

TRANSFARM 4.0

Deliverable D.C.2.4

Version 1

Journalist Days and Media reportage

06 2022

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Table of Contents

1. Executive Summary	2
1.1. Journalist Days in Italy	2
1.2. Journalists Days in Hungary	2
1.3. Journalist Days in Slovenia	3
1.4. Summary table	3



1. Executive Summary

As a great part of the project has unfolded during the Covid 19 pandemics, many of the planned events involving journalists for on site visits have been reconfigured into bilateral talks to provide them with key information about the project or combined with other activities carried out to illustrate the work and results of pilot activities, in particular in the Open Innovation Week and in the Model Farm Demonstration days.

Partners have entertained regular relations with the media, especially at local and regional level. With pilot activities mostly starting or reaching maturity level in the fall and winter 2021, most partners developed audiovisual material, in combination with activities foreseen by AC6.3 on the production or local and regional videos, which was made available to local journalists through local drives.

The press was fed with regular news, through a combination of direct communication and social networks, on the progress of project activities and its conclusion.

1.1. Journalist Days in Italy

A presentation of the TRANSFARM project was integrated in the general Presentation of the EIMA 2021 edition, in meetings with the media at the AGRIUMBRIA regional fair held in Bastia Umbra between the 17-19 September, one month ahead of the main event held in Bologna on the between the 19 and 23 October. Both the CEO of FEDERUNACOMA Alessandro Malavolti and the director Simona Rapastella met a crowd of about 10 journalists on the themes of innovation in the agriculture, in particular for vineyards and orchards.

Another edition of Agriumbria took place in April 2022. FEDERUNACOMA took part in all three days. TRANSFARM 4.0 was referred to in meetings with journalists, in view of its final phases, summarizing the work done and the positive effects on the Italian machinery industry.

<https://agronotizie.imaginenetwork.com/agricoltura-economia-politica/2021/07/21/agriumbria-appuntamento-a-settembre-con-l-anteprima/71202>

<https://agronotizie.imaginenetwork.com/agrimeccanica/2021/09/21/eima-2021-partito-il-conto-alla-rovescia/71616>

1.2. Journalists Days in Hungary

Meetings with journalists took place at the occasion of conferences and presentations of TRANSFARM 4.0 activities in the viticulture sector in Hungary, mostly related to Pilot Action 3. In particular, a thorough presentation of results achieved in the project was provided at the National Conference of Viticulture and Enology at the end of May 2022, summarizing the benefit of applying precision agriculture to a high potential industry.



1.3. Journalist Days in Slovenia

Activities in Slovenia focused among others on directing messages to the general public also through interventions by Jurij Rakun of the University of Maribor in radio broadcasts at Radio Slovenija and Radio Maribor. Also, contacts were regularly entertained with the financial press, to draw attention on the positive effects of precision agriculture on the productive processes and therefore on the business health of farm enterprises.

1.4. Summary table

The table below summarises the key activities performed with journalists, out of press conferences and of articles being published on the project.

Journalist Days held on (date and place)	Theme (pilot/ policy/ etc)	Activities carried out
HUNGARY		
20 th October 2021, on-line	Pilot action Case Study 3 of the Transfarm4.0 project Overview of the preliminary results of the Transfarm4.0 project e.g.: precision farming survey, horizon scan	“Digitalization in the viticulture sector” online conference Oral presentation titled: Transfarm4.0.: Transnational precision farming collaborations
27 th of May 2022, Budapest	Pilot action Case Study 3 of the Transfarm4.0 project General introduction of precision viticulture technologies	IV. Országos Szőlész-borász Konferencia (IVth National Conference on Viticulture and Oenology) Policymakers, winemakers, grapevine growers, farmers, scientists, University teachers, Vocational School and Training School teachers, technology providers from all around Hungary
ITALY		
17-19 September 2021	Agriumbria 2021	Meeting with journalists on innovation from precision agriculture, especially in the vineyard and orchard sectors



19-23 October 2021	EIMA International	Regular meetings with about 40 journalists at the press centre or project stand, to present the key activities and results of the project
2-5 March 2022	Fiera Agricola Verona	Presentations to journalists of FEDERUNACOMA activities in the field of Precision Agriculture, including the TRANSFARM 4.0 project.
1- April 2022	Agriumbria 2022	Different meetings with journalists on Day 1 and 2, addressing international developments of FEDERUNACOMA activities. The CEO Alessandro Malavolti stressed the importance of promoting cross-border collaboration to test and adapt innovations to different market conditions.
28 June 2022	General Assembly of FEDERUNACOMA	Meeting the press at the end of the assembly, FEDERUNACOMA director Simona Rapastella stressed the successful outcome of the TRANSFARM 4.0 project and the importance of international projects in positioning the Italian industry.
SLOVENIA		
Radio Slovenija, Ljubljana, 16/8/2020	Transform 4.0 general, survey analysis results	Broadcast/ radio show RAKUN, Jurij, RIHTER, Erik. Poljedelski roboti: prispevek v radijski oddaji na 1. programu Radia Slovenija "Za naše kmetovalce", ki je bila na sporedu v nedeljo, 16. 8. 2020. [COBISS.SI-ID 27657987]
Radio Maribor, Maribor 9/8/2020	Transform 4.0 general, survey analysis results	Broadcast/ radio show RAKUN, Jurij, RIHTER, Erik. Poljedelski roboti: prispevek v radijski oddaji na 1. programu



		<p>Radia Slovenija "Za naše kmetovalce", ki je bila na sporedu v nedeljo, 16. 8. 2020. [COBISS.SI-ID 27657987]</p>
<p>AGRA FAIR 2022, Gornja Radgona, 31/8/21</p>	<p>Transfarm 4.0 general, new teaching methods, lifelong learning, learning content for farmers, advisors and teachers</p>	<p>Lecture at the largest agricultural fair in Slovenia for the general public</p> <p>Vpeljava novih snovi v pedagoški process in vseživljenjsko učenje na FKBV in priprava brezplačnih vsebin - izobraževanje za kmete / svetovalce / učitelje</p>
<p>Conference, Bologna, 21/10/21</p>	<p>Pilot action 2, experimental approaches, cross border collaboration, precision farming</p>	<p>RAKUN, Jurij. An example from Slovenia-Italian cross border pilot: proximal sensing supported adaptive distribution of plant protection products: predavanje na Transfarm 4.0 conference z naslovom "Precision agriculture in Central Europe experimental approaches and cross border collaboration, Bologna, 21. 10. 2021. [COBISS.SI-ID 82776323]</p>
<p>Finance.si - the largest Slovenian online media for the business community, 4/11/2021, online</p>	<p>Pilot action 2, precision fruit growing, reducing the consumption of PPPs, sensor systems</p>	<p>RAKUN, Jurij (intervjuvanec). Z rešitvijo za precizno sadjarstvo in vinogradništvo porabite dosti manj FFS. Finance. 4. november 2021, št. 214, str. 21, ilustr. ISSN 1580-4240. [COBISS.SI-ID 83432195]</p>
<p>CONAVI, Conegliano, 14/6/2022</p>	<p>Pilot action 2, remote and proximal sensing, system testing</p>	<p>Conference</p> <p>ZANCHIN, Alessandro, MASIERO, Luca, RIHTER, Erik, LEPEJ, Peter, RAKUN, Jurij. Potential pesticides losses reduction thanks to lidar sensors and nozzles section control : predstavljeno na CONAVI 22, Conegliano, 14. 6. 2022. [COBISS.SI-ID 115898371]</p>



Final conference, Susegana, 16/6/2022	Pilot action 2, remote and proximal sensing	RAKUN, Jurij. Pilot action 2 - Remote and proximal sensing: predstavljeno na Transfarm 4.0 Final conference, Susegana (Italy), 16. 6. 2022. [COBISS.SI-ID 117645059]
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