



**SMART  
AGRI  
HUBS**

## **D1.4 INNOVATION PORTAL (1ST RELEASE)**

**WP 01**

29 March 2019



[subtitle]

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## PROJECT SUMMARY

**Digital technologies enable a transformation into data-driven, intelligent, agile and autonomous farm operations, and are generally considered as key to address the grand challenges facing agriculture. Recent initiatives showed the eagerness of the sector to seize the opportunities offered by ICT and in particular data-oriented technologies. However, current available applications are still fragmented and mainly used by a small group of early adopters. Against this background, SmartAgriHubs (SAH) has the potential to be a real game changer in the adoption of digital solutions by the farming sector.**

SAH will leverage, strengthen and connect local DIHs and numerous Competence Centres (CCs) throughout Europe. The project already put together a large initial network of 140 DIHs by building on existing projects and ecosystems such as Internet of Food and Farm (IoF2020). All DIHs are aligned with 9 regional clusters, which are led by organisations that are closely related to national or regional digitisation initiatives and funds. DIHs will be empowered and supported in their development, to be able to carry out high-performance Innovation Experiments (IEs). SAH already identified 28 Flagship Innovation Experiments (FIEs), which are examples of outstanding, innovative and successful IEs, where ideas, concepts and prototypes are further developed and introduced into the market.

SAH uses a multi-actor approach based on a vast network of start-ups, SMEs, business and service providers, technology experts and end-users. End-users from the agri-food sector are at the heart of the project and the driving force of the digital transformation.

Led by the Wageningen University and Research (WUR), SAH consists of a pan-European consortium of over 160 Partners representing all EU Member States. Moreover, SAH is part of Horizon2020 and is supported by the European Commission with a budget of €20 million.

# EXECUTIVE SUMMARY

This report spells out every section of the first release of the SmartAgriHubs innovation portal. The purpose of the document is to disseminate to the reader a skeleton of the website: where specific sections of the website can be found and where certain information is accessible to visitors.

Each page on the website follows a clear structure: it has a top part (fixed), a main body and a bottom part (fixed). The website itself is divided into six main sections, four of which are thematic: the homepage, regional clusters, digital innovation hubs, sectors, flagship innovation experiments and the side-menu. Each section is explained in detail, and information about their place in the overall project is spelled out. From these six sections, all other pages on the website can be accessed and these are equally explained, step-by-step, in detail in this document. Therefore, this document seeks to illuminate each one of these sections, and their sub sections in such a way that the reader will have a clear map of the website and the thematic reasoning behind this structure.

# 1. INTRODUCTION

SmartAgriHubs' main proposition is to expand and better connect the network of Digital Innovation Hubs around Europe. A key tool to attain this goal is the Innovation Portal, which will serve a multifaceted purpose: search engine, one-stop-shop, catalogue, training platform, and so on.

Given the time needed to elaborate such a complex and articulated platform, SmartAgriHubs will develop a temporary website as from M04, that will then be incorporated in the Portal as of M09. The following report aims to explain the main features of the website.

The report will encompass a main, wide chapter dedicated to the website sections, introducing the structure of the pages and their fixed parts. It will then be further divided in sub-chapters tackling the following sections:

- The Homepage;
- The Regional Clusters page;
- The Digital Innovation Hubs page;
- The Flagship Innovation Experiments page;
- The Sectors page;
- The side-bar menu, which includes the following sections: news, events, about us, deliverables, contacts.

Each subchapter will include a brief introduction on the purpose of the section. Afterwards, the structure will be explained, focusing on the main body of the page.

The content of the landing pages and specific pages was written in collaboration with all WPs of the SmartAgriHubs project.

SmartAgriHubs' Innovation Portal is a web-based interactive platform and a key instrument to support the ecosystem building at both DIH, regional and pan-European level. The main functions of the innovation portal will aim to:

- Support knowledge exchange, in particular for the partners in the DIHs, CCs, RCs and IEs, FIEs it will serve as an interactive marketplace to exchange results, learnings and best practices.
- Help partners with capacity building. Templates, guidelines, how-to documents and trainings will be found in an easy to search library.
- Help partners to find each other. Existing databases, such as the inventory of Digital Innovation Hubs of the Smart Specialisation Platform, will be used as a basis for the address book.
- Inform partners on relevant events with an up-to-date events calendar. Content for this will come from the partners and from the associated networks that SmartAgriHubs connects to in the future.
- Showcase the project as a whole to a wider audience, with regularly updated information about the progress of the flagship innovation experiments.

## 2. WEBSITE SECTIONS

SmartAgriHubs is a multi-layered project, based on key concepts that constitute the backbone of the whole structure. WP1 aims to turn such a complex system into a clear, user-friendly website where users can easily find everything they need to know about the project.

The structure of all the pages can be roughly divided into:

- Top part – fixed;
- Main body – changing depending on the content of the page;
- Bottom part – fixed.

The **top part** consists of a white line with the SAH logo on the left-hand side, and the menu on the right-hand side. The menu highlights the key elements of the project and features a side-bar menu to access the side aspects. By clicking on the logo icon, users will be redirected to the home page, regardless of the page they are in at the moment. By clicking on any of the main and side-bar menu titles, users will be redirected to the corresponding landing page.



Regions Hubs Experiments Sectors ≡

Figure 1 top part of every SAH website page

The **bottom part** encompasses:

- a banner where users can subscribe to the SmartAgriHubs newsletter by joining the mailing list;
- The necessary EU disclaimer, with information on the grant agreement number and on the fact that SmartAgriHubs is an EU funded project;
- A small recap menu of the titles found on the top part (linked to their corresponding pages);
- The icons that link to SmartAgriHubs social media accounts.

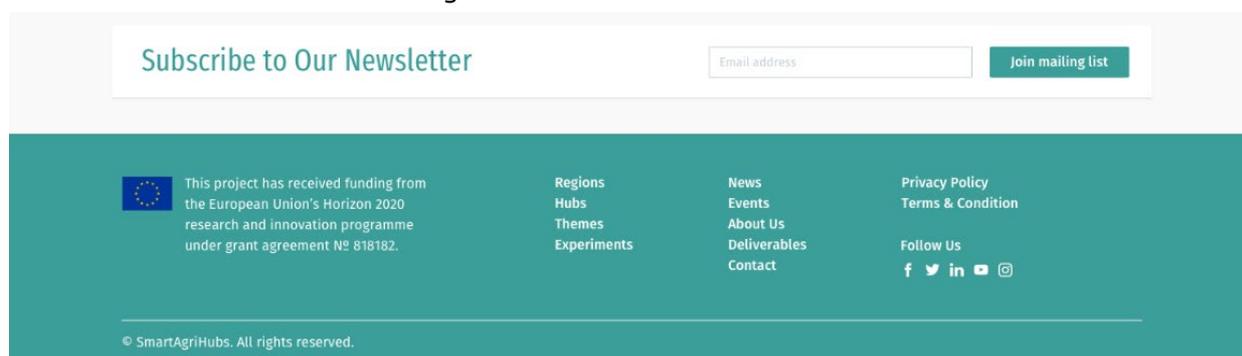


Figure 2 bottom part of every SAH website page

## 2.1 HOMEPAGE

The homepage functions as a welcome page, where visitors enter the SmartAgriHubs community, and where they are invited to discover all the aspects of the project or the specific topics that they are interested in.

Every user who enters the SmartAgriHubs website for the first time, should immediately be able to get an idea of what the project is about and what its main elements are. He/she should also get a feel of the vast impact SmartAgriHubs can achieve. This is the reasoning that inspired the development and design of the homepage.

### MAIN BODY

The main body of the homepage is dominated by a background picture of Europe from the "seen from the space perspective". WP1 chose this impactful image to visually symbolise the geographical extent of the project, its overall goal (expand and connect DIHs throughout Europe) and the green theme of agriculture.

The project's main proposition is clearly stated, highlighting the key words "innovation" and "digital transformation". The main elements of the project, being Regional Clusters, Digital Innovation Hubs, Flagship Innovation Experiments and Sectors, stand out at the centre of the homepage, each with their corresponding figure. This is to emphasise the importance such elements play in SmartAgriHubs: when a user enters the website, he should immediately identify them as the core concepts underpinning all the activities around the project. Moreover, providing figures contribute to give a quantitative idea of the width of the consortium, and hence of the potential for expansion that the project has. By clicking on the single elements, users will be redirected to the corresponding landing page.

Right below the key components, there is a horizontal section dedicated to the latest news, which can vary depending on the happenings in every Regional Cluster and/or the different sectors.

- News
- Events
- About Us
- Deliverables
- Contact

# Unleashing the innovation potential for digital transformation of the European Agrifood Sector.



## Latest News



28 MAY 2019  
Smart Farming: The Rise Of Agritech And Its Legal Issues



26 MAY 2019  
EU accelerates the digital transformation of the European agri-food sector



28 MAY 2019  
Precision agriculture and the future of farming in Europe



26 MAY 2019  
Blue growth: remote monitoring and energy for fish farms

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Regions  
Hubs  
Themes  
Experiments

News  
Events  
About Us  
Deliverables  
Contact

Privacy Policy  
Terms & Condition

Follow Us

Figure 3 Overview of the structure of the homepage

## 2.2 REGIONAL CLUSTERS

Regional Clusters represent the foundation of the SmartAgriHubs' ecosystem network: therefore, the first main section is dedicated to them. Throughout this section, users will get acquainted with the concept of clusters and can dive into the different regional areas covered by SAH.

The page is accessible from the title "Regions" on the top and bottom menu of any page, as well as from the "Regional Clusters" writing in the main body of the homepage.

### LANDING PAGE

The landing page introduces the cluster approach used in SmartAgriHubs, explaining the division in 9 regional clusters.

### SPECIFIC REGIONAL CLUSTER PAGE

The cluster-specific page deepens the focus on the single regional area.

#### Main body

The main body of every cluster-specific page encompasses the following components:

- The name of the cluster. The background picture represents the area and has been provided by each RC;
- A text box with the explanation of the specific cluster.
- The contact information of the Regional Cluster, alongside their logo;
- A section with the latest news from the cluster;
- A section with the events taking place in the regional area;
- A large section dedicated to the Digital Innovation Hubs operating within the cluster area.

Every section title has a direct link to the corresponding page.

# North-West Europe

## Regional clusters overview

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#### Contact information

MSG  
Hubert Gerhardy  
[hubert\\_gerhardy@t-online.de](mailto:hubert_gerhardy@t-online.de)

#### Latest news

26 MAY 2019  
Precision agriculture and the future of farming in Europe

4 MARCH 2019  
EU accelerates the digital transformation of the European agri-food sector

27 FEBRUARY 2019  
Smart Farming: The Rise Of Agritech And Its Legal Issues

#### Events

15 JULY 2019 - AMSTERDAM  
Event name Lorem ipsum dolor sit amet, consectetur adipiscing elit

06 FEBRUARY 2019 - BRUSSELS  
Event name Lorem ipsum dolor sit amet, consectetur adipiscing elit

08 JANUARY 2019 - BERLIN  
Event name Lorem ipsum dolor sit amet, consectetur adipiscing elit

### Digital Innovation Hubs



URK  
Title of Digital Innovation Hub written in two lines

SmartAgriHubs is dedicated to accelerate the digital transformation of the European agri-food sector.



AMSTERDAM  
Title of Digital Innovation Hub written in two lines

SmartAgriHubs is dedicated to accelerate the digital transformation of the European agri-food sector.



HAMBURG  
Title of Digital Innovation Hub written in two lines

SmartAgriHubs is dedicated to accelerate the digital transformation of the European agri-food sector.



WAGENINGEN  
Title of Digital Innovation Hub written in two lines

SmartAgriHubs is dedicated to accelerate the digital transformation of the European agri-food sector.

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Hubs  
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Figure 4 Clusters-specific page (e.g. North-West Europe)

## 2.3 DIGITAL INNOVATION HUBS

Digital Innovation Hubs are at the core of SmartAgriHubs. This section will be further expanded when the website will be incorporated in the Innovation Portal and when there will be a thorough catalogue of DIHs.

The page is accessible from the title "Hubs" on the top and bottom menus of any page, as well as from the "Digital Innovation Hub" writing in the main body of the homepage.

### Competence Centres

Competence Centres form the backbone of the Digital Innovation Hub network. In this section, their role, position and added value in the overall SmartAgriHubs project is explained. This page is accessible from the top menu after selecting 'Hubs'. Similarly, it can also be accessed by selecting 'Hubs' on the bottom of each page.



# Digital Innovation Hubs

## Speeding up the development and uptake of digital innovations

**Digital Innovation Hubs (DIH) are support organisations that aim to make businesses more competitive by speeding up the development and uptake of digital innovations. They provide these services close to the end-users ("at working distance") and thereby cater to the needs of agricultural producers and food processors in a specific region.**

Structurally, Digital Innovation Hubs maintain working relationships with a number of different actors to form a "one-stop-shop where companies – especially SMEs, startups and mid-caps – can get access to technology-testing, financing advice, market intelligence and networking opportunities" as shown in the figure below. One or more Competence Centres inside or outside the region provide the knowledge, technology, infrastructure and facilities that underpin the technological transformation.

*Figure 5 Overview of the DIHs page*

## 2.4 FLAGSHIP INNOVATION EXPERIMENTS

Flagship Innovation Experiments represent the point of reference for the other Innovation Experiment that SmartAgriHubs wants to engage. The website should therefore give them the chance to shine and emphasise their role as forerunners in the application of agri technologies. This is why this section is specifically dedicated to FIEs and not to IEs in general.

### LANDING PAGE

The landing page introduces the concept of FIEs and explains what makes them so distinctive. It is accessible from the title "Experiments" on the top and bottom menus of any page, as well as from the "Flagship Innovation Experiments" writing in the main body of the homepage.

#### Main body

The main body of the FIEs landing page encompasses the following components:

- A text box with a brief explanation of Flagship Innovation Experiments;
- An overview of all the 28 FIEs with the title, the corresponding picture and Regional Cluster;
- A search engine based on Regional Cluster and sector, to tailor the research.

### FIEs SPECIFIC PAGE

The dedicated page digs into every single FIEs. Users will discover what type of technology has been employed for the specific experiment, what are the expected results and benefits that might be generated.

#### Main body

The explanation of the FIE, elaborated in cooperation between WP1 and RCs, takes the central part of the main body of the page. If available, there could be room for a video. The background picture beneath the title has been provided by each FIE. News and events related to the FIE appear on the right side of the page.

# 28 Inspiring Stories

## Innovation Experiments

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### 28 Innovation Experiments

Theme:  Region:  Search:

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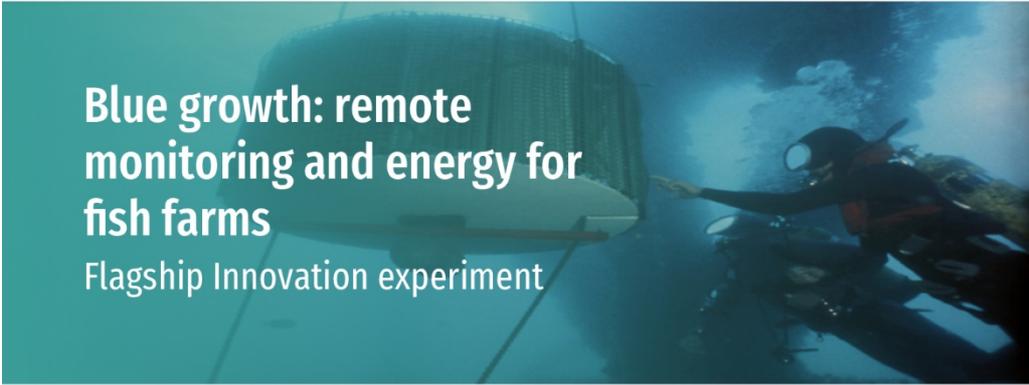
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement NE 816182.

SmartAgriHubs  
Regions Hubs  
Themes Experiments

Latest  
News Events  
Blogs Press

Contact  
Support  
Contact

Figure 6 The landing page of FIEs



# Blue growth: remote monitoring and energy for fish farms

## Flagship Innovation experiment

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### Latest news

26 MAY 2019

Precision agriculture and the future of farming in Europe

4 MARCH 2019

EU accelerates the digital transformation of the European agri-food sector

27 FEBRUARY 2019

Smart Farming: The Rise Of Agritech And Its Legal Issues

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08 JANUARY 2019 - BERLIN

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Figure 7 Overview of the FIEs-specific page

## 2.5 SECTORS

The Digital Innovation Hubs and Innovation Experiments covers all the main European agricultural sectors: arable farming, fruits, vegetables, aquaculture and livestock.

### LANDING PAGE

The landing page gives a short overview of all 5 sectors covered by SmartAgriHubs. It can be accessed from the top menu by clicking on 'sectors'.

#### Main body

The main body of the landing page is divided into 6 sections. The top section is a general text on sectors in the SmartAgriHubs project. The following 5 sections are dedicated to each agricultural sector, and have a short description each.

### SECTOR-SPECIFIC PAGE

The sector-specific page allows visitors to delve deeper into the unique challenges the chosen sector faces, discover examples of digitisation specific to the sector and includes general information about the sector's position in European agriculture.

#### Main body

The main body includes examples of the produce the chosen sector produces, an explanation of what 'farming' in this specific sector entails, interesting statistics, the main challenges faced and examples of digitisation to address these problems.

# 5 promising agricultural sectors in Europe

## Benefits for Growth

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[Learn more](#)

### Aquaculture

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[Learn more](#)


### Fruit

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[Learn more](#)

### Livestock

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[Learn more](#)


### Vegetables

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Figure 8 The landing page Sectors

# Aquaculture Sector

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Aquaculture

## Digital Innovation Hubs



VENICE  
Title of Digital Innovation Hub written in two lines

SmartAgriHubs is dedicated to accelerate the digital transformation of the European agri-food sector.



LONDON  
Title of Digital Innovation Hub written in two lines

SmartAgriHubs is dedicated to accelerate the digital transformation of the European agri-food sector.



ERGERSUND  
Title of Digital Innovation Hub written in two lines

SmartAgriHubs is dedicated to accelerate the digital transformation of the European agri-food sector.



STAVANGER  
Title of Digital Innovation Hub written in two lines

SmartAgriHubs is dedicated to accelerate the digital transformation of the European agri-food sector.



SUNDSVALL  
Title of Digital Innovation Hub written in two lines

SmartAgriHubs is dedicated to accelerate the digital transformation of the European agri-food sector.

## Aquaculture Flagship Innovation Experiments



UK & IRELAND  
London, United Kingdom  
Fishing for a future



NORTH-EAST NORWAY  
Oslo, Norway  
Drones and "flying eyes" have a major advance into the aquaculture industry



NORTH-WEST EUROPE  
Wageningen, the Netherlands  
Blue growth: remote monitoring and energy for fish farms

## Latest News



28 MAY 2019  
Smart Farming: The Rise Of Agritech And Its Legal Issues



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## Events

10 JULY 2019 - AMSTERDAM  
Event name Lorem ipsum dolor sit amet, consectetur adipiscing elit

06 FEBRUARY 2019 - BRUSSELS  
Event name Lorem ipsum dolor sit amet, consectetur adipiscing elit

09 JANUARY 2019 - BERLIN  
Event name Lorem ipsum dolor sit amet, consectetur adipiscing elit

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Figure 9 Overview sector specific page

## 2.6 SIDE MENU

### NEWS

The 'news' page includes news items relevant to the SmartAgriHubs project. The visitor can click on a news item to learn more. The page can be found in the drop-down of the main page's side menu. It appears on the bottom of each page on the website.

### EVENTS

The 'events' page includes items of events relevant to the SmartAgriHubs project. The visitor can click on an event to learn more.

### ABOUT US

The 'about us' page can be found in the drop-down of the main page's side-menu and at the bottom of each page on the website. It communicates the main goal of the SmartAgriHubs project, as well as general statistics and information about the project's raison d'être.

### DELIVERABLES

The 'deliverables' page can be found in the drop-down of the main page's side-menu and at the bottom of each page on the website. It provides a short explanation about deliverables, and then a list of deliverables divided by work-package.

### CONTACT

The 'contact' page can be found in the drop-down of the main page's side-menu and at the bottom of each page on the website. It provides the contact details of the communications team and project lead of SmartAgriHubs.

### 3. NEXT RELEASE

In M9 a full-functional Innovation Portal will be launched including its main functions such as partner search, exchange of information and good practices, e-training tools and capacity building to the partners and interested stakeholders, up-to-date events inventory, outcomes and results from the project. The features of the Innovation Portal will be designed to accommodate partners needs and requirements in an interactive and easy to use system.

### 4. LIST OF ABBREVIATIONS

This section is dedicated to project specific terms and abbreviations that were used throughout the document.

**CC** – Competence Centre

**DIH** – Digital Innovation Hub

**FIE** – Flagship Innovation Experiment

**IE** – Innovation Experiment

**RC** – Regional Cluster

**SAH** – SmartAgriHubs

**WP** – Work Package

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