



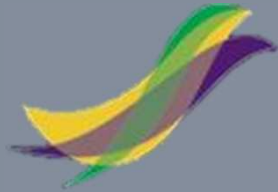
Introduction to the CHIL platform

AKIS summit, Tallinn 13/15-10-2011

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What is Chil?



Chil is a knowledge portal specialized in the agro industrial sector promoted by the Polytechnic University of Madrid (UPM) and the Spanish Government.

- It contains:
 - A professional network and hosting for companies, cooperatives and groups.
 - Knowledge management tools: document publishing, wikis, blogs, forums, etc.
 - Services oriented to the sector: training, ecommerce, etc.



The aim of the initiative is to serve the agro industrial sector at European level and be developed and managed by European technical institutions in a cooperative way.

The EU is supporting the project and UPM is looking for partners to share the development & deployment of the system.

Chil, the Vision

The vision is to provide to the European agriculture sector with a Web tool designed to fits its particular needs and help it to use the Internet to increase its competitiveness, communication, integration and diffusion of goods.

- The tool is:
 1. **Open.** It is not needed authorizations or license to belong to Chil, just enter and interact. Any agriculture or agro industrial agent is invited!
 2. **Free.** It has no cost for the companies and it is open to different technical orientations and points of view.
 3. **Collaborative.** All the contents are uploaded by the members of Chil to be shared and distributed among people interested. Also it is designed to enforce collaboration between countries, groups and institutions.

Supporting the knowledge chain

Chil has been designed to support the European agriculture knowledge chain.



Key objectives:

1. Increase the **efficiency** of the knowledge chains.
2. Support **collaboration** among actors.

Chil in a glance (1)

- A **social/profesional network** specialized in agriculture open to Facebook and Twitter.
- **Free hosting capabilities** for companies, cooperatives, institutions and projects. Easy of use, connected with Google and with Web 2.0 capabilities.
- **Integration with knowledge diffusion tools:** wikis, blogs, news, forums.
- **Oriented to services which are being developed:** eLearning support, eCommerce, remote agriculture advising, etc.
- **Georeference** of information, persons and companies.
- **Automatic translation** of contents, web pages etc. (31 languages)

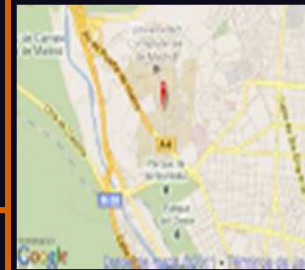
Chil in a glance (2)

The system relies on a **structure of layers** in which each level brings added value to the previous ones.

- Documents
- News
- Events
- Portals
- Communities



- GeoRef
- Web hosting



Visualize actors (1)

An actor is a individual, company, organization, association, institution or group with activity or presence in the agricultural sector..

1. Visualize actors Web pages into integrated maps, together with their associations, technicians and partners.
2. Project this information to Google and Facebook. In very good places!
3. Translate the web pages automatically to different languages in a customized way.
4. Allow people interested to follow the actors activity thru friends lists and web walls.



Visualize actors (2)

- Automatic translation allows to define areas to be translated automatically to the language of the person who reads the actor's Web page.

<p>Evénements</p> <ul style="list-style-type: none"> 1^{er} Forum mondial de l'eau 2012 (2012/09/12) Genève Agriexpo (2012/09/12) Atelier technique sur l'énergie alternative appliquée à l'agriculture (2012/09/12) Colloque technique sur l'énergie et le développement de la zone méditerranéenne (2012/09/12) Conférence technique sur les usages de l'eau pour l'agriculture (2012/09/12) 	<p>Eventos</p> <ul style="list-style-type: none"> 1^{er} Forum Mundial de Agua 2012 (2012/09/12) Agriexpo de Ginebra (2012/09/12) Jornada técnica sobre energía alternativa aplicada a la agricultura (2012/09/12) Seminario técnico sobre cooperación de energía e desarrollo (2012/09/12) Conférence technique sur les usages de l'eau pour l'agriculture (2012/09/12) 	<table border="0"> <tr> <td>Alemán</td> <td>Eslovaco</td> <td>Indonesio</td> <td>Ruso</td> </tr> <tr> <td>Árabe</td> <td>Esloveno</td> <td>Inglés</td> <td>Sueco</td> </tr> <tr> <td>Búlgaro</td> <td>Español</td> <td>Italiano</td> <td>Tailandés</td> </tr> <tr> <td>Catalán</td> <td>Estonio</td> <td>Japonés</td> <td>Turco</td> </tr> <tr> <td>Checo</td> <td>Finlandés</td> <td>Letón</td> <td>Ucraniano</td> </tr> <tr> <td>Chino simplificado</td> <td>Francés</td> <td>Lituano</td> <td>Vietnamita</td> </tr> <tr> <td>Chino tradicional</td> <td>Griego</td> <td>Noruego</td> <td>Danés</td> </tr> <tr> <td>Coreano</td> <td>Hebreo</td> <td>Polaco</td> <td>Húngaro</td> </tr> <tr> <td>Criollo Haitiano</td> <td>Holandés</td> <td>Portugués</td> <td>Rumano</td> </tr> </table>			Alemán	Eslovaco	Indonesio	Ruso	Árabe	Esloveno	Inglés	Sueco	Búlgaro	Español	Italiano	Tailandés	Catalán	Estonio	Japonés	Turco	Checo	Finlandés	Letón	Ucraniano	Chino simplificado	Francés	Lituano	Vietnamita	Chino tradicional	Griego	Noruego	Danés	Coreano	Hebreo	Polaco	Húngaro	Criollo Haitiano	Holandés	Portugués	Rumano
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- This feature allow that the dynamic contents of a web page can be read by anybody in his own language in a natural way. This includes:
 - Description of products to commerce.
 - Automatic translation of messages & mails.
 - ...

Host web pages

- Not many actors has an active web page.
- Many times its impact is disappointing
- The potential of internet is not being used to improve internal communication flows.

Actor HAS web page

- It can be complemented with a **mirror page** into Chil coordinated with the original web page.
- Use the same design and image.
- Promote the original web page and increase its visits and positioning.

Actor HASNT web page

- It can have a free web page into Chil.
- It can include collaborative functions to communicate with other coops, persons, etc.
- Enter in the digital world, positioning in Google, social networks, etc.

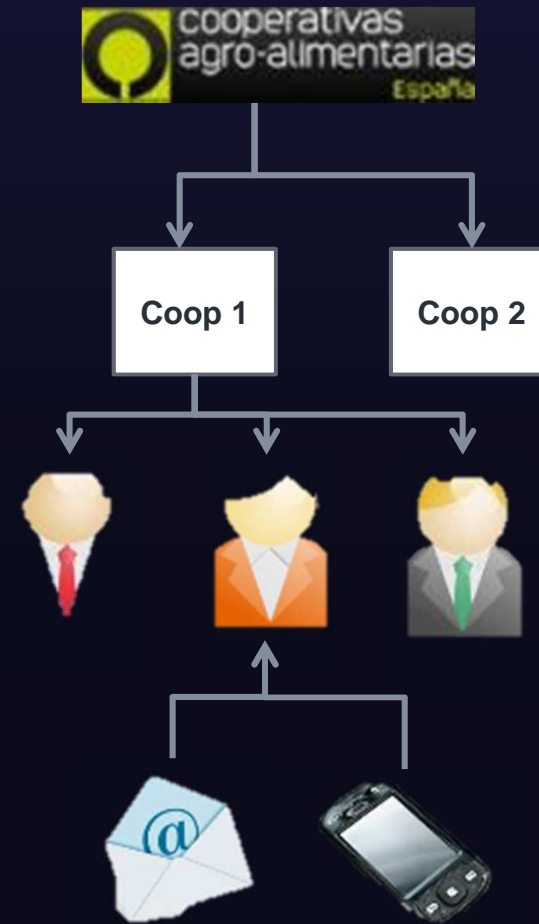
Access **online services**: eLearning, eCommerce, advising, etc.

Improve communication (1)

- In a organization, communication is complex and involves associations, partners, clients and providers.
- Relationships are both horizontal and vertical.
- It can be said that the some agricultural organizations forms a true social/profesional network.

Using forums, dialog walls, private areas and integration with eMail can ease communication of each actor with its associations and groups:

- Document distribution.
- Opinions, dialogs.
- Meeting & actions promotion
- ...



Improve communication (2)

- Chil groups can be used to structure entities & persons with a common interest:
 - Cooperatives managers to share opinions and documents.
 - Technicians to share problems and validate opinions.
 - ...
- Groups has a private and a public part and can be designed according a particular visual identity.
- A group can be a company, a project a discussion group, and so on.



Groups are the key structure to organize common interests and distribute opinions, documents and knowledge.

Participate & consume knowledge

- In Chil, there are being constituting expert groups in different areas of agriculture and agro industry, at European level.
- These groups are being engaged to write blogs, wikis and participate in forums. Also many events are being transmitted into Chil and can be follow at distance.
- Automatic translation can reduce the language barrier of European agriculture knowledge.



We encourage to create blogs, participate in forums, etc.
Your know-how is important for many colleagues.

Share it!!!

Chil main functions

Access to services

- **Services** are in the Top of the Chil platform.
- They are being designed and implemented when they are identified or it is detected a demand for them.
- Right now:
 - **eLearning** support it is running.
 - **Ecommerce** is being designed and implemented.
 - **GeoData** is being planned.



The screenshot shows the Chil platform interface. At the top, there are logos for the European Union and the Spanish Ministry of Environment and Rural and Marine Affairs. Below that, there is a header for 'PROGRAMA FORMATIVO AGUA Y REGADÍO 2011'. The main content area is titled 'chil La red de los profesionales de la agroalimentación'. It features a search bar, a map of Spain, and a list of training activities. The search results include 'Curso "APORTACIÓN DE LAS REDES SOCIALES AL DESARROLLO RURAL ..."', 'segunda reunión de Valencia con las cooperativas', and 'Reunión de las cooperativas de Andalucía [plazada]'. The interface also includes a sidebar with filters for 'Organismos' and 'Actividades con matrícula abierta'.

Enforcing European values (1)

The design of Chil has been thought to highlight and enforce the values of the European agro industrial sector compared with other geographical areas.

1. Structuring the agro industrial sector.

The main aim of the platform is to be used as a tool to visualize actors, groups and associations, increasing the sense of sector over boundaries and giving projection to individuals and groups work.

2. Personality vs. anonymity/ Value chains vs. commodities

The companies included in Chil can show their own visual identity, explain where are they located, their personality, etc. People can know who is after the goods he is buying.

3. Coordinating & informing about normative, policies, etc.

An important part of the knowledge management is to inform about CAP, national normatives and so on, coordinated with the agriculture production.

Enforcing European values (2)

4. Highlighting the social impact of European agriculture.
Relating companies, goods, associations and persons with geographical places and environments, together with complementary actions as rural development, highlights the social impact of the European agriculture.
5. Enforcing agriculture cooperation at European level.
Automatic language translations and a complex tag system allows European agro agents to communicate, coordinate, look for partners and work together in common projects.
6. Facilitate the operations of knowledge chains.
Help to make the agriculture knowledge chains more efficient.

Chil is a long term project, cooperative and evolutionary at European level.

Platform deployment

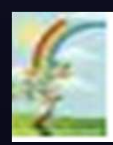
- Chil is being developed **FOR** this sector and **WITH** this sector.
- **Spain.** S.G del MARM. CCAE. Investigación. Asociaciones. Editoriales. Universidades. Plataformas sectoriales...
- **Europa.**
 - Francia: FRL, Agropolis.
 - Portugal: Inovisa, CONFAGRI, INRB.
 - Red AKIS
- **Latin America.**
 - Universities included in UNIVERSIA: 1.216 universities.

Platform deployment

Selected success examples:

- **ATRIAS NETWORK** is the network of cooperatives technicians to support farmers. It is going to use Chil as main communication and knowledge management tools.
- **UNIVERSIA** it is a large scale university knowledge sharing effort, lead by Santander Bank and integrating 1216 latin american universities. Chil have been selected to provide collaborative support to this platform.
- **COOPERATIVAS AGROALIMENTARIAS** is the main cooperative association of Spain (3800 cooperatives and 1,2 M cooperativists). It support Chil from its very beginning and it is deploying it in a long term project.
- **SEIASA** groups 1800 irrigation association in Spain. It will use Chil to link them together and provide them technical and operative support.
- Thru **RED-ITAA** project, Chil is being tested in Portugal and south France.

Entidades colaboradoras



What can do Chil for AKIS?

- In summary:

1. Provide it of a collaborative tool to support discussions, knowledge sharing and communication.
2. Project its activities to the world, thru its own web page, publishing documents and so on.
3. Connect with other experts in discussion and comments.
4. Use as a tool for advanced knowledge management projects.



This is the End!
Thank you