



Deliverable 3.3

Methodology to efficiently raise awareness of the threats and opportunities and potential benefits of big data and traceability

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The TRACK Consortium

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3	CLUST-ER AGROALIMENTARE	Clust-ER	Italy
4	FUNDACION CORPORACION TECNOLOGIA DE ANDALUCIA	FCTA	Spain
5	STICHTING GREENPORT WESTLAND OOSTLAND	GPWH	Netherlands

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Introduction

TRACK aims to create an interregional ecosystem that stimulates innovative solutions and joint investments to face up to the challenges and opportunities of the agrifood industry 4.0 revolution. Indeed, the agrifood sector is subject to strong external pressures, such as a rising demand for food world-wide, competition for land, the globalisation of trade, threats from animal/plant diseases, environmental changes or public health considerations. The European agrifood industry must become more efficient and sustainable if it wants to survive and thrive; taking advantage of the opportunities offered by new technological developments is therefore essential.

TRACK's *WP3 Innovation and Business Facilitation* aims at developing and implementing a common approach (including common tools and methodology) to help the 290 agrifood SME members of the consortium partner organisations (and possibly beyond) increase their innovation and business acumen, learn from one another and collaborate inter-regionally so as to better leverage the opportunities of the industry 4.0 revolution, mainly revolving around the concept of Digitalisation and its related sub-themes of Traceability and Big Data (T&BD). The consortium partners forming an inter-regional network of cluster managers are expected to share with one another on T&BD funding and support initiatives existing in their region and to learn and build on each other's strengths to reinforce their position as innovation and business facilitators for their regional SMEs.

Task 3.1 Common Innovation and Business Approach for T&BD Opportunities first and foremost seeks to map these support initiatives through a "desk study of funding and support tools available for SMEs" of the partners areas, with particular reference to industry 4.0 (as part of sub-task 3.1.1 and formalised as Deliverable D3.1). Building on the initiative mapping, Task 3.1 will then seek to identify good practices developed by clusters (i.e. beyond the actual project consortium too) to leverage these initiatives and help their SME members face the challenges T&BD create. A first set of these good practices, with particular reference to industry/agriculture/farming 4.0, traceability and big data, have been documented and shared (as part of sub-task 3.1.2) amongst the community through the website and events and in a further deliverable (D3.2). Consolidating their knowledge and experience, partners were then expected to design a joint methodology (as part of sub-task 3.1.3) to efficiently raise awareness of the opportunities and threats generated by T&BD (deliverable D3.3). That methodology will underpin the Innovation and Business Facilitation activities (WP3) organised through a number of events (Task 3.2) and through the identification and fostering of collaboration within at least 5 bankable (i.e. TRL level 6 at least) collaborative innovation and business projects, at inter-regional level, to strengthen the collaboration among the participant clusters and create a fruitful cross-fertilization for their SME members (Task 3.3) and that of ICT SMEs Training and Mentoring (WP4) such as within the training programme to be designed and delivered in Task 4.2 and as part of the mentoring programme of Task 4.3.

1. Scope of Sub-Task 3.1.3

1.1. Overview of the Methodology

Content generated as part of Task 3.1 to date – primarily the **mapping of industry 4.0 Innovation Support initiatives** (funding and expert support) available to SMEs in the partner areas and the identification and documentation of **industry, agriculture and farming 4.0 SME Innovation and**

Business Good Practice enabling *Knowledge Sharing* regarding innovation and business support to SMEs, with particular reference to traceability and big data – is at the heart of a Toolbox that TRACK wants to make available to clusters and their SME members to help them raise up to the challenges of Big Data and Traceability technology have led to create today for agrifood companies. It is urgent that clusters and their SME members can have access to solutions that have started to be created across the EU and beyond to help raising to those challenges; these solutions will help agrifood companies turn threats into opportunities. In addition to the map that TRACK helped created and to the GP that TRACK helped document we have identified two main other “pillars” upon which a methodology for raising to the challenges of BD&T can be built; *Regional Systems* including, for example, the newly created and recently operating Digital Innovation Hubs (DIH) and *Smart Valorisation Platforms* such as the S3 Platforms that are active at European level to create a dynamic around these new technological trends. So, all in all, the TRACK BD&T awareness raising methodology builds on foundations including 4 pillars. This can evolve and include additional pillars later on, based on new solutions generated by the community.



Figure 1 - The TRACK 4 Pillars for Awareness Raising in BD&T

1.2. Approach used to shape the methodology

i. *Format of the methodology*

The decision to present the methodology as a “How to” Guide was made based on the need to present an easy to use document that could guide the users to different routes that could then lead to a number of solutions available to them some requiring further effort or support to implement some more directly applicable. At the heart of the Guide is a mindmap that offers a powerful visual tool that users can immediately navigate until they reach what will be a suitable solution to them. The map was developed using the GoConqr¹ online free mindmap tool; maps created at this website are created as public maps and can therefore be used freely by members of the public.

ii. *Toolbox content*

D3.3 aims at providing an easy to use methodology that can be used by cluster managers and SME cluster members when in need of guidance to find solutions to tackle challenges related to BD&T. activities implemented as part of WP3 to date have helped generate a number of valuable routes for solutions that needs to be made available to our target audience. As explained above, the format of a

¹ <https://www.goconqr.com/>

methodology, i.e. a clear “*How to*” Guide to BD&T challenges should enable us to easily promote and disseminate those solutions. In addition other routes were already established and mapped that needs to be brought under the single umbrella of our “*How to*” Guide. Through team discussions at consortium level and within each partner organisations the 4 pillars presented above were identified and it was agreed that these would constitute the structure of the methodology at least in its first version. Indeed, we believe that to be relevant and therefore useful the methodology cannot remain static and will need to evolve to include further solutions to BD&T challenges as they come along and are further developed. It will be TRACK’s duty to therefore regularly update the methodology to reflect that evolving scenery

The toolbox therefore includes for now:

- All of the support programmes & projects identified as part of sub-task 3.1.1
- All of the Good Practice identified and documented as part of subtask 3.1.2

Additional information gathered through other TRACK activities such as

- WP2 T2.1 Joint event agenda for partner’s members, D2.5 (calendar with event to share news on BD&T). Available in July 2019
- WP2 T2.2 Analysis of opportunities and bottlenecks of data collection, big data and traceability in the vegetal-based agrifood value chain (D2.3). Available in July 2019
- WP2 T2.1 information on networking systems for industry 4.0 such as the DiH offered by the TRACK cluster partners (D2.2 Map of cluster collaboration opportunities and value chain linkage). Available in July 2019
- WP4 T4.2 Best practice synthesis about how to approach agrifood market (D4.3). Available in September 2019
- WP5 T5.2 Smart valorisation platforms or ecosystems such as the S3 platforms on agrifood and its sub-platforms on precision farming and on big data and traceability (D5.6; D5.9). Available in August 2019.

2. BD&T Awareness Raising Methodology – “*How to*” Guide for Cluster managers and SME cluster members facing the challenges of Big Data & Traceability

Finding solutions to the challenges created by the technologies of the industry and agriculture 4.0 era and especially those related to Big Data and Traceability is often a complex task for small companies. Intermediaries such as clusters can help them navigate the many routes to tackling the new threats and seizing the emerging opportunities. TRACK has created a Mindmap of the main routes to solutions stemming from 4 main “pitstops” offering options for overcoming a number of roadblocks such as access to innovation, financing, networks, training, skills, knowledge, etc. We intend to make the Mindmap, once approved by the EASME, available as an interactive map on the TRACK website so that more routes and layers can be added. Presenting it in Word or on a printed sheet is possible – as shown overleaf – however it reduces the power of the tool. In addition by using an interactive Mindmap it is possible to upload “resources” behind each cell so that, for example, a Good Practice Fiche could be attached directly behind a Good Practice title in the “Knowledge sharing” stem.

The Map will also be used in segments to illustrate other TRACK solutions such as training solutions (webinars or workshops) where individual BD&T solutions will be discussed more in-depth. This will

also make the solutions easily recognizable as TRACK solutions as they will be shown as a segment of the map that users can easily recognise as the TRACK map.

Branching from each main stem, are various solutions available to companies in the agrifood sector or companies wanting to collaborate with the agrifood sector. In that landscape, TRACK particularly is bringing its own solutions or aggregations of existing, fragmented solutions under one roof. The project has indeed planned to actively contribute to offering solutions as part of all 4 stems.

For example, for the “Knowledge sharing” stem, TRACK is planning a number of events - matchmaking events, field visits and thematic missions - to be proposed to SME members of our clusters (and beyond), training through webinars, underpinned by the Good Practice identified by the project.

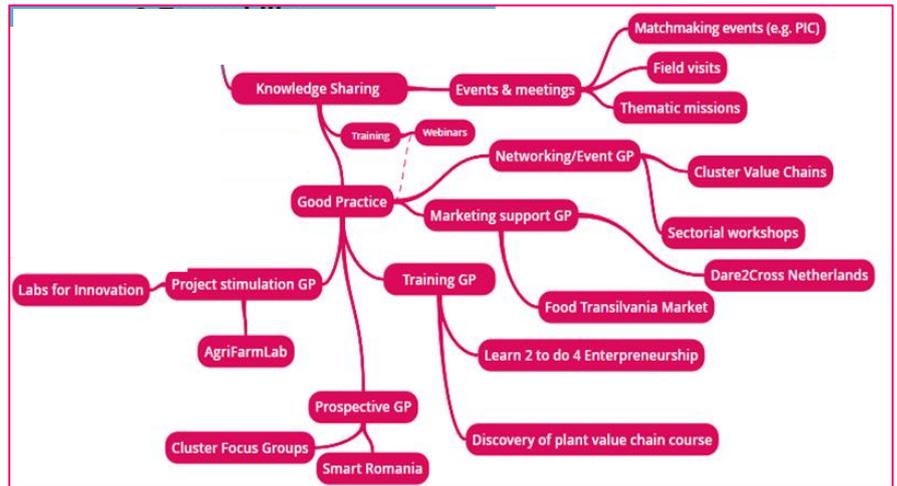


Figure 3 - Knowledge sharing Mindmap stem

3. Conclusions and next steps

As previously explained, the How to Guide and its toolbox incl. the Mindmap will **remain “work in progress”** as they need to reflect the evolving landscape of solutions (support programmes, projects, technologies, products, etc.) that emerge to help SMEs face a constantly and fast-moving reality.

Once approved, we will endeavour to make the map at the heart of the methodology available as an interactive tool on the TRACK website at www.trackgrowingdata.eu. The rest of the toolbox – list of support programmes & projects, Good Practice, etc. – will be gradually (as new tools become available) accessible directly from the map.