

AKIS-2: Orientation paper

Towards 2020: Linking innovation and research

Innovation is a broad concept

- The implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations [source: OECD].
- The public sector can innovate (including public aspects of agriculture)
- Social innovation:
 - Social mechanisms of innovation
 - Social responsibility of innovation
 - Social inclusion / equity aspects of innovation

Need for innovation

- How to feed 9 billion in 2050 in a sustainable way
- Economic crisis and the need for innovation
- Agriculture and food industry as an attractive sector to invest in

Reflected in policy measures such as the European Partnership for Agricultural Productivity and Sustainability in the CAP and Horizon2020

Interactive with all partners in the food chain, EU wide

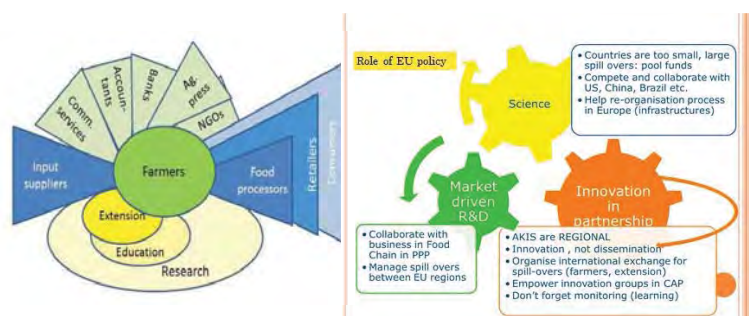


Figure 1. AKIS and the food chain

Figure 2. Role of EU Policy

EU policy instruments

EIP-AGRI's Key Entities: Operational Groups (OG)

- Built around concrete innovation projects
- A combination of different competencies (practical and scientific), chosen in view of implementing concrete project objectives
- Action- and result-oriented groups aiming to benefit from interaction for co-creation and cross-fertilisation (Interactive innovation)

Thematic networks under Horizon 2020

- Projects involving all concerned stakeholders: no pure research networks
- Stocktaking, mapping and state-of-the-art of existing scientific knowledge & best practices: what do we have/what do we miss.
- Projects must develop end-user material

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

- multi-actor" is more than a strong dissemination requirement or what a broad stakeholders' board can deliver
- "all along the project" : a clear role for the different actors in the work plan

Main policy advice for Member States & Regions

NATIONAL AND REGIONAL GOVERNMENTS CAN STIMULATE INNOVATION

by implementing the EIP through multi-actor operational groups that work in a participatory way.

This should be translated in an instrument portfolio that:

- Gives incentives for research, development and innovation;
- Stimulates knowledge exchange, adoption of innovation, technical application in the production process;
- Supports the activities of facilitators, innovation brokers and tutoring paths for farmers to implement innovations;
- Values the input and knowledge of farmers;
- Supports operational groups also to develop cross-border interactions;
- Invests in AKIS-subsystems that have been underdeveloped in the specific national or regional situation.

Attention needed to incentivize Research

Policy	Institution
P1: New evaluation criteria for funding of research proposals	I10: Include societal impact into the overall evaluation of a researcher's performance
P2: Include practitioners/experts on selection committees for project funding	I7: Training courses for academics at all levels
P3: New evaluation criteria for performance of institutions	
P5: Funding for research-practice partnerships	I8: Creation of centres for Integration and Implementation Sciences
P4: Sabbaticals for short-term visits of researchers outside academics	
P6: Data base for high quality non-academic publications	I9: Data base on institutions, methods, tools, publications, trainings in interactive research

Interactive innovation can benefit from ICT

Software type	Tools evaluated	Successful examples
Knowledge portals (KP)	Search engines: Google, Yahoo Slide and document sharing: Slideshare Video and photo sharing: YouTube, Flickr	VOA3R, eXtension, Chil
E-document management systems (E-MS)	Digital libraries: Groen Kennisnet in NL, Organic Eprints	Organic Eprints, Agriwebinar
Data Warehouse (DW)	Eurostat, FADN	FADN
Groupware (GW)	Wikipedia, Yammer, Crowdsourcing	British Farming Forum, Lego Cuusoo, Climate CoLab, P&G Connect+Develop, Betacup Challenge
Community of practice (CoP)	ResearchGate, Erfaland	Disease surveillance and warning systems, IDRAMAP
Social communities of interest (SCI)	Facebook, LinkedIn, Google+, Ning, Quora	AgTalk+, E-Agriculture, Jeunes-agriculteurs, E-agriculture, Rede Inovar
Individual communities of interest (ICI)	Wordpress, Twitter, Blogs	AG Chat

- Innovation policy is more than a research policy
- Common market for research and innovation can be improved by better alignment of procedures