

How innovation brokers stimulate innovation and demand driven research

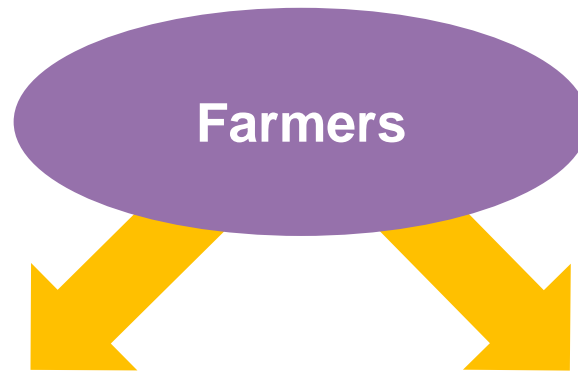
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Innovation Support Center for Agriculture and Rural Development

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Our mission



Inform & inspire about new challenges & opportunities

Support, help to develop & implement concrete projects

Economical, ecological and social sustainability

How?

Information & dissemination

- Different dissemination modules
- Study events
- Website, E-zines, articles in specialized magazines

Giving advice & coaching

- Coaching of farmer with development of early innovation projects , grassroots ideas
- Providing answers to individual questions
- Standard support on general themes

Innovation broker process & support



Valorisation potential of bottom-up research is high

A healthy & fibre-rich pear juice

- Brokerage process
 - Specific request from fruit growers to valorise waste streams of pear production
 - Finding research partners
 - Finding funding



Advisory commission helps to manage a goat farm

- Strategic innovation
 - Composing advisory commission
 - According to the needs of the farmer → gathering commission members
 - Dissemination
 - Topics of advice:
 - Finetune strategy of company
 - Cost calculation
 - Price setting of products
 - Optimize personnel deployment



Distrikempen: a local food distribution model



- Brokerage process
 - First project
 - Bringing together 5 interested producers; goat cheese, cow cheese, fruit & tomatoes, potatoes & vegetables and pig meat
 - Searching for a distributor; Distrego
 - Formalizing the cooperation
 - Giving information to existing customers
 - Second project
 - Searching for additional distributors → cooperation with Bpost (Belgium postal operator)

Reducing ammonia emissions

- Brokerage process
 - First project – ammonia emissions:
 - Finding research partners to perform measurements
 - Finding funding
 - Second project – odour emissions
 - Finding research partners to perform measurements
 - Finding funding



How to reach more innovative and demand driven research

- Innovation
 - is thinking out of the box
 - doesn't always fit in a predetermined theme
 - isn't always a success story

How to reach more innovative and demand driven research

- Farmers need to be
 - triggered and activated for a first try out of innovative ideas (e.g. Innovation Prize)
 - involved in a participatory process from the start
 - supported in getting access to research funds



Therefore they can depend on innovation brokers

How to reach more innovative and demand driven research

- Innovation brokers
 - should have a close connection with agriculture
 - act as a mediator between the farmer and the research institutes, applied research centres, technology suppliers, etc.
 - are an important and necessary partner in the start up of an OG

How to reach more innovative and demand driven research

- Innovation brokers
 - can make the link between the different OG's started up in different project programs
 - can play a role in having an overview of the different OG's started up locally/(transnational) and ensure that there is coherence



Thank you for your attention.