



# Andalucía Agrotech DIH

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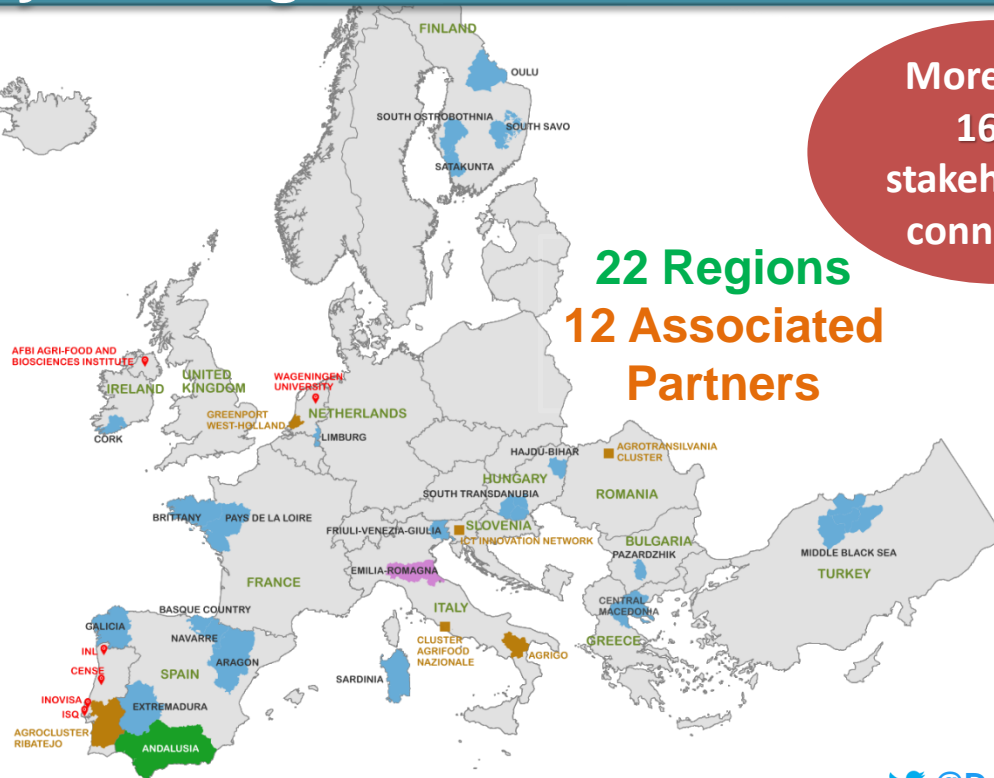
# S3P Agrifood Thematic Partnership on Traceability and Big Data in value chain.

Creation of an ecosystem to support innovation and digitisation of the Agrifood value chain through the adoption of digital technologies and the creation of value from data



S3P Agrifood T&BD

- LEAD REGION
- CO LEAD REGION
- REGIONS
- CLUSTERS
- RESEARCH/UNIVERSITY



22 Regions  
12 Associated Partners

More than  
1600  
stakeholders  
connected

@DataAgriS3

**Lead Region:** Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of Andalusia  
**Co-lead Region:** Emilia Romagna Region

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# From S3P to Andalucía Agrotech DIH



## Regional Nodes

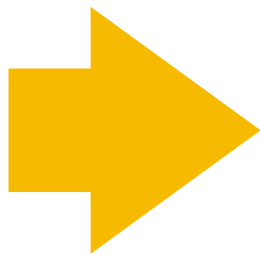


**ANDALUCÍA  
AGROTECH**  
DIGITAL INNOVATION HUB



## Why Andalucía Agrotech DIH?

Digital  
transformation:  
*The key*



More efficient and  
sustainable Agrifood sector

Data-driven decisions

More competitive

Digitised Consumer



# What is Andalucía Agrotech DIH?



Andalucía Agrotech DIH is an **public-private alliance** activity center **for creating, anticipating, managing and accelerating digital innovation in the agrifood value chain.**

It aims at generating the **ecosystem** that provides the best conditions for **long-term success of agrifood companies.**





# Multi-actor approach

DIH Andalucía Agrotech is an **ecosystem** where different **actors** with interest in the digital development of the agrifood sector **converge**. All of them will have something to say in the DIH daily work



MULTIACTOR APPROACH



GOVERNMENT



AGRIFOOD COMPANIES



FINANCIAL ENTITIES



KNOWLEDGE AGENTS



SUPPLIER COMPANIES



TALENT AND ENTREPRENEURSHIP



ICT COMPANIES AND START-UPS



## What is our added value?

**Being an international reference in the agrotechnology field.**

**Connecting all resources within the sector under a unique platform.**

**Facilitating digital culture and the access of all companies of the agrifood sector.**

**Fostering strategic alliances and the creation of shared value.**

**Promoting and offering a service catalogue focused on the sector's need.**



# ANDALUCÍA AGROTECH

DIGITAL INNOVATION HUB

## JRC catalogue

**One of the 10  
Spanish DIH in the  
JRC catalogue**

**Fully operational**

## Members

**+120 members  
involved in the  
digital development  
of the agri-food  
sector from  
innovation  
quadruple helix**

## ICT

**IoT, data mining,  
sensors, drones,  
robotics, artificial  
intelligence, machine  
learning, Open Data,  
Cloud, Blockchain,  
interoperability,  
measuring and  
predicting behaviour**





# Values of the DIH

## OPEN

Collaborative space

Easy and flexible  
connection of talent,  
businesses, technologies  
and ideas

## INNOVATIVE

Innovation leader

Anticipate agrifood sector  
needs

Transform current  
business models

## GLOBAL

Holistic vision

Based on knowledge of  
the sector and key  
stakeholders



# Andalucía Agrotech: JRC Case of Study

One of DIHs included in the JRC technical report:  
"Exploring heterogeneous Digital Innovation Hubs  
in their context"

## Context of study

- Organising the hub
- Links with Smart Specialisation Strategies
- Funding for the hub
- Digital maturity
- Geographical scope and collaboration





# Operational Services and Funding

Andalucía Agrotech DIH translates its value proposition around three activity areas: **Ecosystem creation, Technology and Business.**

**Minimum services and technical office, budget 1M € during period 2019-2022**

**Specialized services financed through public calls, search for synergies between the different funds.**

## Inspiration

## Capacity building

## Testing and Pilot actions

## Scale-up and Internationalization

### Ecosystem

- Lab y Demolab
- Digital platform for connection
- Dissemination workshops on trends and cases of success

- Training sessions and workshops on technologies for the agri-food sector

- Connection sessions
- Co-creation sessions

- Dissemination meetings on international cases of success

### Business

- Diagnosis of technological needs and opportunities

- Workshops on funding sources
- Innovation programme on business models

- Intra-entrepreneurship programme

- Training sessions and workshops on internationalization

### Technology

- Observatory
- Acceleration Programme

- Venture programmes Builder
- Sherpa ICT
- Sherpa collaboration and cooperation
- Open innovation programmes
- Programme for pilot projects

- Go to market programme
- Scale-up programme



# Connecting funds and strategies

H2020

European  
Territorial  
Cooperation

ERDF

EAFRD

S3P Agrifood

European DIH  
Strategy

Own  
resources



# Andalucía Agrotech DIH growing up

## 2018

- Launching
- Partner Recruitment
- Action plan
- Communication plan
- Deployment of the first activities

## 2019

- Deployment
- Partner Recruitment
- Logo and web
- Physical Headquarters
- Deployment service

## 2020

- Consolidation
- Partner Recruitment
- Program Consolidation
- Service consolidation
- Training Programs

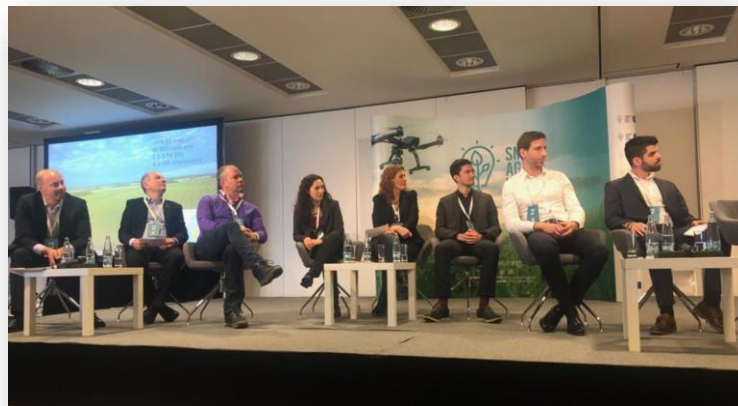
## 2021

- Leadership
- Partner Recruitment
- International Congress
- Consolidated services and programs
- Leaders in European Projects





# Participation in international innovation and cooperation projects.







**ANDALUCÍA AGROTECH**

DIGITAL INNOVATION HUB

Instrument to  
developing the  
Digital Strategy

# CONTACT US

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