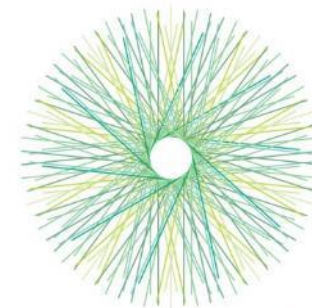


**The European Innovation Partnership EIP-AGRI:**  
catalysing innovation for productive and sustainable agriculture and forestry

**PARALLEL SESSION**  
**Networking for Innovation in agriculture and forestry**



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## Networking for innovation in agriculture and forestry the EIP-AGRI Network

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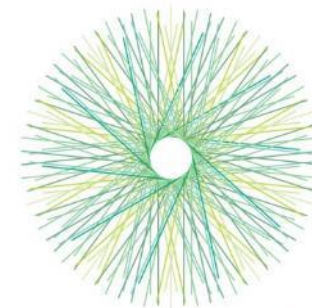


- 11:00 – 11:10      **Opening & welcome | Alberto D’Avino – DG AGRI**
- 11:10 – 11:40      **Good practices on networking for innovation in agriculture and forestry |  
Margarida Ambar – EIP-AGRI Service Point**
- Krzysztof Janiak (Brwinów Agricultural Advisory Centre)
  - Riccardo Fargione (Coldiretti)
  - Judith Treis (OG Biogemüse)
- 11:40 – 12:20      **Interactive session: Key elements in successful networking for innovation in  
agriculture and forestry**
- 12:20 – 12:30      **Harvesting & closing**



**The European Innovation Partnership EIP-AGRI:**  
catalysing innovation for productive and sustainable agriculture and forestry

**Networking for innovation in agriculture and forestry**  
**(some) Good Practices**



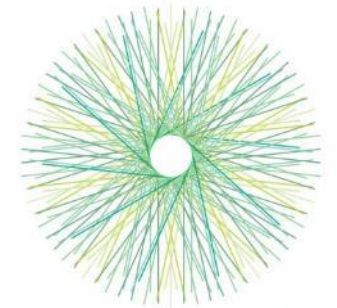
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## Networking for innovation in agriculture and forestry the EIP-AGRI Network

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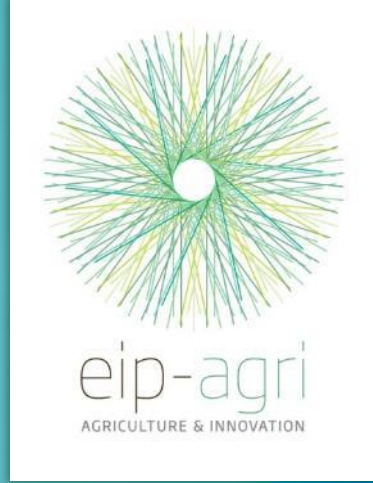
- 38 EIP-AGRI Focus Groups at European level
- Over 100 multi-actor projects
- 31 EIP-AGRI networking events at European level

And...



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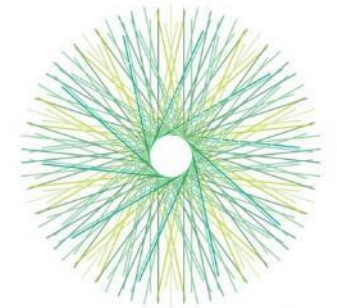




## Networking for innovation in agriculture and forestry (some) Good Practices

### Good practices in networking for innovation in agriculture and forestry

- **WHAT** for (purpose)
  - before calls for Operational Groups (OGs)
  - after calls for OGs
- **WHO** (main types of actors taking initiative)
- **HOW** (most common types of initiatives)



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#1000<sub>OGs</sub>

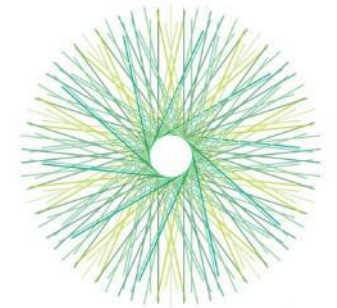
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## Networking for innovation – WHAT for Before calls for OGs



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### To create awareness & provide information

Events; broad range of stakeholders participate & OGs from other countries are invited as speakers

#### Examples:

- Greece, NSU - information meetings in all regions  Maria-Christina Makrandreou
- Bulgaria, Institute for Agrostrategies and Innovations awareness and information events with OGs from other countries  Svetlana Boyanova



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## Networking for innovation – WHAT for Before calls for OGs

### To help partners find each other

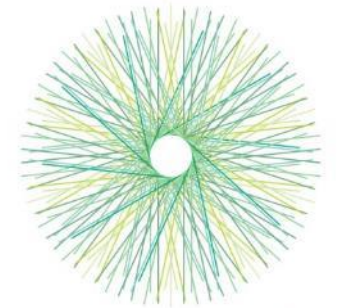
Events (thematic) with brokering sessions; relevant stakeholders, potential OG partners participate

#### Example:

- Portugal, co-organisation – thematic workshops, several regions



Custódia Correia, NSU



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## Networking for innovation – WHAT for After calls for OGs

### To promote and support OGs that have just started

- Event to connect 'old' with new OGs (own country), share experiences, promote peer-to-peer learning

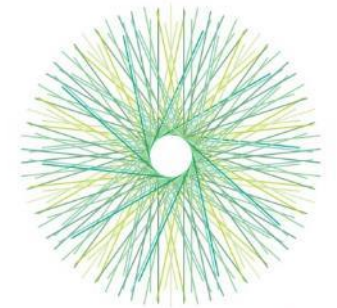
**Example:** Finland, NSU - event with all Finnish OGs; also Managing Authority (MA) and Paying Agency  Juha-Matti Markkola

- Event to create awareness, disseminate, support OGs just starting

**Example:** Latvia, NSU – event with all LV OGs and also MA, October 2018



Edgars Linde



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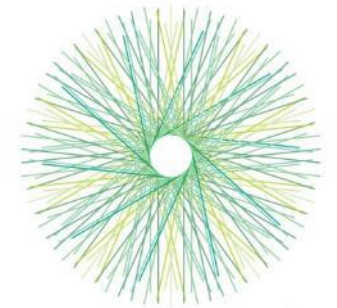


## Networking for innovation – WHAT for After calls for OGs

To provide permanent support to OGs and Managing  
Authorities on fiscal, legal and administrative issues

### Example:

- Italy, NSU - workshops, templates and guidance for MAs; legal and administrative issues; NSU acts like a help desk for OGs  | Riccardo Passero



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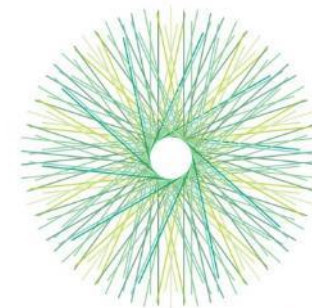
## Networking for innovation – WHAT for After calls for OGs

### To connect OGs and other relevant actors/projects across borders

**Type 1 - thematic event** bringing together innovative projects, same or from different countries; promote projects, network, promote synergies & cross-fertilisation, encourage cooperation

#### Examples:

- Portuguese initiative, co-organisation: Agri-Innovation Summit 2017  
 Maria Cordeiro, INOVISA
- France initiative, co-organisation: Agri-Innovation Summit 2019, 25-26 June  
 Martha Métais, Normandy Region
- Spain, Galician Enterprise-University Foundation (FEUGA): event 16 Nov 2018  
 Ana Muñiz



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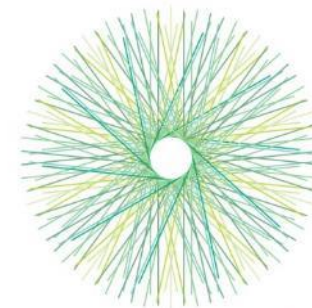


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## Networking for innovation – WHAT for After calls for OGs




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### To connect OGs and other relevant actors/projects across borders

**Type 2 – visit of OGs across borders;** knowledge/experience exchange, network & cross-border collaboration

#### Examples:

- Germany, NSU organised a trip to BE to learn from the Flemish EIP-AGRI approach  Natascha Orthen
- H2020 project AgriSpin – cross visits: manual and brochure

### To support OGs and EIP-AGRI Network

#### Example:

- Poland, Agricultural Advisory Center in Brwinów  Krzysztof Janiak

 Natascha Orthen



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□ .  
**The Polish Network for Innovation in Agriculture and  
in Rural Areas**

**(The European Innovation Partnership for  
Agricultural productivity and Sustainability – EIP AGRI)**

**Krzysztof Janiak**

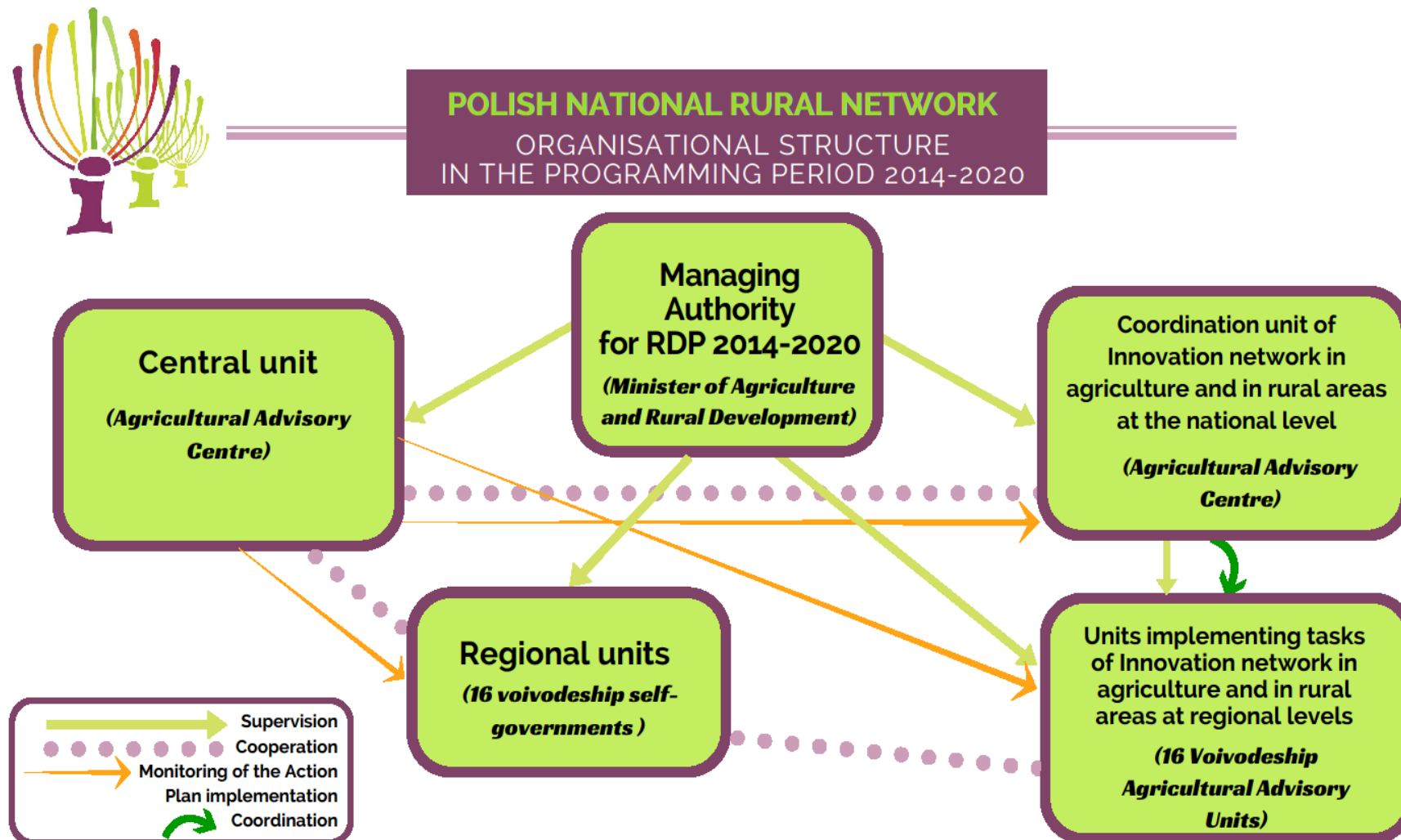
**The Agricultural Advisory Center in Brwinów, Poland**

**ph. +48 573 313 246**

**k.Janiak@cdr.gov.pl**



# Management structure



# The structure of EIP AGRI network

**EIP-AGRI**

The main coordination unit  
The Agricultural Advisory Centre in Brwinów  
Voivodeship coordinators  
16 Agricultural Advisory Units  
Coordinators and Innovation Brokers

Key partners:

- Farmers
- Researchers
- Agricultural organisations
- Agri-food companies
- NGOs
- Local governments

Consultative and support bodies:

- NRN Working Group
- Sub-Group on Innovation
- Focus and working Groups

Operational Groups: farmers, researchers, advisors, entrepreneurs, etc.

# The EIP AGRI network in Poland

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The network is run by the Agricultural Advisory Centre (CDR) together with 16 Regional Agricultural Advisory Centres (WODR). The implementation is dependent on advisory staff – **innovation brokers and coordinators** experienced in working with farmers, rural entrepreneurs and research centres. **The most important step at the beginning was to create and then maintain a network of coordinators and brokers (regular meetings, lessons learned)**

CDR and WODR offer a wide range of tools and services that facilitate networking activities, enhancing communication, knowledge sharing and exchange of information through seminar, workshops, conferences, demonstration projects, study tours, web pages and publications.








# The Tasks of EIP AGRI network in Poland

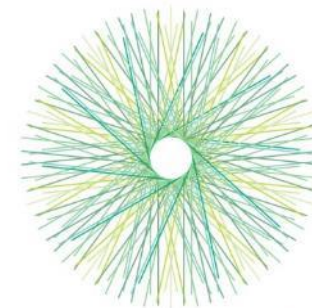
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- ❑ Identification of partners for joint actions that will foster innovative projects and creation of a networking system;
- ❑ Transfer of knowledge, needs and good practice among all the partners (farmers, business, researchers, advisers and other actors);
- ❑ Gathering and encourage partners into different activities as demonstration projects, study tours and working groups;
- ❑ Assistance in building partnerships, in the establishment of operational groups and in developing projects;
- ❑ Creation of tools (projects, databases, distribution channels, brochures, etc.) that support dissemination of information, good practice and foster cooperation;
- ❑ Sharing knowledge and information on methods of cooperation in research and in scientific projects (the role of the leaders !).



## Networking for innovation – WHO is facilitating networking

- MAs, NSUs
- Innovation brokers, innovation support services  Maria Cordeiro, INOVISA
- H2020 multi actor projects
- OGs – ROBUSTAGNO visited OGs and other actors in Scotland  Sophie Huby
- Private organisations – Spain, non-profit Foundation FEUGA (Fundación Empresa Universidad Gallega), cross-border thematic event  Ana Muñiz
- NGO – Spain, Asociación Trashumancia y Naturaleza, cross-border thematic event  Blanca Casares
- Farmers association – Italy, Coldiretti, training courses for advisors on innovation brokerage  Riccardo Fargione



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**COLDIRETTI**



## **COLDIRETTI INTERNAL TRAINING COURSES ADVISOR FON INNOVATION**

Empower advisors to engage and support farmers in interactive innovation processes

Riccardo Fargione  
Italy

<https://www.coldiretti.it/>

# CONTEXT AND ROLE OF COLDIRETTI

## **INNOVATION: A SHIFT FROM LINEAR KNOWLEDGE TRANSFER TO INTERACTIVE INNOVATION**

In the past, the “linear knowledge transfer” model was predominant (top-down approach).

More recently, bottom-up innovation approaches were developed, but their dissemination potential remains limited.

Multi-actor approach - Knowledge and innovative practices are co-created and co-developed by various actors

**FARM ORGANIZATIONS HAVE A LONG TRADITION OF SUPPORTING INNOVATION ON FARMS AND IN THE FOOD SUPPLY CHAIN. MOREOVER FARM ORGANIZATIONS CAN FACILITATE THE LINK BETWEEN FARMS AND RESEARCH ACTORS.**

**THIS IS THE CASE OF COLDIRETTI.**

In Italy there are a several of EIP-AGRI Operational Groups participated by Coldiretti.

They are examples of Coldiretti activity in the field of innovation projects and related advisor facilitation . However even better results can be achieved improving the quality of the advisory service.





## INTERNAL TRAINING COURSE with 60 PARTICIPANTS (Internal FARM ADVISORS)

### PARTECIPANTS:

Coldiretti Internal staff.

- n. 30 Coldiretti farm advisors coming from North Italy regions (Carried out in BOLOGNA in October 2018)
- n. 30 Coldiretti farm advisors coming from Center and South Italy regions (Carried out in ROME in September 2018)

### REQUIREMENTS OF PARTECIPANTS:

Impartial advisors; Experience in innovation and food supply projects; good relational skills.

**SCOPE:** To support advisors on how to capture innovative ideas from farmers and foresters and further develop them into innovation projects.

### GOALS:

- To empower Coldiretti advisors to engage and support farmers in interactive innovation processes.
- To set up a new service for farmers with the aims to work together to solve problems and co-developed innovative solutions “ready-to-use”.
- To consolidate the networks of Coldiretti internal advisors engaged in ongoing Operational Groups (OGs) in the Italian regions.
- Through the network to facilitate synergies between Operational groups/national projects as well as to improve the dissemination of the results.

HELPING ADVISORS TO IMPROVE THE SKILLS FOR MANAGING AND PARTICIPATING IN OPERATIONAL GROUPS:

## ACTIVITIES:

- Training in facilitation and moderation of discussion groups
- Methodology how to set up multi-actor groups project on innovations ready for practice .
- Exercises and simulation to value skill level and improve training progress.

## SKILLS GENERATED:

- ✓ Role of “Coaching” in interactive innovation processes.
- ✓ Capture practice needs.
- ✓ Broker to set up interactive innovation projects.
- ✓ Facilitate interactive innovation projects.
- ✓ Disseminate innovative knowledge.
- ✓ Example of good practices and successful Operational Groups.
- ✓ Write a successful project proposals.

## MAIN SPEAKERS:

- Communication experts (internal and external) - University Professors - Senior project designer - Experienced Operational group leader.

# FIRST ACHIEVEMENTS

Fuelling the potential of advisors for innovation

- Coldiretti is developing an **ON-LINE PLATFORM FOR INTERNAL USE**.  
**BENEFIT FOR INTERNAL ADVISOR:** to collect input from the operation group experiences and monitoring Projects

Throughout this platform Coldiretti will monitor results of Operational Groups in all regions of Italy to better identify strengths and weaknesses in the current advisors' engagement (roles, performances and collaborations in interactive innovation).

The platform will assist in divulgation of documents and best practice experienced by Coldiretti internal advisors.

**MOREOVER** Coldiretti internal training institute (INIPA) is carrying out a training program **FOR YOUNG LOCAL AUTHORITIES** to help them reflect on the future “CAP strategic plans” in their regions to improve the link with farm advisors and increase the competitiveness of the local farm sector. Same topics of course: agriculture sector, supply chains, public support, co-design innovation.





## ATTESTATO DI PARTECIPAZIONE

Siamo lieti di certificare che

NOME \_\_\_\_\_ – COGNOME \_\_\_\_\_  
Nato il \_\_/\_\_/\_\_\_\_ Cod. Fiscale \_\_\_\_\_

ha frequentato interamente e con profitto il Corso di Qualificazione Professionale di 31 ore finalizzato al Ruolo di

### **“INNOVATION ADVISOR, CONSULENTE PER L'INNOVAZIONE IN AGRICOLTURA”**

*(in linea con quanto previsto dal Regolamento UE 1305/13 sul sostegno allo Sviluppo Rurale da parte del FEASR e successive modifiche e integrazioni)*

Il corso è stato realizzato da INIPA Coldiretti Education con il contributo Foragri - Avviso 1/17 Prot.lo 39, in collaborazione con l'Area Economica e l'Ufficio di Rappresentanza Coldiretti a Bruxelles

Il corso si è tenuto a Roma presso Palazzo Rospigliosi in via XXIV maggio 43, nei giorni 11-12 e 25-26 settembre 2018

Il Presidente INIPA  
Roberto Weber





**COLDIRETTI**




*Thanks for the attention*

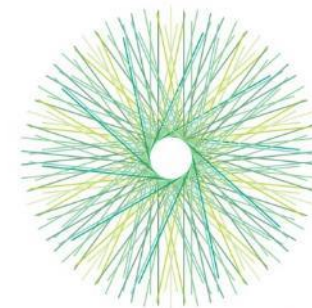
*riccardo.fargione@consorziagrariditalia.com*





## Networking for innovation – HOW some of the most common initiatives

- Events & Visits (previously)
- Websites, dedicated webpages and databases
  - France, NRN website [EIP-dedicated section](#)
  - Portugal NSU created website '[Innovation for agriculture](#)'
  - Ireland NRN website, [interactive Story Board](#)  Shane Conway
- Newsletters
  - regular translation of EU newsletter (Estonia, Romania and Slovakia)
  - own dedicated EIP-AGRI newsletter (Swedish NSU and Portuguese NSU)
- Videos – explain EIP-AGRI & OGs  
(see [EIP-AGRI playlist in YouTube](#))



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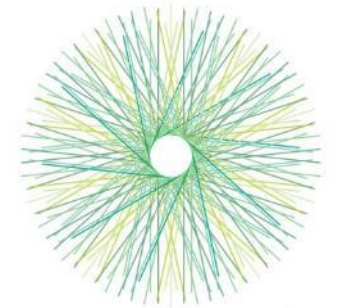
## Networking for innovation – HOW some of the most common initiatives

- Regular meetings

- Germany, innovation brokers & regional MAs  Natascha Orthen
- Portugal, NSU & H2020 National Contact Point  Custódia Correia

- Focus Groups, national

- Spain: irrigation, forestry and digitisation & big data
- Italy: animal husbandry, pest & disease control in wine sector, cereals, fruit & vegetable  Riccardo Passero



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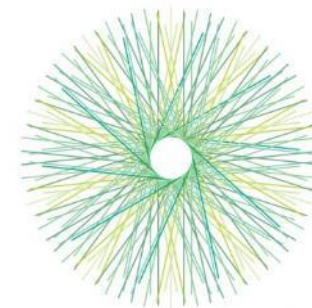


## Networking for innovation – HOW

# HOW are OGs networking? What initiatives are OGs taking?

Example:

- Germany, OG project “Biogemüse”  Judith Treis, project coordinator



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**How an Operational  
Group is networking**

info@biogemuese-nordhessen.de  
www.biogemuese-nordhessen.de

**MITGLIEDER**

Hephata Diakonie   Ruhlengut Familie Treis  JÖRG KATZAUER  Treis Agrar Konzept

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**ASSOZIIERTE PARTNER** **GEFÖRDERT DURCH**



**BIO**   
**GEMÜSE**



# **BIO** **GEMUSE**



- Create a logo and a website
- Communicate via own website
- Organise meetings on the farms of OG members
- Invite other actors to meetings
- Contact with OGs working on similar topics and invite to participate in group meetings
- Cooperate with two other OGs to exchange and gain knowledge; one in another German region
- Participate in events of EIP-AGRI network

# What happened ?

- External meetings mainly by coordinator
- Knowledge transfer to the OG
- Knowledge transfer from the group to other networks in the region





Thank you!



# Celebration!!!!

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**We are a young network but we've done a lot!!!  
Well done to all!**

# Thank you for your attention ...and for your collaboration!!!



servicepoint@eip-agri.eu

+32 2 543 73 48

EIP-AGRI Service Point  
Koning Albert II-laan 15

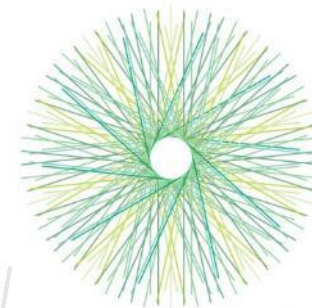
Conscience Building  
1210 Brussel  
Belgium

[www.eip-agri.eu](http://www.eip-agri.eu)

Register today!



See a set of examples in the brochure  
'Collaborate to Innovate'  
(available in the EIP website)



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