



# S3P Agri-food on Traceability & Big Data



**Working Committee  
Semi-annual Meeting  
11th June 2018, Seinäjoki, Finland**

Agnés Trarieux  
Pays de la Loire Region

## Mission

The agri-food thematic partnership on “Traceability and Big Data” encourages the creation of an ecosystem to support innovation and digitisation of the agri-food sector in Europe



### KEY WORKING AREAS:

- Life cycles of the value chain
- Smart monitoring of the value chain
- To incorporate consumers' experience in the decision making
- Open data, interoperability, data governance, information security, cyber security

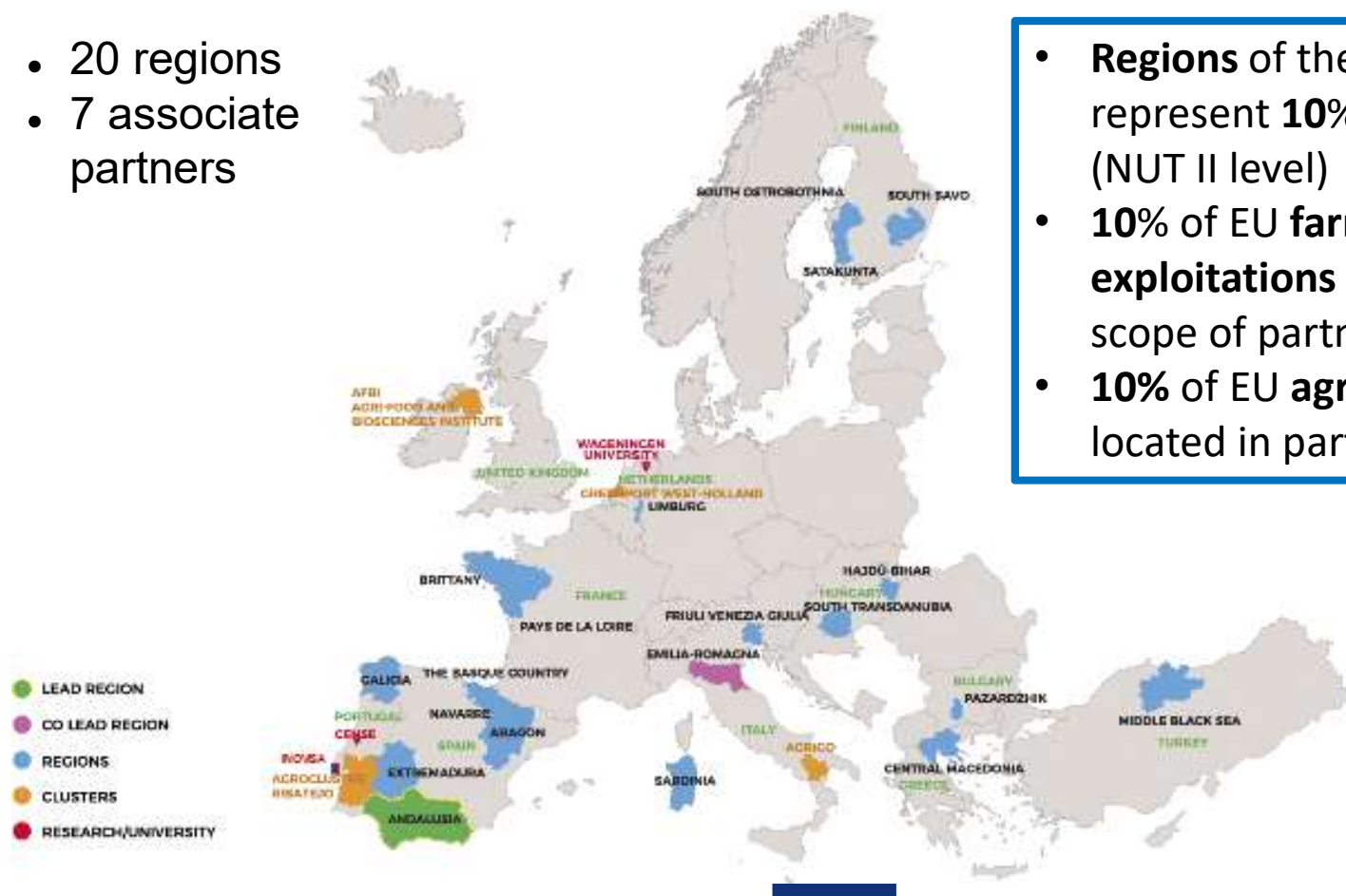


European  
Commission

## The S3P AF T&BD is more than a network of regions

- 20 regions
- 7 associate partners

- **Regions** of the partnership represent **10%** of EU regions (NUT II level)
- **10%** of EU **farming exploitations** are under the scope of partner regions
- **10%** of EU **agroindustries** are located in partner regions



## Regional partnerships: the governance model



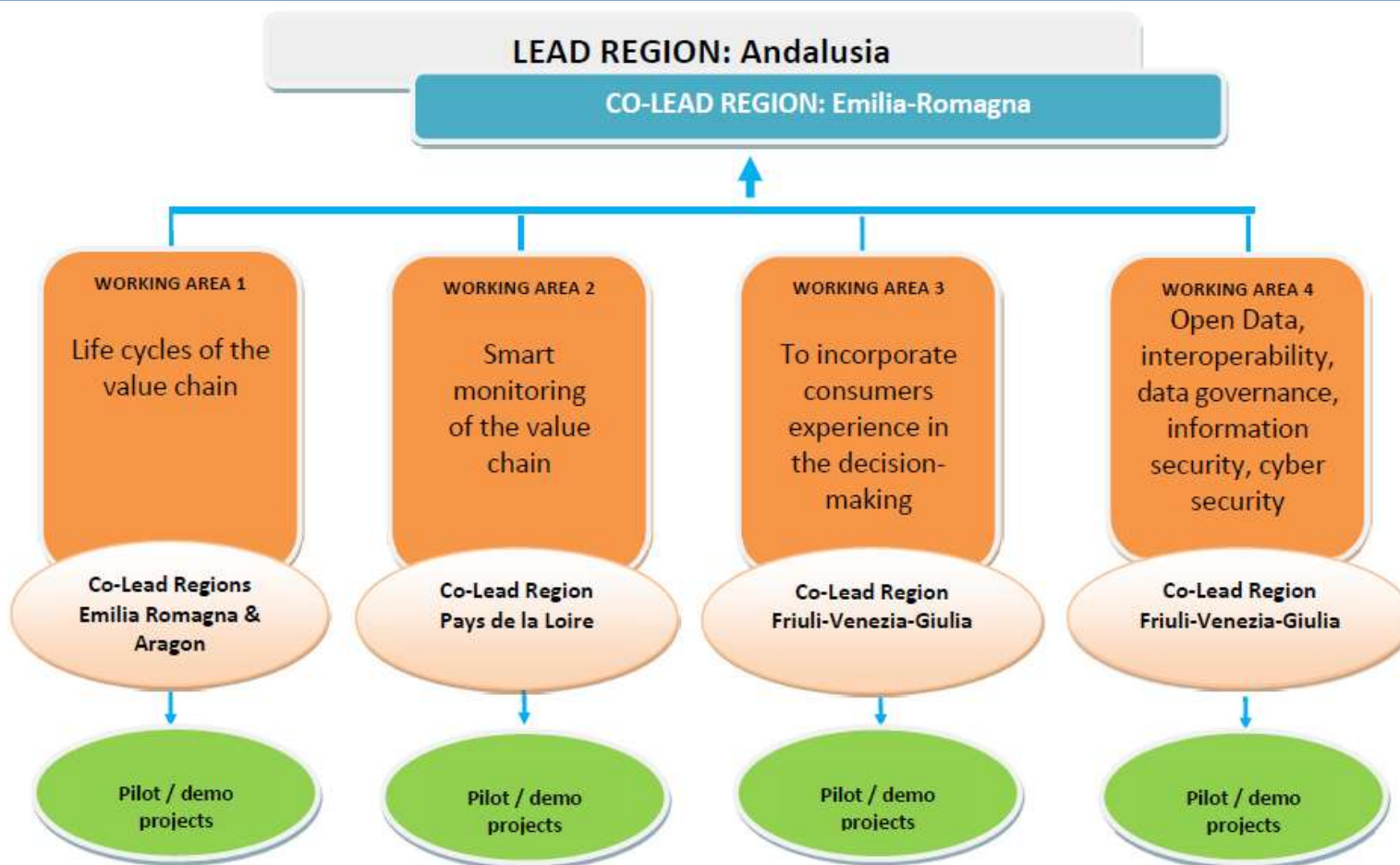
Connecting  
regional actors

## DIH – REGIONAL ECOSYSTEMS

connecting

- Emilia Romagna: 120 partners
- Extremadura: 106 partners
- Aragon: 49 partners
- Friuli Venezia Giulia: 39 partners
- Pays de la Loire: 32 partners
- Pazardzhik: 43 partners
- South Ostrobothnia: 13 partners
- South Savo: 32 partners
- West-Holland: 50 partners
- Ribatejo: 125 partners
- Andalusia: 111 partners

## S3P Agri-food on T&BD - Governance



## T&BD progress to date - phases

☑ DONE!

☑ DONE!

WE  
ARE  
HERE

Work in  
Progress

✓ LEARN

✓ CONNECT

DEMONS-  
TRATE

COMMER-  
CIALISE

SCALE-UP

- Construction of the partnership
- Partners' involvement and governance
- Work Plan (incl. Comm & dissemination strategy)

Work plan  
implementation

Pilot projects &  
demo cases



## T&BD progress to date / milestones

Launching (Dec 16) and Reinforcement of the partnership (17-18)

Governance framework (approved in June 17)

Work plan (approved in March 18), incl. a Communication Strategy

Interreg Europe project approved: REGIONS 4FOOD (Kick-off in June 18 – end in May 23). 5 years

RUR-12: SmartAgriHubs / Digital transformation of the European agri-food sector. Approved in June 19. 4 years

2 H2020 applications:

- RUR-02: E-SCAPES / Digitisation impacts of European Agricultural & Rural ecosystems
- RUR-04: AGRARIUS / Agricultural & Rural Analytics Resources for Intelligent Utilisation of Space

EU Commission selected the S3P T&BD as partnership for Interregional Innovative Projects – IIP / 2 pilots (Dec. 17 – 1<sup>st</sup> term 19)

## IIP/Data Flow: Improving decision-making process in agrifood value chain / business case 1

### 1.- #Leave your footprint



*It aims at providing an exchange of experience between consumers and winemakers. It builds a virtuous circle to improve the efficiency of the agri-food value chain and reduce the environmental impact*

### Regions involved:

- Andalusia, (ES)
- Emilia Romagna, (IT)
- Friuli Venezia Giulia (IT)
- Pays de la Loire (FR)
- Aragon (ES)
- Extremadura (ES)

### Key components:

- **Wine Footprint calculation tool:** environmental footprint of wine.
- **Big-Data tool** to collect, store and process information through the whole supply chain.
- **WebApp mobile** #Leaveyourfootprint to connect winemaker and consumers.



## IIP/Data Flow: Improving decision-making process in agrifood value chain / business case

### 2.- Agrifood value chain communication platform



*The platform will be the communication channel between consumers and producers in a transparent, equitable and democratic way. It will support decision-making through the use of big data collected and machine learning tools.*

#### Regions involved:

- Andalusia, (ES)
- Emilia Romagna, (IT)
- South Savo (FI)
- Pazardzhik (BG)
- Friuli Venezia Giulia (IT)
- Extremadura (ES)

#### Key components:

- **App of accessible technology:** Producers communicate, receive information and also market their branded products.
- **BigData tool:** To generate predictive models and improve decision-making process by producers.
- Standardised QR codes, product geolocation, information in the cloud, automatic translation.

## Challenge addressed

Internal

GoogleDrive

Governance  
framework

External

Social media  
(Twitter)

Participation  
in relevant  
events (DGs,  
EIP-AGRI)

COORDINATING  
COMMUNICATION



```
graph TD; subgraph Internal; direction TB; GD[GoogleDrive]; GF[Governance framework]; end; subgraph External; direction TB; SM[Social media (Twitter)]; PE[Participation in relevant events (DGs, EIP-AGRI)]; end; GD --> CC((COORDINATING COMMUNICATION)); GF --> CC; SM --> CC; PE --> CC;
```

The diagram illustrates the challenge of coordinating communication. It is divided into two main categories: Internal and External. Internal factors include GoogleDrive and a Governance framework. External factors include Social media (Twitter) and Participation in relevant events (DGs, EIP-AGRI). All four factors have arrows pointing towards a central blue oval labeled 'COORDINATING COMMUNICATION'.



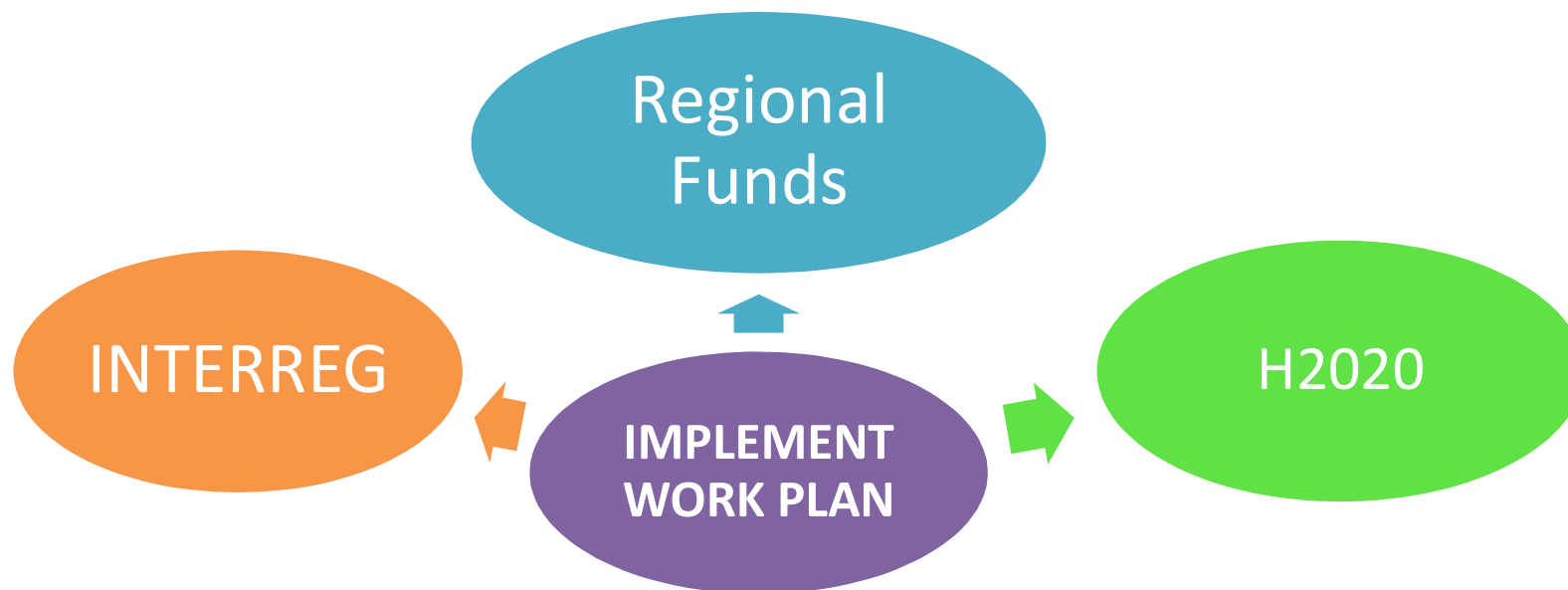


## Current challenges

- ✓ **Improve connections** between the partnership and other European policies and putting in place collaboration and links with different DGs of the EU Commission.
- ✓ **Specific financial support** to implement partnership-related activities and projects.
- ✓ Guarantee **support** for this form of cooperation (S3P thematic partnerships) for the **2021-2027 programming period**.



## Future plans



1	2	3	4	5	6	7
<ul style="list-style-type: none"><li>•Coordination</li><li>•Governance</li><li>•Management</li></ul>	Data analysis	<ul style="list-style-type: none"><li>•Strategic connectivity</li><li>•Funding</li></ul>	Capacity building	Pilot project	Communication and dissemination	Monitoring and evaluation



# S3P Agri-food on Traceability & Big Data



**THANK YOU!**

Lead Partner: Regional Ministry of Agriculture, Fisheries and Rural Development  
of Andalusia

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