

NOTULEN

Dialogue, networking and co-creation with stakeholders Agrifood digitization in Limburg

Wednesday, January 8, 2020

4:00 PM – 6:00 PM

Present →

Brightlands Greenport Campus Venlo

Anne Buit (Rabobank)
Ellen Huls (Province of Limburg)
John Geurts
Leon Weijs

Wouter Aerts (Hayberries)
Pim Deuling
Marianne Geurts
John van Helden

Annemiek Canjels (Province of Limburg)
Niels Visschers (Brightlands Campus)

Discussion points	Important points from survey and Best Practices
Results of the survey plotted to get an idea of the challenges in terms of digitisation in Limburg.	<p>Important issues resulting from the survey, also mentioned in the invitation:</p> <ul style="list-style-type: none"> • Sharing experience and knowledge through high-tech test sites for demonstrations, pilots, seminars, excursions • Access to global knowledge and developments • For the security challenge: support by laws and regulations (standardize, IoT communication protocols, data ownership) • Involving the final consumers and the farmer (instead of before them, with them) • Invest in digitization such as Robotic Process Automation. • Involvement of young people (schools, traineeships, ad hoc projects,..) <p>And some important challenges mentioned:</p> <ul style="list-style-type: none"> • How do we create fair, value-based financial compensation for all chain and network partners? • How do we bridge the gap between frontrunners and farmers who are scared or skeptical? • How do we deal with the large shortage of ICT employees? • How do we get more transparency and trust? • Which new business models fit better?
Some European <i>best practices</i>	Three regions, in France, Spain and Italy, a partnership has been created with support and financial assistance from EU-funds and regional/provincial support.
Dialogue	Insights/Challenges/Action
Dialogue on the following questions: <i>How do we get more co-</i>	<p>Entrepreneurs' needs:</p> <ul style="list-style-type: none"> • Understanding knowledge and network: • E.g. waar can I go as an entrepreneur for more info about block-chain? Or robotization? <p>How do we share the lessons learned from the study visits Regions4Food?</p>



<p><i>creation in Limburg?</i></p> <p><i>Any more innovation powers?</i></p> <p><i>How do we get a fair fee for the chain and network partners if we start co-creating even more with each other?</i></p> <p><i>Which new business model can fit in with this?</i></p> <p><i>What can the Province of Limburg and the EU mean in this?</i></p>	<ul style="list-style-type: none"> • Next meeting presenting number of Best Practices • Put the link to all presentations on Google Drive at https://kiempunt-limburg.nl/ • Using Social media. Building stakeholders-group. People are more and more used to this medium. <p>Important comments mentioned:</p> <ul style="list-style-type: none"> • From 'chain thinking' to CIRCULAR • From thinking of 'money' to ADDED VALUE • From 'tunnel vision' to WIDE-LOOKING • From 'self-interest' to PUBLIC INTEREST • From 'fear-driven' to TRUSTING • From 'separate' to TOGETHER <p>Important challenges mentioned:</p> <ul style="list-style-type: none"> • How do we educate young people for not-yet-existing roles? • How do we support young entrepreneurs? • Who will take the role or responsibility to build a 'smart city/stable/company'? • How to compensate the investment needed to co-create sustainability? • Alert to different needs in digitalization: <ul style="list-style-type: none"> ○ Local-to-local ○ Large bulk • Continuously investing in the primary sector, based on: <ul style="list-style-type: none"> ○ Diversity ○ Innovation • A better awareness of what has been developed already (like the recently started initiative for a field lab) <p>Appealing ideas:</p> <ul style="list-style-type: none"> • Stimulating a place where you can show things. Innovate together. Experiment. Tripple-helix • Better utilizing and exporting ideas digitization? • Locating the 'Stimulus' organization at Brightlands Campus Greenport Venlo (Currently more focus on North Brabant, due to location)
<p>Check-out</p>	<p>Wrap-up</p>
<p>Already Carried out Action</p>	<p>At Kiempunt (here you can register as a member for free. Is interesting for stakeholders Agrifood Limburg) you will now find a document with the link to all presentations of Best Practices and study visits in the 7 European regions, participating in Regions4Food. See this link: https://kiempunt-limburg.nl/groepen/digitalisering-precisie-landbouw-en-big-data-groep</p> <p>And below the direct link to the Google Drive: https://drive.google.com/drive/u/2/folders/14GZITQC_5LRBI6XXMzi-g8ib6oPh_RbQ</p>