



D 3.3 Recorded webinars showcasing the concepts and first results from case studies to broad audience

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Abstract:	As part of the Horizon Europe-funded Digi4Live project, two webinars were organized in March 2025 to disseminate early insights from case studies focused on digital and data-driven solutions in the livestock sector, and to showcase the concepts of the case studies. The aim was to engage a broad audience of stakeholders—researchers, technology providers, farmers, processors, and policy actors—in discussions on the role of digital tools, AI, and data spaces in the livestock sector. The first webinar, "Harnessing Digital Tools for Animal Welfare, Breeding, and Traceability" (March 6), highlighted innovations in animal health and welfare monitoring, transparency in livestock supply chains, and the integration of breeding technologies. Case studies showcased the use of AI for detecting animal behavior changes, challenges and benefits of traceability systems like TRACES, and the complexity of integrating environmental, economic, and social factors in breeding strategies. Participants emphasized the importance of co-designing tools with farmers, economic incentives for adoption, and balancing voluntary and regulatory compliance approaches. The second webinar, "Harnessing Robust AI and Data Spaces for Animal Tracking, Sustainability Assessments, and Governance" (March 19), focused on advanced AI methods, life cycle assessment (LCA) tools, and data space technologies. Presentations covered sensor-based tracking, environmental data digitalization for pig and poultry farms, and policy monitoring via digital product passports. Discussions underscored the need for standardization, scalability of AI tools, and greater policy engagement. Stakeholders expressed strong interest in AI for welfare monitoring, data integration, and sustainability compliance, while highlighting challenges in data accuracy, system integration, and collaboration. Both webinars achieved high levels of engagement, with over 180 registrations each and around 75 live participants per session. Results from interactive polling informed future development and stakeholder alignment. The sessions were recorded and made publicly available to ensure broader access and transparency. The two webinar recordings are available on Digi4Live Youtube channel.

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3.	GEOPONIKO PANEPISTIMION ATHINON	AUA	Greece
5.	INSTITUT NATIONAL DE RECHERCHE POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT	INRAE	France
6.	KATHOLIEKE UNIVERSITEIT LEUVEN	KUL	Belgium
7.	JOHANN HEINRICH VON THUENEN-INSTITUT, BUNDESFORSCHUNG INSTITUT FUER LAENDLICHE RAEUME, WALD UND FISCHEREI	Thünen	Germany
8.	STICHTING WAGENINGEN RESEARCH	WR	Netherlands
9.	INSTYTUT GENETYKI I BIOTECHNOLOGII ZWIERZAT POLSKIEJ AKADEMII NAUK	IGBZ	Poland
10.	INSTITUT DE L'ELEVAGE	IDELE	France
11.	TEKNOLOGISK INSTITUT	DTI	Denmark
13.	AGDATAHUB	ADH	France
16.	WAGENINGEN UNIVERSITY	WU	Netherlands

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Table 1: List of abbreviations and acronyms.

List of Abbreviations and Acronyms	
AI	Artificial intelligence
ATP	Agricultural technology provider
CS	Case study
DPP	Digital product passport
EBV	Estimated breeding value
EU	European Union
GDPR	General Data Protection Regulation
GHG	Greenhouse gas emissions
GPS	Global positioning system
IoT	Internet of things
IPPC	International Plant Protection Convention (IPPC)
LCA	Life cycle assessment
LCI	Life Cycle Inventory
PEF	Product Environmental Footprint
PLF	Precision livestock farming
RFID	Radio frequency identification
TRACES	Trade Control and Expert System
WOAH	World Organization for Animal Health
WP	Work package

1. Introduction

The Digi4Live project is dedicated to transforming the European livestock sector by leveraging cutting-edge digital technologies and data analytics. Its mission is to enhance animal welfare, promote sustainable environmental practices, optimize breeding processes, improve traceability, and ensure cost-effective compliance monitoring. By tackling key challenges such as data harmonization, standardization and interoperability, the project aims to foster a robust digital culture within the livestock industry.

As part of this initiative, the Digi4Live Webinar Series hosted two enlightening webinars:

The first, titled "Harnessing Digital Tools for Animal Welfare, Breeding, and Traceability," was held on March 6, 2025. This session delved into innovative digital tools that are revolutionizing animal welfare, breeding techniques, and traceability methods.

The second webinar, "Harnessing Robust AI and Data Spaces for Animal Tracking, Sustainability Assessments, and Governance," took place on March 19, 2025. It explored the potential of AI and data spaces in improving animal tracking, assessing sustainability, and enhancing governance within the sector.

These webinars were facilitated by EFFAB—the European Forum of Farm Animal Breeders—and moderated by FSH—FoodScale Hub. They brought together a diverse group of stakeholders, including researchers, data and digital technology providers, farmers, processors, and practitioners. The sessions featured insightful presentations and discussions on the latest advancements in digital tools and their practical applications in livestock farming.

This comprehensive report provides an overview of the webinars, including detailed analyses of registration and attendance data, participation metrics of partners versus non-partners, stakeholder categories, and geographical distribution of participants. Additionally, it incorporates an AI-generated summary of the discussions, offering a thorough understanding of the key insights and outcomes, and highlighting the collaborative efforts to drive digital innovation in the livestock sector.

1. Program and content of the webinars

1.1. Webinar 1: Harnessing digital tools for animal welfare, breeding, and traceability

1.1.1. Key details

Title: Harnessing Digital Tools for Animal Welfare, Breeding, and Traceability

Date: 6th March, 2025

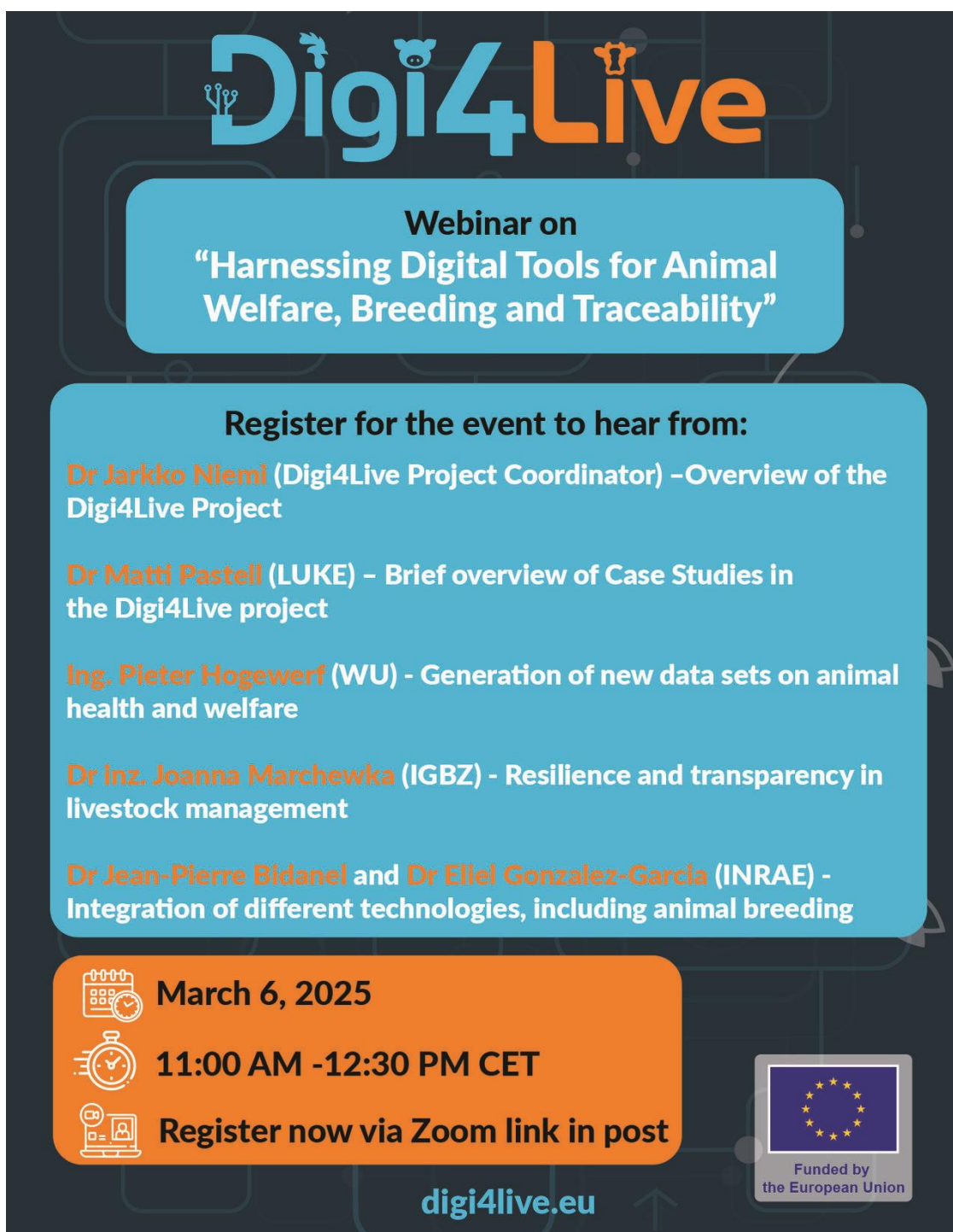
Time: 11:00 - 12:30 CET

Duration: 121 minutes

Number of Registrations: 184

Number of Participants: 76

The webinar was advertised in February and March 2025 via Digi4Live website and a several postings made on the project's social media platforms. Figure 1 illustrates one of the postings. The postings shared information about the title and timing of the webinar, introduced the speakers and their topics, the agenda of the webinar and reminded about the registration deadline.



The image is a promotional graphic for a Digi4Live webinar. At the top, the 'Digi4Live' logo is displayed in blue and orange. Below it, a light blue rounded rectangle contains the text 'Webinar on "Harnessing Digital Tools for Animal Welfare, Breeding and Traceability"'. A larger light blue rounded rectangle in the center lists the speakers and their topics: Dr Jarkko Niemi (Digi4Live Project Coordinator) - Overview of the Digi4Live Project; Dr Matti Pastell (LUKE) - Brief overview of Case Studies in the Digi4Live project; Ing. Pieter Hogewerf (WU) - Generation of new data sets on animal health and welfare; Dr Inz. Joanna Marchewka (IGBZ) - Resilience and transparency in livestock management; and Dr Jean-Pierre Bidanel and Dr Eliel Gonzalez-Garcia (INRAE) - Integration of different technologies, including animal breeding. Below this, an orange rounded rectangle provides the date 'March 6, 2025', the time '11:00 AM -12:30 PM CET', and the registration instruction 'Register now via Zoom link in post', each accompanied by a small icon (calendar, clock, and Zoom link respectively). At the bottom center is the website 'digi4live.eu'. On the bottom right is the European Union flag logo with the text 'Funded by the European Union'.

Digi4Live

Webinar on
"Harnessing Digital Tools for Animal Welfare, Breeding and Traceability"

Register for the event to hear from:

Dr Jarkko Niemi (Digi4Live Project Coordinator) - Overview of the Digi4Live Project

Dr Matti Pastell (LUKE) - Brief overview of Case Studies in the Digi4Live project

Ing. Pieter Hogewerf (WU) - Generation of new data sets on animal health and welfare

Dr Inz. Joanna Marchewka (IGBZ) - Resilience and transparency in livestock management

Dr Jean-Pierre Bidanel and Dr Eliel Gonzalez-Garcia (INRAE) - Integration of different technologies, including animal breeding

March 6, 2025

11:00 AM -12:30 PM CET

Register now via Zoom link in post

digi4live.eu

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Fig 1: An example of webinar 1 advertisement from Digi4Live LinkedIn account.

1.1.2. Agenda

11:00 - 11:10: Welcome and Introduction

- Quick Introduction to the Digi4Live Webinar Series and Project - Dr Jarkko Niemi (LUKE)
- Brief overview of Case Studies in the Digi4Live project - Dr Matti Pastell (LUKE)

11:10 - 11:30: Case Study A Presentation: Generation of new data sets on animal health and welfare - Dr Pieter Hogewerf (WU)

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11:30 - 11:50: Case Study B Presentation: Resilience and transparency - Dr inz. Joanna Marchewka (IGBZ)

11:50 - 12:10: Case Study D Presentation: Integration of different technologies, including animal breeding
- Dr Jean-Pierre Bidanel and Dr Eliel Gozalez-Garcia (INRAE)

12:10 - 12:30: Q&A Session - Partner moderating: FSH

1.1.3. Who were the participants?

Based on the registration and attendance data, the following insights were gathered:

- A total of 184 individuals registered for the first webinar, with 76 participants (41%) attending live.
- Among the attendees, 80% were external stakeholders, while 20% were project partners.
- The scientific community comprised 63% of the participants (Fig. 2).

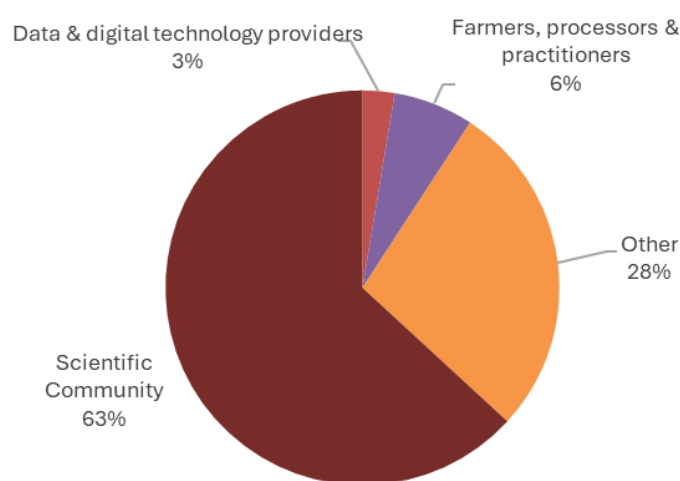


Fig 2: Stakeholder groups represented by the participants of webinar 1.

- The majority of participants, 84%, were from Europe (Fig. 3).

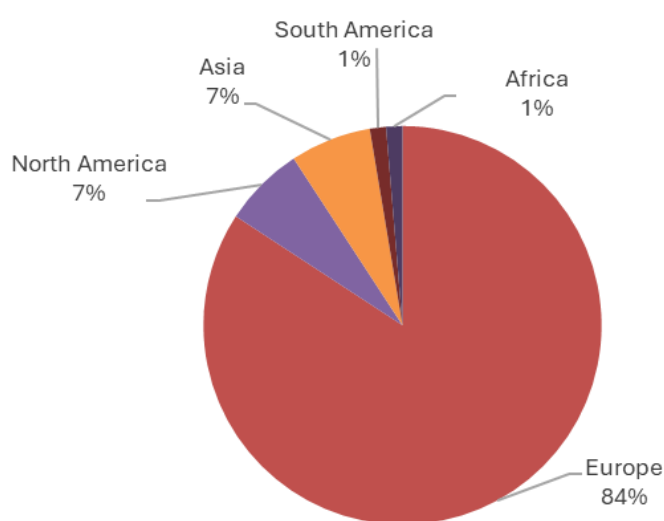


Fig 3: Geographical distribution of participants webinar 1.

1.1.4. Event summary

The first webinar of the Digi4Live series opened with an introduction by Dr. Jarkko Niemi (project coordinator) and Dr. Matti Pastell (WP3 leader) from the Natural Resources Institute Finland (LUKE), setting the stage for a series of case study presentations focused on the use of digital tools in improving livestock systems.

The session showcased three of the six Digi4Live case studies, each illustrating how innovative digital solutions can support animal health, system transparency, and breeding strategies.

The case studies presented included:

- **Improving Animal Health and Welfare with AI (Case Study A).** Dr. Pieter Hogewerf (Wageningen University) presented a case study targeting broiler farms, where AI and sensor technologies are used to monitor and enhance animal welfare. A central focus of the presentation was the development of an AI model capable of tracking changes in drinking behaviour, serving as an early indicator of health issues. The presentation also explored links between circadian rhythm, resilience, and welfare, and emphasized the value of farmer engagement in designing effective solutions.
- **Boosting Traceability and Transparency in Supply Chains (Case Study B).** Dr. Joanna Marchewka (Institute of Genetics and Animal Biotechnology, Polish Academy of Sciences) addressed the complexities of traceability in livestock systems, particularly in the face of evolving EU regulations and consumer expectations. She outlined the potential of the TRACES platform—developed by the European Commission—to support regulatory compliance and improve transparency. However, she also noted its limitations and the growing need for customizable commercial tools to enhance its functionality across diverse supply chains.
- **Integrating Technologies in Animal Breeding (Case Study D).** Dr. Jean-Pierre Bidanel and Dr. Eliel Gonzalez-Garcia (INRAE) focused on the integration of digital technologies in animal breeding, an area that has long been pivotal in advancing livestock performance. They highlighted the growing complexity of breeding decisions, which must now consider not only genetic gains but also environmental, economic, and social dimensions. Digital tools can support this evolution by offering detailed data on production environments and enabling smarter, integrated decision-making processes.

Together, the presentations demonstrated how digital innovation—when co-developed with stakeholders—can contribute to more sustainable, resilient, and transparent livestock systems.

1.1.5. Questions and discussions (polling session)

During the first Digi4Live webinar, participants actively contributed to the discussion through interactive polling. In the polling, the participants were presented several questions that were related to each presentation. Their responses provided valuable insights into stakeholder perspectives on engaging farmers, enhancing value, and addressing traceability and animal welfare challenges in the livestock sector. The details of the poll (question/answers) are presented in Annex 1. The summary of the results is presented below.

To encourage farmer participation, respondents emphasized the importance of co-designing digital tools alongside farmers and advisors, ensuring that solutions are practical and relevant. Demonstrating tangible benefits, such as cost savings through improved animal welfare, was also seen as key to farmer engagement.

When asked how to increase value for farmers, participants suggested leveraging predictive models to estimate the costs of inaction and promoting traceability and quality assurance to enable access to premium markets.

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On the topic of funding AI applications, a diverse set of stakeholders were identified as potential contributors, including farmers, farmer unions, supply chain actors, retail businesses, and society as a whole, reflecting the shared benefits and responsibilities across the value chain.

Regarding traceability compliance, a majority of participants favored a voluntary, market-driven approach, while others supported a hybrid model combining regulatory and market incentives. Few participants advocated for a strictly regulation-based approach.

Participants highlighted both risks and benefits of these compliance strategies. Market-driven systems were seen as more efficient and responsive to consumer demand, but the risk of disconnect was foreseen if consumers fail to appreciate farm-level efforts. In contrast, regulatory approaches could ensure consistency but may stifle innovation due to their slow pace and risk of over-regulation.

Identified gaps in current animal welfare tracking included the economic burden of traceability and the lack of scientifically grounded standards, which hinder compliance efforts. To improve real-time welfare monitoring during animal transport, stakeholders pointed to the need for better rural connectivity and the ability to track welfare at every stage, including before and after loading.

1.2. Webinar 2: Harnessing robust AI and data spaces for animal tracking, sustainability assessments, and governance

1.2.1. Key details

Title: Harnessing Robust AI and Data Spaces for Animal Tracking, Sustainability Assessments and Governance

Date: 19th March, 2025

Time: 11:00 - 12:30 CET

Duration: 118 minutes

Number of Registrations: 184

Number of Participants: 75

The webinar was advertised in February and March 2025 via Digi4Live website and a several postings made on the project's social media platforms. Figure 4 illustrates one of the postings. Other postings introduced the speakers and their topics, the agenda of the webinar and reminded about the registration deadline.



Fig 4: An example of webinar 2 advertisement from Digi4Live LinkedIn account.

1.2.2. Agenda

11:00 - 11:10: Welcome and Introduction

- Quick Introduction to the Digi4Live Webinar Series and Project: Dr Jarkko Niemi (LUKE)
- Brief overview of Case Studies in the Digi4Live project: Dr Matti Pastell (LUKE)

11:10 - 11:30: Case Study C Presentation: Robust AI methods for sensor-based animal tracking - Clement Allain (Idele) and Dr. Dong Liu (KU Leuven).

11:30 - 11:50: Case Study E Presentation: Data digitalization for environmental impact assessments using LCA - Dr Vasileios Anestis (AUA)

11:50 - 12:10: Case Study F Presentation: Policy monitoring, policy impact and administration, EU-wide - Dr Matti Pastell (LUKE)

12:10 - 12:30: Q&A Session

1.2.3. Who were the participants?

Based on the registration and attendance data, the following insights were gathered:

- A total of 184 individuals registered for the first webinar, with 75 participants (41%) attending live.
- Among the attendees, 65% were external stakeholders, while 35% were project partners.
- The scientific community comprised 60% of the participants (Fig. 5).
- The participants were mainly from Europe (Fig. 6).

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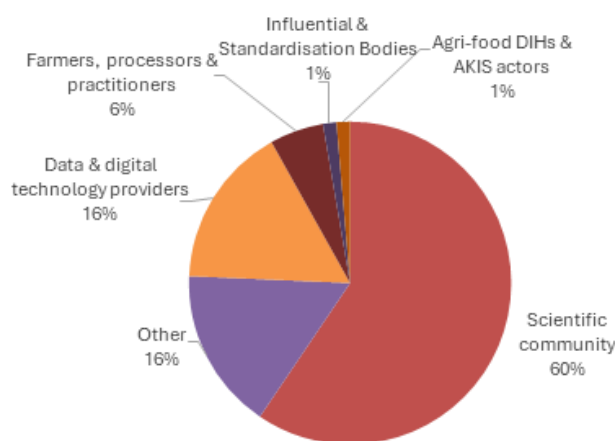


Fig 5: Stakeholder groups represented by the participants of webinar 2.

- The majority of participants, 82%, were from Europe (Fig. 6).

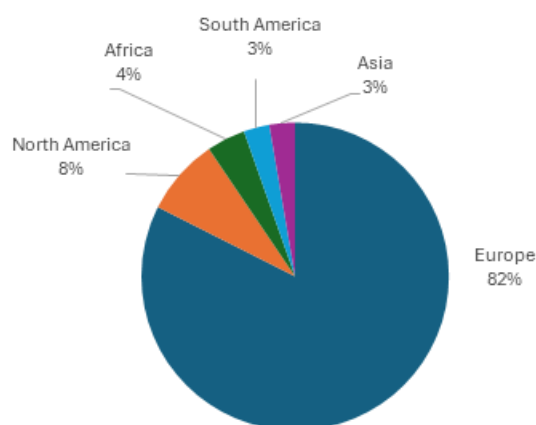


Fig 6: Geographical distribution of participants webinar 2.

1.2.4. Event summary

The second session of the Digi4Live Webinar Series opened with a warm welcome by Dušan Čenejac, who introduced the theme of the day: exploring the role of robust AI technologies and data spaces in improving animal tracking, sustainability monitoring, and governance in livestock systems. The flow of webinar is summarized in this section.

Dr. Niemi and Dr. Pastell from the Natural Resources Institute Finland (LUKE) introduced the Digi4Live project and set the stage for the featured case studies. The event focused on sharing innovative approaches developed within the project, while also engaging participants in discussions around technical solutions and stakeholder involvement.

Digitalization Concept Development: Led by Dr. Matti Pastell, this segment outlined the overall approach of the Digi4Live project—identifying barriers and opportunities, engaging stakeholders, piloting digital solutions, and conducting impact assessments across key areas such as animal health, resilience, breeding, and policy.

The case studies presented included:

- **Robust AI for Sensor-Based Tracking (Case Study C):** Dr. Clément Alain (Idele) presented a grazing time prediction tool designed to operate reliably in diverse environments. Complementing this, Dr. Dong Liu shared a use case involving computer vision tracking for pigs, drawing on data from 30 farms. He introduced a smart labelling tool and the goal of developing scalable AI algorithms that could be transferred across contexts.
- **Environmental Impact Assessment via Digitalization (Case Study E):** Dr. Vasileios Anestis (AUA) showcased a case study focused on creating web-based LCA tools for pig and poultry farms. These tools aim to simplify the collection of primary data at the farm level, making life cycle assessments more accessible and actionable.
- **Data Space Technologies in Cattle Production (Case Study F):** Returning to the stage, Dr. Pastell (LUKE) discussed the transformative potential of data spaces to streamline data reporting and reduce administrative burdens in cattle farming. He highlighted ongoing work on a digital product passport, intended to track an animal's sustainability metrics throughout its life, while enabling secure and transparent data sharing among stakeholders.

The webinar concluded with an outlook toward future developments, including upcoming software releases and thematic expert panels, reinforcing Digi4Live's commitment to co-creation and innovation in digital livestock management.

1.2.5. Questions and discussions

Discussion with the audience

In the concluding discussion of the second Digi4Live webinar, speakers emphasized the critical role of standardization in advancing digital solutions for sustainable livestock systems. Dr. Matti Pastell and Dr. Vasileios Anestis underscored that harmonized data collection and assessment protocols—particularly in sectors like dairy production—are essential for ensuring accuracy, comparability, and trust in environmental performance metrics. Without shared standards, inconsistencies in data inputs and calculations can hinder both decision-making and broader implementation.

Looking ahead, Dr. Pastell provided an update on the progress of the Digi4Live project and outlined the next steps. While promising developments have already been achieved, the team highlighted the need for additional testing and on-farm data collection to refine the algorithms and validate their relevance in real-world contexts. The possibility of scaling the project to other regions was also discussed, but the speakers noted that further funding and stakeholder engagement would be required to support such an expansion. The discussion closed on an optimistic note, recognizing the growing momentum around digitalization in agriculture while acknowledging the collaborative efforts still needed to achieve full-scale adoption.

Questions and answers of the polling session

During the second Digi4Live webinar, participants once again engaged actively through a live polling tool, offering valuable insights into their expectations, perceived benefits, and potential contributions to the development of AI-driven tools and data spaces for livestock tracking, sustainability assessments, and governance. The details of the poll (question presented to the participants during the presentations and answers to these questions) are presented in Annex 2. The summary of the results is presented below.

There was a strong interest towards in AI-based tracking systems, suggesting the relevance of such technologies for future livestock management. However, participants emphasized that the potential for adoption relies on overcoming existing barriers, particularly technical limitations, data integration challenges, and economic constraints.

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When asked about the main benefits of AI in animal monitoring, respondents highlighted its potential to enhance animal welfare and health tracking, support data-driven decision-making, and improve farm management efficiency. While cost savings and regulatory compliance were also mentioned, they were considered of secondary importance. This suggests that the participants prioritized operational and welfare-related outcomes over economic or policy-driven incentives.

Participants also reflected on the impact of the presented case study (CS-E) on their organizations. The most significant contributions were seen in improving sustainability compliance, enabling resource optimization, and facilitating eco-labelling initiatives. Additionally, respondents noted the value of robust methodologies and digital automation. However, policy alignment and regulatory impact were perceived as less immediate or influential, highlighting a potential gap in engagement with policy stakeholders.

When considering how they might contribute to future developments, stakeholders expressed interest in validating and disseminating project results, participating in pilot testing, and sharing relevant data and insights. Enhancing tools and integrating them into existing systems were also considered valuable actions. In contrast, engagement with regulators' applications or incentive development received comparatively less attention, further reinforcing the trend of lower policy involvement.

In terms of implementation opportunities, the participants cited the importance of improving data collection accuracy, enabling system integration, and addressing cost and technical barriers. Challenges around stakeholder engagement and regulatory hurdles were mentioned but ranked lower in urgency, possibly due to limited representation from policymakers or farmers during the session.

A diversity of on-farm data sources were identified as valuable for sustainability monitoring, including health records, emissions, reproductive data, grazing information, and sensor outputs. This reflects the complexity of digital livestock management and the necessity of a holistic, integrated approach.

Finally, stakeholders indicated a preference for participating in workshops or focus groups, and receiving regular updates on project progress. While some were interested in pilot testing or collaborating on policy standards, these forms of deeper engagement appeared less popular, pointing to the need for more structured and inclusive engagement strategies to foster broader collaboration in the next phases of the project.

2. Link to the webinar recordings and slides

2.1. Digi4Live Youtube Channel

A Digi4Live YouTube channel has been created for the project. The two webinar video recordings are available on the Youtube channel: <https://www.youtube.com/channel/UCnY-UwE8-JibINZaeW9SOBA>.

- The direct link to the first webinar¹ that was held on the 6th of March 2025 is: <https://www.youtube.com/watch?v=qurwYcMXsE>
- The direct link to the second webinar¹ that was held on the 19th of March 2025 is: https://www.youtube.com/watch?v=EQ8OLU_8unI

2.2. Webinar presentations

The slides of the webinar presentations are available here:

- Webinar 1: <https://presenter.ahaslides.com/share/digi4live-webinar-series-part-1-harnessing-digital-tools-for-animal-welfare-breeding-and-traceab-1740992083944-lkd8mud2ff>
- Webinar 2: <https://presenter.ahaslides.com/share/digi4live-webinar-series-part-2-harnessing-robust-ai-and-data-spaces-for-animal-tracking-sustain-1742201116883-v3m91wvn1y>

¹ Please note that the numbering of webinars on the playlist is different from the numbering presented here, because the playlist includes also an earlier webinar.

3. Conclusion

As part of the Horizon Europe-funded Digi4Live project, two webinars were organized in March 2025 to disseminate early insights from case studies focused on digital and data-driven solutions in the livestock sector, and to showcase the concepts of the case studies. The webinars were organized on one hand to showcase Digi4Live's case studies and their concepts, and on the other hand, to engage a broad audience of stakeholders—researchers, technology providers, farmers, processors, and policy actors—in discussions on the role of digital tools, AI, and data spaces in livestock tracking and management.

A total of 184 individuals registered for the first webinar, with 76 participants attending live. A total of 184 individuals registered for the first webinar, with 75 participants attending live. All registered participants received an online link to the webinar recording and to the slides. The sessions were recorded and made publicly available on Digi4Live Youtube channel to ensure broader access and transparency.

The webinars increased the visibility of Digi4Live and its case studies and stimulated interaction with stakeholders both during and after the webinars. Results from interactive polling informed future development and stakeholder alignment.

Annex 1: Results of the polling session of webinar 1

How do we interest farmers to participate in the project?

1 Submission

2 Voting (2)

3 Result

1 They need to see how much savings they can make by improving welfare

1 Purposively co-design with farmers and advisors the interfaces of these wonderful data science

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3 2 1 2

What possibilities do you see for increasing the value for farmers?

1 Submission

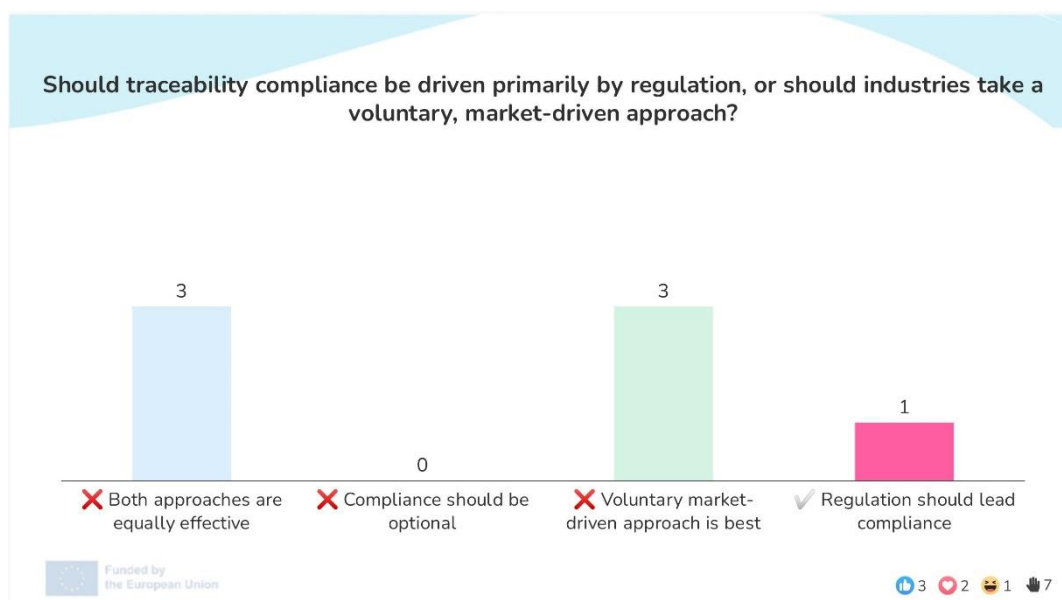
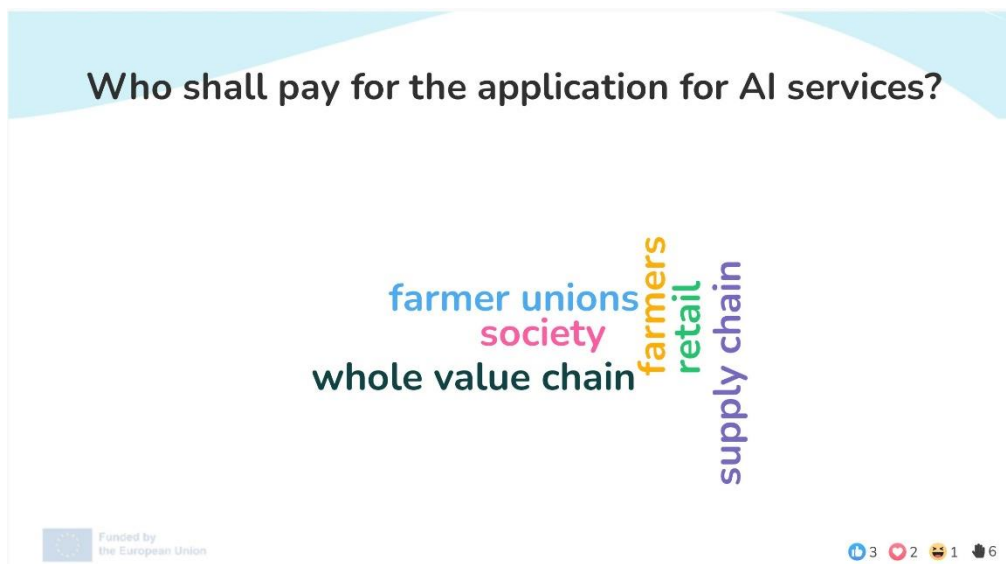
2 Voting (0)

3 Result

1 Using predictive models to estimate opportunity costs of not taking action

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3 2 1 1



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What are the risks and benefits of each approach?

1 Submission

2 Voting (0)

3 Result

1

Regulatory approach can be slow

0

1

Thinking about economic efficiency and linkages to consumer demand - market driven approaches

0

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 3  2  1  2

Are there any gaps in current animal welfare tracking that make compliance difficult for stakeholders?

1 Submission

2 Voting (0)

3 Result

1

Apart from standards (that need to be based on scientific evidence), the economics of traceability

0

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 3  2  1  1

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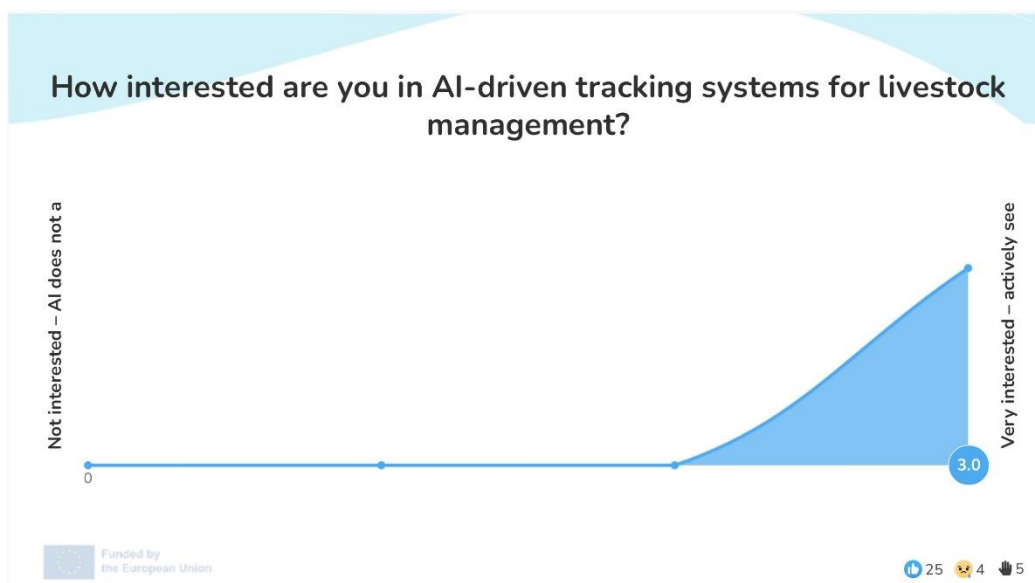
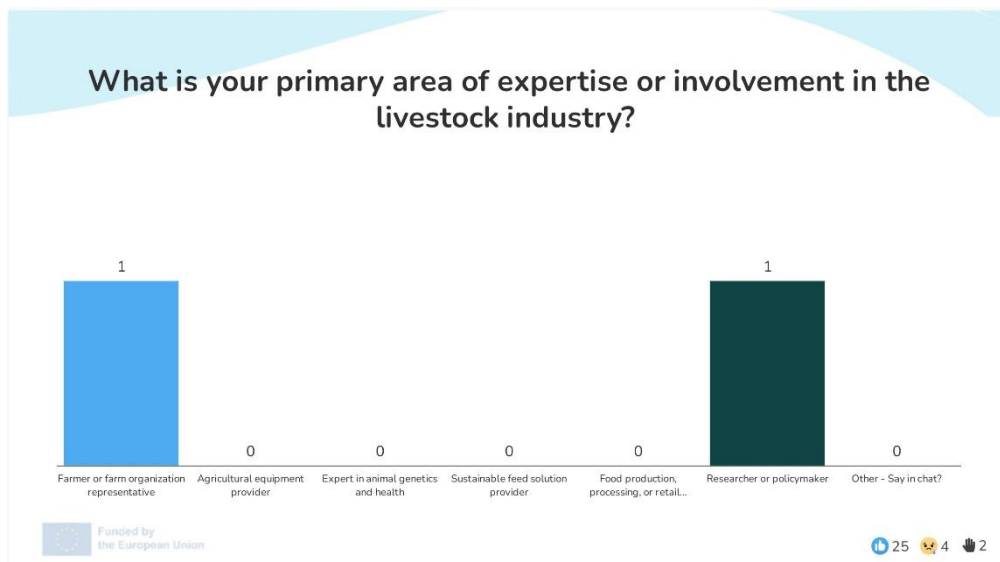
What improvements could be made to ensure real-time welfare monitoring during transport?

Connectivity across rural areas, and real-time monitoring of each stage of animals (including pre- & post loading)

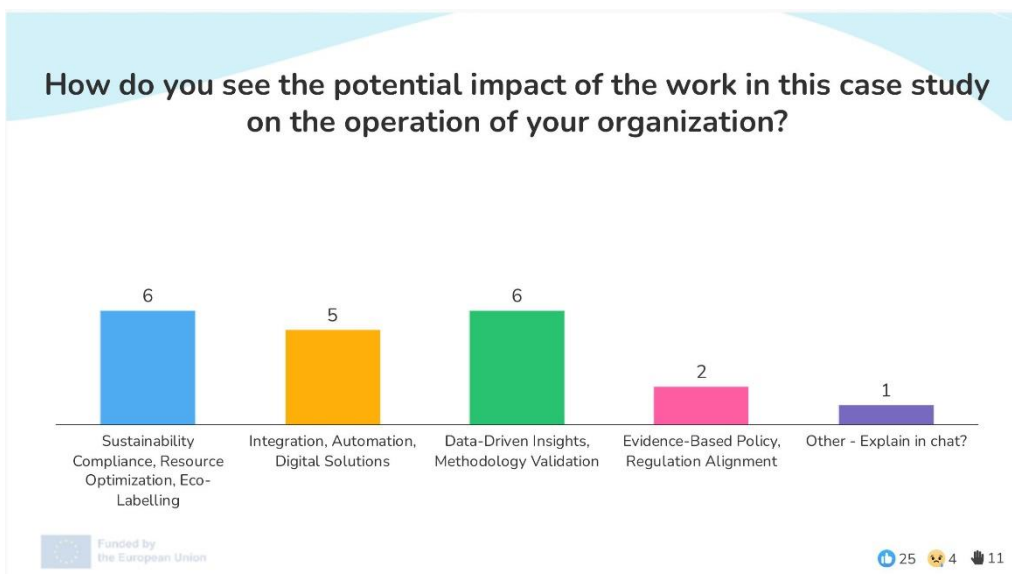
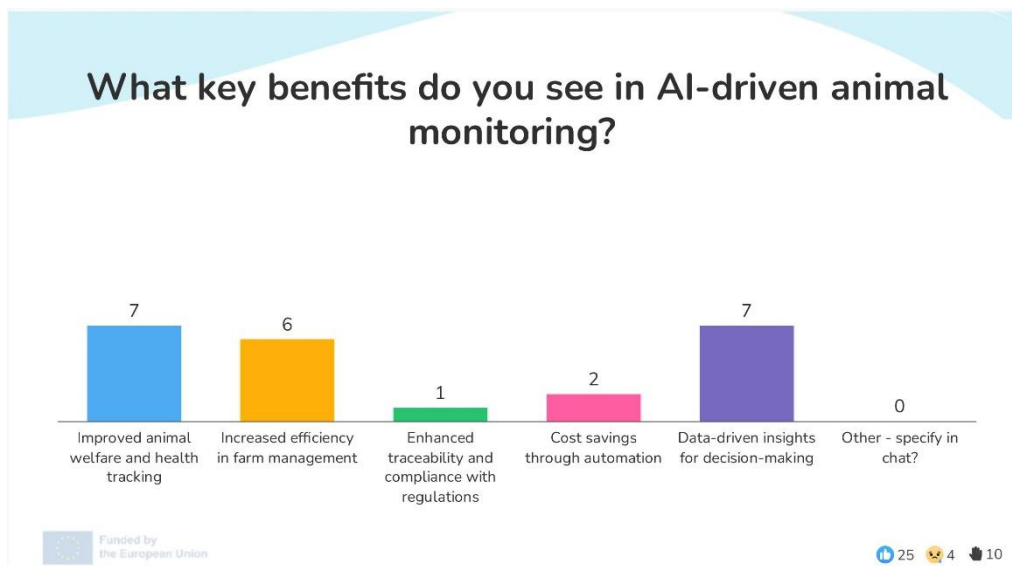
 Funded by the European Union

 3  2  1  1

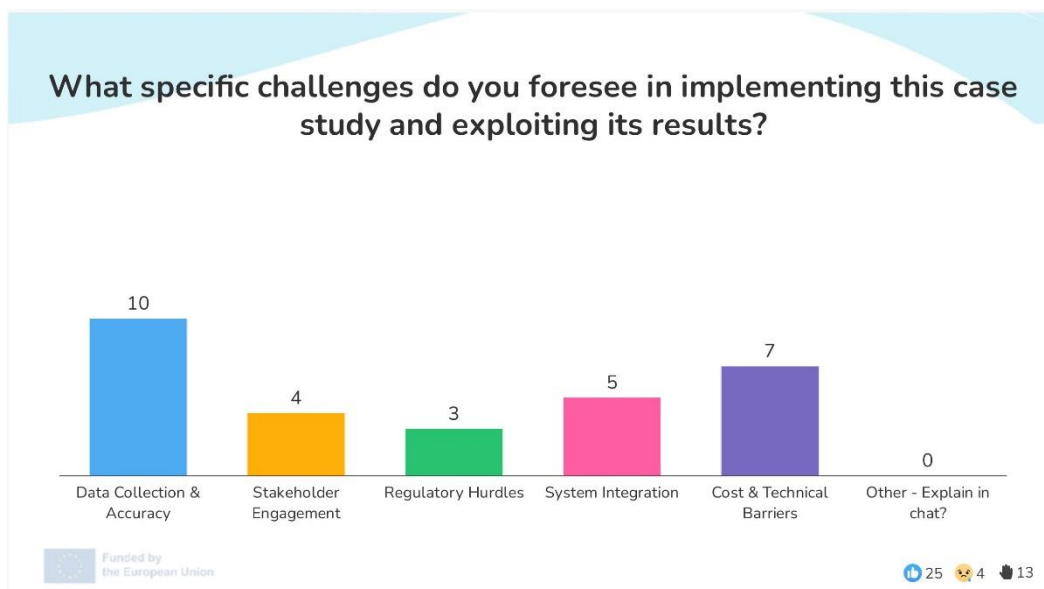
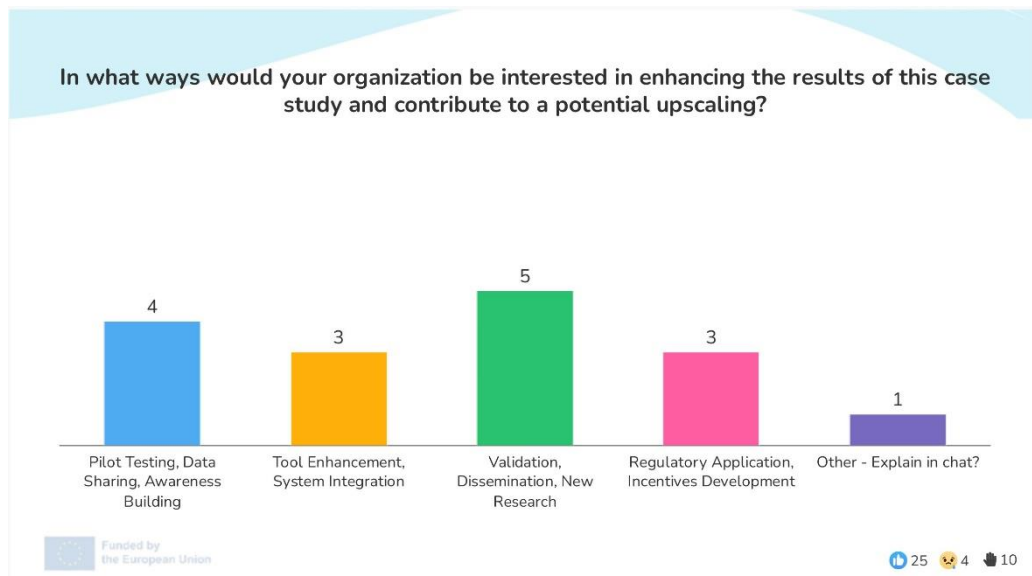
Annex 2: Results of the polling session of webinar 2



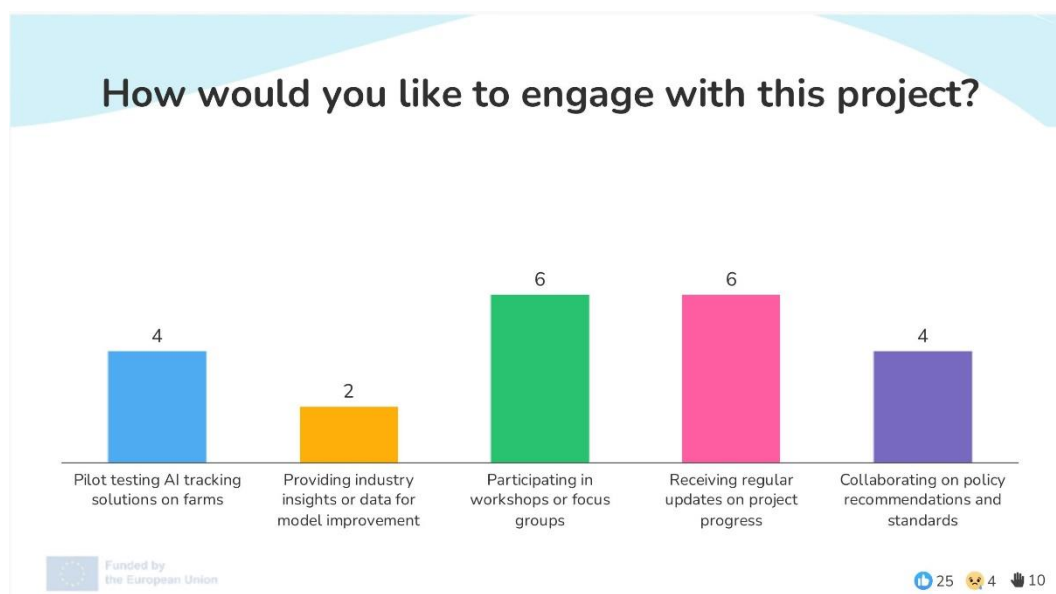
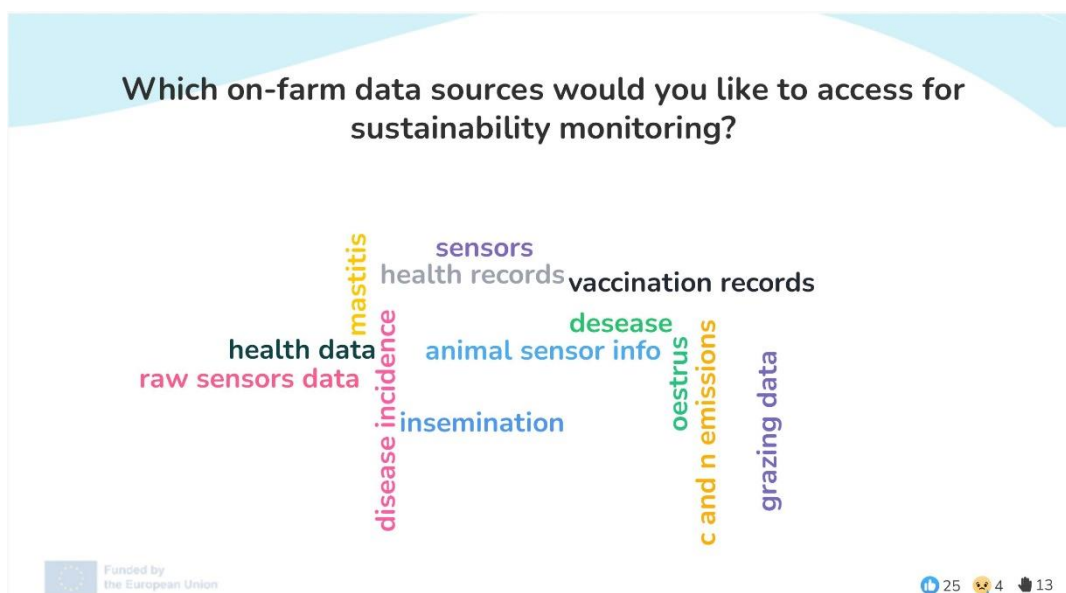
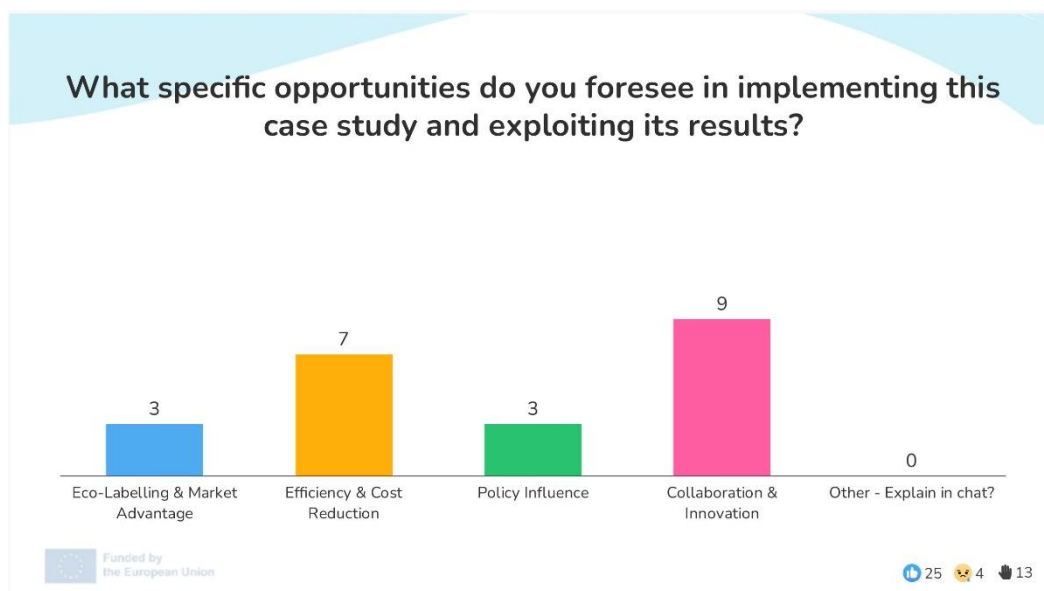
D 3.3 Recorded webinars showcasing the concepts and first results from case studies to broad audience



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