DIGITISATION STRATEGY FOR THE AGRI-FOOD AND FORESTRY SECTOR AND RURAL AREAS

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AGRI-FOOD AND FORESTRY SECTOR CONTEXT IN SPAIN

▶ **Economic value**:
- 900.000 agricultural holdings,
- 28.000 agri-food industries; 95% SME ,
- 2 million jobs, main sectors in rural areas, heavy impact on other sectors (services…)
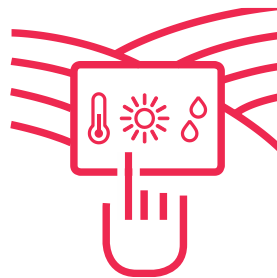- Exports: 50.000 M€. Main player in global market and leadership within EU market.

▶ **Rural territories** :
- 84% of Spanish surface area but 16% of population;
- 66.000km2 sparsely populated areas (inner peripheries); 1.350 municipalities <100 inhabitants;
- masculinized, aged.

▶ **Digital infrastructure**: 78% homes in rural areas have internet connection (82% in the EU). 26 Digital Innovation Hubs with capacities in the agri-food and forestry sectors (55% of total) lower than EU average.

10% GDP SPAIN = AGRI-FOOD AND FORESTRY SECTORS, WITH OVER 2 MILLION JOBS. POSITIVE TRADE BALANCE

BIG CONCERN ABOUT DEPOPULATION AND MASCULINIZATION AS WELL AS DIGITAL DIVIDE.

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FROM NATIONAL FG TO DIGITAL STRATEGY

FOCUS GROUP ON DIGITIZATION (AGRIFOOD SECTOR AND RURAL AREAS):   multi actor task force 43 experts from all over spain and from all the fields involved in the digitisation process, addressing the different roles taking part in the process

The main strength of this Focal Group was its **participatory approach** involving many parties and disciplines, which enabled work to be carried out by a group of motivated experts committed to digitising the sector

The tasks carried out by this Focus Group have amongst others formed **the basis for drafting the Digitisation Strategy** for the Agri-Food and Forestry Sector and Rural Areas.

AÑORA DECLARATION STRESSES THE IMPORTANCE OF **ATTRANCTING AND RETAINING INNOVATIVE TALENT IN RURAL AREAS**, AND THE NEED FOR DIGITAL TRAINNING, AND INTEROPRABILITY OF DATA.

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DIGITIZATION STRATEGY I ACCION PLAN 2019-2020

defines the strategic lines and measures necessary to boost digital transformation in the agri-food and forestry sector and rural areas, as well as the instruments planned to implement them
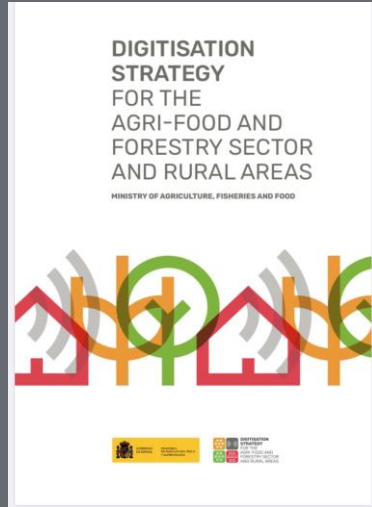
Its main aim is to eliminate or reduce currently existing technical, legislative, economic and educational barriers, thereby

helping an economically, socially and environmentally sustainable agri-food sector to lead and to actively repopulate rural areas, making them more attractive, lively, dynamic and diverse places that generate wealth and quality jobs, paying special attention to young people and women.

OBJECTIVE O1

TO NARROW THE DIGITAL GAP

between rural and urban areas, as well as between small and large companies, aiming for all parties to be connected.

To achieve this, work is to be done on connectivity in order to narrow the physical digital divide as regards infrastructure, and also on training to narrow the divide in adopting new technologies.

L1. Connectivity	M1. Coordination to improve connectivity
	M2. Dissemination and advice in the sector as regards existing formulas for connectivity
L2. Training	M1. Fostering the inclusion of digitisation in formal education
	M2. Non-formal continuous education and skills acquisition
	M3. Attracting young people and women as stable inhabitants in rural areas

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As an engine to boost the sector

Addressing the interoperability of the sector's data and the openness of data

TO FOSTER DATA USE

Understanding the latter concept in the widest sense so as to encourage this openness in,
- the Public Administration
- in research
- the private sector

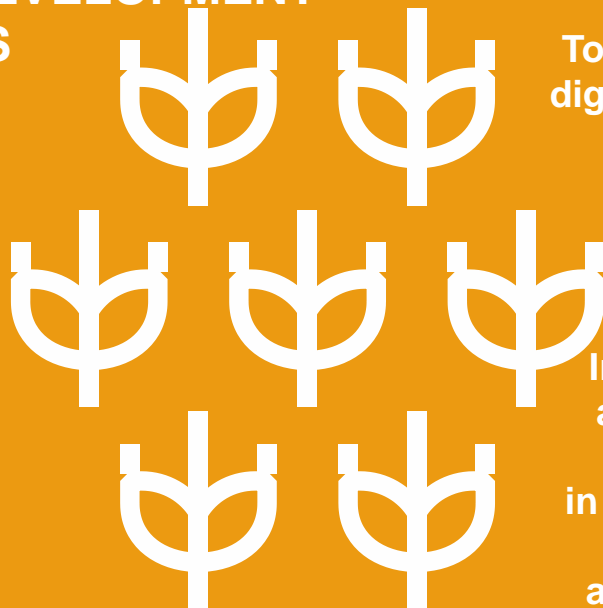| L1. Interoperability	M1. Fostering collaboration to improve interoperability by capitalising on existing initiatives on a European level
	M2. Interoperability projects that respond to specific problems in which interregional stakeholders cooperate
L2. Open data	M1. Open data in Public Administrations
	M2. Public research data
L3. Data from the value chain and environmental data	M1. Support for the Code of Conduct to exchange and use agricultural data and data from the chain
	M2. Promoting incentives to digitise farm logbooks
	M3. Cooperatives as data gatherers
	M4. Spanish and European consumption data
	M5. Collaboration to improve the Common Agricultural Policy's Integrated Administration and Control System
	M6. Fostering automatic collection of existing geospatial data on greenhouse gas emissions and removals from land use, and processing it

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OBJECTIVE O3

TO BOOST BUSINESS DEVELOPMENT AND BUSINESS MODELS

taking into account Industry 4.0 and the opportunities for economic diversification provided by new technologies.

To do so, it is essential to bolster the digital innovation ecosystem as a key aspect in modernising the sector

and to provide advice for digital adoption in Knowledge and Innovation Systems in the agri-food and forestry sector and rural areas,

in addition to fostering new business models, which often arise on applying and adopting technologies in certain fields.

L1. Strengthening the digital innovation ecosystem	**M1.** Fostering Digital Innovation Hubs (DIHs)
	M2. Innovative Public Procurement
	M3. Fostering collaboration among knowledge hubs, technological companies, and companies from the sector
	M4. Support for introducing the Living Labs method into Spain
L2. Advice on digital adoption in the agri-food and forestry sector and rural areas' Knowledge and Innovation Systems	**M1.** Fostering knowledge and information exchange among digital advisers
	M2. Advice for SMEs and startups in their process of digital adoption
	M3. Bolstering advice via events and demonstration activities
L3. Fostering new business models	**M1.** Platform for digital entrepreneurship in rural areas
	M2. Fostering telework
	M3. Coordination between Public Administrations to bring in line aid for entrepreneurship in rural areas
	M4. Dissemination of European initiatives linked to digitisation in the spheres of Smart Villages, rural entrepreneurship and Startup Europe
	M5. Boosting development of a Smart Rural Territories ecosystem. *Startup Villages*

1st ACTION PLAN (2019-2020)
40 actions
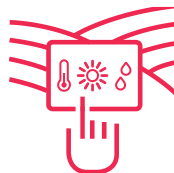
01. NARROWING THE DIGITAL DIVIDE
01. L1. CONNECTIVITY
01.L1.M1. Coordination to improve connectivity

A1	Connetivity analysis in rural territory

02. 01.L2. TRAINING
01.L2.M1. Fostering the inclusión of digitisation in formal education

A2	Promotion of the inclusión of digital competences in regulated training of an agrifood and forestry nature

01.L2.M2. Non-Formal continuous education and skills acquisition

A3	Competence center for digital/agro/rural training
A4	Pilot course of the Competence Center
A5	Digital training for managers of sector entities
A6	Digital training for primary producers in the agri-food sector
A7	Digital training for primary producers in the agri-food sector and managers of sector entities
A8	Training and demonstration activities within the framework of the National Rural Development Program 2014-2020
A9	Create Future Program
A10	Industry 4.0 and Connected Business Executive

01.L2.M3. Attracting Young people and women as stable inhabitans in rural areas

A3	Competence center for digital/agro/rural training
A4	Pilot course of the Competence Center
A9	Create Future Program
A11	Youth experience exchange program

O2. FOSTERING THE USE DATA
O2.L1. INTEROPERABILIDAD
O2.L1.M2. Interoperability projects tha respond to specific problema in which interregional stakeholders cooperate

A12	Call for interoperability for Innovative Projects

O2.L2. OPEN DATA
O2.L2.M1. Open data in Public Administrations

A13	Launch of the open MAPA data publication
A14	Aporta Initative, agro sector
A15	Aporta Challenge 2019

O2.L3. Data from the value chain and environmental data
O2.L3.M1. Support for the Code of Conduct to Exchange and use agricultural data and data from the chain

A16	Dissemination of the Code of Conduct for the Exchange of agricultural data

O2.L3.M2. Promoting incentives to digitise farm logbooks

A17	Boost to the digitization of the logbooks

O2.L3.M3. Cooperatives as data gatherens

A18	Cooperatives as data gatherens

O2.L3.M4. Spanish and European consumption data

A19	Call for the use of consumption data for Innovative Projects

O2.L3.M5. Collaboration to improve the Common Agricultural Policy´s Integrated Administration and Control System

A20	Digital improvement of the Integrated Management and Control System

O3. BOOSTING BUSINESS DEVELOPMENT AND NEW BUSINESS MODELS
O3.L1. STRENGTHENING THE DIGITAL INNOVATION ECOSYSTEM
O3.L1.M1. Foresting Digital Innovation Hubs

A21	Positioning Digital Innovation Hubs

O3.L1.M2. Innovative Public Procerement

A22	Promotion of innovation from the Demand of the agri-food and forestry sector

O3.L1.M3. Fostering collaboration among knowledge hubs, technological companies, and companies from the sector

A23	Support for digitization in the framework of Agricultural Knowledge and Innovation Systems
A24	Food Start Tech 2019
A25	Implementation of Conneted Industry 4.0

O3.L1.M4. Support for introducing the Living Labs method into Spain

A26	Call *Living Labs* for Innavative Projects

03.L2. ADVICE ON DIGITAL ADOPTION IN THE AGRI-FOOD AND FORESTRY SECTOR AND RURAL AREAS´ KNOWLEDGE AND INNOVATION SYSTEMS
O3.L2.M1. Fostering knowledge and information Exchange among digital advisers

A27	Inventory of digital decisions support tolos and sevices

O3.L2.M2. Advice for SMEs and *Startups* in their process of digital adoption

A28	Advice to SMEs and farms under the NRDP 2014-2020
A29	ACTIVA Industry 4.0 Program
A30	Business Growth Program

O3.L2.M3. Boostering advice via events and demostration activities

A27	Inventory of digital decisions support tolos and sevices

03.L3. FOSTERING NEW BUSINESS MODELS
O3.L3.M1. Platform for digital entrepreneurship in rural areas

A31	Support to platforms for digital entrepreneurship in rural áreas

O3.L3.M3. Coordination between Public Aministration to bring in line aid for entrepreneurship in rural areas

A32	Diffusion of aid lines for entrepreneurship in rural areas

O3.L3.M4. Dissemination of European initiatives linked to digitisation in the spheres of Smart Villages, rural entrepreneurship and Startup Europe

| A33	Diffusion of Smart Villages Initiatives
A34	Participation in *Startup Olé* 2020
A35	Participation in DATAGRI 2019 and 2020
A36	Participation in *Smart Agrifood Summit* 2019 and 2020

O3.L3.M5. Boosting development of a Smart Rural Territories exosysten, *Startup Villages*

A37	Smart Rural Territories
A38	Leadership and momentum of *Startup Villages* Initiative

2nd ACTION PLAN (2019-2020) RRF

Less actions — Bigger budget
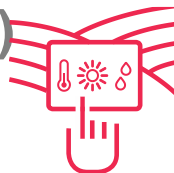
OBJECTIVE 1
- Conectivity Plan 2025 (competencies Ministry of Economic Affairs and Digital Transition)
- Digital Competences Centre (8 courses), more educational institutions to join and a broader scope
- Advisory Platform
- EAFRD: digital training and advice

OBJECTIVE 2
- BigMapa
- Open Data within the largescale tracking Project
- Monitoring and Performance of innovation projects on interopoerability, living labs and food-chain data

OBJECTIVE 3
- Fostering innovative entrepreneurship based on technologies
- DIH Fiware and Technological Platform

CROSS-CUTTING ACTIONS
Setting-up an specific monitoring body for the digital transition of the Agrifood sector

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MANY THANKS!

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