

# SustainIT Internal Newsletter

**#1 June 2021**

**This is the second internal newsletter of the SustainIT project. The aim of the internal newsletter is to keep all team members and project partners in the same loop of information about past and upcoming events and other information that are directly or indirectly relevant to the project. The internal newsletter is issued once per two months. All your ideas, inputs and recommendations for the newsletter are warmly welcome. Please send your suggestions and other relevant information to Ranjana Hegde (EMÜ) at [ranjana.hegde@emu.ee](mailto:ranjana.hegde@emu.ee).**

## Project activities

### Past activities

WP1 – Living Labs

From March to May 2021, there have been several meetings related to conceptualizing the SustainIT Living Labs and planning their work.

On **30 March 2021**, the preliminary concept was discussed with WP1 leaders (TUM and HH) and the coordinator (EMÜ).

On **April 13 2021**, TUM organized living lab kick-off meeting to introduce and discuss the concept of the SustainIT living labs and co-learning processes. The concept includes a living lab structure, principles and important process steps important to transform the traditional research methodology to the new living lab methodology approach.

Antonia Rüede-Passul from TUM presented the living lab concept (please see SharePoint folder, WP1). Questions & suggestions from project partners were also discussed. As an outcome, all participants followed the set (living lab) meeting rules and we could see almost everyone was engaged in the Q&A and the discussion. Furthermore, the meeting

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finished in time. We will therefore continue to apply the living lab meeting rules in the coming meetings.

On **18 May 2021**, the WP leaders (TUM and HH), and the coordinator (EMÜ) discussed the agenda for the training for running Living Labs, upcoming on **16 and 17 June 2021**. The HH who is organizing the training asked all partners to send their requests for the training content to Ghazal Zalkat ([Ghazal.Zalkat@hh.se](mailto:Ghazal.Zalkat@hh.se)) by **27 May 2021**.

#### WP2 – Animal health and welfare data

The activities to collect information from all partner countries regarding animal health and welfare data started.

On **6 April 2021** UO organized a project meeting to instruct the partners on the data collection activities for the T2.1 Availability of animal health and welfare data. On the meeting on **13 April 2021**, Tuija Kallio from UO presented the amended Data Management Spreadsheet to be used for data collection in Task 2.1. It was expected that the first round of data collection was completed by **14 May, 2021**, and further questions and clarifications will be completed by the **beginning of June, 2021**. As of 25 May 2021, Finnish, German and Estonian partners submitted the information on cattle health data availability in their respective countries.

#### WP5 – Dissemination, exploitation and communication

By **31 March 2021** introduction of team members to be included for the SustainIT website was completed.

**Beta version of the web page** is available in <http://susainit.veebilahendused.ee/> (but this is not public yet). Some information and sections need some editing and the pictures are missing in the contact section. However, please give your preliminary feedback to Anne Põder (ECD) at [anne.poder@piimaklaster.ee](mailto:anne.poder@piimaklaster.ee) by **June 8 2021**.

EDC has started preparing the D5.1 Communication and Dissemination Strategy. It will cover internal and external communication and exploitation plan. The aim is to have the first draft in Share Point folder WP5 by **June 4 2021**, so everyone can comment and give feedback.

WP6 – coordination and management

On the **13 April 2021** meeting, coordinator Ants-Hannes Viira (EMÜ) indicated that the Data Management should be completed soon and a Timetable for 2021 will be created on Sharepoint.

A project monitoring worksheet is uploaded in the Share point (WP6). This considers all work packages, milestones, and deliverables until the end of the project (end of 2023).

On **28 April 28 2021**, Finnish sub-project of SustainIT had its first steering board meeting. The steering board was chaired by the 'Ministry of Agriculture and Forestry', and representatives of the Unit of Measurement Technology (UO), FABIA Coop (cooperative corporation of breeding), ProAgria Rural Advisory Services, Animal Health ETT (NGO coordinating national animal health care and maintaining the animal health database), Mtech Digital Solutions Ltd. and regional vocational agricultural institute. The chairperson presented administrative instructions and the project plan was presented. The received feedback was very positive. Pekka Kilpeläinen provided input for this event.

### Upcoming activities

On **16 June** (1pm-5pm) **and 17 June** (8am-12am) **2021**, HH will organize a training session for project partners on the skills that are required for organizing living lab meetings, for co-learning, co-creation etc. Inputs are requested on what skills and tools are required for the participating team members for a successful implementation of your living lab? Input was to be sent to [Ghazal.Zalkat@hh.se](mailto:Ghazal.Zalkat@hh.se) by **27 May 2021**.

All partners are expected to organize the first country living lab meeting in the **end of June 2021**. However, as some partners have indicated difficulties with organizing this, it is optional. The next national living lab can take place any time **before October 2021**, and should include some kind of user engagement.

The next project living lab meetings will take place on **2 July from 13-15 CET**, and in **October 2021**.

After **2 July 2021**, project living lab meeting, EMÜ will organize a consortium meeting to review the work done during the first six months of the project.

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## Requests

T5.2 Data Management Plan (M1-M6) needs to be completed in **June 2021**. All work package leaders who have not done that yet, please send the respective input regarding your work package to Ranjana Hegde ([ranjana.hegde@emu.ee](mailto:ranjana.hegde@emu.ee))

## ICT-AGRI-FOOD activities

### Past activities

On **17-18 March 2021** the ICT-AGRI-FOOD organized a Kick-off seminar of the projects. Project presentations are also uploaded to YouTube:

<https://www.youtube.com/channel/UCpcsoiUsNozfSF9ikP23Mmw/videos>

The SustainIT presentation can be found here:

<https://www.youtube.com/watch?v=okGLCK5gtjM&t=13s>

On **24 March 2021** ICT-AGRI-FOOD organized a kick-off event to introduce its Knowledge Incubator. The event can be viewed from the YouTube:

<https://www.youtube.com/watch?v=O3-kenJeP-E>

## External events

**The 175<sup>th</sup> EAAE seminar “The Wind of Change of Sustainability Standards. Sailing Economic, Governance, and Policy Perspective”** was organised by European Association of Agricultural Economists (EAAE), University of Milan, and Catholic University of the Sacred Heart. The seminar took place on **13-14 May 2021**. The objective of the seminar was to improve the understanding of the sustainability standards and their impact on agricultural, food and bio-based sectors. Emphasis was put on the economic, governance and policy perspectives. Martin Kukk (EMÜ) summarized some presentations that could be of interest for the SustainIT project team.

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How information provision and informal commitment from consumer to retailer and producer can trigger more efficient resource allocation: new experimental evidence from Belgium, Erik Mathijs, Isabelle Bonjean

The aim of the research was to study a viability of a scheme “in which consumers commit to buying a farmers’ produce using retail logistics, thereby stating their intended annual purchases before the season.” In the study, the scheme was set up by an organic farm and a retailer in Belgium. According to the research the scheme showed potential to include consumers that have not used the opportunity to be part of a short supply chain before. Consumers also expressed willingness to limit their demand to products that are available at the farm.

Bridging the Attitude-Behaviour Gap: Retail Companies as Key Actors in Enforcing Sustainability, Johannes Simons, Jeanette Klink-Lehmann

Even though there is necessarily no linear relation between the attitude of the consumer and her actual purchase decisions (attitude-behaviour gap), the attitude serves as a precondition for achieving broad-based attention on the NGO-lead campaigns on sustainability issues in the agricultural sector. In addition, the expressed attitude helps to create competition between retailers on the sustainability issues because the retailers rightly perceive a connection between their behaviour on sustainability and their overall reputation.

Is Animal Welfare Better on Smaller Farms? Evidence from 2,621 Dairy Farms in Germany, Tomke Lindena, Sebastian Hess, Hiltrud Nieberg

The research developed an animal welfare index to compare the welfare of cattle in large and small farms. Data from over 2600 German dairy farms was used for the comparison. A significant positive effect of the farm size (no. of cattle) on the index was detected. According to the researchers, this indicates that the policy debate should focus more on the concrete measures for increasing welfare at the farm level and less on the structural changes in the dairy farming sector.

**Farmers’ willingness to pay for new tools of CAP post 2020: eco-schemes and sustainability in agriculture**, Filiberto Altobelli, Alessandro Monteleone, Roberto Henke, Anna Dalla Marta, Teresa Del Giudice, Elisa Giampietri

One of the aims of the research was to investigate farmers’ perceptions about a subsidy scheme that would try to focus on soil health. Farmers in Greece, Italy and Croatia were included to the study. Farmers preferred the scheme to be organised by public institutions

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as opposed to private sector. Overall, farmers did not look favourably on the potential of creating a new scheme with the aim to protect soil health and biodiversity.

How does transaction governance in the animal supply chain influence the reduction of antibiotic use? A study of the French young bull sector, Axelle Poizat, Sabine Duvaleix-Tréguer, Jill Hobbs

The improvement of information flows regarding quality attributes of the animals could reduce the need for prophylactic antibiotics use in the beef sector (especially in the beginning of the fattening period).

The Chairman of EDC, Hardi Tamm, participated in global workshop **“ICT in Precision Food Systems: An industry perspective”** that was arranged virtually **18 May 2021** by Ministry of Business, Innovation & Employment of New Zealand. The meeting gave a good overview of different industries perspective to ICT usage. Typically, all descriptions were rather general. In terms of food systems, this was more interesting from a European experience, given by Jürgen Vangeyte ILVO, Belgium (presentation attached). From discussions, some good ideas were gathered such as the ways to overcome data ownership related shortcomings. Discussion included “new good practice” or something that pushes counterparts that are related with data sharing to act respectfully in circumstances where general EU legislation is weak. From ongoing activities, European H2020 project ATLAS experience and deliverables are worth of attention. D.3.2 report Service Architecture Specification is attached. One of leaders this project, founder of AgriCircle Peter Fröhlich has promised further cooperation.



ATLAS\_D3.2\_pm\_and Jurgen Vangeyte -  
mete struktuurist.pdf industry perspective.p

## Upcoming events

**Conference New Business Models 2021.** HH is hosting the New Business Models conference on **9-11 June 2021**. The conference focuses on inter- and transdisciplinary research on new business models contributing to sustainable development. The six pre-conference workshops take place on **7-8 June 2021** addressing different practices and

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tools for teaching and designing sustainable business models. Web page:  
<https://www.newbusinessmodels.org/nbm-2021-news>

## Relevant publications and information

EMÜ animal husbandry researchers participate in the new Horizon 2020 **project Sm@rt** that focuses on sharing and improving knowledge on smart technologies that will help increase the productivity and sustainability of small ruminant farms in Europe and beyond. The three-year project uses a step-by-step approach to ensure that the right people are in the right phase and that discussions take place in a safe environment. The project partners plan to motivate IT companies that have the ability to further develop digital solutions for the development of sheep and goat farming. Estonian sheep and goat farmers and production stakeholders (meat processors, livestock buyers, dairy suppliers, veterinary service providers, consultants and feed companies) can be involved in the project as a first step by completing a short questionnaire that helps the project team understand key challenges, needs and interests throughout the production chain. The questionnaire is open until 9 June 2021 here: <http://limesurvey42.idele.fr/index.php/837218?lang=en>

Swedish University of Agricultural Sciences (SLU) has launched a **project Sustainimal** with the task of collaborating to increase knowledge about the role of food-producing animals in the transition to a resilient, sustainable and profitable food system in Sweden. More information in Swedish at: <https://www.slu.se/institutioner/husdjurens-utfodring-vard/forskning/mjolkkor/sustainimal/>

Jarkko K. Niemi from Natural Resource Institute Finland (Luke) recently co-authored a paper: **A Systematic Review on Commercially Available and Validated Sensor Technologies for Welfare Assessment of Dairy Cattle** available at <https://www.frontiersin.org/articles/10.3389/fvets.2021.634338/full>. We might consider inviting him to one of the project Living Lab meetings in autumn when we have more analysis from WP2.

Pekka Kilpeläinen from UO shared the possibility that their unit is awarded a small project together with a local vocational agricultural institute. In this project, they could do a very simple demonstration about making health & welfare data visible, for example to those [who follow Facebook pages of the agricultural institute](#).

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