

Smart Digital Farming



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27 MARCH 2019 - Rural Development Innovation Week
ANNUAL EVENT OF THE TUSCANY REGION RDP EAFRD 2014-2020

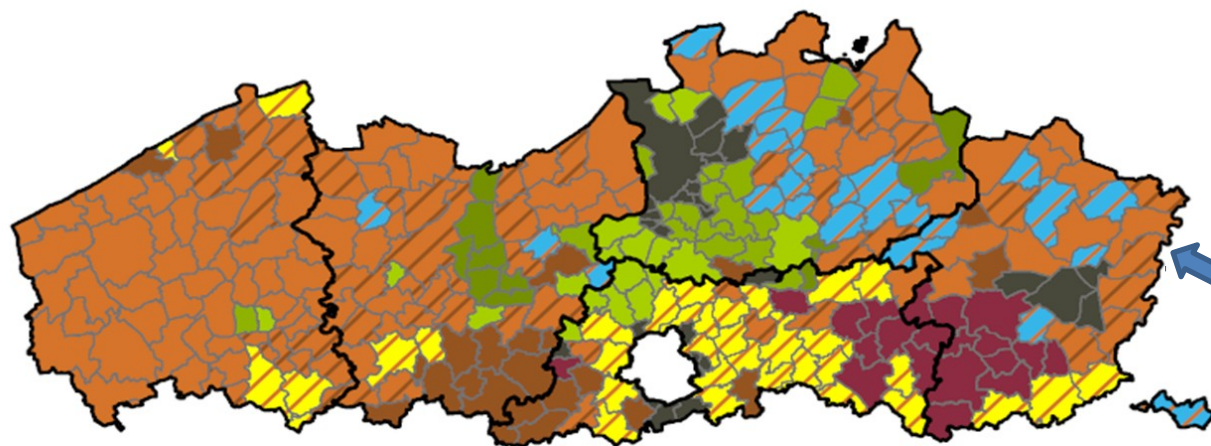
Smart Digital Farming stands for applied agri-smartness with as main objectives:

- **Deploy** economic potential via business cases/proof of concepts
- **Link** our members to the most valid subsidy platform in order to file a proposal
- **Support** members in their innovation challenges (including GDPR impact)
- **Explore** new partnerships and collaboration opportunities



Smart Digital Farming will
facilitate – stimulate – connect – support
its members in their search for innovation
within an AgriFood 4.0 environment

An inconvenient agri-truth, also for Flanders

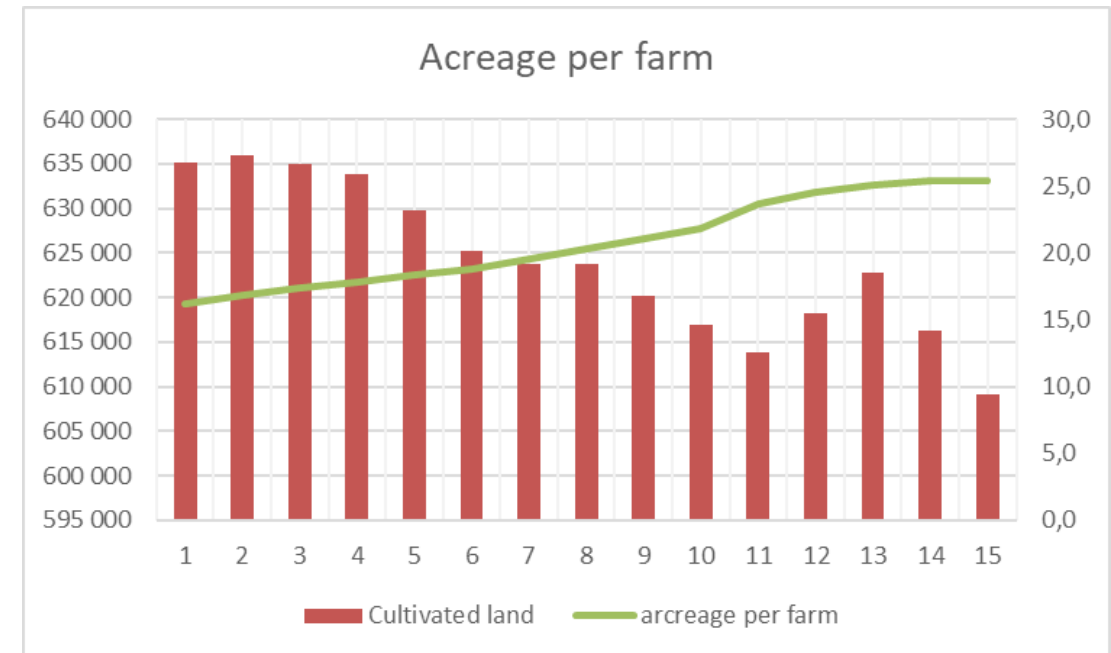
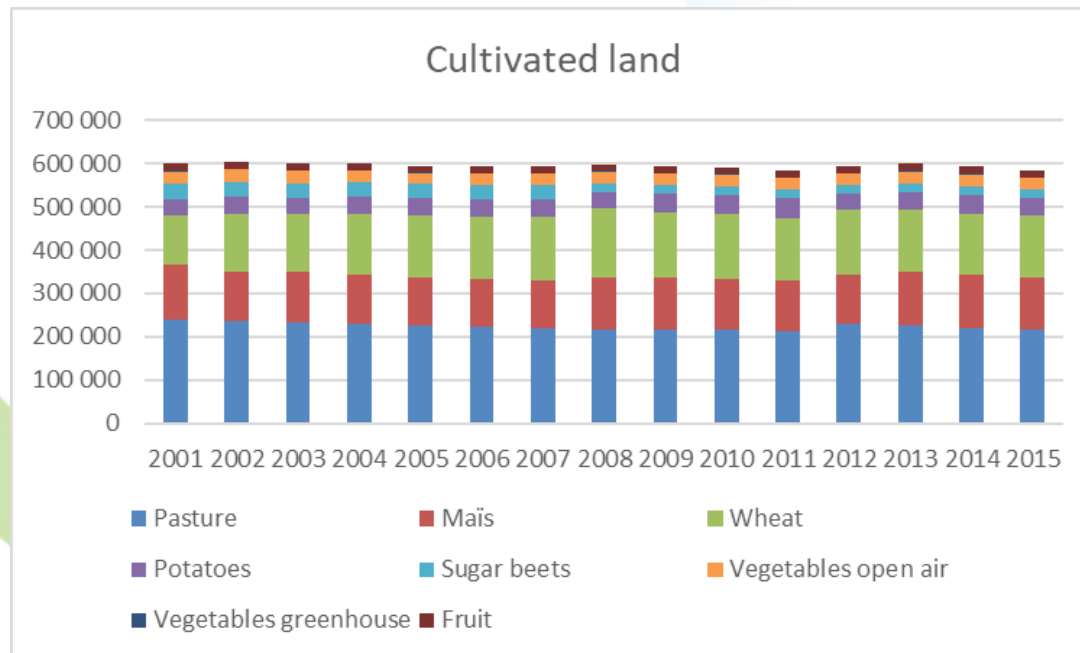


BeNeLux



An inconvenient agri-truth, also for Flanders

Consolidation and industrialization of farms (decrease of family-owned hectares)
Next generation of farmers not available, adequate personnel very difficult to find
Slow uptake of innovation (unstable investment climate)
Pressure on prices for primary products by stakeholders in the agri-food chain
More extreme weather conditions
Urbanization



Smart Digital Farming

OUR AMBITION: the adoption of **AgriFood 4.0** (cfr. Industry 4.0) acting as a **Digital Innovation Hub** in Flanders

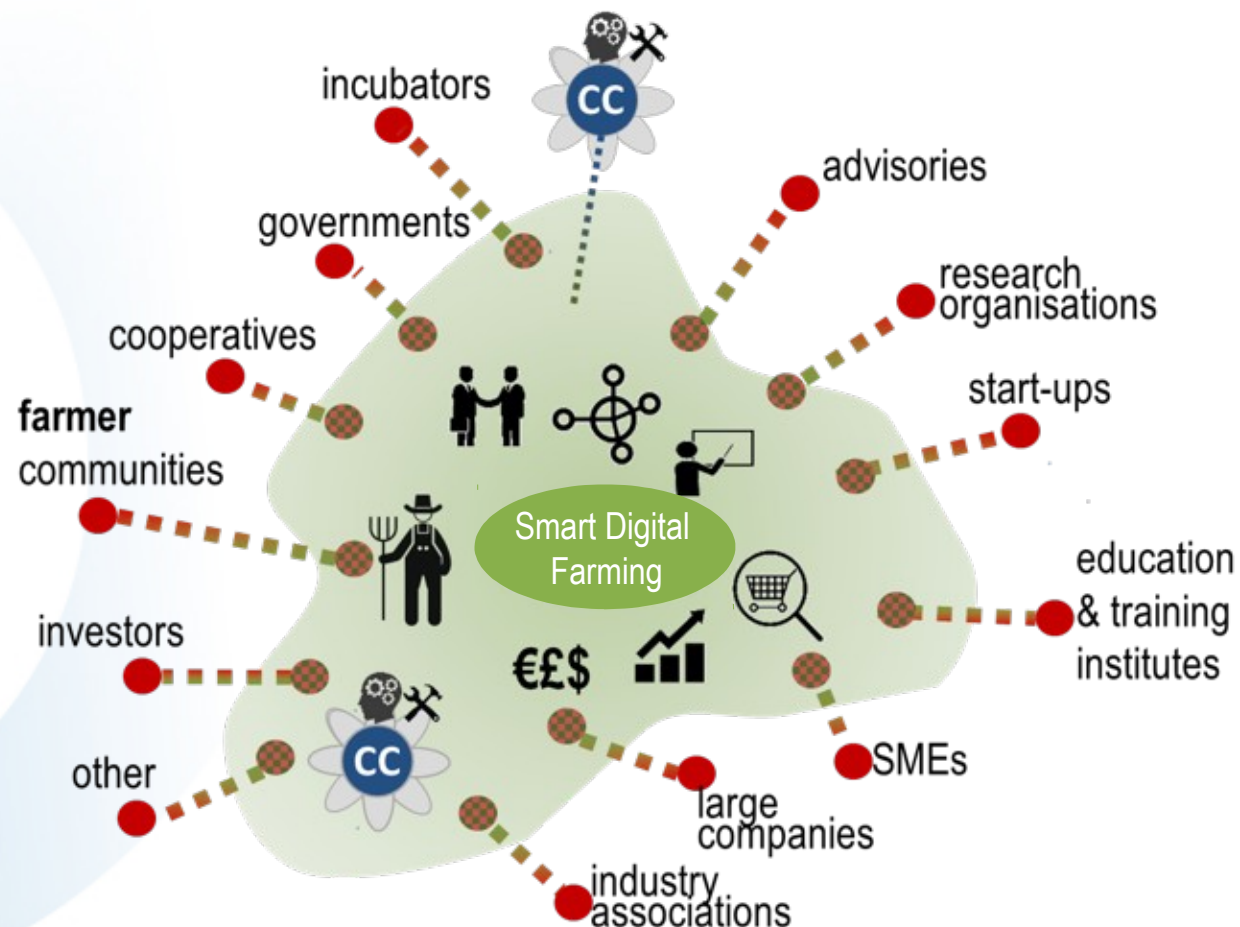
Smart Digital Farming aims at deploying **economic potential** in the Flemish Agrifood sector by initiating a digital evolution within an **interdisciplinary ecosystem** of smart precision farming -and livestock breeding.



What is a Digital Innovation Hub?



SMART AGRI HUBS



DIH maturity model

	Service	Activities
Ecosystem	Community building	Scouting, brokerage, awareness creation, dissemination, ecosystem building
	Strategy development	Market intelligence, market assessments, roadmapping
	Ecosystem learning	Workshops, seminars to share knowledge and experience
	Project development	Identification of opportunities, creating consortia, development of proposals
	Lobbying	Representing interests during meetings & conferences, organizing (country) visits
Technology	Strategic RDI	Joint, pre-competitive R&D
	Contract research	Specific R&D, technology concept development, proof of concept
	Technical support on scale-up	Concept validation, prototyping, small series production
	Provision of technology infrastructure	Renting equipment, low rate commercial production, offering platform technology infrastructure
	Testing and validation	Certification, product demonstration, product qualification
Business	Incubator/accelerator support	Voice of customer, market assessment, business development, consortia building, offering location
	Access to finance	Financial engineering, connection to funding sources, investment plans
	Skills and education	Courses, workshops, offering technological infrastructure for educational purposes

Smart Digital Farming – Multi-funding approach:

SDF as IBN 2017 - 2019	SDF as DIH 2020 ->
50% membership	Membership ?
50% regional subsidy	Revenue opportunities ?

Smart Digital Farming – limitations/problems:

- Innovation drive of SMEs in Flanders (long term vision)
- The willingness to collaborate (= share data/knowledge)
- Low adoption rate at farmers level
- Lack of cost/benefit calculation including ROI of innovative products
- Lack of business models including IP, revenue sharing, etc.

Smart Digital Farming - Lessons learnt from other Projects:

- Need for a critical mass of engaged companies
- International and regional open calls boost the network level of engagement
- Regional support is wishful but not necessarily a deal breaker
- Keeping the delicate balance between
 - » Services offered to companies
 - » Available resources to deliver these services
 - » Revenue in return for these services

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SMART DIGITAL FARMING

