



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

The role of the innovation broker



Accademia dei Georgofili – 10 March 2016 - Brussels
Inge Van Oost - DG Agriculture and Rural Development

1. The EIP-AGRI

EIPs - a new Europe 2020 Strategy approach

- The Europe 2020 Flagship Initiative "Innovation Union" specifies European Innovation Partnerships (EIP) as a new tool for **speeding up innovation through linking existing policies and instruments**
- **EIP 'Agricultural Productivity and Sustainability'** (COM (2012)79): Fostering a competitive and sustainable agriculture and forestry sector that 'achieves more from less': synergies between CAP RD and H2020 policies

The EIP-AGRI in short

- Overarching "*Open innovation*" concept based on the **interactive innovation model** (applied in Operational Groups and Multi-Actor projects):

Collaboration between various actors to make best use of complementary types of knowledge (scientific, practical, organisational, etc) in view of co-creation and diffusion of solutions/opportunities ready to implement in practice.

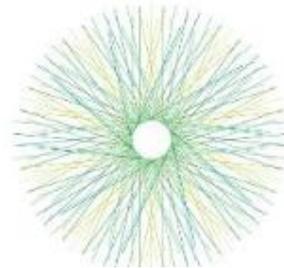
- **EU wide EIP network** linking actors: communication, partnering, dissemination, knowledge flows and collecting practice needs (*Open science*)

* *In line with the main recommendation of the 2015 Milan Scientific Committee on transdisciplinarity, implementation and impact: 'more research into practice'*

European Innovation Partnership **EIP-AGRI**

Rural Development

- **Funding for setting up of an "Operational Group"**: farmers, advisors, agribusiness, researchers, NGOs, etc) planning an innovation project (Art 35)
- **Project funding** for the Operational Group's project (Art 35). This co-operation could be combined with other RD measures (e.g. investment, knowledge transfer, advice)
- Supporting **innovation support services**



eip-agri
AGRICULTURE INNOVATION

**EIP
networks
in
MS/regions**

Horizon 2020

- **Research projects**, to provide the knowledge base for innovative actions
- **Interactive** innovation formats such as **multi-actor projects and thematic networks** genuinely involving farmers, advisors, enterprises, etc....
"all along the project"

Involvement of OGs is strongly recommended

Interactive innovation is: an idea put into practice with success !

- ***an idea***: interactive innovation occurs as a result of the **creativity** and interplay between actors for combining new and/or existing (tacit) knowledge
- ***put into practice***: **ready to apply** by co-creation of concrete innovative solutions and making the best use of different types of knowledge (scientific, practical, organisational knowledge etc):
- ***with success*** : in the end, it is only when a new creation really becomes more or less mainstream that it is called an "innovation": generate **co-ownership** through involving end-users and multipliers

=> in interactive projects, communication and dissemination starts when the project starts

"I not only use all the
brains that I have,
but all that I can
borrow"

Woodrow Wilson –
President of the USA, 1913-1921

What is an Operational Group (OG) ?

- EIP operational groups funded under rural development programmes are multi-actor, project based and **tackle a certain practical problem or opportunity** which may lead to an innovation
- The operational group is tailored to this problem/opportunity and **makes the best use of different types of knowledge** (practical, scientific, technical, organisational, etc) in an interactive way.
- The operational group is composed of **those key actors** (farmers, advisors, researchers, businesses, NGOs etc) which are in the best position to realize the project's goals and **to share experiences broadly.**
- *A group with a project only becomes an OG if selected in a call organised by the regional/national RD managing authorities*

Operational Groups – All Rural Development Programmes 2014-2020 have now been approved

- The EIP implementation via rural development programmes aims at a **flexible and open system** for the creation of a multiplicity of operational groups (OGs)
- **94 MS/regions** will be implementing the EIP in their 2014-2020 Rural Development programmes with **regular calls for Operational Group projects during this period**
- **3205 planned OGs in 2014-2020**
- Situation in your MS/region: see

http://ec.europa.eu/agriculture/rural-development-2014-2020/country-files/index_en.htm

2. Innovation brokering and Innovation Support Services

The basics

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

Innovation support services, including advisors focusing on innovation

Experience learns you need a supporting environment to incentivise cross-fertilisation in innovation projects.

Various types of support are useful, in particular if done by persons well connected to agricultural world and well networked:

- Help **to start up** a specific group = prepare the project (**innovation broker**)
- Help **to facilitate the project** (**facilitator, intermediate**)
- Innovation support service (covering all this and more)

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)

Task of the innovation broker: How to encourage interaction and co-creation?

Selection criteria can be related to:

- Needs and objectives of farmers/foresters (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

The broker should make a good interactive innovation project plan

The innovation brokering process:

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



Searching for possible support program



Searching for adequate partners



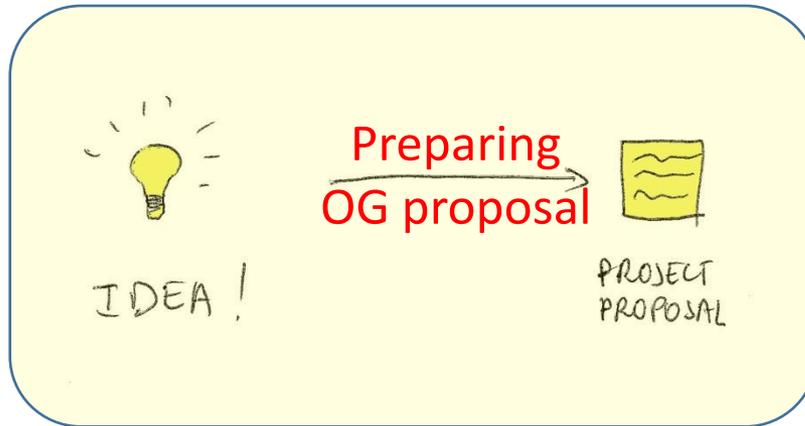
Finding the idea & refine it

*Matchmaking, including the
marriage contract*

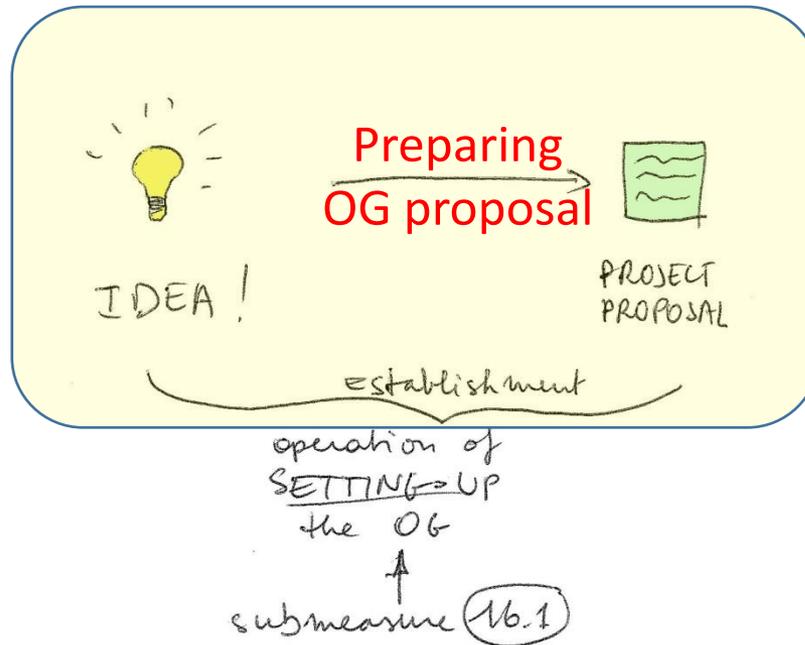
3. Innovation brokering in RDPs 2014-2020

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

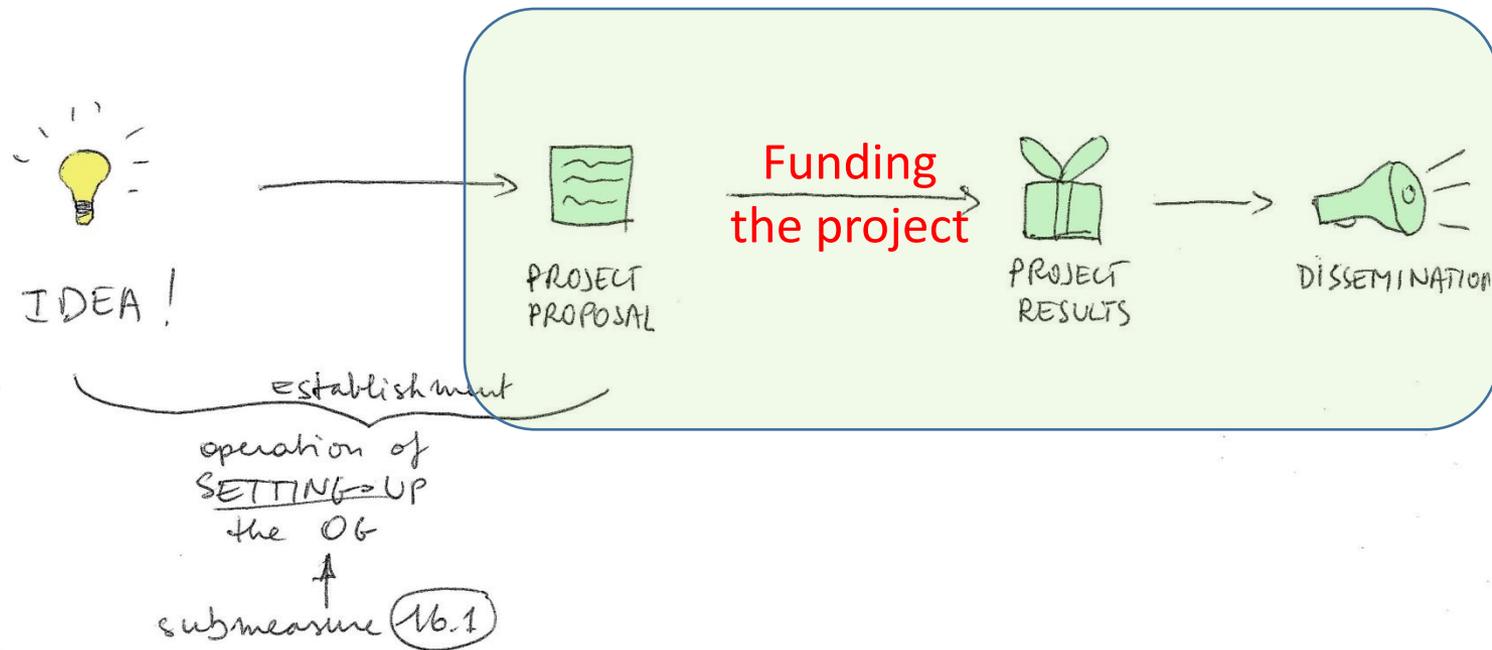
Support for **preparing** OG's project ("setting up") complements the funding for the OG's **project** ("operation")



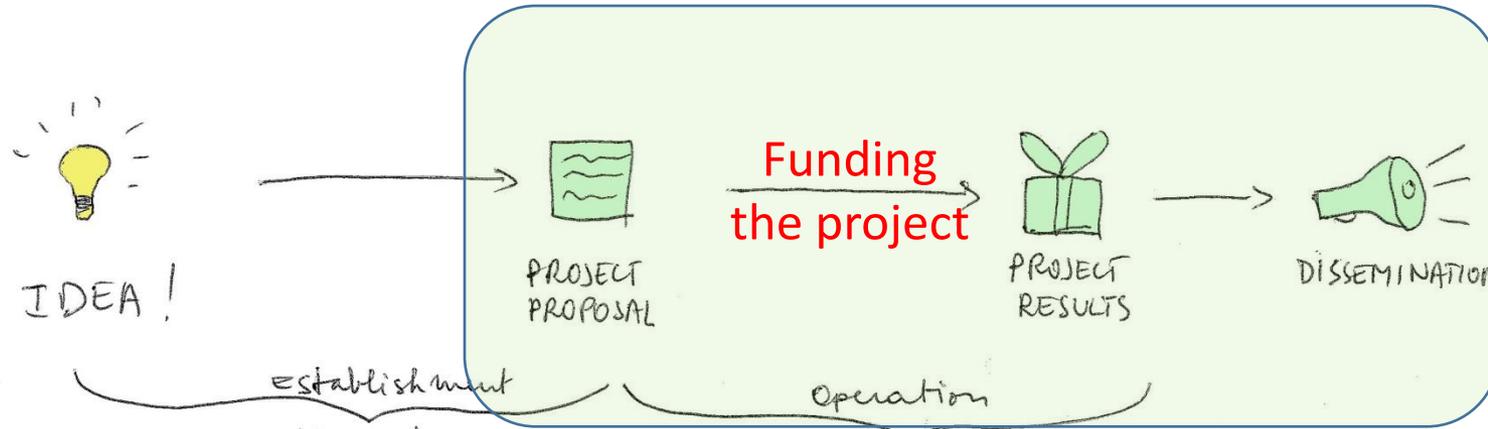
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establishment
 operation of SETTING UP
 the OG
 ↑
 submeasure (16.1)

operation
OG PROJECT OPERATION
 ↑
 submeasure (16.1)

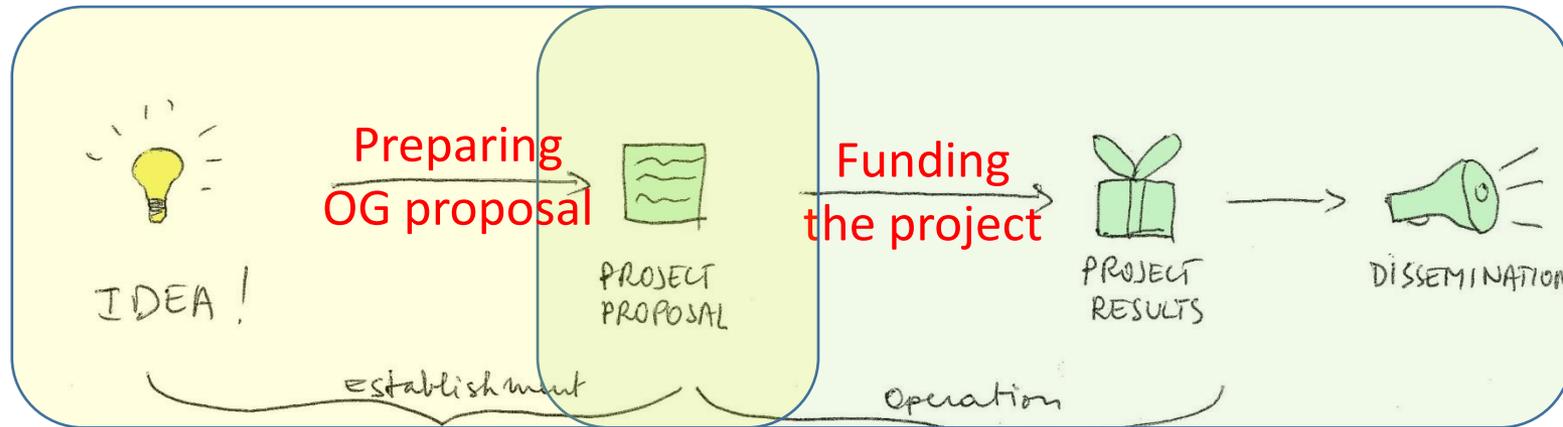
Funding

- AND 16.2
 or 16.4
 or 16.5
 or 16.6

or other depending
 on the activities chosen
 from the list under
 Art 35(2)(a) to (k)

⇒ Funding of OG can be done via double subheading

Support for preparing OG's project ("setting up") complements the funding for the OG's project ("operation")



operation of
SETTING UP
the OG

↑
submeasure 16.1

OG PROJECT
OPERATION

↑
submeasure 16.1

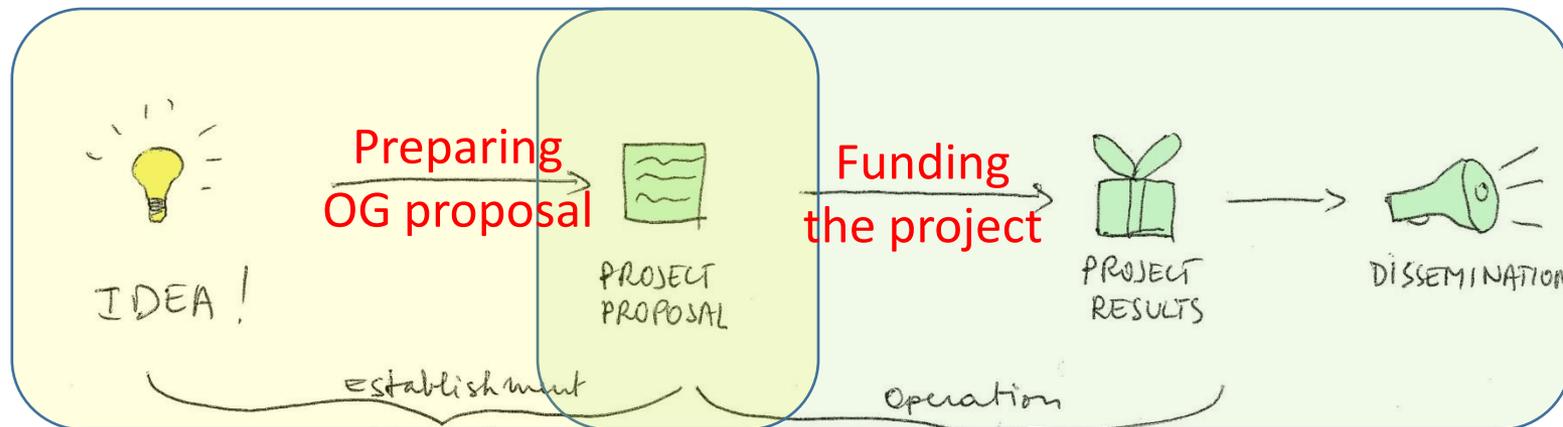
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Funding

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New roles for farm advisors



operation of
SETTING UP
the OG
↑
submeasure 16.1

OG PROJECT
OPERATION
↑
submeasure 16.1
AND 16.2
or 16.4
or 16.5
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Support for innovation brokering under Rural Development

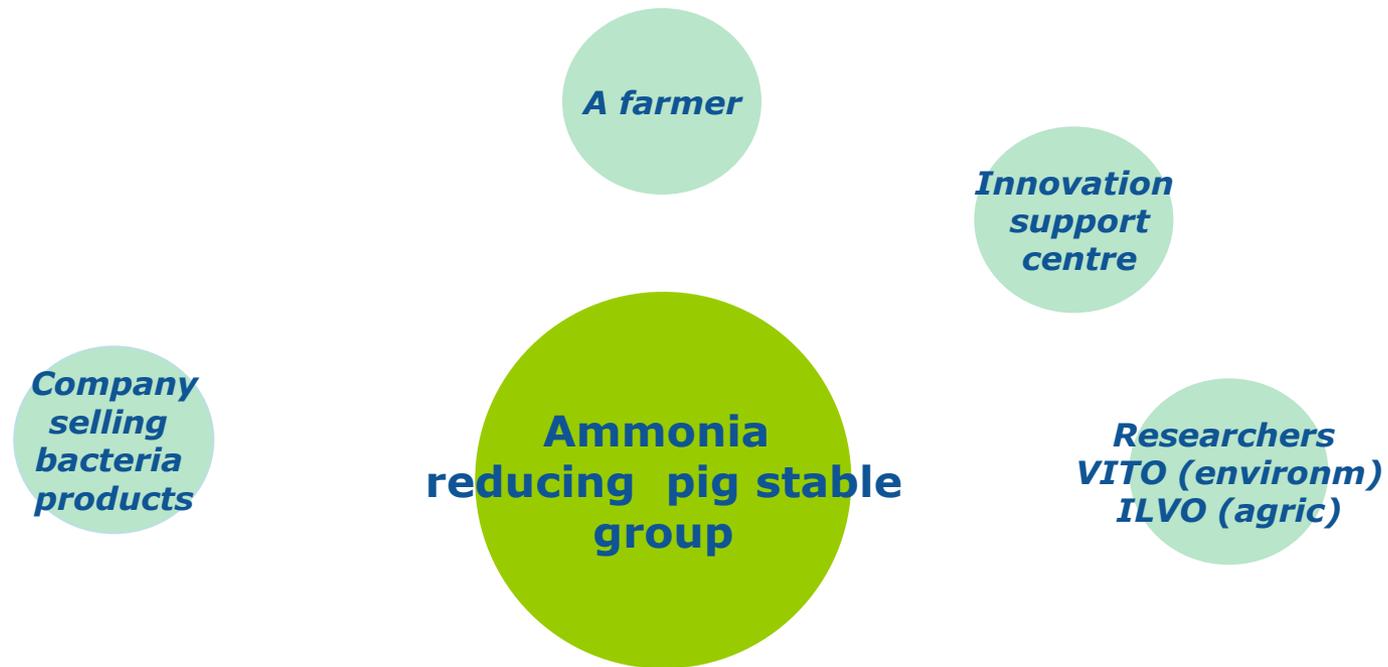
- **Technical Assistance, National Rural Networks (NRNs), or dedicated EIP networks** could install or contract an innovation brokerage service. NRNs must foster innovation ("provision of networking activities for advisors and innovation support services").
- The costs of innovation brokering to set 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** supported under the advisory measure

Examples (BE):

Innovation Support Service (workshop 1 Berlin EIP seminar)

- 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

Example of a BE Innovation Support Service one to one innovation brokering



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)

"la confrontation
des esprits fait
jaillir les idées"

Focus on the role of EIP networking at national/regional level by NRNs:

Connecting actors and animating innovative actions (Art.54):

- The **action plan of the National Rural Network (NRN)** should foster innovation and cover at least
 - the **search of partners** for Operational Groups
 - provide **networking for advisors and innovation support services**
- So, the NRN activities should connect within the region/country to existing networks and experience, and link to **innovation brokers**, advisors and other actors to incentivise innovation projects and sharing needs from practice and information
- NRNs will make use of the info in the **EIP common format** for connecting partners and projects

An EU wide EIP network, supported under Rural development policy



Linking with H2020



4. The multi-actor approach under Horizon 2020 WP 2016 -2017

Also needs brokers and facilitators

Videostreamed presentation on Multi-actor approach and thematic networks in call 2016: (from 0:53:00 till 01:47:00)
<https://scic.ec.europa.eu/streaming/workshop-on-multi-actor-approach-and-thematic-networks-under-horizon-2020>

Basic info + questions & answers

Workshop "Interactive innovation in motion: multi-actor projects and thematic networks under Horizon 2020" 24/11/2015:

Event page:

<https://ec.europa.eu/programmes/horizon2020/en/news/interactive-innovation-motion-multi-actor-projects-and-thematic-networks-under-horizon-2020>

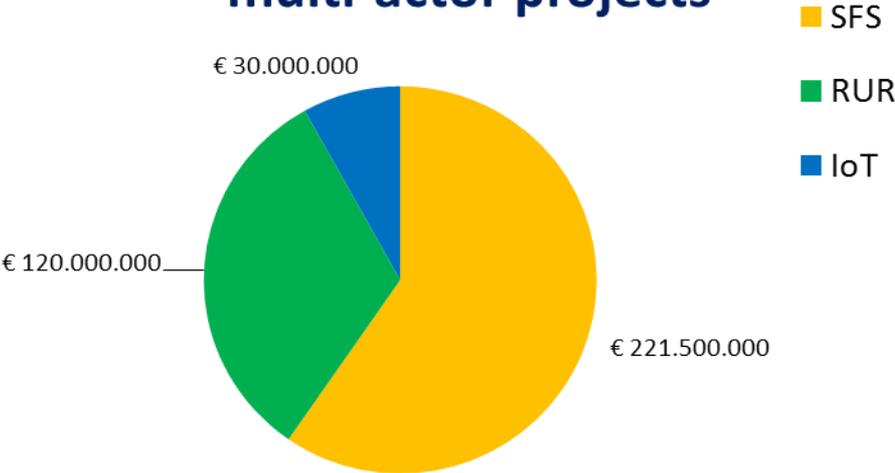


The Multi-actor approach in WP2016-2017

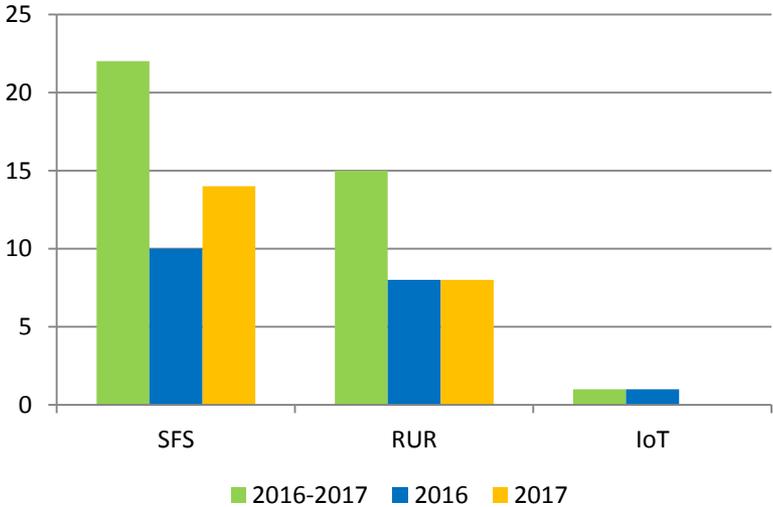
WP 2014-2015 X 2,5 → **371,5 Million euros**

38 topics in 3 calls: SFS (221), RUR (120), IoT (30)

Distribution of budget for multi-actor projects



Number of multi-actor topics in WP2016-2017



H2020 after 2017: Designing the path – Agricultural Research and Innovation Strategy Conference 26-28 Jan 2016

Preparing next WP 2018 – 2020 and beyond (all pre-events, plenary and parallel sessions videostreamed)

<https://ec.europa.eu/programmes/horizon2020/en/news/designing-path-strategic-approach-eu-agricultural-research-and-innovation>

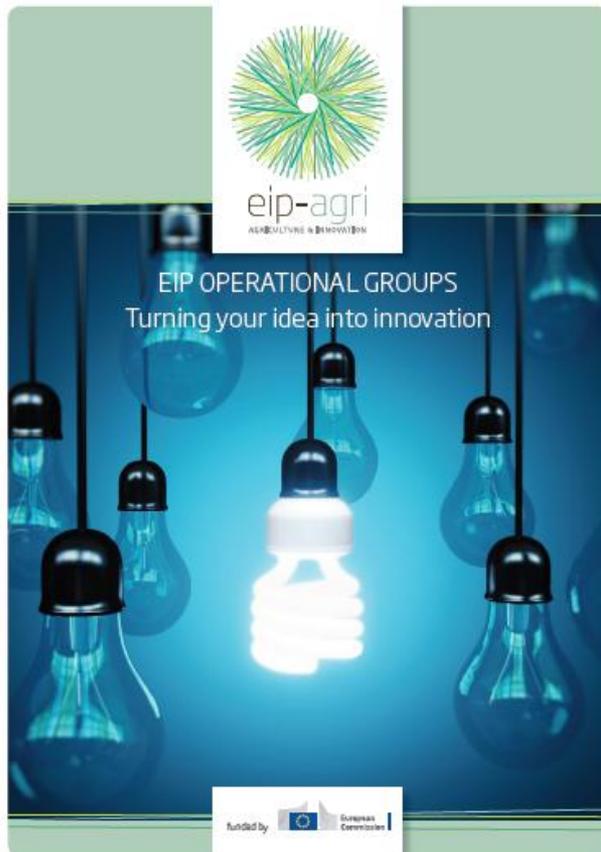
USEFUL: in parallel session 6 on 28/1 (11:00 – 13:00): a best practice example of a **multi-actor project** (Treasure) and of the activities of the **EIP network** (NRN) at national level (Germany)

***Having potential innovative knowledge is one thing,
turning it into reality is another.***

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

**Thomas Alva Edison –
inventor of the light bulb**

***Innovation is: an idea put into
practice with success !***



Thank you for your attention

To an „Agriculture of Knowledge“

Join the EIP

www.eip-agri.eu

Inge.Van-Oost@ec.europa.eu

Multi-actor projects in WP 2016-2017

Total budget for all multi-actor projects and thematic networks in the first 2 Horizon 2020 Workprogrammes amounts **around 500 mio euro**

The **rationale** for multi-actor approach is **explained** in the introduction of the WP on p.10 after *"To permeate the systems..."*

WP SC 2 Food security, ...2016-17 :

http://ec.europa.eu/research/participants/data/ref/h2020/wp/2016_2017/main/h2020-wp1617-food_en.pdf

The Work programme **defines the requirements for multi-actor projects** after the bullet *"The multi-actor approach aims at..."*

All multi-actor projects have the following sentence in the description of the topic: *"Proposals should fall under the concept of multi-actor approach"*

IMPACT! Multi-actor projects in WP 2016-2017

A multi-actor project needs to **demonstrate**:

- how the project proposal's **objectives** and planning are **targeted to needs / problems and opportunities of end-users**

- **complementarity** with existing research and best practices

*[What is the project's **added value**? - **Avoid recycling** projects: repetition and continuation of former projects – more of the same]*

- sufficient involvement of **key actors with complementary types of knowledge** (scientific and practical) **should be reflected in the composition of the project consortium** to reach the project objectives and make its results broadly implemented.

[Include partners beyond scientists, such as farmers, farmers' groups, advisors etc - Don't forget to think about involving multipliers to strengthen impacts]

IMPACT! Multi-actor projects in WP 2016-2017

A multi-actor project:

- **As a minimum**, should result in **substantial** easily understandable practical knowledge for broad dissemination in the **common EIP format**

[focus on concrete and concisely written results (not project activities description): possibly some 100 EIP practice abstracts in a practitioners/farmers' language, best practices resulting from the projects' work, some qualitative audio-visual material, etc

Do not reinvent the wheel : use existing long term available dissemination channels for practitioners, lasting beyond the project period, eg websites of Ministries, farmers' organisations, advisors ...]

- Facilitation/**mediation** between actors and involving for instance **RD operational groups**, are strongly recommended

[but don't make impossible promises and mix up funding sources and policies: H2020 consortia cannot start up Operational Groups]

IMPACT!

Demand-driven innovation in Multi-actor projects

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

Actor: a partner taking part in project **activities**

Stakeholder: person expressing a **view/stake** at a certain moment during the project

*Thematic networks in WP 2016-2017: **Compiling knowledge ready for practice***

- Projects **involving all actors relevant for the chose theme** (e.g. researchers, farmers, advisors, enterprises, education, NGOs, administration, regulatory bodies, EIP project groups...):
[no pure research networks, use funding efficient: not as many actors as possible but chose those actors that are complementary and can really contribute]
- Provide a comprehensive **description of the state of the art**: Partners should summarise, share and **present existing scientific knowledge & best practices that are not sufficiently known (and applied) by practitioners**
*[when defining objectives: illustrate the **added value, relevance of the theme, needs and potential for farming/forestry**. Get input from the existing projects from various funding sources and avoid recycling of projects and project partners]*

H2020 calls 2015: 16 new Multi-Actor projects, including 7 Thematic Networks

SFS-1C-2015	iSAGE	Sustainability of terrestrial livestock
SFS-2B -2015	SOILCARE	Soil cropping improving systems
SFS-5-2015	NEURICE	Crop productivity strategies (Genetics x Environment x Management)
	GoodBerry	
	TomGEM	
SFS-13-2015	MyToolBox	Biological contamination of crops and food chain
	MycoKey	
SFS-20-2015	Strength2Food	Sustainable food chains: EU quality policy and public sector procurement
ISIB-2-2015: Thematic Networks	Smart-AKIS	Smart Farming Technology: Farm Management Information Systems, Precision Agriculture and Agriculture automation and robotics
	HNV-Link	Support HNV farmlands through knowledge and innovation
	AGRIFORVALOR	Valorization of biomass side-streams from agriculture and forest
	4D4F	Data and sensor driven decision making on dairy farms
	EuroDairy	Practice-based innovations in dairy farming: resource efficiency, Biodiversity, Animal care, and Socio-economic resilience
	EUFruit	fruit: cultivar development, minimise residues, storage and fruit quality, sustainability of production systems
ISIB-4b-2015	ALTERFOR	Improved forest management models
WATER-4b-2015 (TN)	FERTINNOWA	Optimize water and nutrient use efficiency: dbase on innovative technologies and practices for fertigation of horticultural crops



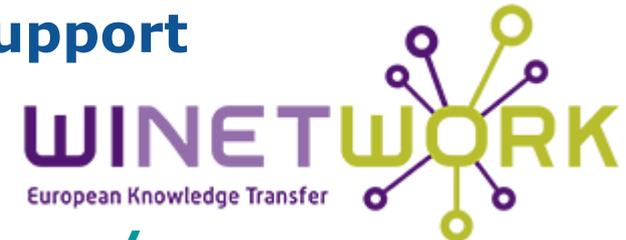
European
Commission

4 Thematic networks – call 2014



<http://agrispin.eu/>

Innovation brokering and support



<http://www.winetwork.eu/>

Wine diseases



<http://www.ok-net-arable.eu/>

Organic agriculture arable crops

<http://www.hennovation.eu/>

Animal welfare hens



Thematic networks in WP 2016-2017: Compiling knowledge ready for practice

Clearer focus on primary production's needs:

- Themes must **focus on the most urgent needs of agricultural or forestry production sectors**, or on important or promising cross-sectoral issues, including where primary production needs to improve its linkages to the supply chain
- Themes to be chosen **bottom-up**, contributing to a more competitive sustainable agriculture and forestry

*[can be linked to **products or sectors**, e.g. arable crops, fruits, vegetables, pig,...etc) or a broad range of **cross-cutting subjects**, e.g. crop rotation, certain farming practices, energy, implementation approaches of a directive, eco-system services, social services, bio-based products, short supply chains,...etc]*

Thematic networks in WP 2016-2017: Compiling knowledge ready for practice

Expected impact:

- Support for the EIP through interaction with operational groups, and **delivery of a substantial number of "practice abstracts"** in the common EIP format *[provide a good description & quantification/qualification of the outputs]*
- Long term available
[KISS, no new temporary fancy IT tools/platforms]
- Using the **main existing dissemination** channels most used by practitioners
[where the material stays available after the project finishes]
- Audio-visual material wherever possible
[farmers/end-users learn with their eyes]
- Greater **user acceptance** and dissemination of end-user material

*Thematic networks in WP 2016-2017: **Compiling knowledge** ready for practice*

Thematic networks **are not:**

- **networks for discussion**
- **research** projects
- networks **intended to prepare a research agenda**. *Thematic networks aim to put existing research into practice by focusing on end-user material feeding into the EIP network for broad dissemination*
- **awareness-raising or supply chain platforms/networks**. *Thematic networks intend to spread practical knowledge, and to make this happen they should be involving practitioners (farmers/foresters) in a multi-actor approach and working bottom-up starting with farmers and their needs.*

Thematic networks call 2014 – an example

Compiling knowledge ready for practice

- **Objectives targeting the needs of end-users (Imp)** : Key wine diseases (Grapevine Trunk Diseases and Flavescence Dorée) representing a threat for the economic viability of the entire sector, have been identified as a priority by winegrowers, many winegrowers are testing innovative sustainable approaches to fight these diseases.
- **Multi-actor approach (Exc)** : collecting data and discussion through a network of facilitator agents, several regional technical working groups and one European scientific working group. Capturing ideas and sharing between EU countries: 10 regions from 7 countries representing more than 90% of the EU wine production. Many knowl. exchange activities & experience bottom-up interactive processes
- **Consortium (Impl)**: 11 partners from science, advisory and practice; regional technical working groups already defined in the proposal (no vague promises & complementary knowledge)

How to support putting results from projects into practice "with success" ?

- **The common EIP format for "practice abstracts"** was developed, building on Member States' experience (KISS – act against information overload) and agreed at EU level thanks to the work of the Standing Committee for Agricultural Research (SCAR SWG AKIS)
<https://ec.europa.eu/eip/agriculture/en/content/eip-agri-common-format>
- It will contribute to the **visibility and rewarding of researchers' work** in practice-oriented interactive innovation projects (e.g. thematic networks, multi-actor projects, rural development operational groups, etc)
- The unique EU repository of practice abstracts on the EIP website may help **measuring impact** of research on practice, similar to the research abstracts in peer reviewed journals.

Common format for practitioners ('practice abstracts'): info shared through the EIP network

- Short and easily understandable **title** (one key sentence, max 150 char.)
- Short **summary** in easily understandable language (max 1500 char.):
 - What problem will the knowledge generated solve for the end-user? What will be the main benefits to the practitioner?
 - Main outcome/recommendation (2-3 main results)
- **Contact data:** Project coordinator (+ address, e-mail, telephone), text editor, project partners (+ address, e-mail, telephone), geographical location, project period, funding source & budget, link to project website and to a website where info stays long-term available

Multi-actor 2016: Sustainable Food Security (SFS)

SFS-1	Solutions to multiple and combined stresses in crop production	10 Mio €
SFS-2	Teaming up for good: Exploiting the benefits of species diversity in cropping systems	5 Mio €
SFS-6	Weeding - strategies, tools and technologies for sustainable weed management	7 Mio €
SFS-7	Organic breeding – Increasing the competitiveness of the organic breeding and farming sectors	8 Mio €
SFS-9	Spotlight on critical outbreak of pests: the case of <i>Xylella fastid.</i>	7 Mio €
SFS-11	Challenges for disease management: Perennial crops in the tropics and sub-tropics	12 Mio €
SFS-15	Breeding livestock for resilience and efficiency	7 Mio €
SFS-26	Legumes - transition paths to sustainable legume-based farming systems and agri-feed and food chains	10 Mio €
SFS-37	The impact of consumer practices in food safety: risks and mitigation strategies	9,5 Mio €
SFS-42	Promoting food and nutrition security and sustainable agriculture in Africa: the role of innovation	5 Mio €

Multi-actor 2016 - Rural Renaissance (RUR)

RUR-1	Consolidated policy framework and governance models for synergies in rural-urban linkages	6 Mio €
RUR-4	Water farms – improving farming and its impact on the supply of drinking water	5 Mio €
RUR-6	Crop diversification systems for the delivery of food, feed, industrial products and ecosystems services - from farm benefits to value-chain organisation	20 Mio €
RUR-7	Resource-efficient and profitable industrial crops on marginal land	6 Mio €
RUR-8	Demonstration of integrated logistics centres for food and non-food applications	12 Mio €
RUR-10	Thematic Networks compiling knowledge ready for practice	10 Mio €
RUR-11	On-farm demonstrations: deepening farmer-to-farmer learning mechanisms	2 Mio €
RUR-14	Advisors' roles in the functioning of AKIS and advisory policies boosting innovation in sustainable agriculture	5 Mio €

Multi-actor 2017: Sustainable Food Security (SFS)

SFS-4	New partnerships and tools to enhance European capacities for in-situ conservation	2 Mio €
SFS-8	Organic inputs – contentious inputs in organic farming	8 Mio €
SFS-10	Emerging diseases in plants and terrestrial livestock	15 Mio €
SFS-16	Bee health and sustainable pollination	9 Mio €
SFS-17	Innovations in plant protection	10 Mio €
SFS-20	Science-based regionalisation of the Common Fisheries Policy	6 Mio €
SFS-27	Permanent grassland – farming systems and policies	10 Mio €
SFS-28	Functional biodiversity – productivity gains through functional biodiversity: interplay of crop pollinators and pest predators	10 Mio €
SFS-30	Closing loops at farm and regional levels to mitigate GHG emissions and environmental contamination - focus on C, N and P cycling	12 Mio €
SFS-34	Innovative agri-food chains: unlocking the potential for competitiveness and sustainability	6 Mio €
SFS-39	How to tackle the childhood obesity epidemic?	20 Mio €
SFS-48	Resource-efficient urban agriculture for multiple benefits – contribution to the EU-China Urbanisation Partnership	7 Mio €

Multi-actor 2017 - Rural Renaissance (RUR)

RUR-2	Coastal-rural interactions: Enhancing synergies between land and sea-based activities	5 Mio €
RUR-5	Novel public policies, business models and mechanisms for the sustainable supply of and payment for forest ecosystem services	8 Mio €
RUR-9	Business models for modern rural economies	9 Mio €
RUR-12	Networking European farms to boost thematic knowledge exchanges and close the innovation gap	7 Mio €
RUR-10	Thematic Networks compiling knowledge ready for practice	10 Mio €
RUR-13	Building a future science and education system fit to deliver to practice	7 Mio €
RUR-15	The benefits of working with others – fostering social capital in the farming sector	3 Mio €
RUR-16	Optimising interactive innovation project approaches and the delivery of EU policies to speed up innovation in rural areas	5 Mio €

Multi-actor 2016 – Internet of Things (IoT) Cross-cutting activities

Pilot 2	Smart farming and food security	30 Mio €
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More info

Brochure on Funding opportunities under Horizon 2020:

<http://ec.europa.eu/eip/agriculture/en/content/eip-agri-brochure-funding-opportunities-under-horizon-2020-calls-2016>

Looking for partners in Horizon 2020 multi-actor projects or thematic networks?

<http://www.linkedin.com/groups/Partner-Search-Horizon-2020-Food-7416906>

Follow the **EIP website** (monthly newsletters, brochures, examples, etc):

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