



H-FARM[®]

DIIVA

Boosting innovative Digitech Value chains
for Agrofood, forestry and environment

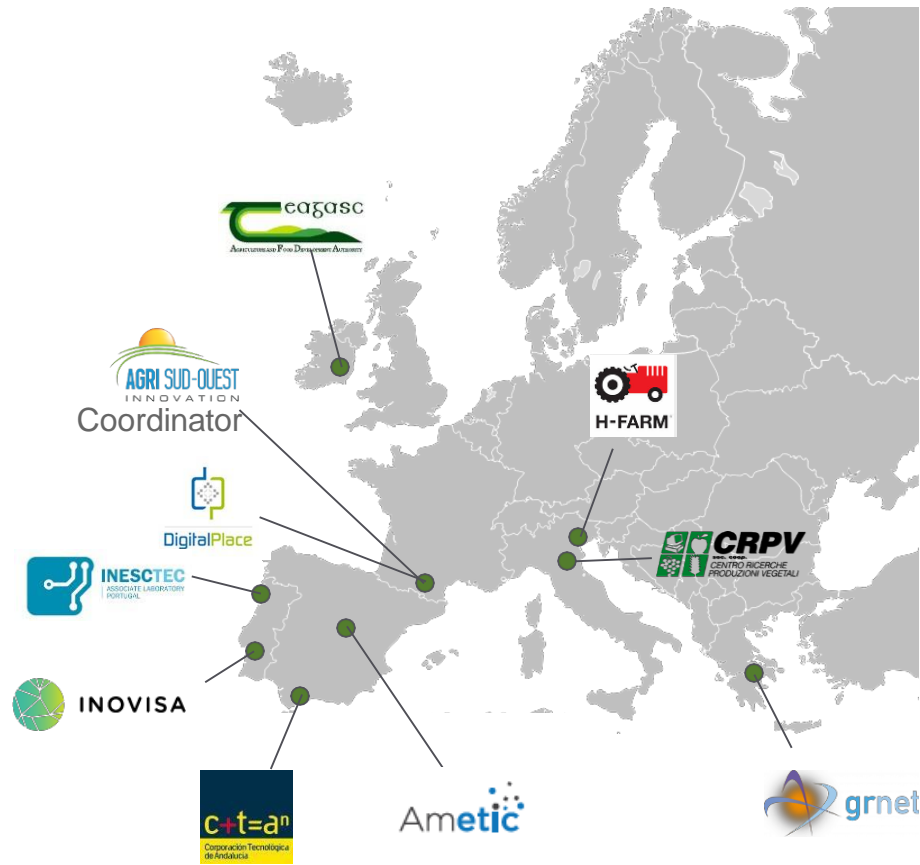


INOVISA



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 777830.

Key features:
Cross-border



10 partners
6 countries

DIVA in a nutshell



An **EU program** to support **innovation by SMEs**

and foster the emergence of **new value chains**

with a cross-sectoral approach **digital x agri-food sector**

and other related sectors **forestry or environment.**

A cascade funding scheme with **vouchers,**

to support the **needs of SME** corresponding to **different TRL levels**

1. Foster the emergence of innovation

Workshops and seminars at national level

- Cross-sectoral approach **between actors** from digital and agri-food sectors
- Cross-sectoral approach with **emerging industries** (creative industry, logistics, new packaging, etc.)



Digitech Value Chain

Value chain:



Source: FAO (2013); Best (2014); Sims, Flammini, Puri and Bracco (2015)

Technologies:



Data analytics & Big Data



Robotics



Sensors



Internet of Things



Decision Support Systems



AI & Machine Learning



Marketplaces & Platforms

2. Offer a framework of innovation

A framework of inspiration

- Mapping of digital trends and opportunities for the agri-food sector
- List of challenges proposed by stakeholders

A network of demonstration facilities

- Farm or industrial facilities to test and demonstrate solutions in real environment
- Conditions of access formalized

Trend Map



3. Support and fund innovation

Open innovation call

- 3 instruments: maturation, demonstration, internationalisation

Support selected projects

- Roadmap assessment
- Regular monitoring and assessment after 1 year

Dec. 2nd 2019

Launch of DIVA open call #2

Deadline for submission: early February 2020



DIVA for whom?

SMEs

- Looking for a support for their innovative solution
- Vouchers direct beneficiaries

Stakeholders

- Willing to express a challenge

Mid-cap or Large companies

- Willing to work as partner of an SME (but not directly eligible)
- Ready to offer a demonstration facility to host a demonstration project

Academics

- Offering their services in a project led an SME

Demo sites manager

- Offering their services in a project led an SME



**Voucher
scheme**

3,1 M € of direct support to SMEs

	Voucher amount	Nb. SME	Nb. vouchers
Maturation	10 K€	Min 1	100
Demonstration	25 K€/60 K€	Min 2	35
Internationalisation	30 k€	Min 3	10
Expertise by partners	450 k€		150

Max. 60 K €/SME

Points of attention



SME EU Definition

- Staff headcount : <250
- Turnover : <€ 50 M
- Balance sheet total : <€ 43 M€
- **Shareholders : if > 25%**



Consortium

For collaborative projects; complementarity and cross-sectoral with synergetic approach



Localisation

Lead Partner must be a SME in a DIVA country.



Proposal rules

- 10 pages max in English

- **Excellence:** give the needs, the market perspectives
- **Impact:** prove the innovativeness and relevance of the solution compared to competitors, explain leverage effect
- **Implementation:** explain what you will do, and budget adequacy, risk management



Examples

Example of maturation projects

>=1 SME

Concepts or ideas, with objective to make a Proof of Concept

- Technological maturation: Technological tests
- Business maturation: external expertise or own resources for business plan development

1. Agro-bits (Anserlog S.A.) - Technological maturation

A single and reliable source of agrofood traceability based on blockchain technology (10 K€ voucher)

Activities:

- Software Prototype Development: Development of storage engine, validation engine, mining engine, integration of the engines in a single system and development of user interface

2. TrueOrigin (Agroplanning S.L.) - Business maturation

Co-creation of a sustainable and intelligent business model to cover food digital traceability and transparency at origin (10 K€ voucher)

Activities:

- Market survey and study of competitive business models
- Analysis of customer and user requirements
- Validation of Business model
- Demonstration and dissemination

Example of a Demonstration project

Small and large scale

>=2 SMEs

*SMEs from 2 different
countries or sectors.*

*Farms cannot be a
partner!*



Digitální inovační platforma pro sektor
pro zemědělství, lesnictví a potravinářství

Demonstration in real life-like conditions provided by demonstration facilities acting as test-beds – demonstration farms, laboratories, living labs-like facilities etc

- Small scale: addresses a specific part of the value chain (TRL5 to TRL6).
The experimentation can be held in a single country.
- Large scale: demonstrates the whole value chain (TRL6 to TRL7).
The experimentation should be ideally held in 2 countries at least.

1. AgrolInnoSense (GRIDNET SA+ 3D SA- Greece) - Small Scale *Innovative telecom technologies for accurate spatial weather forecasting*

Activities:

- Deployment in an operational environment in central Macedonia
- Validation of the technical and economic viability of an improved service,

2. C-Clair (Raison'Alpes + Technivue - France) – Large scale *Precision flower thinning service in orchards through blooming intensity mapping*

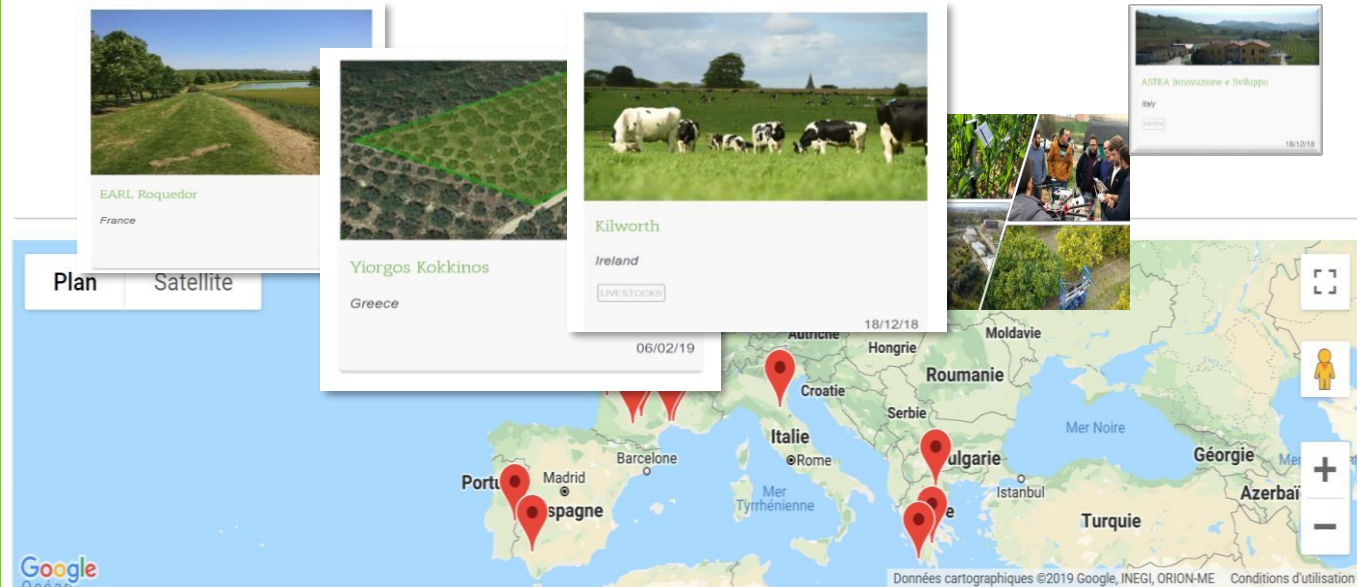
Activities :

- Development of an integrated solution for blooming intensity mapping using embedded cameras
- Work with sprayers manufacturers to go towards precision spraying
- Live demonstration of the final service in 2 different apple orchards in France

Demo Sites

A network of demonstration facilities

- Farm or industrial facilities to test and demonstrate solutions in real environment



Example of an Internationalisation project

Innovative services or products already demonstrated with an international deployment objective

ATA USAmond (Agri MP + Apis Technology + Rigger - Portugal)

Set of solutions to improve water irrigation efficiency and needs, energy use as well as fertilization applications, a system to measure the pollination effectiveness by honey bees that growers rely on in order to grow their productions and a digital marketplace to help Californian growers, in this particular case, to better export to the European market (30 K€ voucher)

Activities:

- Select and contact the almond growers to be visited in USA
- Close at least 10 deals with almond growers during two business missions for an integrated system
- Attend relevant exhibitions in the agrofood area in order to promote the consortium solutions and meet potential clients
- The consortium detailed rather well the need to reach the US market. It's a project with a real purpose and the solutions had already been tested in the Portuguese market.

>=3 SMEs

SMEs from 2 different countries or sectors

Innovative solutions demonstrated in their countries



daniele.abate@h-farm.com

anna.giacon@h-farm.com



H-FARM®