

INNO-4-AGRIFOOD

*Tap into the potential of digital
collaboration for innovation*

On the

21st of June 2018, 11:00 - 12:30

at

Global Forum for Innovations in Agriculture (GFIA)

Innovation Theater

Utrecht, the Netherlands



nno4agrifood



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 681482.

What is INNO-4-AGRIFOOD?

INNO-4-AGRIFOOD is an EU-funded project focused on facilitating digital collaboration for innovation among agri-food SMEs. The project aims at enhancing the service portfolio of agri-food consultants by providing them with a number of demand-driven value propositions. These include a set of novel innovation support services and tools, as well as a suite of e-learning courses that enable innovation advisors to effectively support their clients with digital collaboration for innovation.

What about digital collaboration for innovation?

Digital collaboration for innovation refers to the use of digital tools to facilitate partnerships to develop new products and services and enter new markets. For example, online networking activities can be used to find potential innovation partners across the globe. Dedicated online innovation platforms, mainstream social media and other online commercial offers and networks can be used to connect partners. By effectively managing online contacts, they can then be transformed into active innovation networks that systematically generate novel ideas and seize opportunities to launch innovation projects.

Why should I attend this event?

INNO-4-AGRIFOOD will show you how you can tap into the potential of digital collaboration for innovation. If you would like to enhance your business opportunities by using digital tools to create new partnerships or enhance your innovation-related advisory services for agri-food SMEs, come to the INNO-4-AGRIFOOD event. Learn about innovative services and tools, as well as gain practice-based insights on how to apply them in your business. Keynote speakers will share inspiring solutions that were co-developed, tested and validated during the project.

About the GFIA Europe

GFIA Europe presents the latest innovations and technologies for smart food production across four key areas: indoor farming and hydroponics; aquatech; livestock and animal health; and sustainable crops. The second edition of GFIA Europe will take place at the Jaarbeurs Expo Centre on 20-21 June 2018. This is an exciting opportunity for INNO-4-AGRIFOOD to share our tools and services that can be used by agri-food SMEs and integrated into agri-food consultants' portfolios. We look forward to seeing you at the INNO-4-AGRIFOOD event on 21 June or at stand D20.

Provisional Agenda

Location: Innovation Theater at GFIA Europe

11:00 - 11:10 **Welcome and introduction**

Kostas Giagtzoglou, INNO-4-AGRIFOOD Project Coordinator, Q-PLAN INTERNATIONAL

- *Introduction to the INNO-4-AGRIFOOD project*
- *Overview of the key aims and achievements*
- *The INNO-4-AGRIFOOD video*

11:10 - 11:30 **Services and tools for supporting digital collaboration: Opportunities for agri-food SMEs and advisors**

Presenter: Matteo Sabini, APRE

- *INNO-4-AGRIFOOD innovation support services and tools*
- *The benefits of incorporating these services and tools to your portfolio*
- *The INNO-4-AGRIFOOD success stories*

11:30 - 11:50 **Interactive e-training for agri-food consultants:**

A holistic set of modules to enhance your advisory skills

Presenter: Nils Dülfer, IMP³rove Academy

- *Overview of INNO-4-AGRIFOOD e-training that enhances your innovation-related advisory services for agri-food SMEs*
- *INNO-4-AGRIFOOD certification scheme*
- *Case studies of how consultants can support agri-food SMEs in their innovation challenges*

11:50 - 12:30 **Panel discussion**

Are you ready to share your opinion? We will use the previous sessions as fuel for the panel discussion on digital collaboration for innovation in agri-food with the presenters, panellists and the audience.

- *Can digital collaboration really drive innovation performance?*
- *Can we learn something from other sectors in this respect?*
- *Why are many SMEs in agri-food still not making digital collaboration part of their everyday business?*
- *How can we help agri-food SMEs embrace digital collaboration?*
- *What should be the role of consultants and SME support networks in this respect?*
- *Are consultants and SME support networks ready to serve this role?*