



INVITATION – the START Future agrifood systems HUB October 10th, 2023

Date: Tuesday October 10th, 2023 – 10.00-11.00

Venue: Online [Click here to join the meeting](#)

Hosted by: Timothy Hobley (DTU), Nanna Viereck (KU) and Mette Lübeck (AAU).

Participants: Researchers with interest in participating in the **Future agrifood systems HUB**.
Feel free to forward the invitation. No registration needed.

Workshop on data driven changes of food systems.

This workshop will focus on data driven changes in the food systems. Unlocking the potential of digitalization and data technologies can be part of the answer to how we maximise the ‘amount’ of products from a given piece of land, to promote a shift from a fossil-based society towards society using cascading technologies.

Unlocking this potential involves academic challenges like purpose-driven design and specification of information management systems, purpose driven data/information requirement specification, big data analytics, development of digital twins, data interoperability (technical and semantical) data standards, and user adoption.

We have invited Claus Grøn Sørensen, Professor at Department of Electrical and Computer Engineering – Communication, Control and Automation at Aarhus University, to talk about data driven food systems. Claus is also the coordinator for the START HUB: DIGITAL and gave a presentation at the START delegation visit in Brussels this spring as well. After the presentation, we will have the opportunity to debate the possibilities and barriers digitalization and data technologies provides to future agrifood systems.

Agenda

- 10.00 **Welcome and introduction** to the meeting by Timothy Hobley.
- 10.10 **Data driven food systems** presentation by Claus Grøn Sørensen.
- 10.30 **Debate** facilitated by Timothy Hobley
- What are the challenges related to unlocking the potential and getting the right data?
 - What kind of collaborations and partnerships will be required to unlock the potential?
 - Can we unlock some of the potential in data driven changes of food systems together?
- 10.50 **Wrap up, next step and goodbye** by Mette Lübeck