



# Subgroup on Innovation for agricultural productivity and sustainability

## 13<sup>th</sup> Meeting

7 March 2019

#RNSubInnovation - @EIPAGRI\_SP

# Subgroup on Innovation for agricultural productivity and sustainability

## 13<sup>th</sup> Meeting – 7 March 2019



9:00 – 10:00 Welcome and introduction – DG AGRI  
Session I "Recent and future networking activities"

10:00 – 11:00 Session II "Assessment study on OGs and its implications for the future"



11:00 – 11:30 Coffee break

11:30 – 12:30 Interactive part Session II "Assessment study on OGs and its implications for the future"



12:30 – 13:30 Lunch break

13:30 – 15:00 Session III "Strengthening the links between CAP and Horizon through the EIP-AGRI network: today and tomorrow"



15:00 – 15:30 Coffee break

15:30 – 16:30 Interactive part Session III "Strengthening the links between CAP and Horizon through the EIP-AGRI network: today and tomorrow"

16:30 – 16:45 AOB / Wrap up / next steps

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# Session I "Recent and future networking activities"

## Seminar "Multi-level strategies for digitising agriculture and rural areas"

Antonella Zona  
DG AGRI

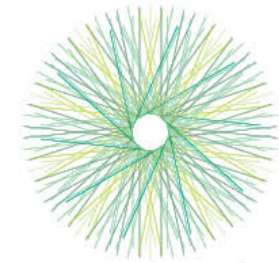
SUBGROUP ON INNOVATION  
for agricultural productivity and sustainability  
13<sup>th</sup> meeting  
7 March 2019

13<sup>th</sup> Meeting of the  
Subgroup on Innovation



# EIP-AGRI Seminar Multi-level strategies for digitising agriculture and rural areas

12-13 December 2018 – Antwerp, Belgium



eip-agri  
AGRICULTURE & INNOVATION

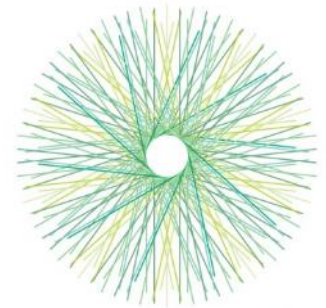


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# EIP-AGRI Seminar Multi-level strategies for digitising agriculture and rural areas



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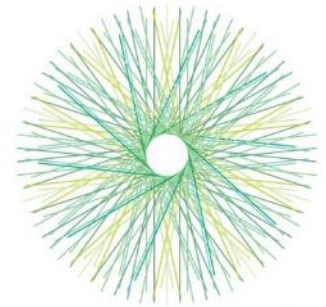
**Objective:** promoting multi-level digital strategies for agriculture and rural areas taking into account the specific regional context

**Follows up** to previous EU Rural Network activities (AIS-Lisbon, EIP seminar on DIH, ENRD work on Smart Villages)

**Who?** farmers and foresters organisations, researchers, rural networks, Local Action Groups, educational organisations, environment organisations, administrations dealing with digitisation - cooperation with ENRD & BCO

Event webpage: <https://ec.europa.eu/eip/agriculture/event/eip-agri-seminar-multi-level-strategies-digitising>

# EIP-AGRI Seminar Multi-level strategies for digitising agriculture and rural areas



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*« We will have to adapt or we will not survive, like the dinosaurs »*

Maria Angeles Benitez-Salas – DG AGRI Deputy Director General

*“Our best value to elaborate our strategy: cooperation. **Innovation is not possible without cooperation.** Cooperation amongst public administration, universities and technological centres, ICT sector, Agrifood sector and civil society.”*

Anda Ugarte / Pillar Garrido – Regional Government of Andalucía

Relevant for CAP post-2020 strategic planning!

# EIP-AGRI Seminar Multi-level strategies for digitising agriculture and rural areas

**Booklet** -16 initiatives of multi-level strategic planning for digitising agriculture and rural areas

**Final Report** will be published in April 2019

**Check-out:** « Digitising agriculture » portal on the EIP website

<https://ec.europa.eu/eip/agriculture/en/digitising-agriculture>



**Cornwall / Steps towards a rural digital region**  
UK – Cornwall  
Budget allocated for execution: €1.23 million (€142 million)\*  
\*€53.5 million from ERDF and 70.5 million from British Telecom

Starting date - expected end date | 2011 - ongoing

[www.superfastcornwall.org](http://www.superfastcornwall.org)  
[www.cornwall.ac.uk/research/digital-neighborhoods](http://www.cornwall.ac.uk/research/digital-neighborhoods)

Cornwall, a pioneering EU region, has sought to deliver localised digitisation by understanding the geographical, socio-economic, and political context of a rural region through initiatives and research such as:

- Partnerships between telecom providers and the public and private sectors
- Empowering local people as Digital Champions
- Encouraging and enabling Digital Hubs
- Innovation ecosystems in E-health
- Working directly with Community Gatekeepers

This recognises the spatial, technological and community aspects of a rural place, and acknowledges the three-way relationship which exists between them. Research from Plymouth University found that, for investment in digitisation to bring benefit to rural communities, the policy focus needs to shift from rural broadband diffusion to rural broadband development, with the associated enhancement of policy solutions that better fit the reality of rural areas.



Programme: Superfast Cornwall / Openreach  
Public Authority: Cornwall Council  
RPO: Cornwall Rural Community Charity  
Research and Innovation: University of Plymouth

Project contact: **Dawn Stodden** | Cornwall Council  
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Contact at seminar: **Dr Katherine Willis** | Plymouth University  
T: +44 7939 93921 | [kwillis@plymouth.ac.uk](mailto:kwillis@plymouth.ac.uk)

EIP AGRI action: "Multi-level strategies for digitising agriculture and rural areas"  
Budget: 12-13 November 2018 | 100% contribution | [ec.europa.eu/eip](http://ec.europa.eu/eip)

**Digital intersection agriculture / administration**  
GERMANY – Schleswig-Holstein  
Budget allocated for execution: €300.000

Starting date - expected end date | 01.10.2018 - 30.09.2021

[digitalisierung.schleswig-holstein.de](http://digitalisierung.schleswig-holstein.de) (under construction)

The contacts between farmers and agricultural administration always include data traffic (e.g. "electronic applications", control of measurement data, etc.). The "digital intersection" has to be structured and defined.

The administration needs better connections to databases on farms (e.g. animal identification, pharmaceuticals, fertilisers, crop production, etc.). The new file formats need to be developed in collaboration with farmers and consultants.  
Questions of data protection and data exploitation in companies as well as existing reservations about data interfaces with the agricultural administration (e.g. fear of "additional controls", etc.) are central.

At the federal level, there is cooperation with the projects "Goebor" and the "green project". It is checked which software solutions from other countries can be adopted or adapted.



Main promoter: **Ministry of Agriculture & Environment**  
[www.schleswig-holstein.de/DE/Landwirtschaft/Ministerium/index.html](http://www.schleswig-holstein.de/DE/Landwirtschaft/Ministerium/index.html)

Other actors involved

- Landwirtschaftskammer (farmers)
- Verband Lohnunternehmer (private sector)
- Fachhochschule Kiel (public research)

Project contact: **Thomas Thies**  
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Contact at seminar: **Heinrich Yersnitz**  
T: +49 1713421096 | [heinz.yersnitz@landwirt.sch-hol.de](mailto:heinz.yersnitz@landwirt.sch-hol.de)

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