



The European Innovation Partnership (EIP) „Agricultural Productivity and Sustainability“

Moving Innovation in Agriculture Ahead !



Innovation Support Services

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1. Innovation Support Services

The basics

"The EIP aims at a flexible and open system for the creation of a multiplicity of operational groups"

The EIP-AGRI in short

- Agricultural Productivity and Sustainability (Communication Feb 2012)
- Overarching concept – in CAP-RD and Research funds, et al
- Based on interactive innovation model
- Key entities: Operational Groups
- EIP network for communication, partnering and knowledge flows

http://ec.europa.eu/agriculture/eip/documents/eip-opportunities_en.htm#eip-origins-of-eip-agri

The Interactive Innovation Model

- The innovation model under the agricultural EIP goes far beyond speeding up transfer "from laboratory to market" through diffusion of new scientific knowledge (referred to as a "linear innovation model").
- The EIP adheres to the "interactive innovation model" which focuses on demand-driven partnerships and bottom-up approaches, involving farmers, advisors, researchers, businesses, and other actors in **Operational Groups**.
- Knowledge exchange in interactive processes will generate new insights and ideas and combine science with practice experience. The resulting co-ownership will bring the focused solutions quicker into practice, thus fostering innovation and giving impulses for research.

Concept of Operational Groups

Operational Groups of the EIP are:

- Built around concrete innovation projects targeted towards finding innovative solutions for a specific challenges or new opportunities
- A combination of different competencies (practical and scientific), needed for implementing a concrete project or mission
- Action- and result-oriented "hands-on" groups (no balanced representation needed) aiming to benefit from interaction for co-creation and cross-fertilisation
- Composed, in different constellations, by innovation actors such as farmers, scientists, advisors, agri-business, and NGOs

Different Sources of Funding for Operational Groups



Different Sources of Funding for Operational Groups



Concerning EAFRD/ERDF : 2 issues to watch:

- ERDF research and innovation investments in agro-food related fields are only accepted, if they are part of the smart specialisation strategies of the MS / region (ex-ante conditionality)
- Clear demarcation needed in programmes:
 - EAFRD does not support "stand alone" research under the cooperation measure
 - ERDF can finance "applied research" projects in OPs

Multi-actor projects in the Horizon 2020 Work Programme - calls 2014-2015

- "**multi-actor**" is more than a strong dissemination requirement or what a broad stakeholders' board can deliver. The multi-actor approach fully matches with the concept of RD Operational Groups under the EIP interactive innovation model
- "*all along the project*" *: **a clear role for the different actors** in the work plan: from defining the questions, the participation in the planning of work and experiments, their execution up until the dissemination of results and the possible demonstration phase.
- Project proposals should illustrate sufficient quantity and quality of **knowledge exchange activities**

Multi-actor projects in the Horizon 2020 Work Programme - calls 2014-2015

A multi-actor project needs to take into account

- how the project proposal's objectives and planning are **targeted to needs / problems and opportunities of end-users**
- the **adequate choice of key actors with complementary types of knowledge (scientific and practical)** should be reflected in the description of the project proposals and result in a broad implementation of project results.

Facilitation between actors and openness to involve additional partners during the project, for instance **EIP operational groups**, are strongly recommended.

See : http://ec.europa.eu/research/horizon2020/index_en.cfm?pg=h2020-documents

Support under RD

- General NRNs, or dedicated EIP networking functions under the umbrella of NRNs, could install or contract an innovation brokerage service. NRNs must foster innovation and can be supported through technical assistance funding ("provision of networking activities for advisors and innovation support services").
- The costs of innovation brokering to set up an operational group and prepare a project proposal could be covered under the cooperation measure
- Innovation support and brokering could also be offered by (a branch of existing) advisory services

"la confrontation
des esprits fait
jaillir les idées"

2. Innovation support services

How can it work?

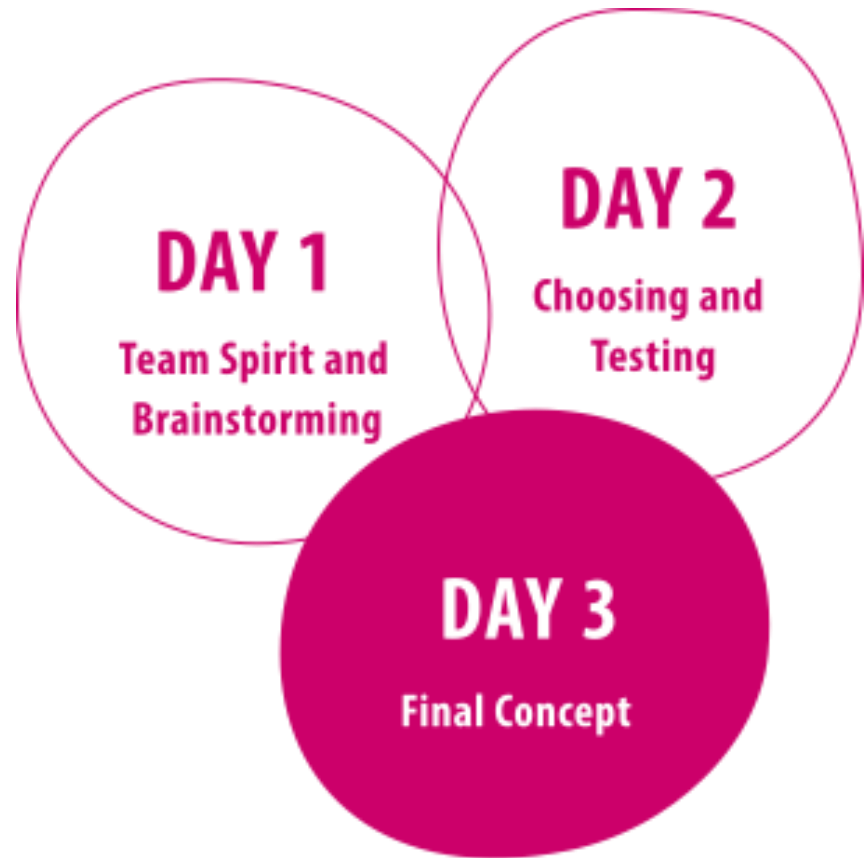
Examples (FI) ***Finnish Innovation Initiatives:***

(1) Brainstorming (producing dozens of ideas around the given theme in a region) and outlining great challenges and possibilities.

Finalising the concept of the idea, presenting it to others, board of judges, invited guests and media.

(2) Connect partners

*(3) Regional focal points:
innovation centers*



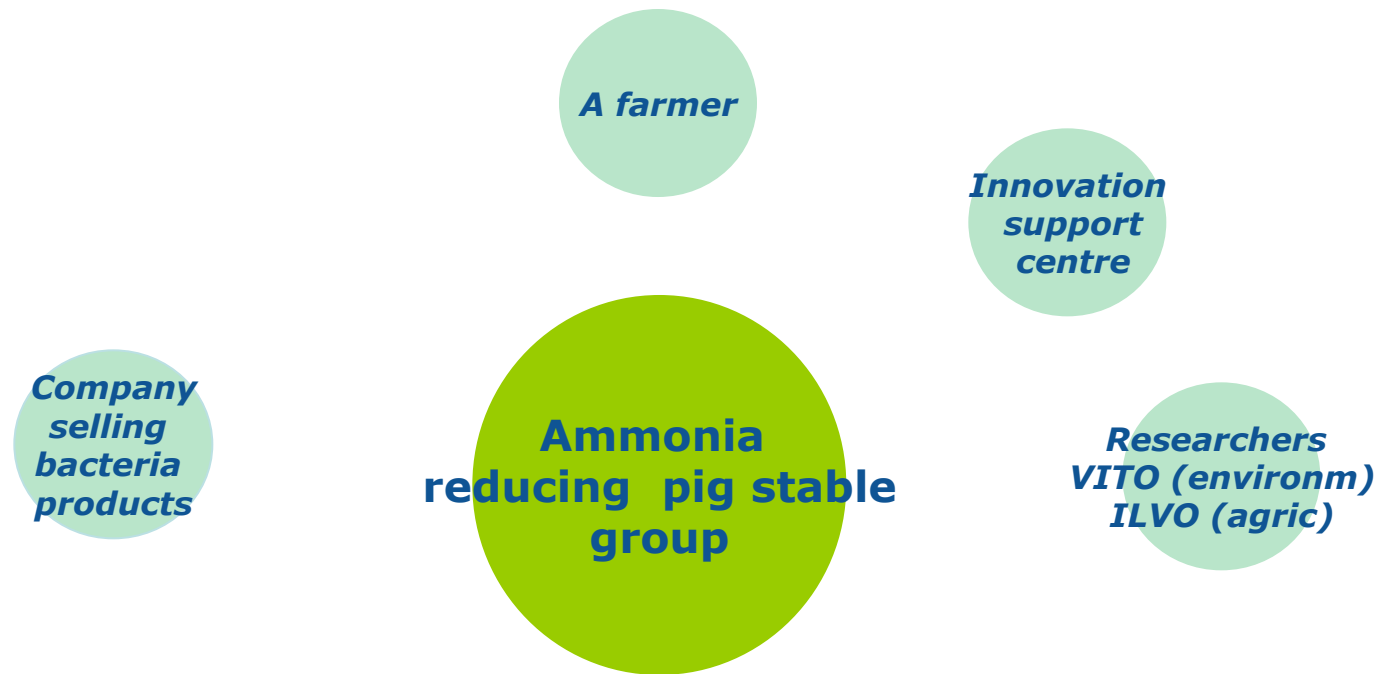
Examples (BE):

Innovation Support Service (workshop 1)

- Innovation advice and promotion
- Coaching farmers towards innovation
- Brainstorming events and animation
- Brokering function
- Coordination and facilitation of projects as an intermediate between partners
- Dissemination of innovative results
- Connect with SME and other innovation services and funding

Examples (BE):

Innovation Support Service: one to one brokering function



Project objective: develop a pig stable reducing ammonia emissions by 50 % in a more cost-efficient way than existing stable systems (idea from a farmer, brokered by the Innovation Support Centre)

Examples (FR)

Joint Technology Networks (RMT)

- Funding for strengthening interactions of actors in development, research and education to promote innovation and knowledge transfer (since 2006)
- The RMT gather basic and applied research institutes, education (university, higher and technical education), advisors and various development actors around themes of common interest and strong challenges for the agricultural and food sectors. Depending on the theme often broader participation, including farmers' groups, cooperatives, etc.
- One RMT is funded for animation for a duration of 5 years.
- RMT propose concrete interactive innovation projects which receive priority funding

3. Innovation brokering functions

How to capture ideas?

"The EIP aims at a flexible and open system for the creation of a multiplicity of operational groups"

Why?

- Capturing bottom-up ideas from the grass-roots level
- Getting an innovation project ready to start by acting as a go-between: helping single actors which might have difficulties in finding the adequate partners.
- A close connection with and understanding of agriculture is important.
- A cross-cutting approach beyond existing sectors, regions, initiative and institutes may bring added value
- Different approaches may be useful e.g. vouchers etc ("coffee money") for easier use and reduction of administrative burden

Innovation brokering is:

- discovering innovative ideas,
- refining them,
- connecting partners,
- finding funding, and
- preparing a project proposal on which all actors want to engage and agree that it will bring what they expect (find win-win)

If through the innovation brokering a good innovation project plan is born, it will have a better chance of passing a selection process for innovation projects from whatever funding source.

(ex. of an innovation broker: 500 for small project till 12.000 euro for very big projects)

How to encourage interaction and co-creation?

Innovation guidelines, last paragraph p.7

Selection criteria can be related to:

- relevance of the project for actors and end-users*
- targeted composition of the partners in view of co-creation*
- quality & quantity of knowledge exchange & cross-fertilisation
- demonstrating competences on state of play/avoiding repetition
- spreading easy understandable results on the long-term

*evidence from examples collected by the KT & I focus group (ENRD)

The broker should make a good interactive innovation project plan

The innovation brokering process: acting as a mediator

**A plan & team for an
innovation project**



Searching for possible support program



Searching for adequate partners



Finding the idea & refine it

*Matchmaking, including the
marriage contract*

Examples (NL, DE)

The NL cooperation measure in preparation for 2014-2020:
in 4 steps (go - no go)

- Step 1. Process costs for paying brokering actions and disclosing necessary information. Result = rough project proposal
- Step 2. Drafting the proposal in detail
- Step 3. Implementation of the OG project
- Step 4 (optional). Prepare H2020 call

Roadshow by farmers' organisation to mobilise farmers for OGs

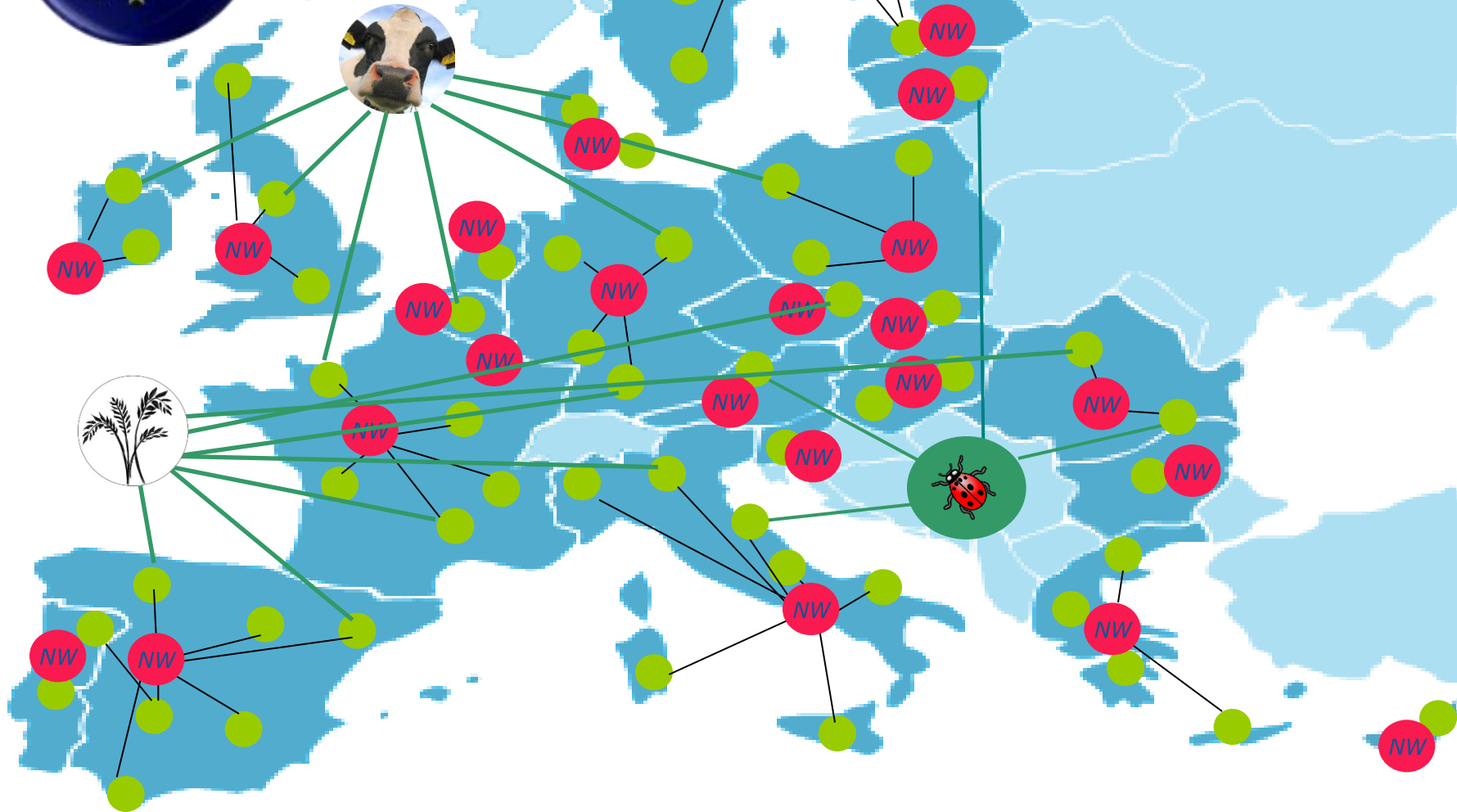
“The value of an idea lies in the using of it.”

Thomas Alva Edison
(inventor of the light bulb)

4. Networking of Innovation Support Services

How to connect OGs?

An EU wide EIP network, supported under RD



Thematic networks in H2020 call 2014-2015: Support & link to OGs

Topic ISIB 2 "Closing the research and innovation divide: the crucial role of innovation support services and knowledge exchange"

- **1 Network** focuses on exchange and development of methods for innovation brokering. It will **connect innovation support services** (incl advisory services) and help them in how to find innovative ideas and develop them into an innovative group project plan
- **4 Networks on specific themes** to be proposed bottom-up: Synthesising, sharing and presenting best practices and research results focusing on themes and issues that are near to be put into practice, but not known or tested by practitioners

http://ec.europa.eu/research/horizon2020/index_en.cfm?pg=h2020-documents

The EIP network can help



To exchange knowledge between all actors in the EU

***To an
„Agriculture of Knowledge“***

Connect for added value, Join the EIP

Thank you for your attention!

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

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Situation 1. Operational groups funded under RDPs or national funding sources (etc) are connected with the H2020 MA project through the EIP network and exchange information, but they do not receive H2020 funding

OG
(RD DK)

OG
(RD ES)

OG
(RD DE)

OG
(nat. CH, FR, BE, ...)

H2020 Multi-actor/TN project

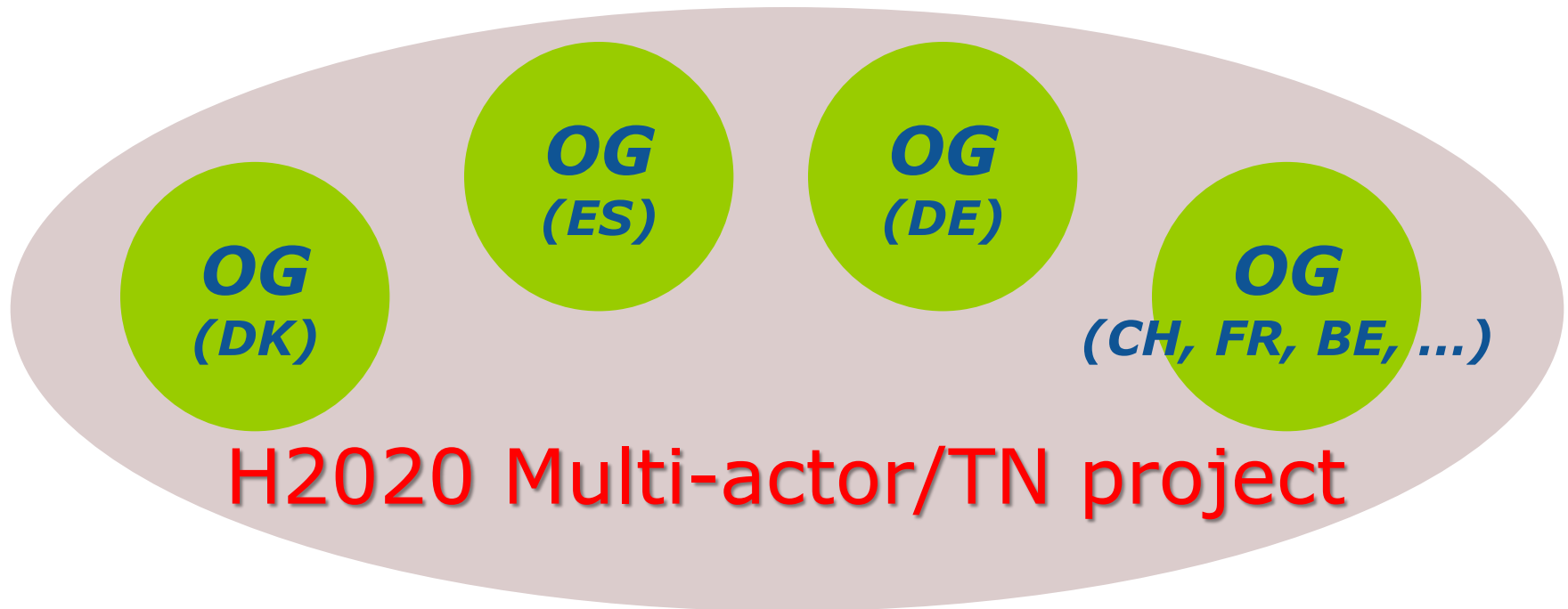
Situation 2. Operational groups on subject (x + y) where part of the funding comes from RDP in the region (on subject x) and part comes from the H2020 MA project (on subject y) (no double funding of course)



H2020 Multi-actor/TN project

Situation 3. Subgroups per region (organised as an OG with a range of actors) are all dealing with the same subject, all funded by one EU H2020 MA/TN project

Example: structure of Dairyman



Multi-actor projects & Thematic networks in the Horizon 2020 Work Programme - call 2014

- See footnote p.4 on the multi-actor approach
- **Thematic networks** (topic ISIB-2) – closing 26/6/2014
- **Multi-actor projects** (topics SFS-1A; SFS-1C; SFS-2A; SFS-2B; SFS-3A; SFS-4; SFS-5; SFS-7A; SFS-13; SFS-19; ISIB-4B, WASTE-2 and WASTE-7) – closing 12/3/2014
- Publication calls SFS and ISIB 2014 on:

http://ec.europa.eu/research/horizon2020/index_en.cfm?pg=h2020-documents