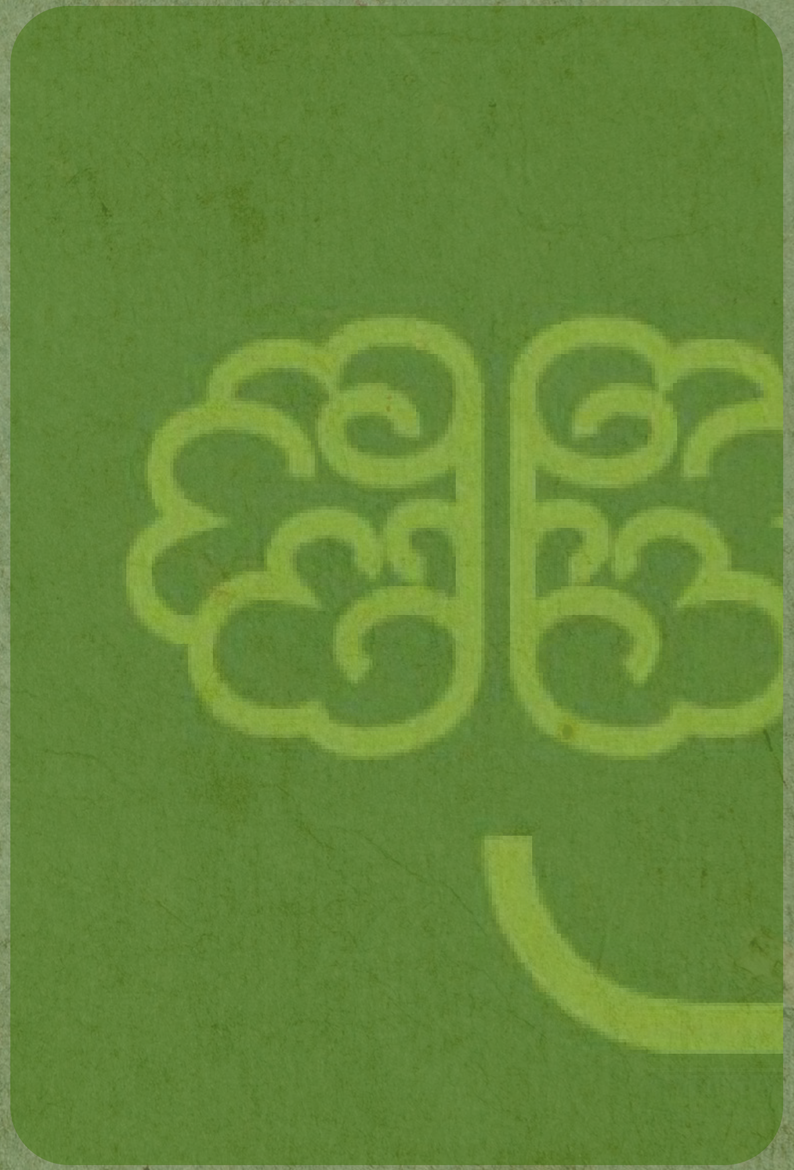
How to describe the innovation developed by your research group



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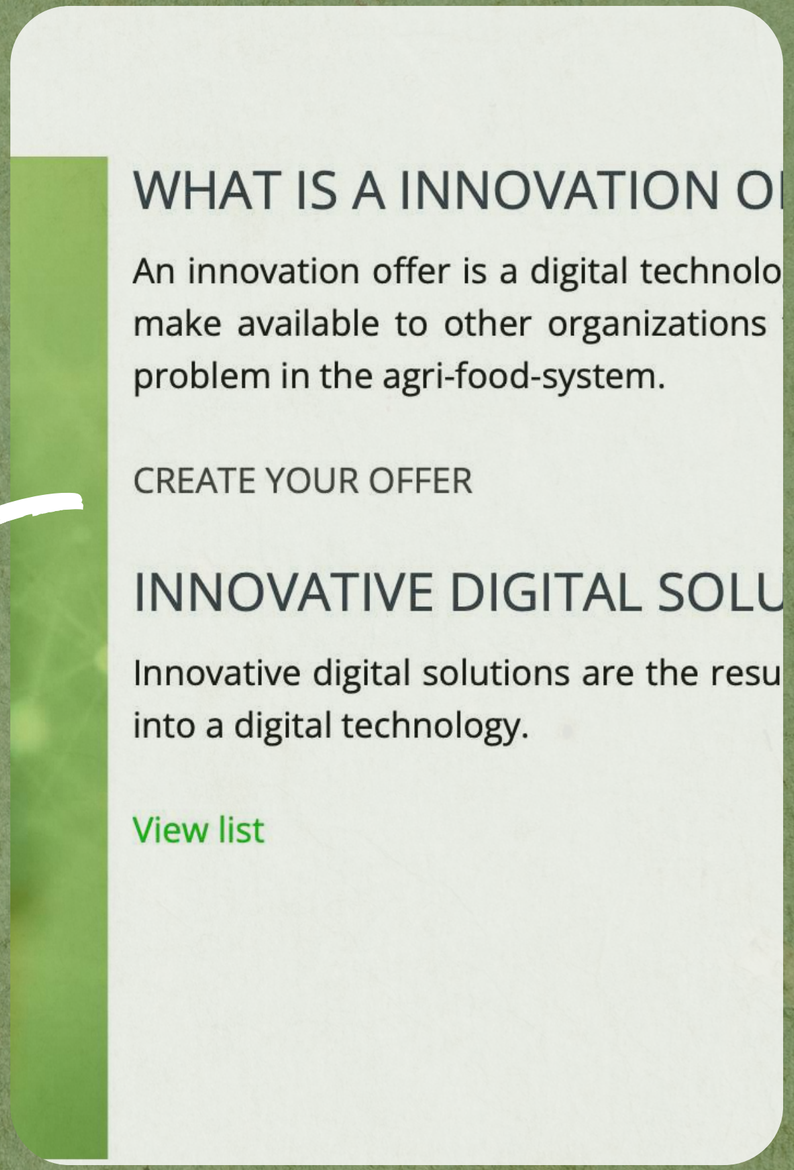
ERA-NET COFUND ICT-AGRI FOOD

The webpage of the Knowledge Incubator can be found at

https://ictagrifood.eu/node/44646#



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Create innovation

Your data

- On this page create your innovation: https://ictagrifood.eu/node/add/innovations
- Based on the criteria to add an innovation, we created some filters to easily filter on:

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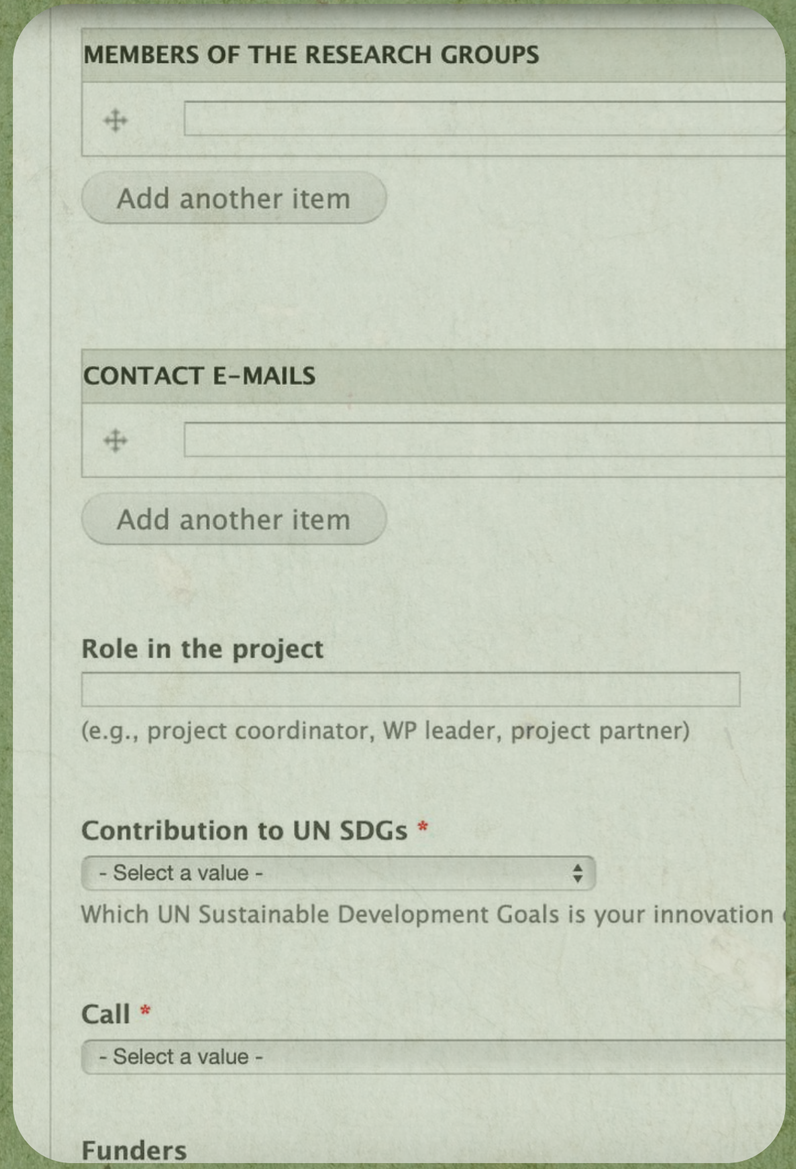
BE CREATIVE

- 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
- Contacts-emails



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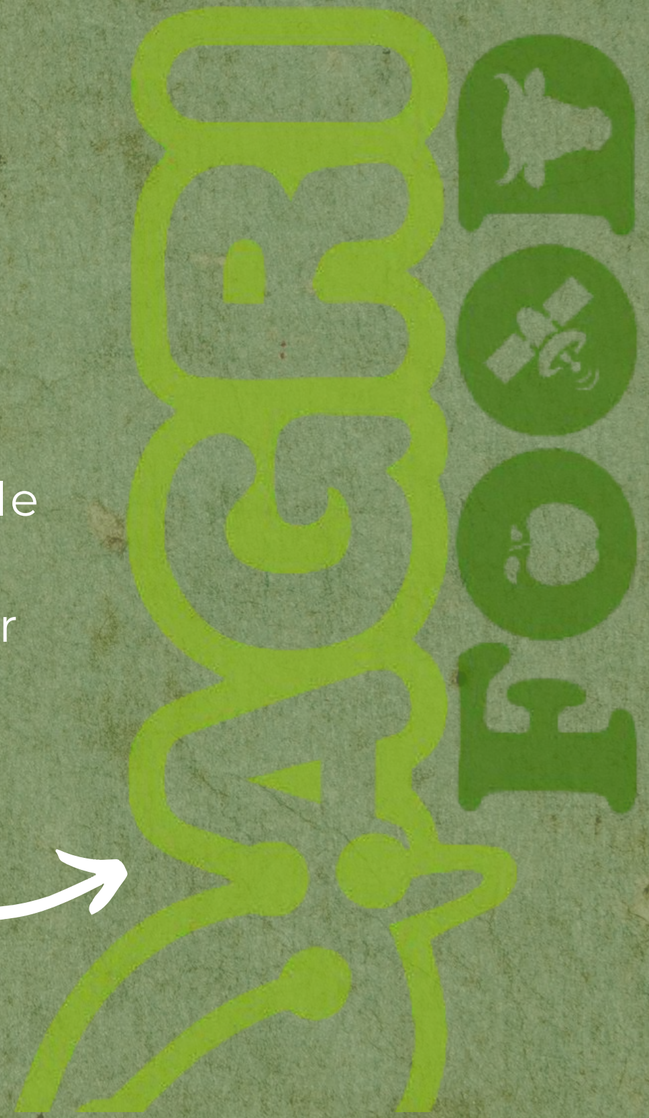
Make it original

- 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 !



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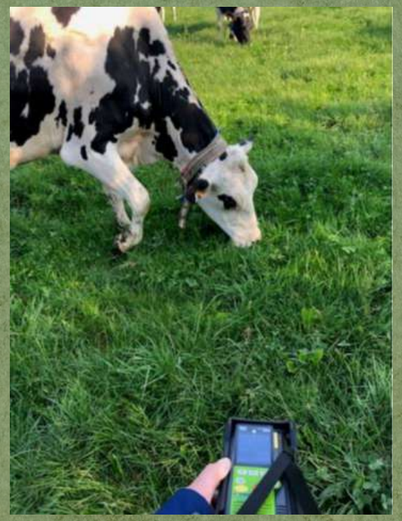
USE NICE PICTURES

A DATA-DRIVEN PLATFORM FOR SITE-SPECIFIC FERTIGATION

USING LASER METHANE DETECTOR FOR MEASURING METHANE EMISSIONS OF GRAZING DAIRY COWS



GOHYDRO SMART HYDROPONIC UNIT AND E-AGRONOMIST PLATFORM

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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.

3) **MARKETING INNOVATION**
A NEW MARKETING METHOD INVOLVING SIGNIFICANT CHANGES IN PRODUCT DESIGN OR PACKAGING, PRODUCT PLACEMENT, PRODUCT PROMOTION OR PRICING.

4) **ORGANISATIONAL INNOVATION**
A NEW ORGANISATIONAL METHOD IN BUSINESS PRACTICES, WORKPLACE ORGANISATION OR EXTERNAL RELATIONS.

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How many projects do we have under each filter?

CATEGORIES

ICT DOMAIN

1. Remote sensing >> 6 projects
2. Robotics/Automated farming>> 3 projects
3. Proximal sensors >> 9 projects
4. Big data technologies/AI/Machine Learning >> 4 projects
5. Management information systems/DSS>> 11 projects
6. Web applications/Platforms >> 8 projects
7. Data governance >> 2 projects
8. E-commerce and targeted advertisement >> 1 projects

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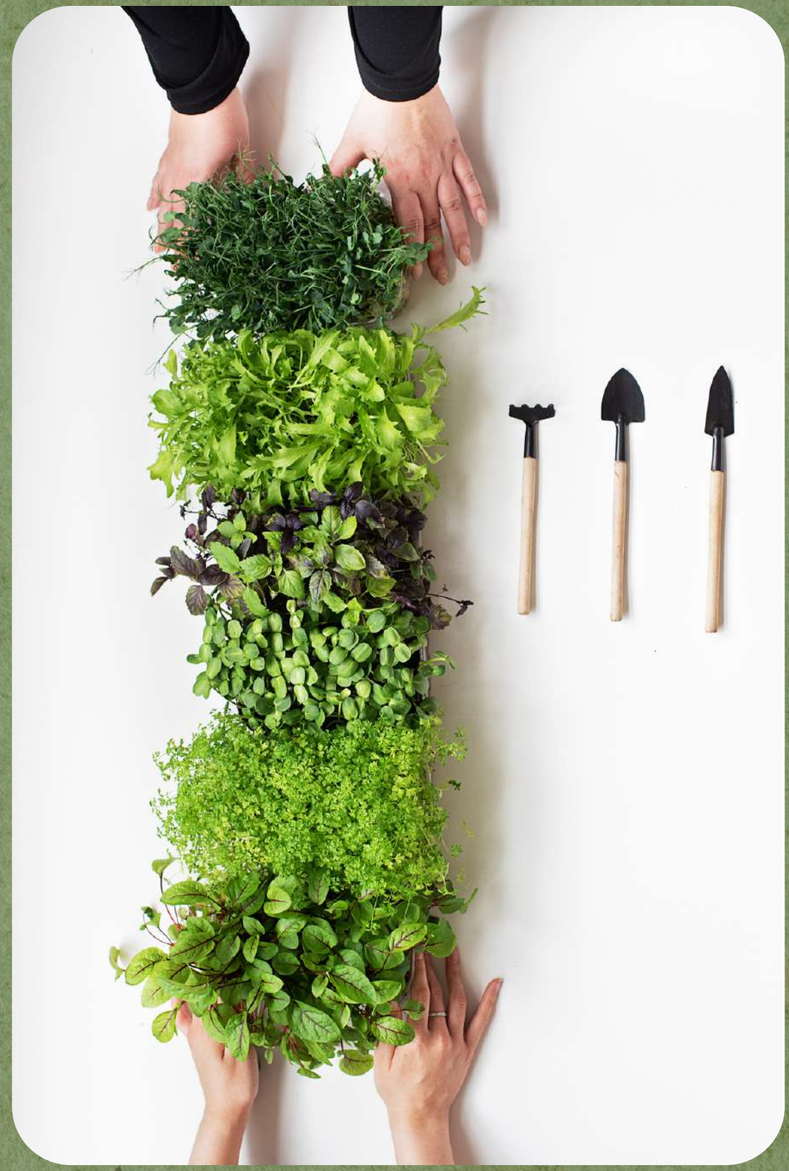
CATEGORIES

AGRI DOMAIN

How many projects do we have under each filter?



1. Increase system productivity/competitiveness >> 6 projects
2. Pest, disease and weed management >> 2 projects
3. Water management >> 1 project
4. Soil management >> 2 projects
5. Sustainable use and protection of biodiversity >> 4 projects
6. Energy and nutrient use management >> 4 projects
7. Improve animal welfare and health >> 1 projects
8. Health and safety at work **>> 0 projects**
9. Monitoring and controlling the production environment/system **>> 12 projects**
10. Prediction models >> 5 projects
11. Agroecology >> 1 projects
12. Climate change mitigation and adaptation >> 5 projects
13. Valorisation of ecosystem services **>> 0 projects**
14. Agricultural Knowledge Innovation Systems (AKIS) >> 3 projects
15. Bioeconomy and circularity >> 1 projects
16. EU Policies, rural development and governance **>> 0 projects**
17. Production quality at the farm level >> 6 projects

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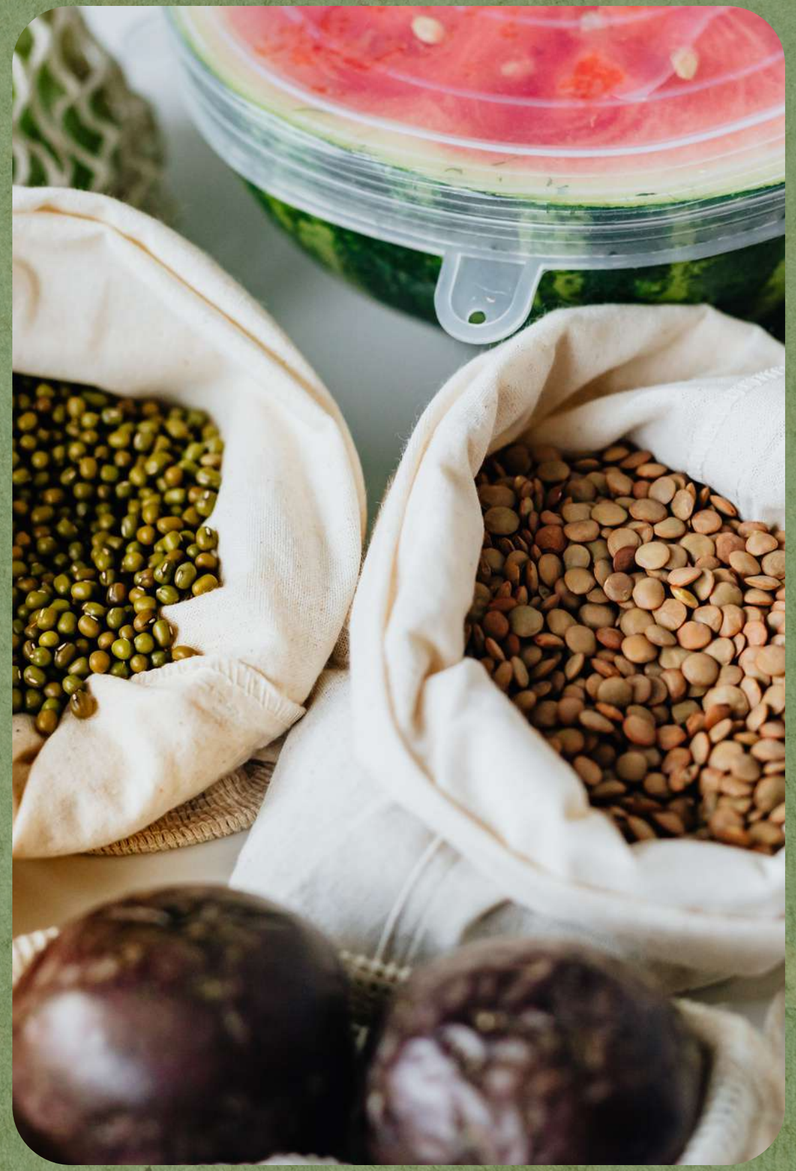
How many projects do we have under each filter?

CATEGORIES

FOOD DOMAIN

1. Food chain management >> 3 projects
2. Reduction of food waste and losses >> 2 projects
3. Transparency >> 1 projects
4. Post-harvest crop management >> 1 projects
5. Food quality and safety >> 8 projects
6. Food fraud >> 1 projects
7. Consumers' behavior >> 1 projects
8. Labelling and certification >> 1 projects
9. Communication between consumers, food retailers and food producers >> 2 projects
10. Food processing technologies >> 3 projects
11. Food packaging **>> 0 projects**
12. Health and diet >> 4 projects



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YOUR INNOVATION

- **Abstract**

Not an abstract for a scientific journal, make it action-oriented!
(Max 1500 characters, including spaces)

- **Problem addressed**

What problems/opportunities does the project address? Why are they relevant for end-users and other stakeholders?
(Max 2000 characters, including spaces)

· **Solution offered**

How these problems will be solved?
What opportunities does the project bring?
(Max 2000 characters, including spaces)

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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!
(Max 2000 characters, including spaces).

- **Innovation stage**

What is needed to improve your innovation?
E.g.: research needs, SMEs to further develop it, marketing analysis, interaction with end-users.
(Max 2000 characters, including spaces).

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Indicate your TRL using this scale

Technology Readiness Level (TRL) is a numerical scale used to assess the maturity and readiness of a technology, with higher levels indicating greater development and closer readiness for practical application. It helps evaluate the progress of innovative technologies from concept to real-world implementation.

TRL 1 – basic principles observed

TRL 2 – technology concept formulated

TRL 3 – experimental proof of concept

TRL 4 – technology validated in lab

TRL 5 – technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)

TRL 6 - technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)

TRL 7 – system prototype demonstration in operational environment

TRL 8 – system complete and qualified

TRL 9 – actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space)

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Contribution to UN SDGs

(Which UN Sustainable Development Goals is your innovation contributing to?

(UN SDGs guide to identify goals, subgoals, targets and actions: https://sdgs.un.org/goals)

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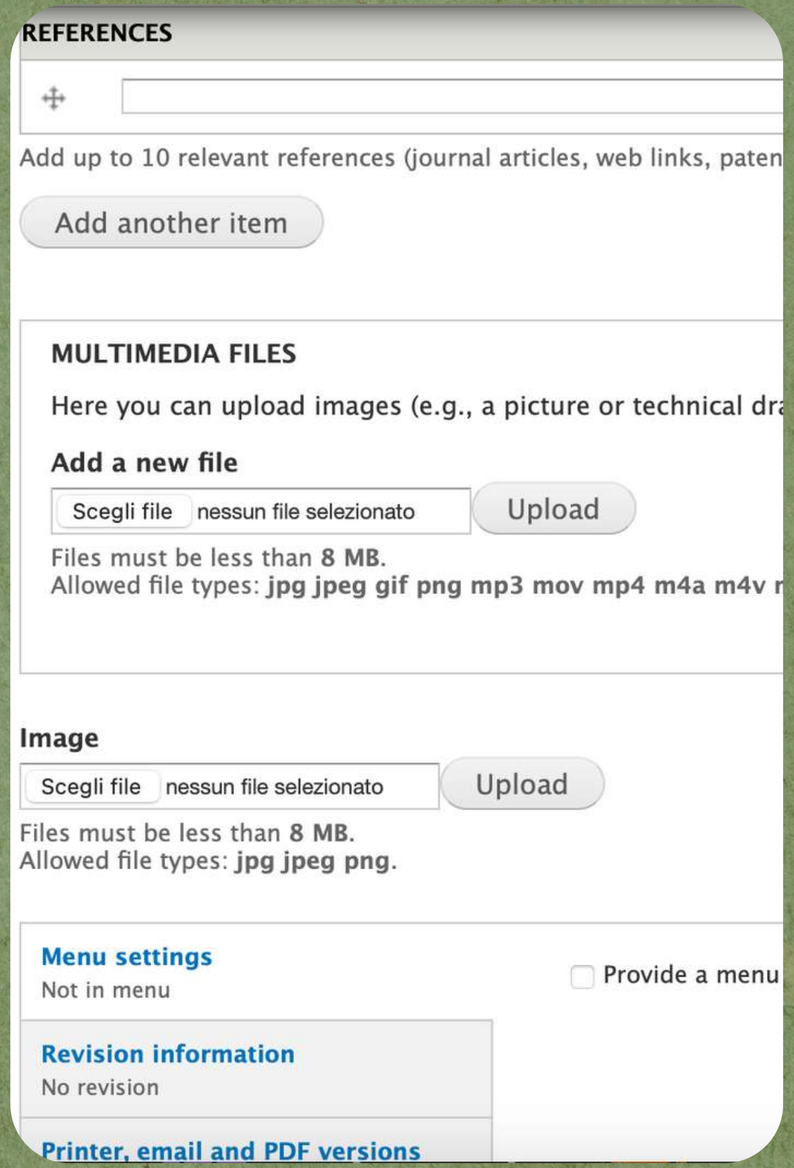
Reference & Multimedia

- References (Add up to 10 relevant references (journal articles, web links, patents etc.)
- Multimedia files (Here you can upload images (e.g., a picture or technical drawing of the proposed technology), videos and/or audio files. (max 10 MB /file).
- Save your innovation!



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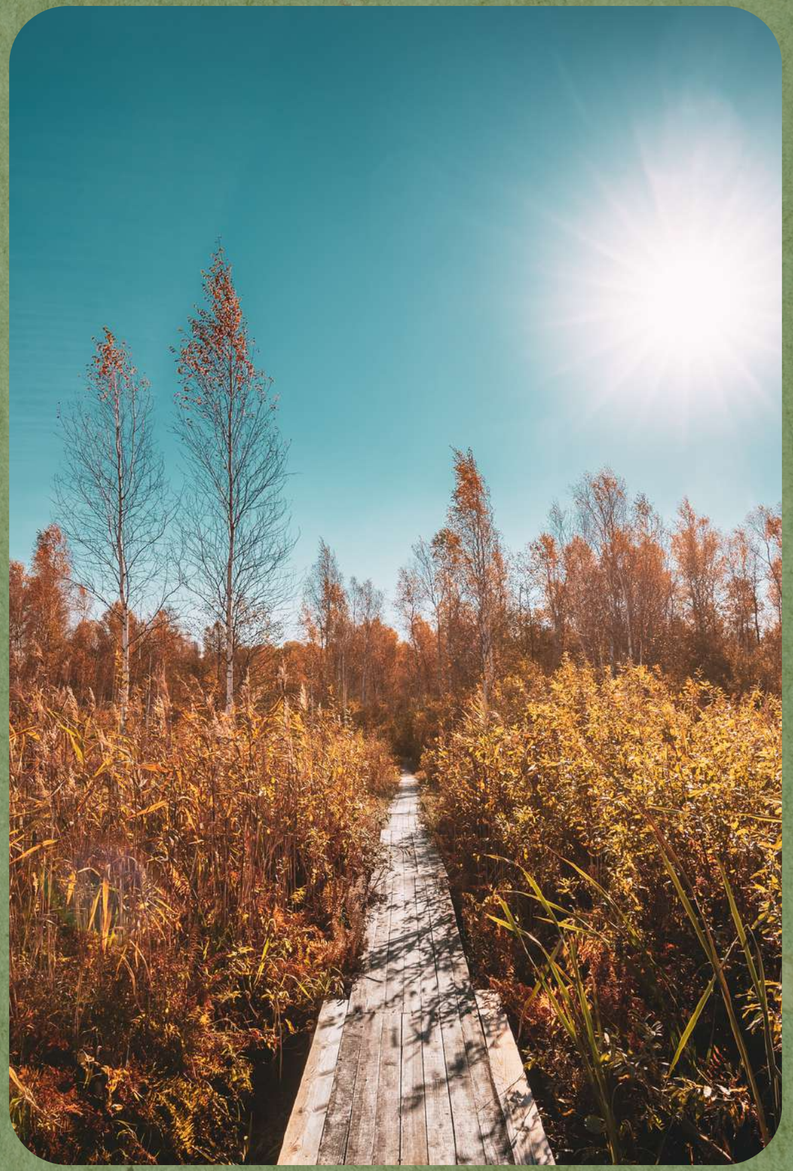
Try to storytelling

Storytelling is the art of conveying a narrative or tale through words, images, or other forms of communication to engage, entertain, or convey a message to an audience. It involves crafting a compelling and structured narrative that captivates and resonates with listeners or readers.

https://jjlyonsmarketing.com/resources/what-is-storytelling-for-marketing-how-can-it-be-utilized-effectively/



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Your contact point

For the innovation content MASAF team

- **Livia Ortolani** livia.ortolani.ext@politicheagricole.it
- **Ancy Kollamparambil** asmathew.kollamparambil.ext@masaf.gov.it

For the IT issues

- **Marijke Hunninck** Marijke.Hunninck@ilvo.vlaanderen.be
- **Mikayel Hovhannisyan** Mikayel.Hovhannisyan@ilvo.vlaanderen.be

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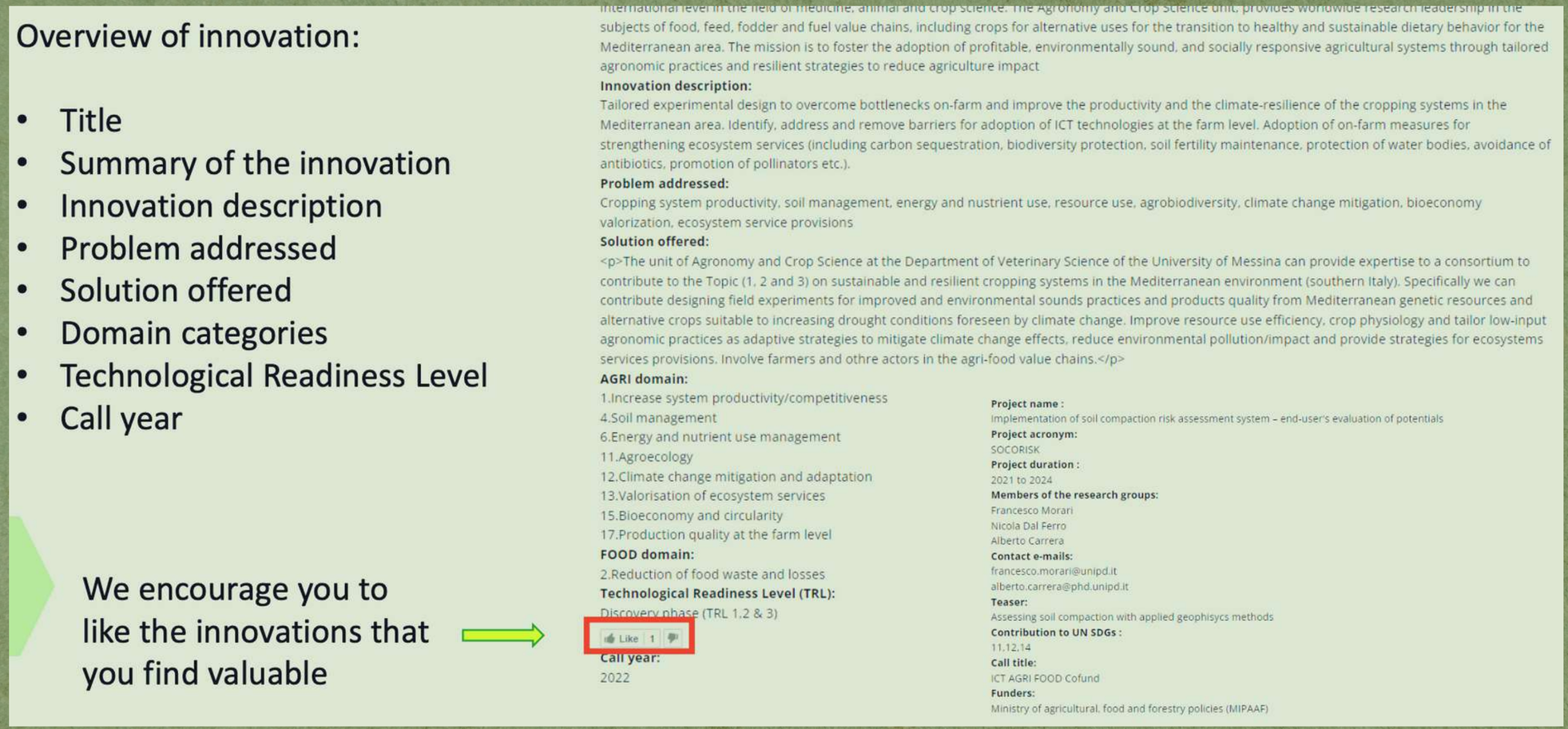
Innovation

Overview of innovation:

- Title
- Summary of the innovation
- Innovation description
- Problem addressed
- Solution offered
- Domain categories
- Technological Readiness Level
- Call year

We encourage you to like the innovations that you find valuable


international level in the field of medicine, animal and crop science. The Agronomy and Crop Science unit, provides worldwide research leadership in the subjects of food, feed, fodder and fuel value chains, including crops for alternative uses for the transition to healthy and sustainable dietary behavior for the Mediterranean area. The mission is to foster the adoption of profitable, environmentally sound, and socially responsive agricultural systems through tailored agronomic practices and resilient strategies to reduce agriculture impact

Innovation description:

Tailored experimental design to overcome bottlenecks on-farm and improve the productivity and the climate-resilience of the cropping systems in the Mediterranean area. Identify, address and remove barriers for adoption of ICT technologies at the farm level. Adoption of on-farm measures for strengthening ecosystem services (including carbon sequestration, biodiversity protection, soil fertility maintenance, protection of water bodies, avoidance of antibiotics, promotion of pollinators etc.).

Problem addressed:

Cropping system productivity, soil management, energy and nustrient use, resource use, agrobiodiversity, climate change mitigation, bioeconomy valorization, ecosystem service provisions

Solution offered:

The unit of Agronomy and Crop Science at the Department of Veterinary Science of the University of Messina can provide expertise to a consortium to contribute to the Topic (1, 2 and 3) on sustainable and resilient cropping systems in the Mediterranean environment (southern Italy). Specifically we can contribute designing field experiments for improved and environmental sounds practices and products quality from Mediterranean genetic resources and alternative crops suitable to increasing drought conditions foreseen by climate change. Improve resource use efficiency, crop physiology and tailor low-input agronomic practices as adaptive strategies to mitigate climate change effects, reduce environmental pollution/impact and provide strategies for ecosystems services provisions. Involve farmers and othre actors in the agri-food value chains.

AGRI domain:

1.Increase system productivity/competitiveness
4.Soil management
6.Energy and nutrient use management
11.Agroecology
12.Climate change mitigation and adaptation
13.Valorisation of ecosystem services
15.Bioeconomy and circularity
17.Production quality at the farm level

FOOD domain:

2.Reduction of food waste and losses

Technological Readiness Level (TRL):

Discovery phase (TRL 1,2 & 3)

Like 1

Call year:

2022

Project name :
Implementation of soil compaction risk assessment system – end-user's evaluation of potentials
Project acronym:
SOCORISK
Project duration :
2021 to 2024
Members of the research groups:
Francesco Morari
Nicola Dal Ferro
Alberto Carrera
Contact e-mails:
francesco.morari@unipd.it
alberto.carrera@phd.unipd.it
Teaser:
Assessing soil compaction with applied geophisycs methods
Contribution to UN SDGs :
11,12,14
Call title:
ICT AGRI FOOD Cofund
Funders:
Ministry of agricultural, food and forestry policies (MIPAAF)

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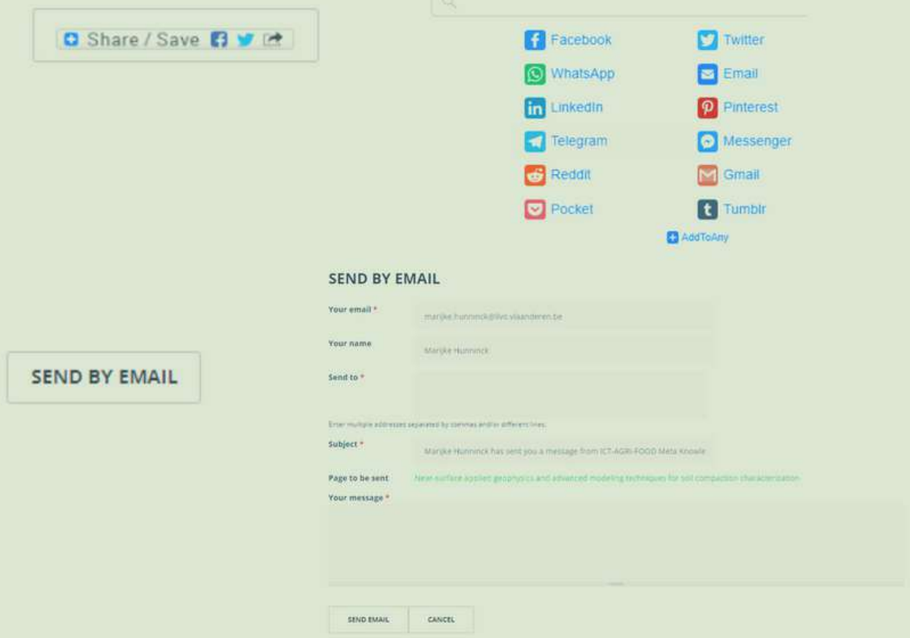
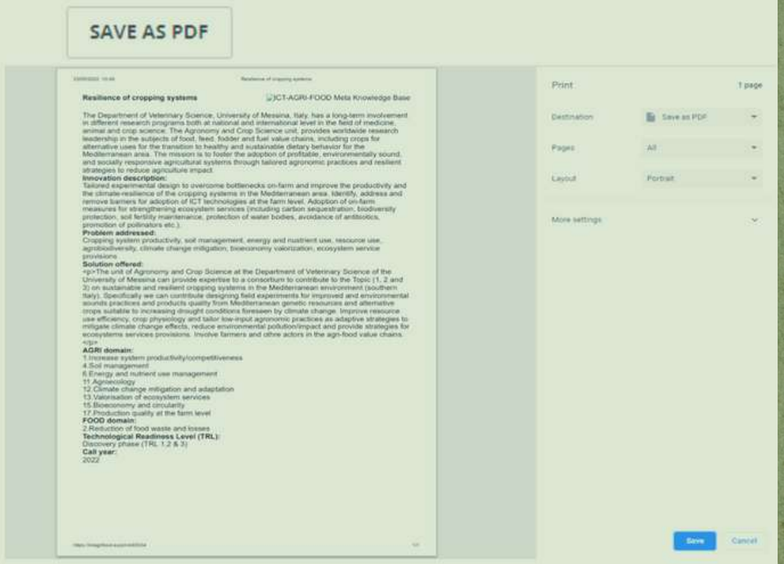
Share and/or save innovation

- Share innovation:

Here you can selected on which channel you would like to share this innovation



- Save innovation:



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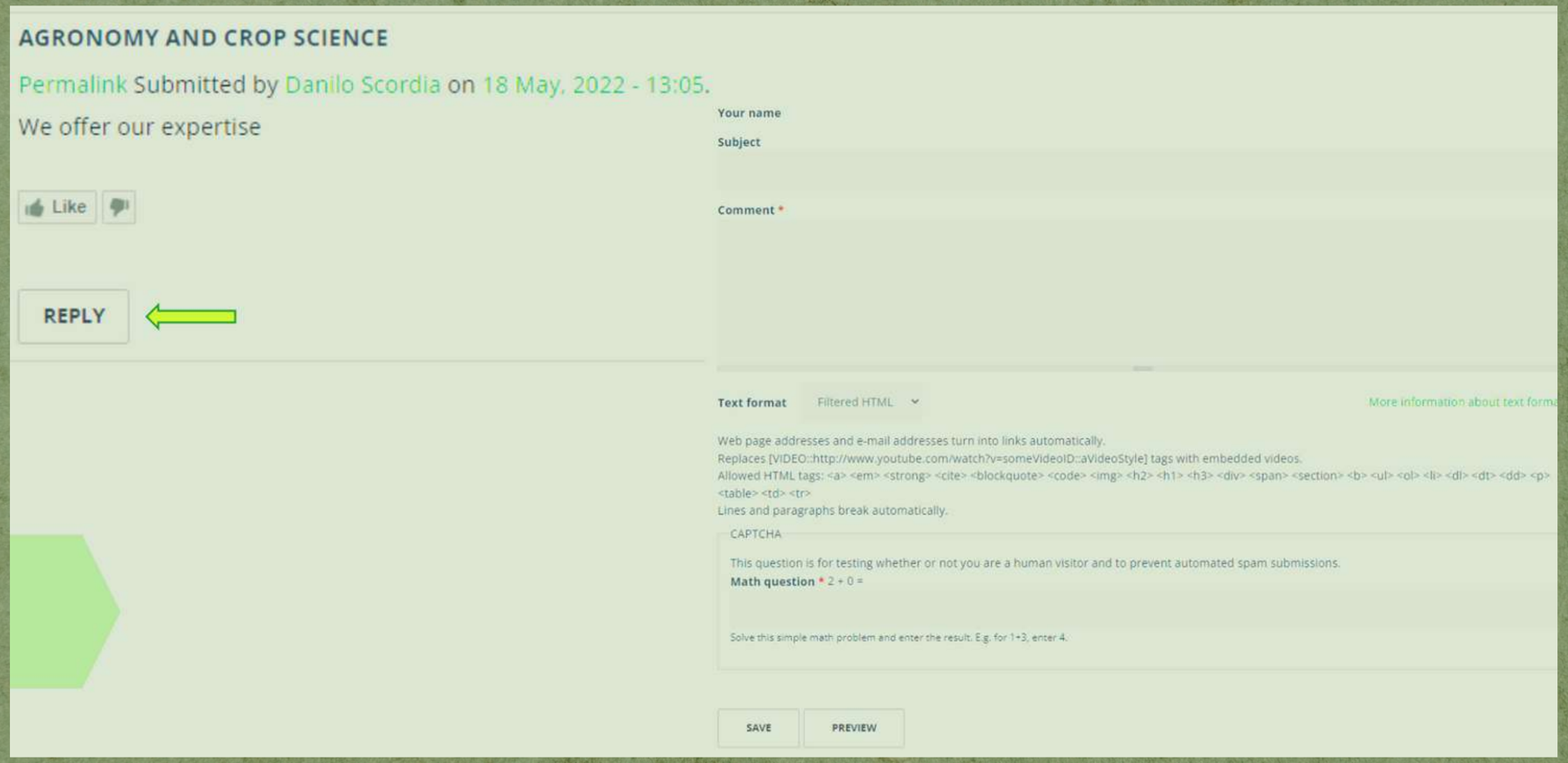
Comments and reply to comment



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Add a comment

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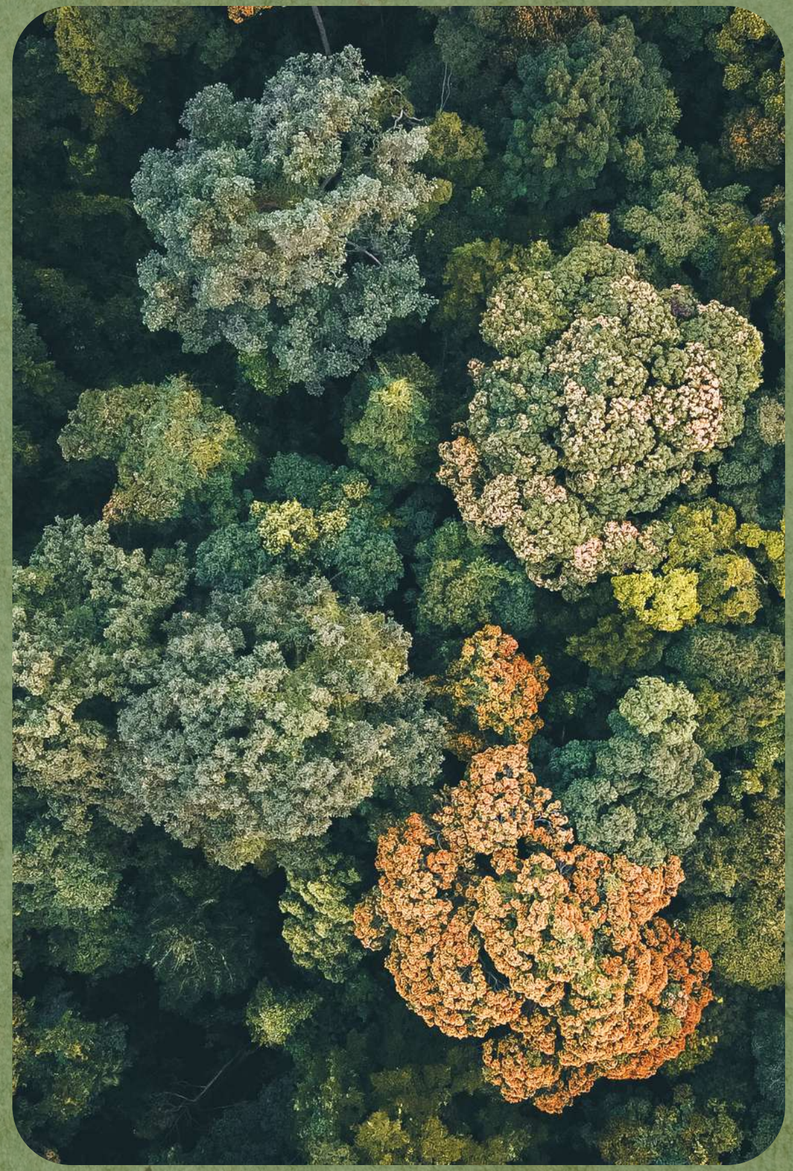
Thank you!



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