



Hello network!

We are happy to welcome both old and new readers to our third newsletter! The purpose of this quarterly letter is to keep you updated on what is happening across the network and to share relevant topics.

Don't hesitate to contact us with any input or ideas on what to highlight here!

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Key takeaways from our virtual meeting on user experience

We would like to start by thanking everyone who attended the virtual meeting in October, and who helped us made it such an interesting and inspiring morning! Here are some of the key takeaways:



- From the perspective of testbeds, Claus Aage Grøn Sørensen from Aarhus University, Centre for Smart Farming highlighted the low adoption rates in the area of smart farming, stressing the importance of proving the usability of such technologies.
- Next up, Mireille van Hilten from Wageningen University & Research provided us with hands-on advice on how to involve the user during innovation. Examples included developing end user personas and conducting user acceptance testing.
- Visiting two of the network's testbeds virtually put focus on the importance of having a two-way dialogue with end users as applied by Gigacow, as well as having an open mind to who is the end user, including both companies and students in the case of OuluZone+.

We finished the meeting by asking: what is needed to involve the end user in the process? The picture above summarises the insights shared by participants, including words such as institutional context, benefits for end users and communication.

If you did not have the chance to attend the meeting, or want to experience it again, you can access the recorded version on our website.

[Click for more information](#)



Register at SmartAgriHubs innovation portal to connect with new partners

SmartAgriHubs is a project under the Horizon 2020 research and innovation programme that aims to realise the digitisation of European agriculture. It brings together over 160 partners in the European agri-food sector and has created an innovation portal where partners can connect.

Registering at the portal is a way to make your organisation visible to other relevant actors.

To exemplify, the portal includes a network map where you get access to short descriptions about the organisations registered, as well as their contact details. Register [here](#) to explore the innovation portal.

[SmartAgriHubs](#)

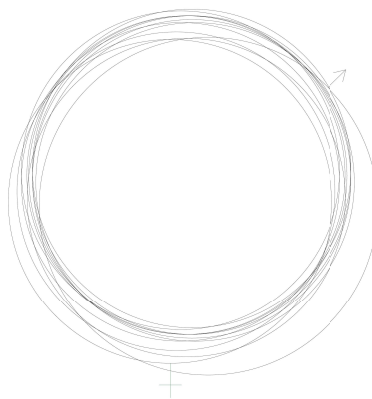
A handbook to support an equal Nordic bioeconomy

SNS and NKJ have a long tradition of working with gender issues within forestry and agriculture and have now started a project focusing on gender equality in the Nordic bioeconomy.

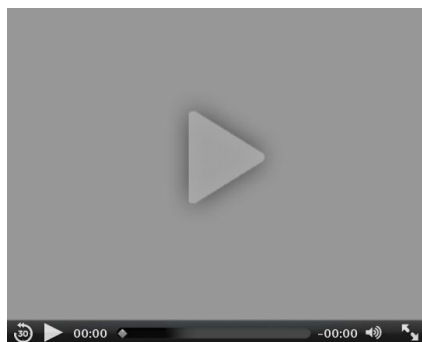
The project will examine how the digital transformation affects gender equality among young people in the Nordic bioeconomy, and how the digital development can promote gender equality of tomorrow's employees.

To exemplify, seminars involving representatives from academia and businesses will be arranged, focusing on how the gender perspective can be integrated in the digitalisation of the bioeconomy. The project is expected to result in a deeper understanding of this issue, as well as a handbook to support an equal Nordic bioeconomy.

The project is **funded** by three organisations linked to the **Nordic Council of Ministers**, SNS, NKJ and NIKK, and runs until December 2021.



[Information about the BioEquality project](#)



Animals.Ai aims to build the virtual farmer's eye

The webinars organised by the Nordic Testbed Network this year have highlighted topics such as Artificial Intelligence (AI) and user experience. One company engaged in both these topics is Animals.Ai, a start-up located in the Öresund region in Sweden. Animals.Ai aims to empower precision livestock farming through AI solutions. We had the chance to talk to two of its founders, Yuan Xiong and Rose Huang.

Could you please tell us more about what the company does in the area of AI?

Animals.Ai works with computer-vision-based AI in the livestock farming industry. We aim to build the digital farmer's eye, Djuröga™, to monitor farm animal behaviours through video, audio and sensor data. The solution will help farmers improve productivity and identify animal diseases earlier.

How do you work with user experience and usability?

We work closely with farmers, who are the end-users of our algorithms. To exemplify, in the past 12 months we have collaborated with four Swedish farms to test the user experience of our prototypes of Djuröga™, and validate our technology with the farmers' needs.

Are you working together with any testbeds to test your solutions?

This year has been a year full of surprises – we were negotiating with two universities to test our solutions but unfortunately this was cancelled due to the global pandemic. At the moment, we are actively seeking collaborations with Nordic testbeds.

Looking ahead, what challenges within the bioeconomy do you think that AI can help to solve?

We believe that AI can contribute to a more sustainable precision livestock farming. With AI, animal behaviours can be translated into suggestions for improving productivity and lowering potential risks, such as animal disease outbreak. And most importantly, both farmers and animals can live happier lives.

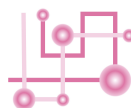
[See the interview in Youtube](#)



Network members at AgTech 2020

AgTech 2020 took place as a digital event in the

end of October, aiming to enhance the collaboration between Sweden and Norway in the area of agricultural technology. At the event, actors engaged in the digitalisation of the agricultural sector got the chance to extend their networks and make new contacts. One of our members, the **Testbed for digitalised agriculture**, participated at the event together with **Agtech2030**.



Get in contact with us

You are always welcome to contact us with any questions or share news with us!

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At the Nordic Testbed Network's webpage, you can read more about our **network members** and keep up to date with the **activities** organised.

[Nordic Testbed Network website](#)

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