D 4.3 DIH OBSERVATORY WEB PLATFORM CONTENT AND FORMAT

EXECUTIVE SUMMARY

WP 4

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LIST OF ABBREVIATIONS

ABBREVIATION	EXPLANATION
EC	European Commission
IE	Innovation Experiment
SAH	SmartAgriHubs
EU	European Union
MS	Member State
DIH	Digital Innovation Hub
TRL	Technology Readiness Level
ITC	Information and Communication Technologies
WP	Work Package
CAGPDS	Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of Andalusia (former CAPDER)
TNO	Netherlands Organisation for Applied Scientific Research

PROJECT SUMMARY

Digital technologies enable a transformation into data-driven, intelligent, agile and autonomous farm operations, and are generally considered as a key to address the grand challenges for agriculture. Recent initiatives showed the eagerness of the sector to seize the opportunities offered by ICT and in particular data-oriented technologies. However, current available applications are still fragmented and mainly used by a small group of early adopters. Against this background, SmartAgriHubs (SAH) has the potential to be a real game changer in the adoption of digital solutions by the farming sector.

SAH will leverage, strengthen and connect local DIHs and numerous Competence Centres (CCs) throughout Europe. The project already put together a large initial network of 140 DIHs by building on its existing projects and ecosystems such as Internet of Food and Farm (IoF2020). All DIHs are aligned with 9 regional clusters, which are led by organisations that are closely related to national or regional digitization initiatives and funds. DIHs will be empowered and supported in their development, to be able to carry out high-performance Innovation Experiments (IEs). SAH already identified 28 Flagship Innovation Experiments (FIEs), which are examples of outstanding, innovative and successful IEs, where ideas, concepts and prototypes are further developed and introduced into the market.

SAH uses a multi-actor approach based on a vast network of start-ups, SMEs, business and service providers, technology experts and end-users. End-users from the agri-food sector are at the heart of the project and the driving force of the digital transformation.

Led by the Wageningen University and Research (WUR), SAH consists of a pan-European consortium of over 160 Partners representing all EU Member States. SAH is part of Horizon2020 and is supported by the European Commission with a budget of €20 million.

EXECUTIVE SUMMARY

Work package 4 DIH Capacity Building and Monitoring aims to help Digital Innovation Hubs (DIHs) understand their level of capacities in order to deliver an adequate and efficient portfolio of services and technologies for the digitalisation of the European agri-food sector.

The Innovation Portal objective is to expand and better connect the network of Digital Innovation Hubs around Europe and the SmartAgriHubs Observatory is visualised as a key instrument in helping the Innovation Portal achieve its target.

The Observatory will be designed as a **user-friendly tool** building on and forming synergies with already existing features, while also bringing new innovative characteristics that will highlight the usefulness of the Innovation Portal within the agri-food sector.

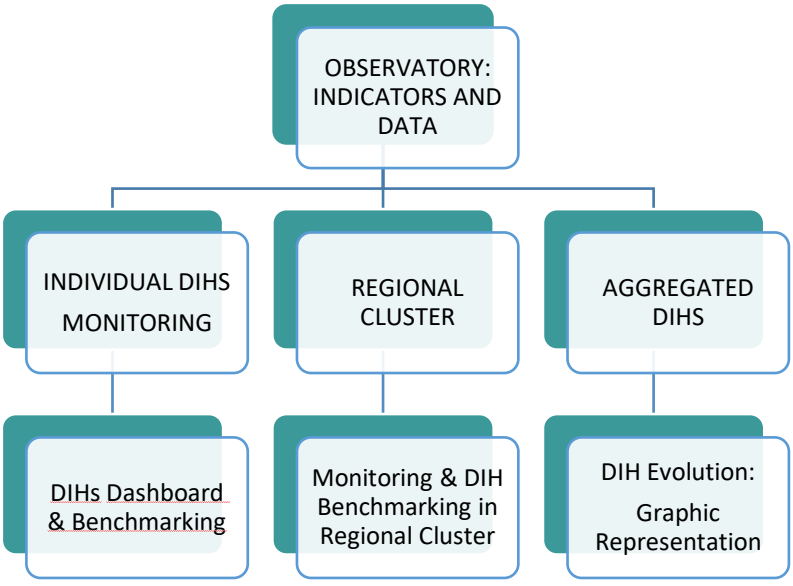
Taking as a reference the **improvements** in the already existing functionalities, the following could be mentioned:

- Enriched DIH online profile; Hub online profiles will be updated with relevant data corresponding to the **portfolio of services** offered and their **level of maturity**, presenting the extent of the DIH capabilities.
- Broaden search criteria; by taking advantage of the already existing **large database of agri-tech and service providers** and by enabling new **matchmaking functionalities**, the Innovation Portal will act as a **service platform** connecting different stakeholders from the agri-food sector.
- Expanded library; an upgraded section will be **dedicated to disclosure relevant information related to Digital Innovation Hubs**. The creation and incorporation of this new content in the Library will be possible due to the improvement of the characterisation process of the Hubs, as well as the analysis and exploitation of the available information.

As an overall objective, SmartAgriHubs Observatory aims to **foster and grow a solid connection between Digital Innovation Hubs and relevant stakeholders** from the whole agri-food value chain. To this end, and to facilitate connections, communication and dissemination actions the Observatory will act as a support tool enabling **new features**:

- **User feedback**; a comment section will be enabled on the DIH public profile where other users will be able to provide any observations, remarks or describe their experience in using a certain service. This feedback track record will help to increase DIH online reputation and improve service quality based on user inputs.

- **Business portfolio**; DIHs will be able to share and disseminate best practices of companies that have successfully implemented digital technologies with the help of their services, as well as best practices concerning the way Hubs are organised, operated or financed. These success stories will be published on the DIHs online public profile, as well as in the new Library sub-section dedicated to Digital Innovation Hubs. This will not only certify DIH expertise and ensure companies choose the best Hub that can help with their digital transformation, but also help other DIHs find inspiration and ideas on how to increase their development and advance to a new level of maturity.
- **Data and indicators**; by adding new information on the characteristics and capabilities of DIH included in the network, two different sets of indicators will be available. One private for DIH internal visualisation, that will allow Hub managers to monitor specific parameters through visual **benchmarking analysis**. That means that they can make easy and accessible status comparison with other leading entities in order to better understand the DIH current situation and determine possible actions for improvement. The other data sets are public indicators available for the whole SAH community and will include only general information.



Observatory functionality: Data Indicators, elaborated in section 6.2 Observatory.

- **Recognition of DIHs**; the use of a gamification strategy will encourage DIHs active participation within the SmartAgriHubs community by providing different visual badges as well as enabling dynamic scoreboards. This will help users identify which Hubs are more dynamic in certain areas and potentially contribute to new business development. In addition, the use of an operating scheme based on the principles of gamification will help stimulate the process of continuous updating of the capacities of each of the hub partners.

- **Improvement steps**; automatic feedback messages will be sent regularly to Hub managers. These messages will be adapted to the particularities presented by each of the Hubs so that they will be automatically generated based on the data recorded.

Establishing and implementing of all these features is highly extensive and requires a considerable technical effort from multiple SmartAgriHubs project partners. The full implementation of the SmartAgriHubs Observatory will depend on the level of possible issues that may occur during the development stage.

The SmartAgriHub Observatory by serving the needs of both potential users and Digital Innovation Hubs will help establish the Innovation Portal as a "one-stop-shop" of information regarding the agri-food sector.

This deliverable *D4.3 DIH Observatory web platform content and format* outline the approach towards constructing and implementing a SmartAgriHubs Observatory.