



POLITÉCNICA



Brief Introduction to Chil platform

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What is Chil?



Chil is a knowledge portal specialized in the rural & 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 rural sector at European level and be developed and managed by European technical institutions in a cooperative way.

- The development of the platform is being financed from Spain.
- Diffusion activities in Spain, Portugal and France are being funded thru INTEREG-SUDOE IV proj.

The vision

The vision is to provide to the European rural 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.

Chil in a glance

- A **social/profesional network** specialized in rural & agro food 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)

Enforcing european values (1)

The design of Chil has been thought to highlight and enforce the values of the European rural & 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. Helping to discover rural environments.

Providing tools to help rural areas to project their individuals & activities both for internal discovering and to connect with urban population, promoting tourism, commerce and esteem.

3. 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.

Enforcing european values (2)

4. **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.
5. **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.
6. **Enforcing 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.
7. **Facilitate the operations of knowledge chains.**
Help to make the agriculture knowledge chains more efficient.

A concept that is evolving quickly

From the beginning, the Chil project has grown with the active collaboration of the rural sector and agro food industry. The development team is always aware to their knowledge management needs and how to solve them using the platform.

With this approach, the concept is evolving quickly:



Chil and rural development (1)

Chil contribution to rural development is based in a creative use of technological tools supporting rural groups activities and helping to integrate rural economy in the information society thru simple and practical projects.

- **Tools to support rural development projects and integrate rural networks.**
It is difficult to achieve the kind of functionality that many rural development projects need in their web tools. Chil web 2.0 and hosting capabilities can help in that.
- **Tools to create specialized portals.**
A portal is a web site that integrates different actors and information in a dynamic way. Normally are more difficult to implement that simple sites and also requires a long term effort to be maintained. Chil can solve the tech aspects and help in the maintenance problems of these initiatives:
 - A portal to promote a region, visualizing business, lodging, restaurants and so on.
 - A rural tourism portal.
 - A gastronomy and agro food portal.



Chil and rural development (2)

- A new way to confront the technological gap between urban y rural areas.
The idea is
 1. Provide a specialized approach for local economy to integrate in the web, simple and easy and with advantages for them from the very first moment.
 2. Encourage part time jobs to design, assist and maintain these web sites.
 3. Promote with regional authorities the creation of portals to visualize these rural environments. Promote them using generic Chil tools, Google positioning, Facebook and so.
- **Support of rural networks.**
Rural networks needs advanced tools to collaborate & communicate. Generic social networks fall short in these functionalities. From Chil we are working hard in this direction, improving our walls, providing mobile support, and project management capabilities.
- **Visualizing & projecting rural goods and services.**
In summary this is the leitmotiv of our work, using advanced web technologies

This is all!!

Thanks you very much