



The European Innovation Partnership (EIP) „Agricultural Productivity and Sustainability“ Moving Innovation in Agriculture Ahead !



Final conference Farmpath & Solinsa – 3 December 2013 – Brussels
Facilitating innovation and learning on sustainable agriculture through the EIP
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Agriculture
and Rural
Development



Context

As a new approach under the Europe 2020 Strategy, the Europe 2020 **Flagship Initiative "Innovation Union"** specifies European Innovation Partnerships (EIP) as a new tool for fostering innovation through linking existing policies and instruments

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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



1. Innovation under the EIP

The basics

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



What is Innovation ?

- new, improved or successfully applied products, processes or services, for instance products with adapted quality, new production methods, opening to new markets and new forms of organization
- innovation is more than dissemination of research results: it occurs as a result of the creativity and interplay between actors for combining new and/or existing (tacit) knowledge
- In the end, it is only when a new creation really becomes more or less mainstream that it is called an "innovation"

In short: **ideas put into practice with success**

➔ **Interplay and mediation between actors is key**

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 EIP 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

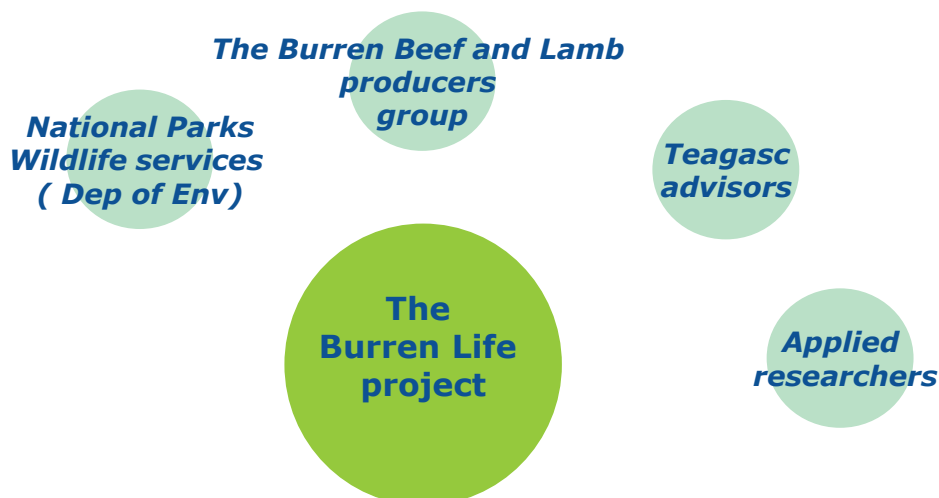
2. What could an EIP Operational Group look like?

Key Acting Entities Within the EIP - Operational Groups -



"Operational Groups" are no stakeholder networks, no stakeholder boards, no thematic coordination groups, nor discussion groups
An OG = actors working together in a project targeted at innovation and producing concrete results

An example of an interactive group similar to future OGs:
the Burren Life project (IE)



Project objective: Improving preservation of a priority habitat area (The Burren) with particular farming methods & developing a marketable value-added "conservation" meat



Different Sources of Funding for Operational Groups



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Different Sources of Funding for Operational Groups

Horizon
2020

National
Funds

Rural
Develop-
ment

ERDF

Private
Funds

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Implementing the EIP

Rural Development Programmes:

- Setting up "operational groups" involving actors such as farmers, advisors, agribusiness, research, NGOs, ...
- Combining the setting up of operational groups with project funding (investment, knowledge transfer, advisory services)
- Innovation support services & innovation brokering function

European Union Research Policy (Horizon 2020)

- Funding research projects
- Demand driven innovation through involving various actors all along the research project in "multi-actor projects"
- Mobilising existing scientific and practical knowledge in an interactive format through "thematic networks"

Challenges and Opportunities



**Biodiversity
Habitats**

**Economic
Viability**



Food



**Bio-energy
Biomass**



Climate Change



**Resource-
management**

**Supply Chain
Integration**



"la confrontation
des esprits fait
jaillir les idées"

3. Innovation support services

How can it work?

Innovation Support Services

- Coaching/advising farmers towards innovation
- Promoting innovation and innovation funding formats
- Brainstorming events and animation of (thematic) groups
- **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

Example of interaction between interactive projects and networks (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

What is Innovation Brokering?

An "innovation broker" is a person or organisation that acts as a go-between, helping to:

- *discover innovative ideas*
- *articulate demand*
- *connect partners*
- *find funding*
- *prepare project proposal*

Innovation brokering can be supported under Rural Development Policy: Art. 16 (1) (b), Art. 36 (5) (b), Art. 55 (2)

Why innovation brokering?

- Capturing bottom-up ideas from the grass-roots level
- Try to develop solutions that last beyond the project period
- Getting an innovation project ready to start, helping single actors which might have difficulties in finding the adequate partners for a certain topic.
- 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

The innovation brokering process: acting as a mediator



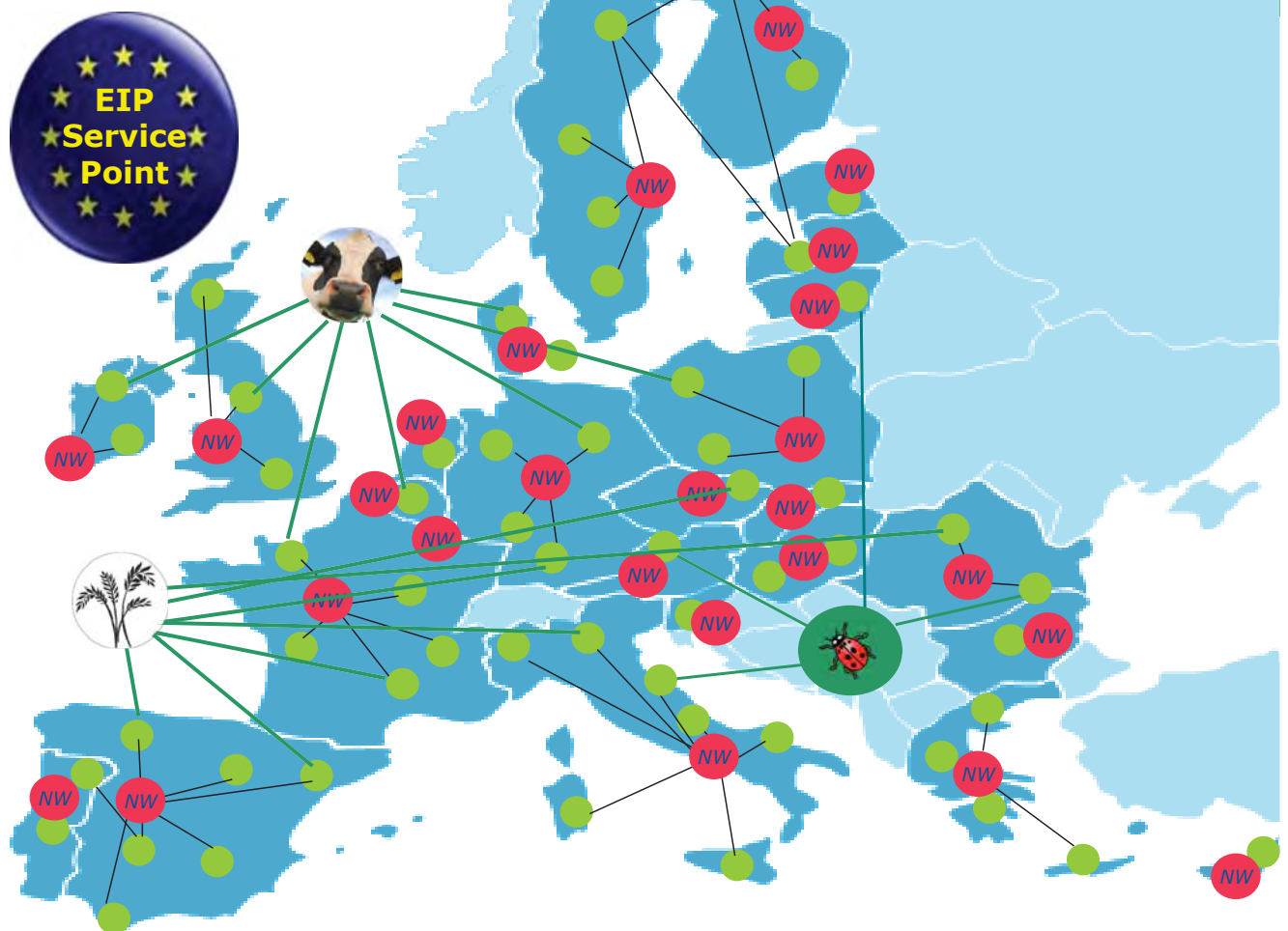
*Matchmaking, including the
marriage contract*

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5. Networking and Innovation Support

How to connect OGs?

An EU wide EIP network, supported under RD



Network Function of the EIP (Service Point)

- **Collect** information (research and innovation projects etc.) and best innovation practices
- Effective **flow of information** (website, databases)
- **Give advice** on opportunities within policies (helpdesk function)
- Sharing knowledge on concrete practical work and **connect actors**
- Systematic **feedback** to the scientific community about practice needs (Art.12 H2020)

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 value of an
idea lies in the
using of it."**

Thomas Alva Edison (inventor of the
light bulb)



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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