

## DIGITIZING RURAL ECONOMIES

### Digital opportunities for agricultural value chains



#### BACKGROUND

The workshop aimed at raising awareness about the policy tools that are available for promoting digitisation opportunities for agricultural value chains. Experiences were shared to inspire further use of the available policy tools (e.g. under RDPs until 2020), and to gather ideas for improving policy support for digitisation in the future (e.g. the CAP post-2020).



#### PRESENTATIONS

##### The Internet of Food and Farm

George Beers

The Internet of Food & Farm 2020 (IoF2020) project investigates and fosters a large-scale implementation of Internet of Things (IoT) in the European farming and food sector. With a 30 million budget co-funded by the European Union, the project has the potential to bring a paradigm shift in this domain by drastically improving productivity and sustainability. It will demonstrate the added value of smart webs of connected objects, that are context-sensitive and that can be identified, sensed and controlled remotely in the agri-food sector.



##### Capitalising the full potential of online collaboration for SMEs' innovation support in the Agri-Food ecosystem

Kostas Giagtzoglou

INNO-4-AGRIFOOD is a H2020 project which aims at stimulating online collaboration for innovation among EU agri-food SMEs, inspiring them to tap into the many opportunities offered by digital technologies.



More information at [www.aislisbon2017.com](http://www.aislisbon2017.com)

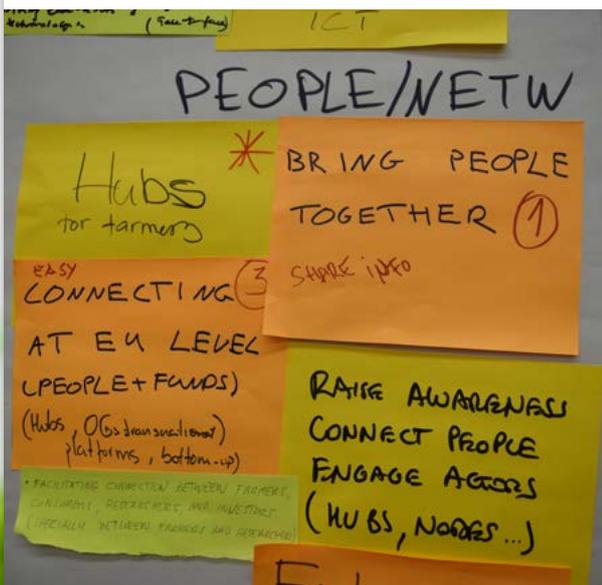
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#### MAIN OUTCOMES FROM THE DISCUSSIONS

- ▶ Regulation on data should become conducive to digitisation and innovation (in terms of trust, transparency, privacy, etc.).
- ▶ There is fragmentation, and support can be difficult to access. A one-stop-shop approach would be more helpful. Simplification (ESI, H2020), harmonisation, alignment, and making support more user-oriented would improve efficiency.
- ▶ Farmers and other actors in the value chain have insufficient digital skills. More investments in training and in relevant skills development are needed.
- ▶ Hubs can connect people across value chains, across time and space. These hubs should guarantee end user involvement and / or projects led by end users.
- ▶ Public investment and support are needed for different kinds of infrastructure (connectivity / broadband, standards (data), dissemination platforms).



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