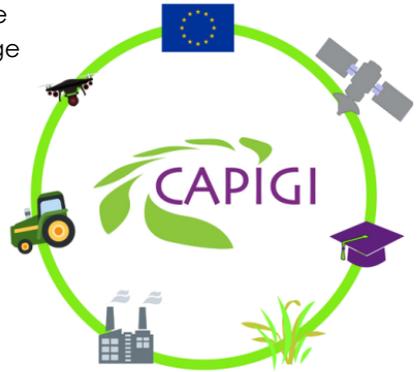# CAPIGI

2022

Let the power of data improve farm performance!

Wal, Tamme van der

What is CAPIGI?

CAPIGI is the network for geo-information experts active in agriculture. The Community on Agricultural Policy Performance, Innovation Implementation and Geo-Information (CAPIGI) brings together governments, industry and research to discuss the impact of geo-information for agricultural policy and smart farming. CAPIGI presents a state-of-the-art overview on innovations and research in geo-information sciences. CAPIGI's goal is to bring together the different stakeholders, in order to stimulate discussions and networking. Sharing knowledge from different sectors is important in order to create new ideas, new innovations and new solutions for difficult problems. The conference will be held from Wednesday the 15th of June until Friday the 17th of June in The Hague area – Leidschendam, The Netherlands.

Why CAPIGI?

Farmers, ag-industry, scientists and policy makers are all striving for a better performance in agriculture on the sustainability triangle: People-Planet-Profit. The focus is shifting from maximising production to effective productivity including ecosystem services and resource quality. Food chain partners are demanding transparency and better quality, governments apply rules to protect the environment and mitigate climate change, and consumers want healthy products and safe production methods: farming is not easy. The advert of new technologies creates a potential for a new type of agriculture, Performance Agriculture: An agriculture in which the toolkit of farmers is extended with geospatial technologies, ICT, data and models to measure, monitor and act on performance.

Data exchange and sharing has become a major part of modern agriculture in many ways and many data platforms and applications have found their way in the Agri business. A special case is the exchange and (re)use of spatial data, as location is a key identifier and means to scale up and down. A pressing question to administrations, businesses, scientists and farmers, is how all these data are brought to value. New business models around e.g. ecosystem services and carbon credits provide incentives for a better performance. After exploring many aspects of spatial data applications in the past decades it is now the challenge to bring the sharing of (spatial) data to the next level. CAPIGI 2022 is discussing these challenges, scientific advances, policy related issues and business opportunities.

Who attends the CAPIGI conference?

CAPIGI's visitors come from many different countries worldwide. At the CAPIGI conference we welcome people from different sectors and industries such as Farmers and farmer representatives, People from the ag-industry and the geo-spatial industry, scientists, policy makers and students. Will they become your newest customer or business partner?

- Ministries & Department of Agriculture from different countries
- User Community
- Agricultural Research Agencies
- Multilateral Agencies
- Technology/Solution Providers
- Farmers/Agricultural Associations & Unions
- Agricultural Universities & Colleges
- Consulting Firms
- Bankers & Investors
- Wine Yards
- Food Industry
- Irrigation & Water technology Industry

Present your company at the CAPIGI conference and connect with the visitors. Take your chance to expand your network, meet new people within your field and connect over a variety of subjects.

2022 Main topic | Let the power of data improve farm performance CAPIGI-22 will be your tour guide to the latest data science and data platforms developments, and successful data performances in agriculture. New technologies arise and new business models are developed. The digital age is infiltrating in agriculture at a rapid pace. This also comes with new pitfalls and challenges.

Our agriculture today has become a digital business where satellites, drones, IoT, robotics, GNSS and sensors deliver geo-spatial data that has become a core asset to farmers, advisors, suppliers, governments, and others in the agrifood domain. Data offers opportunities to monitor and benchmark farm performance on productivity, resource use efficiency, environmental and climate performance and other themes. The aim is to collect data once, and use it for many purposes, but is that as easy as it may seem?

Join us to be part of the solution. Join CAPIGI-22 to share your ideas and experiences and get inspired by others. Join us to learn, share, discuss and meet. Participate in our workshops or get involved in the Hackathon.

Topics to be addressed:

Agro-ecological performance: as part of the new CAP, farm support is conditional to their performance in biodiversity, soil, water and climate. How can we measure this performance – and is this shared as public data?

Carbon Farming: rewarding farmers for mitigating climate change by storing atmospheric CO_2 in their soils. This is a great contribution to society and a possible new business model for farmers. And it is adding

and maintaining valuable organic material to the soil, which is also relevant for agricultural productivity. A win-win, isn't it?

IACS data re-use: For administrating the CAP, a lot of farm data is collected in the so-called Integrated Administration and Control Systems (IACS). What data is relevant for other stakeholders? How can it be shared? And is IACS data more reliable than other sources?

Analysis Ready Data: users do no longer need to worry about pre-processing and techy peculiarities, as providers, for instance from satellite data, more and more deliver Analysis Ready Data. What can be learned from this development?

Data Platforms: Data platforms are digital market places, joining two fragmented groups: the farmers (users) and the developers of new tools and apps. How do data platforms organise the market place and do they truly solve the information asymmetry between these two target audiences?

"There's an app for that!": whatever your need, there is (almost) always an app that promises to solve your issues. Is this the way forward? How can we prevent an apps congestion?

Autonomous Machines: Agriculture 4.0 will unleash numerous digital technologies that potentially disrupt farming as we know it. Autonomy in robotics, drones and other machines is a main issue. What are the latest developments?

Do no (significant) harm: a major aspect of the new data and digital acts of the European Commission is that all this digitalisation should not harm farmers or the environment. It is a very relevant condition to all our data actions. Are we truthful to all parties? Is it benefitting all? Will it build goodwill?

CAPIGI's programme

CAPIGI wants to offer more than regular conferences. Interaction: this is an important principle for CAPIGI. In order to achieve this, not only the usual elements of conferences will be offers, such as plenary sessions, workshops, and keynote speakers, but CAPIGI will especially focus on the use of interactional components:

Social lunches will be offered in order to stimulate networking. Everyone is free to eat where and with whom they want. This will be made possible by a buffet and cocktail tables or tables and chairs without appointed places.

Exhibition: During all breaks the exhibition will be open for participants to have a chat with a variety of companies active in the sector. With different tools, services or products they will present their organisation and inform the participants.

Hackathon: Simultaneously to the CAPIGI conference a NIVA hackathon will be organised at the same venue. Talented teams will compete on a challenge to use the vast amount of (open) data including satellite data, soil data, crop data and other relevant registries to solve a real life problem.

This is a selection of the ideas that will ensure that the principle of creating more interaction will withstand. CAPIGI will offer plenary sessions, but also the possibility to choose within different programme elements, such as different workshops that will take place at the same time. These choices are made to increase the attractiveness of CAPIGI for the visitors.

Sponsoring CAPIGI

Sponsors are the backbone of the CAPIGI Conference. With their valuable support, we, the organizing committee of the CAPIGI Foudation, are able to set up this major event that the entire CAPIGI community is awaiting.

We reach out to you as we need your help to build

CAPIGI 2022, but also because we believe in inclusiveness and we aspire to make the conference accessible for the widest range of participants, from senior high-end experts, to junior professionals, from government, to professors, from users, to students. The overarching goal is to offer everyone a solid chance to learn, to be inspired, to inspire others and to enjoy the company of fellow enthusiasts.

With four different sponsorship packages you have many opportunities to expose your company to all visitors of CAPIGI. Of course, you have the freedom to discuss adjustments within the different sponsorship packages, or to discuss a personalised sponsorship package with your preferences. Please contact the CAPIGI team for more information. By sponsoring the CAPIGI 2021 conference, you are extending your contribution to the community, a contribution that is essential in keeping this valuable community active.

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Sponsorship packages & benefits

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Company logo in programme brochure	✓	✓	✓	✓
Company logo displayed on projectors screens during CAPIGI	✓	✓	✓	✓
Exhibition stand	✓	✓	✓	✓
Inserts in goodie bags	✓	✓	✓	✓
Influence on programme	-	-	✓	✓
Complimentary registration(s) to CAPIGI	-	1	2	2
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50 word company description in CAPIGI's programme brochure	-	-	✓	✓
Company logo on CAPIGI's promotional flyers	-	-	✓	✓
Opportunity to present a workshop	-	-	✓	✓
Advertisement in programme brochure	-	-	½ page	Full page

*Excluding VAT

All content must be delivered by sponsoring organization according to the guidelines from the CAPIGI Foundation which will be received upon signing the sponsor contract.

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