



TRACK

“TECHNOLOGIES FOR AGRIBUSINESS – “CO-BUILDING AGTECH SOLUTIONS WITH PRODUCERS”



21 APRIL 2020

10:00 - 12:00 CET

[Go to our website to register](#)

We are glad to invite you to the 5th episode of our webinar series “TRACK; Growing data: 4.0 Technologies for Agribusiness” to be held on 21 April 2020 from 10 to 12 am CET (Brussels time). The webinar will be facilitated by **Emeline Defosse**, from the french plant cluster **VEGEPOLYS VALLEY**.

“Co-building AgTech solutions with producers”

AgTech solutions are entering the market. Among the suppliers of these solutions, many start-ups propose new sensors, decision-making tools, traceability or part of traceability solutions ... Success onto the market is not always established. Co-building with producers to develop innovative solutions is a good practice that TRACK want to highlight. There is different ways and services provided to facilitate the co-building of solutions for agricultural producers. This webinar will present some examples from AgTech companies that have used co-building with producers during their innovation process.

We will try to illustrate various options for co-construction : from punctual collaboration in R&D project to structuring initiatives for co-construction with users in agriculture.

We will also reserve some time for questions and answers.
We look forward to exchanging with you soon.

Targeted participants : AgTech providers from start-ups, SMEs or larger companies ; producers or organisation of producers who want to take part in de development of solutions fitting their needs ; technical centres ; researchers contributors for the development of AgTech solutions.

Program:

- Feedback from companies with success in the co-development with producers : company in agrifood financed by DIVA project / Spain
- Ideas to undertake some structural actions to intensify co-construction dynamics with users : example of Agronica / Italy – Gianfranco Giannerini
- Ongoing structuring initiatives for co-building with producers

ABOUT TRACK

We are a COSME-funded consortium of 5 national clusters from France, Romania, Spain, the Netherlands and Italy, aiming at mapping opportunities and good practice available across Europe to SMEs of the agrifood industry when facing agriculture 4.0 challenges.

