

**PROGRAM**



Associazione Giovani  
Imprenditori Agricoli



associazione promossa da Cia-Agricoltori Italiani



## AGIAEUROPE

November 11<sup>th</sup> 2020 - from 12.00 to 1.00 pm - ROOM 1

### THE EU GREEN DEAL:

## INNOVATIVE TECHNOLOGIES AND AGRICULTURAL MACHINERY. THE WINNING CHOICES FOR YOUNG ENTREPRENEURS

Europe

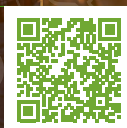


## AGIAMED

November 12<sup>th</sup> 2020 - from 12.00 to 1.00 pm - ROOM 1

## AGRICULTURE 4.0 IN THE MEDITERRANEAN AREA: STRATEGIES FOR THE SUSTAINABILITY OF NATURAL, ECONOMIC AND SOCIAL RESOURCES

Agriculture 4.0

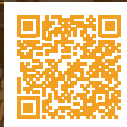


## AGIACONTEST

November 13<sup>th</sup> 2020 - from 12.00 to 1.00 pm - ROOM 1

## THE AGRICULTURAL MACHINERY I WOULD LIKE! STUDENTS CO-DESIGNING FOR THE RURAL AREAS OF ITALY

Rural areas



## TRAINING [ AGRICOLTURA È VITA & ENAMA ]

November 13<sup>th</sup> 2020 - At 9.00 am - ROOM 1

## Presentation of the project IMPLEMENT 4.0

### WEBINAR

To participate in the meetings you need to register by clicking on the QR Code or framing them with your device



Partner



**AGRICOLTORI ITALIANI**  
IL PAESE CHE VOGLIAMO

PRESENTATION

# AGIA-CIA AT EIMA DIGITAL PREVIEW 2020

## Young entrepreneurs and challenges of agricultural machinery

Europe | Agriculture 4.0 | Rural areas

Climate change and environmental issues are a huge threat to Europe and the entire planet. To address these crucial challenges, it is necessary to use strategies that contribute to the growth and transformation of the European Union's economy, in order to make it more modern and efficient, in terms of resources and competitiveness.

In this regard, the EU Green Deal plays a strategic role in finding the necessary balance between economic, social and environmental sustainability. This ambitious goal can only be achieved with a change of approach and the awareness that the need to respond to climate change can also be perceived as an opportunity to face a fair and inclusive transition in all production sectors. To carry out this project, the EU Commission is developing a series of strategies that also concern the agricultural sector. These strategies foreseen measures that will be implemented in order to protect the ecosystem (Biodiversity Strategy) and make both food chain (Farm to Fork Strategy) and agriculture (CAP - Common Agriculture Policy) more sustainable.

Agricultural machinery emerges, in this context, as one of the most important and functional assets, necessary for economies of scale, optimization of work and improvement of production yields. All of this is possible with the contribution of precision mechanics that is driving towards the definition of agriculture 4.0.

There are numerous challenges that have to be met in this sense, such as the one launched by the mechanization of the production processes in rural areas with extreme slopes: being able to remotely control the machines to make them work independently, facilitating high yields and lower costs or, even, having mechanical tools available to autonomously adapt to work in difficult conditions.

Another important issue comes from Mediterranean agriculture, with its pedo-climatic peculiarities and exceptional biodiversity, a huge variety of crops similar in appearance, but different on the olfactory, gustatory and nutritional level. A context characterized by small and medium-sized companies that focus on product differentiation and quality. These companies often operate in inaccessible areas, without specific supporting technology, and therefore forced to manual skills and maximum concentration on all production phases, in order to balance production expectations with sustainability. Also in this case, agricultural machinery is a fundamental element.

It is, therefore, from all these reflections that Agia, the Cia Association of Young Agricultural Entrepreneurs, has decided to take part to this important event organized by FederUnacoma, in its first "online version" entitled EIMA DIGITAL PREVIEW 2020. In this context, Agia-Cia has organized four webinars dedicated to the topic of agricultural machinery with a focus on: Europe and Green Deal in collaboration with the CEJA; Agriculture 4.0 for agricultural sustainability in the Mediterranean; Rural areas, with the involvement of the *Istituti Agrari Senza Frontiere* (RIASF) for the launch of the second Contest "The agricultural machinery I would like!" and the Implement 4.0 training dedicated to sprayer machines, organized as part of Erasmus + with the Agriculture and Life Association and ENAMA, the National Machinery Body.



## **THE EU GREEN DEAL: INNOVATIVE TECHNOLOGIES AND AGRICULTURAL MACHINERY. THE WINNING CHOICES FOR YOUNG ENTREPRENEURS**

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Welcoming speech

**Stefano Francia** | *National President of Agia*

Moderator

**Roberto Bandieri** | *Ruralset*

**Research & Innovation: how to achieve the Green Deal objectives?**

**Doris Marquardt** | *Research programme office DG AGRI - Member of research&innovation team*

Italian case studies

**Olive oil sector in Liguria, between landscape and protection of the territory from hydrogeological instability**

**Christian Gastaldi** | *President of Agia Liguria*

**Olive oil and citrus sectors in the Calabrian rural areas**

**Salvatore Borruto** | *Delegate Agia for Ceja*

European case studies

**The challenge of agricultural machinery in the Netherlands**

**Hannah Geerse** | *Netherlands - NAIK*

**Extensive agriculture in Northern Europe**

**Simon Wancke** | *Sweden - Vice President of Ceja*

**Agricultural machinery for the sustainability of European agriculture**

**Alessandro Malavolti** | *President of Federunacoma*

Final remarks

**Jannes Maes** | *President of Ceja*



## **AGRICULTURE 4.0 IN THE MEDITERRANEAN AREA: STRATEGIES FOR THE SUSTAINABILITY OF NATURAL, ECONOMIC AND SOCIAL RESOURCES**

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Welcoming speech

**Rudy Marranchelli** | *Vice President of Agia*

Moderator

**Cristiano Spadoni** | *Business Strategy Manager Image Line*

**Agriculture 4.0 in the Mediterranean area between utopia and reality**

**Massimo Iannetta** | *"Biotechnologies and Agroindustry" - Division Head  
Expert of Horizon Europe Shadow Strategic Programme Committee for Cluster 6 "Food, Bioeconomy, Natural resources,  
Agriculture and Environment"*

Italian case studies

**Cereals sector in Sicily**

**Carmelo Allegra** | *President of Agia Sicily*

**Renewable energy between Mediterranean, rural areas and farmer's new income prospectives**

**Enrico Calentini** | *President of Agia Chieti Pescara*

**Arduino Platform: tool for the management of water requirements**

**Giuseppe Serio** | *Agia Basilicata*

European case studies

**Young farmers in France**

*By Jeunes Agriculteurs*

**Agricultural machinery in the Mediterranean area**

**Alessandro Malavolti** | *President of Federunacoma*

Final remarks

**Samuel Masse** | *Vice President of Ceja*



## **THE AGRICULTURAL MACHINERY I WOULD LIKE! STUDENTS CO-DESIGNING FOR THE RURAL AREAS OF ITALY**

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Welcoming speech

**Valeria Villani** | *President of Agia Emilia Romagna*

Moderator

**Ivano Valmori** | *CEO Image Line*

**Youth, Innovation and European Institutions**

**Daniel Azevedo** | *Copa-Cogeca, Director International Trade, WTO - Agricultural Technology - Agricultural Machinery*

**The "state of the art" of digital agriculture in rural areas**

**Roberto Bandieri** | *Ruralset*

**Sibater Project "Banca delle Terre Abbandonate" - ANCI**

**Francesco Monaco** | *Head of Department on EU Funds and Territorial Investments- IFEL - ANCI*

Case studies

**Multifunctionality as a business strategy in rural areas**

**Matteo Pagliarani** | *President Agia Romagna*

**The "idea" at the heart of the business**

**Emanuela Milone** | *Agia Calabria*

**Contest for young high school students THE AGRICULTURAL MACHINERY I WOULD LIKE!**

**Alessandro Malavolti** | *President of Federunacoma*

**Agricultural Institutes in the innovation ecosystem**

**Paola Adami** | *President of Rete Istituti Agrari senza Frontiere*

Final remarks

**Stefano Francia** | *National President of Agia*



**Presentation of the project**  **IMPLEMENT 4.0**  
INTEGRATED MANAGEMENT OF PESTICIDES AND LIABELL  
EXPOSURE WITH MACHINERY ELECTRICITY NEEDS TREATMENT

- ore 09.00 **Introduction to the IMPLEMENT 4.0 initiative within the framework of EIMA 2020/2021 EDP**  
Matteo Ansanelli | *Director Research & Training, Agricoltura è Vita Association*
- ore 09.10 **Approaches and objectives of the IMPLEMENT 4.0 Project:  
Educational and illustrative materials for a correct, safe and sustainable use  
of sprayer machines in the context of Precision Farming technologies**  
Massimo Canalicchio | *Agricoltura è Vita*  
Roberto Limongelli | *ENAMA*
- ore 09.20 For further exploration  
**The 4.0 agriculture revolution: technological and economic aspects**  
Fabrizio Mazzetto | *Free University of Bolzano - Meccanica Agraria*  
Angelo Frascarelli | *University of Perugia*  
*Department of Agricultural, Environmental and Food Sciences*
- ore 09.40 Points of view  
**Farmers and agricultural machinery manufacturers facing the 4.0 revolution**  
Stefano Francia | *President of Agricoltura è Vita*  
Gerardo Caffini | *Head of Caffini S.p.A*
- ore 9.50 Final remarks  
Sandro Liberatori | *Director of ENAMA*



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