



Subgroup on Innovation for agricultural productivity and sustainability 4th Meeting

#RNSubInnovation - @EIPAGRI_SP

18 February 2016

Subgroup on Innovation for agricultural productivity and sustainability

4th Meeting – 18 February 2016



08:30 - 09:00 Registration & welcome coffee

09:00 - 09:10 Welcome & introduction – *Rob Peters, Head of Unit AGRI H.5*

09:10 - 10:10 Session I “Rural Networking in 2016

Presentation by DG AGRI & discussion in groups

10:10 – 10:30 Session II “Supporting Operational Groups”

EIP-AGRI implementation in RDPs: first elements from the 94 RDPs supporting OGs through Measure 16 – *Presentations by DG AGRI & EIP-AGRI Service Point*

10:30 – 11:00 Coffee break

11:00 – 13:00 Session II “Supporting Operational Groups” (continued) – *Discussion in groups*

Support for Operational Groups – *DG AGRI & MAs from Austria, Spain, Sweden, England*

13:00 – 14:00 Lunch break

14:00 – 15:00 Session III “EIP-AGRI Focus Groups”

State of play – *EIP-AGRI Service Point & DG AGRI*

Making best use of Focus Groups’ outcomes – *Presentations by Portugal, Hungary & Spain / Presentation by Mark Redman*

15:00 – 15:30 Coffee break

15:30 – 16:40 Making best use of Focus Groups’ outcomes – *Discussion in groups*

16:40 – 17:00 Wrap up / next steps

17:00 Closing



Hungarian Process

How do we apply focus group method?

presented by: Timea Reszketo

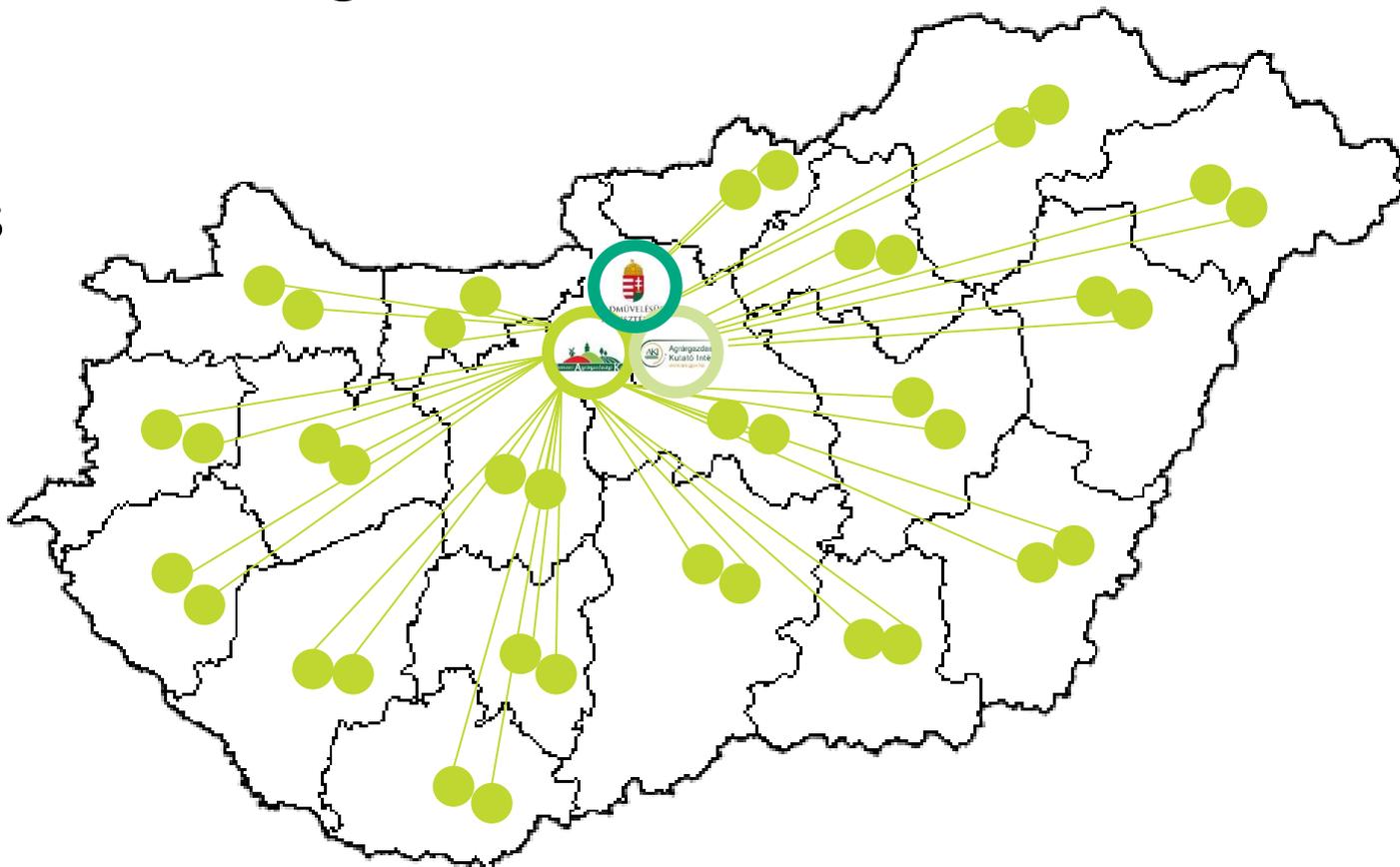


Who are *we*?

-  Ministry of Agriculture (official National Support Unit)
-  Hungarian Chamber of Agriculture (with ● operators)
-  Research Institute for Agricultural Economics

cooperation
for SU functions
and ,more'

coordinated by
the Ministry



Objective:

Efficient communication, knowledge exchange

/possibly with facilitation by advisors/

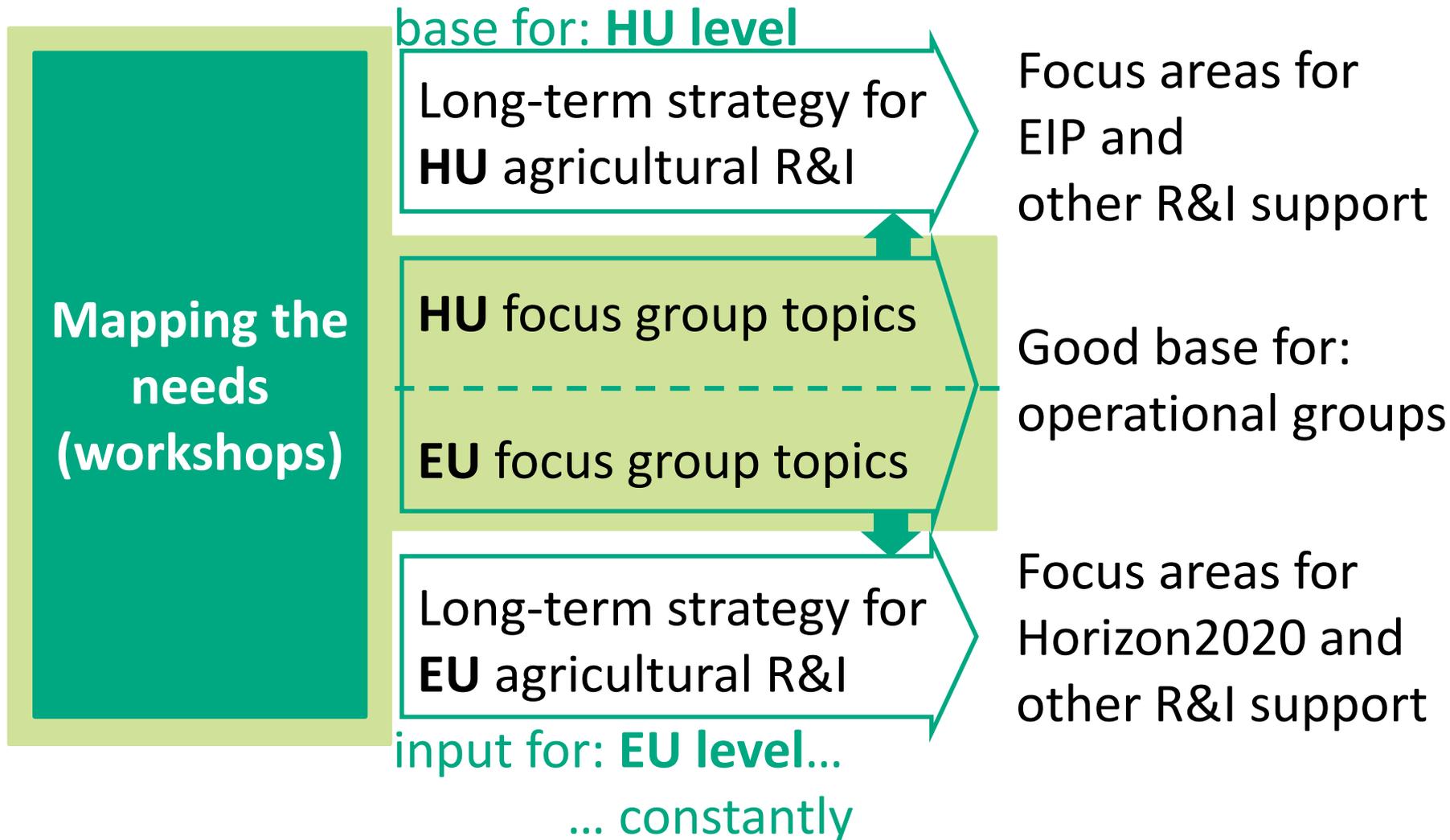


farmers
forest owners
food processors

researchers

Taking it seriously:

Supporting practice-oriented innovation



Different methods



	Workshops	 HU Focus groups	EU Focus groups
Objective	mapping the needs	take stock of the state of play, specific suggestions for projects	
Topics	general, top-down	general, bottom-up	specific, depends
Form	separated events	separated events	mandate for one year (two meetings)
Selection	nomination	pre-registration	application
Participants	separated	mixed	mixed

Workshops



2015 November 10: workshop for **researchers** (78 people)
+ information on HU-EIP

➔ **2015 November 24-26:** Info week on Societal Challenge 2
work programme 2016-2017

7 topics

2016 January 14: workshop for **practicioners** (84 people)
+ afternoon conference on HU-EIP (250 people, mixed)
+ networking activities

➔ **2016 January 26-28:** Designing the path: a strategic
approach to EU agricultural research and innovation



What do we learn?

Results

- **eagerness** to talk about problems
- stakeholders' **appreciation** for being involved in policy making
- even **project ideas** came up
- people got **stimulation**, something started

Conclusion

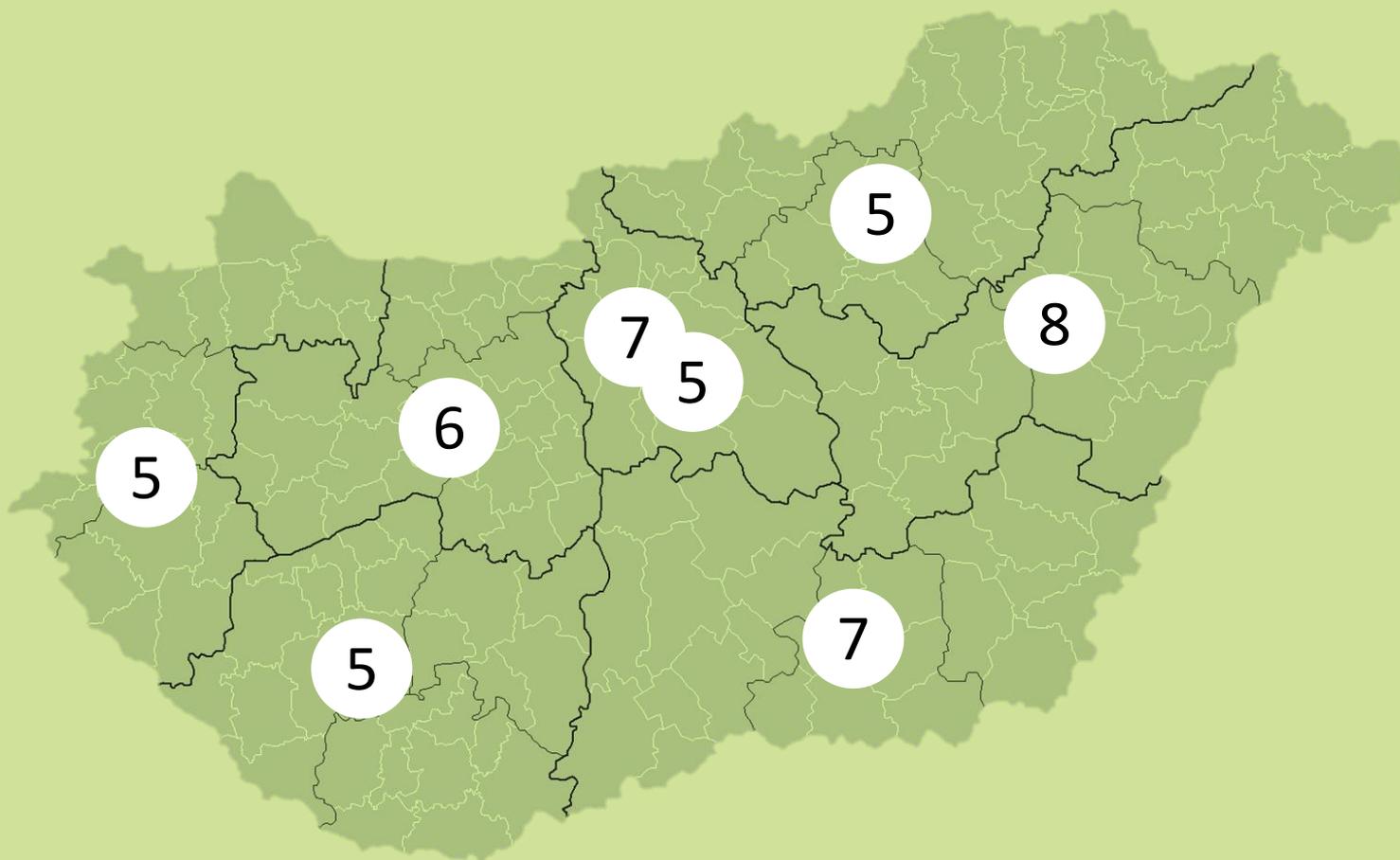
- **selection** method of participants should be changed
- no initial points needed – **tabula rasa**
- more **time** for talking (90 min ➡ 180 min)
- **preliminary information** serves efficiency
- good **methodology** and **moderator** is essential



HU focus groups

2016 March-May: country-wide + regional focus group events

- rethinking topics
- prioritising the list of topics by county



~10 topics

5: number
of topics
to be
discussed



EU focus groups

Exploit results



Current benefits

- applying method
- content of reports are used in policy making, programming

Future plans

- **translation**
English  Hungarian extract
(practitioner's language)
- **making it available**
on website
in a booklet
involving Hungarian focus group members in dissemination

**What is needed
to make it real?**

money

human resources

Thank you for the attention.

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advisory service expert*
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Agriculture

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