SustainIT Internal Newsletter

#3 December 2021

This is the third 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. 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.

Project activities

Past activities

WP1 – Living Labs

During autumn, a number of SustainIT Project Living Lab (PLL) meetings were held. PROTOCOL meeting was held on **02.07.2021**. The outcome was to have regular biweekly informal meeting on a voluntary basis where the partners can share their news/progress and interim results, where questions to all partners can be addressed, and that could ensure that everybody have in general the same understanding regarding the PLL and country living lab (CLL) concepts.

SustainIT PLL meeting was held on **24.09.2021**, and SustainIT PROTOCOL meeting was held on **08.10.2021**. The outcome indicated the need for webpage and the LinkedIn page that can boost the publicity of ongoing activities. The exchange of information about the organization of the CLLs was very helpful for the whole group. Presenting the project results in the upcoming conferences, e.g., the IFAMA-World Conference was discussed.

Another SustainIT PROTOCOL meeting was moderated on **22.10.2021**. The takeaway message was that all teams will make an effort on collecting relevant questions for the creation of the questionnaires for the coming customer survey until the next biweekly

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meeting on 29.10.2021. The next SustainIT PLL meeting was planned to take place on December 3, 2021.

On **29.10.2021**, The 'Evaluation Sheet CLL Estonia' and 'Evaluation Sheet Germany' was updated in the SustainIT workspace.

The CLL meetings were held on **28.10.2021** in Estonia, on **29.10.2021** in Germany and on **24.11.2021** in Finland.

WP2 – Animal health and welfare data

WP2 Task 2.1. Availability of data (M1-M8) – most of the data has been collected, the draft deliverable will be available by Christmas and the deliverable 2.1 will be completed by end of January 2022. The results of the CLL meetings are needed in English as these provide relevant information on the needs regarding animal health and welfare data in all countries. E.g. Finnish CLL gave the following valuable input.

The first meeting of Finnish LL was organized on **November 24, 2021** and there were 13 participants representing major database and ICT stakeholders, dairy companies and slaughterhouses & beef industry, experts & administrators and farmers. The LL is still missing a beef farmer and representatives of retailing shop chains. At the end of the meeting, discussions in breakout groups were shortly summarized to all participants.

With databases, a strong current development trend appears to be data analytics and transforming data to graphic presentations. The technology behind the databases also requires renewal. Finland has been a forerunner in establishing databases, whereas Estonia and Sweden have some practical ways to present and summarize data. International collaboration could increase the comparability of data. Obtaining data from AMS (automated milking systems) to databases would be a great improvement. Possibilities to find resources for development work were also discussed. It was stated that the prerequisite is that all stakeholders have a joint view on the direction of development.

WP3 business development

On **02.07.2021** details of an Extended Abstract Submitted to the NBM Conference 2021 was uploaded in the SustainIT workspace.

A preliminary draft file on various points to discuss/evaluate and potentially to be include in consumer survey has been constantly updated in the SustainIT folder (**updated on 12.11.2021**). Colleagues from Germany, and Estonia provided suggestions and comments for the questionnaire. Literature review done by Natascha Schlereth was especially useful for finalizing the questionnaire.

WP4 Public sector interactions

Martin Kukk participated in the Smart Agri Hubs workshop on Horizon Europe Opportunities (**17.11.2021**), and will follow the EU initiatives on agricultural data spaces, digital innovation hubs, and agriculture of data partnership, all of which are new initiatives in process.

Martin Kukk, Ants-Hannes Viira and Anne Põder finalized the manuscript of the systematic literature review about the role of the public sector in digitalization of agriculture (**26.11.2021**).

In the PLL meeting, Martin Kukk introduced the work plan and schedule for WP4 (**03.12.2021**)

Martin Kukk, Ants-Hannes Viira and Hardi Tamm participated in the Webinar on the Horizon Europe candidate partnership Agriculture of Data (**10.12.2021**).

In the next PLL meeting, Martin Kukk and Ants-Hannes Viira will present and expect partners' feedback on the research questions and research plan of tasks 4.1 and 4.3 (**17.12.2021**).

WP5 – Dissemination, exploitation and communication

External newsletter in December. We would like to send out the external newsletter before Christmas and Anne Põder is waiting for everyone's contribution by December 14th.

Planned topics in the next newsletter:

  I. Introduction
 II. Progress:
    a. Living Labs

   b. Review on the animal health and welfare data

   c. Plans on consumer survey

III. Events

   a. Overview on the Estonian digitalization conference

   b. Data spaces workshop

   c. Other events …

IV. Other news (publications, other activities …)

V. Introduction of a partner

VI. Upcoming events

What we need from partners:

- A summary on LLs from Finland and Sweden.
- Short summary on the plans for consumer survey.
- Your news – publications, training, other projects, other digitalization and agri-food activities you have been involved in that we could cover.
- Coming events that could be added (conferences, training, special issues etc).
- Photos from CLL meetings or other illustrations – please look around if you have photos or graphs we can add as illustrations.
- LinkedIn – we would like to make it livelier. Please share information on ongoing and upcoming events, your papers, interesting reports, like, share and comment etc.

Please send information by email to Anne Põder (anne.poder@piimaklaster.ee) by **14.12.2021**.

WP6 – coordination and management

- Project monitoring worksheet is being updated and uploaded in the Share point (under WP6). All work packages, milestones, and deliverables until the end of the project (**end of 2023**) are detailed there.
- Annual partners' meeting to be held on **14.11.2022**.

Upcoming activities

December 2021 & January-February 2022 (planned/upcoming activities)

- Consumer survey (questionnaire finalized in early **December, 2021** - survey to be started first in Germany. Other countries are expected to start preparations for executing the survey (hire polling company etc.).
- Annual consortium meeting (**14.11.2022**; M13).
- Preparation of CLL: Contents & meeting agenda (**1st week of February 2022**).
- CLL: Co-learning & Co-designing (**2nd week of February 2022**).
- Post CLL: Prep PLL: meeting protocol & agenda (**3rd week of February 2022**).

Requests

All work package leaders, please send the respective inputs and updates of your activities to Ranjana Hegde (ranjana.hegde@emu.ee)

Past activities

Overview of the relevant topics in EAAE Congress held virtually 20-23 July 2021. Ants-Hannes Viira participated in several animal health and welfare related sessions. Overall there were 128 sessions and about 700 oral presentations and posters. Altogether, the congress programme included 15 sessions related to consumer preferences issues (most popular themes were healthy and sustainable diets, labelling and certification, meat consumption, consumer trust, animal welfare and others), 10 sessions related to agri-food supply chains (popular topics were market power, digitalization, consumer preferences), and 8 sessions related to behavioural economics (topics included farm management, risk management, animal health, labelling and certifications). Several projects were very well presented in different sessions. The next EAAE Congress will take place from 29 August to 1 September 2023. This could be one of the events where to promote SustainIT results in future.

The summary of presentations by Martin Kukk, Ants-Hannes Viira and Hardi Tamm on the conference "Digital transition in Estonian Agriculture" (**11.11.2021**) can be found in the SustainIT webpage: https://sustainit.ee/conference-digital-shift-in-estonian-agriculture-11-11-21/

Martin Kukk has provided details on 'Agricultural Data Space,' and this is uploaded in the SustainIt workspace under WP4.

External events

IFAMA congress https://www.incae.edu/es/ifama-2022.html, Submission closes on 15 December 2021

www.sustainit.ee