



Newsletter on the outcome of the

Conference on the EIP

Agricultural Productivity and Sustainability



"Priorities and Delivery Mechanisms"

Brussels 19 November 2012



Introduction

This newsletter presents the outcome of the conference on the European Innovation Partnership "Priorities and Delivery mechanisms", which was held in Brussels on 19 November 2012.

True to the spirit of the new European Innovation Partnership, the aim of the conference was to tap into the collective knowledge of stakeholders and research communities on issues related to innovation in agriculture and forestry. As such, the conference was to give stakeholders the opportunity to voice their views on which direction agricultural innovation should take and to reflect on what is needed, where and how.

The conference brought together 250 representatives of the key actors in the EIP operational groups: farmers and foresters, researchers, advisors, the NGO community, agri-business as well as representatives from rural development authorities, the European Rural Development Network, the Farm Advisory System, and the Standing Committee on Agricultural Research. And of course the Commission was represented by colleagues from various Directorate Generals (agriculture and rural development, research and innovation, environment, and consumer and health). The full list of participants is attached in annex.

Although the deliberate absence of an upfront presentation from the Commission on what the EIP should look like caused some surprise amongst some participants, the great majority present welcomed the interactive format of the conference as being in line with the bottom-up approach of the innovation model upon which the EIP builds. Of course, it was made clear that the brainstorming doesn't stop with the conference. As one participant at the conference pointed out, we should ask the farmers what they need. And indeed, the intention of the EIP is to give a voice to farmers and other actors in operational groups on the question of their research and innovation needs. This is part of the work of the EIP Network facility team, in short the EIP Service Point, which will take up its work next year. The EIP Network will engage to ensure a well working flow of information and facilitate the sharing of knowledge and experience.



The morning session

In the morning session, six different innovative projects were presented.

Gerhard Zoubek from ADAMAH Biohof illustrated how innovation can be driven by a farmer. He presented his innovative vision, approach and results in direct marketing at his organic farm which specialises in the cultivation of traditional varieties. In cooperation with FiBL-Austria (Forschungsinstitut für biologischen Landbau) and the University of Natural Resources and Life Science - the Institute of Plant Breeding (Vienna), the Biohof ADAMAH work developed an open pollinated carrot variety, which should be well adapted to the regional environment.

Andrzej Szymanski from the Brwinow Advisory Centre in Poland showed how 48 Polish demonstration farms can be used to reach 3100 advisors and 1.538.000 farmers. This work is carried out in the specific context of the Baltic Deal project which is a network of farmers, advisors, researchers, businesses, and NGOs, working together to improve nutrient management in the Baltic Sea region. The presentation provided us with a good checklist of actions to improve the dissemination of innovations.



From left: Jacob van den Borne, John Bailey and Ilse Geyskens

John Bailey presented DAIRYMAN, a network bringing together farmers, researchers, students and farm advisors from 10 different regions of North West Europe with the objective of improving the economic and ecological sustainability of dairy farming. The network has facilitated the testing of innovative sustainable practices on 130 pilot farms, exchange visits for farmers, students and advisors as well as events and meetings to facilitate knowledge



From left Gerhard Zoubek, Andrzej Szymanski and Ilaria Pertot

dissemination to external stakeholders such as local farmers, educational institutions and policy makers. It was clear from his presentation that interactive approaches such as Pilot Farmer – Advisor – Researcher linkages, at regional and inter- regional levels, have been highly effective in DAIRYMAN

Ilse Geyskens from the Flemish Innovation Support Centre for agriculture presented the work done by innovation brokers. Her presentation showed that farmers are entrepreneurial also in inventing environmental solutions for agriculture and that innovation brokers - if well connected with the agricultural world - can pick up such innovative ideas, bring together the relevant partners from farming practice and research centres and finally help to disseminate the results.

Jacob van den Borne's presentation demonstrated that passion and enthusiasm is what fuels this young



potato farmer's involvement in innovation projects. He explained how he gets the knowledge relevant for advancing his business from direct contact with machine builders, ICT, advisors, universities and by engaging in networks. He presented some of the nine projects that he is involved in, Making Sense, FarmersandClimate.nl and Programme Precision Agriculture. On the question of which suggestions he would make for innovation he emphasised direct contact between key users and experts, building networks for open data and apps, exchange knowledge and data for R&D among farmers.

From the world of research, Ilaria Pertot introduced the audience to PURE, an IPM project funded under the EU research framework. She explained the farmers' involvement in the project – from problem study over development to evaluation and practical implementation. She also explained the novelty of involving advisors in the process. She went into greater detail on the strengths and weaknesses of stakeholder involvement in the process and gave a number of examples of the added value of early end-user involvement.

Summing up

The six innovation projects represented different set-ups and funding sources, while having common features including a multi-actor approach and a certain emphasis on the farmer as the main innovation driver.

The variety of the projects underlined the fact that innovation means different things in different contexts but also that innovation happens on the ground - when new ideas and approaches are generated by groups of people coming together to discuss practical problems or develop new ideas: farmers, researchers, advisors, businesses and experts from the NGO community.



As the projects showed, this interactivity brings existing knowledge to the table - knowledge which may be tacit and is not always generated by science.

Presentations are available here:

http://ec.europa.eu/agriculture/events/conference-eip-2012_en.htm

The World Café sessions

The second part of the EIP conference was based on such interactive approach

under which the participants were asked to discuss priorities of the EIP, using a world café set up. The world café method is rather different from the typical one-



way communication found at traditional conferences. The idea behind introducing this concept was to give every participant the opportunity to share his or her ideas and if well received amongst other stakeholders – to communicate them to the plenary.

pointed out, that radical ideas are eradicated in the process and the outcome thereby reflects the general thinking of the group. This does not mean that radical ideas are automatically excluded by the EIP. Operational groups can of course also constitute themselves around the developing, testing and implementing of such ideas.



World café as a concept is consensus driven. This means, as one participant



Q1: What areas should be given priority in the EIP?

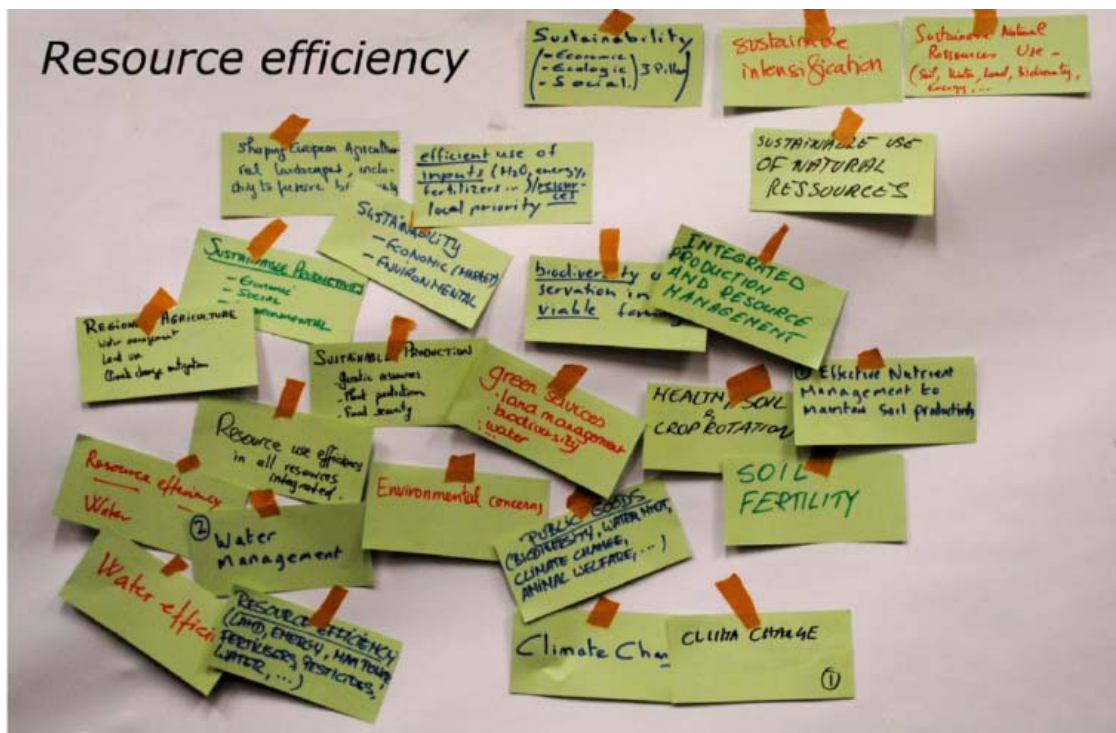
This world café session provided a very broad discussion which also brought to light a wide range of issues and areas. There was a very strong emphasis on the need for innovation to boost resource efficiency be it for water, soil, energy, biodiversity with the key word being sustainability. But there was also a clear need identified for solutions that focus on the economic sustainability in the

farm sector both related to the role of farmers in the supply chain but also related to the need to increase productivity

In order to facilitate the second and third world café session, the themes were organised under five headlines (productivity, resource efficiency, social



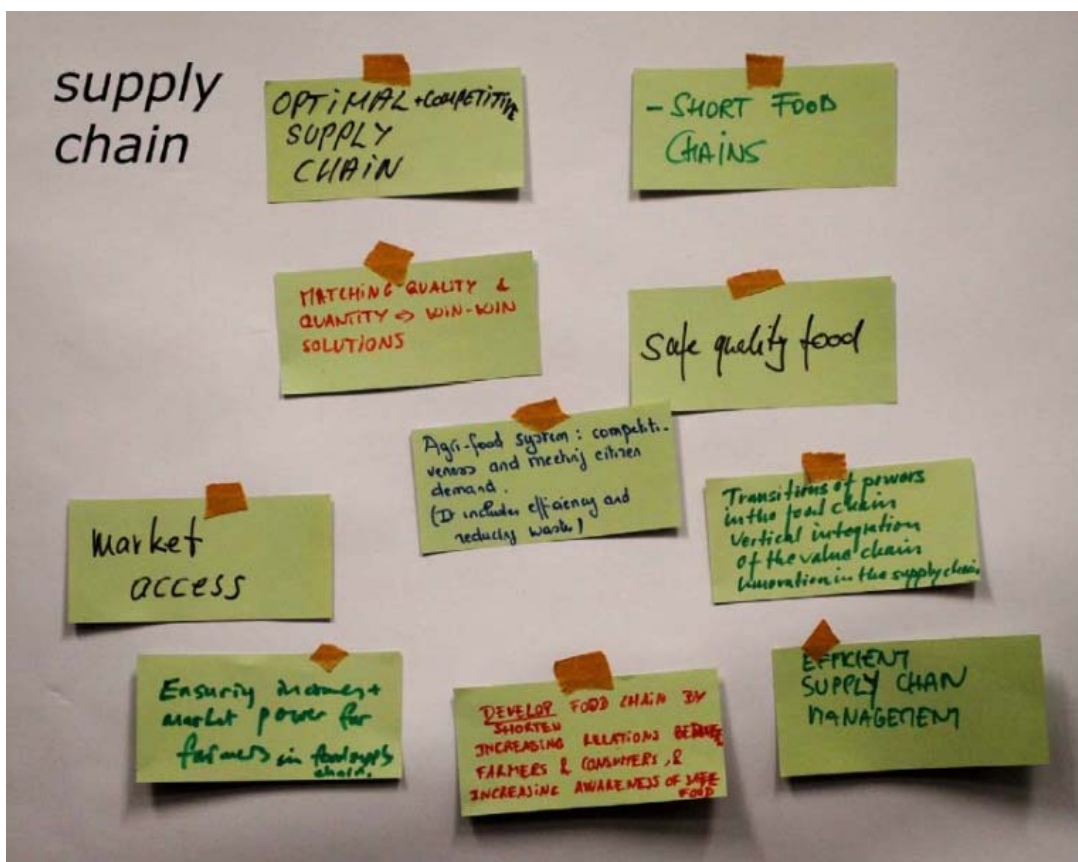
innovation, bio-economy and supply chain.



- Resource efficiency (recycling, less input chemicals energy)
- Low Input/Low output farming
- Increasing eco functional value
- Sustainable use of input factors while saving the environment
- Sustainability (economic, ecological, social)
- Sustainable intensification
- Sustainable use of natural resources (soil, water, land, biodiversity)
- Integrated production
- Efficient nutrient management
- Soil fertility
- Healthy soil
- Green services (land management, biodiversity, water)
- Public goods (biodiversity, water, animal welfare, climate change)
- Climate change
- Environmental concerns
- Water management
- Water efficiency
- Resource efficiency



- Regional agriculture
- Sustainable productivity
- Shaping EU agriculture landscapes
- Suitability (economic, environmental)
- Efficient use of input (water, energy, fertilisers)



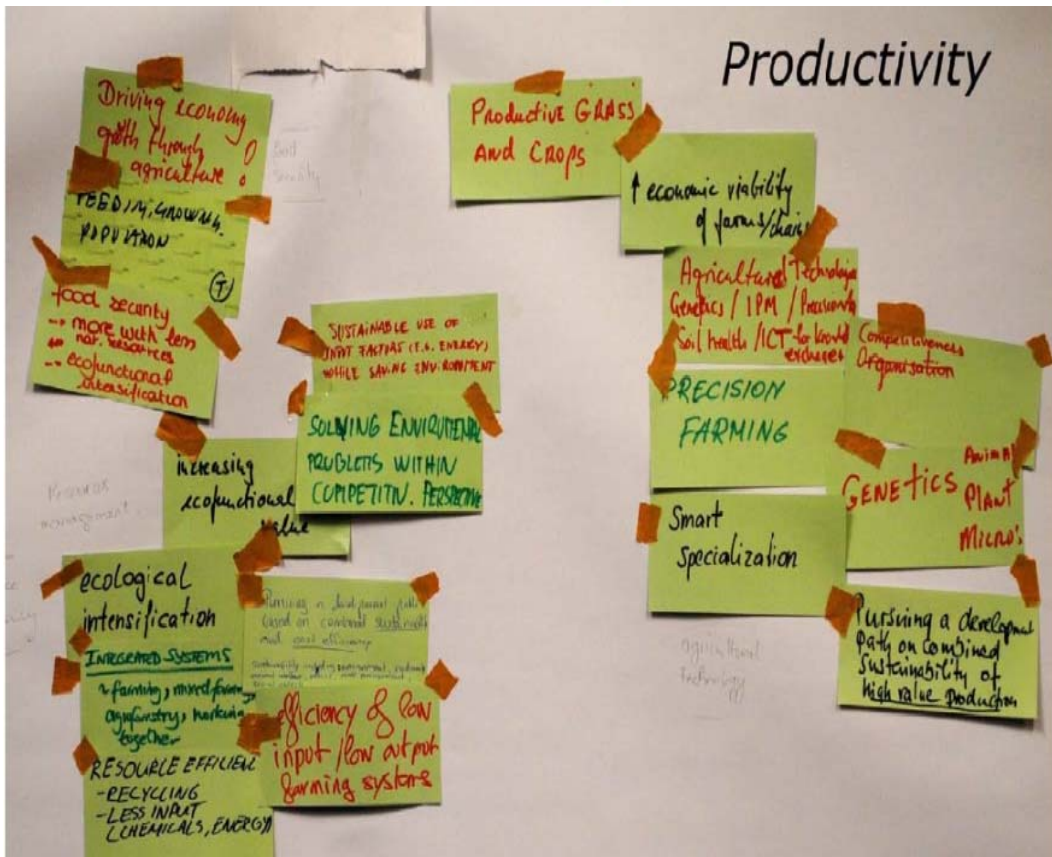
- Optimal competitive supply chain
- Short food chains
- Matching quality and quantity – win win situation
- Market access
- Ensuring market power for farmers
- Agri-food systems; competitiveness and meeting citizen demand
- Increase efficiency and reduce waste
- Safe quality food
- Transitions of powers in the food chain
- Vertical integration of the value chain
- Efficient supply chain management



- Develop food chain by shortened relations between farmer and consumers
- Increase awareness of safe food



- Sustainable use and production of energy in agriculture
- Cities and rural areas interactions
- Resource efficiency
- Non fossil fuels
- Bioeconomy
- Energy+carbon
- Food Waste
- Enhance the whole value chain from biomass
- Environmental aspects of food and fuel supply
- Import substitution
- Protein research
- Autonomy/sufficiency in energy
- Autonomy/sufficiency in food
- Energy



- Productive Grass and Crops
- Economic Viability of farms and chains
- Agricultural Technologies, genetics, IPM, Soil health
- Genetics Animal, plant, Microorganisms
- IPM
- Soil Health
- ICT for knowledge exchange
- Precision Farming
- Pursuing a development path on combined sustainability of high value production/cost efficiency
- Smart specialisation
- Solving Environmental Problems within competitive perspective
- Driving economic growth through agriculture
- Feeding growing population
- Food Security
- Ecological intensification
- Food security
- Animal Welfare
- Integrated Systems (farming, mixed farming, agroforestry)



- Small scale farming
- Employment
- Setting criteria for farmer involvement in innovation
- Sufficiency (farmers' welfare, environmental impact, sustainable consumption)
- Institutional innovation
- Social places of innovation
- Social innovation
- The role of the consumer in the EIP
- Farmer behaviour
- Education on sustainable production and consumption
- Implementation and dissemination of new knowledge
- Bottom up research prioritisation
- Knowledge transfer of existing practice
- Knowledge creation in new practices
- Social innovation and entrepreneurship
- Growth and jobs in agriculture
- Further development of sustainable farming through collaboration
- Science based regulatory framework
- Connection operational groups, focus groups and Horizon 2020



- Social implications
- Bottom up: themes respond to local requirements
- Building network communities
- Adapting to change
- Participatory processes
- Demand driven with respect for farmers
- Application of research results in practice

Q2: What can we do as innovation actors to accelerate innovation?

After the first session which was held in plenary, the participants split into five workshops according to which of the five themes interested them the most.

The second round of world café was dedicated to the question of how different innovation actors, in this case the participants, could contribute to accelerating innovation.

Across the five groups, the key learnings can be summed up in six concepts that are in one way or the other interlinked:

- Interaction
- Communication
- Networking
- Improvement of knowledge exchange
- Include many different actors in the innovation process
- User involvement in research.

To put it short: a participatory interactive approach to open innovation.

Some groups went deeper into the discussions at action level: there is a need to identify competences, to scale up innovation by engaging in demonstration projects and creating the right incentives and subsidise pilot schemes and educate researchers. In

line with this, two groups called for more "common language" to be developed between the world of research and that of practice and for a common space for discussions about failures and successes.

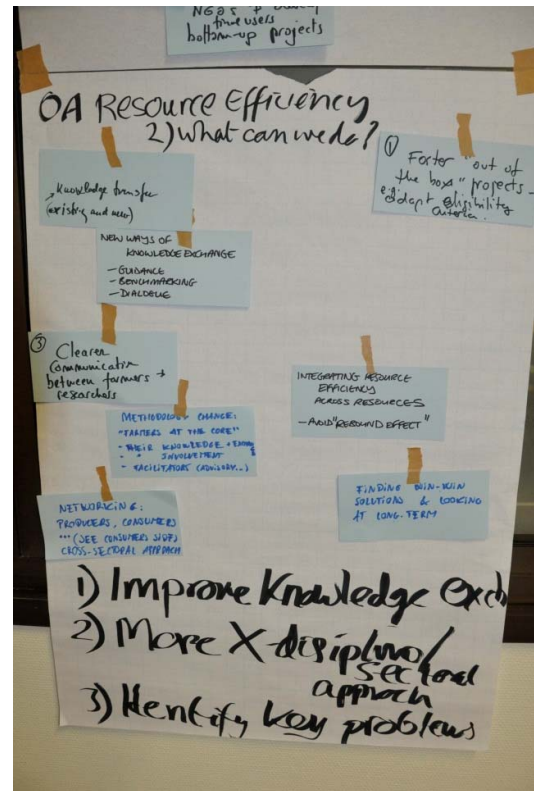


One group highlighted the need for more cross discipline/sectoral approaches in agricultural innovation and adapted eligibility criteria that would foster out-of-the-box projects. There was a general call for clear, relevant and appropriate regulatory framework including the need to find a simple process of funding for Operational Groups. Actors should also aim to have a good understanding of the broader context of innovation- such as the future of agriculture, business and research resources. One group went further into the question of attracting capital and finding new sources or ways of financing innovation whilst another



discussed the role of ICT in the market

organisations.



Q3: What support is needed from the EU/EIP?

Perhaps unsurprisingly, funding played a key role in the answers to this question. Yet the discussions went beyond the mere access to funds, the groups also stressed the need to create clarity about funding opportunities, rules and interlinks within RDP and Horizon 2020 and asked that such an overview should include other funds and initiatives. On the aim of the funds, a group stressed that it should support the up scaling of innovation by supporting demonstration farms and pilot projects.

The EIP Network should play its role in organising the exchange between OGs (action plans, experience and practices) as well as giving guidance to the OG. It should facilitate the contacts between the different actors and consider existing knowledge and allow for a broader exchange of visions. On the exchange of best practices it was stressed that the EIP should go beyond the virtual sphere and also organise face to face meetings and onsite exchange visits as well as launching cross border focus groups with participants from NMS as well.



In the broader discussion on the role of the EU only a few participants expressed that the view that standards, common goals, criteria and objectives should be defined at EU level. The majority of interventions stressed the need for a bottom up approach which was

consecutively emphasised as the main driver and definer of the research and innovation agenda. A strong and consistent red line through the discussion was the plea for simplified rules, reduced bureaucracy, and flexibility.



Large pictures off all sheets, the mind maps as well as the poster session are available in annex on the EIP website

How will the outcome of the conference feed into further discussions?

The full list of identified areas for innovation as well as the input on how to accelerate innovation will feed into the discussion of the EIP Steering Board

which will convene for their first meeting in Brussels in February 2013.

The work of this conference will contribute to the Steering Board's work on the Strategic Implementation Plan which will, inter alia, identify priority areas and issues for the first batch of focus groups to be launched within the EIP network in 2013.



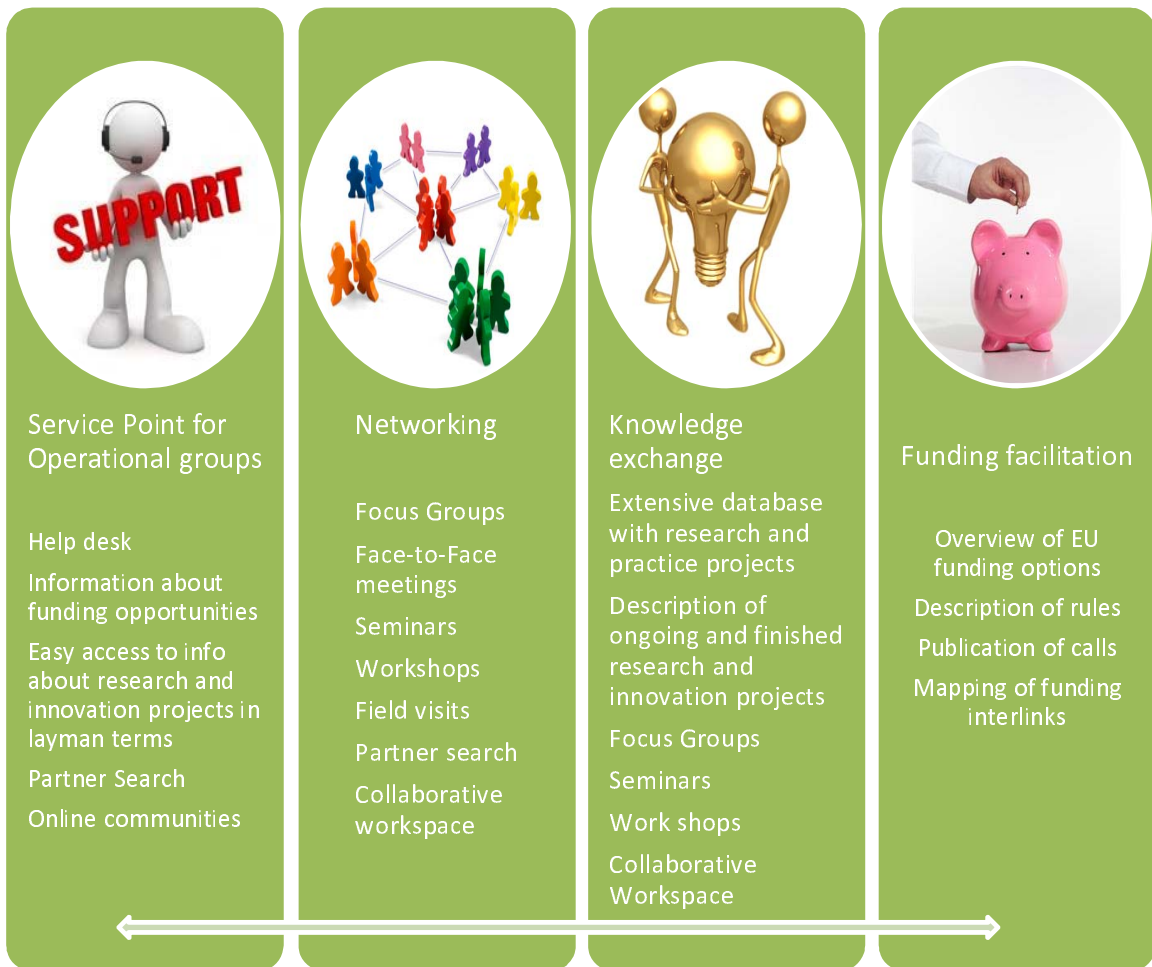
Chaired by Commissioners Ciolos and Geoghegan-Quinn, the Steering Board consists of 41 high level personalities from sectors across the agricultural innovation landscape.

The EIP Network at your service

The EIP network facility team will start its work in 2013, with a Brussels-based "EIP Service Point". The latter will address the needs of an interactive innovation process and respond to

demands such as those identified during the third world café debate. The mechanisms established will be open to take on board new ideas concerning actions accelerating innovation, based on the input, inspiration, and requests coming from all innovation actors and operational groups.

Ideas on themes and types of actions that the EIP network should undertake are very welcome. Therefore, please don't hesitate to share those ideas with us, using the email below.





This is the first AGRI-EIP newsletter. We would like to continue to keep you updated on the developments on the EIP for agricultural productivity and sustainability as well as share innovation projects and practices with you.

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If you have any questions related to the EIP, please don't hesitate to contact us.

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http://ec.europa.eu/agriculture/eip/index_en.htm

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