



## Thematic Smart Specialisation Platforms for Agri-Food / Industrial Modernisation

Expression of interest for the development thematic sub-areas

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Are you involved in the design and/or implementation of research and innovation strategies for smart specialisation (RIS3) in your region/Member State? Please explain.

Yes. In fact I am part of the Group of Experts of the RIS3 of Andalusia. The Regional Ministry of agriculture, fisheries and rural development of Andalusia has been involved, from the very beginning, in the design of the RIS3 of our region and now, it continues to participate in the implementation of smart specialisation strategies related to its competencies and scope of action.

Please propose and define ONE thematic sub-area/niche and its link to your region's/country's RIS3.

The region of Andalusia sets, in its RIS3, healthy food and agro-industry as two of its priorities of smart specialisation. They are under the action line "L61: Advances in quality, traceability and food safety". As indicated in the letter of support signed by four Vice Ministers of Andalusia, we propose ourselves to lead the creation of a sub-platform focused on "Traceability and Big Data" (SMARTFOOD Sub-Platform), whose general objective is to accompany innovation processes in the production and distribution of healthy and safe food, of highest quality and perfectly traceable with more optimized life cycles, less production of waste and more energy efficient. This will be done by taking into account the whole agri-food chain in a systematic way, from farm to fork, and looking for the modernization of their processes and approaches through an essential tool, such as BIG DATA, in all its stages. This will allow improve key aspects related to the following concepts:

1. Consumer experience: meeting their demands, not only adapting the food supply to their demands but also enhancing their experience in phases such as purchase decision, product traceability or concerning the information they want to receive.
2. Shared value: creating added value at all stages of the chain and allowing it to impact the rest of phases.
3. Technology surveillance: mainly smart surveillance of the chain (smartfarming, smartland, smartindustries...).
4. Territorial cooperation: as a basis for the transfer of technology and results of research, experiences, research staff and between companies in the regions that share this interest in the same topic.
5. Open Data: transparency of public and, in some cases, private data in order to improve decision making, business opportunities and the service given to citizens by the different institutions.

Please indicate the most relevant Thematic Platform for your proposed area:

- Agri-food
- Industrial modernisation

Please explain the transformative nature of your proposal. What are you aiming to achieve?

We believe that the proposal can be valuable to build a support environment for innovation in the agri-food chain for a group of regions of the EU which will have the opportunity to have a tool for development and innovation in their processes and approaches that will positively influence aspects such as:

- the increase of competitiveness
- the reduction of the environmental impact
- the increase of their energy efficiency
- the improvement of the life cycles of their agri-food products
- the reduction of waste
- the enhancement of their traceability systems
- the enormous diversification of information that will be available for their customers
- the creation of new products and services.

Private companies in the field of new technologies, ICT and KETs, will have the opportunity to develop new business ideas around the new demands of agro-industries and consumers thanks to the huge amount of data available and also to the opening of the data of public administrations or the demand for management and exploitation of agro-industries private data.

Public administrations will be able to provide new electronic services, will benefit from new and useful information for their decision-making processes and the evaluation of their effects in terms of quality control systems, traceability and food safety, and will also improve transparency throughout the whole food chain.

As far as consumers' point of view is concerned, they will have access to multiple information sources about the food they eat: life cycle, environmental footprint (efficiency in the use of water, CO2 emissions, impact on biodiversity and ecosystem...), origin, quality, healthy eating habits, processes, etc.

Please describe the extent to which this sub-theme is supported by businesses (clusters) and/or academia and/or civil society in your region.

Many companies from the ICT and new technologies and the agro-industrial sectors have expressed their interest in this topic. Moreover, the main research centre of our region, the Campus of international agri-food excellence ceiA3, which brings together five Andalusian universities specialized in R+D and Innovation in the agri-food sector, is also very interested. Demonstrative projects in relation with this topic are already being developed and implemented.

In addition, Andalusia is interested in working in this sub-theme as it responds to new challenges imposed by markets and consumers to the agro-industry sector, such as new consumer trends and demands for information from consumers who live connected to social networks and who share their experiences; they are more concerned about their health and demand increasingly healthy, safe, fully traceable, environmentally friendly and more energy efficient food.

Please indicate any commitment and political support (regional/national level) for this proposed sub-area. Please also indicate approximate amounts and sources of funding to be provided.

The proposed sub-area has the support and political commitment of the following entities:

At national level: Ministry for economy and competitiveness of Spain, which has encouraged Andalusia to lead the pilot project, "Smart FoodWatch", whose general objective is complementary to the sub-area selected, since it seeks to build a prototype of a virtual service centre based on the paradigm "from farm to fork". This project will be integrated into the sub-platform "SMARTFOOD" proposed by Andalusia.

At regional level: Regional Ministry of agriculture, fisheries and rural development, Regional Ministry of employment, companies and market, Regional Ministry of economy and knowledge, Regional Ministry of health and the Agency for innovation and development of Andalusia.

Different sources of funding at regional, national and European level will be considered. All the opportunities offered by the European structural and investment funds, rural development funds of Andalusia and Horizon 2020 will be analysed. In addition, potential investments from the private sector, through intra or interregional partnerships, will be also analysed and encouraged.

Which other regions/countries are interested in this proposed sub-area? Describe their interest and current level of commitment as well as complementarities and value added. Also, please add contact details.

The following regions or stakeholders have expressed an interest in the sub-area proposed by Andalusia: the University of Torino (Piemonte Region), various regions of the Netherlands, the regions of Murcia and Extremadura (Spain), the region Finland-Lapland and the Central Region of Macedonia. At the moment, the level of commitment is in its initial phase. There has been a preliminary contact during the debates held in the Conference "Smart Regions" held in Brussels on the 1st June 2016. We expect the JRC's S3 Platform to provide a dissemination channel where the draft concept note could be spread so as to look for potential partner regions interested in participating in this sub-platform.

Please detail main challenges in relation to your proposed sub-area that may be addressed through interregional collaboration.

For the development of the Agrifood S3 Platform and, specifically, this subarea, it is essential to foster an inter-regional collaborative process in order to share experiences and knowledge, look for synergies and solve problems and challenges common to different regions. This will allow to make progress in the achievement of healthy, safe and traceable food of quality, thus responding to the demands of consumers by making the most of the potential of Big Data for the modernisation of the agri-food chain. Moreover, current value chains are global and interregional, so regional collaboration is absolutely necessary. In particular, most of the Andalusian agricultural production is exported to other European regions so interregional cooperation is needed in order to get a holistic approach concerning value chains.

Please detail next steps and ways forward.

- Mapping of interested/participant regions and identification of the added value, specialization and resources that they can provide to the Smartfood sub-platform.
- Working meeting of potential participant regions - (possible) Kick off Meeting in November's ERIAFF Conference
- Definition of the objectives and tools of the Smartfood sub-platform.
- Exploring synergies with other sub-platforms: Value Chain, Digital Growth, Industrial Modernisation and Energy.
- Design of the project, organization, structure of work packages, deadlines, meetings and events.
- Search and definition of funding sources.
- Launching event and start of activities.

Please include any additional comments.

We request the JRC's S3 Platform to provide a dissemination channel where the draft concept note could be spread so as to look for potential partner regions interested in participating in S3 Agrifood Platforms.

Thank you!

S3 Platform

## Contact

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