

TRANSFARM 4.0

Deliverable D.C.5.2

Version 1

Open Innovation Week

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1. Executive Summary

The Open Innovation Week was organised mostly in the fall of 2021, taking into account that by then the pilot actions would have reached a sufficient level of maturity, in order to show results. The approach agreed by the partnership was also to combine the events and to make sure they would revolve around a main, key attractor. This was the EIMA International 2021 edition (a catch up edition from the 2020 one, postponed due to the pandemics). EIMA International is the second largest world's trade fair for agricultural machinery and therefore constitutes a huge opportunity for visibility of any innovation, project or product in the sector.

TRANSFARM ended up organising a robust presence at EIMA, in Bologna between the 19th to the 23rd of October. The project held a continuously manned stand in the Digital EIMA area at Pavillon 36. Part of the equipment used in the pilot between Italy and Slovenia was showcased there, with the sprayed used for the variable rate treatment of orchards under Pilot 2. During the week a quick presentation was held at the Digital EIMA was held to present the project, followed by a press conference gathering journalists from all over the world, a journalists tour at the stand, a conference on the TRANSFARM project with the participation of experts and students, and a live streaming linking TRANSFARM to the evolution of European policies for precision agriculture and to the upcoming calls for proposals under the Horizon Europe programme.

The Open Innovation Week at EIMA, plus the other events organised in other areas covered by the project proved an overall success, boosting the visibility, contacts and network of TRANSFARM partners, in view of further collaborations and of the exploitation of its results.

1.1. Open Innovation Week - The preparatory work

Given the maturity of project work and the likelihood that pilot activities would reach a sufficient maturity stage by Autumn 2021, the consortium agreed about targeting that period as the best one for organising the Open Innovation Week. Continuous dialogue went on in early 2021, to decide about the format, whether to opt for an online event or to go for a physical one. After several exchanges, the consortium decided to organise physical events. The main reason was to leverage on the stronger effect of direct interaction, in a phase of the project that would also define the exploitation prospects of the innovation produced. In this sense, the idea of getting in touch with the real market, especially in a world level trade fair, was much appreciated and agreed with by the partners. This was considered as a risk worth taking, against the possibility of new restrictions due to the Covid 19 crisis. While in favour of a physical programme, FEDERUNACOMA suggested that in the event of new limitations to travels and conferences, an alternative “online programme” could be considered.

The idea was also to promote the involvement of all partners in the activity, thus allowing Open Innovation Weeks to take place roughly in the same period in other countries (Austria and Hungary) while the main event would remain, as originally planned, the EIMA International in Bologna, being coordinated by FEDERUNACOMA.



With such background, the programme was finalised in the following format:

Main international event: EIMA International 2021, Bologna (Italy), 19-23 October

Regional events:

Austria, IFM (International Mechatronics Forum) in Linz on the 20-21 October 2021.

Hungary, Researchers Night (Kutatók éjszakája) 24th September 2021

2.1 EIMA International

The EIMA programme was organised over the entire duration of the trade fair, though concentrating most of the high visibility activities in the first three days, usually the most attended by international visitors.

Task	Description	Partner in charge
A1	TRANSFARM project stand - A stand of 12 square meters, equipped with desk, two chairs, the project's roll up posters, on plus other information material on the project itself and on the Central Europe Programme. A screen will also be available, projecting the video material produced within the project. The stand is manned by Federunacoma and other partners	Federunacoma + CREA
A2	The TRANSFARM events programme -	
A2.1	19/10 TUE Day 1 - Afternoon - session, in the EIMA Digital area at the stand at 16.00 to present the scope and activities performed by TRANSFARM 4.0	FEDERUNACOMA (Giuseppe Saija) CREA (Luca Masiero, Giulia Righetti)



<p>A2.2</p>	<p>20/10 WED 10.00 Day 2 - morning Press Conference with presentation by FEDERUNACOMA and CREA. Partners from Slovenia and Poland will likely be present. Open question sessions with international journalists. A tour to the stand will follow</p>	<p>FEDERUNACOMA (Girolamo Rossi, Giuseppe Saija, Giampiero Moncada) CREA (Luca Masiero)</p>
<p>A2.3</p>	<p>21/10 THU Day 3 - 10.30 - TRANSFARM Conference Overall presentation of the project and illustration of the pilot cases. External experts invited to discuss of the technological drivers in the sector (Karel Charvat, CEO of Wireless Info, Czech Republic) and on the regional policy evolution in the area of Precision Agriculture (Lorenzo Furlan, innovation officer of the Veneto Agricoltura agency)</p>	<p>CREA (Diego Tomasi, Luca Masiero, Davide Boscaro) FEDERUNACOMA (Giuseppe Saija) UNIV. MARIBOR (Jurij Rakun, Milan Lakota) ARRSA (Jan Sienkiewicz) WIRELESS INFO (ext. Karel Charvat) VENETO AGRICOLTURA (ext. Lorenzo Furlan)</p>
<p>A2.4</p>	<p>22/10 FRI Day 4 - 10.00 - Live streaming - Overview of research and innovation projects currently funded by the EU (H2020 or other programmes) relevant to the themes covered by TRANSFARM</p>	<p>FEDERUNACOMA (Giuseppe Saija)</p>



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2.1.1 Communication before the event

The presence of TRANSFARM at the EIMA has been gradually communicated to a large audience starting at the end of August 2021, through a variety of tools, including in particular the project's and partners' social media, in particular:

- TRANSFARM LinkedIn group
- TRANSFARM twitter account
- Partners' social media (Twitter and LinkedIn primarily)
- Press releases and programmes updates by the FEDERUNACOMA press office
- Messaging to specific target groups (ie. the companies members of FEDERUNACOMA in the digital sector, or exhibitors and participants having subscribed to updates on the Digital part of the EIMA programme)
- Updates on the CE TRANSFARM website

Attention was raised and kept constant with updates on the programme, both in the LinkedIn Community and the TRANSFARM Twitter account. Those activities were tightly coordinated also with the communication departments of partners. A specially intense cooperation was maintained by FEDERUNACOMA (organizer of the event) and CREA, as project coordinator.

2.1.2 Logistic preparation of the event

From the decision of participating physically to the EIMA International 2021, TRANSFARM was included in the programme, based on the plan illustrated at page 3. The original plan was respected, with only one minor amendment entailing the change of the stand location, to make sure this would have enough space available in front, to showcase the variable rate sprayer engineered and tested in Pilot Action 2. The original destination of the TRANSFARM to the EIMA Digital area (Pavillon 36) was not affected.

The press office of FEDERUNACOMA proved instrumental in facilitating the solution of practical and logistic issues concerning the stand and the other venues used by TRANSFARM. But more than that, it supported the promotion of the TRANSFARM events in the EIMA programme and produced specific communications for the international press present at the fair.

About 1.500 brochures of the project were printed, 4 rollout posters produced, to be placed at the stand or at the press conference and other sessions. A press-kit was prepared to be handed to journalists attending the Day 2 Press Conference.



2.1.3 The stand

A stand of 12 square meters was reserved for TRANSFARM 4.0 in the Digital EIMA Section, providing also space in front of it to accommodate for display the sprayer used in Pilot Action 2. The stand was equipped with a screen, one table, two chairs and regularly manned mostly by CREA and FEDERUNACOMA, but with the participation on Day 3 and 4 also of partners from ARRSA and UM. It is estimated that the stand has been visited roughly by 1.500 visitors throughout the event.



2.1.4 Day 1 - Presentation session at the Digital EIMA area

The first session was organised as an introduction to the project in the afternoon of Day 1. It targeted mainly the general public and participants of the EIMA Digital area. For this reason, it was maintained in Pavillon 36.

The session was intended to raise interest towards the rest of the programme and in particular towards the conference planned on Day 3, as well as to direct people to the stand and the corner with the sprayer. The session was run by Luca Masiero of CREA and Giuseppe Saija of FEDERUNACOMA. It engaged an audience of almost 20 people, including the representatives of companies providing farm management systems and a cooperative of service providers to wine producers in Central Italy.

2.1.5 Day 2 - Press conference

The Press Conference was held at the Press Office in the headquarters of Bologna Fair. 26 journalists participated. As well as Italian and European reporters, other joined from non-EU delegations including journalists from North Macedonia, Turkey and several Latin American countries.



The conference was introduced by a video, produced by FEDERUNACOMA, illustrating some of the key activities carried out in the pilot actions. The project was presented by Luca Masiero of CREA, Giuseppe Saija of FEDERUNACOMA and the Q&A session was moderated by Girolamo Rossi, head of the FEDERUNACOMA Communication Department.

The Press Conference was followed by a visit to the stand, where journalists engaged further also with other visitors and could see the variable rate sprayer used in Pilot Action 2.



2.1.6 Day 3 - Conference

The Conference was held on Day 3, usually one of the peaks of attendance at the EIMA. A room of 100 seats (Room Sinfonia), reduced to 80 to allow distancing following the Covid rules was reserved in Pavillon 36 (the same building where the EIMA Digital area was located). The room was fully occupied, with roughly half of the audience being students from an agricultural school in Veneto, upon invitation by CREA.

The conference unfolded following the programme (see box below) that was circulated prior to the event. Two external speakers were invited, Mr. Karel Charvat, CEO of Wireless Info, a Czech company specialized in ICT and satellite technologies solutions for agriculture, and Lorenzo Furlan of Veneto Agricoltura, Veneto region's agency for innovation in agriculture.



TRANSFARM 4.0 CONFERENCE

PRECISION AGRICULTURE IN CENTRAL EUROPE

EXPERIMENTAL APPROACHES AND CROSS BORDER COLLABORATION

When: 21 / 10 / 2021, at 10.00 am

Where: Bologna, Italy at Fiera di Bologna, Sala Notturmo, Centro Servizi (Blocco D, I piano)

10.30 - Diego Tomasi (CREA, Italy) Welcome and Introduction on the scope and activities of the project

10.40 - Diego Tomasi Quick overview of survey performed by Francisco Josephinum for the TRANSFARM project on the needs of farmers in Central Europe.

10.55 - Davide Boscaro (CREA, Italy) TRANSFARM approach to the problem through experimental pilots

11-10 - Jurij Rakun (UNIVERSITY OF MARIBOR, Slovenia) An example from Slovenia-Italian cross border pilot: proximal sensing supported adaptive distribution of plant protection products



- 11.30 - Karel Charvat (Wireless Info, Czech Republic) - Emerging technology drivers and opportunities for Smart Farming in Central Europe
- 11.45 - Jan Sienkiewicz (ARRSA) Precision Farming in Poland - status and needs
- 11.55 - Furlan (Veneto Agricoltura, Italy) - How can we support the efficient adoption of Precision Farming? Suggestions from the practical implementation at pilot farms
- 12.10 Debate and Q&A session moderated by Giuseppe Saija (Federunacoma, Italy)

IMPORTANT: EIMA complies with public safety measures on Covid 19

Admission allowed only with mask and Green Certification/ rapid test

For more info: <https://www.eima.it/en/anti-covid-prevention-and-safety-measures.php>

To register, send your request by email to: giuseppe.saija@unacoma.it

2.1.7 The live streaming

On Day 4, a live streaming of one hour took place with Giuseppe Saija of FEDERUNACOMA providing a comprehensive update of European policies and ongoing projects related to agricultural mechanization and to approaches to make European agriculture more sustainable and productive using data driven technologies and solutions.

Emphasis was also put on the upcoming calls for proposals, in particular under the Horizon Europe programme and mainly, but not exclusively on topics covered by Cluster 6, on Food, Bioeconomy, Natural Resources, Agriculture and Environment. This was based on the draft working programme available at the time and referred essentially to calls that would soon be open with deadlines in the first half of 2022.



The live streaming had an online audience ranging from 6 to 16 people, mostly connecting from Italy.

2.1.8 EIMA International 2021 Conclusions

Participation in physical presence to the EIMA 2021 proved in the end very rewarding. The consortium shares the belief that the right choice had been taken, back at the beginning of the year 2021, to face the risk of a real physical large event, although within the uncertainties due to the unpredictable evolution of the pandemics.

Finally, the plan for the EIMA was respected and the quantity and intensity of interaction with the world of agricultural mechanization (both from the research and business dimensions) was considered very satisfactory by the partners involved. For sure, it would have been counterproductive



not to participate to the fair, given its huge exposure and impact in terms of visibility and relations.

2.1.9 The other regional events

As clarified in the introduction, most of the efforts were put at consortium level, into the organisation of the project's presence at EIMA International. Nevertheless, the project managed to support the organisation of two other events.

In Austria, LCM and FJ exploited the excellent showcase of the Linz Forum of Mechatronics, an event which attracted about 500 participants from public and private research and innovation organisations, including also leading businesses in the development of mechatronics solutions for agriculture. Representatives from FJ and LCM (Reinhard Streimelweger of FJ and Albert Pötsch of LCM) took care of running bilateral meetings within the B2B section of the forum and managed a workshop, on the 21st of October,

A smart farming workshop (title: Smart Farming - Innovationstransfer in die Landwirtschaft) was held by HBLFA Francisco Josephinum (PP3) and Linz Center of Mechatronics GmbH (PP8). The Transform 4.0 project was introduced with a focus on the pilot actions. The project results were discussed with external experts and policy makers. Furthermore, other topics such as the possibilities and limits of digitalization in agriculture were discussed.

Programm für den Workshop

„Smart Farming - Innovationstransfer in die Landwirtschaft“

am **Do 21. Okt. 2021** im Rahmen des **int. Forum Mechatronik (IFM)** in Linz

<https://www.mechatronikforum.net/internationales-forum-mechatronik>

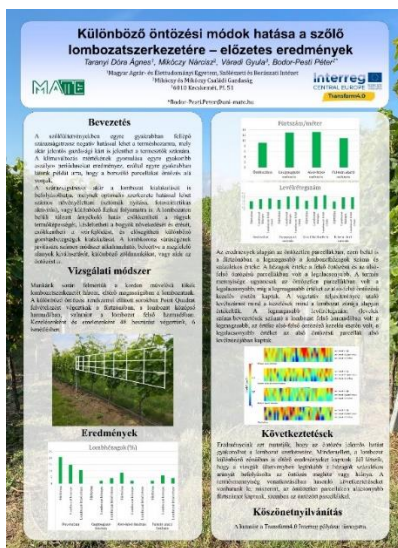
Beteiligte:

- FJ Francisco Josephinum <https://www.josephinum.at/>
- FHWN Fachhochschule Wiener Neustadt <https://wieselburg.fhwn.ac.at/>
- Landschaft Leben www.landschaftleben.at
- BWSB Boden Wasserschutz Beratung <https://www.bwsb.at/>
- LCM Linz Center of Mechatronics <https://www.lcm.at/>



In Hungary, MATE organised its activities in the framework of two almost simultaneous events, due also to the already planned framework of the Hungarian Researchers' Nights.

Peter Bodor-Pesti presented the key concepts of TRANSFORM 4.0 project at the János-Ormos Imre-Vas Károly Scientific Congress, focusing on the introduction of the canopy architecture of the pilot action plots, and the 2D visualization of the canopy structure linked to the Sensor Data Acquisition for Precision Viticulture.



With the Researchers Nights, held in MATE's lab, the focus was more on a general public type of presentation, putting the work done in Pilot Action 3 in the context of Precision Agriculture's overall paradigm.

The the János-Ormos Imre-Vas Károly Scientific Congress recorded the participation of 140 people, mostly from research organisations and specialized business, whereas the Researchers Nights attracted a much smaller audience of six among students and visitors.