



Towards Environmental Technologies the Vision of European players

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AgEng 2010, Clermont-Ferrand, France September 6-8 2010

1. What is an ERA?

- ERA stands for **European Research Area**
- The ERA concept was launched as a major strategic goal for Europe by European heads of state and governments at the Lisbon Council in March 2000
- Part of an overall agenda to make Europe the "most dynamic and competitive knowledge-based society in the world", the aim of the ERA is to improve the coordination and coherence of European research.

2. What is an ERA-NET

- An EU-funded initiative aimed at encouraging the co-operation and co-ordination of national research activities through networking of research programme managers
- ERA-NETs involve the funders of research
- ERA-NETs based on extensive mapping develop a Strategic Research Agenda
- Carry joint calls and other activities

3. About ICT-AGRI

51 months : 1 May 2009 – 31 July 2013

Overhead funding: 2.3 Mio. €

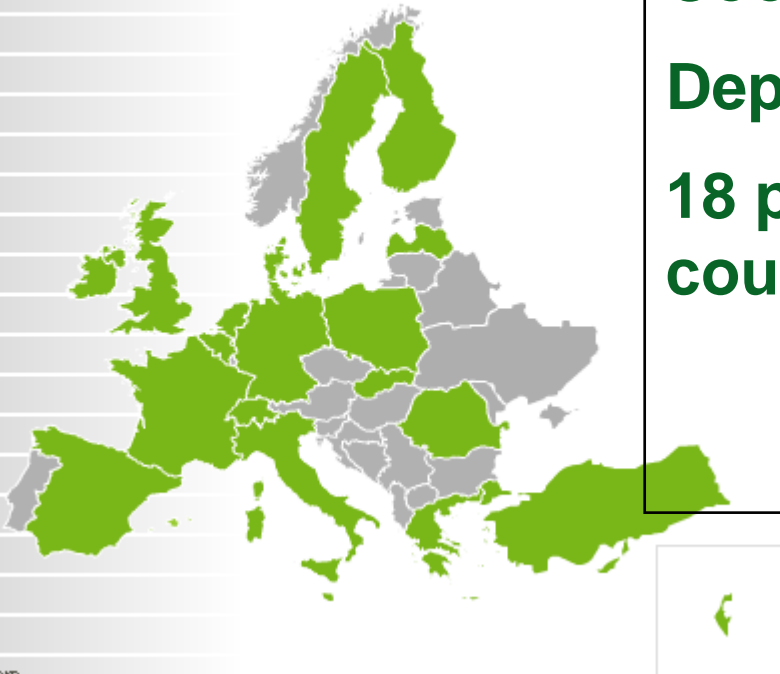
Coordinator: Denmark

Deputy Coordinator: Germany

18 partners, 15 observers, 22 countries

www.ict-agri.eu

Belgium
Cyprus
Denmark
Finland
France
Germany
Greece
Ireland
Israel
Italy
Latvia
Malta
Netherlands
Poland
Romania
Slovakia
Spain
Sweden
Switzerland
Turkey
United Kingdom

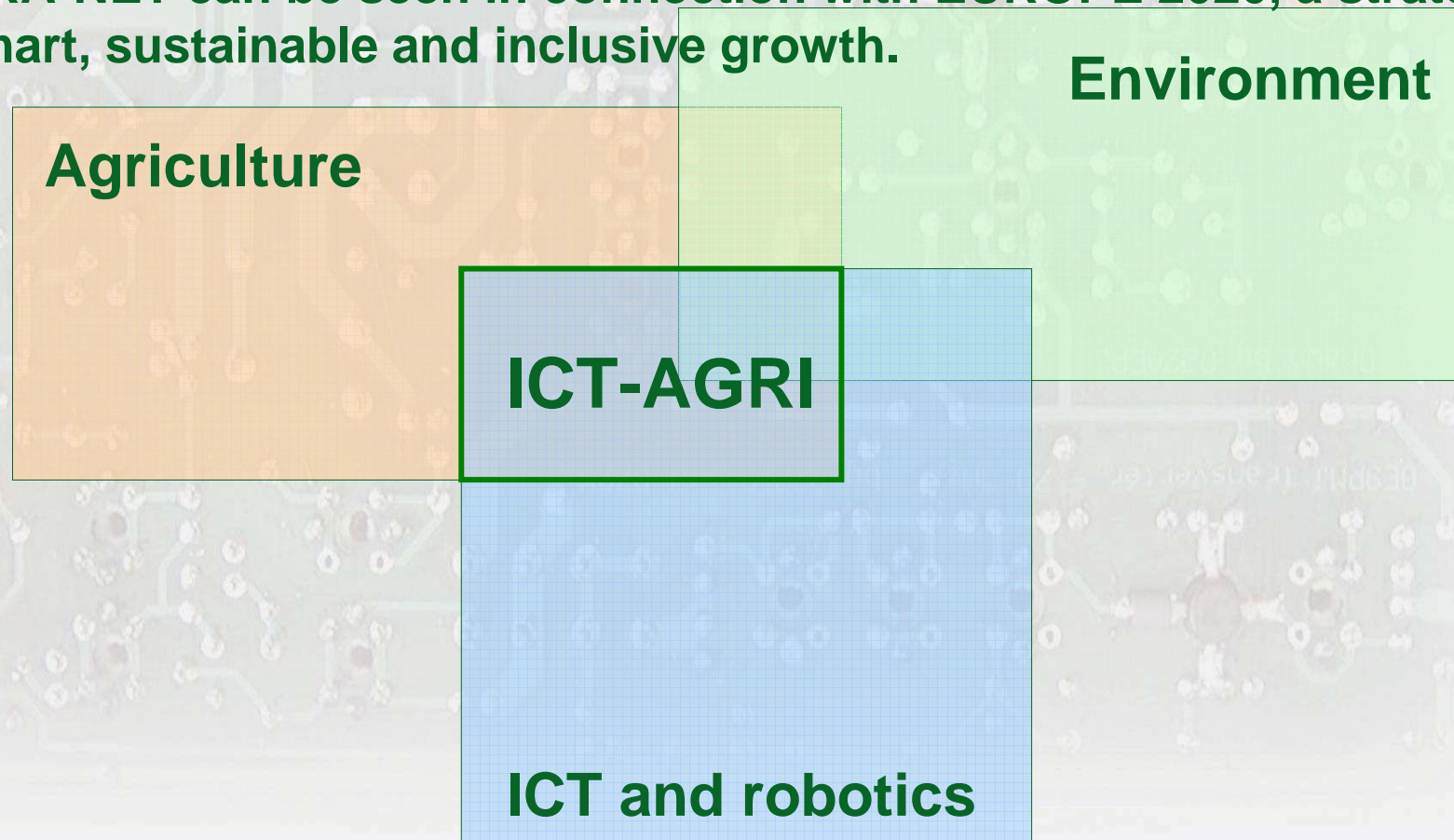


3.1 Research Area

ICT and Robotics in Agriculture and related Environmental issues.

The ERA-NET is horizontal / cross thematic.

The ERA-NET can be seen in connection with EUROPE 2020, a strategy for smart, sustainable and inclusive growth.



3.2. ICT-AGRI goals

1. **A comprehensive publicly accessible knowledge base concerning Research and Development**
2. **A widely accepted Strategic Research Agenda**
3. **Three successful calls for transnational projects**
4. **Viable networks for funders as well as researchers and developers**
5. **Supplementary support actions for coordinated Research and Development**

3.3. First call 2010

Integrated I C T and automation for sustainable agricultural production

- **Total funding** € 3,130,000
- **Participating countries** 14
- **Call launch** 15 April
- **Pre-proposals** 31 May
- **Full proposals** 17 Sept
- **Notification** 15 Nov
- **Project start from** 31 Dec

3.4 First call pre-proposals

- | | |
|----------------------------------|--------------|
| • Submitted pre-proposals | 44 |
| • Funding applied for | € 18.647.000 |
| • Own funding | € 2.833.000 |
| • Invitations for full proposals | 14 |

4. European and global challenges (environmental, social and economic challenges)

- CHG emissions accelerating three times faster than anticipated by IPPC 2001
- Increased drought
- Rising food insecurity
- Stagnating yields (threaten food security)
- Animal welfare and other ethical aspects
- Forest decline and biodiversity loss
- Energy prices
- Increase in world population (6.5 billion in 2005 and 9 billion by 2050)

5. New business opportunities

- European agricultural technology leads the world
- Electronics, automation and robotics are widely used
- Wireless communication technologies linked to decentralised web-based processing and information sources
- Software packages, expert systems and mobile farm technology
- Farm power and machinery will change to use renewable energy sources
- New logistics technologies, like RFID for monitoring and management
- Technological developments and global changes are creating new opportunities for both existing and new business models
- New SMEs will be created and investment in agricultural technologies will increase

6. New business opportunities.

How do we create these opportunities

- Co-operation between research and business must be increased and companies must share knowledge
- Legislation must be coordinated and common standards for environmental technologies should be agreed
- Networks should be established and used
- Networks should also incorporate countries outside Europe
- Agricultural and environmental technologies are enabling technologies. These technologies contributes considerable to European economies and have major impact on environmental goals
- New ideas will often come from other business areas (ICT and consumer products)

7. New policy initiatives

- New CAP
- EUROPE 2020 (focus on green technologies and the use of ICT)
- EU Bioeconomy Strategy
- FP7/FP8
- European Innovation Partnerships and other innovation initiatives
- National Programmes/Strategies (eg.Green Growth in Denmark)

8. Conclusion

1. ICT, automation, robotics and environmental technologies will be needed in the future
2. High – tech solutions are needed in order to be able to produce agricultural products economically in accordance with environmental requirements
3. Networks and cooperation should be established at many levels. Between universities, companies, funders etc.
4. Collaborative models for sharing knowledge and infrastructures between entities and reducing research cost must be established
5. Inspiration and new ideas will often come from other sectors. A holistic view will be needed
6. Investments in Research and Development must be increased.

Thank you for your attention
Niels Gøtke

More info: ict-agri.eu