

#IFADiNnovationTalk no. 6

Please join the

*International Fund for Agricultural Development (IFAD)
and
The Ministry of Agriculture and Rural Development (MARD) of Israel*

For the sixth IFAD Innovation Talk

On the topic



Join us
**THE ROLE OF THE PUBLIC
SECTOR IN THE ASSIMILATION
PROCESS OF INNOVATIVE
AGRI-TECHNOLOGIES**
The Israeli Model
Wednesday 14 July 2021
14:00-15:15 CEST
innovation@ifad.org

 Israel Ministry of Agriculture
and Rural Development

 **IFAD**
Investing in rural people



Registration required

Where: https://ifad.zoom.us/webinar/register/WN_6u1N_mTqSjW006Hu86NCQg

The role of the public sector in the assimilation process of innovative agri-technologies: The Israeli Model

Digital technologies are becoming increasingly fundamental in making agricultural and food systems more sustainable and inclusive. However, technology alone is not enough to address current challenges and bring transformational change. Access to technology and, most importantly, adoption by small-scale farmers is key to advance and scale up ideas and successful solutions. After a stocktake of IFAD's work in digital technologies, the Fund developed its [Information and Communication Technology for Development \(ICT4D\) Strategy](#) that aims to help IFAD expand upon and enhance its development impact by leveraging digital technologies over the next ten years.

This strategy will require IFAD to draw upon a broad range of innovations and digital technologies to succeed. Innovation at IFAD is human-centred and focuses on building connections and delivering results in partnership with its beneficiaries and stakeholders through a participatory and user-centric approach.

Abstract

Innovation in agriculture facilitates effectiveness and competitiveness, contributes to resilience to climatic shocks and/or environmental degradation, drives sustainable practices, increases food security and nutritional profile, supports economic development and the transition to sustainable natural resource management.

Innovation is at the core of the Israeli agricultural sector's successful development. Israeli agricultural innovation and technology is harnessed through the introduction of new or existing products, technologies, processes, skills, business models, and the establishment of institutions.

Israel's Ministry of Agriculture and Rural Development (MARD), in collaboration with the Israel Innovation Authority, provides platforms and programmes for the promotion and support of companies and entrepreneurs interested in initiating and conducting applied research to develop a product or technology for the local market or for export.

About the session

This session introduces the role of the public sector in Israel in creating and enabling environments and platforms for the assimilation of innovative agri-tech. Examples of the innovations, work and experience of the public sector will be shared by MARD and the Innovation Authority.

The session will also share experiences and examples of innovative processes and solutions created and supported by the public sector for the benefit of private sector agricultural enterprise.

Specifically, the panel will discuss:

The aim of the panel is to introduce and discuss the different stages and channels of the assimilation process of innovative technologies in agriculture enabled and supported by the public sector through:

- Identifying the need and initiating the innovative solution by the public sector for the private sector;
- Using innovation platform “technology incubators” for the private sector partly supported and funded by the public sector and as a tool for regional development; and
- Outlining the process of an agri-tech start-up company from the seed stage to full commercialization.

Panellists will include representatives from the following ministries and firms

The Israeli **Ministry of Agriculture and Rural Development** works to develop the agricultural sector, to assure the supply of fresh, high-quality food to the country, and to showcase and leverage the relative advantages of Israeli agriculture in the international arena. MARD sees great importance in the promotion of hi-tech agriculture, which uses innovative technologies and integrates them into the current agricultural work, including tools from the fields of artificial intelligence, image processing, “Internet of Things”, big data and robotics. MARD encourages emerging innovative technology companies in the field of agriculture to see Israeli agriculture as a platform for the assimilation of technologies and to create an Israeli customer base in addition to the international market, providing opportunities and skills for Israeli growers to assimilate new technologies into their work.

The Centre for Foreign Trade and International Cooperation (CFTIC), of the Israel Ministry of Agriculture and Rural Development (MARD) is responsible for developing and promoting bilateral and multilateral trade and cooperation with governments, international organizations, and other stakeholders in the agricultural sector. The centre’s activities build on Israel’s expertise and leadership in agricultural innovation and are guided by the goals of the UN’s 2030 Agenda for Sustainable Development. MARD works primarily through the framework of government-to-government (G2G) agreements, as well as collaborations with international organizations, professional institutes and NGOs. MARD’s collaborative efforts focus on designing and implementing agricultural projects that support the integration of relevant Israeli agricultural expertise and innovation to deliver competitive, resource efficient, sustainable and resilient outcomes in the agricultural sector (info.ftic@moag.gov.il).

The Israeli Innovation Authority is an independent, yet publicly funded, agency created to provide a variety of practical tools and funding platforms aimed at effectively addressing the dynamic and changing needs of the local and international innovation ecosystems. This includes for early-stage entrepreneurs, mature companies developing new products or manufacturing processes, academic groups seeking to transfer their ideas to the market, global corporations interested in collaborating with Israeli technology firms, Israeli companies seeking new markets abroad, and traditional factories and plants seeking to incorporate innovative and advanced manufacturing into their businesses.

Israel-Europe R&D Directorate (ISERD) is an inter-ministerial directorate, established by the Israeli Ministry of Economy, the Planning and Budgeting Committee of the Council for Higher Education, the Ministry of Science and Technology, the Ministry of Finance, and the Ministry of Foreign Affairs. ISERD operates through the Israel Innovation Authority and is Israel's official contact point with the European Union, and is responsible for: promoting the participation of Israeli entities in the European framework programmes and bilateral and multilateral research and innovation activities with European Union countries.

Growing IL works to build an ecosystem for the promotion of innovative agri-tech. Growing IL is a government initiative of the Israel Innovation Institute, Ministry of Economy, MARD, and the Israel Innovation Authority. Growing IL aims to develop the Israeli agri-tech ecosystem and to reshape Israeli agriculture to meet emerging global food needs through the implementation of ground-breaking technologies.

AgriMeteo is a weather forecasting application. MARD, in cooperation with the private sector, has developed this application as a tool to support the decision-making process of farmers when it comes to crop management and finance. The app is free and data is based on approximately 100 monitoring stations in localities deployed in different areas of the country showing the latest meteorological data.

InNegev is a unique technology incubator dedicated to fostering top-tier Israeli innovation and generating a vibrant new growth model for the Negev region. InNegev represents an unprecedented collaboration between many of Israel's most prominent industrial, academic, and financial institutions – Netafim, SodaStream, Dolav, Kibbutz Hatzerim, Alpha Capital and Sami Shamon College of Engineering – which have come together to nurture early-stage startups in the pivotal fields of “agri-foodtech”, “cleantech” and “Industry 4.0”. Backed by the Israeli Innovation Authority's incubators programme, InNegev facilitates startups with the optimal environment and framework to develop cutting-edge technologies from initial concept to commercial breakthrough.

Agro-Scout is an early disease and pest detection system. It was founded in 2017 as a portfolio company of the Trendlines Group. The company is led by a team of highly talented experts with in-depth knowledge in agronomy, and algorithm and business development. Agro-Scout is a private for-profit startup, which originated in an innovation incubator.



IFAD Innovation Talks

In November 2020 IFAD launched the Fund's first community of practice (CoP) for innovation on the IFAD Dgroups.io platform called the IFAD Innovation Network.

*The **IFAD Innovation Network** is an informal, democratic, non-hierarchical space where members can share ideas, good practices, tools and lessons learned on how IFAD can: use innovation to improve performance and better address the needs and challenges of IFAD's target groups and beneficiaries; and develop innovation for the achievement of the Sustainable Development Goals.*

***IFAD Innovation Talks** are a series of monthly sessions, lasting one hour. They feature innovative approaches, tools, products and services developed by IFAD, its partners and the members of the IFAD Innovation Network in order to further the aims of the network. The Talks follow various formats: from interviews and panel discussions to TEDx talks and demonstrations of new technological tools. Learn more here: <https://www.ifad.org/en/innovation>*

