

## REPORT TRANSNATIONAL SEMINAR WITH INNOVATION PLAYERS AND S3 MANAGERS

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D.T1.1.6

Version 1

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12 | 2019

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## 1. Introduction

HBLFA FJ-BLT and Josephinum Research (PP3) have organized on December 4<sup>th</sup> 2019 a transnational seminar with innovation players to run industrial players, farmers associations & policy-makers (S3 managers) through the industrial application for future agriculture. It took place at the Linz Center of Mechatronics (LCM) in Linz. The half-day seminar (Afternoon session) on precision farming made it possible to meet farmers, industrial players, agriculture NGOs, policy-makers, innovation performers, high-profile experts and S3 managers.

The Participation in the event was free, and an online-registration was requested.

## 2. Agenda

- 5) **13:15-15:15 Transnational seminar with innovation players and S3 managers to set PF scenarios (D.T1.1.6) (Host FEDERUNACOMA - Giuseppe Saija)**
- 6) 13:15-13:45 Round Table and Brainstorming on:
  1. What TRANSFARM can do for them
- 7) 13:45-15:15 Round Table and Brainstorming on (each S3 manager/innovation player has max. 5-10 min, 2-3 slides with main points):
  - Klaus Nagelhofer/Simone Hagenauer: ecoplus. The Business Agency of Lower Austria, S3 manager
  - Cecilia Squeri: Catholic University of the Sacred Heart
  - Mr. Uroš Zgonec (SI): Slovenian Ministry of Agriculture
  2. What was done to support industrial application in the precision farming in the programming period 2014-2020 (we are interested not only in the results/impacts but also in what went wrong)
  3. What are the perspectives for the programming period 2021-2027 (by March 2020 all regional and national authority should send to the European commission the first draft of the EU regional operational programme, so it would be nice to hear what they are doing and what are likely the investment priorities).
  4. Learn from the S3 managers and industries what are their suggestions for our project and what is the best way to establish a permanent consultation with them

## 3. Presentations results

### 3.1. Giuseppe Saija - Federunacoma

- Overview - Change in coming years
- Issue sort of consolidation

### 3.2. Ecoplus/S3-Manager from lower Austria (Simone Hagenauer, Klaus Nagelhofer)

- Basis was economic strategy in lower Austria
- Useful would be to specify on sectors (e.g. PF)
- ERDF money is spent on focus areas: more flexible
- 4 Clusters
- 4 technopols
- focus on Technopol Wieselburg
  - Support service and companies on topics such as PF and Smart Farming
  - Triangle: R&D, economy and education
- New S3 strategy
  - Topics about general topic
  - Four core strategies: PF fits in three of this
  - Implementation to foster the cooperation and the competences in the region and to others (USP of each Area)

### 3.3. Cecilia Squeri

- Emilia Romagna
- 7 clusters devided
- Clust-er Agrifood 3 main key points in value chain (SOS farm, Food QST and SPES)
- Some logos of projects in the slide PF Agrifood
  - To create new networks
  - Consider everything starts from producer!
  - To follow the dissemination process, it needs the:

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- Cooperation between partner, etc.

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- Improvable results dissemination (farmers didn't know about results in research)
- Poor responsiveness of producers
- Guidelines not yet defined

### 3.4. Mr. Uroš Zgonec (SI): Slovenian Ministry of Agriculture

- Problem must be on the farm
- M16: for the climate change
- New Program:
  - Potential of digitization
  - Increase productivity of farmers (is low in Slovenia)
  - Basic Steps:
    - Create conditions
    - 6. making some evidence

### 3.5. Veronika Eros: agrolT (Hungary)

- Cluster manager agrolT PP7 in TF 4.0
- beside consultant at the ministry of agriculture (advices, output of TF 4.0)
- Nutshell info's from Hungary:
  - Smart spec. strategy
  - Don't have regional scope recently
  - On national level and county level -> problem for survey
  - PF S3 strategy belong to agricultural ministry
  - Rural development plan/strategy
  - Want to focus on regions and sectors which can be linked to regions
- Hungary digital welfare program:
  - Agricultural strategy included
  - Recently adopted by the ministry

## 3.6. Round Table: Conclusio of the Transnational Seminar (Afternoon session)

### 3.6.1. Potential for improvement

- Divide Farmers Innovation
- Acceptance co design: farmers aren´t involved really
- Paper work is aggravating
- Proximity: How local schemes should be, points to handle:
  - rural population, demographic change, environmental change from one region to an other
- Results:
  - There is not only one way
  - Need economic and environmental -> both sides have to be considered
  - Actors need a role -> role of the S3 manager
  - Progress on reducing bureaucracy through digitization

### 3.6.2. Learnings

- Do we need standards EU/worldwide:
  - To reach reducing complexity it is necessary to create standards
  - Define standards for automatically data exchange
  - Main problem in Italy is the bureaucracy
- Show best practice examples:
  - e.g. Austria: Innovation Farm 2020 (<https://www.innovationfarm.at/>)
  - e.g. House of digitization from lower Austria ([www.virtuelleshaus.at](http://www.virtuelleshaus.at))
- Change education system: open data only make sense, if all the people understand this data
- “Open days” to show results of research: not only big events (EIMA, Agritechnica, etc.)

- Promote Ideas, etc.
- System: Goal live in an better rural environment
- Raise dissemination point, where companies can test their results, not only paper: How can the dissemination be more disseminated? Often only the same persons are at the event, which are in the project.
- Not only present results at big fairs (EIMA): start with a smaller one
- Technology should be easy understandable for the farmers; if it is too complicated they are not interested
- Distinguish between technology and the process: transfer the knowledge behind
- Pilot projects:
  - Repeat the experiences
  - Which are the pilots
- Goal: Easy, useful and not too costly technology -> for pilot actions
- Would it be a benefit/make sense to not distinguish between rural and urban areas?
  - Urban farming as testbed for precision farming: higher innovation friendly environment, higher participation (higher population)
  - It maybe depends on the crop: vineyards have more charm
- Money (€):
  - cost reduction are a factor -> better economic results (best practice examples)
  - Why Young generation going into the city: sector has higher expectations in knowledge (satellite data, etc) -> higher salary for the agricultural experts