (including IT providers, start-up companies, research institutes, service providers, farmers associations, telecommunication companies, Dairy Service company and manufacturers) and allowed open discussion on the topic tackled in the previous workshop. The partnership event was composed of the following sessions:

5.2 Schedule

5.2.1 Introduction | 15min

In this part, the ICT-AGRI-FOOD programme was introduced including some background on the scope of the co-funded call, from which the 19 projects were selected. The audience was also informed about the role of this event in the context of the previous two events in the series.

5.2.2 Knowledge Incubator | 10min

Livia Ortolani/MIPAAF Italy introduced the concept of ICT-AGRI-FOOD's Knowledge Incubator on agri-food research and innovation. With the Knowledge Incubator, ICT-AGRI-FOOD aims to contribute the infrastructure to integrate ICT Technologies within the agri-food sector by making the knowledge of funded research and innovation projects available to relevant stakeholders and other researchers.

5.2.3 Project Pitching | 1 hour

As many of the participants and even the ICT-AGRI-FOOD projects themselves did not know each other, representatives from each of the 19 research projects introduced their scope of work in a short 3-min pitch to the audience. The pitches were recorded so that the projects can reuse the material for their social media and other communication purposes.

Selected projects

ADCATER	Advanced Digital Solutions for Professional Food and Nutrition Catering Services
ADDferti	A Data-Driven Platform for Site-Specific Fertigation
ANTONIO	Multimodal sensing for individual plant phenotyping in agriculture robotics
BeeConnected	BeeConnected - Understanding and anticipating mechanisms of honeybee colony mortality with connected beehives
FINDR	Fast and INtuitive Data Retrieval
GOHYDRO	GOHYDRO: A smart-sensing AI-driven platform for scalable, low-cost hydroponic units
HALY.ID	HALY IDentification: Innovative ICT tools for targeted monitoring and sustainable management of the brown marmorated stink bug and other pests
IMPpEach	Integrated Model and digital Platform for Harvest Prediction of Canned Peaches
LivestockSense	Enhancing environmental sustainability of livestock farms by removing barriers for adoption of ICT technologies
MERIAVINO	Multiscale Sensing For Disease Monitoring In Vineyard Production
MUSHNOMICS	Unlocking data-driven innovation for improving productivity and data sharing in mushroom value chain
PLAN P	sPectraL tools and digitalization for the development of sustAinable structured food with plaNt Proteins
POSHMyCo	Potential of selective harvest based on mycotoxins content assessment in cereal crops
SHEET	Sunburn and heat prediction in canopies for evolving a warning tech solution
SoCoRisk	Implementation of soil compaction risk assessment system – end-user's evaluation of potentials and barriers
SPECTROFOOD	Agri-food quality estimation using spectral techniques
SustainIT	Releasing the potential of ICT for sustainable milk and beef cattle value chains
TailBiteAdvice	An ICT-based real-time advisory tool to minimise tail biting in fattening pigs
[UTOPIA]	aUtomaTed Open PrecIsion fArming Platform

To increase the visibility of the projects, ICT-AGRI-FOOD will provide a separate project page for each of the selected projects on the website. On these pages, the different pitch sessions will be published.

The ICT-AGRI-FOOD project looked forward to some activities in 2021:

- March 2021, ICT-AGRI-FOOD will organise the kick-off project meeting back to back with the kick-off meeting of the knowledge incubator
- End of 2021; ICT-AGRI-FOOD will organise a young researchers' workshop

5.2.4 Ice Breaker Sessions | 10min

To break the ice, the networking sessions started with some short random matchmaking events in breakout rooms.

5.2.5 Thematic Networking Rooms | 30min

All participants were invited to choose one of the thematical networking rooms to exchange on the three topics: Product Development & Technology, Communication and Sustainability. These topics were chosen as they are the most relevant at the beginning of a (research) project and many projects already communicated their needs for partnerships in these fields.

5.3 Results of this event

During this partnership event, we aimed to introduce the 19 selected ICT-AGRI-FOOD research project partners to partners in the international agri-food ecosystem that are able to support the go-to-market of the research results. Therefore, ICT-AGRI-FOOD invited a diverse international audience of research institutes, equipment manufacturers, ICT service companies, governmental bodies and agri-food actors.

We contributed to our aim to foster the creation of partnerships in product development, validation, communication, distribution and funding to accelerate the uptake of impactful and sustainable solutions that can help to make European agriculture more efficient and to reach the ambitious goals of the European Green Deal and the Farm-to-Fork strategy.

Different actors were present in each room and collaborated in informative and interesting discussions. Furthermore, each research project had the possibility to ask for an individual breakout room to discuss individually with a potential partner.

5 CONCLUSION

The main objective of the workshop events was to introduce participants from the 19 selected research projects to experienced actors and to inform each other about existing insights, networks, tools, methodologies, standards, platforms, etc. in order to prevent replication and ineffective use of resources.

The event series was very successful, attracting in total, more than 270 attendees and 380 registrations. The attendees were very interested in participating in this network and building a relationship with ICT-AGRI-FOOD and our funded researchers. The research project partners were successfully introduced to agri-food innovation actors and projects like Joint Research Centres Smart Specialization Platform with its DIHs and the Thematic Areas of Agri-food, EIP-AGRI Service point, EIT Food, AEF, IoF2020, SmartAgriHubs, DEMETER and ATLAS. In addition, the research projects got to know the agri-food system and the following tools and platforms:

- IoT Catalogue | www.iot-catalogue.com
- SmartAgriHubs Innovation Portal | www.smartagrihubs.eu/login
- IoF2020 Ecosystem Mapping | iof2020.datascouts.eu
- Harvest 2030 – Farm-to-fork Fitness Programme| www.ec.europa.eu/food/farm2fork_en
- European Digital Test Farm Network | www.edtfn.eu

The event series created ideas among all actors for a better contextual meta-data discovery by optimising websites and social media communication in the future to enable an improved ecosystem search for relevant research results, partners, relations and regional communication nodes.

It also created the opportunity for ICT-AGRI-FOOD to link the projects to some IoF2020 partners and share some outcomes.

Topics that have been identified relevant in 2021 are:

- Ecosystem mapping to identify valuable partners to develop, validate and scale the research results
- Synergetic topical knowledge exchange and partnership events between different projects and actors at ICT-AGRI-FOOD, EIT Food, EIP, S3P and new H2020/Horizon Europe Projects in 2021

The goal of our workshop series was to match interesting technologies to end-users, by connecting people and collecting ideas. The initiative promoted opportunities for the agri-food industry to engage with the ERA-NET more easily, to exploit opportunities arising from our research outputs and to access our know-how, expertise and infrastructure more efficiently. Research was recognised as the path to innovation and commercialisation.

Our approach was impact-driven and we were dedicated to delivering all necessary knowledge in form of methodologies and tools as well as practical work with the 19 selected research projects on their specific needs.

Next steps for the follow-up of the event series:

We are working on a communication follow up, based on the outcomes of the series of events and the material that we have collected. This will be done via publishing of videos, statements and findings on our website and social media channels.

ANNEX A: PROGRAMME OF KNOWLEDGE FORUM

TIMELINE AND SETUP OF THE SESSION ON 19 NOVEMBER AT 10:00 CET

MODERATION



ALEXANDER BERLIN

BERLIN THINKING

TIMELINE OF THE SESSION

WELCOME AND INTRODUCTION

10:00
10:10



Brief welcome and introduction to the ICT-AGRI-FOOD and a short presentation of research projects

SPEAKER: DR JOHANNES PFEIFER, ICT-AGRI-FOOD

MEET RESEARCH & INNOVATION ACTORS

10:10
11:40



Individual presentations | 5-10min each

SPEAKER: S3 AGRIFOOD, EIT FOOD, SMARTAGRIHUBS, EIP AGRI, IQF2020, DEMETER

Interactive panel discussion with Q&A | 30 min

MODERATION: ALEXANDER BERLIN

LEARN ABOUT TOOLS AND PLATFORMS

11:45
13:00



Individual presentations | 5-10min each

SPEAKER: ATLAS, DJUST CONNECT, INNOVATION PORTAL, DATASCOOTS ETC.

Interactive panel discussion with Q&A | 30 min

MODERATION: ALEXANDER BERLIN

LUNCH BREAK



Opportunity for virtual lunch together

INDIVIDUAL DISCUSSIONS

MEET CORPORATE & STARTUP ACTORS

14:00
15:00



Individual presentations | 5-10min each

SPEAKER: CORPORATE & STARTUPS FROM AGRIFOOD VALUE CHAIN

Interactive panel discussion with Q&A | 30 min

MODERATION: ALEXANDER BERLIN

CLOSING & NETWORKING

15:00
OPEN



Wrap-up of the event & info on partnership event
Open Virtual Networking

SPEAKER: DR JOHANNES PFEIFER, ICT-AGRI-FOOD

ANNEX B: PROGRAMME OF STRATEGY WORKSHOP

Timeline and setup of the session on 19 November at 10:00 CET

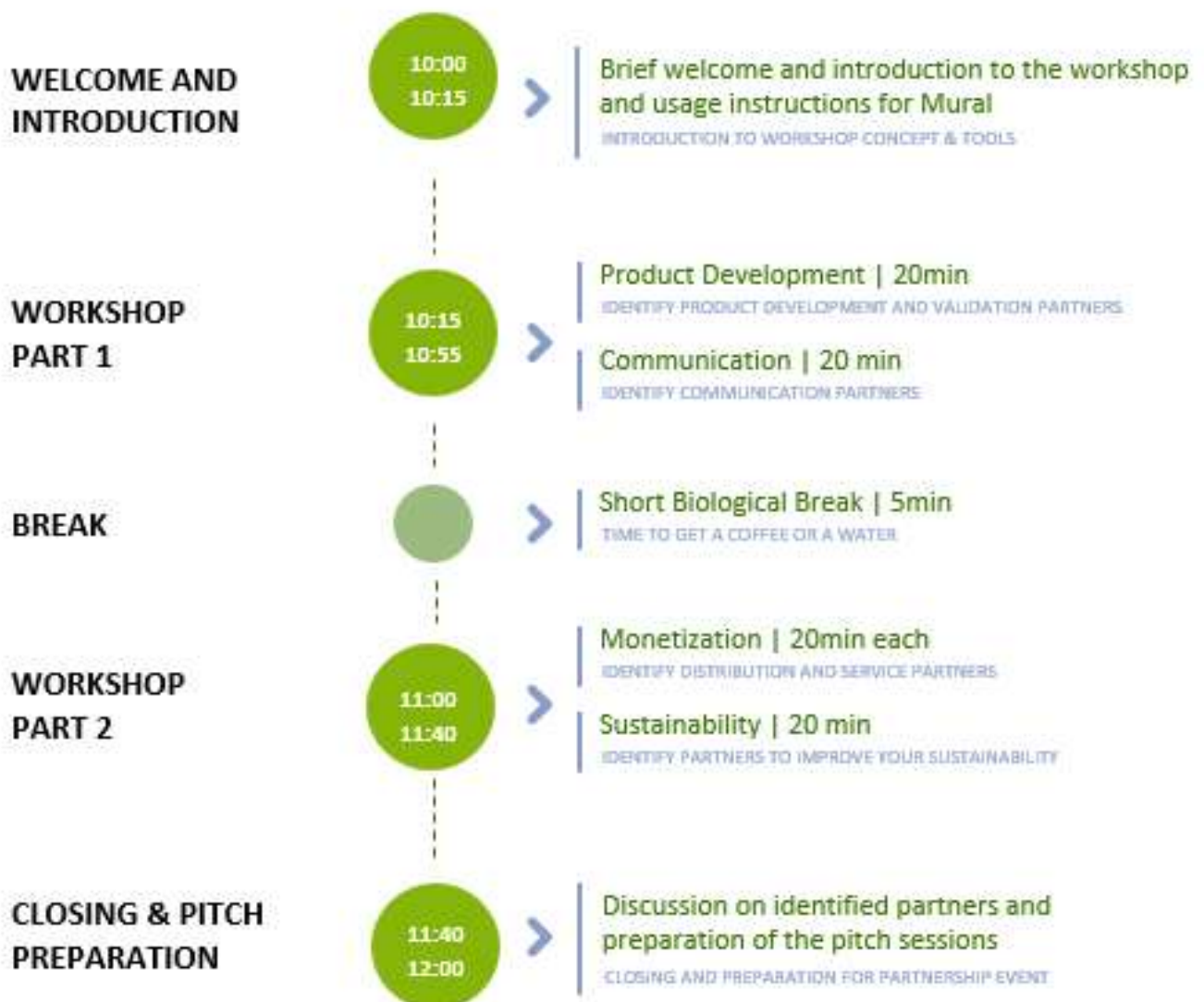
MODERATION



ALEXANDER BERLIN

BERLIN THINKING

TIMELINE OF THE SESSION



ANNEX C: NETWORKING – PARTNERS FOR GOING TO MARKET

Timeline and setup of the session on 10 December at 15:30 CET

MODERATION



ALEXANDER BERLIN
BERLIN THINKING

TIMELINE OF THE SESSION

WELCOME AND INTRODUCTION

15:30
15:40



Brief welcome and introduction to the ICT-AGRI-FOOD Partnership Event

SPEAKER: ALEXANDER BERLIN, BERLIN THINKING

KNOWLEDGE INCUBATOR

15:40
15:50



Introduction to the Knowledge Incubator concept of ICT-AGRI-FOOD

SPEAKER: LIVIA ORTOLANI, ICT-AGRI-FOOD

ICT-AGRI-FOOD PROJECT PITCHES

15:50
16:50



Short pitches of all 19 selected research projects of ICT-AGRI-FOOD

SPEAKER: PROJECT COORDINATORS

TOPICAL NETWORKING

16:50
17:30



Product Development & Validation

JOIN THIS ROOM IF YOU CAN SUPPORT WITH TEST FARMS, HARDWARE, SOFTWARE

Communication

JOIN THIS ROOM IF YOU CAN SUPPORT IN COMMUNICATION OF RESEARCH RESULTS

Sustainability

JOIN THIS ROOM IF YOU CAN SUPPORT TO PROVE AND IMPROVE SUSTAINABILITY

CLOSING & NETWORKING

17:30
OPEN



Wrap-up of the event & upcoming activities in 2021
Open Virtual Networking

SPEAKER: MARJOLE HUNNICK, ICT-AGRI-FOOD