

The logo for Occitanum, featuring a stylized orange and green circle on the left, followed by the word "Occitanum" in a bold, sans-serif font. The "O" is orange with a green dot, and the rest of the letters are orange, with the "a" being green.

The Digital Agroecology Living Lab

in Occitanie

Occitanum, an archipelago Living-Lab to evaluate and co-design digital technologies as enablers of the agroecological transition

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& co-authors

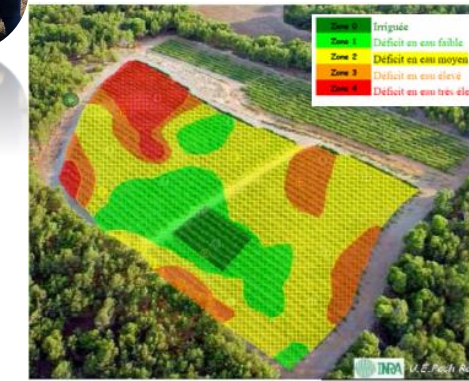
Augier, L., (ASOI Toulouse F), Barthes, S. (CRAO Occitanie, F.), Bergez, J.E (INRAE, F), Bruère, C. (INRAE, F), Brun, F., (ACTA, F), Djafour, S. (L'Institut Agro, F), Foyer Bénos, C. (DRAAF Occitanie, F), Gobrecht, A. (INRAE, F.)



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OBJECTIVES



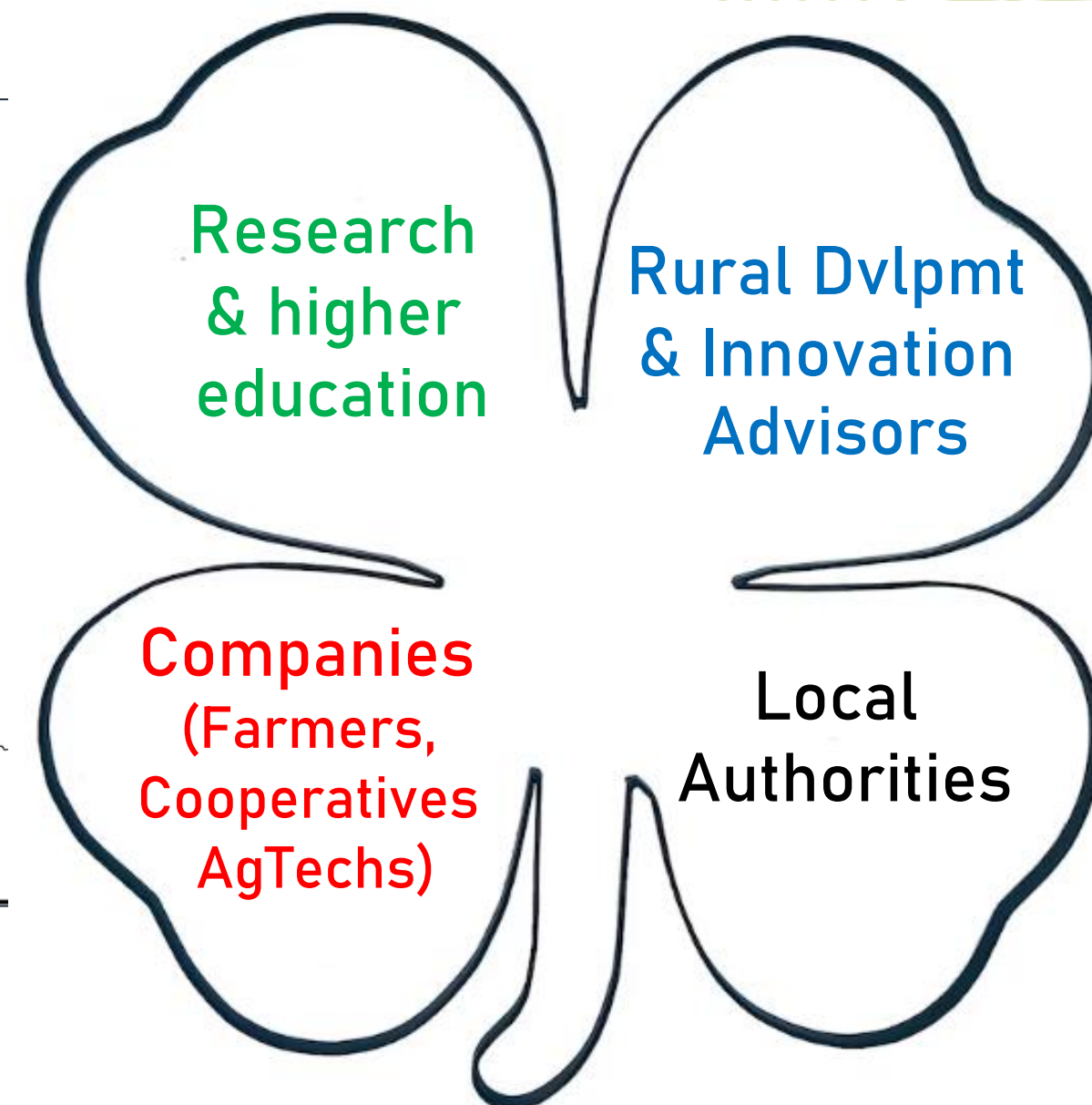
- Agriculture encounters **several transitions / revolutions** : climate change, need for agroecology & digital transition.
- Hypothesis: **Creating synergies** by addressing those transitions **jointly** => Digital techs may contribute to address climate change issues and to accompany the agroecological transition
- But, today, digital technologies are still **under-utilized** (not understood, not adequate?).
- To **boost adoption & synergies** => We aim at working with farmers for building knowledge about the cost and benefits of digital techs in use (**assessment**) and **co-designing** appropriate digital techs

Occitanum

**The Digital Agroecology Living Lab
in Occitanie**

- Aim** "Putting digital technologies at the service of the agroecological (AE) transition of agriculture & food systems in the Occitanie Region, SW of France"
- 2020-2028 (8 years)**
- 10 M€** (6M€ public support + 4M€ self-financing)

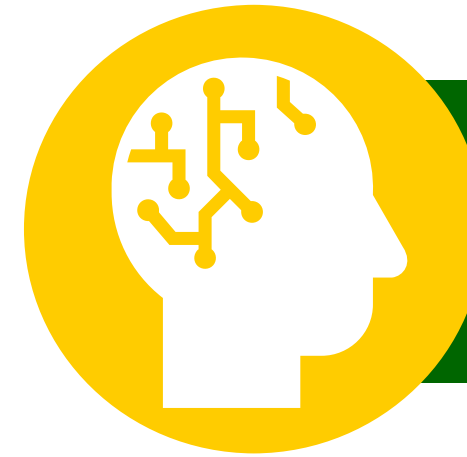
50 partners in 4 clusters





OBJECTIVES

- **Identifying or co-creating** digital techs (to unlock bottlenecks to AE transition & local food markets)
- **Evaluating** the cost & benefits of digital techs in real use in agriculture => **A. Gobrecht's speech**
- **Raising awareness** of farmers & advisors with regard to digital techs and open innovation
- Promoting **on-farm experimentation (OFE)** using digital techs
- **Understanding** the processes in this ALL and evaluating its impacts => **A. Gobrecht's speech**



EXPECTED OUTCOMES








- **Increased adoption of digital tools** in agriculture due to 1) a better information, 2) training & 3) open innovation
- **Reduction of negative impacts** on the environment (better use of resources, less inputs)
- Attracting farmers into **innovation tracks**
- Better connection to markets leading to **increased revenue and higher attractiveness** of agriculture
- **Replication**

A double organization

7 OPEN-LABS
(13 sites)



THE CORE

-  Build **LOCAL SUPPLY CHAINS** based on sustainable logistics
-  Help **APICULTURE** while promoting biodiversity and agroecology
-  Improve **ARBORICULTURE** production with greater moderation (in input terms) and diversify sources of income
-  Enhance animal welfare and enhance the value of grass-fed **LIVESTOCK** systems
-  Support **FIELD CROP** conversion to agroecology and diversify sources of income
-  Deploy « Low tech High tech » solutions for production systems in **HORTICULTURE**
-  Prepare **VITICULTURE** to address climate and environmental challenges



- ### A resource and development Center
-  Provides **Support and training**
 -  Provides **expertise**
 -  **Impulses** new projects
 -  **Capitalises**
 -  Produces **evaluation methodologies**
 -  Adds value to **data and information**

To build up projects of **assessment or co-design** of digital technologies

Building projects in LL approach



Agroecology



Digital technologies



Multiple stakeholders



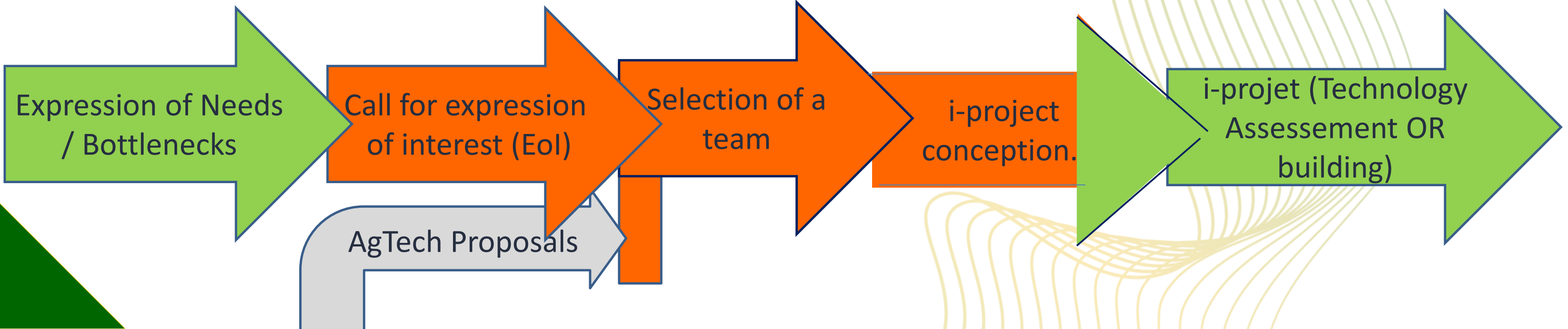
Link with the territory



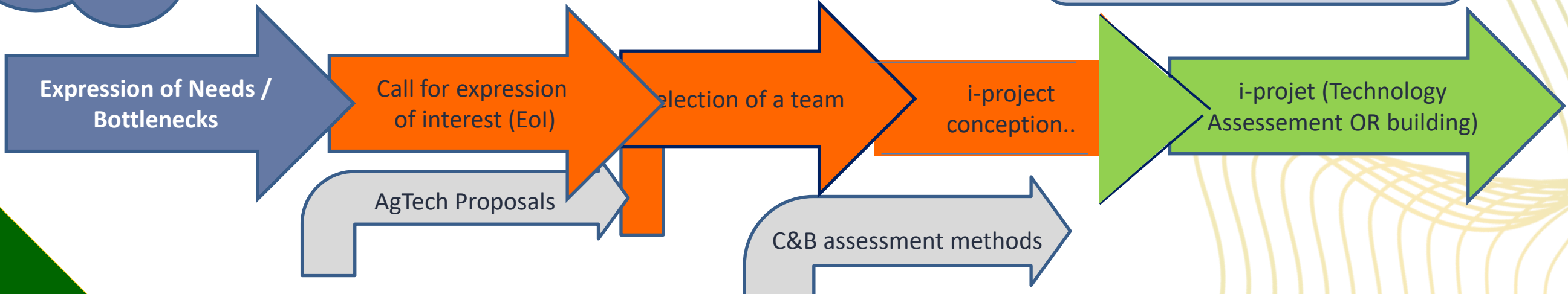
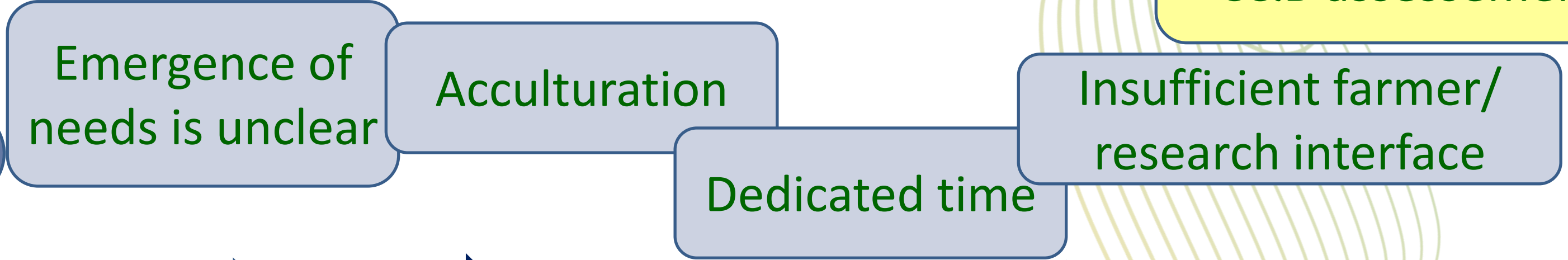
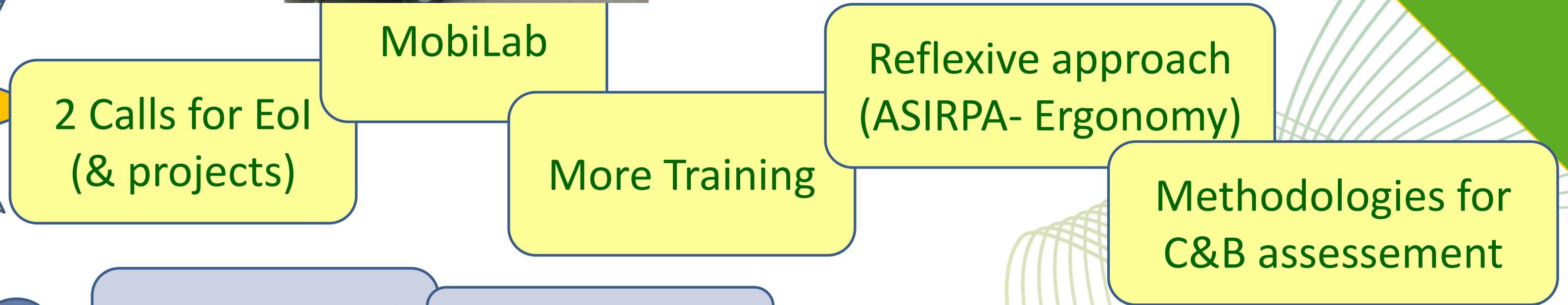
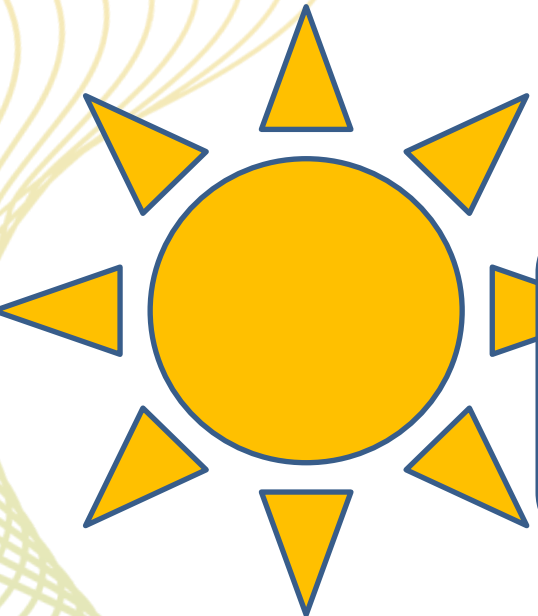
Open Innovation

Mobilising digital technologies to contribute to the agroecological transition

Respecting LL principles



Success & difficulties





LESSONS FOR PRACTICE

ALL : a new and disturbing approach for all stakeholders in their diversity

- 1- Facilitation is crucial
- 2- Reflexivity is needed (outcome-led steering)
- 3- Issue of data and knowledge governance



LESSONS FOR POLICY makers

In order to set up original R&I ecosystems

- 1- Vision alignment & transformation takes time
-> 8-10 years program
- 2- Allows for sufficient financial support
- 3- Commitment of local authorities is essential

Thank you!

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