

AT(18)5647 :2 – DA/jk

Brussels, 3rd September 2018

PROGRAMME OF THE WORKSHOP

EU STRATEGY TO PROMOTE DIGITAL AND TECHNOLOGICAL TRANSFORMATION OF EU AGRICULTURE

*5th September 2018, 14:30– 18:00
Copa-Cogeca Secretariat, Rue des Trèves 61, Brussels*

SIDE EVENT - Joint demonstration event on the use of satellites in agriculture and precision farming in the EU. The event will take place in the garden of the Museum of Natural Sciences on the 5th September 2018 from 12:15 to 14:15, after the full Galileo constellation is in orbit.

CONCEPT

Many farmers and agri-cooperatives are already investing and applying innovative technological and digital solutions to compete in dynamic markets, respect the high EU standards while maintaining high quality of the EU produce and keep their business sustainable. They see digital and technological transformation as an opportunity to:

- Improve the use of resources (e.g. animal health, machinery, PPP, fertilizers, etc)
- Foster farming entrepreneurship and adapt business plans, respond to dynamic markets and consumer expectations and respect the environment and rural communities
- Optimize the use of market related tools, facilitate sales and competitiveness of EU farmers on a global scale
- Decrease administrative and bureaucratic costs and enable science-based policies
- Assist farmers to improve transparency and help farmers to negotiate better position in the value chain
- Provide better and more prosperous living conditions for rural communities.

Despite the potential benefits, the uptake of new technologies remains below what would be expected. The Copa and Cogeca Task Force on agriculture technology has been developing a strategy to promote a digital & technological transformation of EU agriculture, that enables all farmers to connect to the opportunities. In addition, the Task Force has also identified different bottlenecks (connectivity, interoperability, skills, investment, R&D, etc.) that are slowing down the uptake of these technologies by the farming community.

This workshop provides a platform to discuss how various policies and tools can align their efforts towards creating the right conditions to enable all farmers to adopt digital technologies. This workshop addresses public policies that are needed to realise the benefits of digital technologies, address potential challenges and minimise potential risks. From all

the key enablers to promote the uptake of technologies we propose to look more closely at three:

- Challenge 1 - How to build a cross sectorial integrated decision support system that fit farmers' needs ?
- Challenge 2 – What kind of hard and soft infrastructure do we need?
- Challenge 3 – What kind of digital skills do we need? how to build an Integrated EU & national systems of Digital Upskilling & awareness?

Challenge 1 - How to build a cross sectorial integrated decision support system fitted to all farmers need ?

Today, there are a multitude of technologies collecting data at all stages of the agri-food chain. The amount of data collected is increasing exponentially. All farmers need an inclusive approach, digital solutions that integrate all kinds of data (metrological, satellite sensors, machinery, fertilizers) and systems into decision support systems that deliver real value to farmers, but that are easy to use. This increasing of availability of data poses certain challenges to the farming community:

- Where to send all that data (data storage)? How to keep it safe and easily accessible by farmers?
- How to make sense of all that data and transform it into valuable information?
- How to make sure that the necessary algorithms/services developed fit the farming community needs.
- What is the best type of organisation to ensure farmers benefit from the data produced and shared (e.g. data cooperatives, etc.?). What is the role of cooperatives?
- How to make sure that the data reaches the right destination and that is handle in a secure manner?
- How to improve the bargaining power of farmers?

Challenge 2 – What kind of hard and soft infrastructure do we need?

Digital infrastructure includes hard, physical infrastructure such as the broadband network, data collection technologies (e.g. sensors) and data storage, and soft infrastructure, including software, institutions and governance, as well as standards and services.

This session will look at what is the role of different policies in the provision of digital infrastructure? How to make the best use of all available funds, and not only the agricultural ones. How to take full advantage of the EU space program (Galileo and EGNOS) and Copernicus programme? What is the role of digital innovation hubs?

Challenge 3 – What kind of digital skills do we need? how to build an Integrated EU & national systems of Digital Upskilling & awareness

Agriculture is step by step embracing technological and digital transformation, where more tasks and tools used on a daily basis in the farm require certain level of digital skills. We can find several examples: the use of a simple smart phone and respective applications that support the daily farming operations; the use of robots in animal feeding and milking dairy cows; and the use of drones to analyse the levels nitrogen in the soils and apply the right quantity of fertiliser; and much more. Due to the advantages provided by certain technologies, such as data technologies, cloud computing, internet of things, artificial intelligence, acquiring new skills will play a fundamental role for the success of each farm and agri-cooperative.

Alongside investment in technology, we need investment in skills and knowledge, to be ready for the future. The need for new multidisciplinary digital skills is exploding. Providing the right training and education at the right moment will not only help farmers to make the most of these technological opportunities, but will also produce educated digital entrepreneurs and an agricultural workforce that understands their rights and responsibilities in this new digital world.

The panel will discuss what kind of skills farmers need and how to build an Integrated EU and national systems of Digital Upskilling. How can technology and knowledge transfer across actors and countries be improved?

Programme

14:15 – 14:30	Coffee and registration
14:30 – 14:35	Welcoming speech <i>Pekka Pesonen, Secretary General Copa and Cogeca</i>
14:35 – 14:40	Welcoming speech <i>Carlo des Dorides, Executive Director of the European GNSS Agency</i>
Keynote speaker	
14:40 – 14:50	Setting the scene on research and innovation projects in food, agriculture, rural development and bioeconomy <i>Louis Mahy, Research Programme Officer, DG AGRI</i>
14:50 – 15:05	<i>The role of food and agriculture production in Smart Villages initiative</i> <i>Tibor Szanyi, Member of the European Parliament</i>

15:05 – 15:10	Moderator (panel debate 1) sets the scene <i>Mindaugas Maciulevicius, vice-president COGECA</i>
15:10 – 15:55	PANEL DEBATE 1: HOW TO BUILD A CROSS SECTORIAL INTEGRATED DECISION SUPPORT SYSTEM FITTED TO THE FARMERS' NEEDS ?
	Best practices: (10') <i>How to enable data platforms to connect disparate data and convert it into valuable insights delivering real value to farmers?</i> <i>Bruno Prepin, CEO, Agro EDI Europe</i>
	Panellists (35'): <ul style="list-style-type: none"> • <i>Jean-Philippe Azoulay, Director General of ECPA</i> • <i>Jaap van Wenum, Member of the Audit Commission of Joindata, Cooperative Data Hub NL</i> • <i>Malte Beyer Katzenberger, Legal and Policy Officer - Building the European Data Economy, DG Cnect, European Commission</i>

	<ul style="list-style-type: none"> • <i>Juan Sagarna, Spanish Agri-Coops</i> <p>Questions & answers</p>
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Coffee Break
15:55 -16:10

16:10 – 16:15	<p>Moderator (panel debate 2) sets the scene</p> <p><i>Luis Perez-Freire, Chair of the WG 06 on Agriculture, Alliance of Internet of Things, AIOTI</i></p>
16:15 – 17:00	<p>PANEL DEBATE 2: WHAT KIND OF INFRASTRUCTURE DO WE NEED TO BUILD UP THE DATA-DRIVEN AGRI-BUSINESS SOLUTIONS OF THE FUTURE</p>
	<p>Best practices: (10’)</p> <p>How to use infrastructure to build up data-driven business solutions?</p> <p><i>Dimitrios Petalios, Project Manager, CREVIS</i></p>
	<p>Panellists (35’):</p> <ul style="list-style-type: none"> • <i>Jérôme Bandry, Secretary General, European organisation representing the Agricultural Machinery in Europe, CEMA</i> • <i>Sjaak Wolfert, Scientific Coordinator of SmartAgriHubs, the network of agricultural DIHs</i> • <i>Nikos Marianos, Head of European projects Department, Neupublic</i> • <i>Carlo des Dorides, Executive Director of the European GNSS Agency</i> <p>Questions & answers</p>
17:00 – 17:05	<p>Moderator (panel debate 3) sets the scene</p> <p><i>Kathrine Blæsbjerg Sørensen, Senior Consultant on Business Policy, Div. for growth and structural policy, Landbrug & Fødevarer</i></p>
17:05 – 17:50	<p>PANEL DEBATE 3: JOBS AND DIGITAL SKILLS COALITION FOR AGRICULTURE</p>
	<p>Best practices: (10’)</p> <p><i>Ethan Cleary, IFA, The Farm Business Skillnet (FBS) - Farmer centric</i></p>

	<i>model</i>
	<p>Panellists (35’):</p> <ul style="list-style-type: none"> • <i>Christine Simon, Policy Advisor, DG CNECT</i> • <i>Jacob Hansen, Director General, Fertilizers Europe</i> • <i>Jannes Maes, President, CEJA</i> • <i>Ethan Cleary, IFA, The Farm Business Skillnet (FBS) - Farmer centric model</i> <p>Questions & answers</p>

17:50 – 17:55	<p>Concluding remarks</p> <p><i>Pekka Pesonen, Secretary General Copa and Cogeca</i></p>
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Definitions	
<p>Digital technologies: “Digital technologies refer to Information and Communication Technologies (ICT), including the Internet, mobile technologies and devices, as well as data analytics used to improve the generation, collection, exchange, aggregation, combination, analysis, access, searchability and presentation of digital content, including for the development of services and apps.” (OECD, 2014, Recommendation of the Council on Digital Government Strategies).</p> <p>ICTs: “In 1998, OECD member countries agreed to define the ICT sector as a combination of manufacturing and services industries that capture, transmit and display data and information electronically. This definition, based on an international standard classification of activities (ISIC Rev. 3), was considered to be a first step towards obtaining some initial measurements of ICT sector core indicators.” (OECD, 2002).</p> <p>Digital transformation, digitisation and digitalisation: “Digital transformation refers to the economic and societal effects of digitisation and digitalisation.</p> <p>Digitisation is the conversion of analogue data and processes into a machine readable format.</p> <p>Digitalisation is the use of digital technologies and data as well as interconnection that results in new or changes to existing activities”</p>	