

TRANSFARM 4.0

Deliverable D.C.4.1 -

Version 1

Final conference

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1. Executive Summary

The Final Conference of the Transfarm 4.0 project was held in Susegana, a small town close to Conegliano, in Veneto region, on the 16th June 2022, at the experimental centre and congress venue of project coordinator CREA. The conference was attended by a total of 54 participants, out of the 72 that had registered. The event was also streamed live on the Federunacoma Youtube channel.

The event was prepared and managed as a bridge between the present (the Transfarm 4.0 work and its results in the three pilot activities run during its implementation) and the future, looking among others at the emerging drivers of technology in the Precision Agriculture sector, and at the upcoming opportunities given by European or international funding programmes for agriculture and soil. The conference was broken down into two main sessions with the morning devoted to standard presentations and the afternoon organised into working groups, addressing new possibilities, based on input provided at the start of the day.

Following the greetings of Mr. Riccardo Velasco, director of the CREA centre of Conegliano, Mrs. Martina Panzolato, expert of the ECN (European Crowdfunding Network) introduced a series of calls for proposals and other opportunities for collaboration, meant to stimulate discussion and co-creation in the second half of the day. Mrs Panzolato introductory speech was followed by a summary of the project given by Luca Masiero, researcher at CREA and by three quick presentations on the key outcomes of the pilot actions, given by Mr. Helmut Steinkellner of Francisco Josephinum for Pilot Action 1, Prof. Jurj Rakun of the University of Maribor for Pilot Action 2 and by Prof. Peter Bodor-Pesti of MATE for Pilot Action 3.

Following the presentations of the pilot actions, Mr Marco Pezzini, Head of International affairs at Federunacoma provided an overview of the lessons learned in the project and some suggestions for action at policy level for the future. Mr. Alessio Bolognesi concluded the morning by anticipating the emerging trends in technology and the need to foster a data culture within the farming sector.

Before the lunch break, Mr Andrea Grigoletto, technical director of Fondazione Fenice provided information about the organisation of the working groups sessions in the afternoon.

2. Preparatory work

The conference followed the agenda that was agreed by the partners in the weeks prior to the event and that had been publicised through the Central Europe website and through the social media channels.

The event agenda:

9.15	Welcome coffee and participants registration	
10.00	Welcome	Riccardo Velasco - CREA Director
10.10	Future opportunities in EU programmes	Martina Panzolato



		Project Manager ECN (European Crowdfunding Network) and CCIIA Italy-Belgium
10.45	TRANSFARM - Our challenge within the Central Europe region	Luca Masiero - CREA Researcher
11.00	Pilot Action 1- New Isobus Applications	Helmut Steinkellner Researcher Francisco Josephinum
11.15	Pilot Action 2 - Remote and Proximal Sensing	Jurij Rakun Assoc. Professor Univ of Maribor
11.30	Pilot Action 3 - Big and Smart Data Management	Peter Bodor Assoc. Professor MATE

The event was organised on the 16th of June, in the intent to maximise the attendance thanks to the CONAVI 2022 exhibition (an Italian national congress of viticulture, this year at its ninth edition), scheduled in Conegliano between the 13th and the 15th of June.

Invitation messages were sent by all partners through their network. A “save the date message”, followed by other reminders was issued one month ahead of the event on the project LinkedIn group and through its Twitter account.

Special efforts were put into the promoting the participation to the event by the Italian partners CREA and Federunacoma, targeting in particular:

- Participants from the CONAVI congress
- Stakeholders of viticulture and agriculture of the Veneto region
- Associated companies of Federunacoma
- Associated companies of Federunacoma in Veneto region
- Specialised press

On the 13th of June, at the closure of registrations, we recorded 72 registered participants, of which 50 from Italy and the rest from other countries participating in the project (Austria, Hungary, Slovenia and Poland) and one from Pakistan.

In order to allow also participants who could not join the conference physically, Federunacoma organised the live streaming of the morning part (the afternoon being devoted to working groups), with a crew of two people.



The streaming started at the start of the day, after 10.00 and ended before 13.00 for a total of 2 hours and 22 minutes. The streaming was followed intermittently by a range of 8-12 viewers and had 55 views at the time of writing the present report.

Conceived as a “bridge” between the past and future activities in the field of precision agriculture, the conference was concluded with a co-creation session, run by Andrea Grigoletto, Technical Director of Fondazione La Fenice from Padua, who organised two large working groups with the participants, to go through new collaboration opportunities in upcoming calls for proposals of different programmes (Life, Interregional cooperation, Horizon Europe) of relevance to the TRANS-FARM’s crowd.

3. The Conference works

The conference was introduced by CREA director, Riccardo Velasco, with a quick introduction on the concept of innovation in agricultural practices. The following interventions were then moderated by Giuseppe Saija of FEDERUNACOMA.

At the end of the morning session and after the lunch break, the participants were broken down in two working groups animated by Andrea Grigoletto, technical director of Fondazione Fenice, on some of the opportunities emerging from the new or upcoming calls for proposals in different European or transregional programmes.

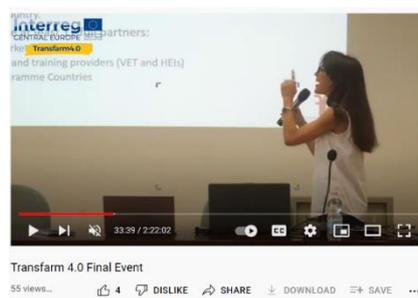
The farewell was celebrated with a short speech by CREA’s director Riccardo Velasco and with a glass of prosecco.

The pictures below were taken during the interventions of the different speakers.

Luca Masiero of CREA summarises the main phases, the approach and the work performed by the TRANSFARM 4.0 project. He recalls the need to listen to the communities of farmers and to carefully identify their needs



Martina Panzolato of the European Crowdfunding Network illustrates the new opportunities for cooperation and development, providing specific input for the afternoon co-creation session.

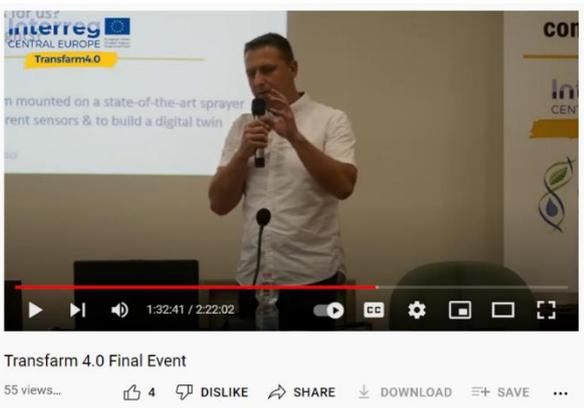




Helmut Steinkellener of Francisco Josephinum illustrates the work done in Pilot Action n. 1 and highlights the importance of variants in field trials to validate scientific assumptions.



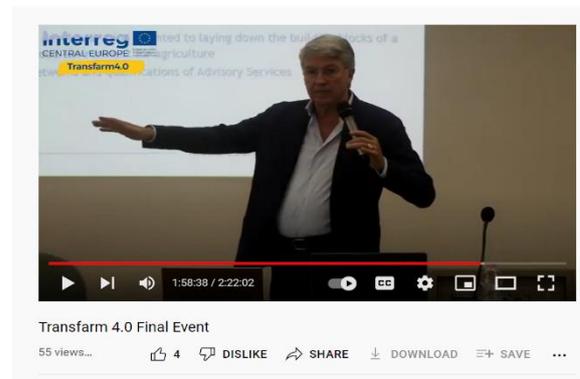
Peter Bodor Pesti of MATE summarises the approach taken in Pilot Action n. 3 for the remote sensing technologies applied to grapes growing and the involvement of the wine industry from Hungary in the trial activities.



Jurij Rakun of the University of Maribor relates on the experience of engineering, together with an Italian machinery company, a variable rate sprayer, to provide the right quantity of input and products to plants at the most appropriate moment.



Marco Pezzini of FEDERUNACOMA gives a summary of the key points for policy-makers at regional level. Aside from understanding the farmers' needs, it is fundamental that the right conditions are created for innovation to be efficient in the context in which it intervenes. Training and cross-border experimentations at regional level are important ingredients in the recipe of precision agriculture.



Alessio Bolognesi of FEDERUNACOMA reminds of the great importance of standards in precision agriculture and recalls some of the current trends in industry towards better interoperability and a continuously growing variety of data to be analysed, processed and transferred to farmers within the logic of farming management systems.

A picture of the afternoon session co-creation session managed by Andrea Grigoletto of Fondazione Fenice around the new opportunities. Lots of interaction for designing new forms of collaboration to make Central Europe agriculture more sustainable and more productive.



4. Conclusions

TRANSFARM 4.0's final event proved successful, given the high participation of public in a relatively peripheral location. This was the result not only of a smooth event preparation, but more than anything of the continuous efforts made in three years and of the quality outputs generated by the project. Thanks to those conditions, TRANSFARM 4.0 consolidated its presence in the landscape of interregional projects for precision agriculture and contributed to create a wide community of interested stakeholders in the Central Europe region and beyond. A legacy of fundamental importance and of great potential for whatever initiative or follow up will come next.

