

**Project Acronym: ODEON**

**Project title: Open Data for European Open iNnovation**

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## **D.3.4.1**

### **Hachathon / Pitching event / Matching event / Thematical workshops**

**Assisting students, researchers and entrepreneurs for the development of new services and products**

WP n°:	3
Task n°:	3.4 Business development of OD/LOD for marketing objectives
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## Executive Summary

This Deliverable contains the summary of the following activities hold by SARGA and KIM under the Spanish Hub: Hachathon / Pitching event / Matching event / Thematical workshops.

## Target Group Assessment

Target group	Hackathon (No. of participants)	Matching event (No. of participants)	Pitching event (No. of participants)	Workshops (2x) (No. of participants)	TOTAL Number reached by the deliverable	Description/name of target group involvement
Local public authority <b>(LPA)</b>						•
Regional public authority <b>(RPA)</b>			6	1		<ul style="list-style-type: none"> <li>• Government Of Aragon, SARGA</li> <li>• Regional Government</li> </ul>
National public authority <b>(NPA)</b>						•
Higher education and research <b>(HER)</b>						<ul style="list-style-type: none"> <li>• Developers/Researchers at the University</li> </ul>
Enterprise, except SME <b>(ENT)</b>				40		•
<b>SME (SME)</b>		15	5	60		<ul style="list-style-type: none"> <li>• SMEs of the agri-food sector Food SMEs 4.0</li> </ul>
Business support organisation <b>(BSO)</b>				5		<ul style="list-style-type: none"> <li>• Chamber of commerce, CEOE Aragon, financial entities...</li> </ul>
General public <b>(GP)</b>				10		•

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## 1 Introduction & Methodology of Hackathon for students / start-uppers

The general objective is to promote the development of business solutions by using open data and creating links between public stakeholders and business ideas.

The aim of the Hackathon / Living lab is to organize and mentor groups so they can work in the development of business ideas and solutions to promote the use of open data from the public sector. In particular we want to focus on the data published on ancute national and regional open data portals and specially in data related to our country-specific topics. The themes may be developed in cooperation with co-organizers, stakeholders or on the basis of available open data.

The hackathon must be designed and organized in such a way that the best the region or country has to offer in the field of open data is recognized.

We took the opportunity of the hackathon Space Apps Challenge framework to relate the Odeon Challenge:

**“How could we make visible the influence of product traceability on price to generate conscious consumption in the COVID-19 context?”**

and in this way enrich the HUB with the activities and resources offered by the Space Apps Challenge.

### 1.1 Short description of the Hackathon / Living lab

**Title:** Space Apps COVID-19 Challenge

**Who:** Space Apps is a NASA incubator innovation program.

**When:** Space Apps COVID-19 Challenge was hold at all locations from May 23 to May 31.

**Where:** Virtual event due to quarantine.

**Participants:** 197 teams joined the challenge *“Food for Thought”*. One of these teams was made up of Spanish colleagues.

**Participants hierarchy:**

TARGET GROUP INVOLVEMENT*							
LPA	RPA	NPA	HER	ENT	SME	BSO	GP
			x				x

## 1.2 Main conclusions, learnings

**Conclusions & results:** each team has shared the progress and outcome of the challenge they applied for on the [Space Apps Challenge website](#). As example, [here](#) you can see the result of a team.

During our participation in the hackathon we wanted to focus on the challenge of finding ideas and solutions to the needs of the stakeholders of the agri-food sector. Among all the needs detected in previous event and work done before, we want to work especially about:

- Regulate the food chain to promote fair prices for the producer.
- Know the traceability of the product to build trust.

Once we set the needs to work on, we also propose some initial ideas related to these needs. We want to test during the event if participant teams could develop some potential product based on them. These initial ideas are:

- Visually show how the price of products varies according to the actors that intervene.
- Make visible the reasons for the costs of each of the agents.
- Start with some representative products of Aragon and later extend to others.

Apart from that, ODEON team provides the participants with enough data so that they can make decisions, work and develop their ideas, products or services based on real data of the sector. The provided data is gathered from trust sources and is related with the agri-food sector and is grouped in four different categories listed below.

Along with data we also provided some technical info on how to get and process and exploit data from Aragón Open Data. Like API documentation and queries configurations:

[https://opendata.aragon.es/GA\\_OD\\_Core/ui/#!/default/views](https://opendata.aragon.es/GA_OD_Core/ui/#!/default/views)

With all this data and the coaching offered by the ODEON team, the participants worked on developing a platform to build consumer confidence in the presence of COVID-19 and help farmers to value their work. This platform would bring together some representative products of Aragon and break down its price into the different parts showing the cost of each actor or activity, this will help the user to identify in a visual way the variations of the costs according to who is involved in the production and distribution chain of a specific product. Knowing the journey of our Food provides safety to consumers and encourages conscious consumption.

On the other hand, we also want to know how COVID-19 pandemic has affect this production and distribution chain, so we introduce several concept

- How is COVID impacting planting, harvesting, processing, and distribution of crops and livestock products across the world? What about fisheries? This challenge is not limited to food production on land.
- Are there significant regional impacts (e.g. if a resource or activity is limited in a region, interruptions or closures can have large regional impacts on farmers and consumers)?

- Consider an overlay of COVID incidents, workforce data, key farms, and/or livestock plants and distribution areas to show (geospatially) areas of risk to the food supply.
- Using Earth observations and remotely sensed data from GPM (precipitation), SMAP (soil moisture), GRACE (groundwater), MODIS/VIIRS/Landsat/Sentinel (surface characterization, surface emissions), and products from GEOS-5/MERRA-2, you can assess changes in water availability (water stress), changes in agricultural food production systems, energy consumption, and other associated changes caused by the response to COVID-19.

## **Data provided**

### **A) Agricultural varieties and crops**

We want the teams to have a clear idea of actual data of the kind of crops and varieties that are being used. Provided data was selected according to the commercialization months (March-May) and crop data available on Aragón Open Data.

#### Sources:

- Latest studies provided by
  - The "Sowing, Harvesting and Marketing Calendars"
  - methodological report
- Aragon Open Data
  - PAC Herbaceous Products
  - PAC Woody Products

### **B) Number of plots per crop**

This data shows the number of sown parcels from January 2019 to May 2020.

#### Sources:

<https://opendata.aragon.es/datos/catalogo/dataset/politica-agraria-comun-pac-2019-aragon>

<https://opendata.aragon.es/datos/catalogo/dataset/relacion-entre-parcelas-pac-codigos-catastrales-y-sigpac-en-aragon>

#### Example of query:

As explained on API documentation, this data can be exploited using queries to filter and narrow the results:

[https://opendata.aragon.es/GA\\_OD\\_Core/preview?view\\_id=80&filter\\_sql=\(CCOSEC=2019 OR CCOSEC=2020\) AND CPRODU=169](https://opendata.aragon.es/GA_OD_Core/preview?view_id=80&filter_sql=(CCOSEC=2019 OR CCOSEC=2020) AND CPRODU=169)

### **C) Short-term prices of agricultural products**

This data provides the prices in origin, in representative and national markets, of the agricultural products with the greatest national relevance, registered in the production areas.

#### Sources:

Year 2019: <https://www.mapa.gob.es/es/estadistica/temas/publicaciones/informe-semanal-coyuntura/2019.aspx>

Year 2020: <https://www.mapa.gob.es/es/estadistica/temas/publicaciones/informe-semanal-coyuntura/2020.aspx>

#### D) Market prices 2020 vs market prices 2019

For this data we suggested using different online stores from local and national areas dedicated to sell agricultural products. In order to get data from past years we suggested using archive.org that is non-profit repository of web backups over time, so you can see how a specific web was in the past. Along with it we provided wdocumentation to make it easier to exploit archive.org website.

##### Sources consulted:

2020

- [www.carrefour.es](http://www.carrefour.es)
- [www.sedovin.com](http://www.sedovin.com)
- and so on

2019

- [Carrefour archive](#)
- [Sedovin archive](#)

API Wayback Machine APIs

- [https://archive.org/help/wayback\\_api.php](https://archive.org/help/wayback_api.php)
- <https://archive.readme.io/docs>
- <https://archive.org/wayback/available?url=carrefour.es&timestamp=2019>
- <http://web.archive.org/cdx/search/cdx?url=carrefour.es&matchType=domain&fl=original&collapse=urlkey&limit=20000&output=json&from=2019&to=2019&filter=statuscode:200>

#### E) Agricultural indexes and wages

The statistics of Agrarian Indices and wages measures the national, monthly and annual evolution of the indices and wages that farmers and ranchers perceive for carrying out the agrarian activity on a farm. The main objective with this data is to measure the evolution of salaries for farmers and ranchers for work in agrarian production.

##### Source:

- <https://www.mapa.gob.es/es/estadistica/temas/estadisticas-agrarias/economia/precios-percibidos-pagados-salarios/salarios-agrarios/default.aspx>



### 1.3 Published and Press release of Hackathon / Living lab event

Previous to this hackathon, there was another on site hackathon planned; it was called “HACKAGRON” but due to Covid-19 situation it had to be cancelled. Once it was cancelled we managed to create this hackathon joining NASA initiative.

For this previous event there was a lot of promotional action. Graphic material was designed creating a poster and multiples banners for webs and social networks like twitter, linkedin, news in university of zaragoza site, on gobierno de aragon site and so on.

<https://eina.unizar.es/noticias/hackagron-hackaton-con-los-datos-del-sector-agroalimentario-aragones>

<https://opendata.aragon.es/informacion/eventos>

<http://www.aragonhoy.net/index.php/mod.noticias/mem.detalle/area.1343/id.256428>

[https://twitter.com/search?q=hackagron&src=typed\\_query](https://twitter.com/search?q=hackagron&src=typed_query)

After the cancelation of the Hackagron, the Odeon team focused on finding participants that could be interested in this kind of event. A mail was sent to all people that joined Hackagron and to reach design and computing students and professionals. The team talked with the University of Zaragoza looking for people from the grades of industrial design, computing and engineering. The actions include small presentations during lessons, massive mailing and encourage grade coordinators to spread the word.

A part from that the event was promoted by mailing in all internal network of the HUB, participants in previous events, associated companies and other Aragon government departaments.

This mailing included a description of the event, its web site

<https://www.spaceappschallenge.org/> encouraging to participate and enjoy the experience.

### 1.4 Agenda of the event

#### **Saturday | May 23, 2020**

- 4PM UTC Navigating a NASA hackathon
- 6PM UTC How to prepare for your first hackathon
- 8PM UTC Open data 101
- 10PM UTC Intro to web development
- 12AM UTC Intro to data exploration (in Spanish)
- 12AM UTC Intro to data exploration (in English)

**Sunday | May 24, 2020**

- 12PM UTC Earth Science Data Systems and Space Apps
- 2PM UTC Earth Science Data and the COVID-19 Data Pathfinder
- 4PM UTC How to find space resources on the internet
- 6PM UTC How to build a winning team
- 8PM UTC Astronauts, engineers, data scientists, oh my! How to work with multidisciplinary teams
- 10PM UTC Creating virtual rooms for collaboration with Mozilla Hubs

**Tuesday | May 26, 2020**

- 12PM UTC Impacts of COVID-19 on the Earth system and system response (Challenge 1)
- 2PM UTC How to connect data science to real-world issues
- 4PM UTC How to download and process Earth observation data
- 6PM UTC Problem-solving aligned with the Sustainable Development Goals
- 10PM UTC Tutorial 1: How to search JAXA EO Products by satellite, sensor names (in English)
- 10:30PM UTC Tutorial 2: How to search JAXA EO Products by a physical quantity name (in English)

**Wednesday | May 27, 2020**

- 4AM UTC Determining height of the clouds from satellite data
- 8AM UTC Forest fire mapping using support vector machine
- 12PM UTC Learning about air quality using satellites and airborne science
- 2PM UTC User experience (UX) for your Space Apps project
- 4PM UTC Data visualization simplified
- 6PM UTC One Health and collaboration for a better world
- 8PM UTC Intro to Planet Explorer

**Thursday | May 28, 2020**

- 12AM UTC Design thinking in innovation
- 10AM UTC How to adapt COVID-19 problem-solving to a virtual space
- 12PM UTC How to pitch a winning hackathon solution
- 2PM UTC How to make a video or presentation for Space Apps
- 4PM UTC Demo: Conversational AI in storytelling
- 6PM UTC How to leverage artificial intelligence in a hackathon solution
- 7PM UTC Intro to data sonification
- 8PM UTC Manage your time so it doesn't manage you
- 10PM UTC From idea to innovation, preparing for Space Apps step-by-step

### **Friday | May 29, 2020**

- 11AM UTC Greetings from NASA's Acting Deputy Director, Earth Science Division
- 11:15AM UTC Greetings from ESA Director of Earth Observation Programmes
- 11:30AM UTC Greetings from Vice President of the Board of Directors, JAXA
- 11:45AM UTC Greetings from the President of CNES
- 12PM UTC Greetings from the Canadian Space Agency Director General, Space Utilization
- 12:30PM UTC Space Apps: A place for artists, too!
- 1PM UTC Where art and innovation flourish! Interactive print with conductive ink
- 2PM UTC Space Apps through the lens of an astrophysicist
- 3PM UTC How to create an idea that makes a difference
- 4PM UTC Lessons from Space for the Space Apps community

### **Saturday | May 30, 2020**

- 1AM UTC How to begin a winning NASA Space Apps journey
- 10AM UTC How to pick the perfect challenge at NASA Space App
- 7PM UTC How to scale you solution, from NASA Space Apps to success

### **Sunday | May 31, 2020**

- 1PM UTC How to approach your final day at NASA Space Apps
- 9PM UTC How serendipitous teams turn into businesses at Space Apps
- 10PM UTC Closing out the Space Apps COVID-19 Challenge

Parallel to these events and continuously the ODEON team supports participants during the hackathon, on skype and whatsapp by solving questions, giving feedback, making easier the access to data, and so on.

## **1.5 List of participants**

All the participants were inscribed on the NASA records, so for now, we do not have access to all the participants data, we are working to be able to get this data as soon as possible. But as our team was supporting participants during the event, we estimate that there were about 20 participants, mainly students, developers and researchers from the University of Zaragoza. Only 1 team finally submit the project.

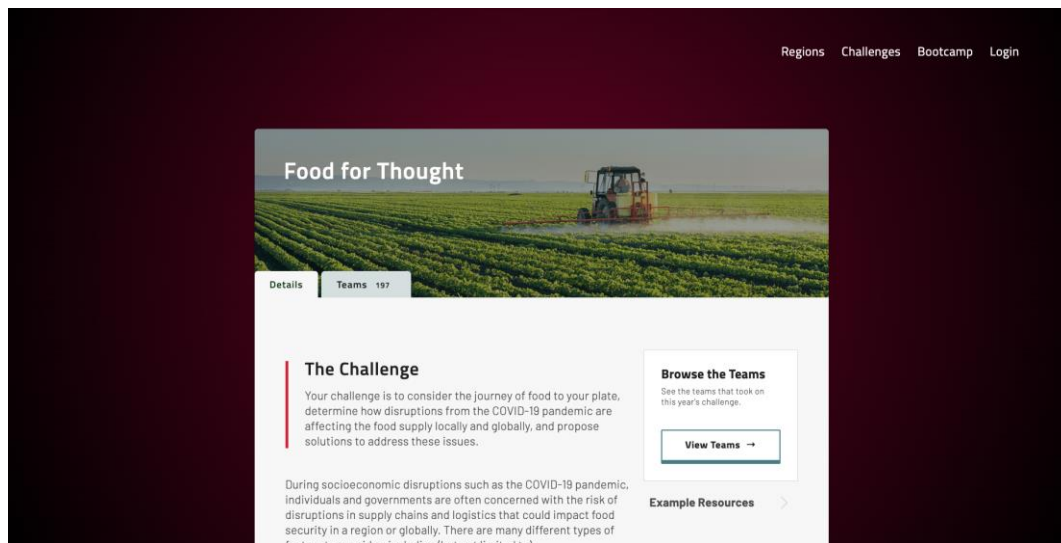
### **Team 1**

**Name:** Human Factors

**Authors:** Cristian Cifuentes, Jose Manuel Naveiro, Andrés Hidalgo

**Project:** <http://space-apps-challenge-mindbloquers.s3-website-us-east-1.amazonaws.com/>

## 1.6 Photos



## 2 Introduction & Methodology of Matching event for SMEs operating in DATA economy and digital innovation

The general objective is to bring together different stakeholders and to promote the development of business solutions through the use of open data.

Matching events can also be designed in an informal way as pure networking event, where participants could choose who they wish to meet, or discuss interests with.

Through this structured event and through networking, opportunities are defined or sought to bring together the interested parties.

### 2.1 Short description of the Matching event

#### CONTENT:

MATCHING EVENT. Find your best open-data partners!

#### OBJECTIVES:

- The event aimed to match and create new business opportunities
- Promote the collaboration among Aragonese corporations, SMEs and startups from the agri-food sector
- Contribute to create new business contacts, leads, value partners.
- Turn the event into a real marketplace where selected startups can make business and synergies with SMEs and corporations.

Contribute to the awareness about open data opportunities among the enterprises.

**DATE:**

16/01/2020

**LOCATION:**

Ibercaja Patio de la Infanta. San Ignacio de Loyola, 16. Zaragoza.

**Participants:**

**Who was invited and how?** Aragonese corporations, SMEs and startups from the agri-food sector were invited to the event by email, asking them about their interest on what kind of enterprises they would like to meet with and about their main interests and objectives regarding open data opportunities.

**Number of participants:** 15 people

**Participants hierarchy:**

TARGET GROUP INVOLVEMENT*							
LPA	RPA	NPA	HER	ENT	SME	BSO	GP
					15		

## 2.2 Main conclusions, learnings

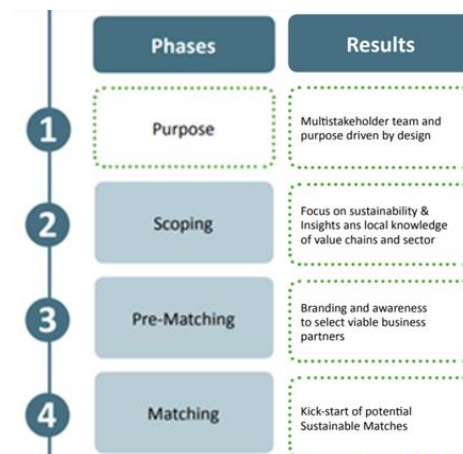
The event has allowed participants to make contact with other entrepreneurs in the sector, see other projects, new ideas, what the competition does, find suppliers, potential new alliances, and, above all, make themselves seen and contact potential new customers.

All the participants were satisfied with the event, methodology and contacts made during the speed dates.

**Short summary**

With all the inscriptions and collected information, we made groups of two and/or three participants based on their interest and objectives in order to facilitate the contact and networking among all of them.

During the day we combined matchmaking and networking activities among partners.



1. Purpose: We selected open data opportunities in the agri-food sector as the overall purpose for the pilots.
2. Scoping sector: This second phase in setting up sustainable matches in a needs-based way, is crucial and intensive. Looking at the goals of the project. Map the business opportunities: SMEs seem to base their ideas about business opportunities on their own experience.
3. Pre-matchmaking: During this phase a thorough selection takes place of suitable and realistic candidates for successful matchmaking. The selection in this pre-matching phase narrows the number of candidates down further.
4. Matching: The matchmaking phase takes time and is an iterative process. It has to be considered that this is the first step of a long way... Consolidating a Sustainable Match takes months of getting to know each other and to negotiate the match. A deal can be postponed for several reasons, externally and internally.

### **Main conclusions / learnings**

- Aragonese corporations, SMEs and startups from the agri-food sector are open to collaborate and share available data.
- Local SMEs appreciated the matchmaking.
- Certain SMEs prefer matchmaking programs during agriculture technology exhibitions.
- Many of them have not clear how to make use of open data yet.
- Among the main advantages derived from this event are of course saving time, the ease of interacting and talking with all participants, the development of their social skills, and the opportunity to learn to synthesize in 5-7 minutes what is dedicated each company.
- They want reliable partners and support in the process of matchmaking and due diligence.
- Our participation has brought us a number of useful contacts.
- Future marketing opportunities have been opened up and will be improved upon

## 2.3 Agenda of the event

14:00 – 10:30	Registration
10:30 – 10:45	Warm up & Opening ceremonies
10:45 – 12:45	Matchmaking (20 minutes by match)
12:45 – 14:00	Networking
14:00 – 16:00	Matchmaking (20 minutes by match)

## 2.4 List of participants



Project co-financed by the European Regional Development Fund






Matching event 16/01/2020

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Maching event

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### 3 Introduction & Methodology of Pitching event for investors

Many public workers were invited to join the Pitching Event. The main topic of the event was how to use open data to face agri-food sector's main needs and goals.

The aims were as follows:

- Establish relationship with agents of the agri-food sector of Aragon.
- Discover and specify their main needs to improve the sector's situation through the use of data.
- Identify which data and sources could solve those identified needs.
- Prioritizing the most relevant needs for the sector.
- Building 8 case studies from those needs, the data, and the ideas generated.

During the session, the group of participants worked with different tools to achieved all the goals of the workshop. At the end of the activity, we got eight "pitch" of different case studies.



### **3.1 Short description of the Pitching event**

In the case of the Spanish Hub, after the two workshops and the matching event, a pitching event was held between public workers and enterprises on how to use open data to face agri-food sector's main needs and goals with the aim of identifying 6 promising cases/ideas developed.

#### **CONTENT:**

PITCHING EVENT. How to use open data to face agri-food sector's main needs and goals.

#### **OBJECTIVES:**

- Establish relationship with agents of the agri-food sector of Aragon.
- Discover and specify their main needs to improve the sector's situation through the use of data.
- Identify which data and sources could solve those identified needs.
- Prioritizing the most relevant needs for the sector.
- Building case studies from those needs, the data, and the ideas generated.
- Contribute to the awareness about open data opportunities among the enterprises.

#### **TOPICS:**

The main topic of the event was how to use open data to face agri-food sector's main needs and goals. Here are the subtopics identified:

- Management in the agri-food sector
- Customer's knowledge
- Agri-food sector networks
- Recruitment of agri-food professionals
- Responsible consumption
- Food supply chain
- Export, import and prices
- Government subsidies and aids
- Data usage and processing

**DATE:** 23/01/2020

#### **LOCATION:**

Facilities of the Government of Aragon. Zaragoza.

#### **TARGET GROUPS:**

**Who was invited and how?** Aragonese corporations, SMEs and startups from the agri-food sector were invited to the event by email, asking them about their interest on what kind of enterprises they would like to meet with and about their main interests and objectives regarding open data opportunities.

**Number of participants:** 11 people.

The Pitching Event took place in the facilities of the Government of Aragon on 23/01/2020. Many public workers were invited to join the event.

#### USED METHODOLOGY

When inviting enterprises to participate in the pitch event, we advised them on some key aspects for pitches, such as:

1. Adaptation of the speech to the audience: profitability, return of the investment and potential benefits of the product or service.
2. Don't improvise, be natural.
3. Order and concretion, answering 3 key questions: who you are, what you do, which is the added value you provide.
4. Easy understanding: Use your own words to explain yourself simply, avoid technicalities.
5. Focus on the now, don't go to the past or to the detail. On another date there will be time to deep in and tell more details.

Moreover, these tools were recommended to the participants for dynamized the pitch:

1. Mentimeter.
2. Prezi.
3. Explanatory videos such as videoscribe or powtoon.
4. Tools for easy visualization of data such as tableau, carto, infogram and datawrapper.

At the end of the activity, we got these **8 case studies**:

1. "**Optifertil**" is a solution for farmers to make more sustainable use of fertilizers. "Optifertil" is an app that matches the characteristics of the crop with the known data of the fertilizer performance and gives a custom recommendation of the most suitable type and amount of fertilizer.
2. "**Eco Catalog**" is a platform to give visibility to certified organic products from Aragon. Next to each product, its environmental impact will be shown to raise awareness among consumers and promote the consumption of local organic products.
3. "**Share your route**" is a meeting point for small dealers and producers. Through this application, dealers could publish their usual routes, indicating the available space, and, on the other hand, producers could request to include their products in those routes. Thanks to this, expenses are optimized and products can better reach from origin to end-consumer.
4. "**From the field to home**" is a platform to help farmers claim their prices. This platform brings together some representative products of Aragon and breaks down their value into the different costs. This way, users could visually appreciate the price variations according to the actors involved.

5. **"Aragón Exporting"** is an interactive map that shows information about the products exported and imported from each of its regions. Thank to this map, any of the parties in the agri-food sector could consume this information easily and visually.
6. **"Plaktrack"** is a status of pests information service based on data collected by the Atrias. An app that aims to provide recommendations to farmers on effective and proven ecological treatments for active pests, taking into account their location and type of crop.
7. **"Aragón Open Data +"** is an evolution of the current concept. It integrates new features to encourage communication with users. Thanks to them, they can rate the data, write comments, and request new data to be released. The data requested will appear within the web architecture so everybody can see the status of the request.
8. **"Red Eco"** is a platform that connects professionals in the ecological sector. Professionals can join and add information about the products they are interested in / produce, calendars with their availability and production times. Thanks to the interactive map visualization, professionals will be able to find the closest partners and strengthen their networks.

Participants hierarchy:

TARGET GROUP INVOLVEMENT*							
LPA	RPA	NPA	HER	ENT	SME	BSO	GP
	1				2		

### 3.2 Main conclusions, learnings

- Farmers believe they can make more efficient use of fertilizers. For that purpose, they need to know the performance of each type of fertilizer in each type of crop. They are also interested in tools to facilitate the calculation of the amount of fertilizer needed.
- The end-consumer does not know well the ecological products of Aragon. Sometimes, it is difficult to see the value between consuming an ecological product or one non-ecological. It is thought that showing the environmental impact could help.
- Small dealers and producers invest a lot of time and effort in coordinating their routes. Besides, they cannot afford to do as many routes as they would like because it is a huge investment.
- Farmers want to claim their prices. One way to show how little they receive from the final price of the product would be to break down the costs of other food chain agents.










- The different actors in the agri-food sector are interested in knowing the products exported and imported by each region of Aragon. They would like to be able to consume this information visually.
- Pests are a recurring problem for farmers. In Aragon exists a special figure, the Atrias, who collect data about pests every day. It would be great to use that data to kill pests more effectively.
- Users of the agri-food sector demand new features for Aragon Open Data that allow better communication and accessibility to data.
- Ecological producers have trouble finding partners who can distribute, sell, or purchase their products, and vice versa. They need to know who the other agents of the sector are, to be able to create networks.

### **3.3 Agenda of the event**

17:00 – 17:30	Registration
17:30 – 18:30	Pitch event
18:30 – 20:00	Networking and promising cases selection

### **3.4 List of participants**

Pitching event 23/01/2020

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### 3.5 Photos







#### **4 Introduction & Methodology of Thematic workshops to foster cross-fertilization activities**

Thematic Workshops are interactive sessions based on the requests received from stakeholders during the open consultation process. These workshops are organized and designed by the stakeholders who submit the request.

Within ODEON each partner should organize 2 thematic workshops. To reconcile the different approaches and needs, we propose to organize 2 workshops: Using open data for SMEs / start-ups and challenges / opportunities from the perspective of Public Authority

##### Topics:

##### WORKSHOP 1:

- Presentation of ODEON project to the companies of the Aragonese agri-food sector.
- Disseminate how ICT and BIG DATA are changing agri-food processing, data collection to improve processes, the possibilities of offering consumers more information about our products and the different way in which food is already being produced, perceived, bought and consumed.

##### WORKSHOP 2:

- Address the challenge of the Digitalization of agrifood SMEs, show the trends, evolution and different applications that ICTs are having in the sector and encourage the cooperation among companies to be able to achieve this objective.
- Disseminate how ICT and BIG DATA are changing agri-food processing, data collection to improve processes, the possibilities of offering consumers more information about our products and the different way in which food is already being produced, perceived, bought and consumed.
- Understand the Blockchain and its applications in food SMEs

##### Target of reference:

Mainly Food 4.0 SME

## 4.1 First thematic workshop

### 4.1.1 Short description of the first thematic workshop

**CONTENT:**

WORKSHOP. ¿What do you know about open data opportunities?

**OBJECTIVES:**

- Presentation of ODEON project to the companies of the Aragonese agri-food sector.

Disseminate how ICT and BIG DATA are changing agri-food processing, data collection to improve processes, the possibilities of offering consumers more information about our products and the different way in which food is already being produced, perceived, bought and consumed.

**DATE:**

25/04/2019

**LOCATION:**

Ibercaja Patio de la Infanta. San Ignacio de Loyola, 16. Zaragoza.

**Invited participants:**

Food SMEs 4.0

**Number of Attendees:**

22 people

Participants hierarchy:

TARGET GROUP INVOLVEMENT*							
LPA	RPA	NPA	HER	ENT	SME	BSO	GP
	2				15		

### 4.1.2 Main conclusions

**Feedback:** The qualitative feedback from both participants and attendees was very good.

The main objectives of this workshop were reached:

- To present ODEON project to the companies of the Aragonese agri-food sector.
- To identify the level of knowledge that Aragonese companies in the agri-food sector have about open data and its opportunities.

### 4.1.3 List of participants



## ODEON – D.3.4.1 Assisting students, researchers and entrepreneurs for the development of new services and products

Zaragoza 25 de abril de 2019 Meeting Hub

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Zaragoza 25 de abril de 2019 Meeting Hub

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#### 4.1.4 Photos



## 4.2 Second thematic workshop

### 4.2.1 Short description of the second thematic workshops

**CONTENT:**

SIMPOSIUM. CHALLENGES AND COOPERATION IN THE FOOD VALUE CHAIN. Blockchain technology applications in food SMEs

**OBJECTIVES:**

- Address the challenge of the Digitalization of agrifood SMEs, show the trends, evolution and different applications that ICTs are having in the sector and encourage the cooperation among companies to be able to achieve this objective.
- Disseminate how ICT and BIG DATA are changing agri-food processing, data collection to improve processes, the possibilities of offering consumers more information about our products and the different way in which food is already being produced, perceived, bought and consumed.
- Understand the Blockchain and its applications in food SMEs

**DATE:**

21/10/2019 (09:30h – 19:00h).

**LOCATION:**

Ibercaja Patio de la Infanta. San Ignacio de Loyola, 16. Zaragoza.

**Participants:** describe the structure of participants and fill in the number of them in hierarchy table.

- **Invited participants:** Food SMEs 4.0
- **Number of Attendees:** 139 people
- **Number of participants:** 22 people

### 4.2.2 Main conclusions, learnings

**Feedback:** The qualitative feedback from both participants and attendees was very good.

During the workshop, the challenge of the Digitalization of agrifood SMEs and promoting the cooperation of companies to achieve this objective was addressed.

Likewise, it was announced how ICT and BIG DATA are changing the agri-food transformation, the collection of data to improve processes, the possibilities of offering more information to consumers about our products, the different way in which food is being already produced, perceived, bought and consumed.

### 4.2.3 Agenda of the event

#### 9:30 OPENING

Mr. Javier Lambán - President of the Government of Aragon

Mr. Félix Longás - President AIAA

#### 9:45 - 10:30 OPENING CONFERENCE

Pedro Rodrigo - National responsible partner of the "Future of Food" Program. Deloitte - The future of food: impact on the value chain.

#### 10:30 - 12:00 SMART THINGS, SMART PEOPLE

- Alicia Asín - Co-founder and CEO of Libelium. How to improve productivity in agrifood SMEs with IoT (Internet of Things) technology.
- Santiago Bollaín - Director of Small and Medium Enterprises, IBM Spain (IBM FOOD TRUST Platform) - Food traceability and blockchain
- Carlos Tejedor - Head of Digital Business Banking at IBERCAJA - AGROTECH Initiative.
- Javier Sancho - European Project Manager in SARGA - Interreg MED ODEON Project - Information and data in the transformation of agri-food SMEs
- Moderator: Mr. Ramón Tejedor - Managing Director of ARAGÓN EXTERIOR - AREX

#### 12:00 - 12:30 COFFEE

#### 12:30 - 14:20 SECURITY AND PROCESS IMPROVEMENT. The new agri-food ingredient: BIG DATA

- Alain Cenarruzabeitia - Supply Chain Manager of the ANGULAS AGUINAGA group - Smart Factory in Angulas Aguinaga
- Dr. F. Javier Zarazaga-Soria - Professor of the University of Zaragoza and member of the I3A - Agribusiness 4.0 and Big Data: dependencies and independence.
- Darío Cesena - Dtor. General and CEO at GEPROM Connecting Industries (Telephone Partner) - Process improvement in agrifood SMEs based on food safety and quality.
- Pablo Cabeza - Head of Management and Control of Information Security IBERCAJA - Future in Cybersecurity for companies.
- Jorge Sanz - Director of Data & IA of EFOR - Big Data Applications in Food SMEs.
- Boris Delgado - ICT Certification Manager, AENOR International Solutions for SMEs to the new ICT and cybersecurity risks: the AENOR digital ecosystem
- Moderator: Mr. Jorge Díez - Managing Director of SARGA

#### 2:30 pm - 4:00 pm LUNCH

#### 16:30 - 18:00 POINT OF SALE AND CONSUMPTION - REVOLUTION 4.0

- Gregorio López Martos - CEO MOX. Big Data for demand forecast in last mile logistics.
- Miguel Angel Barea - Director of the Digital Identity Area of INYCOM - Understand the Blockchain and its applications in food SMEs.
- Rafael SANCHEZ - Director of E-commerce in CARREFOUR Spain -
- M<sup>a</sup> Eugenia Hernández - Cluster Food Manager of Aragon - Cooperation of food SMEs to listen to consumers applying Big Data.
- Alberto Fantova - Marketing & Innovation Manager HMY - The keys to the new Retail.
- Moderator: Mr. Nicolás España - Director of EL PERIÓDICO DE ARAGÓN

#### 18:00 - 18:40 CLOSURE CONFERENCE

Estela Ye - CEO Aliexpress Spain. AliExpress: A platform to sell your products in Europe and Russia

#### 18:45 - AIAA ACKNOWLEDGMENTS



**19:00 CLOSURE**

Mr. Joaquín Olona - Minister of Agriculture of the Government of Aragon

Mr. Félix Longás - President AIAA



**SIMPOSIUM**  
**2019**

**PYMES ALIMENTARIAS 4.0**  
Retos y cooperación en la cadena de valor alimentaria

**21 de Octubre**  
**PATIO DE LA INFANTA IBERCAJA**  
C/ San Ignacio de Loyola, 16 • 50008 Zaragoza

**INSCRIPCIÓN:**  
[www.aiaa.es](http://www.aiaa.es) / Tfno. 976 475 891  
Socios AIAA - Gratuita  
No Socios AIAA - 60 € + IVA

**09:30 h. INAUGURACIÓN**  
Representante Gobierno de Aragón.  
Presidente AIAA.

**9:45 - 10:25 h. CONFERENCIA INAUGURAL**  
**El futuro de la alimentación:  
impacto en la cadena de valor.**  
Pedro Rodrigo, Socio responsable nacional  
de "Future of Food" Program, Deloitte.

**10:25 - 12:00 h. SMART THINGS, SMART PEOPLE**  
• **Cómo mejorar la productividad en pymes agroalimentarias con tecnología IoT (Internet de las cosas).**  
Alicia Asín, Cofundadora y Consejera Delegada de Libellum.  
• **Trazabilidad alimentaria y blockchain.**  
Santiago Ballalín, Director de Pequeña y Mediana Empresa, IBM España (Plataforma IBM FOOD TRUST).  
• **Iniciativa AGROTECH.**  
Victor Royo, Jefe de Estrategia Digital e Innovación en IBERCAJA.  
• **La información y los datos en la transformación de las pymes agroalimentarias.**  
Javier Sancho, Gestor de Proyectos Europeos en SARGA - Proyecto Interreg MED ODEON.

**12:00 - 12:30 h. CAFÉ**

**12:30 - 14:20 h. SEGURIDAD Y MEJORA DE PROCESOS.**  
**El nuevo ingrediente agroalimentario: BIG DATA**  
• **Smart Factory en Angulés Aguinaga.**  
Alain Cenarruzabalbeitia, Responsable de Supply Chain del grupo ANGULÉS AGUINAGA.  
• **Agroindustria 4.0 y Big Data: dependencias e interdependencias.**  
F. Javier Zarazaga-Soria, Profesor Titular de la Universidad de Zaragoza y miembro del IIA.  
• **Mejora de procesos en pymes Agroalimentarias basada en seguridad y calidad Alimentaria.**  
Dario Cesena, Dtor. General y Consejero Delegado en GEPIROM Connecting Industries (Partner Telefónica).

• **Futuro en Ciberseguridad para empresas.**  
Pablo Calbaza, Jefe de Gestión y Control de Seguridad de la Información de Ibercaja.  
• **Aplicaciones Big Data para Pymes Alimentarias.**  
Jorge Sanz, Director de Data & IA de EFOR.  
• **Soluciones para pymes a los nuevos riesgos TIC y de ciberseguridad: el ecosistema digital AENOR.**  
Boris Delgado, Gerente Certificación TIC, AENOR Internacional.

**14:30 - 16:15 h. ALMUERZO.**  
**16:15 - 17:45 h. PUNTO DE VENTA Y CONSUMO - REVOLUCIÓN 4.0**  
• **Big Data para previsión de Demanda en logística de última milla.**  
Gregorio López Martos, CEO MOX.  
• **Entender el Blockchain y sus aplicaciones en pymes alimentarias.**  
Miguel Ángel Barea, Director Área de Identidad Digital de INYCOM.  
• **El canal digital de venta de alimentos en Carrefour.**  
Rafael Sánchez, Director de E-commerce en CARREFOUR España.  
• **Cooperación de pymes alimentarias para escuchar a consumidores aplicando Big Data.**  
M<sup>a</sup> Eugenia Hernández, Gerente de Cluster Alimentación de Aragón.  
• **Las claves del nuevo Retail.**  
Alberto Fariña, Marketing & Innovation Manager HMY.

**17:45 - 18:30 h. CONFERENCIA CLAUSURA**  
**AliExpress: Una plataforma para vender tus productos en Europa y Rusia.**  
Estela Ye, CEO Aliexpress España.

**18:30 h. Reconocimientos de AIAA**

**18:40 h. CLAUSURA**  
Representante Gobierno de Aragón.  
Presidente AIAA.

Organiza:

Patrocina:

Financia:

Protagonistas:

**4.2.4 List of participants**

## ODEON – D.3.4.1 Assisting students, researchers and entrepreneurs for the development of new services and products

WORKSHOP 21/10/2019  
 PYMES ALIMENTARIAS 4.0.  
 RETOS Y COOPERACION EN LA CADENA DE VALOR ALIMENTARIA

APELLIDO	NOMBRE	ORGANIZACIÓN	FIRMA
AGREDA	NIEVES	CAMARA DE ZARAGOZA	
AGUAROD	RUTH	SARGA	
AISA	JAVIER	AIAA	
ALADREN	DAVID	GRANJA VIRGEN DEL ROSARIO	
ALARCÓN	SERGIO	MERCAZARAGOZA	
ALONSO BELTRAN DE HEREDIA	LUIS ALBERTO	ESMEDAGRO S.L.	
ALVAREZ MARTIN-BALLESTERO	CAROLINA	CEOE ARAGON	
ANEL JUAN	FERNANDO JESÚS	COCA-COLA EUROPEAN PARTNERS	
APALAEGUI	JAVIER	ANGULAS AGUINAGA	
APARICIO	ANTONIO	GRUPO PASTORES	
ARAGÜÉS	ADOLFO	FED. COOPERATIVAS AGROALIMENTARIAS DE ARAGON	
ARGUEDAS	ALBERTO	JOSE Mª LAZARO S.A.	
ARNILLAS MARIN	J. FRANCISCO	GOBIERNO DE ARAGON	
ASCASO	SURA	PASTELERÍA ASCASO,S.L.	

AOC

RANCN

THZ

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 PYMES ALIMENTARIAS 4.0.  
 RETOS Y COOPERACION EN LA CADENA DE VALOR ALIMENTARIA

APELLIDO	NOMBRE	ORGANIZACIÓN	FIRMA
ASÍN	ALICIA	LIBELIUM	
ATARÉS	PATRICIA	BODEGAS SOLAR DE URBEZO	
AZNAR BARRANCO	CAROLINA	MARTA TORNOS COMUNICACION	
BADIA MENDIZ	JAVIER	ASOCIACIÓN DE PRODUCTORES DE CARNE DE VACUNO DE ARAGÓN	
BALDA	XABIER	PASTELERÍA DON MANUEL S.L.	
BAREA	MIGUEL ANGEL	INCOM	
BENITO MARCON	MARIA DE LOS ÁNGELES	BODEGAS RUBERTE SL	
BEORTEGUI	ALEJANDRA	GRUPO PASTORES	
BERMÚDEZ	CLARA	ASOCIACIÓN ARAGÓN INNOVALIMEN	
BERNAL	JOSE ANTONIO	HNOS. BERNAL HERNÁNDEZ	
BERNAL LECINA	MANUEL	CAMARA DE COMERCIO ZARAGOZA	
BERNAL RUIZ	JOSÉ ANTONIO	EMBUTIDOS BERNAL	
BLANCO NATALIAS	BÁRBARA	MARTA TORNOS COMUNICACION	
BOLLAÍN	SANTIAGO	IBM ESPAÑA	

BECCERIL

PEDRO

TELEFONICA GRUPO VIRTU

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APELLIDO	NOMBRE	ORGANIZACIÓN	FIRMA
BORDONABA	ALFONSO	SARGA	
BOTAYA	DAVID	AVES NOBLES - ALDELIS	
BRUN GARCÍA	JOSÉ ANTONIO	CÁRNICAS FERRER S.A.	
CABEZA	PABLO	IBERCAJA	
CALAVIA	JUAN CARLOS	BIB	
CALLEJA	JOSE IGNACIO	IGNACIO CALLEJA	
CALVO	JESÚS	LA CALANDINA SDAD. COOP.	
CALVO BOSQUE	RUT	VEA QUALITAS, S.L.	
CARRERA	LAURA	INNOFLOWER	
CASTELLS MARCÉN	ANGEL	PASTELERÍA DON MANUEL S.L.	
CENARRUZABEITIA	ALAIN	ANGULAS AGUINAGA	
CESENA	DARÍO	GEPROM	
CHUECA	ENRIQUE	BODEGAS ARAGONESAS S.A.	
CILLA	IRENE	ASOCIACIÓN ARAGÓN INNOVALIMEN	

LECINA

ISABEL

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WORKSHOP 21/10/2019  
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APELLIDO	NOMBRE	ORGANIZACIÓN	FIRMA
CONESA	ALFONSO	C.R. TERNASCO DE ARAGÓN	
CORRAL ABENIA	JESUS	CARREFOUR	
CORTELL	JESÚS	AIAA	
CORTÉS RUBIO	ESTRELLA	PASTELERÍA DON MANUEL S.L.	
COSTA ESCANDIL	ROSARIO	GOBIERNO DE ARAGON	
DE ARCOCHA	DANIEL	GOLIVE	
DE HARO	PAULA	INYCOM	
DE LASALA LOBERA	JOSE MARIA	MERCADONA S.A.	
DEL RIO BAYONESTA	ERNESTO	LAPASION INTERNACIONAL S.A	
DELGADO	BORIS	AENOR	
DÍEZ	JORGE	SARGA	
DOMIQUE GIMENO	JAVIER	BODEGAS SAN VALERO	
DOMINGO REGIDOR	JOSE IGNACIO	AIAA	
DOMINGUEZ ANDREU	JOSE ANTONIO	IBERCAJA	

GUILLEN

EMILIA

ASAJA

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WORKSHOP 21/10/2019  
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APELLIDO	NOMBRE	ORGANIZACIÓN	FIRMA
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ESCALADA	DANIEL	CALADERO S.L.U.	
ESCOBAR	SUSANA	SARGA	
ESPADÁ	NICOLÁS	EL PERIÓDICO DE ARAGÓN	
ESTEBAN LOZANO	OSCAR	PASTELERÍA DON MANUEL S.L.	
ESTEBAN PLO	BEATRIZ	GRANJA VIRGEN DEL ROSARIO	
ESTEBAN SANCHO	SANDRA	GRANJA VIRGEN DEL ROSARIO	
FANTOVA	ALBERTO	HMY	
FERRER	JULIO	EMBUTIDOS AVENTIN	
FONCILLAS	BÁRBARA	LACASA S.A.	
FRANCISCO	RAUL	LA ZARAGOZANA	
FUSTER	JORGE	BODEGAS COVINCA	
GALVEZ	MARTA	AIAA	
GAMÓN	JAVIER	S & G ASSOCIATED CONSULTING (ASCONSULTING)	

ESCRIBANO

JOSHUA

SARGA

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WORKSHOP 21/10/2019  
PYMES ALIMENTARIAS 4.0.  
RETOS Y COOPERACION EN LA CADENA DE VALOR ALIMENTARIA

APELLIDO	NOMBRE	ORGANIZACIÓN	FIRMA
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GIL GARCÍA	PEDRO	AGRICOLA GIL	
GOMEZ DE BUEN	SANTIAGO	PANISHOP	
GOMEZ ESPINOSA	ALFREDO	INSTITUTO TECNOLÓGICO DE ARAGÓN	
GOMEZ SAMPIETRO	JORGE	FUNDESA	
GONZALO	ALEJANDRO	HARINERAS VILLAMAYOR S.A.	
GRACIA PRIMO	LAURA	CARNÍSIMA	
GRACIA YSIEGAS	SANTIAGO	BODEGAS SOLAR DE URBEZO	
GRANDE	BENITO	INYCOM	
HERNANDEZ	Mª EUGENIA	ASOCIACIÓN ARAGÓN INNOVALIMEN	
HERNANDEZ GARCIA	JAVIER	PROFESIONALES DE LA CARNE S.L.	
HERNANDEZ PELLEJER	ROSA	IBERCAJA	
HERRERO HERNANDO	JOSÉ LUIS	AGROALIMENTOS LA REDONDA, S.L.	

HERNANDEZ

JAVIER

PROF. CARNE

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WORKSHOP 21/10/2019  
PYMES ALIMENTARIAS 4.0.  
RETOS Y COOPERACION EN LA CADENA DE VALOR ALIMENTARIA

JUSTE FRANCISCO INDUSTRIAS CARNICAS STA. ELENA

APELLIDO	NOMBRE	ORGANIZACIÓN	FIRMA
JUAREZ	JESÚS	CALADERO S.L.U.	
JUSTE GÓMEZ	ANA BLANCA	INDUSTRIAS CÁRNICAS SANTA ELENA SL	
LABORDA DE LA PEÑA	JAVIER	CARRERAS GRUPO LOGÍSTICO	
LACAMBRA	DANIEL	LACASA S.A.	
LACASA	LUCAS	LACASA S.A.	
LACASA	MACARENA	LACASA S.A.	
LALIENA	PABLO	TELEFONICA	
LAZARO	RUTH	JOSE Mª LAZARO S.A.	
LAZARO SIMON	EVA	AIAA	
LECINA BRAU	SERGIO	CAMARA DE COMERCIO ZARAGOZA	
LECUMBERRI	CRISTINA	ALINAR	
LONGAS	FÉLIX	AIAA	
LOPEZ	EDUARDO	ARENTO GRUPO COOPERATIVO	
LÓPEZ	GREGORIO	MOX	

FORGA Uº JOSÉ SARGA

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WORKSHOP 21/10/2019  
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APELLIDO	NOMBRE	ORGANIZACIÓN	FIRMA
LÓPEZ	MAITE	CARNÍSIMA	
LOPEZ ORTUBIA	JOSE ANTONIO	EPILENSE DE VINOS Y VIÑEDOS S.L.	
LUENGO MARANILLO	ELISA	PASTELERÍA DON MANUEL S.L.	
MAINAR	MIGUEL ANGEL	SARGA	
MARCO FANLO	ALVARO	CAFÉS ORÚS S.A.	
MARÍN BERNAD	JUAN CARLOS	AYANET	
MARTÍN	MIGUEL ANGEL	JAMONES EUTQUIO	
MARTINEZ	SUSANA	AVES NOBLES Y DERIVADOS, S.L.	
MARTINEZ BAIGORRI	JAVIER	GOBIERNO DE ARAGON	
MARTINEZ DEL AMO	ANA	AENOR	
MENDOZA SÁNCHEZ	WILLIAM	PASTELERÍA DON MANUEL S.L.	
MODREGO	ÁNGEL	CUATRECASAS	
MONFORTE	SUSANA	MANANTIALES DEL PIEDRA S.A.	
MORTE ANDREU	GUSTAVO	PLASTICOS E INGENIERIA MORTE, S.L.	

MONTIJANO MARIA PASTELERIA ASCA SO

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WORKSHOP 21/10/2019  
PYMES ALIMENTARIAS 4.0.  
RETOS Y COOPERACION EN LA CADENA DE VALOR ALIMENTARIA

APELLIDO	NOMBRE	ORGANIZACIÓN	FIRMA
MUR BUIL	FRANCISCO	JORGESOL (GRUPO JORGE)	
MUR LÓPEZ	ALBERTO	CAMARA DE COMERCIO ZARAGOZA	
NAVAL BARBABA	JAIME	PASTELERÍA DON MANUEL S.L.	
NAVARRO MENDIARA	JOSE M <sup>a</sup>	FRANCO Y NAVARRO S.A.	
NUÑEZ ZARAZAGA	MONICA	SARGA	
ORTEGA BELLE	CARMEN	GOBIERNO DE ARAGON	
PABLO MELÚS	FERNANDO	CONSERVAS LAZAYA	
PALACIOS CALVO	JUAN CARLOS	COOPERATIVA DE MAGALLÓN	
PARDO	PABLO JAVIER	APD	
PARDO	PEDRO	INSTITUTO ARAGONÉS DE FOMENTO	
PARRILLA	YOLANDA	FED. COOPERATIVAS AGROALIMENTARIAS DE ARAGON	
PASCUAL SESE	ANTONIO	IBERCAJA	
PASTOR RÍOS	IGNACIO	BODEGAS SAN VALERO	
PEIRÓ RUIZ	ALBERTO	SARGA	

MARTINEZ SILVIA THZ

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PYMES ALIMENTARIAS 4.0.  
RETOS Y COOPERACION EN LA CADENA DE VALOR ALIMENTARIA

APELLIDO	NOMBRE	ORGANIZACIÓN	FIRMA
PÉREZ	PATRICIO	C.R. TERNASCO DE ARAGÓN	
PÉREZ CEBRIÁN	JOSÉ ANTONIO	CEOETERUEL	
PINA	JORGE	GRUPO REBOLA	
PUEYO MARTINEZ	JOSE LUIS	ARAGONESA DE PIENSOS SA	
RÉBOLA MORENO	ANTONIO	PASTELERÍA DON MANUEL S.L.	
RÉBOLA MORENO	JOSÉ	PASTELERÍA DON MANUEL S.L.	
REMÓN	SARA	IA2 UNIVERSIDAD DE ZARAGOZA	
RODRIGO	PEDRO	DELOITTE	
RODRIGUEZ	BLANCA	BAR RESTAURANTE RODI S.L.	
RODRIGUEZ	JOSE ANTONIO	INYCOM	
RODRIGUEZ	M <sup>a</sup> CARMEN	BAR RESTAURANTE RODI S.L.	
ROMÁN	LUIS	LACASA S.A.	
ROMERO	FRANCISCO	PASTAS ALIMENTICIAS ROMERO S.A.	
ROSANAS	JOSEP	FRIBIN	

PLUMED ELISA ASOC. PERIODISTAS AGROALIMENTARIOS

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RETOS Y COOPERACION EN LA CADENA DE VALOR ALIMENTARIA

PELLIDO	NOMBRE	ORGANIZACIÓN	FIRMA
ROYO	VICTOR	IBERCAJA	
RUBERT BONA	SUSANA	BODEGAS RUBERT SL	
RUBIO	ESTEFANÍA	JAMONES EUTQUIO	
RUDIEZ	ISABEL	ARROCERA DEL PIRINEO SCL	
RUPÉREZ CERQUEDA	MARCOS	ECO HELP WASTE TECHNOLOGIES (EWM)	
SACRISTÁN	CARLOS	INYCOM	
SALAS BUENO	RODOLFO	BODEGAS SAN VALERO	
SALDAÑA NAVARRO	GUILLERMO	PASTELERÍA DON MANUEL S.L.	
SAMANIEGO	NARCISO	CAMARA DE ZARAGOZA	
SAMPER RIVAS	JORGE	GRUPO JORGE	
SANCHEZ	RAFAEL	CARREFOUR	
SANCHEZ MANZANEDA	JOSE LUIS	EPILENSE DE VINOS Y VIÑEDOS S.L.	
SANCHO	JAVIER	SARGA	

SAMPERIZ  
SARGA

DANIEL  
CUI

TELEFONICA  
INTEGRA

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RETOS Y COOPERACION EN LA CADENA DE VALOR ALIMENTARIA

PELLIDO	NOMBRE	ORGANIZACIÓN	FIRMA
SANTACRUZ	ANTONIO	S & G ASSOCIATED CONSULTING (ASCONSULTING)	
SANZ	JORGE	EFOR	
SARROCA	YOLANDA	MARISCAL & SARROCA	
SERRANO SORO	RICARDO	VT	
TARANCÓN	ANGEL	GRUPO PASTORES	
TEJEDOR	RAMÓN	ARAGÓN EXTERIOR	
TEJERO SIERRA	LAURA	TELEFÓNICA DE ESPAÑA	
TOLOSANA VIU	JESUS	PASTELERIA TOLOSANA S.L.	
TORQUET	ENRIQUE	LA ZARAGOZANA	
TORNOS CAMACHO	MARTA	MARTA TORNOS COMUNICACION	
TORRALBA	MIGUEL ANGEL	IBERCAJA	
ÚBEDA	JAVIER	AGRICOLA GIL	
VICENTE	ANDRES	INYCOM	
VIDAL	VICTOR	INYCOM	

TORRE

IGNACIO

IBERCAJA

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RETOS Y COOPERACION EN LA CADENA DE VALOR ALIMENTARIA

APELLIDO	NOMBRE	ORGANIZACIÓN	FIRMA
VILLAMAYOR	LUIS	HARINERAS VILLAMAYOR S.A.	
VIÑAL FRAILE	JAVIER	PASTELERÍA DON MANUEL S.L.	
YAGÜE JORDANA	JULIO	LARES MIEL	
YE	ESTELA	ALIEXPRESS ESPAÑA	
YÑIGO DE LOS RÍOS	PURIFICACIÓN	GUARDIA E YÑIGO, CORREDURÍA DE SEGUROS, S.L.	
ZARAZAGA	FRANCISCO JAVIER	UNIVERSIDAD DE ZARAGOZA	
ZARAZAGA CHAMORRO	IGNACIO	GOBIERNO DE ARAGON	
ZARDOYA	JAVIER	JAVIER ZARDOYA	
ZUBIZARRETA	EDUARDO	INYCOM	
HERNANDEZ	ARTURO	CEMINEU	
GENOVÉS	JESÚS	IBERCAJA	
ALVAREZ	DAVID	DELOTTE	
URBANO	CARMEN		
LOZANO	JOSÉ CARLOS	INYCOM	
ASIN	MIGUEL	ME	

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FRANCISCO

RAÚL

LA ZARAGOZANA

LAGUNA

ÁNGELA

UEA QUALITAS

## 4.2.5 Photos



