

DIVINE



**DEMONSTRATING VALUE
OF AGRI DATA SHARING
FOR BOOSTING
DATA ECONOMY
IN AGRICULTURE**

With ICCS as the Coordinator, the DIVINE consortium consists of 15 partners that represent relevant key players across Europe from ICT sector (ICCS, ENG, IDSA, WIT, INLE, VICOM, DIGI, NP), DIH for Agrifood sector (ITC), Agricultural domain (CREA, WFO) organizations connected to policy making processes (FarmEU), which shall allow DIVINE spread its innovations, promote new standards to all stakeholders playing a significant role in data economy for agriculture.

For more information on DIVINE visit our website at:

<https://divine-project.eu/>

or get in touch with us at

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Agriculture is generating more data than ever before, but the potential of a data economy in agriculture remains unexplored. This is due to technical, business, and social issues around data sharing. While some sharing is taking place on an ad-hoc basis, more development and demonstration of collective analysis is needed to introduce efficiencies and further value to the agri-data economy. Policymakers must consider several dimensions to develop a fully functioning data economy in the agriculture domain.

The **DIVINE** consortium aims to build an agri-data ecosystem that incorporates existing common agri-data spaces while deploying industry-led pilots built on data sharing arrangements, to demonstrate the cost-benefit and added value in sharing agri data. It aims to analyze and adapt information models in the agriculture sector to enable data interoperability across existing agri-data spaces, FMISs and AKISs. DIVINE will also assess its ecosystem at the level of policy impacts, the uptake of digital technologies, and economic and environmental performance. Overall, it will take concrete steps towards mature data markets in European and global agriculture.

DIVINE's vision is therefore to:

- build an ecosystem for sharing and analysing agri-data
- investigate the value of agri-data sharing from a technical, business and policy perspective
- demonstrate this value via series of real-world pilots
- boost the agri-data economy



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The DIVINE approach and results will be deployed and tested through our 4 real-world pilots in Greece, Ireland, Slovenia and Spain, built around the following themes.

- Data Space for sustainable food production
- Crop yield prediction model
- Smart Farming data in the service of the new CAP monitoring
- Potential effects of agricultural data sharing on traditional Olive and Almond Plantations

Each of the pilots share the commitment to reduce and mitigate the climate change and environmental impact of food production by using agricultural data towards creating more sustainable practices.

DIVINE aims to achieve several outcomes. Firstly, it aims to co-create a European Union ecosystem of agriculture data space that upholds the principles of data sovereignty, traceability, transparency, security, and fair data monetisation.

This means that farmers will have better control over their data, and it will be clear who owns the data, how it is being used, and who is benefiting from it.

Secondly, the project aims to develop decision support tools that will help farmers to make better decisions based on shared data, which will ultimately lead to increased value in their operations.

Lastly, the project will provide policymakers with the knowledge and tools necessary to make informed decisions and create effective strategies for the agriculture industry at different levels.

Overall, the project is expected to bring significant benefits to the agriculture industry by promoting data sharing, transparency, and fair monetisation practices.

With these outcomes, DIVINE aims to contribute creating an environment of trust around data spaces systems and data Economy for Agrifood by implementing initiatives to spread awareness and informed decisions on datasharing.

