



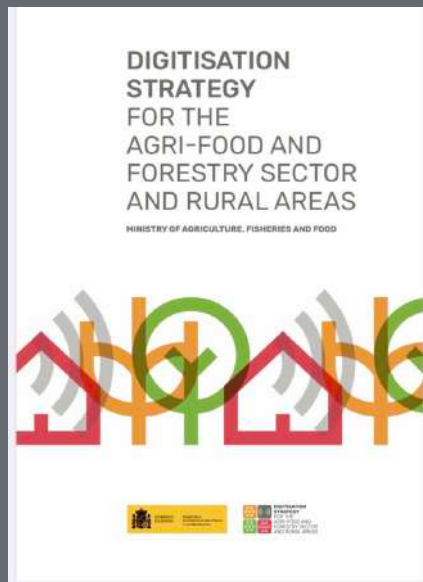
DIGITISATION STRATEGY FOR THE AGRI-FOOD SECTOR AND RURAL AREAS

DESIRA GENERAL ASSEMBLY. 2022/01/26

Isabel Bombal, General Director of of Rural Development, Innovation and Professional Training.
Ministry of Agriculture, Food and Fisheries



DIGITISATION STRATEGY FOR THE AGRI-FOOD SECTOR AND RURAL AREAS



Defines the strategic lines and measures necessary to boost digital transformation in the agri-food and rural areas, as well as the instruments planned to implement them

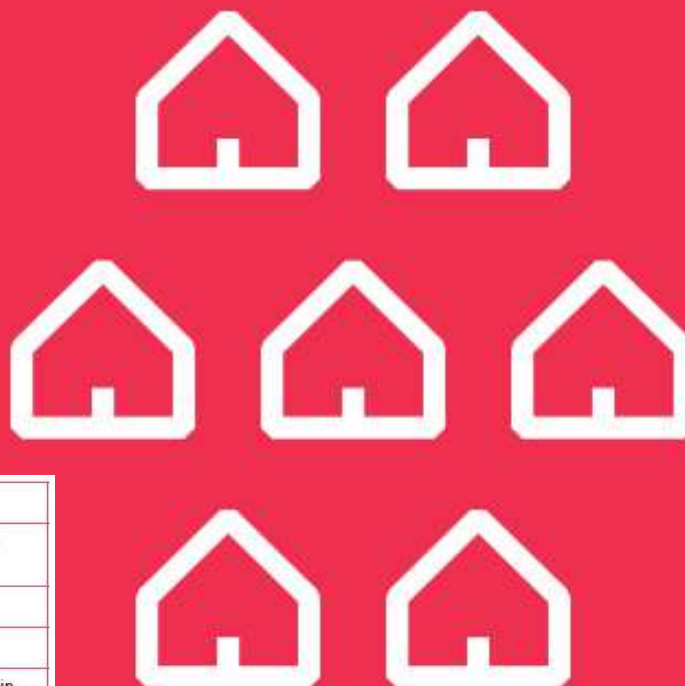
Its main aim is to eliminate or reduce currently existing technical, legislative, economic and educational barriers, thereby helping an economically, socially and environmentally sustainable agri-food sector to lead and to actively repopulate rural areas, making them more attractive, lively, dynamic and diverse places that generate wealth and quality jobs, paying special attention to young people and women



OBJECTIVE 01

TO NARROW THE DIGITAL GAP

between rural and urban areas, as well as between small and big companies, aiming for all to be connected



To achieve this, we work on connectivity in order to narrow the physical digital gap, and also on digital skills to narrow the gap in adopting new technologies

L1. Connectivity	M1. Coordination to improve connectivity
	M2. Dissemination and advice in the sector as regards existing formulas for connectivity
L2. Training	M1. Fostering the inclusion of digitisation in formal education
	M2. Non-formal continuous education and skills acquisition
	M3. Attracting young people and women as stable inhabitants in rural areas



OBJECTIVE 02

As an engine to boost the sector

Addressing the interoperability of the sector's data and opening its data storage

TO FOSTER DATA USE



L1. Interoperability	M1. Fostering collaboration to improve interoperability by capitalising on existing initiatives on a European level
	M2. Interoperability projects that respond to specific problems in which interregional stakeholders cooperate
L2. Open data	M1. Open data in Public Administrations
	M2. Public research data
L3. Data from the value chain and environmental data	M1. Support for the Code of Conduct to exchange and use agricultural data and data from the chain
	M2. Promoting incentives to digitise farm logbooks
	M3. Cooperatives as data gatherers
	M4. Spanish and European consumption data
	M5. Collaboration to improve the Common Agricultural Policy's Integrated Administration and Control System
	M6. Fostering automatic collection of existing geospatial data on greenhouse gas emissions and removals from land use, and processing it



OBJECTIVE O3

TO BOOST BUSINESS DEVELOPMENT AND NEW BUSINESS MODELS

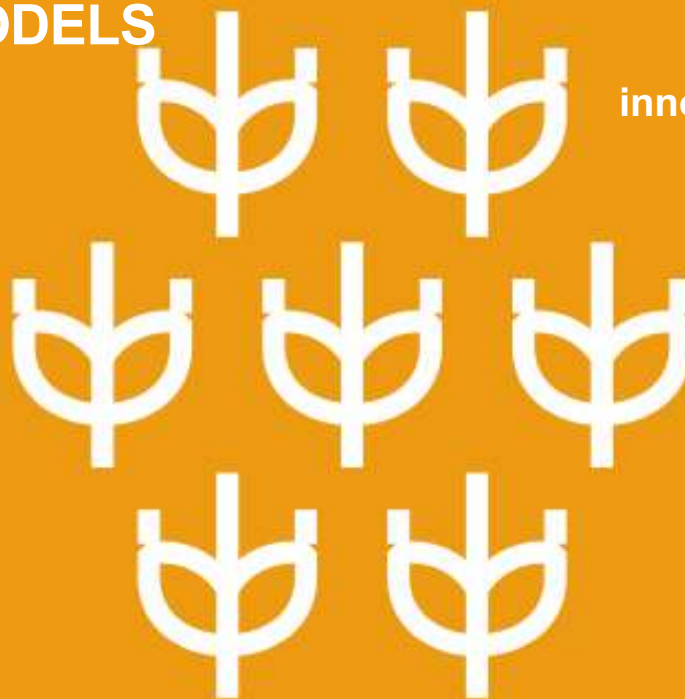
taking into account the agroIndustry 4.0 and the opportunities for economic diversification provided by digitisation

it is essential to boost the digital innovation ecosystem as a key aspect in modernising the sector

and to provide advice for digital adoption in the Knowledge and Innovation Systems in the agri-food and rural areas

in addition to fostering new business models, which often arise on applying and adopting technologies in certain fields

L1. Strengthening the digital innovation ecosystem	M1. Fostering Digital Innovation Hubs (DIHs)
	M2. Innovative Public Procurement
	M3. Fostering collaboration among knowledge hubs, technological companies, and companies from the sector
	M4. Support for introducing the Living Labs method into Spain
L2. Advice on digital adoption in the agri-food and forestry sector and rural areas' Knowledge and Innovation Systems	M1. Fostering knowledge and information exchange among digital advisers
	M2. Advice for SMEs and startups in their process of digital adoption
	M3. Bolstering advice via events and demonstration activities
L3. Fostering new business models	M1. Platform for digital entrepreneurship in rural areas
	M2. Fostering telework
	M3. Coordination between Public Administrations to bring in line aid for entrepreneurship in rural areas
	M4. Dissemination of European initiatives linked to digitisation in the spheres of Smart Villages, rural entrepreneurship and Startup Europe
	M5. Boosting development of a Smart Rural Territories ecosystem. <i>Startup Villages</i>



DIGITISATION STRATEGY & their ACTION PLANS

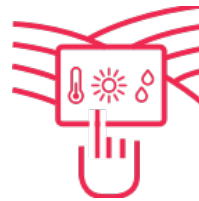
I ACTION PLAN 2019-2020 & II ACTION PLAN 2021-2023



In order to achieve the three objectives of the Strategy, Plans describe in detail the actions to be carried out during a two or three years period



I ACTION PLAN (2019-2020)



40 actions

01. NARROWING THE DIGITAL DIVIDE

01. L1. CONNECTIVITY

01.L1.M1. Coordination to improve connectivity

A1 Connetivity analysis in rural territory

02. 01.L2. TRAINING

01.L2.M1. Fostering the inclusion of digitisation in formal education

A2 Promotion of the inclusion of digital competences in regulated training of an agrifood and forestry nature

01.L2.M2. Non-Formal continuous education and skills acquisition

A3 Competence center for

A4 Pilot course of the Co

A5 Digital training for ma

A6 Digital training for prin

A7 Digital training for prin

A8 Training and demonstr

A9 Create Future Program

A10 Industry 4.0 and Conr

01.L2.M3. Attracting Young

A3 Competence center for

A4 Pilot course of the Co

A9 Create Future Program

A11 Youth experience exchange program

02. FOSTERING THE USE DATA

02.L1. INTEROPERABILIDAD

02.L1.M2. Interoperability projects that respond to specific problems in which interregional stakeholders cooperate

A12 Call for interoperability for Innovative Projects

02.L2. OPEN DATA

02.L2.M1. Open data in Public Administrations

A13 Launch of the open MAPA data publication

A14 Aporta Initiative, agro sector

A15 Aporta Challenge 2019

02.L3. Data from the value chain and environmental data

02.L3.M1. Support for the Code of Conduct to Exchange and use agricultural data and data from the chain

A16 Dissemination of the Code of Conduct for the Exchange of agricultural data

02.L3.M2. Promoting incentives to digitise farm logbooks

A17 Boost to the digitization of the logbooks

02.L3.M3. Cooperatives as data gatherers

A18 Cooperatives as data gatherers

02.L3.M4. Spanish and European consumption data

A19 Call for the use of consumption data for Innovative Projects

02.L3.M5. Collaboration to improve the Common Agricultural Policy's Integrated Administration and Control System

A20 Digital improvement of the Integrated Management and Control System

03. BOOSTING BUSINESS DEVELOPMENT AND NEW BUSINESS MODELS

03.L1. STRENGTHENING THE DIGITAL INNOVATION ECOSYSTEM

03.L1.M1. Fostering Digital Innovation Hubs

A21 Positioning Digital Innovation Hubs

03.L1.M2. Innovative Public Procurement

A22 Promotion of innovation from the Demand of the agri-food and forestry sector

03.L1.M3. Fostering collaboration among knowledge hubs, technological companies, and companies from the sector

- 95% of the 40 actions have been carried out
 - Difficulties due to the economic and health context
 - Strengthening of relationships among the different Public Administrations and organizations working on rural and agri-food digitisation

KNOWLEDGE AND

A29 ACTIVA Industry 4.0 Program

A30 Business Growth Program

03.L2.M3. Boosting advice via events and demonstration activities

A27 Inventory of digital decisions support tolos and seices

03.L3. FOSTERING NEW BUSINESS MODELS

03.L3.M1. Platform for digital entrepreneurship in rural areas

A31 Support to platforms for digital entrepreneurship in rural areas

03.L3.M3. Coordination between Public Administration to bring in line aid for entrepreneurship in rural areas

A32 Diffusion of aid lines for entrepreneurship in rural areas

03.L3.M4. Dissemination of European initiatives linked to digitisation in the spheres of Smart Villages, rural entrepreneurship and Startup Europe

A33 Diffusion of Smart Villages Initiatives

A34 Participation in *Startup Olé* 2020

A35 Participation in DATAGRI 2019 and 2020

A36 Participation in *Smart Agrifood Summit* 2019 and 2020

03.L3.M5. Boosting development of a Smart Rural Territories exosystem, *Startup Villages*

A37 Smart Rural Territories

A38 Leadership and momentum of *Startup Villages* Initiative



MINISTERIO DE AGRICULTURA, PESCA Y ALIMENTACIÓN



ESTRATEGIA DE DIGITALIZACIÓN DEL SECTOR AGROALIMENTARIO Y FORESTAL Y DEL MEDIO RURAL



II ACTION PLAN (2021-2023)



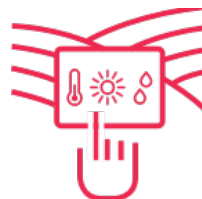
21 actions

A	Actuación	Objetivo	Línea	Medida
EJECUCIÓN MAPA DE ALTO IMPACTO EN EL SECTOR				
A1	Centro de Competencias para la formación digital en el sector agroalimentario	01	L2	M2/3
A2	Plataforma de asesores AKIS	01	L2	M2
A3	Paquete de Digitalización. Formación, actividades demostrativas y asesoramiento a PYMES y explotaciones agrarias en el marco del PNDR 2014-2020	01	L2	M2
A4	BigMAPA	02	L2	M1
A5	Herramientas digitales del MAPA	02	L3	M5
		02	L2	M1
A6	Apoyo al emprendimiento de base tecnológica en el sector agroalimentario (MAPA-ENISA). AgroImpulso	03	L3	M3
A7	Hub de innovación digital para empresas del sector agroalimentario	02	L1	M2
		03	L1	M1
A8	Observatorio de Digitalización del sector agroalimentario	Gobernanza		
A9	Aprobar el programa de apoyo destinado a impulsar la aplicación de la agricultura de precisión y tecnologías 4.0 en el sector agrario	03	L1	M3
ACTUACIONES DE CONTINUIDAD				
A10	Mapeo de demandas de conectividad en el territorio del sector agroalimentario y medio rural	01	L1	M1
A11	Programa CULTIVA (Programa de estancias formativas de jóvenes agricultores en explotaciones modelo)	01	L2	M3
A12	Código de Conducta sobre el intercambio de datos agrarios	02	L3	M1
A13	Seguimiento de las innovaciones digitales desarrolladas por grupos operativos del PNDR	L1	M3	
		L2	M2	
A14	Proyectos innovación <i>Next Generation EU</i> : agricultura de precisión	03	L1	M3
ACTUACIONES LIDERADAS POR OTRAS ADMINISTRACIONES				
A15	Acciones de despliegue de conectividad y 5G en el sector agroalimentario y rural	01	L1	M1
A16	Acciones de apoyo a la Industria Conectada 4.0	03	L2	M2
A17	Herramienta de Autodiagnóstico Digital Avanzada (HADA)	03	L2	M2
A18	Ayudas en el ámbito de la inteligencia digital para el sector agroalimentario	03	L1	M3
GOBERNANZA Y DINAMIZACIÓN				
A19	Jornadas de difusión	03	L2	M3
A20	DATAERI 2021-2023	03	L1	M3
A21	Proyecto Estratégico para la Recuperación y Transformación Económica (PERTE) agroalimentario	Gobernanza		

- Planned execution budget: € 64.1 M
- The execution period is conditioned by the Next Generation EU (2021-2023)
- 21 actions with a greater projection in the digitisation of the sector, grouped into 4 blocks:
 - Actions carried out by our Ministry, with high impact in the sector.
 - Continuity actions, to others started in the I Action Plan.
 - Transversal actions led by other Administrations.
 - Governance and dynamization actions
- 79% of the I actions block are financed with the national RTR Plan



II ACTION PLAN (2021-2023)



RTR PLAN ACTIONS

The four actions, carried out by our Ministry with a high impact on the sector, funded with the Recovery, Transformation and Resilience Plan are:

- **Specific line of support for technology-based entrepreneurship in the agri-food sector aimed at agri-food SMEs**, Agrolnpulso, with an allocation of €33M, developed in collaboration with ENISA (National Innovation Company SA).
- **Digital Innovation Hub** that will work with interoperable technology (Fiware), with an allocation of more than €8M, which will constitute an experimental and collaborative environment to make it easier for companies to undertake technological developments linked to the challenges of the sector.
- **Advisory platform of the Agricultural Knowledge and Innovation Systems**, financed with €2.8M, which will function as a tool that reinforces the flow of knowledge and information between AKIS actors, will facilitate access to advice and access to advisors to the necessary training to comply with the requirements that the CAP imposes in this regard.
- **Digitisation Observatory of the agri-food sector**, €1M, which will continuously monitor and analyze the degree of implementation and adoption of new technologies in the sector, at territorial and sub-sector level.



FUTURE DIGITISATION IN THE SPANISH CAP STRATEGIC PLAN



INTERVENTIONS AT NATIONAL LEVEL

digital training (4,1M€)

advisory services (4,7 M€)

Innovation projects EIP-AGRI (75M€)



INTERVENTIONS
AT
REGIONAL LEVEL

PRESENT National Rural Development Programme n+3

Digitisation through M1 (knowledge transfer) + M2 (advisory services) = 3,3 M€





ESTRATEGIA DE
DIGITALIZACIÓN
DEL SECTOR
AGROALIMENTARIO,
FORESTAL Y DE
PISCICULTURA

