

TRANSFARM 4.0

Deliverable D.C.2.3-

Version 1

Press conferences

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1. Executive Summary

The TRANSFARM 4.0 project has entertained regular contacts and a constant flow of updates towards the media, printed and digital, both with the specialised press in agriculture and machinery and with the general press in particular in the regions involved in the project.

However, following also the evolution of the project during the Covid 19 crisis, and the general decline of press conferences as a tool to entertain regular relations with the media, activities have been readapted to better suit the needs of those operating in the information sector in times of pandemic.

In this sense, activities have been primarily redirected towards:

- Bilateral contacts with publications and journalists in areas (geographical or sectorial) of interest
- Fostering a continuous feed of social media news, targeting among others the specialised press in the agriculture and the machinery sector

One main press conference, entirely devoted to the TRANSFARM 4.0 project, was organised in the framework of the EIMA 2021 trade fair, held in Bologna in October 2021, with the participation of 26 journalists from different countries. This followed a series of other press conferences targeting the Italian journalists, which covered the TRANSFARM 4.0 project, in the wider context of initiatives and international projects led, participated or endorsed by Federunacoma.

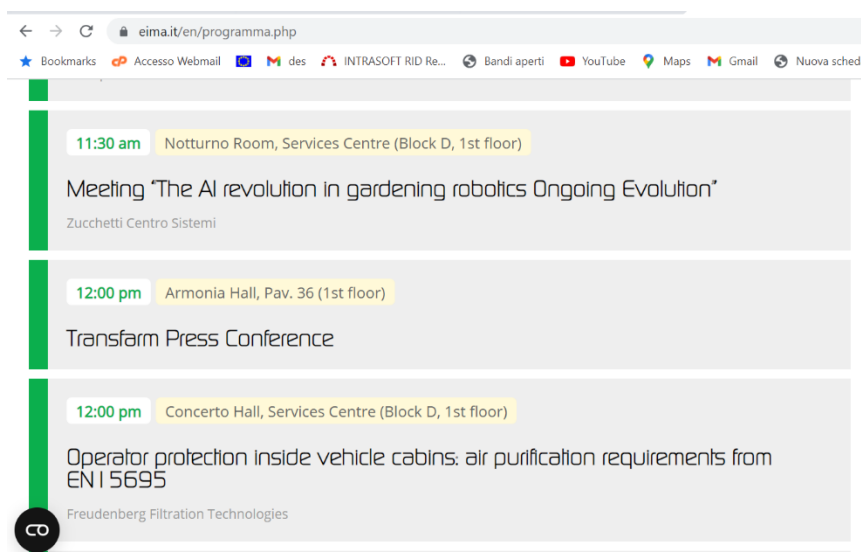
2. The EIMA press conference

The TRANSFARM 4.0 press conference was introduced in the programme of events for the media on Day 2 (on the 20th of October), at 12.00. The choice of the day and timing met the need to ensure a significant presence of international journalists, which tends to be higher in the first two

days of the event. The press conference took place at the Armonia Hall of the Congress Centre.

After a short video, the press conference was introduced by Giuseppe Saija of Federunacoma, who provided a short introduction to the scope and activities of the project.

Luca Masiero from CREA went into more details illustrating the preparatory work for the



pilot actions and in particular analysing the results of the survey carried out with farmers in the Central Europe region at the start of the project, in order to provide a picture of the perceived needs and issues connected to the adoption of precision agriculture on the field.



Following the introduction on the survey, the pilot actions were described, with a special attention to Pilot Action 2 with the variable rate sprayer engineered by CREA and the University of Maribor, in collaboration with Maschio Gaspardo, a large manufacturer which also provided the sprayer for display at EIMA. The journalists attending the press conference came among others from Italy, Albania, North Macedonia, Egypt and several Latin American countries. At the conclusion of the press conference, a quick tour of the group was organised at the TRANSFARM stand in the Digital EIMA pavillon, where the sprayer was displayed.



A small meeting with journalists had been held one month prior to the EIMA in the occasion of FEDERUNACOMA’s participation at the AGRIMUMBRIA regional trade fair. About 10 journalists had the opportunity to meet FEDERUNACOMA’s CEO and director on themes related to innovation in the vineyard and orchard sectors, including the TRANSFARM project and its pilot actions.

3. Press interaction at the Final Event



Though not organised as a Press Conference, the final event of the project held in Susegana prompted interaction with the regional press from Veneto and a few interviews were carried out by local reporters with key partners of TRANSFARM 4.0 (CREA, MATE, FEDERUNACOMA).

A series of video interviews were recorded at the end of the event for the project Youtube channel and the Precision Farm portal (with Riccardo Velasco and Luca Masiero of CREA; Alessio Bolognesi, Marco Pezzini, Giuseppe Saija and Marcello Mongiardo of FEDERUNACOMA; Peter Bodor-Pesti of MATE; Helmut Steinkellner of FJ and Jurij Rakun of the University of Maribor)