

TRANSNATIONAL TECHNOLOGY
FORESIGHT OPEN INNOVATION
SEMINARS & TECHNICAL HORIZON
SCAN

D.T3.2.3 - Transnational technology foresight
open innovation seminars & Technical
Horizon Scan - Austria PP3

11/2021





1. Name of the event, implementing date and place

Transfarm4.0 was at the so-called “TrendTalk” at the Pöttinger Landtechnik GmbH company in Upper Austria.

Date: 01.09.2021

Place: *PÖTTINGER Landtechnik GmbH, 4710 Grieskirchen (Upper Austria)*

After opening words from Mr. Markus Baldinger, Managing Director at Pöttinger Landtechnik GmbH and Mrs. Lisa Wöss, Head of Innovation and Technology Management, three speakers gave insights into exciting topics and current developments.

The first speaker was Mr Ivo Hostens, CEMA Technical Director and EurAgEng secretary General, who gave an insight into CEMA as well as topics such as CAP, Farm to Fork, Green Deal and Key technologies.

Second speaker was Heinrich Prankl, Deputy-Director at HBLFA Francisco Josephinum, Head of Research and innovation and Managing Director of Josephinum Research, which addressed current developments in the agricultural machinery sector in connection with future challenges.

Third speaker was Mr. Wolfgang Moser, Managing Director Finance and Corporate Quality at Pöttinger Landtechnik GmbH, who spoke about CSR - Corporate Social Responsibility with a focus on ecological sustainability and why this topic is increasingly on the agenda. Finally, the TrendTalk was concluded with a panel discussion.

2. Number and types of participants/target groups

The number of participant were at 50. Target groups were Higher education and research, Large enterprises and SME. Especially employees from Pöttinger.

3. Topics tackled and links to deliverables, outputs

The title of the TrendTalk was “What the FAQ is CAP? - CAP and changes in agriculture”. Main questions were among others “What Impact does the CAP have on agriculture?”, “What changes can we expect for our customers?” and “How ist the agricultural machinery sector developing?”.

Ivo Hostens spoke about the CAP with its changes and also about topics like “Farm ot Fork” and “Green Deal”. Heinrich Prankl gave an insight into the “Innovation Farm” and presented Transfarm4.0 and the latest developments in the agricultural technology industry in connection with CAP, “Farm ot Fork” and “Green Deal”. Wolfgang Moser provided an insight into the topic of “Corporate Social Responisbility”, i. e. Pöttinger’s social responsibility towards society.

The seminar was linked to the Deliverable D.T.3.2.3 “Transnational technology open innovation seminars & technical horizon scan” and focused on PF industrial challenges. Furthermore the seminar was linked to the



output O.T.3.2 “Enhancement of PF industrial specialization by a pool of new innovation management services”.

4. Expected effects and follow up

Basically there were different main political challenges, like climate change, food security, renewables or sustainability goals. The aim is to balance these goals in general. Key technologies in the field of new technologies are for CEMA especially software update management, data sovereignty, AI, cyber security and automated functions. In the topic of field robotics there are two trends, autonomous tractors or self-operating light weight field robots. When looked at different autonomous machines, not the one or the other solution alone will be the concept in the future. Rather there will be 2-3 pillars for future concepts in the area of robotics for example. First, applications for inspections where done from smaller robots in a line, e.g. for vegetables. Second area, where you for example want to drill etc, there you will need bigger machines. Third for transport in general, with a tractor. In general the aim should be, to autonomous the machine. The process has to work autonomous, because there is no driver who can look back.

For the topic of CSR, the special focus lies on ecological sustainability. CSR is more and more on the agenda of the companies. The goal is to adapt the system more sustainability and define targets. There occur several questions, for example how you measure the ecological factors, who will check the reduction targets in industry and agriculture for CO2 reduction. Or what is the baseline, which is important to use as comparison of reduction and who pays for the additional costs. The challenge for companies is in general to search for win-win situations, because the consumer will not pay more for the products.



5. Annexes: e.g. agenda of the event, pictures, media coverage web- links etc









Agenda:



Trend Talk “What the FAQ is CAP?”



GAP und Veränderungen für die Landwirtschaft

- What impact does the CAP have on agriculture?
- What changes can we expect for our customers?
- How is the agricultural machinery sector developing?

- Afterwards there will be a panel discussion with Ivo Hostens, Heinrich Prankl, Wolfgang Moser and Markus Baldinger.

Guest speakers:



Ivo Hostens has been Technical Director at CEMA, the European Association of the Agricultural Machinery Industry, since 2015. In our Trend Talk he speaks about the EU's common agricultural policy (CAP) with its changes and also about topics like 'Farm to Fork' and 'Green Deal'.



Heinrich Prankl is Head of Research & Innovation, Deputy Director and Managing Director of Josephinum Research. We get an insight into the 'Innovation Farm' and he presents the latest developments in the agricultural technology industry in connection with CAP, 'Farm to Fork' and 'Green Deal'.



Wolfgang Moser is Managing Director of Finance and Corporate Quality at PÖTTINGER. He provides an insight into the topic of Corporate Social Responsibility', i.e. PÖTTINGER's social responsibility towards society.



Anmeldung
im Kursbuch



Infos zur
GAP(→CAP)



Forschung & Entwicklung / Stefan Enstleiner
Aushang bis 01.09.2021

For Transform internal usage:

- Main Presentations (attached)
- Event Links:

Video from Speakers: <https://youtu.be/QnnDEjIUzsY>

Panel discussion: <https://youtu.be/roqFisvFUMw>