STARTUP³
Ecosystem Discovery Mission Webinar

I- STARTUP3 clusters ecosystems
North Eastern Slovenia Deeptech and Agrifood ecosystem

Daniel COPOT – Manager and Senior Expert
ITC – Innovation Technology Cluster

SCS Cluster Webinar, March 27, 2020
Digital transformation of farms and food producers through DIH AGRIFOOD

Daniel COPOT
DIH AGRIFOOD manager
daniel.copot@itc-cluster.com

Ecosystem Discovery Mission Webinar

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ITC Cluster aims at fostering **cross-sectoral innovation**, based upon **novel technologies and ICT** while bringing together SMEs and other institutions from different sectors and **turn them into being “Smart”**.

**Technology Transfer office**

The Technology Transfer skills and principles are the key for ITC cluster operation.
We needed to support farmers differently!

WHY? We need to produce more food with less resources and the way to achieve this is through digital transformation

- Technologies: IoT, IoE, Industry 4.0, Agriculture 4.0
- Trends in EU (Common EU Agricultural Policy, EIP-AGRI)
- Farmers should be put in the centre!
- Challenge: Complexity, lack of skills, lack of finances, ...
- The importance of “Technology transfer” and “Living lab”

![Figure 2.1.1: Distribution of EU farms and utilised agricultural area according to farm size, 2016](image)

64% of CEOs believe technology will disrupt how they do business in the next 5 years. — PwC 21st CEO Survey
The answer…. DIH AGRIFOOD

The organization is representing a One-Stop-Shop providing services to target groups (farmers) through a multi-partner cooperation.

The DIH ecosystem can be seen as a coral reef where there are big and small fish, hunters and prey, but overall everyone performs better compared to isolation.”

— Grigorios Chatzikostas, EIP-AGRI Seminar
Digital Innovation Hubs for Agriculture

Daniel COPOT
Our unique approach!

- Multi-Actor Approach (MAA) based
- Non-formal structure – network, no membership
- No need to have complex rules and admin procedures since all parties can have advantages as long as the **DIH AGRIFOOD concept is in the forefront and respected**
- Every participant is able **TO TAKE “the asset“**, however they should also be able to **CONTRIBUTE to “the asset“**
- **DIH AGRIFOOD is the synonym** for Digital transformation of farmers and food producers

**KISS (Keep it Simple and Smart)**

Daniel COPOT
DIH AGRIFOOD service portfolio

- Living lab
- Awareness creation
- Innovation scouting and Technology Transfer
- Cooperation with other DIHs
- Financing / funding
- Mentoring and training
- Develop strategies and business models

Daniel COPOT
12 farms and 3 supply chains equipped with IoT technologies (sensors, irrigation control, fertilization control, pest management, traceability)
DEMETER is focused in implementing concrete technological solutions that will foster digitalizing the sector across Europe.

ITC (through DIH AGRIFOOD) will implement digital IoT technologies in three areas: poultry, orchards and vineyards.

DIH AGRIFOOD is having direct access to key technologies in Agriculture.
DIH AGRIFOOD Cooperation platform

The COLLABORATION and NETWORKING platform, based on FACILITATION, hosting:

- Organizations
- Projects
- Thematic Networks
- Products and services
- Living lab
- Living lab
- DIHs
- Facilitators

WELCOME TO REGISTER!

https://mapping.dih-agrifood.com/

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DIH AGRIFOOD Cooperation platform

https://mapping.dih-agrifood.com/

The importance of facilitation!

- Understanding farmer’s needs
- Connecting Supply and Demand
- Skilled in Technology transfer process
- Being able to facilitate the digital transformation process
- Being able to get financial support
- Excellent Demonstrators, Promotors

WELCOME TO REGISTER!

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Thank you!

Daniel COPOT
daniel.copot@itc-cluster.com

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