



eip-agri  
AGRICULTURE & INNOVATION

## Shaping digital (r)evolution in agriculture

### What can be done to continue moving forward with digitisation of the farming sector?

Digital technologies can support European farmers in providing safe, sustainable and quality food. Digitisation can also improve working conditions for farmers and reduce the environmental impacts of agriculture. Digital technologies also bring opportunities to develop new business models and they are likely to increase rural attractiveness, in particular for younger generations. In order to make use of the full potential of digitisation in the farming sector, a number of EIP-AGRI activities contributed to identifying three key areas of intervention:

#### 1. Encourage the use of digital technologies

Digital technologies are widely available, but their use by farmers across Europe varies from one technology to another and from one region to the other. The EIP-AGRI Focus Group on Precision Farming and the EIP-AGRI Seminar on Digital Innovation Hubs identified a range of measures that promote the use of technologies by farmers, among which the following stand out:

- ▶ farmers, cooperatives and ICT experts should **work together** with researchers and business developers **and co-create** appropriate solutions in order to develop user-friendly technologies
- ▶ **advisers** play a critical role in informing farmers about digital technologies and in supporting the development of digital solutions
- ▶ **Digital Innovation Hubs** can be set up across Europe to ensure the connection between ICT and the farming communities, leading to new applications that are adapted to the real needs of farmers
- ▶ enhancing the connectivity of rural areas by ensuring the availability of the most updated ICT and **broadband** infrastructures

#### 2. Stimulate the development of new technologies and business models

As farmers are increasingly working with digital technologies, collecting large amounts of data now becomes possible. The EIP-AGRI Seminar on Data revolution, the EIP-AGRI Seminar on Data sharing and the EIP-AGRI Seminar on Digital Innovation Hubs identified a range of measures that encourage the development of new technologies and business models, for example:

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- ▶ facilitating **data sharing** and the access and use of open-data sources
- ▶ building an **innovation ecosystem** that provides a complete set of services (testing facilities, education, training, business support,...) to all relevant people
- ▶ developing and connecting Digital Innovation Hubs to offer support to **companies, start-ups and entrepreneurs** in the ICT and agrifood sectors in developing new applications that are adapted to real needs

## 3. Deal with the impact on society and the economy

Agriculture and rural areas will be changing significantly with digital technologies and connectivity. Answers to a number of questions for the future are needed, to get a better understanding of the social and economic impacts of digitisation.



### More information

#### EIP-AGRI & digitisation activities

- [EIP-AGRI Focus Group on Mainstreaming Precision Farming](#)
- [EIP-AGRI Seminar on Data revolution](#)
- [EIP-AGRI Workshop on Data sharing](#)
- [EIP-AGRI Seminar on Digital Innovation Hubs \(DIH\)](#)

#### EIP-AGRI publications

- [EIP-AGRI Focus Group Precision Farming report](#)
- [EIP-AGRI Seminar on Data revolution report](#)
- [EIP-AGRI Workshop on Data sharing report](#)
- [EIP-AGRI Seminar on DIH short report](#)
- [EIP-AGRI Seminar on DIH final report](#)
  
- [EIP-AGRI Factsheet Precision Farming](#)
- [EIP-AGRI brochure 'Shaping digital \(r\)evolution in agriculture'](#)
- [EIP-AGRI infographic 'Digitisation'](#)

#### Funding opportunities

- [Horizon 2020 calls on digitisation](#)
- [Operational Group calls](#) (launched by Rural Development Programmes' Managing Authorities)
- [European space Agency Business Applications programme](#)
- [ICT-AGRI ERA-NET](#)

#### DIH information

- [Online Digital Innovation Hubs catalogue](#)
- [DIH report of AIOTI](#) (Alliance for Internet of Things innovation)

#### Inspirational ideas

- [Improving welfare for cows... and farmers](#) (Denmark)
- [Potatoes and automatic weather stations: beating the late blight disease](#) (Estonia)
- [Mapped land-use data for farmers and forest managers](#) (EU)
- [ICT solutions for agrobiodiversity](#) (EU)
- [Saving time and resources with swarm seeding robots](#) (EU)
- [Robot versus weeds](#) (EU/ Spain)
- [Dealing with pests from the air](#) (France)
- [Farm demonstrations, discovering drones](#) (France)
- [DIH for smart agriculture](#) (Germany)
- [Digital technologies help fruit growers optimise return](#) (Germany)
- [Data-driven technologies increase milk yields and milk quality](#) (Hungary)
- [Staying in tune with farm performance](#) (Ireland)
- [Mainstreaming Digital Agriculture: Agricultural Multi-Regional Guarantee Platform \(AMGP\)](#) (Italy)
- [Food traceability from honey to hive](#) (Montenegro)
- [Precision farming, the right technology and sharing knowledge are key](#) (the Netherlands)
- [Agriso](#) (Romania)
- [Decision support tool for dairy farm management](#) (Slovakia)
- [Galician DIH for Agrifood industry](#) (Spain)
- [Precision farming in organic production? More efficient weed and fertiliser management for increased productivity](#) (Sweden)
- [EU-PLF, the farmers' perspectives](#) (UK)
- [Data sharing through Farmbench](#) (UK)

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### Join the EIP-AGRI Network!

Register to [www.eip-agri.eu](http://www.eip-agri.eu) where you can find peers, projects, ideas and resources to catalyse innovation in agriculture, forestry and horticulture together.