

19th EUROPEAN WEEK of REGIONS and CITIES

11 - 14 OCT
2021

Together for Recovery

Emphasizing the importance of
peer-to-peer learning in agri-food
innovation uptake and building on
the experience of the H2020
NEFERTITI Project:

“Networking European Farms to
Enhance Cross Fertilisation and
Innovation Uptake Through
demonstration”



#EURegionsWeek



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Together for Recovery

Welcome by Mr. Guichaoua Adrien,
Moderator and NEFERTITI project
coordinator



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Together for Recovery

Welcome by Mr. Arends,
Mayor of Westland,
on behalf of
the consortium of
partner regions



#EURRegionsWeek





- Largest greenhouse district in the world
- Population: 111,000
- Horticulture area in total 4,500 hectare of which 2,400 hectare greenhouse
- 710 growers
- 61,000 jobs
- Horticulture cluster of companies



- Largest greenhouse municipality in the world, located within a horticulture district and member of the cluster: Greenport West-Holland
 - Our goal: Feeding and Greening Megacities: More people, better food, less impact
- Innovative High Tech Horticulture
 - Smart Agri Digital Innovation Hub
- Showing the world how:
 - Experimental/Demonstration farm, within the World Horti Center



Bouke Arends, Mayor of Westland:

brarends@gemeentewestland.nl / www.westlandhortibusiness.com

**Mr. Guichaoua, NEFERTITI
project coordinator &
moderator**

**Presenting the partnership
of the workshop**



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REGION OF
CENTRAL
MACEDONIA
GREECE



ONE STOP
LIAISON OFFICE
REGION OF
CENTRAL MACEDONIA



Region of Central Macedonia
European Entrepreneurial Region 2018



Second largest
Region in Greece, 7
Regional Units

The Region of Central
Macedonia contains
the Country's richest
collection of
Agricultural products
#EURregionsWeek

Together for Recovery

Main Strategy of the Region of Central Macedonia is to create **modern, competitive farms**, based on new domestic and international **data**, towards the production of **high quality products** that meet **consumer demands**.

The improvement in farmer's income may come from increased productivity and availability to consumers of agricultural products of high quality.





Provincie Noord-Holland

- **Food Vision 2030**: describes the opportunities and challenges to achieve a sustainable food system by 2030
- **Circular Horticulture**: creating a circular chain that focuses on circular bio-based products on one hand, and a circular and regenerative use of soil and nutrients on the other.
- **Smart Farming**: plants (or animals) receive exactly the treatment they need, determined with great accuracy thanks to the latest ICT technology including GPS, sensor technology and robotics.

North-East Regional Development Agency

- Develops communication channels and open and equal collaborations with all the representatives of the Quadruple Helix
- Builds bridges of cooperation and facilitates international collaborations for regional and local stakeholders
- Identifies and attracts funding sources

AGRI-FOOD – traditional area of smart specialization in North-East Romania

North-East RIS3: AGRI-FOOD & Wood:
Smart-farming

- Use of agricultural products for non-food purposes
- Environmental impact of agriculture
- Biosecurity and food safety
- Forestry sector and wood industry

Horizontal priorities:

- Development of innovation skills
- Supporting innovative business
- Development of regional research and capacity
- Supporting clustering/internationalization initiatives
- Administrative capacity and technical assistance



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- Cattle, arable & horticulture
- Fisheries in the food system
- Agrifood: 1st industrial employer of the Region



Together for Recovery

The Pays de la Loire Region counts 6 agricultural networks which promote peer-to-peer learning in several domains:

- Reduction of phytosanitary products
- Enhancement of biodiversity
- Digitalisation
- Arable Culture
- Livestock

In addition, 5 experimental farms are located within the Region and supported by the regional Agricultural Chamber.



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South Ostrobothnia

**Developing Agriculture
in
the Food Province of
Finland
by:**

#EURegionsWeek



- strengthening **competitiveness** and renewing the food production chain e.g. by **digitalisation**
- improving **economic** profitability, productivity and **competences**
- supporting **sustainable development** in agriculture and responsible businesses for slowing **climate change** and adapting to it



- **Tuscany Region** is well known for its culture, landscape and gastronomy. Agriculture and farmers have contributed to build this reputation and heritage.
- If **wine and olive oil** are easily associated with the territory, Tuscan agriculture offers almost every kind of production: cereals, dairy, fruits & vegetables, ornamental plants, tobacco, wood, oilseeds, etc.
- Tuscany recognises the **importance of innovation** and can rely on a dynamic ecosystem to support it:
 - A diversified R&I and educational agrifood offer
 - A RIS3 with a dedicated thematic focus on Smart Agrifood
 - 3 Public Demo Farms to test and share innovative solutions
 - Several networking initiatives at Regional, National and EU level

REGIONE
TOSCANA



- Agriculture: Our Agriculture is focussing on **sustainable, healthy and affordable food** and food production.
- Horticulture: In Zuid-Holland we focus on **high-tech innovation** in Horticulture. Other themes are improving biodiversity, circular metropole, digitalization, biobased products and more..
- We are working together in a **triple helix network** (Greenport). We connect entrepreneurs (farmers/growers/mechanics/IT), government and universities & research institutes.
- We organize our **horticulture networks in Greenport area's**. Such as Greenport West-Holland and Greenport Boskoop.



Mentimeter POLL:

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The questions will open on your screen.

Mr. Boscaleri Fabio, Moderator introducing

**Adrien Guichaoua, who will introduce the NEFERTITI project,
and the video that will introduce the project.**

<https://www.youtube.com/watch?v=-ZZkSXGgZEs>

Introduction of the NEFERTITI project

Mr. Guichaoua Adrien, Project coordinator

Quick Facts about NEFERTITI Project

⏻ 4,5 years: from **01/01/2018** to **30/09/2022**

⏻ Includes **32 partners** from **17 countries**

⏻ Coordinated by **ACTA**

(Adrien Guichaoua)

Head of Network of the
French Agricultural
Technical Institutes



10 NEFERTITI Networks & 45 Demo Hubs



Grassland & carbon sequestration



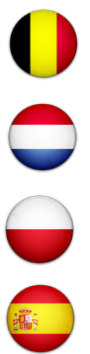
Data driven decisions for dairy farmers



Robust organic livestock systems



Optimal soil quality in arable crops



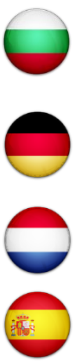
Arable crop sensing & variable rate applications



Increasing productivity & quality in organic arable crops



Improved nutrient use efficiency in horticulture



Water use efficiency in horticulture



Reducing pesticides use in the production of grapes, fruits & vegetables



Farm attractiveness



Concept and objectives



Networking
Hubs &
people

Innovation
uptake



Platform
to connect people



4 annual demonstration campaigns



Monitoring
& Evaluation

Dissemination
Communication
#EURRegionsWeek



Policy
Dialogue



Highlight on Relationship with Policy makers:

- Network of **53 European Regions** to learn from their and disseminate our findings and activities. (all policymakers are targeted)
- We produced a **Policy Brief for Policy makers** as an advocacy for demonstrations!
- **All NEFERTITI Demo Hubs** must invite Policy makers time a year to exchange with farmers and other actors during on-farm demonstrations.



Highlight on Relationship with Policy makers:

- A set of **specific Policy-events & webinars** aiming to demonstrate the value of on-farm demo for the farming community
- **Final recommendations** for on farm demonstration in AKIS, CAP Strategic Plans & article 72 of the new CAP
- **Network sustainability** : Mapping of funding opportunities for the future of the networks.



First speaker:

**Mr. Bierman Gerben, head of unit Nature and
Land Use, on behalf of mrs. Zaal Ilse, Minister
Noord-Holland:
The importance of the role of the regions**

Mr Biermann Gerben on behalf of Ilse Zaal, Regional Minister province of Noord-Holland

The importance of the role of the regions

- Connect knowledge and partners in the chain
- Strike the right balance
- Encourage connection between green education and labour market
- ERIAFF network
- Plants working group



Network of demo-farms in the Netherlands (courtesy of Deltaplan Agrarisch Waterbeheer)

- Shows the high number and diversity
- Fully committed to peer-to-peer learning

Biermannng@noord-holland.nl



Second speaker:

Mr. Scalacci Roberto
Director for Agriculture and Rural Development, Tuscany:
Policy on Agriculture and Rural Development

The role of Demo Farms in Agricultural Knowledge and Innovation Systems: a policy perspective

Policy on Agriculture and Rural Development

Roberto Scalacci

Director of the Directorate for
Agriculture and Rural Development
of the Tuscany Region



Regione Toscana

Public demo farms managed by Ente Terre Regionali Toscane



Tenuta di Suvignano



Tenuta di Cesa



Tenuta di Alberese

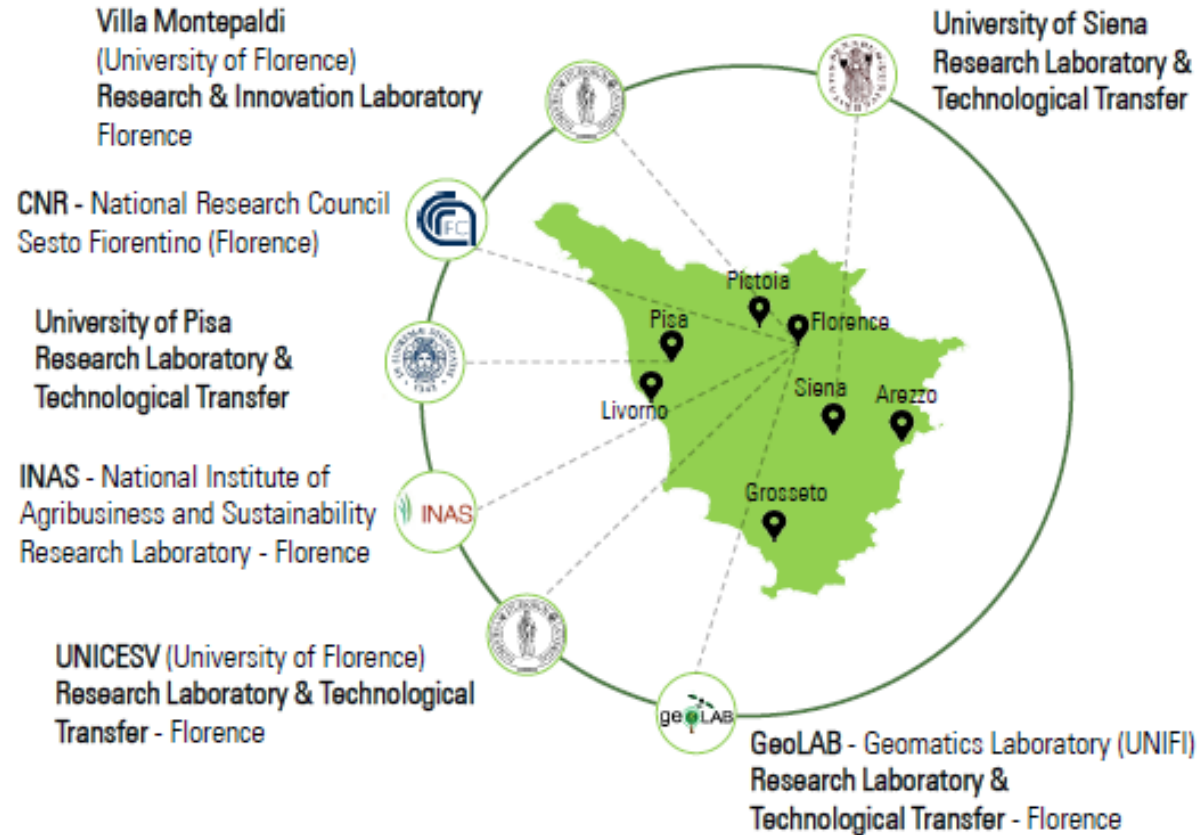


Our priorities for supporting Demo Farms:

- Integration of public Demo Farms with the needs of private farms
- Identification of private farms that can play a demonstration role
- Networking of Demo Farms according to the characteristics of the regional agricultural sector
- Integration of Demo Farms into regional development policies
- Identification of suitable instruments for the financial support of demonstration operations
- Integration of the system at National and European level

INNOVATION

Network of research centers & laboratories



Thank you for your attention

Roberto Scalacci

Director of the Directorate for
Agriculture and Rural Development
of the Tuscany Region



Regione Toscana





<https://www.youtube.com/watch?v=jxwfcfzBnpY>

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Exchange of ideas
Mr. Guichaoua Adrien, moderator

Speakers:

- **Mr. Grand, Alfred, Demo-Farmer and member of the Mission Board on “soil health & food system” (Austria)**

Video testimonial

Speaker:

- **Mrs. Kaitanen Elsi, Member of the European Parliament, Finland**

<https://drive.google.com/drive/folders/1sKdRrTXXULqRrNU8QAdhHiP2lOahb1-q?usp=sharing>

Round table

Mr. Guichaoua Adrien, moderator

Speakers:

- Mr. Biermann Gerben, head of unit Nature and Land Use, Noord-Holland
- Mrs. Kristallidou Vicky, director general on strategic project management office of the American Farm School, Greece
- Mr. Scalacci Robert, Director for Agriculture and Rural Development, Tuscany
- Mr. Grand Alfred, Demo-Farmer and member of the Mission Board on "soil health & food system", Austria

Interactive session

Mr. Guichaoua Adrien, moderator

Please put your questions and remarks in the chat.
The moderator will give you the floor.

Last Mentimeter POLL:

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Closing remarks:

**Mr. Guichaoua Adrien, moderator
and NEFERTITI project coordinator**

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Together for Recovery

*Thanks to you all for
joining us.*



NEFERTITI
F | A | R | M | D | E | M | U



Provincie
Noord-Holland



Région
PAYS DE LA LOIRE



REGIONAL COUNCIL OF
South Ostrobothnia

REGIONE
TOSCANA



provincie
Zuid-Holland

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