KICK-OFF EVENT - KNOWLEDGE INCUBATOR

Agenda

24 March 2021, 13.00 – 17.30 CEST time

Meeting access link:
https://us02web.zoom.us/j/81691180766?pwd=WXBNMmh2cUpibDMzbk4zWlFzdWk2dz09
Meeting ID: 816 9118 0766 Passcode: 828301

Session 1. Needs of end users from ICT-AGRI-FOOD research

13.00 - 13.10 - **Introduction – Meeting purpose and presentation of the Agenda** – Serenella Puliga and Livia Ortolani, MIPAAF

13.10 - 14.30 - **Which is the research scenario and what are the end users expecting from research on ICT in the Agri-Food Sector?**
The farmers' perspective - Jacob van den Borne, Demo Farm from NEFERTITI project
The consumers' perspective: Factors influencing acceptance of novel food technologies – Michael Siegrist, ETH Zurich
The SMEs and start up perspective: How ESA supports the innovation in the agri-food sector - Beatrice Barresi – European Space Agency (ESA)
Discussion on keynote speeches.

14.30 - 14.40   Coffee Break

Session 2. The social infrastructure for integration of ICT in the Agri-Food Sector

14.40 - 15.00   **The Agricultural Knowledge and Innovation System (AKIS) approach in Europe and National Member States** – Mara Lai, CREA Politiche e Bioeconomia (PB)

15.00 - 15.20   **The S3 HTF Platform as an example of European network to support the development of digital innovation. – Fabio Boscaleri** – Smart Specialisation Platform for Agri-Food (S3) High Tech Farming (HTF) Platform

15.20 - 15.30   Coffee Break

Session 3. The online structure of the ICT-AGRI-FOOD Knowledge Incubator

15.30 - 15.40 **The ICT-AGRI-FOOD Knowledge Incubator: presentation of the online tool** – Marijke Hunninck

and Siham Kourdi, ILVO

15.40 – 15.50 **How to describe innovation and presentation of the group work** – Alice Albertini, MIPAAF

15.50 – 16.10 Q&A session

16.10 – 17.10 **Group Work for the participatory design of the Knowledge Incubator online structure**

17.10 - 17.30 **Conclusion -** MIPAAF