



## Earth Observation for Agriculture - A Focus Group Discussion

### Our Aspiration

The Horizon 2020 project FIRE is developing the Research and Innovation Strategy for Earth Observation (EO) solutions in Europe. This strategy will address user needs and challenges across different sectors, including Agriculture, Energy, Raw Materials, Infrastructure, Marine, and Urban Spaces.

### The Focus Group Approach - User Needs in the Agriculture Sector

A diverse group of Agriculture industry experts will be confronted with an EO view on their sector and inspiring EO use cases to then engage in discussions: What are actual user needs and challenges across the Agriculture value chain? What are expectations towards EO solutions to address these needs and challenges? What are barriers for the uptake of EO solutions in the Agriculture sector?

### Focus Group Format

- 6-10 participants from across the Agriculture value chain, close to innovation management, strategy, and/or technology management
- 3-hour programme, including inspirational sessions and facilitated discussions

### What is in it for you

As a Focus Group participant, your expertise in the different aspects of the Agriculture sector will be valuable input. In return, you will have the opportunity to

- Pioneer your industry
- Influence the Research and Innovation Strategy for Earth Observation solutions in Europe
- Expand your network within and beyond your industry
- Get inspired and knowledgeable about technological solutions for your industry

*For further information about the FIRE project, please visit [fire-forum.eu](http://fire-forum.eu)*

