Agenda

The event agenda's time zone is **CEST**.

Wed
16 May 2018

09:00 – 09:30
Florence

Registration and welcome coffee

09:30 – 10:00
Florence

Introduction to the AgriTech event

- Marco Remaschi, Minister of Agriculture Dept Regione Toscana (Florence, Italy)
- Antonio Raschi, President of the CNR Area of Florence and IBIMET Director
- Roberto Pini, Director of the Institute of Applied Physics (Florence,Italy)

10:00 – 10:30
Florence

Introduction to the European Initiatives

- Cecilia Pinto, Manager of EPRISE Project Pole Optitec (Marseille, France): *Introduction to the EPRISE Project and to the objectives of the event*
- Francisco Buján, Senior Innovation Consultant at CARSA: *Introduction to Watify*
- Marco Vieri, University of Florence (Florence, Italy): *The S3 Platform on Precision Farming*

10:30 – 16:00
Florence

Matchmaking

Bilateral meetings (parallel)

Pre-arranged exploratory one-to-one meetings – based on a personalised agenda (20 min / meeting)

10:30 – 11:30
Florence

Pitches (10 min) about Regional and European support strategies and Project coordinators

- Albino Caporale: Direzione Attività Produttive Regione Toscana (Florence, Italy): *Regional Funding to support SMEs growth and competitiveness*
- Elena Perla Simonetti, Regione Toscana (Florence, Italy): *The success in Eranet projects*
- Guus Taminiau, Photonics NL (Amsterdam, Netherlands): *Agri & Food: A High Tech sector in the Netherlands*
- Guillaume Briend, Bretagne Development Innovation (Bretagne, France): *AGRETIC program in Bretagne: Digital technologies for Agriculture and AgriFood sector – Focus on Photonics innovations*
- Gianni Preve, INPHOTEC Foundation- Integrated Photonic Technologies Center (Pisa, Italy): *Inphotec an open facility for the development and pilot production of integrated photonics components*

11:30 – 12:30
Florence

Regional and European Project coordinators

- Stefania Lombardo, University of Florence (Florence, Italy): *SPARKLE Erasmus+KA2 Project, Sustainable Precision Agriculture: Research and Knowledge for Learning how to be an agri-Entrepreneur.*
- Giovanni Agati, CNR IFAC (Florence, Italy): *SUNNIVA ERA-NET SUSFOOD Project, "Non-destructive optical tools for the in situ detection of health-beneficial phytochemicals in vegetables"*
- Marco Antoni, Daniele Sarri, Copernico srl (Montalcino-SI, Italy): *Oenosmart Project*
- Gherardo Chirici, University of Florence (Florence, Italy): *FreshLIFE Project "Demonstrating remote sensing integration in sustainable forest management"*
- Stefano Toffanin, CNR ISMN (Bologna, Italy): *EU H2020 Project MOLOKO-Multiplex phOtonic sensor for pLasmonic-based Online detection of contaminants in milK*

- Simone Orlandini, University of Florence (Florence, Italy): *Information flow for precision crop management: use case in the Tuscan regional territory*
- Valentina Raimondi, CNR IFAC (Florence, Italy): *STEPHANIE Project, Space TEchnology with Photonics for market and societal challenges*

12:30 – 13:30
Florence

Light Lunch

13:30 – 15:00

Technical Experts Advice Session (plenary)

- Gerrit Polder, Wageningen University & Research (Wageningen, Netherlands): *Photonics for sensing in Agro and Food*
- Roberto Cippitani, Jean Monnet Centre of Excellence "Rights and Science"- University of Perugia (Perugia, Italy): *Ethical issues in research project concerning food and environment*
- Erik Ham, Dutch Optics Center (Delft, Netherlands): *Joint innovation for next generation optical instruments*
- Jacques Cochard, Tematys (Paris, France): *Photonics and Artificial Intelligence, two building blocks for a sustainable agriculture*

15:00 – 15:30
Florence

Pitches (3 or 5 min) from Companies

TBC: pitches will be scheduled on the basis first come, first served

15:30 – 16:00
Florence

Experiences from Companies

Florian Lang, Geokestrel (Germany): *First-hand information about the challanges of a German early stage SME entering the agri-culture field and to introduce new technology*

16:00 – 17:00
Florence

Go-to-market session: Q&A with the experts

- Valentina Colcelli, CNR IFAC (Florence, Italy): *Access and Benefit-Sharing and utilization of Genetic Resources for Food and Agriculture*
- Viola Pifti, Jean Monnet Centre of Excellence "Rights and Science"- University of Perugia (Perugia, Italy): *Intellectual Protection for Plant Varieties. Open innovation or industrial property rights?*
- Mattia Nuti, International checks group: NEW WAY OF THINKING ON SAFETY AND QUALITY

17:00 – 19:00

Networking activities @ Museo Stibbert

- Aperitivo
- Museo Stibbert Guided Tour

19:00 – 21:00
Florence

Dinner buffet @ Museo Stibbert

Thu
17 May 2018

08:45 – 09:15
Tenuta di Alberese

Registration

09:15 – 09:30
Tenuta di Alberese

Welcome by organizers and public authorities

09:30 – 11:00
Tenuta di Alberese

Plenary session – Keynotes

Eyes and touch (EO-Copernicus, remote sensing, GNSS and IoT)

- Gian Gherardo Calini, Head of the Market Development Department European Global Navigation Satellite Systems Agency (GSA)
- Jerome Bequignon, Senior Program Coordinator, European Space Agency (ESA)

Mind (ICT, Big Data and DSS)

- IoF2020 speaker about trials on arable, vegetables and fruits
- Fabio Slaviero, ABACO group - DSS platforms and knowledge discovery for Big Data

Intelligent arms (Robotics and Automation)

- Marco Vieri, full professor at the Department of Agricultural, Food and Forestry Systems Management - University of Florence;
- Paolo Dario, Director of the Center for Micro-BioRobotics of the Sant'Anna School of Advanced Studies;

Bridging competence infrastructure gaps and speeding up growth and devemopment through innovation in rural regions: The BRIDGES project.

- Thomas Bartzanas - Research Director, CERTH, Institute of Bio-Economy and Agritechnology

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11:00 – 11:20
Tenuta di Alberese

Coffee break

11:20 – 12:00

SMEs and Startups session – Smart products and services

Pitch format (max. 3 min presentation)

12:00 – 13:30
Tenuta di Alberese

Matchmaking

Bilateral Meetings

Pre-arranged one-to-one meetings – based on personalised agendas (20 min / meeting)

13:30 – 14:30
Tenuta di Alberese

Lunch break

14:30 – 16:00
Tenuta di Alberese

Working Groups session – Multilateral parallel meetings

The objective of the session is to identify opportunities and synergies for business cooperation along European value-chains, leading to a business idea becoming a real inter-regional initiative with a strong European added value aspect.

Topics for discussion

1. Soil management and irrigation
2. Crop protection and management
3. Animal health and wellbeing
4. Overall farm management
5. Quality management for food processing and distribution

Structure of the session

- Introduction to the dynamics (10')
- Discussion in groups with moderator (50')
- Each group for presents conclusions (25')

Q&A and wrap-up (5')

16:00 – 17:00
Tenuta di Alberese

Closing and Field visit – Showcasing solutions

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Interreg Europe
European Union
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Bridging competence infrastructure gaps and speeding up growth and jobs delivery in regions

Thomas Bartzanas & Ninetta Chaniotou

CERTH
CENTRE FOR
RESEARCH & TECHNOLOGY
HELLAS

KATNUUN ETU

www.interregeurope.eu/BRIDGES

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BRIDGES is about closing competence and infrastructure gaps and speeding up growth and jobs delivery in regions.

We will….

Break the vicious circle of regional lock ins, dominant in less advanced regions, and restricting the RIS3 impact.

Address knowledge asymmetries between innovation advanced and less advanced regions.

Bridge awareness, methodological and resources gaps between advanced and less advanced regions.

KEY FACTS ABOUT THE PROJECT

Watify - AgriTech: Agriculture at the Centre of the Digital Economy
16 - 17 May 2018 / Toscana, Italy

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Interreg Europe

European Union
European Regional
Development Fund

Kainuun ETU

Kainuun Liitto
Kainuu
Regional Council of Kainuu

Posoški razvojni center

CERTH
CENTRE FOR
RESEARCH & TECHNOLOGY
HELLAS

Pannon Business Network
PBN

ceei
BURGOS

ANKO

Lubelskie

Helsinki-Uusimaa
Regional Council

Hypothesis

BRIDGES hypothesis is that it is possible to measurably improve the RIS3 implementation in both advanced and less advanced regions, through good practice transfer (as knowledge spillovers, i.e. knowledge capital external to the importing regions) mainstreamed into regional policies and supporting strategic cooperation between advanced and less advanced regions.

Proposed solution

- Identification and appropriation of new opportunities, including from beyond the region

- Exploring cognitive & economic base proximities between advanced and less advanced regions (innovation absorptive capacity x excellence exportive capacity)

- Implementing new opportunities through the RIS3 paths and further policy mainstreaming.

- Strengthening the RIS3-related innovation infrastructure in the partner regions to support the above processes in the long run.

Project objective:

Overall objective of BRIDGES project is to significantly improve partner regions' RIS3 implementation governance & the delivery of the structural funds; to benefit from policy learning and enhance industry-led Centres of Competence (CC) as RIS3 implementation units. The industry-led focus is Bio-economy, an industry common to partners' RIS3.

Improvement needs:

1) Low upscale investments, research excellence absorptiveness, and exploitation of related variety potential),

2) mismatches between RIS3 productive & RDI bases,

3) distance from & better exploitation of research excellence as a path to further specialisation,

4) restricted resources towards RIS3 impact.

Partner regions' innovation performance

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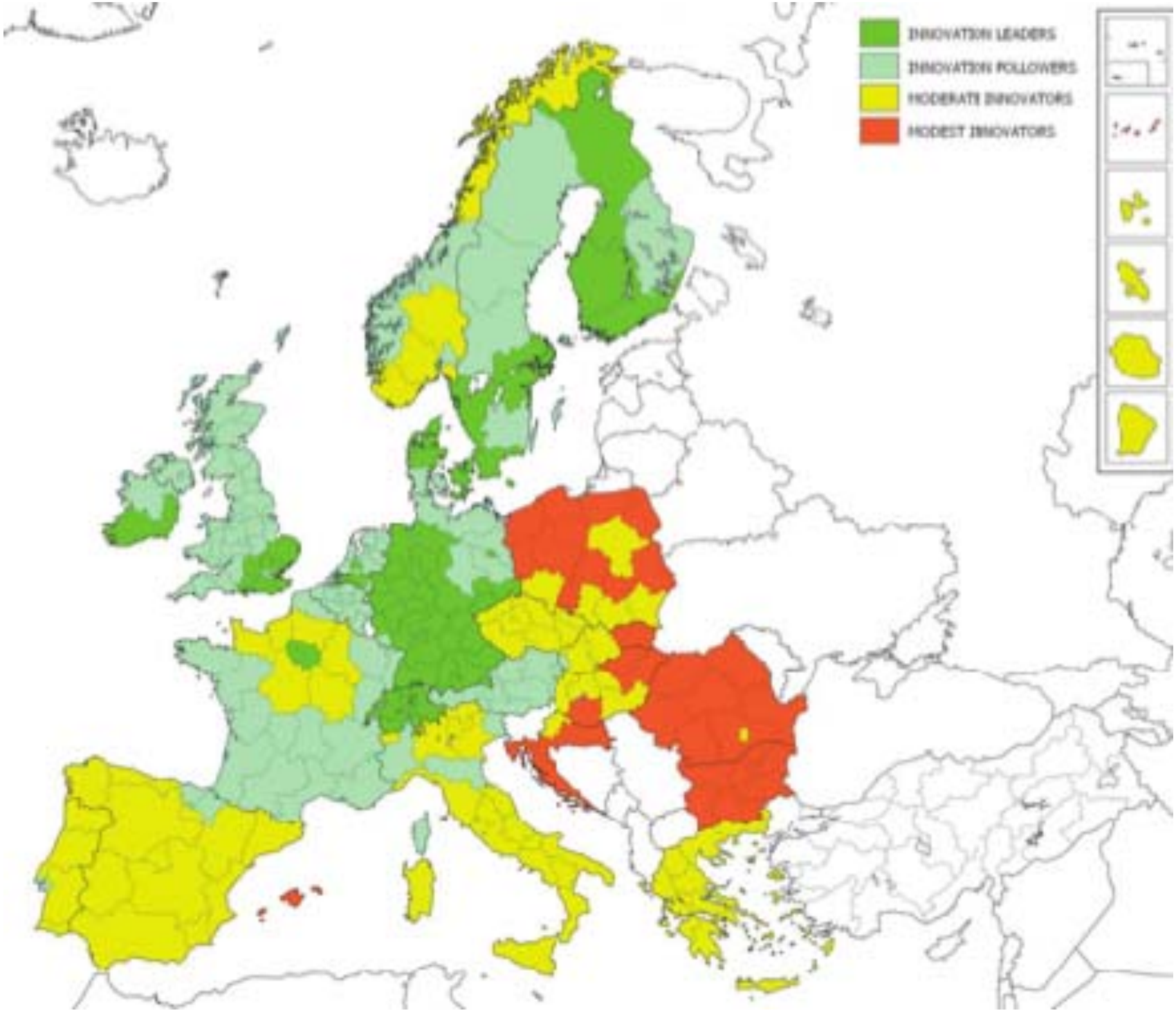


Summary

❑ Innovation baseline

- Research to business
- Knowledge partnerships, ad hoc and strategic, as a precondition for RIS3 implementation
- Finally method for improving industrial performance, not “just” business performance

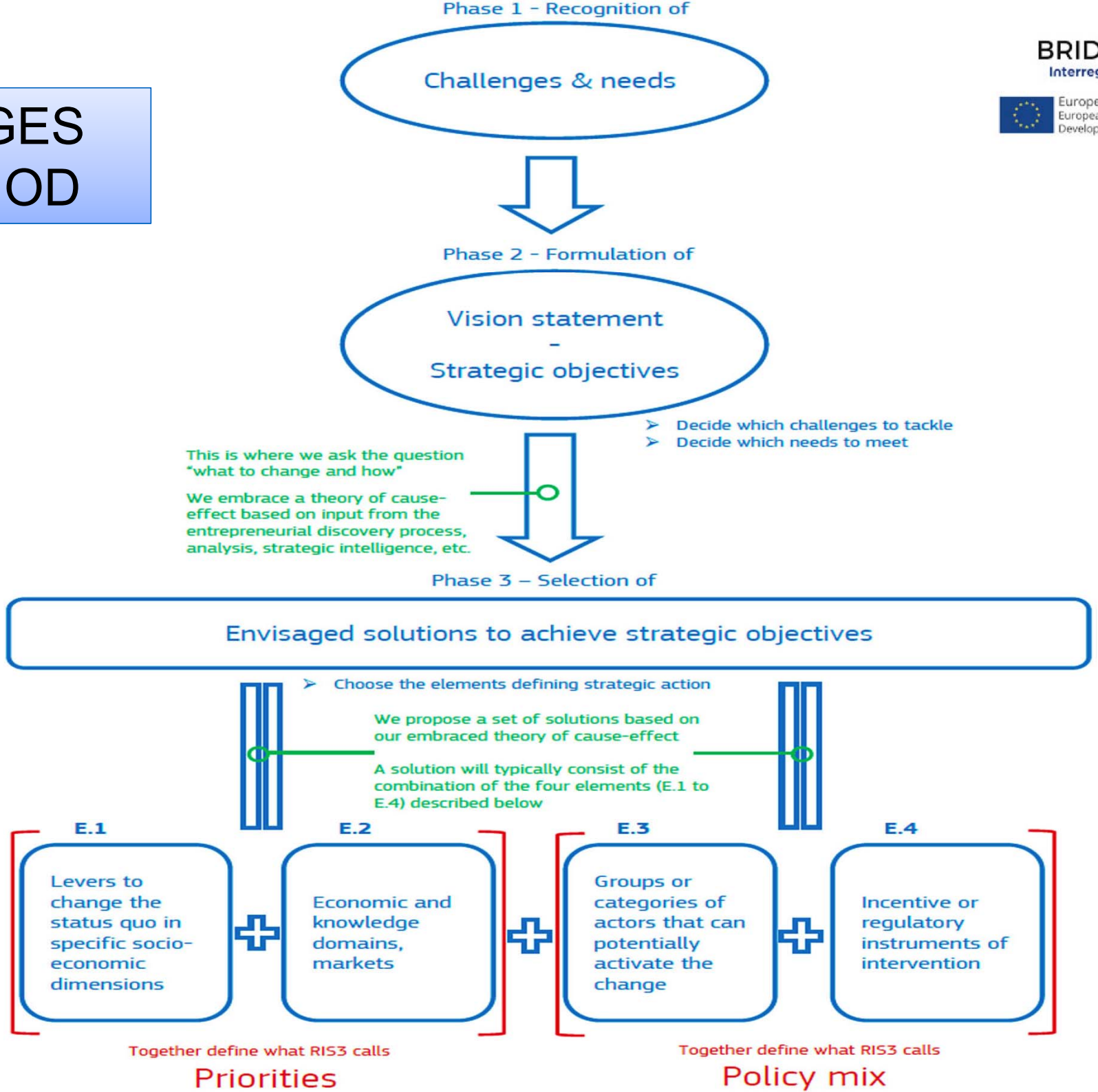
❑ Good practice themes

1.Industry-led centres of competence, as RIS3 implementation infrastructures:

2. Research 2 Business innovation partnerships

3. Leveraging of funds and interregional partnerships (multilevel synergies), strategic research to business partnerships and the tools to support them.

BRIDGES METHOD



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Method interpretation in BRIDGES

❑ Recognition of challenges and needs

1) Innovation follower / moderate and modest innovation regions, questioned competitiveness of the economy and often distance from knowledge centres critical mass issues well, need to improve their regional innovation system performance to be able to support effective RIS3 implementation.
2) Innovation leader regions: possible lock ins; research infrastructure costs; development funding restricted

❑ Formulation of strategic objectives

1) Increase investments in less advanced regions based on improved innovation absorption potential
2) Maximise knowledge flows between advanced and less advanced regions leading to log term strategic cooperations between the regions
3) Research as an exportable service; deepen and expand research base as a result
4) Improve innovation infrastructures as a way to systematically serve the three objectives above.

❑ Envisaged solutions to achieve strategic objectives

1) Good practice exchange on three good practice themes: innovation infrastructures, research to business, multi level synergies
2) Innovation feasibility and cooperation potential between the regions
3) Improvement of RIS3-related research infrastructures, identification of necessary adjustments
4) Action plans consisting of (1) pilot implementations leading to investments and (2) criteria for integrating the pilots into regional policies

Implementation actions

➢ Good practice exchange (GP)

1) Criteria for each GP description
2) Assessment of GPs by the advisory team
3) Assessment of GPs by the partners (relevance and benchmarking)
4) Presentation of GPs to the regional stakeholder groups, and assessment of relevance; selection of GPs to adopt

➢ Regional feasibility (RF)

1) Criteria & report mapping the innovation potential of the less advanced regions
2) Criteria and report mapping the research export potential in the advanced regions
3) Understanding the best way to address RIS3 opportunities; bilateral sessions between the regional partners and PP10 (advisory partner), PP1 facilitating
4) Recommendations of the action plan
5) Confirmation or adjustment of the recommendations by the regional stakeholder groups

➢ Interregional working groups (IWG)

1) Good practice exchange on three good practice themes: innovation infrastructures, research to business, multi level synergies
2) Innovation feasibility and cooperation potential between the regions

➢ Regional stakeholder groups (RSG)

1) Improvement of RIS3-related research infrastructures, identification of necessary adjustments
2) Action plans (transfer of knowledge and technology from research and development into practice, and development of RIS3
related innovation infrastructures).

➢ Regional action plans (AP)

1) Template from the IE programme explained
2) Section 1: pilots
3) Section 2: policy criteria

Results

Outputs, process, achievements, hindrances, recommendations

- ❑ Good practice contributions & exchange (GP)
- ❑ Regional feasibility (RF)
- ❑ Regional stakeholder groups (RSG)
- ❑ IPL sessions
- ❑ IWG sessions
- ❑ Regional action plans (AP)

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Good practice approach

Good practice themes
- 3 themes: innovation infrastructures; research-to-business; multi-level synergies
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GP thematically defined terms of reference (the why, what, and how)

Importance of the advisory partners

GP contributions

All partners contribute

GP analysis
- **1st level of analysis:** the advisory partners and the LP; recommendations regarding each one of the GPs
- **2nd level of analysis:** internal analysis among the partners (skype sessions, bilateral and otherwise)

GP selection
All partners select 1-3 GPs that seem relevant to them

Skype sessions, regional PP, advisory PP, LP

GP transfer sessions
Bilateral sessions between the GP owners and each one of the GP importers

Brief notes kept as reminders and references

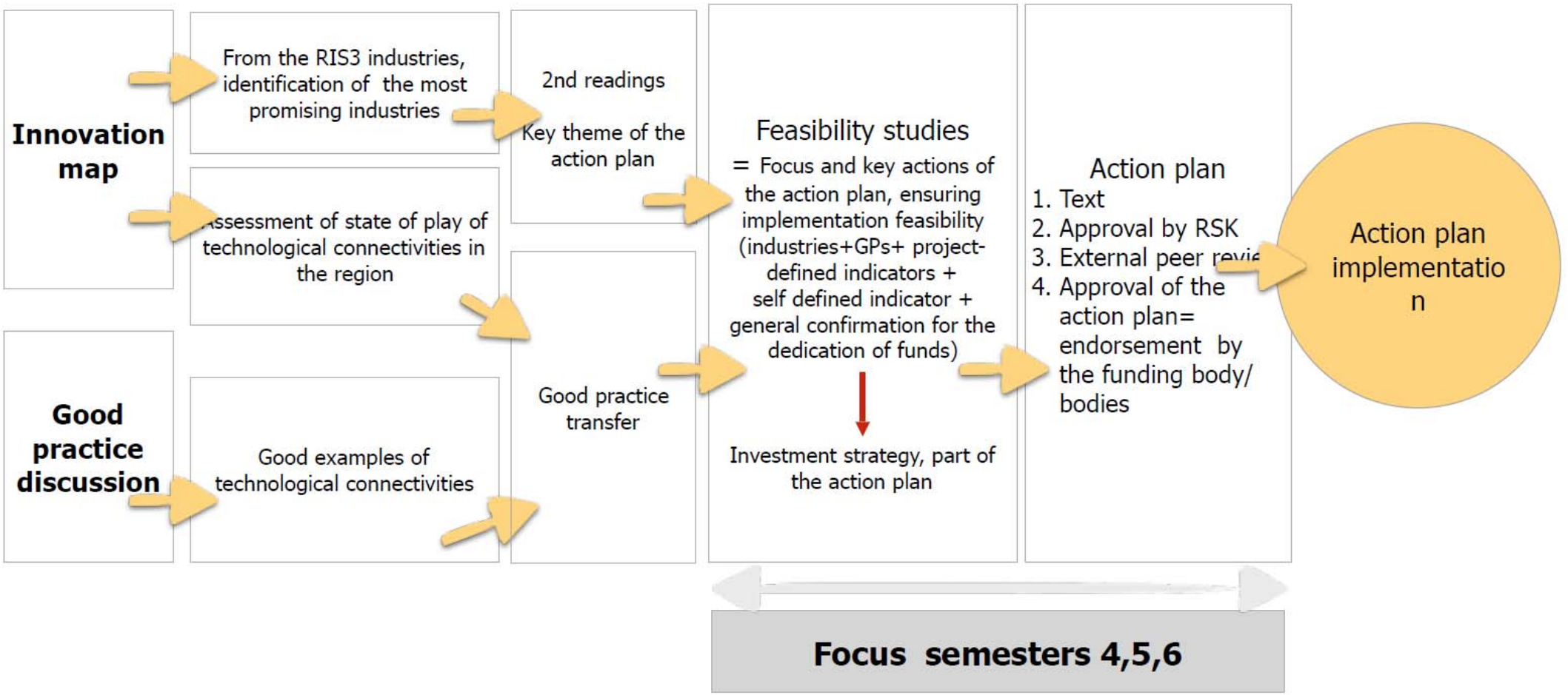
GP transfer confirmation
Regional stakeholder group meetings

Brief notes kept as reminders and references

GP transfer integration (into the feasibility studies and the ESIF)
Bilateral sessions between importing partners and the LP (LP has background in the structural funds) to ensure GP transfer is integrated into the feasibility studies and the forthcoming action plans. Detailed agreement on the in depth involvement of the MAs.
Overall report by the end of the 4th sem 31.3.2018 (LP)

2017 | 2018 (Jan-Febr) | 2018 (Febr - March)

Feasibility studies & mentoring plan



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Mentoring plan Mentoring parameters

1.- **Which ones of the components** of the BRIDGES action plan (previous slide) addresses the feasibility study?
2.- **Project feasibility**: what concrete actions, investments are gradually being shaped out, and their size and preconditions.
3.- **Economic feasibility**: economic base for the action plan implementation. This has been done during the 3rd and 4th semesters. Relates to the self defined indicator.
4.- **Institutional feasibility**: what institutions would be involved in the action plan, how, why; organisational feasibility (flow charts for example); economic sustainability provisions of the centres of competence.
5.- **Infrastructural feasibility**: are existing infrastructure arrangements sufficient to support a demanding GP transfer, for example for the implementation of photonics?
6.- **Research feasibility**: is the regional and/or national research base sufficient to support the foreseen (in the feasibility study) research-to-business actions?
7.- **Research to business feasibility**: is the key precondition of the BRIDGES project addressed, i.e. economy renewal through concrete approach for transferring research to business, and is the approach convincing, effective?
8.- **Realisation feasibility**: 1) is the regional stakeholder group supporting the feasibility study objectives? 2) is the MA sufficiently involved?

Strategy (4 steps to results)

1. Diagnosis

Innovation map

From the RIS3 industries, identification of the most promising industries

Assessment of state of play of technological connectivities in the region

2nd readings

Good practices

Examples of technological connectivities

2. Opportunities

3. Localisation

Optimisation question (-s) = localisation of the GP to regional opportunities and needs (innovation map findings)

Analysis of the policy instrument

Feasibility study

4. Action plan

Action plan

Feasibility study

Action plan = CONTENT + IMPACT

I. CONTENT

1) What projects will be proposed
2) Who is eligible to participate
3) Average cost per project
4) What are the funding sources that will be finally applied?
5) How many projects are anticipated
6) Anticipated number of businesses that will benefit
7) In case of innovation infrastructures improvement, how is the sustainability of such infrastructures guaranteed?

II. POLICY INSTRUMENT IMPACT

What will change in the policy instrument calls concretely, so that the proposed projects (box above) will be possible to implement

State of play

Region	Action	Policy instrument
Kainuu, FI	1) Scaling up and expanding the productive base of the forest economy through side flows investments; 2) scaling up raw materials processing (berry industry).	RIS3 + regional development plan
Lubelskie, PL	Improving absorptiveness of RIS3 industries (especially apple juice, beer, and berry processing) towards utilising ESIF TO1.1 (innovation), 1.2 (targeted research) or 1.5 (innovation vouchers) measures.	SME competitiveness
Uusimaa, FI	Internationalisation of research as regional policy	RIS3 + Industry 2.0 (regional development plan)
West Macedonia, GR	Improving absorptiveness of RIS3 industries towards utilising ESIF TO1.1 (innovation), measure.	RIS3
West Slovenia, SI	Aquaculture Centre of competence involving smaller businesses, explicitly addressing excellence (sustainable repopulation of local fish species) & commercialisation actions towards upscale consumer markets.	RIS3 + CLLD
West Transdanubia, HU	Centre of competence in additive manufacturing for the wooden furniture industry, as a department of the partner institution.	ESIF 2014-2020

Instead of conclusions…

BRIDGES and networked development

- ✓ Construction and/or reinforcement of regional advantage based on the exploration and exploitation of excellence, made accessible through
- ✓ Cognitive, institutional, relational and economic base proximities (regional authorities, bio-based economies, tested partnership for the most part)
- ✓ Regional innovation performance complementarities as a criterion for the partnership set up
- ✓ Inter-disciplinary knowledge resources within the partnership (policy makers/economic geographers, economic geographers/ innovation experts /bio-based economy expertise, …)
- ✓ Benefitting from top expertise (often external to the regions) to break lock ins and invest in a more performing bio-based industries agenda.

Thank you!

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