



**SMART  
AGRI  
HUBS**

## **D1.4 INNOVATION PORTAL (2ND RELEASE)**

**WP 01**

13 August 2019



# THE FEATURES OF THE SMARTAGRIHUBS WEBSITE AND INNOVATION PORTAL

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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.

In the second part of this document, this report also spells out every section of the SmartAgriHubs Innovation Portal. The purpose of the document is to disseminate to the reader a skeleton of the portal: where specific sections of the platform can be found and where certain information is accessible to users.

In general, each section of the Innovation Portal follows a clear structure: it has a header (fixed), a changing main body from one section to another, and a footer (fixed). The portal itself is divided into 7 main sections, one of which is the user profile – the other 6 being the sections of the Innovation Portal: the landing page, network, library, trainings, calendar, matchmaking and forum. Every single section's functions are explained in detail.

From these sections, all other pages on the Innovation Portal 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 Innovation Portal in their head.

In M11 the Innovation Portal will be launched and will include the following main functions: 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. All the Innovation Portal's features will be designed to accommodate partners' needs and their requirements to provide a system that is both interactive and easy to use.

The Innovation Portal was developed by taking on board the needs of the different Work Packages and other SmartAgriHubs stakeholders. In this context, input was gathered and divided into must haves and nice to haves, which were translated into the structure and features of the portal. The Innovation Portal's development does not stop with the official release. Instead, it will continue to evolve: The Innovation Portal has been developed to be a living portal to guarantee the added value in the future, based on the wishes of the stakeholders. This means that the launch of the Portal itself does not mean that it will not continue to develop. At launch, the portal will include the features mentioned above. However, over the next months and years, the Innovation Portal will continue to be updated based on feedback which is regularly gathered from its users. For example, after its launch, the Innovation Portal will gradually include a fully-fledged match making service as well as a detailed framework for the categorisation of Competence Centres. In the end, the goal is to

have an Innovation Portal at the core of a self-sustaining SmartAgriHubs ecosystem beyond the scope of EU-funding.

# 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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# 1. PART I: THE SMARTAGRIHUBS WEBSITE

## 1.1 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 other purposes that will emerge.

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 M10. This is the M10 report, divided into two parts. The following part 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.

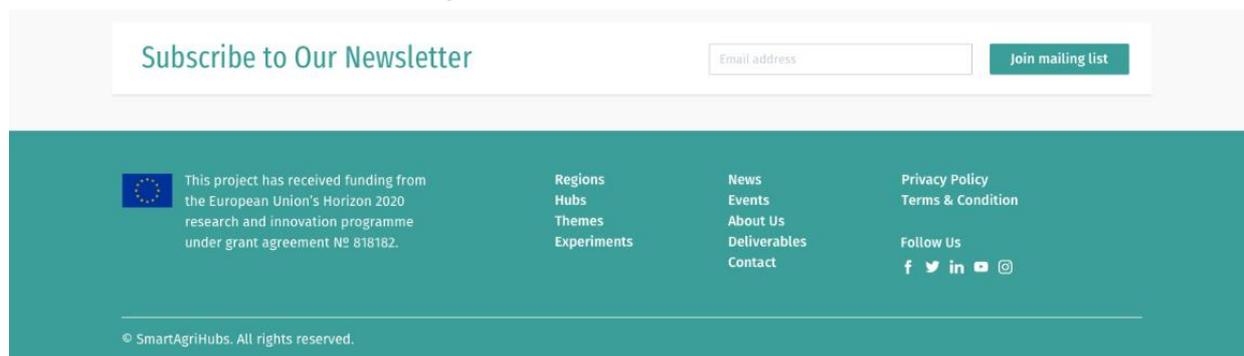


Figure 2: Bottom part of every SAH website page

## 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

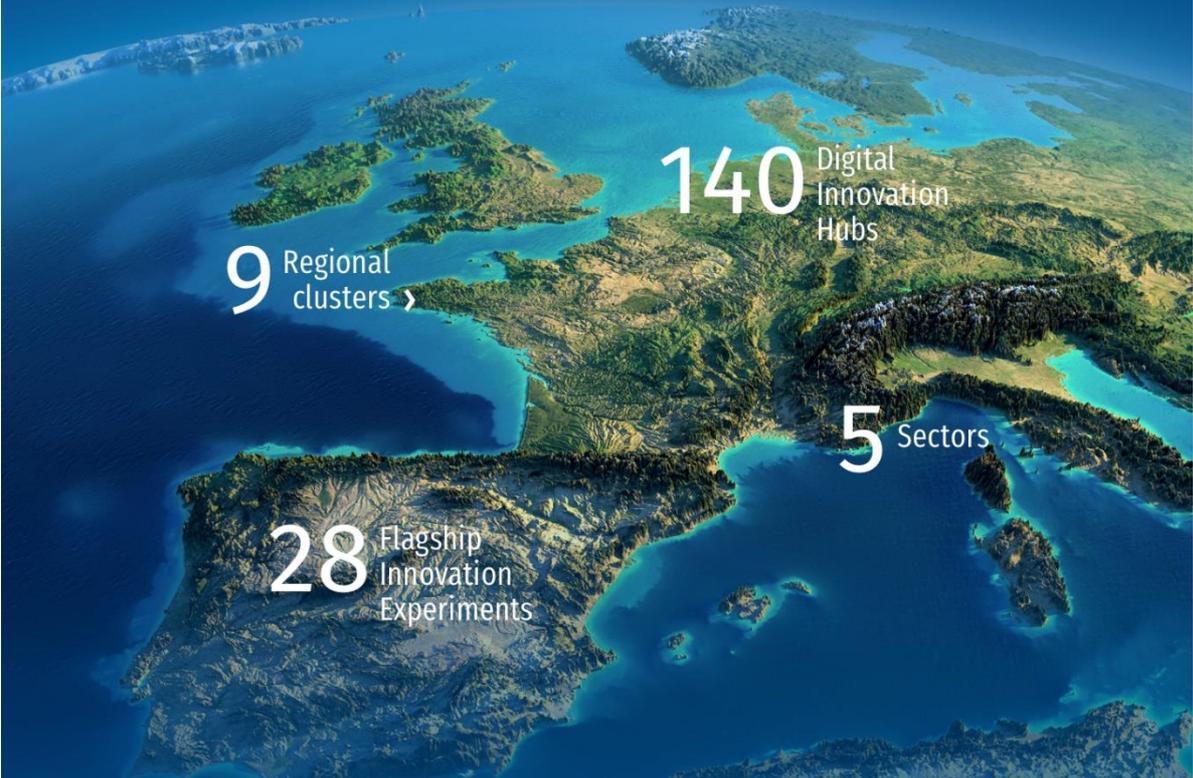
The main body of the homepage is dominated by a background picture of Europe from the "seen from the space perspective". WP1 chose this impactful image to visually symbolise the geographical extent of the project, its overall goal (expand and connect DIHs throughout Europe) and the green theme of agriculture.

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.

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

- News
- Events
- About Us
- Deliverables
- Contact



## 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  
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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

#### 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.

#### 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

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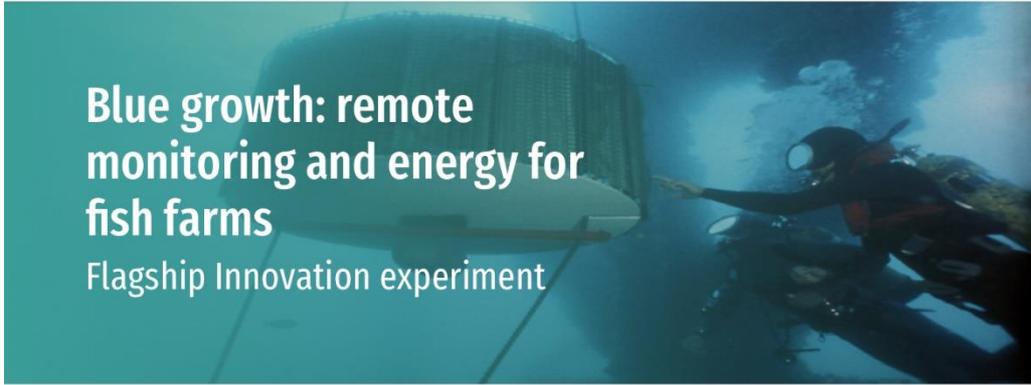
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement NE 816182.

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Themes Experiments

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Blogs Press

Contact  
Support  
Contact

Figure 6: The landing page of the 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

### Events

15 JULY 2019 - AMSTERDAM

Event name Lorem ipsum dolor sit amet, consectetur adipisicing elit

06 FEBRUARY 2019 - BRUSSELS

Event name Lorem ipsum dolor sit amet, consectetur adipisicing elit

08 JANUARY 2019 - BERLIN

Event name Lorem ipsum dolor sit amet, consectetur adipisicing elit

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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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### Arable

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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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Excepteur sint occaecat cupidatat non proident.

[Learn more](#)


### Vegetables

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Excepteur sint occaecat cupidatat non proident.

[Learn more](#)

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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.



ERGERSKÜND  
Title of Digital Innovation Hub written in two lines

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



STRÄNGENS  
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



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



NETHERLANDS  
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.



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



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



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



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



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

## 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.

08 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. PART II: THE INNOVATION PORTAL

### 3.1 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: a search engine, one-stop-shop marketplace, library, training platform, calendar, a network, discussion forum and matchmaking service.

The first step in delivering the portal was to create a website platform by M04. As of M10, this website will then be incorporated in the Portal, with the SAH website now serving as the point of entry into the Innovation Portal by way of a log-in feature. The following report aims to explain the main features of the Innovation Portal.

The report will encompass a main, wide chapter dedicated to the Innovation Portal sections, introducing the structure of the pages and their fixed parts. It will then be further divided in subchapters tackling the following subsections:

- Sign in and profiles;
- Landing Page;
- Network;
- Library;
- Training;
- Calendar;
- Matchmaking and Forum.

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

The content of the subsections was written whilst taking into consideration the needs of all the WPs and other stakeholders 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 are to:

- Support knowledge exchange, in particular for the partners in the DIHs, CCs, RCs IEs, and FIEs as it serves 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 a user-friendly library;
- Help partners to find each other through a matchmaking tool;
- 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;
- Create the digital infrastructure which is fundamental for the SmartAgriHubs community to thrive beyond 2023.

## 3.2 CONDITIONS: QUALITY GUARANTEE AND USER EXPERIENCE

The Innovation Portal has two main conditions on which it is built: it must be a user-friendly portal, and the quality of the content should be high so that stakeholders return to the portal regularly.

To guarantee the integrity of the information uploaded, whether it is in the Library, Training or Calendar sections, any request to upload information will be checked by a member of the SmartAgriHubs Innovation Portal team. For example, in the library, when the user is uploading a document they will also have to indicate under which theme /Work Package (WP) it falls, then the document will be checked by the relevant WP and will be published by WP1 once the green light has been given. If there is a need to contact the user that uploaded the document, then the Innovation Portal allows for this as well, as those responsible for scrutinising information uploaded to the website can select their username and get in touch with them. Such a reliable mechanism will ensure that the content on the Innovation Portal is of good quality.

Equally important, is the Innovation Portal's commitment to the user experience of its members. Therefore, the development of the Innovation Portal was based on the inputs gathered from each Work Package. They were able to identify their stakeholder's needs from such a portal, and by extension the whole network of SmartAgriHubs' stakeholder's needs. Based on these inputs, the Innovation Portal was built. This user-experience driven approach will not end with the launch of the Innovation Portal. In fact, over the years, the team will continue to collect feedback from the WPs, the RCs and the users to continue to develop new features and improve on existing ones based on the feedback gathered from the Work Packages and portal's users. In fact, this includes organising focus groups over the next years in the different RCs to test the user experience.

## 4. INNOVATION PORTAL 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 Innovation Portal where users can easily find everything the SmartAgriHubs ecosystem offers.

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

- Header – fixed;
- Main body – changing depending on the content of the page;
- Footer – fixed.

The **header** consists of a white line with the SAH logo on the left-hand side, all sections of the Innovation Portal in the middle, and the user's profile on the right-hand side. From this panel, the user can move between Innovation Portal sections and access their profile. It is therefore the primary navigating menu of the portal. By clicking on the Innovation Portal sections, users will be redirected to those sections regardless of the page they are in at the moment. By clicking on their profile, users will be redirected to their profile's home page and settings.



Regions Hubs Experiments Sectors Latest About 

*Figure 10: Top part of every SAH Innovation Portal page*

The **main body** is not fixed and depends on the topic of the page. Moreover, the Innovation Portal is an interactive live platform that is updated on a regular basis, meaning that the content shown on a page will often reflect what the user is looking for. As shown further in the document below, the user will always have several options in the main body of each page. Depending on the user's behaviour, the page will change accordingly and show different information.

The **footer** is fixed and encompasses the required EU disclaimer with information on the grant agreement number and that SmartAgriHubs is an EU funded project under the Horizon2020 programme.

## 4.1 SIGN IN AND PROFILES

The existing website will continue to exist with open information on the project and remains available to everyone. It will continue to be updated with general information, public events, deliverables, articles and so on. The SAH website now serves as the point of entry into the Innovation Portal by way of a log-in feature which can be found at the top right of the website main page. Once logged in, the user can access the Innovation Portal.

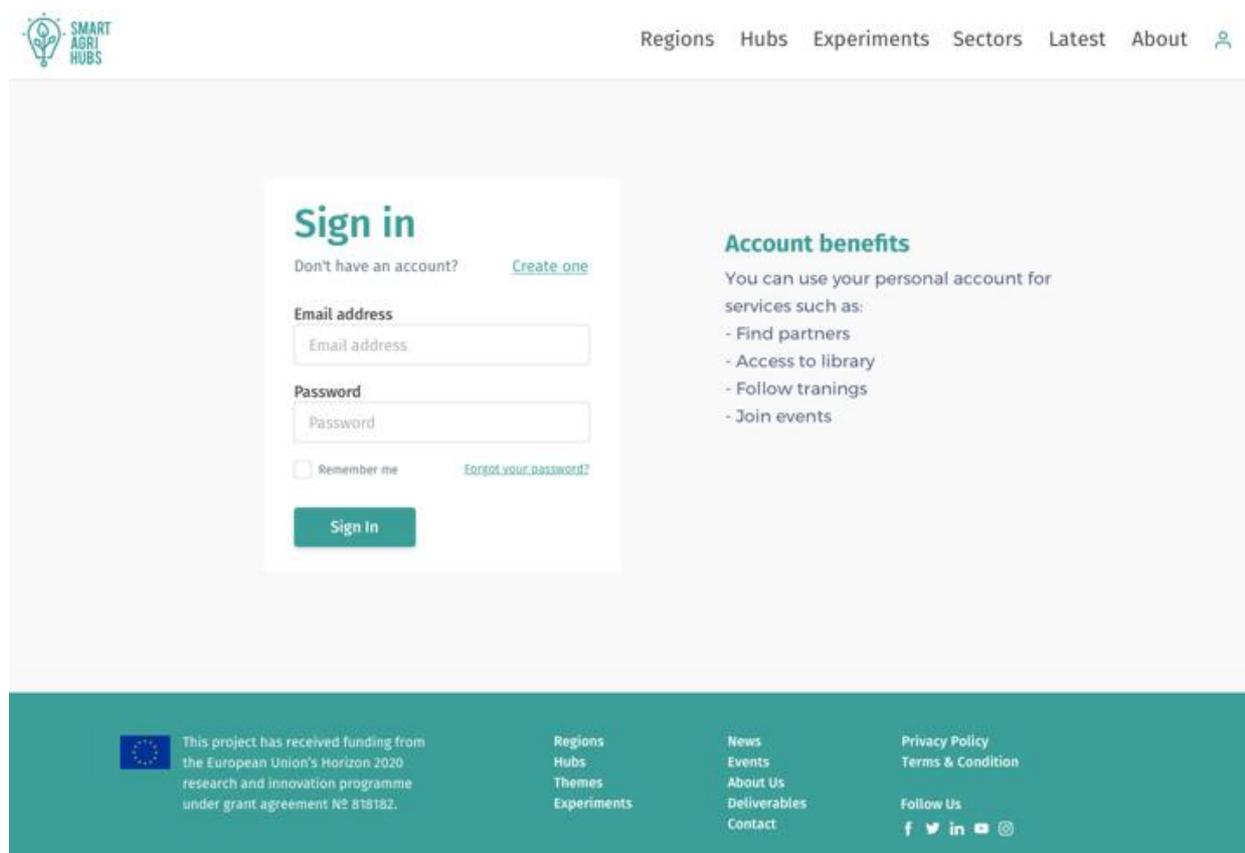


Figure 11: The sign-in page of the SAH Innovation Portal

Gaining access to the Innovation Portal by way of log in requires a user to create an account. In order to create an account, a user can click on the log-in button on the SAH website. Once the Innovation log-in screen appears, they can select 'create one' to create an account. This will require a valid E-mail address and password. The log-in screen also offers a function to set a new password if the user has forgotten theirs.

### REGISTERING A PROFILE

When the user wants to register, they will be asked to create a profile. Here they must create a username, enter their first name and surname, a title (if applicable), Email address, phone number, their country, a profile picture as well as indicate the organisation/company they represent. If they want to, they can also link their various social media accounts (Twitter, LinkedIn, Facebook). They can also set their notifications or access the help menu.

### User Profile

- [User Info](#)
- [Notifications](#)
- [Help](#)

### Personal Information

[Upload new photo](#)

You can upload jpg, gif or png images. Maximum size 3MB.

**Name**

**Full Name**

**Email Address**

**Phone Number**

### Social media

**Twitter profile**

**Facebook profile**

**LinkedIn profile**

### Company Information

Figure 12: User profile and settings

If the user in question is the first person to register on behalf of any given organisation/company, then they will be asked to create an organisation/company profile. For example, if the organisation/company is a RC, then the user will have to register it as a RC. They will then become the main contact for the organisation/company. All the other contacts in the company can be linked to the organisation but will not have the rights to edit the profile of the company/organisation. If another main contact is desired, then the existing main contact must update this.

Depending on the type of organisation/company selected for registration, there will be different questions. Options include 'CC', 'DIH', 'FIE', 'RC', 'Consortium Partner', or 'other stakeholders'. These are like the entities discussed in the ecosystem building strategy.

Sticking to the example of a RC, the following will be asked:

- Regional Cluster name
- Name organisation
- Role (Lead/co-lead)
- Location organisation
- Address organisation
- Email address organisation if applicable
- Short description
- Website organisation
- Partner logo
- RC logo
- Social media channels (Twitter, LinkedIn and Instagram, Facebook)

Furthermore, they will also be asked to provide detail on the amount of SAH partners (DIHs, CCs and FIEs) they support as a RC (see below). This will enhance the information provided by the 'Network' page, explained further down in this document.

- Number of DIHs
- Number of CCs
- Number of FIEs

## SETTING UP TAILORED NOTIFICATIONS

A user can also set their notification preferences by selecting 'notifications' on the left pane. Once selected, a new screen shows where the user can turn weekly portal updates on by clicking on the slider next to 'Weekly portal update'. These updates will be sent by E-mail using the E-mail address provided by the user when they set up their account. The content of these updates is filled according to the 'sectors of interest' the user has chosen. These sectors of interest include 'arable', 'livestock', 'aquaculture', 'fruits', and 'vegetable' farming. On the same page, the user can also subscribe to the quarterly magazine by clicking on the sliders. Once finished, the user can save their changes.

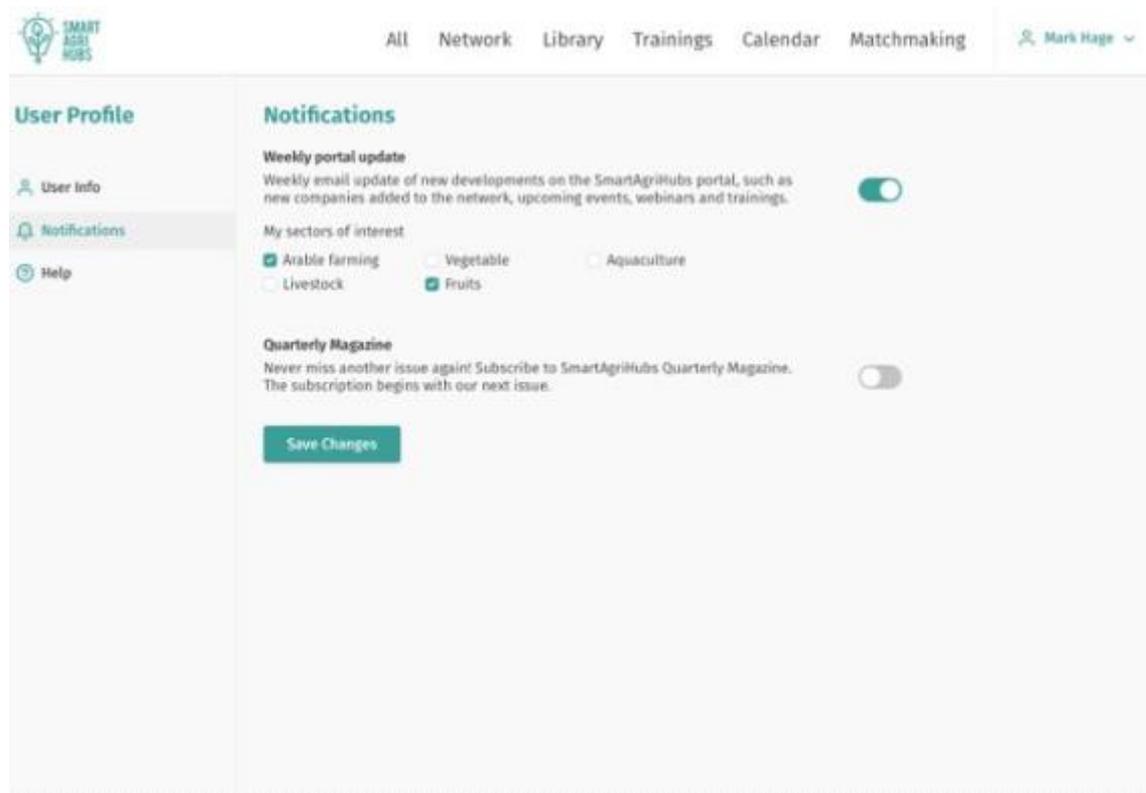


Figure 13: User profile notifications

## 4.2 LANDING PAGE

The landing page is the first page the user sees once they are logged in. It is the staging platform that gives access to the rest of the Innovation Portal. This page is also accessible throughout the Innovation Portal in the top part of any page by clicking on 'All'. Its primary function is to serve as a search engine, as well as to provide an overview of the latest portal activity, all of which is accessible to the user.

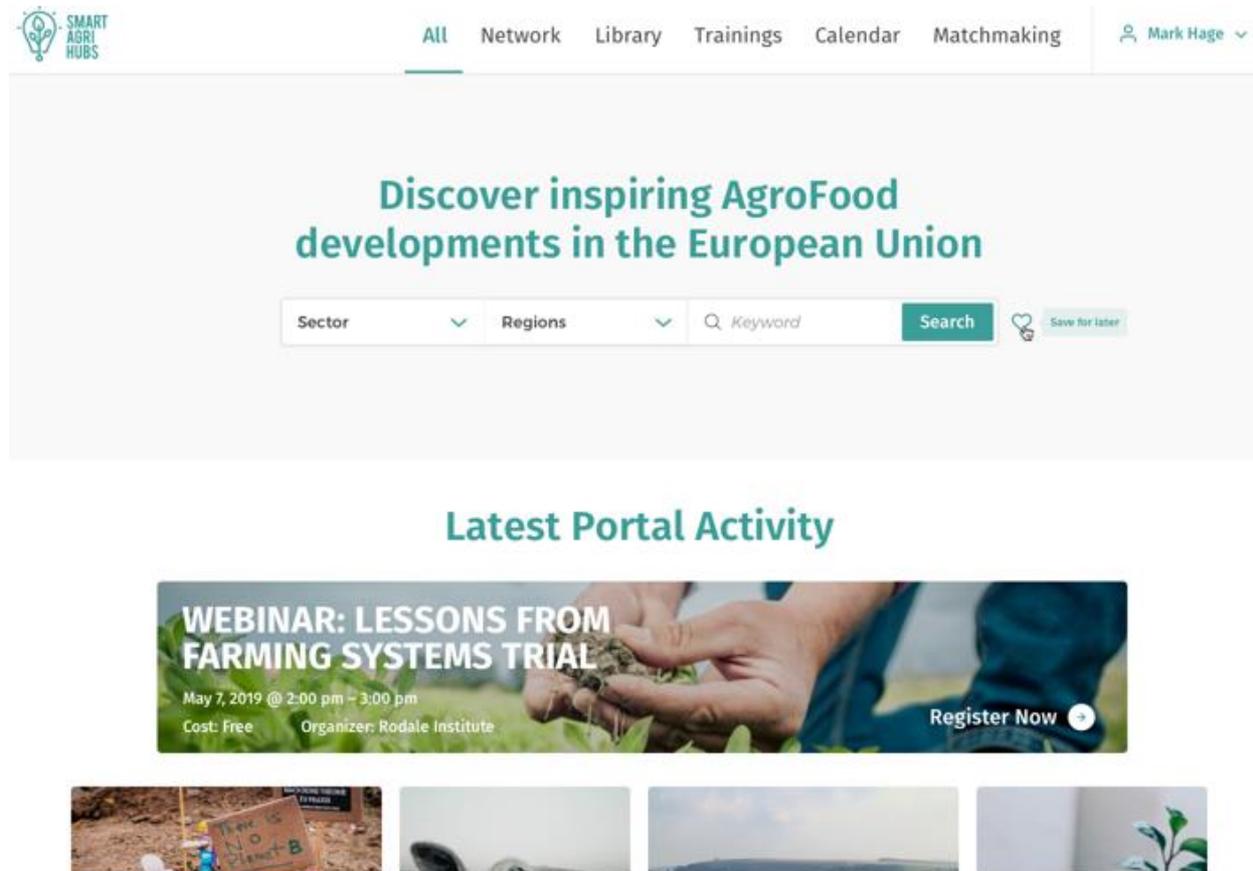


Figure 14: The landing page of the Innovation Portal

As the image above shows, the user can engage in a search query by entering an indefinite number of key words. Moreover, the user can also filter their search results by sector (arable, livestock, aquaculture, fruits, vegetables), as well as region (UK & Ireland, North West Europe, Scandinavia, North East Europe, Central Europe, South East Europe, Italy & Malta, France, Iberia) to get more tailored results.

Furthermore, search queries can also be saved, so that you can reapply them upon returning to the Innovation Portal later by clicking on the save for later button.

## 4.3 NETWORK

This page is accessible throughout the Innovation Portal in the top part of any page by clicking on 'Network'. It is a section of the Innovation Portal where a user can filter according to the specific type of information or stakeholder they wish to see. The filtering system is multi-layered, thus allowing for very specific search queries.

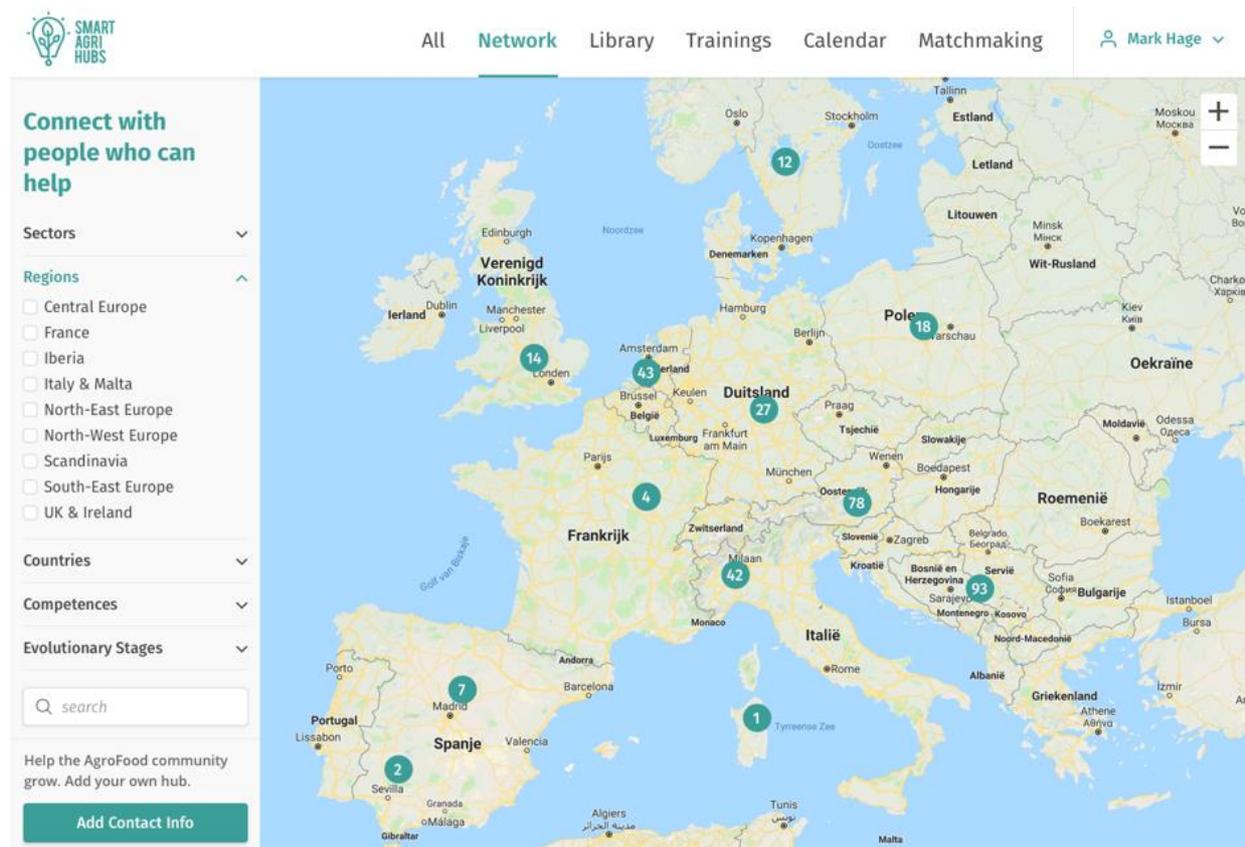


Figure 15: The network page

On the left, the user will find a menu of filters and sub-filters. The main filters by which a search query can be made are: 'Sectors', 'Regions', 'Countries', 'Competences', and Maturity levels of DIHs, and organisational types like 'Digital Innovation Hubs', 'Competence Centres', 'Flagship Innovation Experiments', 'SMEs', and other stakeholders. The user can make their search query even narrower by deploying sub-filters, such as the specific region they are looking in. The user will also have the option to use the 'search bar' to look for their desired information. Additionally, a user can also add their company/organisation's contact information by clicking the relevant button on the bottom left, and thereby add their information to the Innovation Portal so that other users can find them on the map.

If, for example, the user would like to see the number of DIHs in France and Italy, they can do so by selecting DIHs, and filtering on Italy and France. Subsequently, the map will show all DIHs in those two countries. If the user then also wants the map to show all CCs in those countries in addition to the DIHs, this is also possible once the user has also activated the CC filter.

### Connect with people who can help

**Sectors** ▾

**Regions** ▴

- Central Europe
- France
- Iberia
- Italy & Malta
- North-East Europe
- North-West Europe
- Scandinavia
- South-East Europe
- UK & Ireland

**Countries** ▾

**Competences** ▾

**Evolutionary Stages** ▾

Help the AgroFood community grow. Add your own hub.

Add Contact Info

### RoboValley Delft

Digital Innovation Hub

✕

---

**Contact Info**

**Contact name**  
 Ynse Hendrik Deinema  
 y.h.deinema@tudelft.nl  
 +31 15 760 1604

**Address**  
 Julianalaan 67A  
 2628 BC Delft  
 The Netherlands

[www.robovalley.com](http://www.robovalley.com)

**Competences**

- Cyber physical systems
- Robotics and autonomous systems
- Internet of Things (e.g. connected devices, sensors and actuators networks)

**Services Provided**

- Awareness creation
- Ecosystem building, scouting, brokerage, networking
- Visioning and Strategy Development for Businesses
- Collaborative Researchs
- Concept validation and prototyping

Figure 16: An example of the information available to the user once a DIH is selected

Once a user selects one of the search results on the map, the map will zoom in on the location of the company/organisation in question and an 'ID card' with the organisation's information will appear on the right-hand side of the page. In the figure above, the information revealed to the user includes the type of organisation, contact information, a website, competences and services provided. As such, the user has access to an easy-to-use search tool which provides them with relevant information after a few clicks. Additionally, this panel will also include a 'more information' option if the user wishes to learn more about the organisation in question.

In the future, this section can be linked with other existing European platforms.

## 4.4 LIBRARY

This page is accessible throughout the Innovation Portal in the top part of any page by clicking on 'Library'. The Library is the section of the Innovation Portal where a user can access community documents, as well as upload documents relevant to the SmartAgriHubs ecosystem. Any user can upload documents. Examples include sharing regional best-practices.

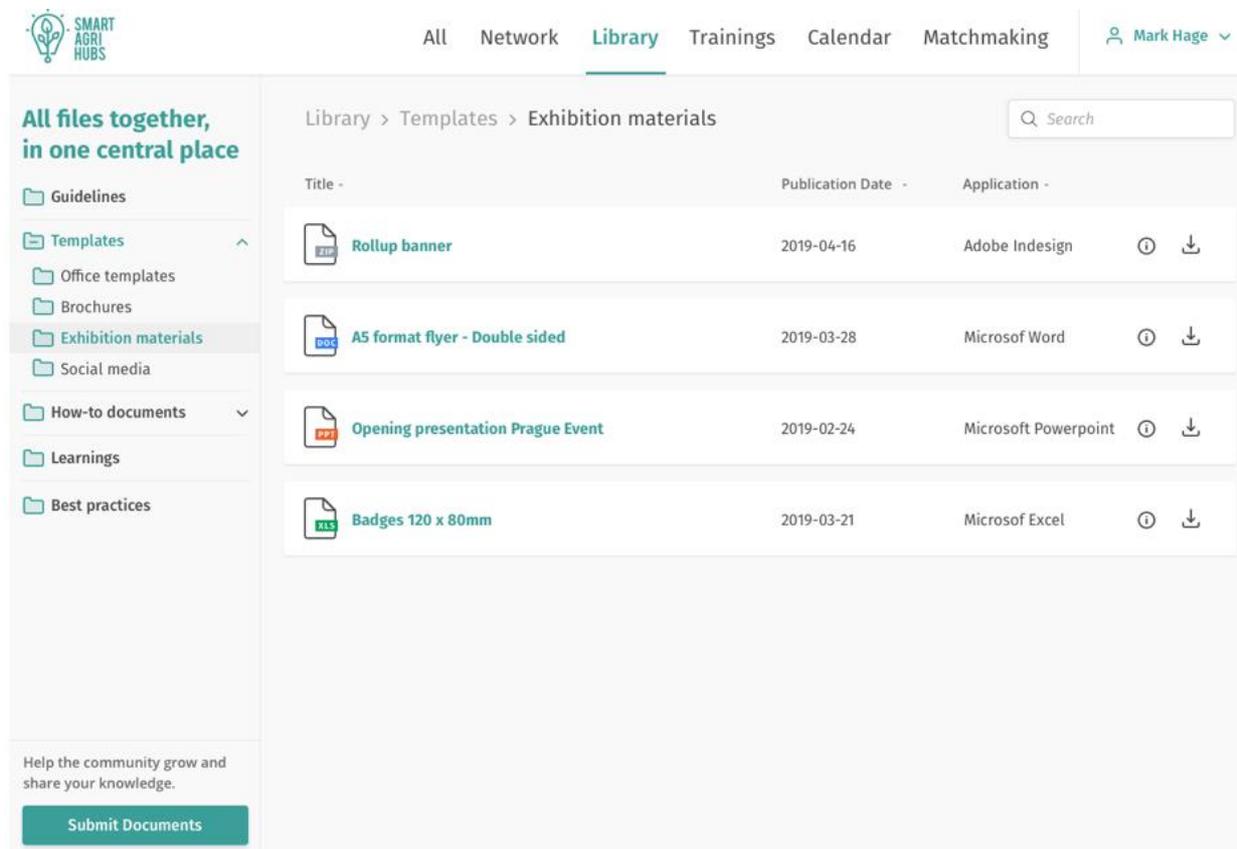


Figure 17: An overview of the Library section

On the left of the section, the user will be presented with the organisational skeleton of the library, which is divided into main folder and subsequent sub-folders. For example, in the image above, the 'Templates' main folder includes 'Office templates', 'Brochures', 'Exhibition materials', and 'Social media'. Similarly, the other main folder "Guidelines", 'How-to-documents', 'Learnings' and 'Best practices' will also have their sub-folders appear once they are selected by the user. Once a folder is selected, a list of the documents uploaded in that folder appears on the screen. The user will also have the option to search for specific documents by using the search bar in the top-right of the page. If more information is desired about a document, such as the file size then the user can select the information button on the right of each document. Moreover, the user will also have the opportunity to download documents on to their personal device by clicking the download button next to the file.

If a user wants to submit documents, they have to click the 'Submit Documents' button on the bottom left of the section. Upon clicking a window appears:

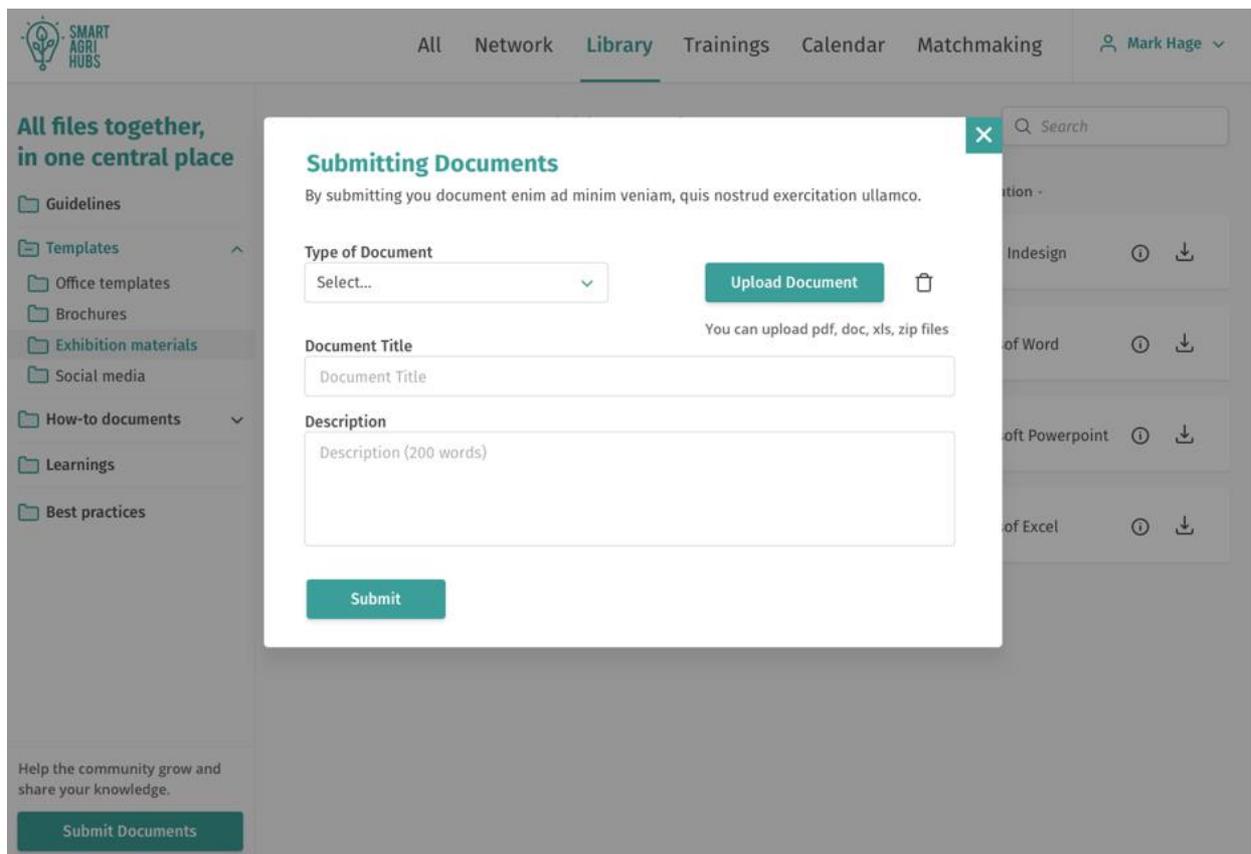


Figure 18: Submitting a document in the Library

In this window, the user will be asked to upload the document, declare the document type, write the document title and add a description of maximum 200 words. With regards privacy, the user will also have the option to label the document as public to all the Innovation Portal's users or make it private (available only for a specific category of stakeholders, like DIHs). The user can also choose to have the documents accessible only to the partners of the consortium.

## QUALITY GUARANTEE

To guarantee the integrity of the information uploaded, the user will also have to indicate under which theme/WP it falls, then the document will be checked by the relevant WP and will be published by WP1 once the green light has been given. For example, if a user would like to share a document about a training on CCs, then a WP5 (Competence Centres) representative will check the content, approve it and give WP1 (Ecosystem building) the green light to publish it. This is done by clicking a button on the same page where you have the document. If there is a need to contact the user that uploaded the document, then the Innovation Portal allows for this as well by clicking on their username.

## 4.5 TRAINING

This page is accessible throughout the Innovation Portal in the top part of any page by clicking on 'Training'. In this section the user can find information on and sign up to trainings and webinars offered by the SmartAgriHubs Innovation Portal Community. If a RC wants to host a webinar on how FIEs can improve their communication and dissemination of their activities, they can share it here. Any user can access and sign up to specific courses, however some courses might be more relevant to specific stakeholders than a general audience.

The screenshot shows the 'Smart Agri Hubs' logo in the top left corner. The navigation menu includes 'All', 'Network', 'Library', 'Trainings' (highlighted), 'Calendar', and 'Matchmaking'. A user profile 'Mark Hage' is visible in the top right. On the left, a sidebar titled 'Learn the skills you need to succeed.' contains filters for 'Sectors' (Arable farming, Livestock, Vegetable, Fruits, Aquaculture), 'Regions', 'Competences', and 'Type of training' (Webinar, E-learning). A search bar and a 'Submit Courses' button are also present. The main content area is titled 'Browse Our Top Courses' and features three course cards: 'The Future of Farming: Exploring Climate Smart Agriculture' (2 weeks, 4 hours, free), 'Level 3 Extended Diploma Agriculture linked industries' (4 weeks, 2 hours, €300), and 'Agricultural Marketing Course of farmers and rural managers' (3 weeks, 8 hours, €760). Below these is a webinar banner for 'WEBINAR: LESSONS FROM FARMING SYSTEMS TRIAL' on May 7, 2019, at 2:00 pm - 3:00 pm, organized by Rodale Institute. At the bottom, there is a 'Vegetable Courses' section with three image thumbnails.

Figure 19: An overview of the training section

Following the consistent pattern of having filtering options on the left side of the page, in this section, the user can specify their training search query according to several filters, including 'sectors', 'regions', and 'competences' as well as the type of training. In addition, the user can also type in key words into the search bar. At the bottom of this panel, any user can press the 'Submit Courses' button – in order to propose a webinar, training or online course. Once this button has been pressed, the user will have to provide the Innovation Portal with some information pertaining to the course they are uploading.

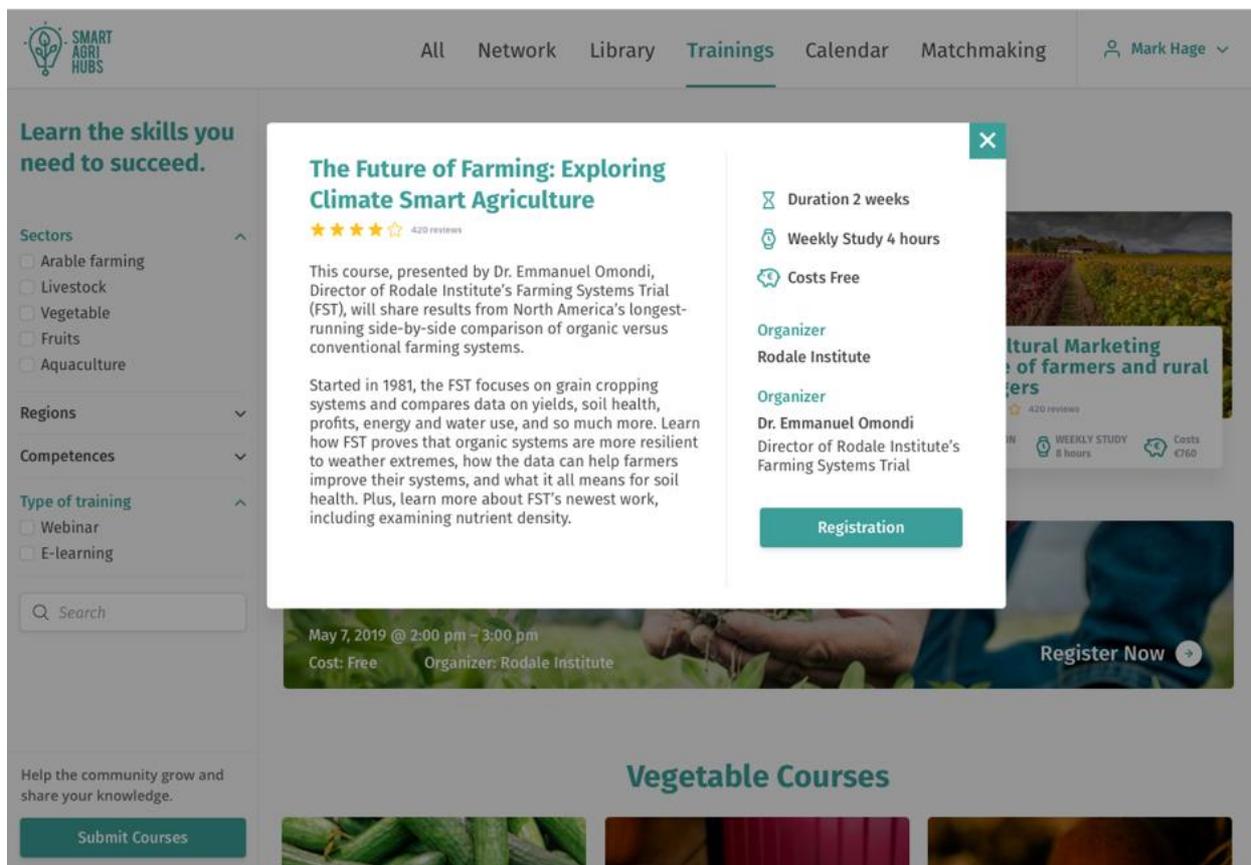


Figure 20: Submitting a course

To upload the information about a course, the user will need to fill in a form with information regarding the duration of the course, how many study hours it requires on a weekly basis on the side of the student, the costs, the organising party as well as the teachers. In addition, they will also be asked to give a description of the course’s aims and transferrable skills. To make this tool as user-friendly as possible, the organiser will also be asked to add a direct link to the registration. An example of the end-product of filling in this information can be seen in the image above. When the information is provided, the course is not uploaded automatically, but it will be pending verification.

## QUALITY GUARANTEE

To guarantee the integrity of the information uploaded, after the user has submitted their course it will be pending verification. During this stage, one of the Innovation Portal’s team members will verify all the information provided. Once the information satisfies the Innovation Portal’s criteria, then the course will be published on the for other users to see.

## 4.6 CALENDAR

This page is accessible throughout the Innovation Portal in the top part of any page by clicking on 'Calendar'. In the calendar section, users can disseminate and look for events relevant to the SmartAgriHubs community. Every user can upload an event or conference, after it has been verified.

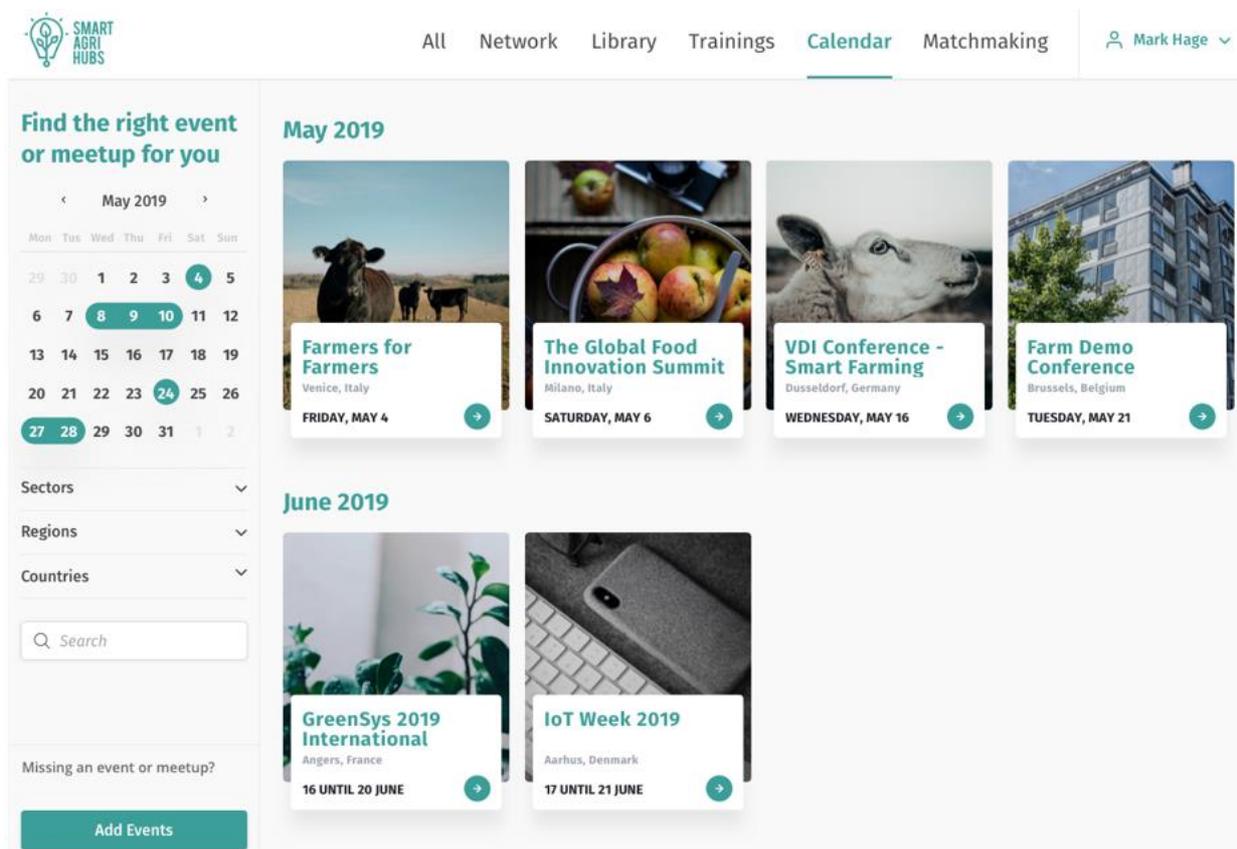


Figure 21: The calendar page

On the left side of the page, the user can scroll through a calendar to look for events in a specific month and year. Every day highlighted in green is a day on which at least one event as registered on the Innovation Portal is taking place. In addition, the user can also search for events based on a specific sector, region or country, or they can even look for one specifically by using the search engine. All the results will appear on the right of this navigation pane.

On the bottom left of the page, the user can click 'Add Events'. Once clicked a new screen will appear where the user can fill in information about the event they are uploading. Here the user will be asked to provide a description of the event, date and time, as well as the location and a link to the event website. The user will also have the option to mark the event as 'public'. A public event will also show on the events page on the SmartAgriHubs website. When the information is provided, the event is not uploaded automatically, but it will be pending verification.

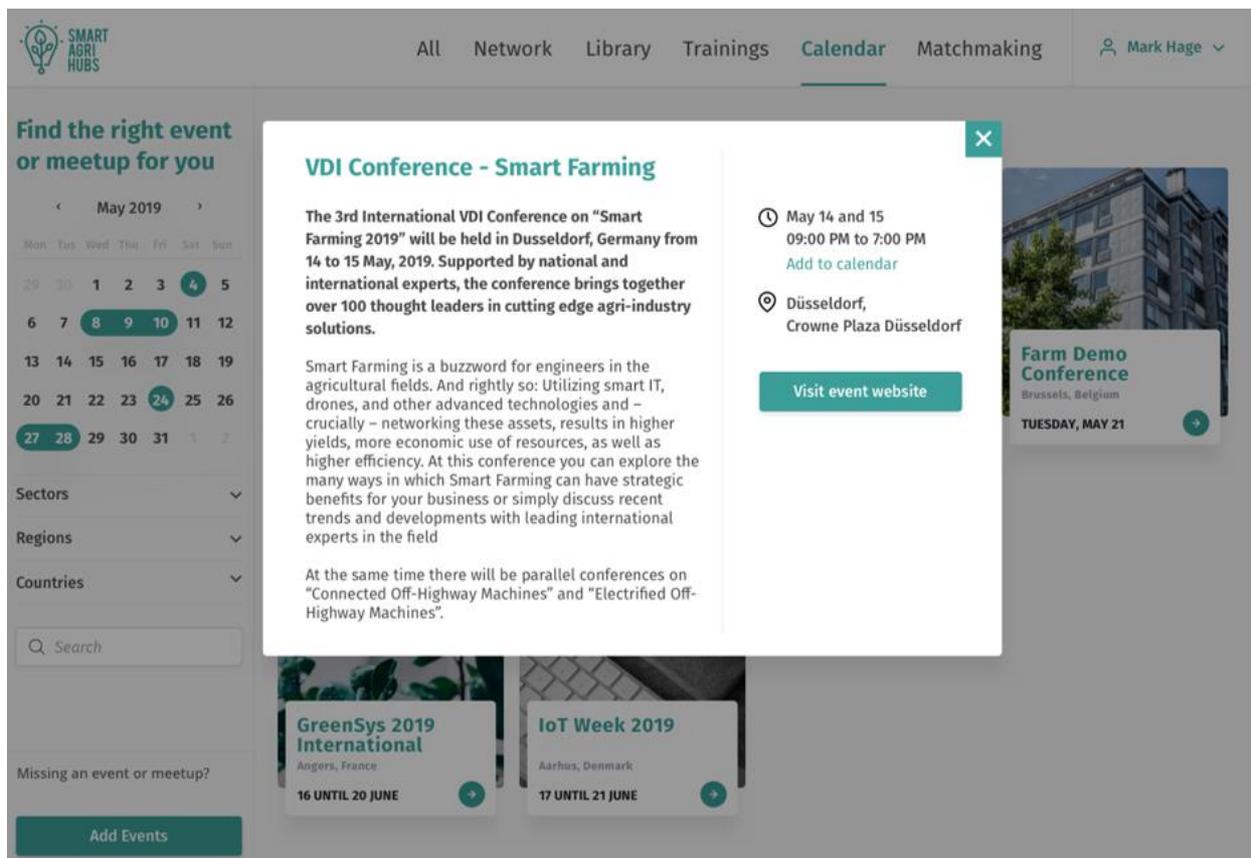


Figure 22: Adding an event

## QUALITY GUARANTEE

To guarantee the integrity of the information uploaded, after the user has submitted their event it will be pending verification. During this stage, one of the Innovation Portal's team members will verify all the information provided. Once the information satisfies the criteria, then the event will be published on the Innovation Portal for other users to see.

## 4.7 MATCHMAKING AND DISCUSSION FORUM

This page is accessible throughout the Innovation Portal in the top part of any page by clicking on 'Matchmaking'.

### MATCHMAKING

In this section, a user will see 'suggestions' of other users/entities to connect with according to their search query and/or profile. Based on this the portal scours all the registered profiles to produce a suggestions list. Users can also look for other users by using a search engine and/or applying filters such as 'competences', 'region', 'country', 'sector' or organisation type. In addition, they can be matched with any type of entity: another user, a CC, a DIH, SME, FIE, etc. Assume the user is a member of a DIH offering a specific set of services, then they will see a list of individuals/organisations who have indicated that they are facing an obstacle in the user's area of expertise. The same applies when it is the other way around. This type of tailored matching is made possible by the information available on users' and entities' profiles. For example, the detail provided by CCs upon registering their profile through the CC categorisation tool requires them to enter information on their services, competences, systems and technologies in a multi-layered input system. As a result of such an ample supply of information, the match making system can make tailored suggestions.

The matchmaking section's functions will not be available at the Innovation Portal's launch but will be developed from October onwards.

### DISCUSSION FORUM

The Innovation Portal's discussion forum will be available on the matchmaking page for users to access and engage in discussion threads dedicated to topics relevant to the SmartAgriHubs community. The content will depend on demand and supply dynamics from the portal's community. For example, one user might describe a problem they are facing on their farm, and that they are looking for a solution. Other users can react to that with their own inputs and solutions, thus creating a discussion thread. This is not exclusively the case for farmers, this example might also be about a CC with a problem and searching for a solution. Therefore, the general aim of the forum is to promote interaction in the community.

## 5. CONCLUSIONS AND NEXT STEPS

SmartAgriHubs' main goal is to expand and better connect the network of Digital Innovation Hubs around Europe. It is with this purpose in mind that both the website and the Innovation Portal have been developed. Ultimately, the Innovation Portal plays a crucial role in connecting the dots between Agri-Tech providers and end-users across the continent.

Crucially, achieving this goal also requires a continuous development and improvement of the Innovation Portal features. The launch of the Portal does not mean its development comes at an end. Therefore, as emphasised throughout this document, just like the feedback of the SmartAgriHubs' stakeholders were taken on board during the development of the Innovation Portal, the feedback of all users of the Innovation Portal will continue to be taken into consideration, whether it is through focus groups, partners meetings or via forum discussions etc. Starting in September, a focus group will take place in Dublin in Regional Cluster UK & Ireland to gather feedback from users. In 2020 onwards, more focus groups will be organised in the Regional Clusters so as to cover most of Europe by the end of the year. Moreover, in the next year the focus will be on introducing a functioning matchmaking section into the Portal, as explained in section 4.7 above. And eventually, the maturity model developed for the Digital Innovation Hubs will also be incorporated into the Innovation Portal.

This continuous development based on feedback is central to the Portal's future success and for it being self-sustainable beyond the scope of the project's funding.