

REPORT SCAR SWG AKIS-3 WORKSHOP

THEME: REPORTING ON OG

Brussels (Belgium), May 26th, 2014

Chair: Krijn Poppe

Report: Anne Vuylsteke

Before the joint AKIS-ARCH workshop, an additional meeting of the SWG AKIS 3 was organized to discuss the reporting on EIP operational groups (OG). Dissemination of results is an important principle under the EIP and the rural development legislation even foresees a reporting obligation for supported operational groups. The aim of the meeting was to exchange MS experiences with reporting formats and databases in the preparation of the European system.

1. Participants

The following people participated in the meeting:

Name	Country	Name	Country
Anne Vuylsteke	Belgium	Krijn Poppe	The Netherlands
Roy Tubb	Finland	Jasper Dalhuizen	The Netherlands
Valerie Dehaut	France	José António Santos Pereira Matos	Portugal
Adrien Guichaoua	France	Andres Montero Aparicio	Spain
Elke Saggau	Germany	David Cooper	UK
Kevin Heanue	Ireland	Inge Van Oost	DG AGRI
Simona Cristiano	Italy	Hans-Jörg Lutzeyer	DG RTD

2. Setting the scene (Inge Van Oost, DG AGRI)

Inge Van Oost started the workshop by setting the scene. The reporting and dissemination activities of the EIP could now be made more concrete, by developing a format and database structure that can be used on the EIP website. These should fit to the EIPs approach for innovation, which looks at ideas that are put into practice with success. Member States moreover are inquiring for some common guidelines and/or a common approach which may align the reporting at EU level. DG AGRI therefore wants to learn from experiences gained in MS.

Based on the format for the EIP Service Point website, a number of possible common elements can be identified:

- Title + editor of the text
- Project coordinator (+contacts)
- Project partners (+contacts)
- Language
- Short summary (native + EN), including objective, main activities, practical outcomes
- Funding source
- EIP theme
- Keywords (preferably from the list of key words)
- Publication (URL)
- Budget? Space for comments?

There are also some examples in the MS. In Sweden, there are the application abstracts, which are short and aimed at the users (but also the summary of the final report and a popular scientific report are available). The Irish Technology Updates give guidance to the writers. The elements covered are the key external stakeholders, the main outcome or recommendation, the problem that will be solved for the end-user, the main results and the opportunity or benefit for the end user.



Presentation Inge
Van Oost.pdf

The discussion learned that the term application abstract is used already for an abstract of an application form. Other suggestions could be: user abstract or summary, growers abstract, lessons learned feedback, outcome or key messages for end-users. It would be interesting to also include failures in the reporting. This could be done by asking for the lessons learned. The format should also give information on the context to better understand the setting for the results realized (e.g. the legal situation). There was furthermore the question if it would be obligatory to identify all project partners in the format, as some might be interested to be involved but not publicly.

A final element in the discussion was the interaction between the database operated by the EIP Service Point and the databases at national / regional level. There is need for a common guidance in order to have the most available information. This covers all initiatives that stem from a call with the heading "EIP". It is expected that the MS will be open for an easy system, with clear guidance, that operates automatically.

3. MS experiences

In a second part of the workshop, MS representatives presented their experiences (see ppt).



MS experiences with
reporting on OGs.pdf

The presentations learn that most countries intend to have a database that captures OG's and their outcomes, but did not start yet. Several countries have already experience with databases and formats. Next to the elements that were mentioned earlier, there were also proposals to include the link to the project's website (and not only the link to the final results), to ask for a short YouTube video on the project and to include the geo-location in the reporting and present OG in a map. It could also be interesting to ask each project partner to formulate their lessons learned, as they might learn different things.

Several countries would like the OG's to put the information in the database themselves. It's expected that this will happen more often when initiatives have acquired public funding and only a few data items (name, location, link to own website, contact point) are asked

Although uniform reporting would be preferable in the ideal case, there should also be room for a case-by-case or open approach to capture initiatives' specificity but also to address the differences in the ways MS design their OG.

The databases are not the only way to disseminate projects' results. This may also happen through a website, newsletters, topic of fact sheets. It is also suggested to make the information in the database downloadable in a practical format. A (confidential) completion form can be used by the funder to ask for the partners' experiences.

It is necessary to think about the construction of the database and the interaction with other available databases (e.g. ICT AGRI metaknowledgebase, Endure information center, VALERIE and organic eprints). One central database will probably be too big. It might then be a better option to design a platform that captures information from national and other EU databases. In this process of designing the database, it is also necessary to think about the different uses (looking for contacts, finding results or monitoring of the outcomes). The way this could be done has been worked out after the workshop d by Krijn in the following annex.

4. Conclusion

Based upon the presentations and the discussions, it can be concluded that:

- There are different examples of formats and databases available. The all have common elements to be included, but YouTube films, geo-location and website are interesting additions. It is needed to identify obligatory and non-obligatory elements, but also to take into account that final information will only be available in a later phase (e.g. final report, dissemination work, appreciation of the projects).
- It is needed to think about the users and three modes of use: monitoring the outcomes, empowering the people to find each other and to make contact and dissemination of results.
- In order to avoid misunderstanding, it would be good to look for an alternative for application abstract, like key messages for end-users.
- It is necessary to think about the construction of the database and the interaction with other available databases. It would therefore be interesting to have a common format that can query all the available databases.
- Several member states have plans to start something up, so the Service Point is invited to take the lead as soon as possible.

Annex

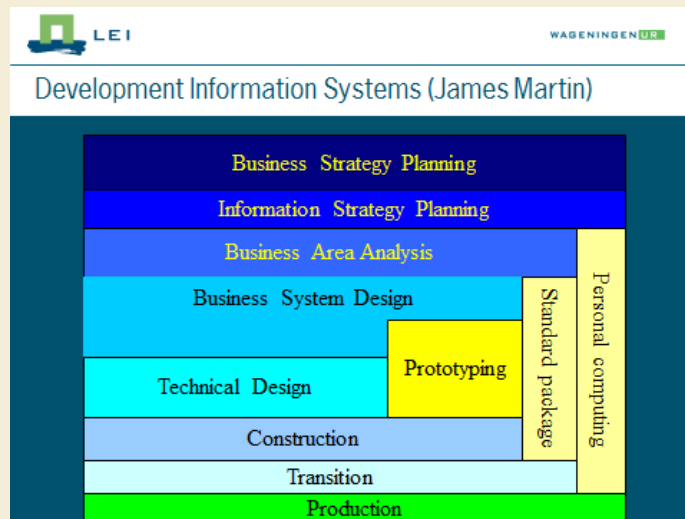
Designing a database for / on Operational Groups

Krijn Poppe

Introduction

In the AKIS meeting on May 26, Brussels, the question was tabled if the EIP Agri needs a database on operational groups. In principle the answer of the Member States present seemed to be Yes, and several elements for the database were put forward. Some of the proposals had a rather administrative approach in which a lot of information on the Operational Group (partners and data on those partners, subsidies, end results) are stored in a register, where others proposed mainly a tool for registration of the Operational Group and its own website (or LinkedIn/Facebook page) on a map.

To guide these discussions and decisions, it might be useful to use a framework for the development of information systems. The figure shows a standard methodology for large IT systems, that however can also be used in designing smaller IT systems: it guides the decision maker from "why" to "what" and "how".



Information Strategy Planning

This activity looks to the business strategy (What do we want to achieve with our support to Operational Groups in EIP?) and looks how this can be supported with ICT. A first analysis was done in the AKIS-2 report that contains a chapter on the potential use of ICT to support Operational Groups. This could be further developed to create a picture of how Operational Groups might use existing ICT tools in the coming years, and what is missing. There where tools are available (e.g. Facebook, Chil, LinkedIn), no further development is needed and tools could directly be used ("Personal computing" in the figure above). That is often a cheap solution and a solution rather close to what some users already are familiar with.

Of course this would mean that at least at country / regional level the OG's would be suggested / obliged to register in such a tool (e.g. "best practice for an OG is to create a page on Facebook that can be found in a web search engine").

The Information Strategy Plan also can map different business areas that have to be analysed in more detail in case available tools are seen as insufficient (on which the AKIS meeting did not draw a clear conclusion). In this case it seems that two areas stand out: *administrative registration* (that deals with the subsidy flows and the auditing) and *social interaction between OG's* (and OG and Thematic Networks).

Business area analysis

For each of the business areas a more detailed analysis is needed for who the users are, what data is needed and how and when and who provides (and checks) that data. Sometimes this leads to the conclusion that a standard package can be used. For instance the outcome of an analysis of the business area of Administrative Registration could be that payment agencies need quite some data and that this can be supported by the existing IT ("standard packages"), perhaps with some slight modifications that paying agencies already use.

The analysis of the business area *Social Interaction between OG* could lead to a similar conclusion, e.g. use a standard wiki (open source available) and put it on a website of the service point with some examples / standard headings (like name of the OG, innovation challenge of the OG, results) and ask OG's to describe their OG in the Wiki. We could also speculate that the analysis could reveal that it might not be necessary

to ask all their results to be uploaded, as these will most likely be reported in articles in the farm press or even in scientific papers, and that links to these digital articles suffice.

A very useful technique in this stage of the analysis (and in the subsequent ones) is to make a Use-case description. For this we have to take into our mind a situation that a user will experience with the proposed IT system (and later in proto-typing a system, one can re-do this with real users).

In our meeting we quickly looked to 3 use cases:

Farmer John wants to start an OG and asks "who is willing to start with me an OG on selling fruit in short supply chains?"

Farmer John would probably first ask around with his colleagues / friends in the region or in his farm organisation, or go to a matchmaking event. In case he would start using an ICT solution, he probably would first of all do some searches in Facebook or LinkedIn, or leave a specific question on discussion fora dedicated to agriculture, like the ones described in the AKIS-2 report.

If an additional tool would help, it is probably a discussion forum in LinkedIn (like those on Horizon2020) or the agricultural chat forums. Another option would be to provide a map where Operational Groups are located and working on. This is an attractive format to raise interest. It is probably most of all an answer to the question "what is happening in my region, and where could I join?" or "who in Bretagne is working on the Nitrate directive, as we in Ireland are doing that too?".

Vegetable-grower José (and his OG) wonder who else is working on the issue of intercropping with trees in market-gardening.

José would probably first go to Google and type in "intercropping with trees in lettuce", or just "trees and lettuce". Perhaps he would add "operational group". Such a web search would have to bring up the Operational Groups working on this (which asks for web pages by the OGs). Or should bring up a link to a register of all Operational Groups that have started on this topic.

Where the use-cases above deal with an interest in starting or active operational groups that not necessarily have results available, another use case could be on the access to their results:

Sheep farmer Franz would like to know if somebody has successfully or unsuccessfully worked on using rapid New Zealand sheep shearing methods on European breeds.

Franz would most likely type-in some questions in Google or another search engine. He probably finds some articles from agricultural magazines like Top-Agrar, and several from New-Zealand that show that some Scotts have entered New Zealand's sheep-shearing competitions.

It would probably be nice if the Google Search also brings up a database or wiki with Operational Groups where there are fact sheets / end-user briefs that informs him on the findings of operational groups that worked on this topic.

Business System Design

In this stage the details of the information system to be made have to be discussed in detail. This comes down to the question of individual items, how they are named (e.g. "application abstract" or) and what the definitions of these items are. Much of our

discussion on May 26 focussed on this, without discussing much of the issues above (or below).

Here also a balance has to be made between data use and data entry. If we want to have Operational Groups as soon as possible in the web, and they have to provide the input, it seems attractive to use tools already available (LinkedIn, Facebook, as this reduces learning costs for the member of the OG that has to enter the data) and to limit the data entry to a minimum. Such a minimum would be the name of the OG, their website address (this could be a Facebook page or a group in LinkedIn etc.) and the innovation challenge they are working on.

If we need more data to cluster them / find them easily searchable, it might be useful to have a look to section 4.3 of the AKIS-2 report where, based on the The Hague session of January 2013 of the AKIS group, some suggestions are made.

Of course in a business system design phase, other aspects of the data entry and data management could be chosen, e.g. central database with central entry at country level by the paying authority etc.

Technical design, Construction, Transition (moving from current systems to the new one) and Production

This is the real building of the system, introducing it to its users and keep it in production, including maintenance.

Issue to be discussed in Lisbon workshop

It seems logic that End-user fact sheets and scientific papers will be stored / will be kept stored in current databases like Endure, E-Organic Prints, Cordis, LINK (UK), Science Direct etc. This raises the question if open standards are needed to exchange data between such systems so that they could be made available in a common browser. Or, assuming these databases are open anyway, is Google and PDF doing here a job well enough?