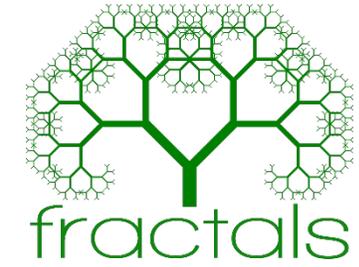


***FRACTALS Speed dating session:
Bringing geeks and farmers together***

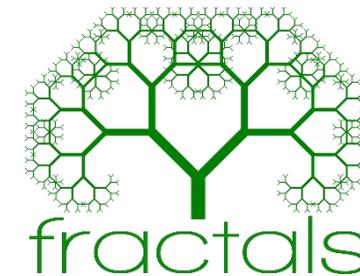
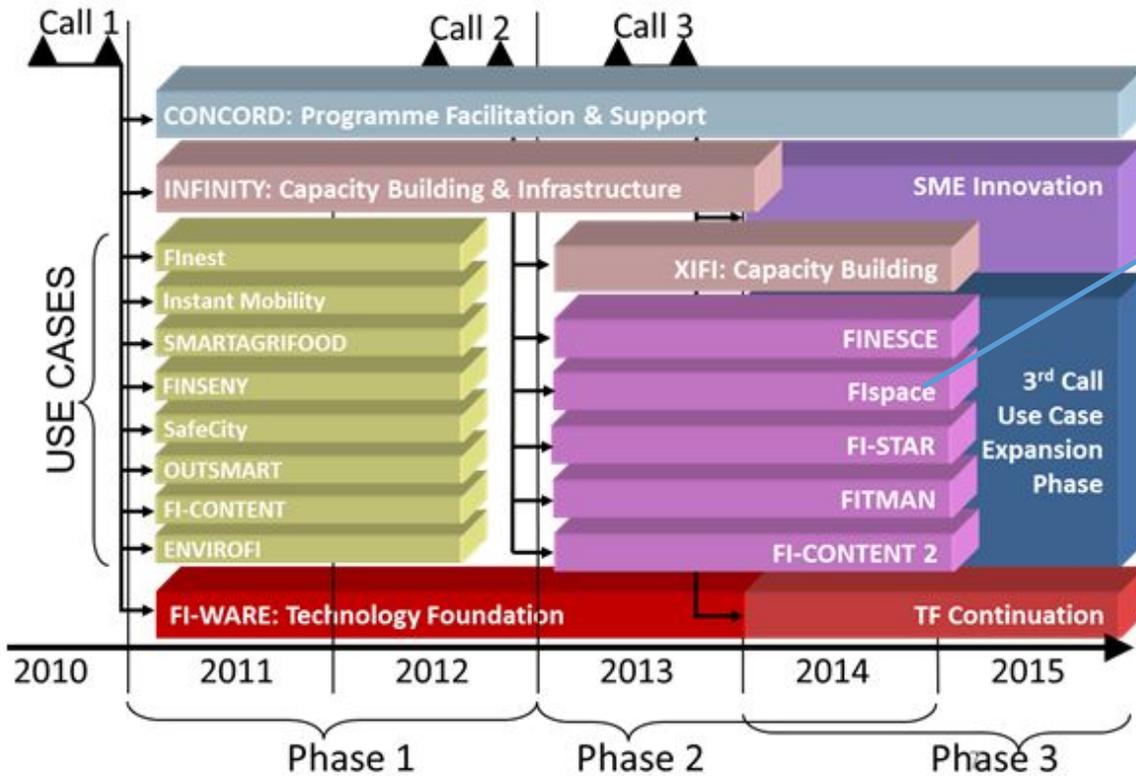
Grigoris Chatzikostas

BioSense Center, University of Novi Sad

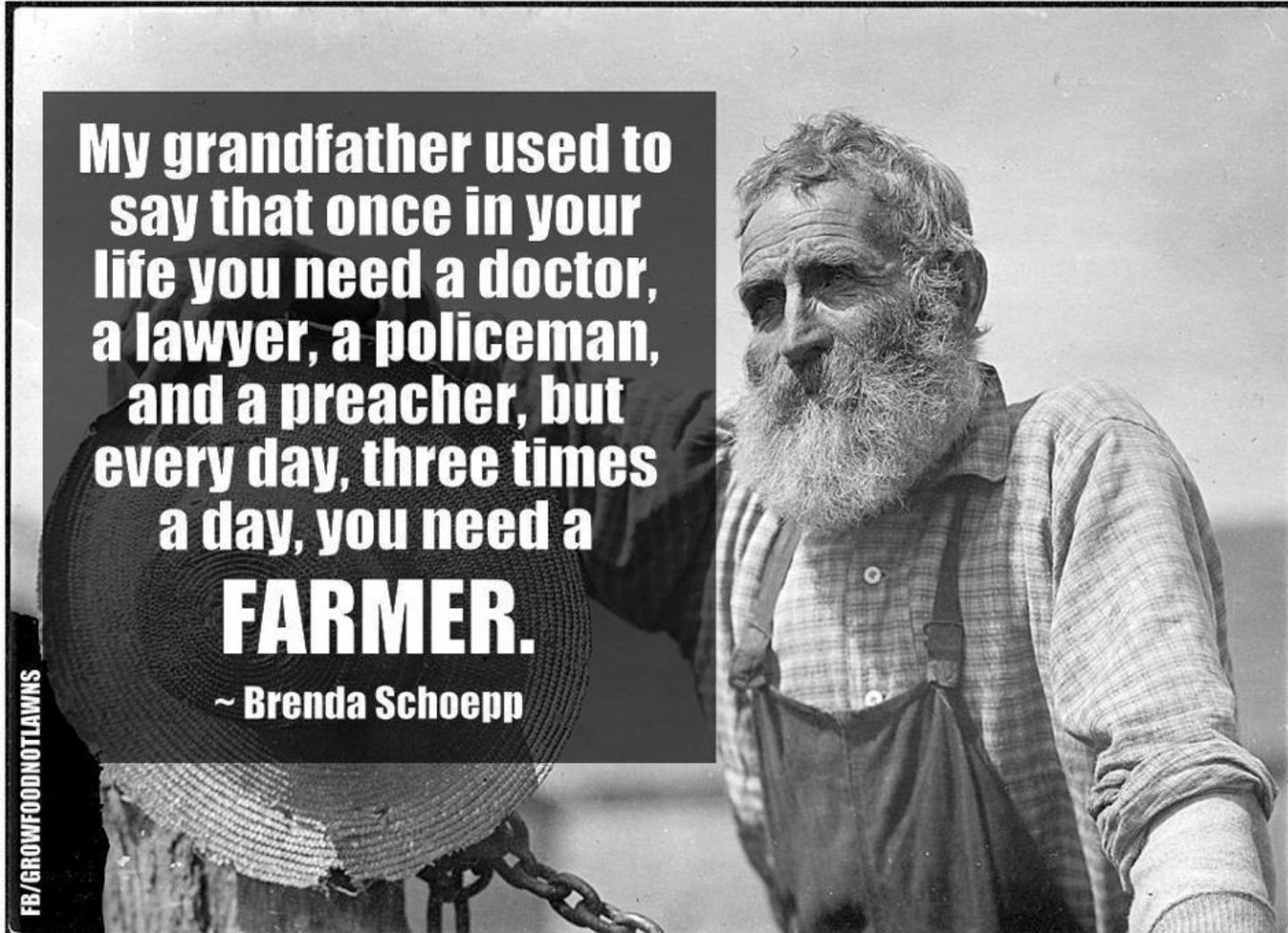
Saint Etienne, 01.04.2015



FIWARE: Open APIs for open minds



Why Agriculture?



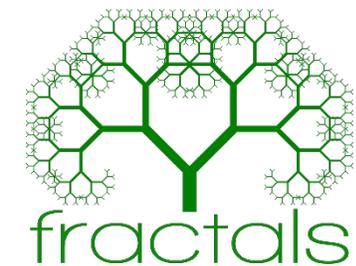
My grandfather used to say that once in your life you need a doctor, a lawyer, a policeman, and a preacher, but every day, three times a day, you need a FARMER.

~ Brenda Schoepp

FB/GROWFOODNOTLAWNS

23 million people in Europe were employed in the agri-food chain, (10% of total EU Employment)

**Low uptake of advanced ICT services
20%-80% USA
0%-24% Europe**



What is FRACTALS all about and how PA4ALL is involved



**Grant
size:
50-150k €**

**Call was
open for 3
months.
Deadline:
28/02/2015**

**Duration of
projects:
4-9 months**

**In total
5.52 m€
to SMEs**

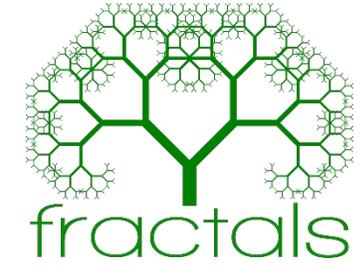


PA4ALL

**Identification model:
Lesson learnt from ENoLL**

**3500
registered
farmers in
Vojvodina,
food basket
of ex-YU**

**300 Lead
User to be
chosen to co-
design and
validate the
apps**



Challenges



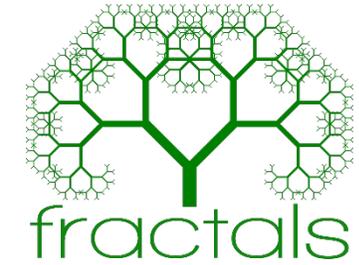
ICT adoption rates in Agriculture are comparatively (very) low in Europe, particularly SEE

Vojvodina (Serbia) demonstrates a strong value chain in agriculture and advanced ICT sector

The local ICT sector is mostly oriented on providing outsourcing services to European and US companies, rather than developing own solutions

Geeks lack knowledge about farmers' needs and farmers lack trust and understanding on ICT potential to improve their productivity

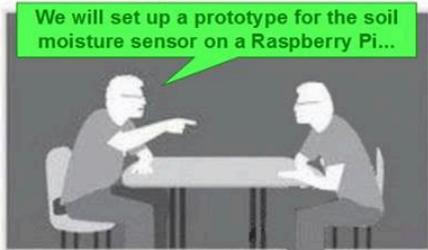
RISK: Local ICT companies not able to benefit from the call!



What we did



Geeks meeting farmers in speed dating sessions

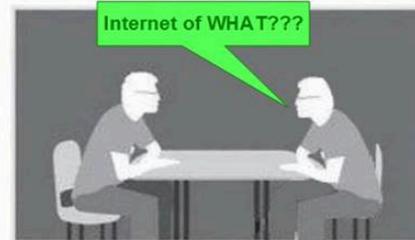


15th December 2014, 16:30h,
UNS Rectorate Building

Book your meetings now: fractals.talkb2b.net



Geeks meeting farmers in speed dating sessions



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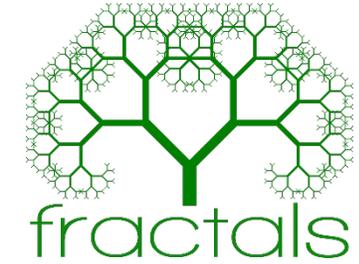


Geeks meeting farmers in speed dating sessions



15th December 2014, 16:30h,
UNS Rectorate Building

Book your meetings now: fractals.talkb2b.net



Stereotypes



Ours

Myth 1: Farmers don't know how to use ICTs

Myth 2: Farmers don't want to invest money in ICT

Reality 1: ICT companies are first developing technologies and then searching for problems to solve

Reality 2: Farmers are reluctant to share information. This is culturally embedded to them.

So many farmers gathered there. Let's sell something to them!

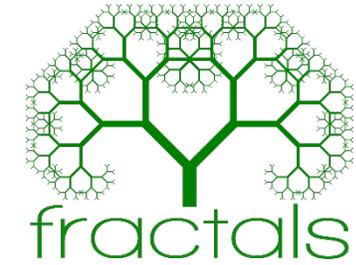
Theirs

They will be talking about EU money. Let's go and get some!

Right approach:

Let's see what we can learn from each other





...and some ideas on how to break them



Promotion

Use every possible channel to attract participants (inc. personal phone calls)

Preparation

Use a B2B platform so that participants can set up “dates” themselves (but also be prepared to do some in-situ matchmaking to those who didn't)

Role

Facilitators only. We just provide the space and the context (...and few drinks). No notes taken, no discussions recorded etc.

Venue

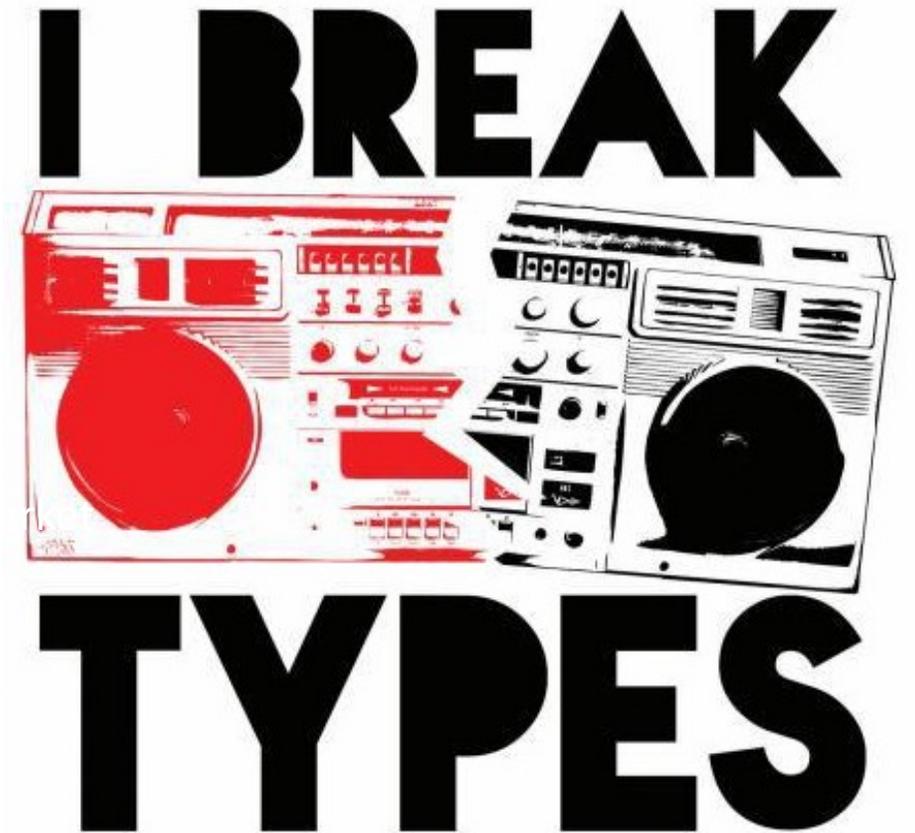
A bar-like setting and NOT a conference room

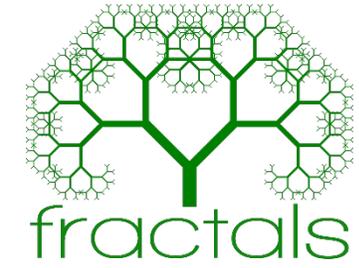
Context

Explain to all participants what this meeting is about, and (most important) what this meeting is not about.

Time

Keep it short (20 mins'), so that people don't have to spend lots of time, when they are not interested.



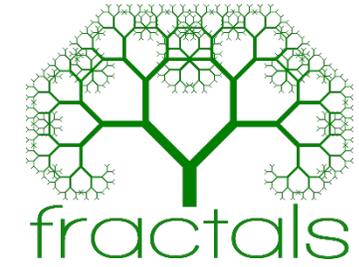


100 participants

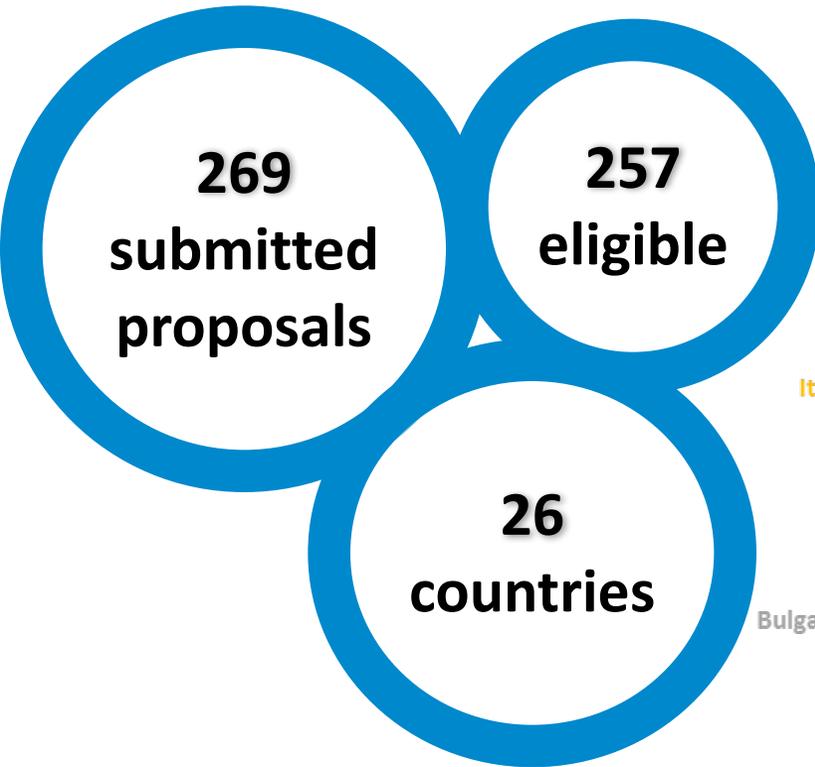
Before...

...And after

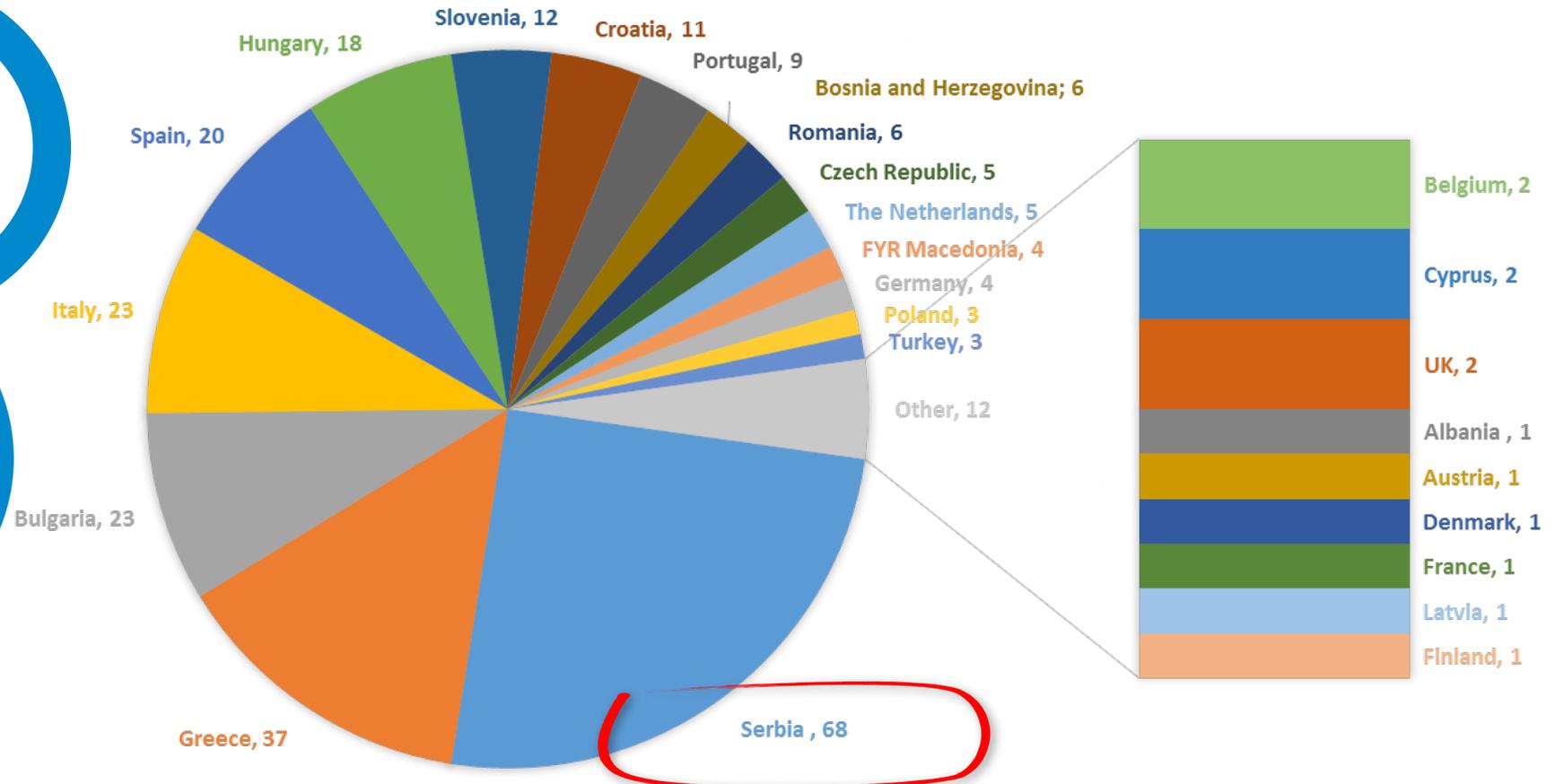


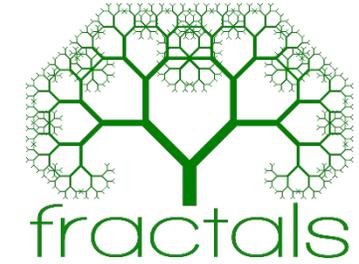


FRACTALS Results



COUNTRIES





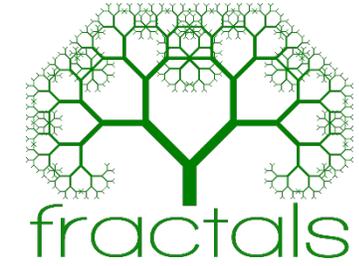
Recipe for Speed dating



Recipe: Speed dating session Series: 100+ Prep Time: 3 weeks

<i>Ingredients:</i>	<i>Instructions:</i>
<i>End-users - farmers</i>	<i>1. Be loud to attract a critical mass</i>
<i>ICT companies</i>	<i>2. Allow participants to appoint their "dates"</i>
<i>B2B Platform</i>	<i>3. Break stereotypes (in very small pieces)</i>
<i>Venue</i>	<i>4. Facilitate but not dictate the process</i>
<i>Stereotypes</i>	<i>5. Be strict with time. 20 min. individual dates</i>
<i>Drinks</i>	<i>6. Provide in-situ matchmaking to the lonely souls</i>
<i>Positive attitude</i>	<i>7. Follow-up to measure response</i>
	<i>8. Plan the next steps</i>
	<i>Enjoy!</i>

Recipe Source: **PA4ALL**



Thank you for your attention



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