PERSONALISED PUBLIC SERVICES IN SUPPORT OF THE IMPLEMENTATION OF THE CAP

SCAR-AKIS 10th Meeting
Brussels 31/10/2018

# "Digital solutions enabling the delivery of added value advisory services – The RECAP H2020 project "

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Reinforcing CAP

The project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 693171.

# Challenges in CAP monitoring

1. **Large number** of rules
2. **Complex measures** due to the level of detail of the applicable rules.
3. Control procedures are reflected in **high costs**.
4. Checking for all rules across the entire farm can be **time-consuming**
5. Shift from a **control** to a **monitoring approach**
6. Use of **new technology** and **multiple data sources**



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# RECAP as a solution

- We can combine **infrastructure & knowledge** & make best use of the **satellite data** available for the public authorities and the whole agricultural ecosystem.
- We can **break down** this very complex legislation into practical everyday **personalized guidance for farmers**.
- Public authorities' procedures can be more **transparent** and more **efficient.**

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# RECAP – user driven solutions

1

**Farmers**

2

**Agr. Consultants & Extension services**

3

**Paying Agencies**

**User requirements identification**

May 2016

Mar 2017

**Co-production phase with Farmers**

**Co-production phase with Paying agencies & AgrC & Ext Services**

Sep 2017

Feb 2018

**Co-production phase SDK with AgrC & Ext Services & Developers**

**1st Release of the RECAP Platform**

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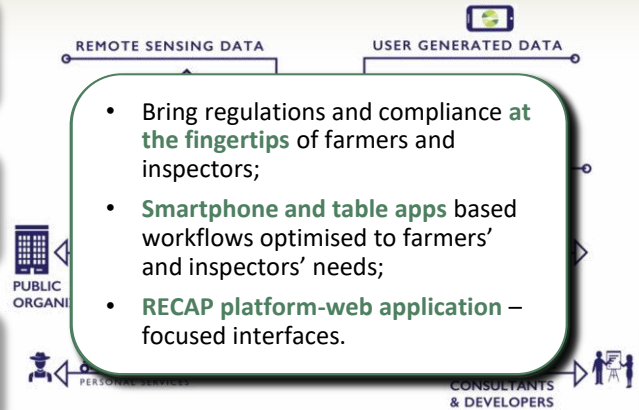
# RECAP- An open concept

**Technology #1**
Remote Sensing tool

**Technology #3**
API

**Technology #6**
Web/ Mobile App




- Bring regulations and compliance **at the fingertips** of farmers and inspectors;
- **Smartphone and table apps** based workflows optimised to farmers' and inspectors' needs;
- **RECAP platform-web application** – focused interfaces.

**Technology #2**
User Generated Data

**Technology #4**
Spatial tool

**Technology #5**
SDK

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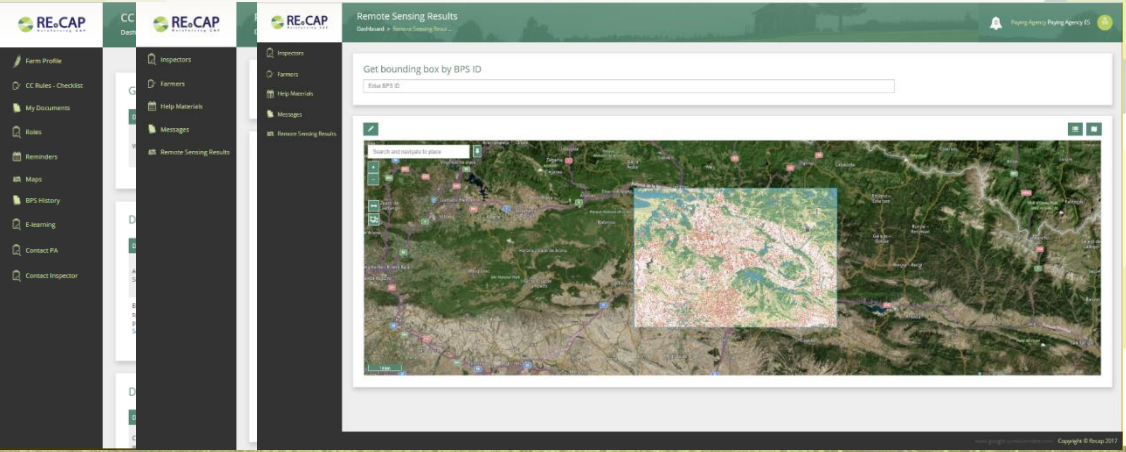
# RECAP- An overview

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# What have we achieved?

## Paying Agencies

More **targeted** on-field inspections

Better **control system** based on **satellite images & registry information**

Reduction of **costly** & **time-consuming** procedures

## Farmers

**Personalised** guidance

**Active** participation

Access to **up-to-date** information

Reduction of **administrative burdens**

**Closer relationship** with PA

More **transparent** execution controls

## Agr. Consultants & Extension Services

**Improved** advisory services

Supporting **Farmers' compliance**

Data **availability**, **accessibility** & **re-use**

Development of services under **an open approach**

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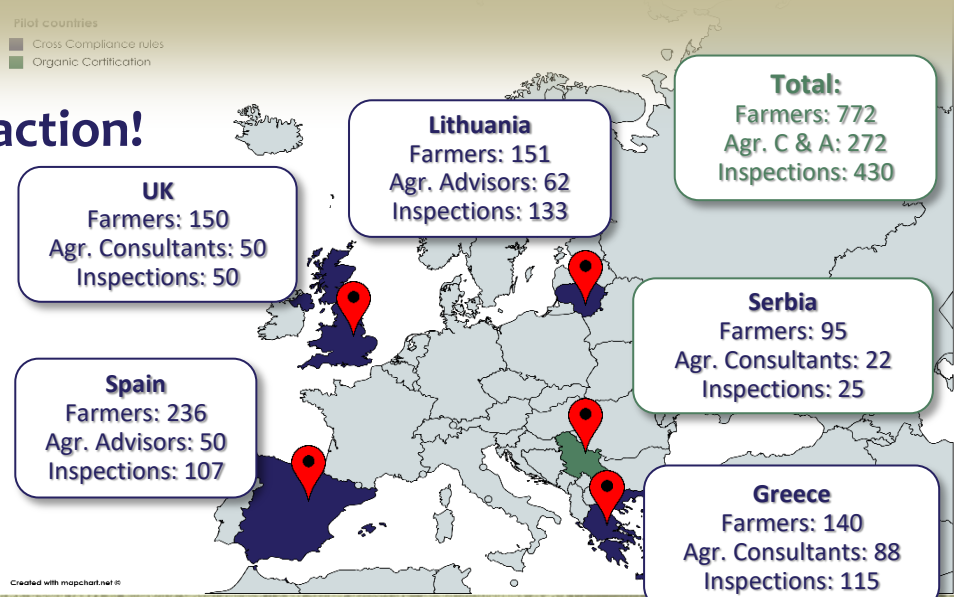
# RECAP in action!




**UK**
Farmers: 150
Agr. Consultants: 50
Inspections: 50

**Lithuania**
Farmers: 151
Agr. Advisors: 62
Inspections: 133

**Total:**
Farmers: 772
Agr. C & A: 272
Inspections: 430

**Serbia**
Farmers: 95
Agr. Consultants: 22
Inspections: 25

**Spain**
Farmers: 236
Agr. Advisors: 50
Inspections: 107

**Greece**
Farmers: 140
Agr. Consultants: 88
Inspections: 115

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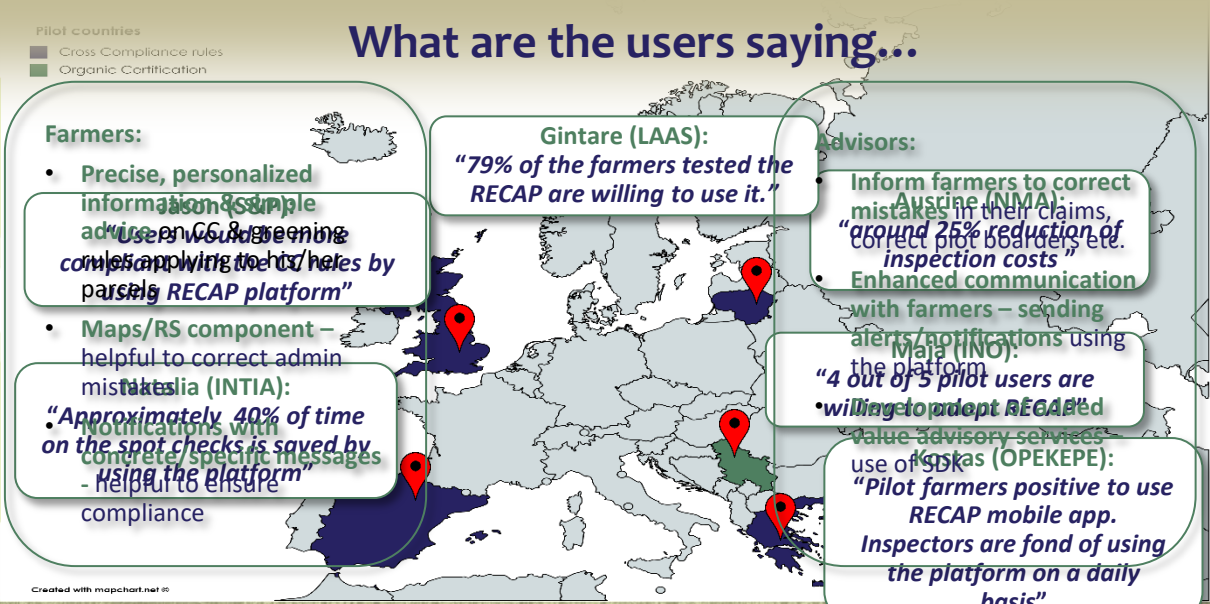
# What are the users saying…




**Farmers:**

- Precise, personalized information & simple advice on CC & greening rules applying to his/her parcels
- Maps/RS component – helpful to correct admin mistakes
- Notifications with concrete/specific messages - helpful to ensure compliance

*"Users would be more compliant with the CC rules by using RECAP platform"*

*"Approximately 40% of time on the spot checks is saved by using the platform"*

**Gintare (LAAS):**

*"79% of the farmers tested the RECAP are willing to use it."*

**Advisors:**

- Inform farmers to correct mistakes in their claims, correct plot boarders etc.
- Enhanced communication with farmers – sending alerts/notifications using the platform
- Development of tailored value advisory services – use of SDK

*"around 25% reduction of inspection costs"*

*"4 out of 5 pilot users are willing to adopt RECAP"*

**Kostas (OPEKEPE):**

*"Pilot farmers positive to use RECAP mobile app. Inspectors are fond of using the platform on a daily basis"*

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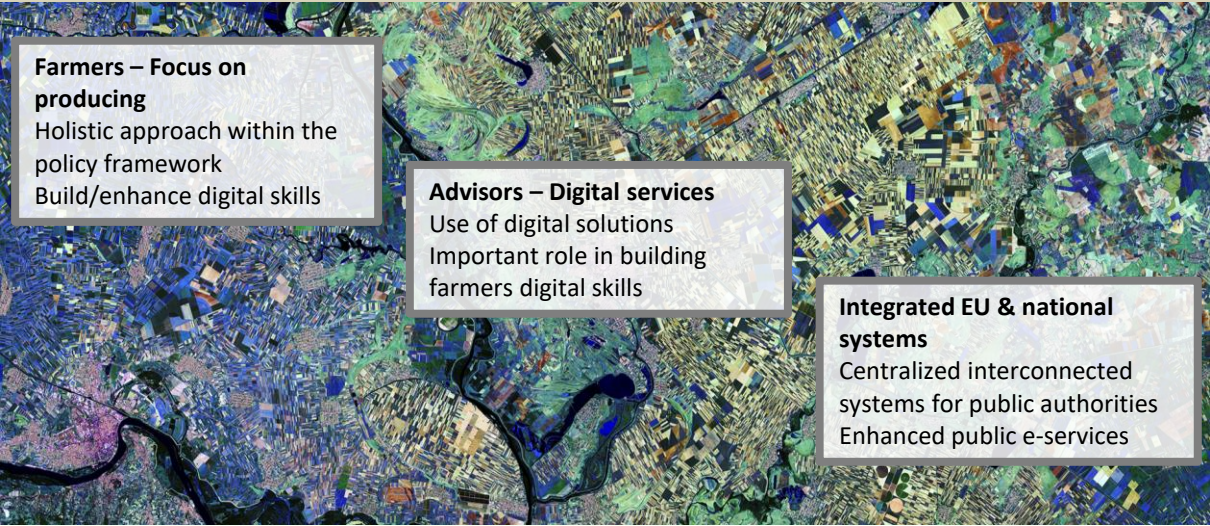
# What have we learnt?



**Farmers – Focus on producing**
Holistic approach within the policy framework
Build/enhance digital skills

**Advisors – Digital services**
Use of digital solutions
Important role in building farmers digital skills

**Integrated EU & national systems**
Centralized interconnected systems for public authorities
Enhanced public e-services

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# Thank you for your attention!

CREVIS

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