

# Best practices on communication/dissemination

*examples from Italy*

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# Project 1 - *InnovaMarche*: *combining communication and innovation brokerage at regional level*

- **Type of project (Instrument):** Communication project funded by the Marche region and targeting potential EIP OGs and other actors interested to implement innovative activities. The project is implemented at regional level and it is funded by the EAFRD.
- **Typology of partners /lead partner:** Regional Advisory Agency for the agricultural sector (ASSAM). The agricultural department of the Marche region is closely involved in the project.
- **The objectives/concerns/topics of the project:** Main objectives of the project are to: i) set up a service of innovation brokerage at regional level and; ii) raise awareness and increase knowledge about new approaches to support innovation by using a range of communication actions, and; iii) increase dissemination of projects' results. *InnovaMarche* aims to become a reference point at regional level for the identification and development of innovative ideas and for supporting actors to turn these ideas into concrete innovative solutions. *InnovaMarche* acts as innovation broker at regional level, supporting holdings in the innovation process, creating opportunities to exchange of knowledge and experience, to share ideas and to establish contacts with other key actors.
- **What type of innovation:** the project might be considered an example of organisational innovation of advisory services in the entire region.
- **Target group for the communication/who will be the end-users of the project results:** Potential partners of Operational groups are the main target group of the initiative. Other actors potentially involved in innovation-related actions (researchers, farmers, cooperatives, , whether they are involved or not in OGs, are also targeted by the communication actions.

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- **Communication instruments/(path) ways:** i) Creation of an on-line platform, with a wide range of information available to set up and run an OG. ii) Setting up and running of an “animation” process in the whole territory of the region, which is run by organising info days and open days. *This animation process aims to reverse the traditional approach that sees farmers as simple final recipients of innovative solutions identified and developed by other actors.* Farmers must be the initiators of the process and express their innovation needs based on their businesses. iii) **Info days:** to identify innovative ideas, issues and opportunities that can be the starting point for the innovation process. iv) **Open days:** based on the topics identified during the info days, they aim to create networks of actors interested to address a specific topics, that might be the basis to create a partnership and develop a project. The open days may be organised as workshops, field visits, participation in other events and fairs, that allow to have a specific “space” of exchange and sharing among participants. vi) providing the key information coming from the national and EU level. This enables regional actors and OGs to create links with other actors/OGs at EU and national level, to have access to relevant information that can improve projects’ results and avoid duplications.
- **When? At which milestones in the project :** Communication is key in all phases of the project. It is crucial in the first phases of the animation process to reach all relevant actors; in the intermediate phases – the organisation of the open days, the assistance to the creation of project partnerships, the monitoring of projects – to help finding the most appropriate actors on specific topics and the most relevant information and knowledge and to assist during the project implementation, including supporting adjustments when needed; in the final phase for the dissemination of projects’ results.
- **Communication within the consortium:** The project is run by ASSAM in cooperation with the RDP MA. However, communication with target groups is based on a bottom up approach, being the identification of farmers’ needs in relation to innovation directly from farmers and the creation of partnership where all members have equal positions are central to the project. A combination of participatory approaches are used to run the meetings.

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- Why do you consider that the project is successful in terms of communication ? (Not all answers are applicable to the case)
  - **From your point of view as a SWG SCAR-AKIS member?**

The project promote a different concept of advisory services. Using the knowledge the ASSAM has of the sector and the relations that it has build in years of work with the regional agricultural holdings, the project is an attempt to make the advisory agency doing a step forward in its activity, becoming a key actor for the establishment of a different approach to the introduction of innovation, with particular reference to the use of an interactive approach.



# Project 2

## FILÒS IN BUS



- Type of project (Instrument) : EIP Operational Group financed by Emilia Romagna RDP. Title of the OG: **PRATI\_CO** Parmigiano Reggiano: Agrotecnica organic carbon footprint.
- Lead partner : Research institute - I.TER soc. coop. ; other partners: 1 research institute, a Consortium of cheese making and 5 farmers (breeder and cheese making of Parmigiano Reggiano).
- The objectives/concerns/topics of the project: The project aims to demonstrate the crucial role that stable meadows play in the environmental sustainability of the production of Parmigiano-Reggiano and to quantify the carbon footprint throughout the production of Parmigiano Reggiano process, in order to define the "guidelines aimed at better management of land to maintenance of organic matter and carbon sequestration.
- "What type of innovation: Process innovation.
- Target group for the communication: Partners of the OG.

# Project 2

## *FILÒS IN BUS*

- Communication instruments:

Partners travel together by a bus during a one-day-visits to the farms which are partner of the OG. The travel at the farms include the visits represent also the occasion to share knowledge on territories, local products and other local actors which are implied in the supply chain of Parmigiano Reggiano. During the travel on bus, the partners of the OG discuss on project activities and results, by focusing on common matters of interests (soil fertility, carbon footprint, carbon sequestration, ...) around which they share practice and scientific knowledge.

- When? At which milestones in the project:

The travels by bus are applied all along during the project life.

- Communication within the consortium :

This process of communication helps the partners to interact one to each other. It is democratic and iterative during the project implementation.



# Project 2

## *FILÒS IN BUS*

- Why do you consider that the project is successful in terms of communication ? -  
From your point of view as a SWG SCAR-AKIS member?

The process is supporting team building within the OG, through a major coordination and interaction among the partners, the development of collective knowledge and common understanding on-going achievements of the project and of its results.

The cross visits on farms support peer-to-peer processes among the farmers.

This type of tool helps overcoming barriers/hesitations /regrets in dialogue and it allows to the open discussion among the multitude of actors (researchers, farmers, others).



# THANK YOU

For your attention

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