D7.4: Agricultural Insurance Enablers – Advisory Board report

WP7 – Dissemination, Communication and Diffusion

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Document Information

Grant Agreement Number	821964	Acronym	BEACON	
Full Title	Boosting Agricultural Insurance based on Earth Observation			
Horizon 2020 Call	H2020-SPACE-2018			
Type of Action	IA			
Start Date	01/01/2019	Duration (in months)	37	
EU Project Officer	Iulia SIMION			
Deliverable	D7.4: Agricultural Insurance Enablers – Advisory Board report			
Work Package	WP7 – Dissemination, Communication and Diffusion			
Date of Delivery	Contractual	M5	Actual	M5
Nature	R – Report	Dissemination Level	PU – Public	
Lead Beneficiary	CREVIS			
Lead Author	Dimitrios Petalios	Organization	CREVIS	
Other authors				
Reviewer(s)	KARAVIAS			

Document History

Version	Issue Date	Stage	Changes	Contributor
1.0	28/05/2019	Draft version	First integrated version	CREVIS
2.0	30/05/2019	Draft version	Comments from KARAVIAS	KARAVIAS
3.0	31/05/2019	Final version	Incorporation of comments, finalization of document	CREVIS

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List of Acronyms

Acronyms	Explanation
AB	Advisory Board
AgI	Agricultural Insurance
EO	Earth Observation
EU	European Union
ICT	Information and Communication Technology
UA	Underwriting Agency
WP	Work Package

Executive summary

The current Deliverable 7.4: "Agricultural Insurance Enablers" Advisory Board report, provides an overview of the establishment of the BEACON Advisory Board (AB) and presents the most important points discussed and feedback received during the 1st BEACON Agricultural Insurance (AgI) Enablers - individual members - meeting (experts' recommendations, partners' comments, important issues raised, etc.). It is the first of the four relevant deliverables that will subsequently be developed within the project life span.

The document is structured in 5 chapters. Chapter 1 presents an overview of the role of the AgI Enablers in the project, while Chapter 2 describes the methodology followed for the selection of the AgI Enablers members. The current members of the BEACON AgI Enablers group are presented in Chapter 3. Detailed minutes of the meetings held during this period (Month 4 to month 5 of the project) are presented in Chapter 4. An analysis of the recommendations of the AgI Enablers members on the issues discussed regarding the BEACON project is also provided. The document concludes with the next steps planned for the further development of the AgI Enablers group, summarized in Chapter 5.

1.   The role of AgI Enablers – BEACON Advisory Board

The BEACON AgI Enablers is a counselling body consisting of external experts, aiming to provide advice and guidance for the development of the project and ensure high quality and excellence in achieving the project results. The mandate of the BEACON AgI Enablers is to provoke and contribute to in-depth discussions on key issues of relevance to the BEACON project.

The AgI Enablers members will regularly meet with the project consortium to follow the project developments, review progress of project activities, dynamically interact with the project partners addressing strategic questions and plan for the coming periods. Meetings will be held mainly via teleconferences. Whenever it is essential for the implementation of the project, ad-hoc teleconferences with the AgI Enablers group will be held to discuss on particular issues developed.

In person meetings would be potentially organized, as well as AgI Enablers members would participate in project progress meetings and events. The schedule of BEACON project meetings and relevant events will be shared with the AgI Enablers members and will be further discussed to identify and agree the participation of any members during the project upcoming meetings. The BEACON consortium partners have mutually agreed and allocated budget to cover travel expenses (flight and accommodation) for the AgI Enablers members.

The AgI Enablers members role will include:

- participation in at least one conference call per year (upon request of the project);
- provide ad-hoc feedback when requested by the project consortium (or the project officer);
- provide written feedback and advice to BEACON partners on the quality of the results achieved throughout the implementation of the BEACON project;
- review of project deliverables and identify strengths and weaknesses with respect to the objectives of the project and the intended impact, and to provide written feedback.

In order to ensure smooth correspondence between BEACON and the members, and the timely consideration and incorporation of the recommendations and feedback provided on project documents sent for consultations, a two-week timeline has been set for the receipt of the relevant input from the AgI Enablers members.

At the same time, the AgI Enablers group will be exploited as a high-end dissemination channel for the diffusion of BEACON advancements and outcomes, multiplying networks of different segments for the BEACON market exploitation and also supporting active engagement in the project activities.

Meeting reports, summarizing the overall discussions, conclusions, observations on project results and recommendations on actions for impact creation will be prepared after each meeting with the AgI Enablers members and group. CREVIS, being responsible of the implementation of the AgI Enablers related activities (Task 7.3 – Agricultural Insurance Enablers: BEACON Advisory Board), will ensure that the conclusions and recommendations are adequately taken into consideration by the Project Coordinator and the project consortium throughout the decision-making process all along the project life span.

All the activity related to the BEACON AgI Enablers – Advisory Board within the project duration, falls under the implementation of WP7 – Dissemination, Communication and Diffusion, led by the project partner CREVIS, and will be document in Deliverables D7.4-7.7. The current deliverable D7.4 AgI Enablers -Advisory Board report represents the first deliverables and reflects the AgI Enablers establishment and initial activities from the project start till Month 5 (May 2019). The rest of the three deliverables will be submitted in M16 (April 2020), M24 (December 2020) and M37 (February 2021) respectively.

2. The AgI Enablers selection process

2.1.   Identification of AgI Enablers members and selection

The identification and selection of the BEACON Agi Members followed an open and transparent process with the active involvement of all consortium members. As the starting point for the identification of potential members was the conceptualization of the profiles to be sought.

The expertise of the potential members was considered on the basis of the main concepts/sectors upon which BEACON is realized:

- Agricultural Insurance;
- Earth Observation/Remote sensing;
- Agricultural Risk Management/Weather Intelligence;
- Blockchain.

A multi-actor and multi-level engagement approach is followed, in order to cover expertise on technical, scientific, commercial, policy, regulatory as well as socio-economic aspects within the above listed sectors. A preliminary list of organizations that was included in the project proposal was reviewed, providing a first base of representative bodies to be invited to participate in the BEACON AgI Enablers.

Following the conceptualization of potential profiles, all partners were asked to provide contacts of experts through their established networks as well as external networks. The aim was to establish an initial list – a pool of experts - approved by the Consortium.

As a starting point, it was proposed that 4 experts will be invited to become members of the AgI Enablers group. This reflects the needs of the project at this initial phase in which focus is put on the identification of user requirements.

The AgI Enablers role is expected to be performed along the entire project duration (37 months) therefore progressing in the development of the project activities, it will be further populated by additional members.

To communicate with the approved members, an Invitation Letter (ANNEX I) was prepared together with an excel file to record all relevant contacts and information. Approved members were also provided with a short summary (one pager) introducing the BEACON project prior to the second level communication.

The BEACON AgI members, considered also as multipliers of dissemination and market exploitation for will not only be experts in their fields but have formal or informal influence within respective networks, and hold also experience in participating in EU research projects.

2.2.   Contacting the AgI Enablers members

To invite experts to become AgI Enablers members, an invitation letter is sent to the potential members Invited members are provided with a short summary (one pager) introducing the BEACON project prior to the second level communication – a structured teleconference. All communication between BEACON and the AgI Enablers group will be held in English as lingua franca.

Communications for inviting approved potential members of the AgI Enablers, are realized in iterations. In each iteration 3 experts will be invited to become members via email communications. If any of the 3 invited experts decline the invitation to join the group, new profiles from the list - pool of experts - will be selected and relevant communication will be sent out.

Upon acceptance of the invitation, a structured teleconference is organized. The purpose of the teleconference is to:

- ⊗ outline the main activities of BEACON project and the role and tasks of the AgI Enablers members and
- ⊗ to initiate an interactive discussion with the member on the project activities.

The accepted AgI Enablers members will sign a non-disclosure agreement that outlining the exchange of information concerning the BEACON project and how to share certain information that is non-public, confidential or proprietary in nature.

3. Members of the BEACON AgI Enablers

Following the process described in Chapter 2, in this initial phase of the project (1st iteration), 4 experts were invited, with 2 of them declining the invitation. Two more experts were invited and accepted the invitation. With the 4 experts accepting the invitation, structured teleconferences were organized.

The first 4 members of the BEACON Agi Enablers group are presented below.

Mrs. Eleni Vakaki

	Mrs. Eleni Vakaki is an Earth Observation expert - index insurance specialist at EARS/eLEAF. EARS, with its insurance business and proprietary Energy and Water Balance System and Relative Evapotranspiration dataset has recently been acquired by eLEAF. eLEAF is a remote sensing company in Wageningen, Netherlands, with expertise in agriculture and water management and is active worldwide, with experience in more than 50 countries. Eleni is responsible for risk analysis using earth observation data, structuring index insurance solutions, basis risk evaluation, data validation and exploring the applications of remote sensing for risk management products in general (e.g. credit scoring, loan schemes). Before joining EARS, she did her internship on the validation of forest fire index products for the Agriculture Underwriting team of Swiss Re Corporate Solutions. She holds a Geomatics Engineering MSc from ETH, Zurich and she is motivated to be involved in shaping the agriculture insurance landscape.

Mr. Christopher Genillard
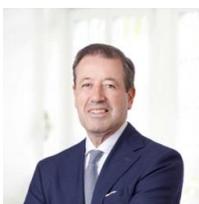
	Mr. Christopher Genillard is owner and Managing Director of Genillard & Co. GmbH, focusing on building and establishing innovative new business models and insurance products. He has a long-standing experience in risk, insurance and reinsurance business (Munich Re, UIR, Hartford) with global client experience. He has held senior management positions in the insurance and reinsurance centers in Munich and London. He has been consultant for far-reaching insurance market projects relating to agriculture, natural hazards and emerging risks. Mr. Genillard holds long and strong business relationships with multiple European agriculture insurers, and fosters valuable contacts throughout the insurance and reinsurance industry, sought out from within the industry, governments and academic bodies for board level expertise. He holds an MA in Economics, from the Vienna University.

Mr. Paul Meeusen

Mr. Meeusen commenced his career with a specialist provider of treasury, cash management and financial planning software, following which he was a Director in the Financial Advisory practice of PwC. He joined Swiss Re in 2000 where he assumed various leadership positions including CFO Corporate Insurance, followed by senior roles across three continents in Finance, Operations, Risk Management. In 2016, he established Swiss Re's Distributed Ledger Technology (DLT) team to design the first Blockchain use case for retrocession insurance and co-founded the B3i - Blockchain Insurance Industry Initiative. He leads the formation of B3i as a consortium of 15 of the largest International Insurance companies, transformed it in a Technology Company with the same partners and became its first CEO. After implementing its solid foundation and developing the first B3i applications, Paul is since April 2019 a Strategic Consultant to the B3i Board. Paul has also published multiple articles on performance management, internal controls and DLT and is a frequent speaker on these topics. In 2018 he was elected by Acord among the top ten InsurTech global leaders.

He holds a Master in Business Economics from Leuven University (Belgium) and is a Certified Internal Auditor.

Dr. Clement Atzberger

Dr. Clement Atzberger is Full Professor and Head of the Institute of Surveying, Remote Sensing and Land Information (IVFL) of BOKU University in Vienna, Austria. He is a remote sensing & GIS expert with more than 20 years overall project experience in land use/land cover classification and environmental monitoring using very high to low-resolution satellite imagery.

He obtained his Ph.D. in crop growth modeling and remote sensing data assimilation. His technical experience includes the development and inversion of physically based radiative transfer models, the use of machine learning techniques for classification tasks as well as the estimation of vegetation biophysical variables such as LAI.

He is also an expert for proper RS data pre-processing (such as atmospheric corrections) and time series analysis (incl. land surface phenology).

4.   Meetings overview

Having proceeded with the identification of the first experts and received their acceptance to participate in the AgI Enablers group, a series of teleconferences took place. The aim of the calls was to provide the members with an overview of the BEACON project, to introduce them to their role as members of the AgI Enablers group as well as to initiate a dynamic interaction on the challenges of the project and receive some initial exerts recommendations for the project's implementation. The teleconferences were held via an online collaboration tool. The structure of the call was the following:

- ⊘ Welcome message; brief presentation of the participants;
- ⊘ Presentation of the BEACON project (overview, challenges, concept, services and expected results);
- ⊘ Presentation of the AgI Enablers role and activities;
- ⊘ Interactive discussion (Q&A).

Several interesting and useful recommendations were provided by the AgI Enablers members which are summarized in the below sections.

4.1.   Interview with Mrs. Eleni Vakaki

The teleconference with Mrs. Eleni Vakaki took place on the 23rd of May 2019. From the BEACON project Mr. Dimitrios Petalios from CREVIS hosted the call which approximately lasted 50 minutes.

The main points of the interview with Mrs. Eleni Vakaki are presented here below:

1.   What are the main shortcomings that AgI companies face dealing with the provision of services in the AgI sector?

Mrs. Vakaki pointed out that there are two main shortcomings that AgI companies face. The first one relates to the basis risk, which is very difficult to validate due to the fact that trustworthy ground data are needed, that are very rare to find (especially in small and not very well-organized countries). The second main shortcoming is about the business scaling up. It is important to have a clear and well-set business plan for the insurer to scale up his services. Additionally, there are also shortcomings in terms of data. What is needed to proceed with a proper risk analysis and provide the insurer realistic premium rates, is to have continuous long time series, being usually not easy to find.
Beyond these, it is also important to mention that how the benefit of a well-established service is described to the farmer – client. AgI companies need to use simple – farmers' language to easily explain the benefits of the service or product to be provided. Of course, validated results will enhance such an approach further.

2. How would EO technologies support the development of more accurate and cost-effective tolls and services for the AgI sector? What are the challenges that EO service providers face regarding the development and provision of services for AgI?

    Mrs. Vakaki considers that EO technologies can be largely used and would be beneficial to the AgI sector, enabling them overcome shortcomings and develop more accurate and cost-effective tools and services for the AgI sector. However, remote sensing data could support overcoming challenges, such as the basis risk but it is required to be coupled with agricultural expertise and ground feedback, in order to structure correctly a suitable product for the insurer. In terms of data and specifically very high-resolution pictures that can be provided, they do provide more parcel-based information to the insurer but entail a high administrative cost to the AgI service provider, and thus being a limiting factor for the latter to use them.

3. What could be the potential of the BEACON toolbox, in supporting AgI companies in overcoming shortcomings/difficulties in providing AgI services?

    Mrs. Vakaki mentioned that BEACON tool will be very useful for insurers being a tool that would definitely want to use. She mentioned also the need to identify the ways to ensure that such service will be viable in the long term, beyond the project end. Beyond the technologies and the expertise a viable service is the most important aspect to realize in such a project.

4. Do you consider that the BEACON toolbox could improve the operational procedures for AgI companies (increasing the efficiency and transparency and reducing the cost, etc.)?

    Mrs. Vakaki considered that indeed the BEACON toolbox could improve the operational procedures for the AgI companies, and highlighted the need for the provision of products and services that could be applicable in different countries and environments. She agreed that the approach followed in BEACON with the inclusion of Lighthouse Customers. They could play a significant role in supporting the development of a system covering as many as possible diverse needs of AgI services providers, across countries, as many AgI companies they provide services in different regions and environments.

5. What kind of barriers you would consider might be encountered by AgI companies using the BEACON toolbox?

    Mrs. Vakaki mentioned that validation of results plays a significant role in how AgI companies will be using the BEACON toolbox. Validated methods and results, along with financial benefits would arise any barriers. It is very important, while developing the product to receive the proper feedback and incorporate it in delivering an improved product. The validation of the product is not an easy task and is an ongoing procedure.

6.   One take away message?

Tools using the newest technologies in combination with earth observation can be very powerful, but finding the right balance between the best solution from a scientific point of view, the best solution for the insurer/customer and the solution that the farmer is willing to pay is a big challenge.

4.2.   Interview with Mr. Christopher Genillard

The teleconference with Mr. Christopher Genillard took place on the 23rd of May 2019. Apart from Mr. Genillard, Mrs. Claudia Duggal attended the call. From the BEACON project Dimitrios Petalios from CREVIS hosted the call with approximately lasted 45 minutes.

The main points of the interview with Mr. Christopher Genillard are presented here below:

1.   What are the main challenges that Agricultural Insurance (AgI) face dealing with the provision of services in the AgI sector? Regarding the monitoring of AgI contracts?

Mr. Genillard highlighted that dealing with the impact of climate change on the natural perils that damage crops, understanding, monitoring and modelling this and designing and pricing the insurance products accordingly is the single biggest issue currently facing agricultural insurers.

2.   How familiar are AgI companies with digital tools for the provision of AgI services?

Earth Observation tools have started to come into use by the larger more sophisticated agricultural insurers, above all for the assessment of damage to the vegetation of field crops. Drones are also now being used to assess damage following natural hazard events. Most agricultural insurers are still in a traditional analogue world when looking at their business processes.

3.   How would you consider new technology such as EO and Blockchain can support   the development of more accurate and cost-effective services for the AgI sector?

Mr. Genillard mentioned that EO mapping and monitoring is being rolled out but does not as yet have a significant importance in the workflow of agricultural insurers. Blockchain is non-existent in agricultural insurance in Europe. How both can add value to the workflow of agricultural insurers must be tried and tested.

4.   What could be the potential of the BEACON toolbox, in supporting AgI companies in overcoming shortcomings/difficulties in providing AgI tools/services?
The BEACON toolbox approach makes sense, if coupled through system integration with the workflow of the crop insurer, i.e. with the insurer´s CRM, portfolio management and claims systems.

5.   Do you consider that the BEACON toolbox could improve the operational procedures for AgI companies (increasing the efficiency and transparency and reducing the cost, etc.)?

The proof of concept for Beacon will come from a successful integration with the insurer's current IT system and the blueprint and architecture for this must be designed.

6.   One take away message?

*With around 20 million farmers in Europe out there farming without any crop insurance and the millions of farmers in developing countries there is a need for a seamless integrated Web-based IT system to help close the evident **protection gap** in agriculture!*

4.3.   Interview with Mr. Paul Meeusen

The teleconference with Mr. Paul Meeusen was held on the 27th of May 2019. From the BEACON project Mr. Dimitrios Petalios from CREVIS hosted the call with approximately lasted 1 hour.

The topics discussed are presented here below:

1.   What are the main challenges that Agricultural Insurance (AgI) face dealing with the provision of services in the AgI sector?

Mr. Meeusen considers 3 main challenges in the AgI services provision, the counter party data and risk management, the basis risk and also the existence of highly subsidized governmental insurance programs. Counter party data such as information regarding the ownership rights or titles of the insured party, or other administrative data regarding the parcel of land – registries, cadastral, etc. are important for the actual execution of transactions between the two parties. Usually in developing countries AgI service providers face difficulties in the claims and contract processing due to the lack of counter party data. As per the basis risk, it is always a challenge, especially in large geographical regions, to have a reliable history of effective weather perils of loss data. It is also the case that the weather peril, can be very volatile – season to season. In both the first two challenges that still exist in some regions, access to reliable data is the main aspect. In AgI differently than in other segments, usually reliable long term historical loss data are not easy to find. In terms of highly subsidized governmental insurance programs, is more a conceptual point, as well as matter of macroeconomics

(subsidized industries may be less open to innovation), but still is an important aspect for private insurers, as they operate in a not fully open market.

2.   How familiar are AgI companies with digital tools for the provision of AgI services?

Mr. Meeusen considers that a not a large part of AgI companies are familiar with digital tools. Validated benefits of such tools could play a significant role in adopting and using digital tools. The acceptance of digital services by farmers, can be strongly influenced by local trusted agents. Farmers focus on farming, its on the side of agents – being insurers, brokers, consultants or public institutions, to educate the farmers about the use and benefits of new technology.

3.   How would you consider new technology such as EO and Blockchain can support the development of more accurate and cost-effective services for the AgI sector?

Mr. Meeusen mentioned that new technologies (in so referring to also what BEACON will provide) will certainly enhance the overall data flow and efficiency, being a big pro that will make the process execution faster, more efficient, less manual, etc. but it is not only reducing costs. Fraud prevention and operations risk reduction is another big advantage that AgI companies could have along with the general operational efficiency.

4.   What could be the potential of the BEACON toolbox, in supporting AgI companies in overcoming shortcomings/difficulties in providing AgI tools/services? How do you consider that the BEACON toolbox could improve the operational procedures for AgI companies (increasing the efficiency and transparency and reducing the cost, etc.)?

If we consider the counter party data, the authentication of not only the inured party but also the data provided (ownership titles, parcel information, etc.) it will be very important so to overcome such a challenge. A consensus mechanism that links to the Blockchain technology, also incorporated in the BEACON concept can benefit an authentication process lifting the doubt of what is the risk asset – the parcel of land, who is the owner and therefore the person entitled to the indemnification. All this would certainly benefit the operational procedures of an AgI company increasing relevant efficiency and transparency. BEACON can support also the establishment of a very reliable long tail of history of loss data and therefore better addressing the basis risk issue. Initiative such as BEACON could also support a better structure in the market where we have government subsidized programs an alleviate transition to a more open insurance market. As a logical consequence by increasing the efficiency of the industry it would lead to lessening the need for governmental subsidies also supporting policy making. Mr. Meeusen also mentioned the need of de-risking the supply chain, realized on preventative risk management. An information system such as the warning system in BEACON can support prevention action that the farmer can take reduction the risk of loss and damage due to expected whether events. In a data driven risk management, such as the one introduced in BEACON, an integrated approach is necessary incorporating agricultural expertise and advisory. Such a tool can be used in much wider way addressing risk management and loss

prevention aspects, than being only a tool determining of whether buying an insurance policy or not.

5. What kind of barriers you would consider might be encountered by AgI companies using the BEACON toolbox?

    Mr. Meeusen mentioned that legal aspects would need to be considered potentially as barriers for adoption and use of BEACON. This mainly links to the to the Smart contracts, and specifically to the legal acceptance of it. It is still a challenge that smart, digital contracts are legally accepted as the paper-based ones not only in the developing but also in developed countries. Additionally, within smart contracts the danger of cyber risk shall be carefully taken in to consideration. Furthermore, the client engagement, within which the buying process – i.e. the farmer buying insurance – shall be easy to understand and culturally accepted. The technology behind BEACON shall make it easy and less complicated for the farmer.

6. One take away message?

    Let's use technology to help close the protection gap, by making insurance easier and more affordable to the under-served.

4.4.   Interview with Dr. Clement Atzberger

The teleconference with Dr. Clement Atzberger took place on the 28th of May 2019. From the BEACON project Mr. Dimitrios Petalios from CREVIS hosted the call with approximately lasted 55 minutes.

The topics discussed are presented here below:

1. What are the main shortcomings that Agricultural Insurance (AgI) companies face dealing with the provision of services in the AgI sector?

    Dr. Atzberger highlighted that accurate and timely provided data are of significant importance in the AgI sector. Specifically referring to the use of EO there are certain limitations that need to be considered, in particular related to frequent cloud cover in many parts of the world, and often during critical growth periods. A combination of data provided by both Sentinel 1 and 2 Areas would be beneficial but still there might be cases where additional sources of data would need to be incorporated e.g. data from drones offering the possibility to fly 'under the clouds'. By any additional sources of data AgI services providers would get an overview of the insured asset, or area and verify any changes in the status. It could be a suggestion to overcome such issues at a local using drones level but it obviously faces limitations in terms of scalability, inducing high costs when applied to larger areas. A larger number of Sentinel-2 sensors would be certainly beneficial.

Additionally in some countries insurance products subsidized by the government are certainly helpful to spread their uptake, but on the other hand may be a limiting factor for private AgI services providers, performing in not open markets. In his opinion, only non-subsidized products avoid market distortions and bandwagon effects.

2. How would EO technologies support the development of more accurate and cost-effective tolls and services for the AgI sector? What are the challenges that EO service providers face regarding the development and provision of services for AgI?

    It is quite clear that EO technologies can deliver more accurate and cost-effective tools and services in the AgI sector, such as through remote damage assessment, risk assessment and other, but we need to consider that they are often still limited. For example, in areas that for a part of the year are cloudy, like part of northern Europe, cloud penetration capacity is needed, which is provided by radar images (SAR – Sentinel 1). However, radar images are noisy and of low accuracy. Thus, we are still limited not having the right sensor and issues of accuracy. It is an important issue that needs to be considered in such activities. Performant cloud-detection and gap-filling methods are mandatory.

3. What could be the potential of the BEACON toolbox, in supporting AgI companies in overcoming shortcomings/difficulties in providing AgI services?

    At this first introduction, the potential of BEACON toolbox is quite high. It is importance to see how the tools and services develop in real environments and provide validated results.

4. Do you consider that the BEACON toolbox could improve the operational procedures for AgI companies (increasing the efficiency and transparency and reducing the cost, etc.)?

    The BEACON toolbox could clearly improve the operational procedures for AgI companies. This is again subject to the development of the expected services and validation of outputs in real environments.

5. What kind of barriers you would consider might be encountered by AgI companies using the BEACON toolbox?

    Beyond the technical aspects that need to be considered as potential barriers, there might be also business aspects. For example AgI companies might want to have or to develop the capacity of an inhouse system that will be used instead of being provided with specific services. It will be important such an approach to be considered within the relevant BEACON business models development.

6. One take away message?
    Further investments in reliable gap-filling and sensor fusion approaches are needed, as the most critical aspect of any EO-based AgI solution is data availability and quality.

The following table summarizes important aspects highlighted by the AgI Enablers members, during the meetings, linked to specific Tasks and activities within the BEACON project. Relevant recommendations will be considered by the project partners in the realization of the project activities within this initial phase of the project. Should will be considered necessary, additional discussions/meetings might be organized with members of the AgI Enablers and project partners implementing specific activities within which expert recommendations have been provided, to further elaborate points addressed.

Name	Recommendations/Important aspects	BEACON Actions	
		WP	**Task**
Mrs. Eleni Vakaki	User needs identification across countries and in diverse environments. Will facilitate also the development of sustainable business models	WP2; WP6	Task 2.1; Task 2.2; Task 6.3
Mrs. Eleni Vakaki Dr. Clement Atzberger Mr. Genillard Mr. Paul Meeusen	Validation of results in pilots as an ongoing procedure	WP4; WP5	Task 4.4; Task 5.2; Task 5.3
Mrs. Eleni Vakaki Dr. Clement Atzberger	Sustainable business models to address the needs of the markets Fitting business models to the diverse the needs of AgI companies	WP6	Task 6.2; Task 6.3
Mr. Genillard; Dr. Clement Atzberger	Consideration to integrate BEACON toolbox in to the AgI's IT existing systems	WP4	Task 4.1; Task 4.2
Mrs. Eleni Vakaki Dr. Clement Atzberger Mr. Genillard Mr. Paul Meeusen	Trustworthy ground data for validation of services; Potential use of other data sources, e.g. drones	WP3	Tasks 3.1-3.8
Mr. Genillard	Largely communicate the benefits of EO, blockchain technologies to AgI service providers	WP7	Task 7.2; Task 7.3

5. Next steps

In the following period (M6-M17) the second iteration for inviting new potential members to participate in the AgI Enablers group, will take place. Following the project developments, a webinar is to be planned and organized (October-November) aim to provide the project developments within the first 10 months of the project implementation and an overview of the preparatory activities relating to the customization of the BEACON toolbox for the commencement of the pilots.

Annex I – AgI Enablers members Invitation Letter

BEACON

Boosting Agricultural Insurance based on Earth Observation data

Follow us on:

Invitation to participate in the BEACON AgI Enablers group

Dear.....,

We would like to invite you to become a member of the Agricultural Insurance Enablers group, the BEACON Advisory Board.

The BEACON project (Boosting Agricultural Insurance based on Earth Observation Data) using Earth Observation, weather intelligence and Blockchain technologies, aims to develop a bundle of commercial tools and services empowering Agricultural Insurance underwriting procedures; enabling a more accurate damage assessment and claims adjustment and allow an enhanced – remote and real time monitoring of contracts.

BEACON AgI Enablers is a counselling body consisting of external experts, aiming to provide advice and guidance for the development of the project. The AgI Enablers members will be meeting with the project consortium to follow the project developments, review progress of project activities, dynamically interacting with the project partners addressing strategic questions and provide expert recommendations. The AgI Enablers will be convened some times throughout the duration of the project either in meetings or in conference calls. All travel and accommodation costs will be covered by the project budget.

With your collaboration we will be able to issue recommendations that will ensure the fulfillment of the project's objectives.

We are looking forward to welcoming you as a member of this unique group.

Do not hesitate to contact us for any further information or clarification.

Best regards,
Mr. George Karavias
BEACON project Coordinator
KARAVIAS Underwriting Agency

Project Partners:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821964