



# Subgroup on Innovation for agricultural productivity and sustainability 21st meeting 10 March 2022

**#RNSubInnovation - @EIPagri\_SP**

# Subgroup on Innovation – 21<sup>st</sup> meeting

Create Morning Routine





## ***EU Mission: A Soil Deal for Europe - 1st Stand-alone Brokerage Activity***

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SUBGROUP ON INNOVATION  
for agricultural productivity and sustainability  
21<sup>st</sup> meeting  
*10 March 2022*

21st Meeting of the  
Subgroup on Innovation



## Stand-alone brokerage activity – general concept

- A brokerage event is an exchange forum for innovative projects and actors to meet each other, discuss potential project ideas or other forms of cooperation.
- It may take place as integral part of events (such as workshops, seminars and conferences) or occur separately from any other networking activity - then it's called a '**stand-alone brokerage activity**';
- Each stand-alone brokerage activity will have the duration of 1 day.



## Stand-alone brokerage activity - general objectives

- Create opportunities for new potential partnerships for OGs (namely international or cross-border) or Horizon projects;
- Promote further collaboration and knowledge exchange on relevant topics between innovation actors (such as farmers and foresters, advisors and other innovation brokers, researchers, among others) and/or existing projects;
- Foster transnational and cross-border collaborations.




## Stand-alone brokerage activity – participants (in general) 1/2

- The target audience depends on the objective and specific topic of the stand-alone brokerage activity;
- Participants will be stakeholders who are preparing to present an application for an OG or Horizon multi actor project, partners in innovative projects, experts on relevant topics;
- Particular types of actors may also be invited when relevant – such as farmers and foresters, advisers, innovation support services, national CAP Networks and Horizon National Contact Points, etc.



## Stand-alone brokerage activity – participants (in general) 2/2

- Each stand-alone brokerage activity will have around 100 participants;
- Participants will be partially or totally selected as a result of an open call for participation, so some may be addressed by direct invitation;
- The call will be widely disseminated through the newsletter or a dedicated newsflash, and support for dissemination may be asked to national CAP networks.



Stand-alone  
brokerage  
event

Please help disseminate it

## The 1<sup>st</sup> stand-alone brokerage activity

- It will be organised within the frame of the upcoming **Horizon call for the EU Mission: A Soil Deal for Europe**;
- Objectives of the event include creating awareness of the mission and the opportunities offered under its call for proposals, supporting future applicants in finding potential partners, and sharing further information on the call and its topics, thus contributing to improve the quality of the proposals;
- The event will be organised after the opening of the Horizon call, by mid-May 2022 (tentatively);
- There will be an open call for participation.







# Thank you

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