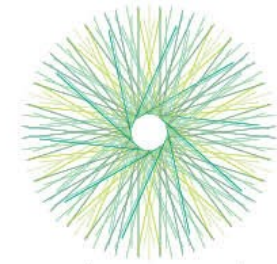


# Workshop

## EIP-AGRI Networking & Communication

4-5 October, 2016 – Budapest, Hungary



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# Workshop 'EIP-AGRI Networking & Communication'

## Day 1: Tuesday 4 October 2016

12:00 – 13:00 Registration and buffet lunch

### Introduction – why is networking so important for the EIP-AGRI

13:00 – 13:15 Welcome and opening

- *Anikó Seregélyi, DG Agriculture and Rural Development*
- *Zsolt Feldman, Deputy State Secretary for Agriculture, Hungarian Ministry of Agriculture*

13:15 – 14:00 Setting the scene

- Objectives and flow of the workshop – *Mark Redman, EIP-AGRI SP*
- Introductory presentation and results of the NSU survey – *Sirpa Karjalainen, DG Agriculture and Rural Development*

### Existing approaches to the support of EIP-AGRI Operational Groups

14:00 – 14:45 Different models of network support for EIP-AGRI OGs

- Hungary – *Attila Nagy, Prime Minister's Office, EAFRD Strategy Department*
- Sweden – *Inger Pehrson, Innovation Network – Swedish Rural Network*
- Poland – *Iwona Obojska, Agricultural Advisory Center – Brwinow Branch*

14:45 – 15:15 Coffee break and networking

15:15 – 16:00 Different models of network support for EIP-AGRI OGs (cont.)

- Germany – *Natascha Orthen, National Rural Network Unit (DVS)*
- Spain – *Carolina Gutiérrez, Ministry of Agriculture, Food & Environment*
- Italy – *Riccardo Passero, Italian Rural Network*

### Exchange of experiences I: Networking for the EIP-AGRI

16:00 – 17:30 Parallel break-out sessions, followed by feedback

18:30 – 22:30 Networking dinner



## Workshop 'EIP-AGRI Networking & Communication' Day 2: Wednesday 5 October 2016

09:00 – 09:05 Brief recap on the results of Day 1  
*Mark Redman, EIP-AGRI SP*

### Exchange of experiences II: Communication tools and information flow for the EIP-AGRI

09:05 – 10:00 Fulfilling the EIP-AGRI: communicating and connecting OGs

- **Introductory presentation, supported by the introduction and discussion of different approaches and tools from selected MSs highlighting the role of NRNs**

*Fabio Cossu & Inge Van Oost, DG Agriculture & Rural Development*

*Johanna Stieblehner, Austrian Rural Network*

*Pascale Riccoboni, National Support Unit for EIP, France*

*Natascha Orthen, National Rural Network Unit (DVS), Germany*

### Strengthening of network support for the EIP-AGRI – key practical issues

10:00 – 10:15 How are we going to work together?  
*Mark Redman, EIP-AGRI SP*

10:15 – 10:45 Coffee break and networking

10:45 – 12:15 Interactive discussions about key practical issues  
Feedback from interactive discussions

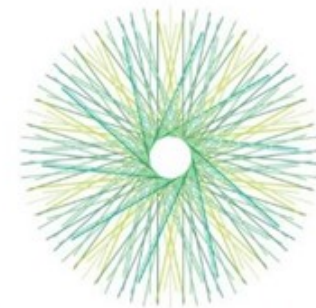
12:15 – 13:00 Lessons learnt, evaluation and upcoming NRN activities

13:00 Closing of the workshop, light lunch and goodbye





# Fulfilling the EIP-AGRI: Communicating and connecting Operational Groups



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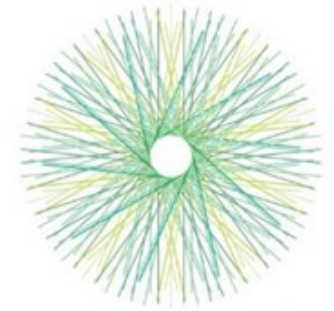
**EIP-AGRI Networking & Communication  
Budapest, 4-5 October 2016**

*Fabio Cossu, Inge Van Oost - DG AGRI*

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# What are we talking about?



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- **Why** are we communicating and connecting within the EIP-AGRI
- **What** do we communicate and **how**
- Activating the EIP network



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# Why are we implementing the EIP: Boosting innovation in EU agriculture



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Generating impacts at local, regional, national, EU level, by...

- Replying to real needs and opportunities from practice
- Enhancing finding knowledge and solutions
- Speeding up innovation through RDPs
- Building a common knowledge base by connecting local, regional, national and European actors





# Connecting policies: the bigger picture

## Rural development (regional/national level)

- Funding for setting up of an "Operational Group": farmers, advisors, agri-business, researchers, NGOs, etc) **planning an innovation project** (Art 35)
- **Project funding** for the **Operational Group's project** (Art 35). This co-operation could be combined with other RD measures (e.g. investment, knowledge transfer, advice)
- Supporting **innovation support services**



## Horizon 2020 (European projects)

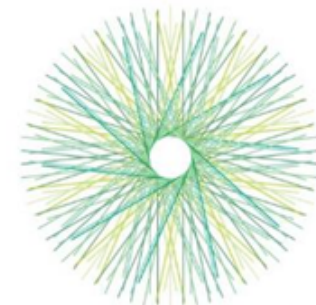
- **Research projects**, to provide the knowledge base for innovative actions
- **Interactive innovation formats** such as **multi-actor projects and thematic networks** genuinely involving farmers, advisors, enterprises, etc.... **"all along the project"**

**EIP networks in MS/regions**

Unique EU repository of **contacts** and **practice abstracts**

Involvement of **OGs** is strongly recommended

# Communicating about Operational Groups: Legal context



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## The legal basis

Regulation (EU) 1305/2013, **Art. 57(3)**: "Operational groups shall disseminate the results of their project, in particular through the EIP network"

### EIP guidelines:

- "substantial results of use to others"
- "knowledge **freely available** to all"
- "In the framework of the EIP network, it is useful for raising awareness and opening up contact possibilities between OGs to communicate on the activities of operational groups **as from the start of their project.**"

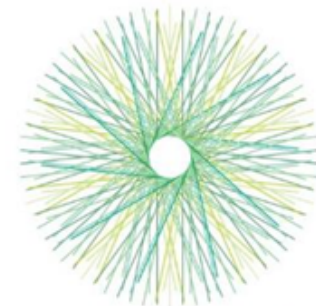


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# What do we communicate and how: 1 – EIP-AGRI common format



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**Objective:** *share common info through the EIP network*

- Short and easily understandable **title** (one key sentence, max 150 char.)
- **Short summary/ies** in easily understandable language (max 1500 char.) = "practice abstract(s)"
  - What problem will the knowledge generated solve for the end-user? What will be the main benefits to the practitioner?
  - Main outcome/recommendation (2-3 main results)
- **Contact data:** Project coordinator (+ address, e-mail, telephone), text editor, project partners (+ address, e-mail, telephone), geographical location, project period, funding source & budget, link to project website and to a website where info stays long-term available (*audio-visual material is very attractive!*)



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# What do we communicate and how: 2 – Practice Abstract (example)

<http://ec.europa.eu/eip/agriculture/en/content/eip-agri-brochure-thematic-networks-under-horizon-2020/>



FERTINNOWA

## Application of zeolite to reduce nitrates leaching from soil

Application of zeolite to reduce nitrates concentration in growing media and soil

Areas like the Albenga plain in Liguria Region (Italy) are classified as “areas vulnerable to nitrates” and are under specific legislation to limit nitrate contamination of superficial and deep water bodies.

The addition of zeolite to the source of nitrogen can improve the nitrogen use efficiency and reduce the environmental impact caused by nitrates leaching. Thanks to the specific atomic structure of clinoptilolite (a kind of zeolite) nitrifying bacteria are stopped from entering the tiny pores of the clinoptilolite. The ammonium is held internally on the cation-exchange sites and is not likely to be leached out easily as water passes through. As a consequence, nitrification and thus nitrate leaching is reduced. Secondly, zeolites improve nitrogen use efficiency because they act as a medium that slowly releases fertilisers.

Trials in the Albenga area have demonstrated that the addition of zeolite to the soil substrate both in open field (vegetables) and in greenhouse (ornamentals) lead to a reduction of nitrates concentration in the substrate.

For the best result, add clinoptilolite at a rate of 3% weight/weight when preparing the substrate for crop cultivation:

- for potted plants: mixed in the peat based substrate (normally added with slow release fertiliser);
- for open field cultivation: mixed in the first 20-30 cm of soil through tillage.



# 3- EIP-AGRI common format in practice



**Operational Group**

Application form

(Already at the beginning!)



**Managing Authority**

SFC

**European Commission**



<b>Project Information</b>	
<b>Project identifier</b> (see INSTRUCTIONS)	2014IT06RDRP002_EIP_001_v.1
<b>Title of the project in native language:</b> short and easily understandable (one key sentence on the project; max 150 characters,	Basis-Geschäftsmodelle für eine nachhaltige und innovative bäuerliche Bierproduktion
<b>Title of the project in English:</b> short and easily understandable (one key sentence on the project; max 150 characters. word count – no	Basis Business Models for a sustainable and innovative agricultural beer production
<b>Geographical location</b>	
Country	IT
Rural Development Programme	2014IT06RDRP002: Italy - Rural Development Programme (Region
Main geographical location (NUTS3)	ITH10 - Bolzano-Bozen
Other geographical location (NUTS3)	
Other geographical location (NUTS3)	
<b>Editor of the text:</b> person/organisation responsible for delivering the text	Irene Unterkofler
<b>Project coordinator</b> (lead-partner) according to the cooperation/consortium agreement:	
<b>Name</b>	Südtiroler Bauernbund
<b>Address</b>	K.-M.-Gamper-Straße 5, I-39100 Bozen
<b>E-mail</b>	<a href="mailto:irene.unterkofler@sbb.it">irene.unterkofler@sbb.it</a>
<b>Telephone</b>	0039 0471 999 317
<b>Project period:</b>	
<b>starting date</b> (YYYY)	2016
<b>end date</b> (YYYY)	2018
<b>Project status:</b> ongoing (after selection of the project) or completed (after final payment)	ongoing
<b>Main funding source</b> (Rural development programme, H2020, or other EU, national/regional or private funds)	Rural development programme
<b>Total budget</b> of the project (in euros)	157.804,00
<b>Objective of the project in English:</b> what problems/opportunities does the project address that are relevant for the practitioner/end-user, and how will they be solved? - (300-600 characters, word count – no spaces)	<ul style="list-style-type: none"> <li>Identifying of basic business models for an economic, ecological and social sustainable, individual or collaborative, high quality and regional production of beer</li> <li>Developing of sustainable agricultural income possibilities concerning beer production</li> </ul>

# What do we communicate and how:

## 3 – EIP-AGRI common format in practice (cont.)

European Commission > EIP-AGRI > Basis-Geschäftsmodelle für eine nachhaltige und innovative bäuerliche Bierproduktion

Search Funding Opportunities  
Search Needs for research from practice  
Search People  
Online resources  
Search Interesting Projects

### Basis-Geschäftsmodelle für eine nachhaltige und innovative bäuerliche Bierproduktion

Geographical location	Italy
Keywords	Farming equipment
Main funding source	Rural development 2014-2020 for Operational Groups (in the sense of Art 56 of Reg.1305/2013)
Project type	Operational group

**Title (in English):**  
Basis Business Models for a sustainable and innovative agricultural beer production

**Language:**  
German

**Objective of the project (native language):**

- Identifizierung von grundlegenden Geschäftsmodellen basierend auf einer nachhaltigen, wirtschaftlich und sozial nachhaltigen, einzelbetrieblichen oder gemeinschaftlichen, hochqualitativen und regionalen Produktion von der Erzeugung der Rohstoffe über die ...

**Objective of the project (in English):**

- Identifying of basic business models for an economic, ecological and social sustainable, individual or collaborative, high quality and regional production of beer • Developing of sustainable agricultural income possibilities concerning beer production...

**Project coordinator:**  
Südtiroler Bauernbund K.-M.-Gamper-Straße 5, I-39100 Bozen irene.unterkofler@sbb.it 0039 0471 999 317 ...

**Contact e-mail:**  
[contact\\_e-mail@example.com](mailto:contact_e-mail@example.com)

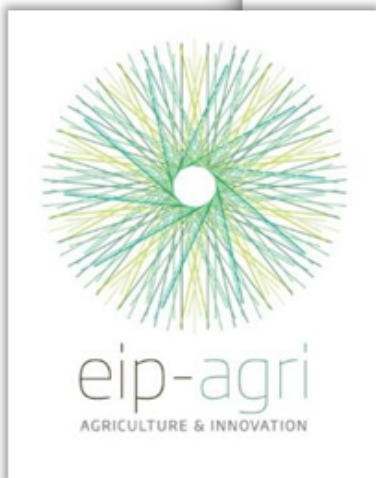
**Partner:**

**Organization/Institution name (original language):** Organization name

**Contact person:** Südtiroler Bauernbund ...

**Address:** K.-M.-Gamper-Straße 5, I-39100 Bozen ...

Unique EU repository  
of contacts and practice  
abstracts

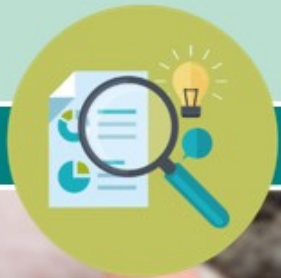


EIP WEBSITE

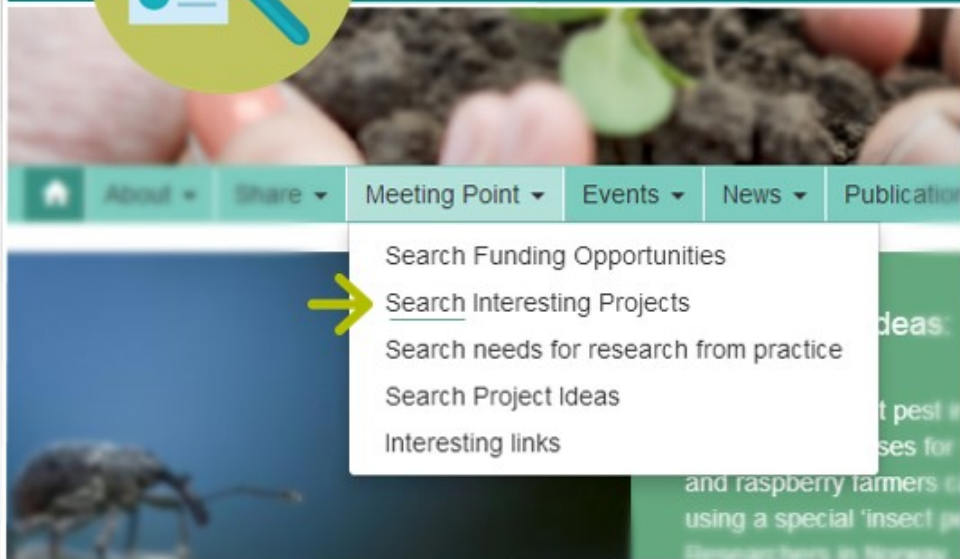


# What do we communicate and how:

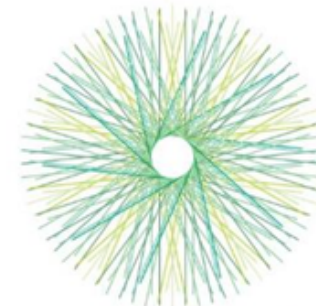
## 4 – Unique EU repository



### EIP database



# What do we communicate and how: 5 – Communicating beyond "results"



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## *A big "information appetite"...*

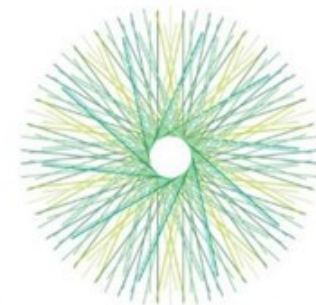
**Clearly expressed from all actors involved - Managing Authorities, Rural Networks, Advisors, Operational Groups:**

State of play of EIP implementation in MS/regions, OG calls, guidance, best practices (e.g. cooperation agreements), tools for OG management (training), models of ISS, examples of effective communication with stakeholders, networking, communication and dissemination of results,...

See outcomes of the EIP workshops in [Tallin](#) (EE) and [Legnaro](#) (IT)



# Activating the EIP Network: 1 – Working together



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... which calls for stronger coordination!



European Commission > EIP-AGRI > My EIP-AGRI > Operational groups

## Operational groups

EIP-AGRI Common Format

EIP-AGRI Concept

What is innovation?

Operational Groups - basic principles

Innovation support services

EIP-AGRI networking

Links to other policies

Europe 2020 strategy

EIP-AGRI multiplier tool-kit

Connecting people

Funding streams

EIP-AGRI Service Point

Frequently Asked Questions

Subgroup on Innovation

## Operational groups

### Welcome to the 'EIP-AGRI Toolkit for Operational Groups'.

This is an on-line resource developed to support the information/guidance needs of everyone that is actively engaged in promoting, setting-up, running and disseminating the outcomes of the Operational Groups established within the framework of the European Innovation Partnership for Agricultural Productivity and Sustainability (EIP-AGRI).

This Toolkit has been developed by DG AGRI and the EIP-AGRI Service Point. The aim of the Toolkit is to build upon the practical experiences, skills and knowledge that are accumulating within the EIP-AGRI Network by providing a web-based gateway to:

- general materials for supporting the promotion of the EIP-AGRI
- specific information on the setting-up of Operational Groups and the running of their project, including the animation of supporting networks and relevant information / materials from relevant workshops and seminars
- other materials relevant to innovation support services and the communication on the Operational Group project

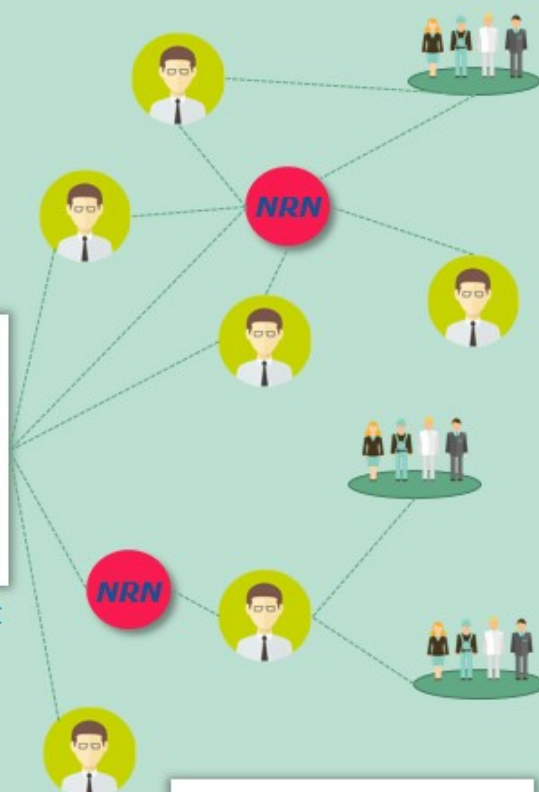
You can also contribute to the Toolkit by sending us suggestions on materials for uploading – contact: [servicepoint@eip-agri.eu](mailto:servicepoint@eip-agri.eu) or <http://ec.europa.eu/eip/agriculture/content/FAQ>

Please note that this Toolkit is a communication product which aims to provide general background information on the opportunities for Operational Groups under the Rural Development Regulation, including links to other policies. Under no circumstances can the content of this Toolkit be regarded as legal advice or as binding on the European Commission.

The Toolkit is designed to be used in different ways to meet the diverse needs of its users. You can move through the entire Toolkit



Service Point



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New on the EIP website: <http://ec.europa.eu/eip/agriculture/en/my-eip-agri/operational-groups>

# Activating the EIP Network: 2 – A variety of approaches, tools



**Austria:**  
*Information flow and communication channels*

**France:**  
*OGs communication and networking*

**Germany:**  
*EIP-AGRI free access database*