



ISTANBUL PROJECT ACADEMY



Software Imagination & Vision

SOFTWARE IMAGINATION & VISION

Monica FLOREA, Head of Unit European Projects Department

[European R&D Projects](#)



monica.florea@simavi.ro



Boğaziçi Üniversitesi
Teknoloji Transfer Ofisi A.Ş.



MARMARA ÜNİVERSİTESİ
İNNOVASYON VE TEKNOLOJİ
TRANSFER UYGULAMA VE
ARAŞTIRMA MERKEZİ



YTUYILDIZ
TEKNOPARK



Horizon Europe Cluster 6:

Food, Bioeconomy, Natural Resources,
Agriculture and Environment Brokerage Event





**Project Idea /
Field of Expertise:**

Organisation Name:

Addressed Topic(s) & Call(s):



**Software solutions and services for the
Green Deal and Agriculture sector /
pilot deployment in Romania**

Software Imagination & Vision



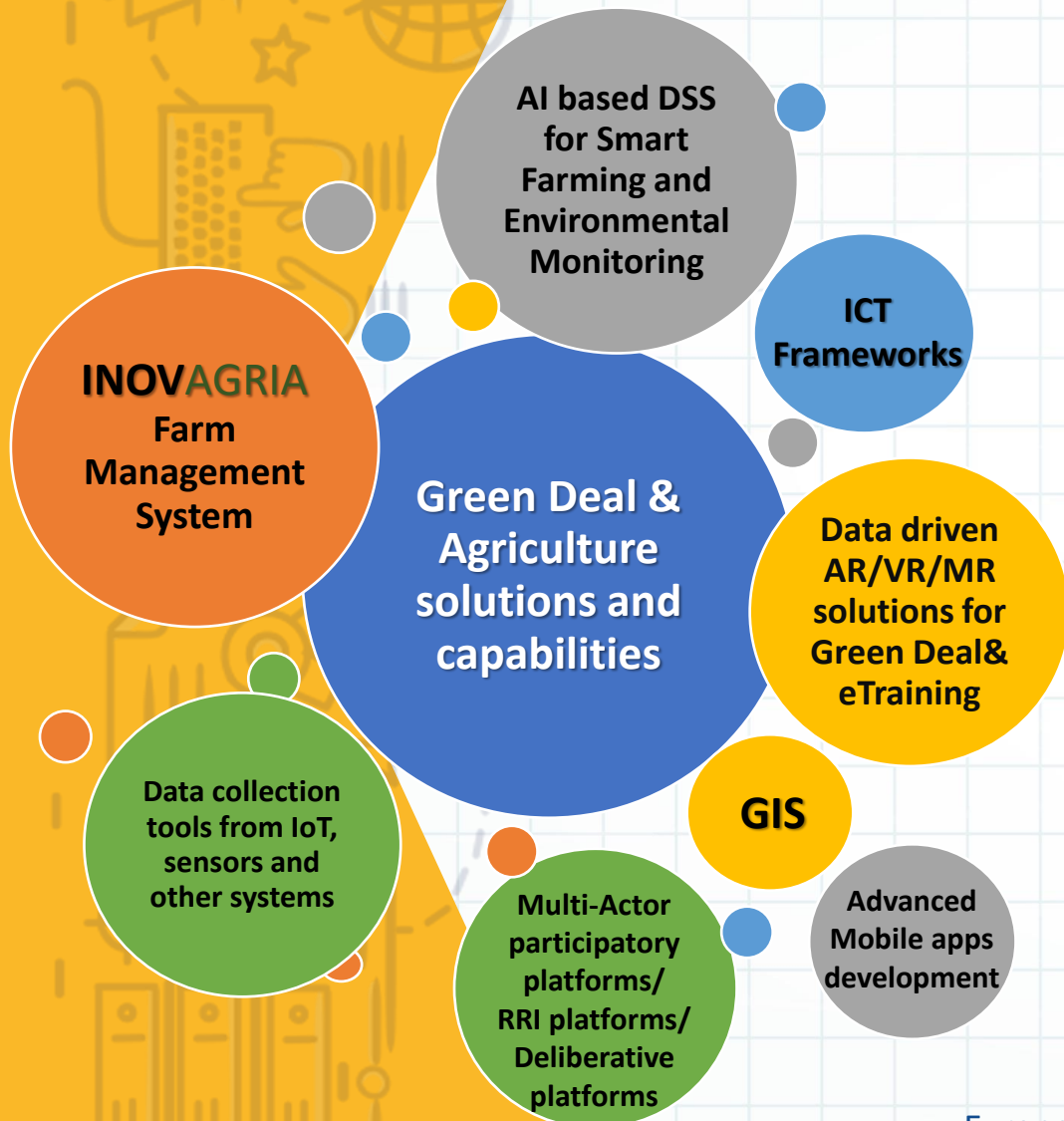
Software Imagination & Vision

- [**HORIZON-CL6-2023-BIODIV-01-8:** Addressing biodiversity decline and promoting Nature-based Solutions in higher education](#)
- [**HORIZON-CL6-2023-BIODIV-01-15:** Integrative forest management for multiple ecosystem services and enhanced biodiversity](#)
- [**HORIZON-CL6-2023-FARM2FORK-01-7:** Innovations in plant protection: alternatives to reduce the use of pesticides focusing on candidates for substitution](#)
- [**HORIZON-CL6-2023-FARM2FORK-01-14:** Providing marketing solutions to prevent and reduce the food waste related to marketing standards](#)
- [**HORIZON-CL6-2023-FARM2FORK-01-15:** Fostering resilient European food systems in a changing world](#)
- [**HORIZON-CL6-2023-ZEROPOLLUTION-01-1:** Knowledge and innovative solutions in agriculture for water availability and quality](#)
- [**HORIZON-CL6-2023-CLIMATE-01-2:** Improve the reliability and effectiveness of alternative water resources supply systems and technologies](#)
- [**HORIZON-CL6-2023-CLIMATE-01-7:** Enhancing the sustainable production of renewable energy at farm-level](#)
- [**HORIZON-CL6-2023-COMMUNITIES-01-4:** Investigating the contribution of geographical indications \(GIs\) to sustainable development and optimising support for newly established schemes](#)
- [**HORIZON-CL6-2023-GOVERNANCE-01-15:** Digitalisation in agriculture and forestry: markets for data, and digital technologies and infrastructure – state of play and foresight in a fast changing regulatory, trade and technical environment](#)
- [**HORIZON-CL6-2023-GOVERNANCE-01-16:** Digital technologies supporting plant health early detection, territory surveillance and phytosanitary measures](#)



**ISTANBUL
PROJECT
ACADEMY**

Software Imagination & Vision





R&D EU Projects:



COMPETENCES

- Software Tools & Platform development
- User Experience & Journey Design
- Integration and interoperability
- Digital Content development & eTraining
- Pilot deployment and implementation in Eastern Europe, by engaging key partners:
 - ✓ *Farmers & farmer associations*
 - ✓ *Ministry of Agriculture & Environment*
 - ✓ *Cities & Public Authorities*
 - ✓ *NGOs & Clusters & Research Centers*
 - ✓ *Industry 4.0*
 - ✓ *Energy DSO/TSO*
 - ✓ *Hospitals*
 - ✓ *LEAs & FRs*
- Over 60 H2020 & Horizon Europe projects





SIMAVI's expertise in Food, Bioeconomy, Natural Resources, Agriculture and Environment solutions has been built by carrying out and implementing large scale and complex IT projects that led to efficiency increasing in managing European funds for the Romanian agriculture and environment. Based on the expertise of its team, the SIMAVI has developed and implemented IT systems that aimed at institutional strengthening of the Ministry for Agriculture and Rural Development (MADR).

- ✓ INOVAGRIA – solution for farm management in the agricultural, vegetable or animal fields
- ✓ GIS
- ✓ Software & IoT Platform development and data collection tools from IoT, sensors and other systems
- ✓ AI based DSS for adapting production, automated or service workflows, quality inspection, anomaly detection and maintenance
- ✓ Predictive and descriptive analytics tools, visual intelligence through personalised dashboards, process modelling and knowledge graphs
- ✓ Digital Twins
- ✓ ICT frameworks – strong expertise in integration & interoperability
- ✓ Data driven Extended Reality solutions currently developed in Green Deal projects, training & education
- ✓ Advanced mobile apps development to engage relevant stakeholders and to collect real-time feedback
- ✓ Supporting the Multi-Actor approach by implementing a participatory platforms/ RRI platform/ online multilingual deliberative platforms
- ✓ Involving relevant end-users from Romania (farmers & farmer associations; public authorities)



Contact details



Contact person	Monica FLOREA
Organisation	Software Imagination & Vision (SIMAVI)
Address	73-81 Bucuresti-Ploiesti Drive, Bucharest, Romania
Phone	+40213023350
E-mail	monica.florea@simavi.ro
B2Match profile	https://brokerage-event-focusing-on-cl6.b2match.io/participants/60
LinkedIn/Twitter	



THANK YOU...



Monica FLOREA, Head of Unit European Projects Department

[European R&D Projects](#)



monica.florea@simavi.ro



MARMARA ÜNİVERSİTESİ
İNNOVASYON VE TEKNOLOJİ
TRANSFER UYGULAMA VE
ARAŞTIRMA MERKEZİ

