

# White Paper:

## 7 fields of action of the Innovation Hub

### 1. Innovation Hub as a central source of information

The IH is a centralized organization for the exchange of information in each of the five European countries. The IHs are connected with the corresponding stakeholders from the agricultural sector in the respective countries. The regional networks should include scientific institutions, associations, political decision makers as well as farmers and partners downstream and upstream sectors. The Innovation Hub bundles the information of the corresponding use cases initiated by the demonstrators. The demonstrators are the farm or research establishments where the ATLAS case studies are implemented.

### 2. Interconnecting the Innovation Hubs

The IHs are interconnected with each other for a better coordination of activities. The networking takes place via an Innovation Hub Portal, i.e. an online portal. The portal bundles relevant information about activities, results, public events and experiences and the transfer of these information between the IHs. This allows all five existing IHs in Germany, Greece, Latvia, Romania, and Switzerland to share regional information on dates of workshops and demonstrations along the use cases with all innovation hubs. The activities are initiated by the Innovation Hubs in the 2nd and 3rd year of the project duration. In addition, the Innovation Hub Portal is used as a meeting and information exchange point within the Innovation Hubs.

### 3. Innovation Hub as coordinator for the Atlas pilots

The use cases that are carried out on ATLAS pilot farms and institutions are coordinated by the respective innovation hubs. This enables an actual and exact state of knowledge about the progress of the current use cases at the demonstrators. The demonstrators give information of planned activities to the respective IH, which confirms the proposal or asks for adjustments in case of overlaps with other demonstrators.

The final information can be transferred by the IH to additional stakeholders and the Innovation Hub Portal. Thus, the Innovation Hub is the point of contact for the demonstrators and the coordinator. The use cases of the demonstration farms are in this manner effectively presented to the respective national stakeholders.

### 4. Innovation Hubs as communication channel to stakeholders and multipliers

In the IHs, all relevant information, such as progress in the ATLAS project and the test results from the demonstrators, are bundled in order to be passed on to the stakeholders and multipliers. The targeted stakeholders who should benefit from

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this information are farmers, consultants, policy makers, scientists, local agricultural institutions and providers of digital technologies in the agricultural sector. The transfer of information takes place through different effective communication channels such as social media tools, publications or attendance at third-party-conferences etc. The timing of results transfer is to be coordinated to ensure a quick and effective dissemination into the agricultural sector.

#### 5. Innovation Hub as a meeting point for stakeholders

The Innovation Hub also serves as a meeting point for the stakeholders to exchange knowledge and experiences. The stakeholders are invited to the Innovation Hubs or the demonstration companies at regular intervals, so that the ATLAS achievements can be presented and discussed on the basis of their practical use. At the same time, specialized informative workshops, one over the second and one over the third year of the project implementation, are to be organized in each of the IH pilots with stakeholders. These should serve to discuss individual processes from the ATLAS project along the use cases and to collect valuable feedback for the ATLAS consortium. For this purpose, the relevant stakeholders along the different use cases are once a year invited to participate in the workshops, so that added value is generated for the ATLAS project. This feedback information is collected centrally on the ATLAS Innovation Hub portal and evaluated together with the ATLAS consortium. To this end, SMEs acting on a national level in the field of sensors, scientific instruments and customer-integrated solutions are located and invited.

#### 6. Innovation hubs as search base for 2nd call candidates

Through the strong communication of progress and information, the Innovation Hubs act as point of attraction for candidates in the 2nd open call. For this purpose, the IH provide targeted information about the open calls by carrying out an analysis of the relevant companies and partners, considering at the same time the ones more suitable for direct contacts for the open call. This will help to find more companies that are suitable for the ATLAS consortium on specific topics. For this purpose, the Innovation Hub uses its country-specific networks to transmit targeted information to the appropriate addressees.

#### 7. Innovation Hub as a source of information in the ATLAS project

Since the Innovation Hubs are the main coordinators for the use cases at the demonstrators, all information is collected and processed and made available to the ATLAS consortium. This enables all those involved in the ATLAS project to be kept up to date on the progress of the use cases. Furthermore, this also offers the opportunity to generate immediate expertise from the ATLAS consortium in the event of any challenges that arise during the specific implementation in the demonstration companies. This means that solutions for the use cases can be quickly adapted so that the success of the project is not endangered.